

Building the Future

Community Issue

April 2007

*Caring
Sharing
Friendship*

Vision Statement:

Assistance League of Long Beach enriches the lives it touches.



A publication of Assistance League of Long Beach



From the President

Assistance League of Long Beach is a non-profit corporation whose purpose is to create a community of volunteers to identify and deliver philanthropic projects. For over six decades the hands-on volunteers have served the needs of the greater Long Beach community. The passion and commitment of over 900 members has made Long Beach the largest chapter of National Assistance League®. This past year, the volunteers of Assistance League of Long Beach contributed more than 57,000 hours of philanthropic service and touched the lives of more than 17,000 Long Beach area

men, women and children.

Three years ago, a dream for a new home began. That dream is now a reality. The opening of our Philanthropic Center will allow Assistance League of Long Beach to further enrich the lives of the citizens of our community through a variety of philanthropic activities.

The members of Assistance League of Long Beach are making a difference in our community and will continue to expand our services to the people of Long Beach.

Shelly Sandler

Our New Philanthropic Center



For the first time in Assistance League of Long Beach's history, the new Philanthropic Center will consolidate all of the organization's projects under one roof. The 17,000 square foot building, located at 6220 East Spring Street, west of Palo Verde Avenue in Long Beach, will advance the mission of the organization by strengthening the "community of volunteers" who are the lifeblood of its success. This extraordinary center will not only provide an efficient setting enabling Assistance League to fortify and expand its many vitally important community services, but will also serve as chapter's "home," a place where members can seek out one another in friendship and caring. The new center will provide a more unified base, allowing all Assistance League of Long Beach members to serve as one team. It will build stronger enthusiasm and create the synergy of working towards an even greater common goal.

A Campaign Dedicated to Building the Future

Building the Future, the campaign to prepare Assistance League of Long Beach to serve its community for decades to come, was publicly launched with the Grand Opening of the new Philanthropic Center on February 11, 2007. The campaign has three critically important goals:

- To renovate the new Philanthropic Center
- To expand programs that serve the most urgent needs of the community
- To build an endowment that will support these programs for future generations

Three goals that fulfill one vision: To build the capacity of an exemplary organization to serve its community.

Building the Future will fund the expansion of Operation School Bell® to provide complete school uniforms to 10,000 students each year. Uniforms improve the learning environment of Long Beach schools, strengthening discipline and school safety. Operation School Bell is the only community program providing the "safety-net" of free school uniforms to the most disadvantaged students in the Long Beach Unified School District.

Building the Future will also enable Assistance League of Long Beach Orthodontic Center to expand its patient base from 400 to over 700 children. The center is the only program dedicated exclusively to orthodontic care for the community's most economically disadvantaged children.

The new philanthropic center now provides an efficient setting for the expansion of Operation School Bell, the Orthodontic Center and all Assistance League philanthropic projects.

Building the Future has a financial goal of raising \$3.6 million in capital funds, with \$1 million dedicated exclusively to purchasing school uniforms for Operation School Bell and to expanding the Orthodontic Center's professional services. The purchase of the new philanthropic center was fully funded by the sale of Assistance League's former properties. The costs of the center's renovations total \$2.6 million.

Building the Future sets impressive goals for Assistance League. Yet before the \$3.6 million campaign was even announced to the public, more than \$2.2 million was pledged by generous donors.

Through 67 years and countless volunteer hours, Assistance League of Long Beach has served the community. Its *Building the Future* campaign will prepare this exemplary organization to meet the needs of the Long Beach community for decades to come.

The Orthodontic Center Provides Care to Long Beach Underprivileged



"The Orthodontic Center has a life-changing affect on the children it serves. The child who comes to us, unsmiling, embarrassed and with poor self-esteem, can evolve into a smiling, self-confident and self-assured young adult. This is the gift Assistance League gives to our young people and their future." **Nelson R. Gatov, D.D.S., M.S., M.P.H**

For over 35 years, high quality affordable care has been provided to underprivileged Long Beach children with orthodontic problems through Assistance League of Long Beach's Orthodontic Center. With only limited public funding for these services, the Orthodontic Center has been in the vanguard of health care delivery to critically underserved children for four decades. The recent move to a larger facility allows the Orthodontic Center to expand its patient base to over 700 children with no projected increase in the average patient fee per month of \$45. Parents pay according to their financial ability. As the number of children in need grows, Assistance League of Long Beach is committed to providing quality care and ensuring that orthodontic needs do not spiral into life-long health and dental problems.

The Orthodontic Center first opened in 1969 with nine orthodontists participating with some part-time help and 49 patients. The center currently is operating three days a week - Monday, Tuesday and Wednesday with one orthodontist, a practice administrator and 3 dental assistants. Assistance League Orthodontic Center is one of only two agencies in the city of Long Beach providing orthodontic care to low-income families.

Our current active patient load is over 400, with a goal of 450 by the end of May. The long range plan for the center is to grow to 700 patients and operate 5 days a week by the year 2011-2012. The growth will be gradual; evaluating that goal as we grow; the center does not want to get so big that we lose the personal relationship we have with our patients.

Children eligible for our program must live in the cities of Long Beach, Lakewood or Signal Hill or be enrolled in the Long Beach Unified School District and be between 11 - 16 years of age. The family income must fall within our economic guidelines, and the family pays for a portion of the patient's care, based upon their ability to pay. Our goal is to complete treatment by the time the patient finishes high school.

The average length of treatment is from two to two-and-a-half years, with visits to the Orthodontic Center at least once a month. Over time, staff and Assistance League volunteers become very close to patients and can provide them with a life changing experience. One Orthodontist tells a story about one of his patients, a young man, who from all outward appearances had no interest in orthodontic care or much of anything else. It was feared he might not even complete his treatment, but as time progressed, Dr. Gatov discovered this young man to be articulate and determined to make something of himself. They became friends. One day, this young man walked into the Orthodontic Center, dressed to the nines, obviously going somewhere. Dr. Gatov asked him what he was doing there, as he did not have an appointment. "I need you to help me tie my tie," the young man replied.

Assistance League of Long Beach's Orthodontic Center is truly impacting lives of young people in many different ways.

Operation School Bell / Middle School Clothe Thousands of Children per Year

One of the most "hands-on" philanthropic programs supported by Assistance League of Long Beach is Operation School Bell/Middle School. Approached by the Long Beach Education Foundation to help clothe Middle School students in 2000, Assistance League of Long Beach has been an enthusiastic partner in this effort for seven years. Working closely with the school district and its successful expansion of their mandatory school uniform policy, Assistance League provides school uniforms to the most disadvantaged children in the Long Beach Unified School District. Operation School Bell recipients come primarily from school referrals. In partnership with the school district, Assistance League is committed to the vision that no child should fail to attend or perform in school for lack of adequate clothing.

Assistance League members spend hundreds of hours each school year providing brand new school uniforms to middle school students in the Long Beach Unified School District. In 2006-2007 alone, Assistance League served 21 middle schools, Wilson and Milliken High Schools, and 3 Community Day Schools. In a special effort undertaken at the request of the school district, Assistance League provided brand new uniforms to over 1,000 students at Franklin Middle School in support of its reopening as a Classical Middle School. So far this school year, an additional 400 students have received uniforms at our facility or have had them delivered to their schools. This translates into over 4,200 polo shirts, 1,400 sweatshirts, and 2,800 pairs of pants! Led by a committee of 46 members, Operation School Bell/Middle School is staffed by volunteers from every auxiliary of Assistance League. This year, chapter has partnered with its Rick Racker Auxiliary to aid in their continuing efforts to clothe elementary school children.

Members report that it is heartwarming to see the smiles of the students when they leave with their bag of new clothes. We have received many thank you letters from students; one young man told us he no longer looked different from everyone else. Another told us that these were her only new clothes. And a mother wrote to thank us for giving her son new uniforms. She said she wished we could see her son "strut off to school in his new clothes." It is feedback like this that makes Operation School Bell such a rewarding and vital part of Assistance League of Long Beach's mission.

A La Carte Delivers!

Since 1971 ALa Carte has delivered a creative bedside art program to patients at Miller Children's Hospital. Comfort and a little fun come with our personal touch. Eleven volunteers devote countless hours with children to relieve the boredom of confinement to a hospital bed.

Thrift Shop Filled with Unique and Upscale Items



Assistance League of Long Beach operates a thrift shop located at 2100 East 4th Street. Offering slightly used, unique and upscale items, Thrift Shop is the primary source of funds for Assistance League of Long Beach philanthropic projects. It is also of service to the neighborhood where the shop is located, where tracts of homes surrounding the shop are designated low-to-median incomes.

The Thrift Shop opened in September of 1949 at 414 Locust Avenue in Long Beach, and relocated twice in the next 34 years. In 1983 our members searched for a new, larger space. Our present location on 4th Street was purchased in 1989 and renovated in 1991. We are projecting our net profit to exceed \$300,000 this fiscal year, a significant increase from the \$3,159.98 made in that first year of operation!

In our Thrift Shop we have space devoted to boutique items, which are of higher quality and price. The bulk of our sales come from our large selection of lower priced items. Donated goods are received from both Assistance League members and the community. We offer themed event sales such as "Glitz" weekend in late November. Receipts last year amounted to just over \$15,000 for this one weekend. Other special sales events include Western Days, Heritage Days, and Hawaiian Days.

Our staff consists of one person from the membership appointed as Thrift Shop Chairman and one full-time employee. Members are required to work 78 hours per year at the Thrift Shop, which works out to 13 six-hour placements over the course of a year. This staffing is supplied by volunteer support from Voting and Non-Voting members, Life members, Las Hermanas and Assisteens Auxiliaries.

Assistance League of Long Beach Thrift Shop is open Monday through Thursday from 10 a.m. to 4 p.m., Friday from 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m.

Kiwanis Support Kids on the Block



The Kids on the Block team has been offering its educational programs to Long Beach elementary and middle schools since 1975. The initial programs dealt with understanding disabilities in response to the federal mainstreaming

act. The current offerings include Bullying, Alternatives to Violence, Self Esteem, and Teen Pregnancy, topics that are of concern to today's students. The Kids on the Block puppeteers also offer Understanding Aging, a program that addresses stroke victims and the aging process to schools and community groups. This year the puppeteers will reach more than 8,000 individuals with their positive messages concerning today's societal issues.

Kiwanis Club of Long Beach made a generous donation to Assistance League of Long Beach's "Building the Future" Capital Campaign. To recognize this extraordinary gift, the Kids on the Block room was officially renamed Kiwanis Club of Long Beach Kids on the Block Room. We are truly grateful to the Kiwanis members for their support in our endeavors to affect a positive change in our community.

Students are Inspired by Howard Collection



For nearly sixty years Assistance League of Long Beach has cared for and shared a unique collection of Asian art. Walter and Margaret Howard are part of our

Long Beach heritage and this collection provides not only a bridge to our city's history, but also a cultural bridge with our community.

Each year seventh grade history students from Long Beach Unified School District are invited to learn about the collection through docent led tours. The cost of transportation for the children is provided by the philanthropy of our chapter. Interested adult groups are also encouraged to visit.

This quality Asian collection continues to inspire and educate schoolchildren and adults, bridging the illustrious history of Asia and the Long Beach community.

After months of planning and hard work the art is now beautifully displayed in our new building. We are justifiably proud of our efforts and encourage you to visit this "hidden gem" of Long Beach.

Las Hermanas' Assault Survivor Kits® Aid Victims



Las Hermanas Assault Survivor Kit Committee Members (l-r) Maureen Stone, Marvell Gum, Marlys Pfrimmer, Beverly

"Making life-long friends in care & service" is a motto that describes Las Hermanas, an auxiliary of Assistance League of Long Beach. Las Hermanas was founded in 1960 to assist the chapter in its philanthropic programs and service to the community. Las Hermanas members are required to donate 60 hours a year to philanthropic programs, 30 hours of which are served at the Thrift Shop. Last year, they donated more than 3,000 hours of volunteer service.

Las Hermanas members provide volunteer support to all chapters' programs and are directly responsible for administering the Assault Survivor Kits program. This program provides clothing and hygiene kits to survivors of sexual assault whose clothes are kept as evidence by police.

Often, after reporting the crime and examination, sexual assault survivors went home wearing nothing but a hospital gown. In 1994, Assistance League of Long Beach stepped in and began assembling Assault Survivor Kits to help provide comfort and support to those who are going through a very difficult time. Assault Survivor Kits are given to survivors after their physical examination at Community Hospital is completed. Assault Survivor Kits are a vital part of the Long Beach Police Department's Sexual Assault Response Team, whose purpose is to provide a sensitive and innovative approach to the care and treatment of survivors of sexual assault.

Since October 2002, the Las Hermanas auxiliary of Assistance League of Long Beach has been administering this program. Members assemble these kits, which include sweat suits, underwear, socks or flip flops and toiletries. Kits for child survivors include a stuffed animal. Materials are provided through a combination of donations and funds from Assistance League of Long Beach resources. Assault Survivor Kits offer dignity in the face of vulnerability and fear. This program is dedicated to ensuring its recipients are not victims, but survivors.

While working in their organization and meeting the needs of the community, the ladies of Las Hermanas find camaraderie, joy and much satisfaction.

Assisteens[®] Reach Out to the Community

Mission.

To instill in its members a commitment to community service and philanthropic programs while providing a learning environment for leadership and social skills.



History.

National Assistance League founder, Anne Banning, always felt that it was fine to serve youth, but better to let youth serve. So, in the 1930's she called on the daughters and granddaughters of Assistance League members to assist in various philanthropic programs. We are proud to continue to encourage and provide volunteer opportunities for today's youth. Today, our Assisteens provide programs in Long Beach to New Life Beginnings, a long-term homeless shelter for young pregnant mothers and their children, and Bethune Transitional Center for Homeless Students, a short-term intake center for students whose parents are in transitional housing. Our Assisteens also have a community outreach committee always prepared to help at a community service event. Past events have included Belmont Shore Family Fun Fest, Steel Magnolias Gala, Team Spirit Walk, Long Beach Marathon, and Belmont Shore Christmas Parade.

Vision.

The world that our children inherit is the world that we teach them to create. The founders of Assistance League understood that the art of giving could never be learned too early. They formed the Assisteens to instill the value of community responsibility, self reliance, volunteerism and leadership in young adults. Assistance League emphasizes leadership development as an important part of Assisteens. Each philanthropic project and community activity is developed, coordinated and chaired by Assisteens members from start to finish. With the help of Assisteens mentors, they elect a chairman and a governing body, learn to plan a project, develop a budget, organize a fundraiser and take their projects to completion. The extraordinary dedication of Assisteens volunteers has helped build better futures for people less fortunate than themselves. Their experiences as members of the organization help shape their self-confidence, reliability and ability to achieve goals. Our children are our destiny and as Assisteens, they learn to put caring into action in ways that will ensure they have a better world to live in.

Values.

Our Assisteens follow in the footsteps of Assistance League, with a rich history of supporting the vision and talents of volunteers engaged in personal service to their communities, by embracing the following values:

- Commitment - compassionate and caring service
- Integrity - honesty in communication and action
- Leadership - professionalism that is visionary, ethical and sensitive
- Accountability - fiscal responsibility
- Respect - appreciation and consideration for others

CAMEO Focuses on Academic Achievements

CAMEO, the largest auxiliary of Assistance League of Long Beach, attracts professionals who are committed to providing one-on-one mentoring support to more than 40 students from Long Beach Unified School District and Long Beach City College annually. The program focuses on academic achievement, personal development and social responsibility.

In addition to one-on-one mentoring, students benefit from college preparatory classes, cultural experiences, continuing education opportunities and other enrichment activities. CAMEO members, along with community partners, provide students with opportunities for paid summer internships, scholarships, tutoring, positive adult role models and specially designed activities to ease the transition into a four-year college or university. Most importantly, CAMEO offers students the opportunity to succeed to greater heights.

Now in its 20th year, CAMEO is expanding its program to include a fully funded student/mentor trip to Washington, D.C. The trip is made possible through proceeds generated by CAMEO's annual fashion show luncheon, held each spring at the Long Beach Convention Center. This fundraiser draws a sell-out crowd of 1,200 guests from the greater Long Beach area, and has become one of the city's signature events. Students in the program volunteer at the event to see firsthand how funds raised help support their academic and personal goals.

CAMEO's impact on the lives of its students can best be expressed through the following testimonial:

"I truly enjoyed and appreciated everything CAMEO has done for me and all the other students. One day I hope to become a mentor myself and to pursue a writing career. I am positive that were it not for CAMEO, I would not be at UC Irvine right now. Thank you."

Scholarships

Last year nearly \$100,000 of academic and nursing scholarships were awarded to deserving students at California State University Long Beach and Long Beach City College. Funds are also given annually to supplement city middle and high school music programs.

Rick Rackers Support Students in Many Ways

In 1941, Mrs. Winnifred Campbell organized a group of young women who wanted to start a tradition in Long Beach of community service. These women began by rolling bandages and staffing the servicemen's canteen on Terminal Island during World War II. They helped staff and support local organizations such as: Boys and Girls Clubs, blood banks and hospitals preparing layettes for babies of families in need. They wore a white pinafore with red rickrack sewn at the edge, hence the name Rick Rackers.



Rick Rackers, Assistance League of Long Beach's first auxiliary, is the founding spirit for Operation School Bell/Elementary in Long Beach. Since establishing this program in 1974, Rick Rackers has grown and evolved its services to meet the changing needs of the community.

Referred children arrive at Operation School Bell, now located inside the beautiful Philanthropic Center of Assistance League of Long Beach, several times a week. They choose a backpack, 2 complete uniforms, socks, underwear, a jacket, a shoe voucher if needed, some school supplies and a book.

Schools have become a forum for ethnic rivalry and socioeconomic class distinctions. Educators have found that schools with mandated uniforms have fewer absences, fewer tardies and fewer suspensions. Children get along with one another better and their grades improve. Uniforms improve the learning environment. They improve discipline, self esteem and most importantly self respect. Uniforms create unity amid diversity.

"Mandatory school uniforms work. They are an effective component of an effective instructional program. They produce safer schools. They reduce distractions. They provide an academic environment, which supports the serious business of learning." – Christopher Steinhauser – Superintendent, Long Beach Unified School District.

Rick Rackers, along with Assistance League of Long Beach, will clothe approximately 2,200 elementary school children and 1,800 middle school children for the 2007 school year. Our goal is to clothe 10,000 children yearly within the next five years.

Rick Rackers also give back to the college community. Each year deserving nursing students from Long Beach Community College are awarded scholarships based on academic achievement and willingness to give back to the local community.

The prestigious Rick Rackers Woman of the Year Award is a major event in Long Beach.

"Thank you so very much. I didn't think I was going to have fun today, but I did. And I am happy now. I love my new clothes." – A child helped by Operation School Bell.

How to Get Involved

Assistance League of Long Beach philanthropic programs receive funds from members, the general public, sales from our Thrift Shop, other chapter fundraisers, and corporate and foundation grants. How can you help?

Adopt A Child's Smile: Help a child who cannot otherwise afford orthodontic care. Your tax-deductible gift of \$2,000 helps to support a child through nearly four years of quality care at our Orthodontic Center. Call (562) 627-5650 for more information.

Donate Items to the Thrift Shop: Your discards may be another person's treasures. Donate your old valuables to our Thrift Shop. Contributions are tax deductible and gratefully accepted. Visit the shop at 2100 E. Fourth Street or call (562) 434-7121 for more information.

Attend our Fundraisers: Fundraisers such as the Presentation Ball welcome your attendance and support. Our auxiliaries also invite your participation. Call (562) 627-5650 for more information.

Donate to Assistance League in memory of a loved one: Special donations honoring a loved one who has passed away are welcome. An attractive card will be sent to the recipient's family identifying your donation. Call (562) 627-5650 for more information about this program.

Participate in our Scrip Program: Sign up for scrip at www.escrip.com and a percentage of your purchases at selected merchants is returned to chapter to support our programs. To register your Ralphs and Albertson/Sav-on cards, contact our office at (562) 627-5650.

Tell a Friend about Assistance League of Long Beach: Tell a friend about what you have read here, or pass this newsletter on to a friend.

Ask about Membership: Assistance League and its auxiliaries welcome new members. Call (562) 627-5650 for information on becoming a member of our organization. Become one of our Community Volunteers: Join our team of volunteers who donate their time and talents to support our programs. Call (562) 627-5650 for more information.

We Love Our Volunteers!

Where Our Project Funds Go



Assistance League of Long Beach 2006-2007 Board

We would like to extend a heartfelt "thank you" to our many wonderful and dedicated volunteers.

We thought you might find the following information interesting.

2005-2006

Total Volunteer Hours Recorded

(Does not include many, many unrecorded hours)

57,468 hours

Equates in dollars @ \$18.25 / hour

to

\$1,048,791

*Donated to the economic welfare of Long Beach
By our fabulous volunteers!*

We thank you

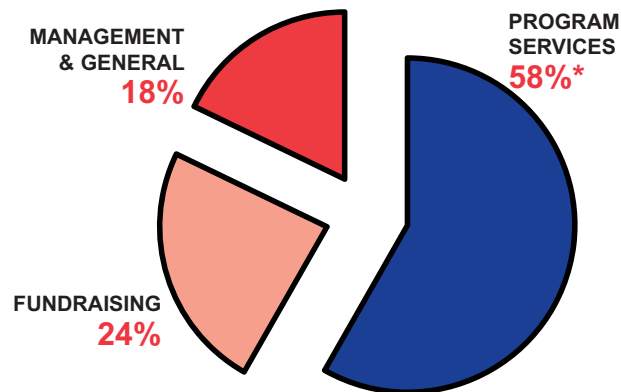
and we want you to know

how much we

appreciate

your time, talent, energies and dedication!

Functional Expense Allocation



* Program Services reflect costs of the Capital Campaign

Statement of Financial Position

Assets

Cash & Investments	\$ 1,946,461
Other Current Assets	\$ 90,599
Long-Term Receivables, Fixed Assets	\$ 3,936,985

Total Assets

\$ 5,974,045

Liabilities

\$ 1,220,154

Net Assets

\$ 4,753,891

Statement of Activities

Support & Revenue

Contributions, Fundraising	\$ 982,395
Program Service Revenue	\$ 327,287
Membership	\$ 81,918
Other Income	\$ 122,332

Total Support & Revenue

\$ 1,513,932

Expenses

Program Service	\$ 768,154
Fundraising	\$ 315,389
Management & General, Membership	\$ 235,256

Total Expenses

\$ 1,318,799

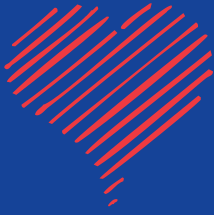
Change in Net Assets

\$ 195,133

Based on Audited Statements for Fiscal Year Ended
4/30/2006

Mission Statement:

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



Assistance League of Long Beach 2006-2007 Board of Directors

President,
Shelly Sandler

President Elect,
Sandy French

VP Membership,
Joanne McDonald

VP Philanthropic Projects,
Linda McCarley

VP Resource Development,
Pat Reep

VP Education,
Joan Smock

Recording Secretary,
Marilyn Montgomery

Corresponding Secretary,
Mary Jo Mizer

Treasurer, Catherine
Vandenberg-Smith

Finance Chairman,
Cindy Summers

Thrift Shop Chairman,
Kathleen Wedul

Chapter House Chairman,
Patty Martin

Press and PR Chairman,
Dee Cockriel

Property Management,
Pam Mundy

Strategic Planning,
Jane Reid

Parliamentarian,
Joan Twedell

Las Hermanas,
Helen Sebring

CAMEO,
Linda Rahn

CAMEO Liaison,
Erlene Minton

Rick Rackers,
Vicki Vaught

Assistees Coordinator,
Stephanie Eiler

Susie Laubacher, Editor
Carolyn Yamaoka, Production
Marty Isozaki, Webmaster

Assistance League of Long Beach

6220 E. Spring Street
Long Beach CA 90815

(562) 627-5650

Fax (562) 627-5645

Web site: www.ALLB.org

Email: info@ALLB.org
or melinda@ALLB.org

Non-Profit
Organization
**US POSTAGE
PAID**

Long Beach, CA
Permit No. 10

Our Grantors Make a Difference!

Assistance League of Long Beach
would like to thank its many grantors for their funding
this past year.

They have made a difference for so many people.

Earl B. & Lorraine H. Miller Foundation
Long Beach Education Foundation
The Boeing Company
Bess J. Hodges Foundation
Kenneth T. and Eileen L. Norris Foundation
Epson
Pacific Hospital of Long Beach
Munzer
Hughes
Denso
Don Knabe, Los Angeles County Supervisor