



Enriching **Lives**

ASSISTANCE LEAGUE® OF LONG BEACH
A Chapter of National Assistance League®



2008 Annual Report

President's Message

Assistance League®
of Long Beach

“Success has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.” – Danny Thomas, Comedian and Philanthropist

Doing for others has always been the primary focus of Assistance League of Long Beach. Since 1940, its members have achieved success in many philanthropic programs and they continue to serve ever increasing numbers of children and families. Why? Because it is through serving others that success in life reveals itself.

This 2008 Annual Report illustrates the many ways Assistance League of Long Beach is living its mission and practicing its vision. Assistance League is dedicated to “enriching the lives it touches” and our volunteer members fulfill this vision through their dedication to effective philanthropic service.

This report also illustrates the generosity of our many donors. The vital philanthropic programs of Assistance League are able to meet the community’s needs because of the time and talent of our volunteers and because of the generous financial support of our donors.

It is only appropriate, therefore, that the many successes detailed in this annual report be dedicated to the volunteers and the donors who chose to “do for others.” Through your generous gifts, you have enriched countless lives of children and families in our community and you have earned success in life.

Nanci R. Gee

Nanci R. Gee
President



Mission

Assistance League of Long Beach is a nonprofit corporation whose purpose is to create a community of volunteers to identify and deliver philanthropic services.

Vision

Assistance League of Long Beach enriches the lives it touches.

Enriching Lives

Throughout 2008, Assistance League® of Long Beach fulfilled its vision to “enrich the lives it touches.”

For some, it was the simple kindness of new school clothing, for others it was the life-changing gift of a new, self-confident smile. For some, it was the strength of a mentoring relationship that lasted through critical times of transition and growth, and for still others it was the gift of education or the gift of compassion at a critical moment of vulnerability.

Over the past twelve months, the dedicated members of Assistance League of Long Beach contributed more than 64,000 hours of service to philanthropic programs that directly touched the lives of over 15,000 Long Beach area children and adults. Existing to serve the needs of children and families, Assistance League of Long Beach is dedicated to its mission “to identify and deliver philanthropic programs” that address the community’s most urgent needs.

Operation School Bell®

Between June 2007 and May 2008, Operation School Bell provided new, free school uniforms to nearly 5,400 elementary, middle and high school students in the Long Beach Unified School District. This remarkable accomplishment puts Operation School



Bell on track for meeting its goal of providing school uniforms for 10,000 students each year by 2010.

Operation School Bell, which was founded by Rick Rackers, has been clothing children in Long Beach schools since 1974. With the introduction of mandatory school uniforms in 1992, the program took on new significance and new urgency. School uniforms improve the learning environment and reduce distractions in the classroom. Schools

that mandate uniforms have fewer absences, fewer suspensions and better test scores. School uniforms improve discipline and reduce gang influences on campuses.

But the families of many Long Beach students cannot afford uniforms. As many as fifty percent of the 88,000 students in the Long Beach Unified School District live in households with incomes at or below the poverty level. Nearly seventy percent of the district’s students qualify for subsidized school lunches.

For these children, Operation School Bell is the only community program providing the “safety-net” of new, free school uniforms.





prior year. To keep pace with the growing need for its services, the Orthodontic Program expanded its professional staff and increased the number of days of operation per week. The volunteers of Assistance League support the Orthodontic Program with

Assistance League® of Long Beach Orthodontic Program

The Assistance League of Long Beach Orthodontic Program for 39 years has been dedicated to offering the children of low and moderate income families the life-changing gift of a self-confident and healthy smile. It is the only program exclusively dedicated to providing orthodontic care to critically under served children in the greater Long Beach area.

During 2008, the Orthodontic Program was able to offer care to 553 children in the new Earl B. and Loraine H. Miller Foundation Orthodontic Center. This represented a 26% increase in the number of children in braces over the

outreach activities in the schools and assistance with patient screenings and program administration.

Orthodontic needs not only affect a young person's confidence and self-image, but can spiral into life-long health and dental problems. Yet the financial resources of low and moderate income families rarely allow for costly private orthodontic care. These facts place the Assistance League of Long Beach Orthodontic Program in the vanguard of health care delivery to critically under served children.



Assault Survivor Kits®

Assault Survivor Kits provide "wear-home" clothes to survivors of sexual assault when police keep their clothing as evidence. The Assault Survivor Kits program is administered by the members of Las Hermanas, in conjunction with the Long Beach Sexual Assault Response Team. Over the past year, volunteers assembled and distributed more than 100 kits.

The Kids on the Block™

The Kids on the Block is an educational classroom program that uses nearly life-size puppets to address social, behavioral and cultural concerns affecting today's

children and youth. In 2008, the volunteer puppeteers performed for 6,400 students at 27 elementary and middle schools. The newest addition to the program offerings, "Understanding Aging," shared a message of self-worth and determination with 600 seniors at community centers, churches and hospitals.



Adopt-a-Family, Operation Hug and New Life Beginnings

Assistees® Auxiliary for high school students brightened the holiday season for eight "adopted" families with gifts, food, decorations and a family party. Through Operation Hug, Assistees offered teddy bears and comfort to 250 children in trauma. The bears are distributed by personnel of the Long Beach Fire Department. Assistees volunteers also brightened the lives of young mothers and children at the



New Life Beginnings shelter, hosting a Mothers' Day Party and other special celebrations for residents.

Mentoring

The Mentoring program of CAMEO matches promising high school and Long Beach City College students with successful role models to forge supportive relationships focusing on academic achievement, career and personal development and social responsibility. During 2008, 44 students benefited from the Mentoring program's tutoring, SAT preparation



classes, computers, summer internships and positive adult role models. Eight students visited the nation's capital as part of the Mentoring program. Most importantly, the Mentoring program offered encouragement, leadership and friendship to build the community and philanthropic leaders of tomorrow.



Scholarships

Assistance League of Long Beach Scholarships provided more than \$100,000 in financial assistance to students at Long Beach City College and California State University, Long Beach. Scholarships also provide funds for music programs in the Long Beach Unified School District.

ALa Carte

ALa Carte delivered creative arts activities to the bedsides of young patients at Miller Children's Hospital. Some 900 patients benefited from this



arts enrichment program during 2008, a 50% increase over the number of children served in 2007.

Howard Collection

In 2008, the Howard Collection of Asian art celebrated its sixtieth year as a program of Assistance League of Long Beach, offering both arts and educational enrichment to the community.

Volunteers of the Howard committee provided experienced docent-led tours for 750 seventh grade students as part of their world history and geography curriculum. Advancing its artistic mission, in 2008, the Howard Committee unveiled commissioned reproductions of light-sensitive wood-block prints from the collection. These giclee reproductions enable the public to enjoy the images, while preserving the fragile originals.

The Howard Collection's sixtieth anniversary celebration in June featured a fashion show by the Los Angeles Kimono Club and the program's first ever Guest Collector Exhibit.



A Vibrant Community of Volunteers

The members of Assistance League® of Long Beach and its auxiliaries, Rick Rackers, Las Hermanas, CAMEO, and Assisteens®, combine to create a vibrant community of more than 930 members dedicated to effective philanthropic service through volunteer action. At a time when many nonprofit organizations struggle to survive, Assistance League of Long Beach continues to thrive. Throughout 2008, the enthusiasm and dedication of Assistance League volunteers continued to attract a growing membership, building a strong foundation for the future of Assistance League of Long Beach.



Rick Rackers

Rick Rackers was the founding spirit of Operation School Bell in Long Beach, initiating the program to provide school clothing to financially needy children in 1974. In 2008, the 46 members of Rick Rackers were responsible for providing school uniforms for more than 3,600 elementary school students in need. Nearly 1,600 preschoolers from Head Start and the Long Beach Day Nursery attended their first day of kindergarten in new school uniforms provided by Rick Rackers.



Las Hermanas

CAMEO, the professional auxiliary founded in 1987 grew to 112 members in 2008. Through CAMEO's Mentoring program, the talents of members help to guide promising high school and college students to higher levels of achievement. The Mentoring program is funded by CAMEO's successful annual spring fashion show.



CAMEO

Las Hermanas administers the Assault Survivor Kits, providing "wear home" clothes for survivors of sexual assault after police keep their clothing as evidence. Additionally, the 100 dedicated volunteers of Las

Hermanas contribute their talents in support of all Assistance League of Long Beach philanthropic programs.



Assisteens

Assisteens is an auxiliary of more than eighty high school age members, dedicated to community service and to building leadership skills in the next generation of community volunteers. During 2008, Assisteens learned lessons of service and leadership through the Operation Hug, New Life Beginnings and Adopt-a-Family programs.

Life Membership is a designation reserved for Assistance League of Long Beach members who have completed a



Life Members

minimum of ten years service to the organization. During 2008, the 240 Life members volunteered their time and talent in support of all Assistance League philanthropic programs and fundraising activities.



Chapter



Lighting the Future

“To keep a lamp burning, we have to keep putting oil in it.”

These simple, but very wise words of Mother Theresa can describe the prudent management and planning of Assistance League® of Long Beach. By this measure, 2008 was a year of bright light for the organization and its future.

In January 2008, Assistance League of Long Beach successfully concluded its *Building the Future* capital campaign, raising \$3.6 million to renovate the new Philanthropic Center and to expand the services of Operation School Bell and the Orthodontic Program. This record achievement was completed in just 24 months of fundraising and surpassed all financial projections and timetables. More than 125 Assistance League members and community volunteers worked on behalf of the campaign and more than 400 donors contributed to its success.

Building on the success of the capital campaign, the Assistance League of Long Beach Endowment was launched in November 2008. This endowment fund is dedicated to supporting the mission and vision of Assistance League and charitable gifts to the endowment ensure the organization will be financially

ready to meet the needs of the community for decades to come.

Strategic Financial Plan

In 2008, Assistance League of Long Beach completed an intensive Strategic Financial Plan to define the strategies for financially supporting the organization’s long-term goals and objectives. Between 2007 and 2012, the two most urgently needed philanthropic programs of Assistance League will nearly double in the scope of their services: Operation School Bell will grow from 5,700 to 10,000 children clothed and the Orthodontic Program will expand from 450 to 700 children in braces. The Strategic Financial Plan, which was approved by the Board of Directors in April 2008, details new and expanded funding strategies to support this growth, including the Operation School Bell Corporate Partnership program that invites the business community to assist

in underwriting the purchase costs of school uniforms.

Since 1950, the Assistance League Thrift & Vintage Shop has been a stable source of income to support the philanthropic programs of Assistance League of Long Beach. In 2008, more than 250 members volunteered at the shop and their efforts generated 13% of the organization’s total support and revenue.

Special events are an exciting way for Assistance League to raise both funds and friends for its philanthropic programs. In November 2008, the *Destinations* event attracted 350 guests and raised \$55,000 for Assistance League programs. In March, CAMEO welcomed a sell-out crowd of 1,000 to the annual spring fashion show at the Long Beach Convention Center and raised \$104,000 to benefit the auxiliary’s Mentoring Program. In October 2008, Rick Rackers’

53rd annual Woman of the Year award attracted 180 guests to a luncheon that benefited Operation School Bell.

In 2008, 77% of all funds were dedicated to philanthropic programs and fundraising costs were limited to only 16% of total expenses. Because of the dedication and talent of its volunteers, Assistance League of Long Beach is able to prudently manage its resources and provide the greatest possible service to the community.



Our Thanks and Appreciation

Capital Campaign Donors

Pace Setting (\$250,000+)

Mary Alice and Bob Braly
Liz and Jim Breslauer
The Earl B. and Loraine H. Miller Foundation
Weingart Foundation

Leadership (\$100,000-\$249,999)

The Ahmanson Foundation
The Annenberg Foundation
Tori Miller Busch Legacy Fund
CAMEO Professional Auxiliary
Dorothy Dameron and Family
Suzanne and David Nosworthy
Suzanne and Dennis Poulsen
The Rose Hills Foundation
S. Mark Taper Foundation

Vanguard (\$75,000-\$99,999)

Gloria and George Deukmejian
Las Hermanas Auxiliary

Principal (\$50,000-\$74,999)

Harriett and Thornton Ibbetson
Kiwanis Club of Long Beach
The Reep Family
Rick Rackers Auxiliary

Strategic (\$25,000-\$49,999)

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In Memory of Jean Turner, Las Hermanas Charter Member and Past Chairman
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The following memorial and tribute gifts have been designated to the Capital Campaign by the families

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 Jeanne Brindley
 Luann Campbell
 John and Beverly Fleitz
 Clemens and Mary Hanneken
 Nikki Mertz
 Avis Miller
 Sandra and Glenn Miller
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 In Memory of Willa Gilmore
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In Memory of Dick Hatfield
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In Memory of Daisy Shadle
Burt and Norma Marter
In Honor of Karen Sprague
Elynna and Hank Schaffner
In Memory of Jean Turner
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Burt and Norma Marter
Melva and Dick Miller
Suzanne and David Nosworthy
James and Lois Pott
Joel and Shelly Sandler
In Honor of Vicki Vaught
Suzanne and David Nosworthy
Elynna and Hank Schaffner
In Memory of
Marjorie Wise Young
Meredith Medanich
Anne Samways
William Sawyer
Robert and Carol Senske
Donald Young

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\$25,000 & above

L.B. Education Foundation
McCabe Foundation
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\$5,000 - \$14,999

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Blanche Brewster
Lorraine Brewster
Carol Brock
Rhonda Broude
Michael Burnett
Blanche Cannady
Lenell Chace
Daphne Ching-Jackson
Rozanne Churchill
Karyn Cissell
Margot Coleman
Phylliss Comiskey
Susy Cordova
Karen Cornell
Gloria Cornwall
Ettie Councilman
Becky Cox
Inga Cristiano
Syndi Croad
Sandy Darling
Darren Davis
Cynthia Dawson
Diane DeWalsche
Donnette Dickey
Janice Dickson
Ruby Dijamco
Lisa Dohner
Holtine Donald
Mr.& Mrs. Peter Dreifuss
Karen Dunn
Margaret Durnin
Jean Egan
Nancy Erdmann
Richard Fagan
Dorla Fair
Shirley Ferry
Kathy Frazier
Nancy Freeze
Cole Fulwider
Olivia F. Gallo
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Sonia Gordon
Lori Grace
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Shell Whitney Grossman
Jan Hallett
Betty Hamer
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Bozena Jaworski
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Nancy Latimer
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Sharon Lekawski
Cecile Lindsay
Carolyn Lockhart
L.B. School Nurses Association
Debi Lorbeer
Lelita Luciano
Loretta Luskin
Dorothy Macrate
Gwen Mack
Norma Marter
Theresa Marino
George Martin
Lu Martin
Janet Martois
Nancy Mauger
Vickie McBeath
Victor & Patty McCarty
Evadne McKeever
Linda McKeever
Mary Alice McLoughlin
Beverlee McNally
Kathryn Meacham-Shirley
Lorie Merrill
Harriet Fite Miller
Margaret Miller
Tally Mintie
Esmeralda Morales

Sandra Morgan
Joyce Navarre
Kim Neipling
Tammy Newland
Lorry Nixon
Sandy Nonhof
Carolyn Powers
Barbara Smith
Penelope O'Toole
Diane Owen
Marian Payne
Rosi Pedersen
Brenda Penrod
John Petty
Linda Pillsbury
Lyn Pohlmann
Peggy Porter
Suzi Praegitzer
Ruth Pumphrey
Linda Rahn
Joann Rich
Linda Rorem
Marsha Roubidoux
Linda Ruiz
Stacy Sanchez
Shelly Sandler
Virginia Seche
Arlene Solomon
Christine Shovel
Sue Stanley
Eileen Steigerwald
Sandra Stern
Barbara Stricklin
April Stuart
Jacqueline P. Taylor
Catherine Terry
Cheryl Thielman
Margaret Valenzuela
Vicki Vaught/Vaught Yachts
Candace Vidmar
Genevieve Vigil
United Way
Pat Walker
Susan Waller
Elizabeth Minor
Dawn Watkins
Frances Welty
Beverly Wemette
Rose Werz
Karen Whistler
Gregory Williams
Elaine Winston
Dorothy Wise
Debra Woods
Sharon Wright
Sue Yokomi

Charlene Young
Alicia Kruienza
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Beverly O'Neill
Angie Zarifes
David Bradbury
David Still
Deborah LeIchuk
Elaine Winston
Jane Orenstein
Jaqueline Gonzalez
Julie Beall
Karen Clements
Kay Berg
L.B. P.E.O. Chapter P.U.
Marald Nosworthy
Rose Hamm
Rosemary Scott
Sandra French
J.B. Stewart
Nancy Bland
Mary Ann Kahanic
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Marilyn Shirley
In Honor of Jeannie Reynolds
& Larry Libuser
Linda LeMoncheck
Jed Shafer
In Honor of Pat Montague
Arlyn Wilson
In Honor of Sam & Joan Smock
Shelly Sandler
In Honor of Coreen Neary
Elliott & Stephanie Warshauer
In Honor of Jeanett Lyons
Ginny Oleen
In Memory of Janice Kight
Richard Landes
Faye Campbell
Carolyn Faber
Janet Eichenlaub
In Honor of Liz Minor
Carole Breithaupt
In Memory Joyce Ashcroft
Marilyn Shirley
In Memory of Roberta Bell
Jean Stewart
In Memory of
Marcind Hutchinson
Las Hermanas Auxiliary
In Memory of Betty Bragg
Virginia Osmera

Financials

Summary Statement of Financial Position

	\$ Amount as of:	
	5/31/08	5/31/07
ASSETS		
Cash and Investments	2,094,929	1,886,300
Pledges Receivable	839,414	733,325
Fixed Assets	5,038,263	5,128,762
Other Assets	<u>166,648</u>	<u>118,330</u>
Total Assets	8,139,254	7,866,717
LIABILITIES		
Mortgage Payable	689,454	1,480,878
Other Liabilities	<u>78,938</u>	<u>62,990</u>
Total Liabilities	768,392	1,543,868
NET ASSETS		
Unrestricted	6,223,213	5,334,047
Temporarily Restricted	952,791	862,587
Permanently Restricted	<u>194,858</u>	<u>126,215</u>
Total Net Assets	7,370,862	6,322,849
Total Liabilities & Net Assets	8,139,254	7,866,717

Summary Statement of Financial Activities

For the Twelve Months Ended May 31, 2008

	\$ Amount
SUPPORT AND REVENUES	
Net Revenue, Thrift Shop and Other Sales	339,278
Net Revenue, Special Events	216,269
Contributions	<u>1,679,110</u>
Subtotal: Fundraising and Contributions	2,234,657
Program Service Revenue	376,849
Membership	61,592
Investment Return	<u>21,770</u>
Total Support and Revenues	2,694,868
EXPENSES	
Operation School Bell	331,128
Orthodontic Center	455,354
Scholarship	212,975
Other Programs	<u>271,141</u>
Subtotal: Program Services	1,270,598
Fundraising	269,678
Management and General	82,871
Membership Development	23,708
Total Expenses	1,646,855
Change in Net Assets	1,048,013
Beginning Net Assets	6,322,849
Ending Net Assets	7,370,862

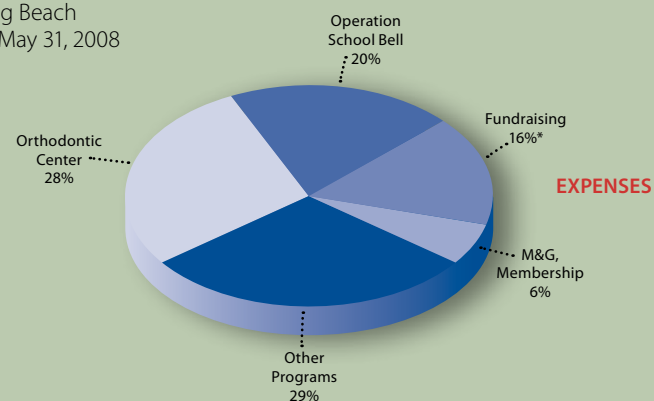
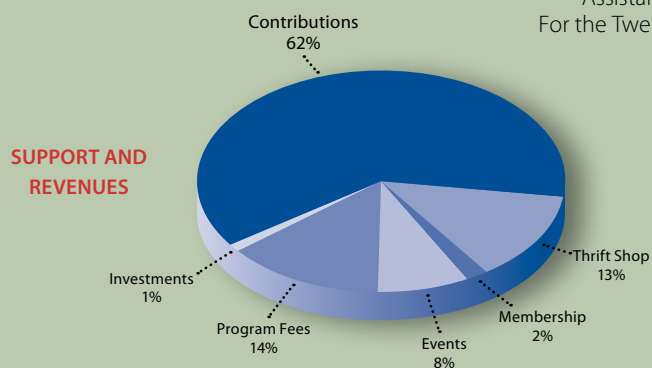
Our balance sheet increased only marginally, as \$750,000 in continuing receipts from our Building the Future capital campaign were applied to further reduce the principal balance of the mortgage financing for our Philanthropic Center.

Building the Future proceeds also were applied to expand our two highest-impact efforts, Operation School Bell and the Orthodontic Program. The students participating in each program increased within our five-year plan, and program expenditures expanded accordingly.

Prior year comparisons are omitted from the Summary Statement of Activities because 2006-2007 covered 13 months, due to a change in fiscal year end. Additional information about our financial condition and activities is presented in our audited financial statements and footnotes, available upon request.

COMPOSITION OF REVENUES AND EXPENSES

Assistance League® of Long Beach
For the Twelve Months Ended May 31, 2008



How You Can Help

There are many ways to support the philanthropic programs of Assistance League® of Long Beach.

Join

Membership is open to all who share the vision and mission of Assistance League of Long Beach.

Volunteer

Volunteer for one of the philanthropic programs: help out where and when you wish.

Donate

Financial contributions from the community in support of philanthropic programs are gratefully accepted and tax deductible.

Shop

The Assistance League Thrift & Vintage Shop welcomes shoppers at 2100 E. Fourth Street in Long Beach. The shop is staffed by volunteers and all proceeds support our philanthropic programs.

To make a donation to the Thrift & Vintage Shop, or for a calendar of special events and list of shopping hours, please call 562-434-7121 or contact us at thriftshop@ALLB.org

Attend

Attend one of our many exciting fundraising events in support of Assistance League of Long Beach philanthropic programs.

For details of how to join, volunteer, donate, shop or attend, please visit our website or contact us at:

6220 E. Spring Street • Long Beach, CA 90815
562.627.5650 • www.ALLB.org



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Assistance League of Long Beach

6220 E. Spring Street
Long Beach, CA 90815
562.627.5650
www.ALLB.org

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*Photos by William Wade: Front and back covers, pg. 2, pg. 3 far-right, pg. 4 Orthodontic and The Kids on the Block™, pg. 7 Orthodontic and teapot, pg. 9.
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