



assistance league®

Caring & Commitment in Action



2012 - 2013 Annual Report

Caring and commitment speak louder than words

In the last year, the charitable work of Assistance League touched the lives of more than 1.4 million people. Over \$38 million was donated to local communities across the country and our members invested more than 3.2 million service hours

The continued success and growth of Assistance League community-based philanthropic programs are built on over a century of experience identifying community problems and delivering the right solutions. Chapters conduct extensive community needs assessments, develop programs to fit those needs, then fund and staff each program. The proven track record of Assistance League chapters has made them vital contributors to their individual communities.

Together we are Assistance League and we celebrate the power of the volunteer to evoke a positive change in our communities...



Mission

Assistance League is a national nonprofit organization that puts caring and commitment into action through community-based philanthropic programs.

Vision

Assistance League aspires to meet the challenging needs of individuals in communities across the nation.

Core Values

Assistance League has a rich history of supporting the vision and talents of our volunteers, all engaged in service that puts caring and commitment into action in their communities. Five core values inform and craft leaders' and members' priorities and actions.

- Commitment
- Ethics
- Leadership
- Accountability
- Respect



2012-2013 Letter from the President

"I know the price of success: dedication, hard work, and an unrelenting devotion to the things you want to see happen."

— Frank Lloyd Wright

The year 2012–2013 brought Assistance League to new heights meeting and exceeding several strategic goals. It has been a wonderful journey to serve as President of this great organization.

On May 9, 2013, we celebrated the chartering of Assistance League of Southern Utah as our 121st chapter. Adding a new link to our chain of chapters affirms the promise that Assistance League continues to sustain its mission.

Assistance League chapters continue to make a powerful impact each and every day. Chapter members are dedicated and respected volunteer leaders devoted to changing lives through their community service.

The National Board has worked very hard to empower our volunteers with continuous education, assistance and support. Assistance League National Conference, Leadership Training and Assisteens® Conference were attended by over 1,200 Assistance League members as they gathered to learn, question and network. Additional support was offered through nearly 30 individual chapter visits and continued individual support from national committees.

Fueled by the passion of our vision and commitment and knowledge that Assistance League is moving ahead as a united organization, we look to the future with an even greater sense of purpose.

On behalf of the National Board, my thanks to all our incredible members for your sustained belief in this great organization and your continued caring and commitment in action.

Warmest regards,



Anne Neish



Empowering ordinary people to bring about change

When our members put caring and commitment into action, the results are astounding.

And, the results are made more powerful through the valued support of others on the journey.

Assistance League acknowledges and appreciates the dedicated community and corporate partners for the extraordinary achievements they have helped create.

National Operation School Bell® Award

The National Operation School Bell Award is given to honor those who, through significant financial or spiritual commitment, have had a direct, powerful and positive impact on Operation School Bell in a chapter's community. Therefore, they warrant recognition from the national organization for their special efforts to put caring and commitment into action.

Cassandra Henson – Murrieta Kohl's

For the powerful effect on Assistance League of Temecula Valley's Operation School Bell Program. Ms. Henson and her Associates for Action team have provided hands-on services, donations and sponsored shopping events.

Woodward Trust

Since May 2008, Woodward Trust has been a significant partner to Assistance League of Greater Cincinnati with Operation School Bell grants totaling \$185,000.

Employees Community Fund of Boeing Houston

For their support and cumulative grants to increase the number of students served by Assistance League of the Bay Area, TX, Operation School Bell program.

SNC Lavalin

For continuous financial donations and hands-on support at shopping events for Assistance League of Eastside, WA, Operation School Bell program.

Kathleen White

For significant financial support enabling Assistance League of Southeastern Michigan to increase its Operation School Bell distribution by 15 percent.

Employees Community Fund of Boeing Puget Sound

For their generous financial support to help Assistance League of Everett, WA, clothe children in Snohomish County.

George Theodore, Counselor/Social Worker, Granite School District

For his dedication and support to the Operation School Bell program for Assistance League of Salt Lake City, UT.

Ross Adams and Associates, Kohl's Conroe, TX

For their partnership with Assistance League of Montgomery County, TX, in making a significant and positive effect on the chapter's Operation School Bell program.



National Donors and Sponsors



Assistance League greatly values our long-term partnership with Montrose Travel.



Assistance League continues its relationship and multi-year agreement to hold our conferences at their facilities.



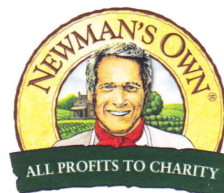
Empire Marketing

Our exclusive vendor for all Assistance League logo items and a valuable partner in promoting our brand with gifts and services.

MAJOR GIFTS

Newman's Own, Inc.

Assistance League was named a 2013 National Make A Difference Day Award Honoree in recognition of its member volunteers collecting over 113,000 books for distribution in their communities. A \$10,000 donation from Newman's Own was received and was spotlighted in the April 21, 2013 issue of USA Weekend magazine.



Creating the next generation of Assistance League leaders ~ Assistance League Circle Fund

Assistance League member volunteers give their time and spirit to help build strong communities across the nation. We are grateful to those members who donate to our Circle Fund program. This is an investment in all Assistance League chapters that will help create the next generation of Assistance League leaders, who will sustain our work and lay the foundation for our growth. We'd like to offer a special thank-you and acknowledgment for the generous contributions and support of our donors and sponsors.

All donations noted are for gifts received in support of the Circle Fund campaign. Donations made and accumulative giving levels achieved after May 31, 2013, will be recognized in the next annual report. Diamond level and above are recognized in perpetuity.



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Suzanne Nosworthy
Andrea L. Willerth

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Everett
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Caroline Gordon
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Lucille Levine
Kay Magovern
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Mary Ann McGovern
Judy Parker
Karin Soloway
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El Paso
Flagstaff
Flintridge
Huntington Beach
Las Vegas
Orange
Reno-Sparks
San Pedro-South Bay
Santa Barbara
the Bay Area
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Anne Neish
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 Inland North County
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 Montgomery County
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 Phoenix
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 Sacramento
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 Sonoma County
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 Victor Valley
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 Else Lord
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 Jean Sauriol
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 Mary Jane Yohe
 Andie Yoshino
 Kathy Youngman
 Linda Zullinger

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 Glendale
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 Los Gatos-Saratoga
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 Newport-Mesa
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 Jean Worden
 Barbara Wright
 Vivian Wuerth-Thomas
 Anne Wunsch
 Ellen Wylder
 Maureen Younkin
 Diane Zapalac
 Mimi Zinchefsky
 Barbara Zurek
 Levi Strauss Foundation
 National Board

In Honor of National Staff *from Anne Neish*

Susan Brooks
from AL of Mid-Missouri

Cynthia Cirar
*from the Guild Development
 Committee*

Jean Craig
from Joan Sigler

Kathy Darwin
*from Kay Magovern, Elaine
 Merz, Andrea Willerth*

Rebecca Knipp
from AL of Mid-Missouri

Anne Neish
from Elaine Carter

Norma Schnurr
from AL of Diablo Valley

Doris Swihart
from Karen Macdonald

In Memory of Nick Aspery *from Drea Brandon, Sandy Gibson*

Betty Burke
from AL of Diablo Valley

Marshall Gordon
from AL of San Fernando Valley

Jacque Gray
from Jacquelyn Gray

Genevieve Hochstetler
from Cheryl Johnson

Anne Kerwin
*from Emily Kerwin, Jack Kerwin,
 Reed Michael*

Sally Murray
from Carol Coulter

David Ray
from Thy Cavagnaro

Barbara Scott
*from Gayle Whitaker, Karen
 Mauro, AL of Laguna Beach*

Nancy Stallion
from AL of San Jose

Evelyn Wilensky
*from Anne Salenger,
 Toni Lagunoff*



assistance league[®]
 2012 Assisteens Conference

CIRCLE OF HONOR

Assistance League's Circle of Honor provides a special means to recognize and honor members for excellent service and accomplishments.

Colleen Cremer
from AL of Montgomery County

Dorothea Cummings
from Maurice Meysenburg

Chrystie DeSoto
from Susan Buxton

Suzanne Dobbelstein
from AL of Southeastern Michigan

Sheri Hammond
from AL of Tustin

Ginny Jacobson
from AL of Diablo Valley members

Kevyn Sue Johnston
from AL of Fresno

Kay Magovern
from Anne Neish

Janet Main
from Martha Nichols

Jo Mitchell
from Desert Sage Auxiliary

Janet Morris
from Madeline Shotwell

Anne Neish
from David Neish

Karen Wilson
from National Committee Members

Sally Shobe
from Karen Hancock, Maureen Smith, Dawne Wright



Financial Summary

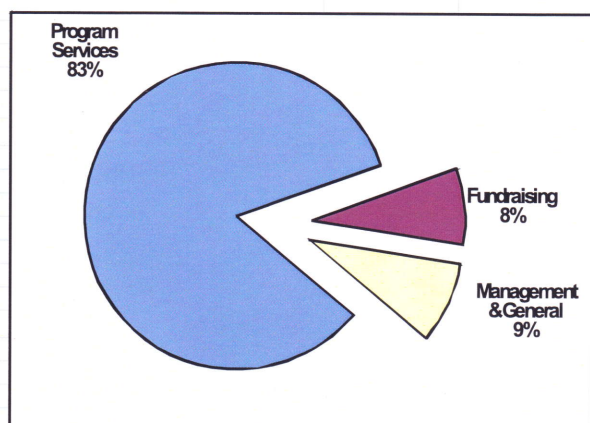
Being a national organization that embraces its mission to put caring and commitment into action, Assistance League is dedicated to the fiscal management, guidance, and oversight of the diverse community-based philanthropic programs of its 120 chapters and this is evidenced by its chapter management training program requirement.

Assistance League believes in transparency and full accountability and continues to follow the Better Business Bureau/Wise Giving Alliance Standards for Charitable Accountability while requiring the same standards of its chapters.

Assistance League's focus on integrity and authenticity is shown through its ability to spend 83% on program services that specifically strengthen chapters and therefore its mission.

STATEMENT OF FINANCIAL POSITION

	May 31, 2013	May 31, 2012
ASSETS		
Cash and cash equivalents	\$ 2,056,981	\$ 1,812,154
Other current assets	90,943	96,155
Other assets	2,946,460	2,379,230
TOTAL ASSETS	\$ 5,094,384	\$ 4,287,539
LIABILITIES & NET ASSETS		
Total Liabilities	\$ 520,456	\$ 310,468
Net Assets	4,573,928	3,977,071
TOTAL LIABILITIES & NET ASSETS	\$ 5,094,384	\$ 4,287,539



STATEMENT OF ACTIVITIES

	Year ended	
	May 31, 2013	May 31, 2012
SUPPORT & REVENUE		
Membership Dues	\$ 789,672	\$ 789,843
Conference fees	447,465	564,747
Contributions	312,209	256,393
Other	33,084	27,525
TOTAL SUPPORT & REVENUE	1,582,430	1,638,508
EXPENSES		
Program Services		
Conferences	820,090	777,952
Chapter Services	352,173	293,141
Public Relations & Marketing	61,405	75,913
Chapter & Guild Development	16,439	17,802
Total Program Services	1,250,107	1,164,808
Supporting Services		
Fundraising	119,759	113,743
Management & General	129,046	109,398
Total Supporting Services	248,805	223,141
TOTAL EXPENSES	1,498,912	1,387,949
CHANGE IN NET ASSETS BEFORE INVESTMENT RETURN	83,518	250,559
Investment return, net	513,339	(92,858)
CHANGE IN NET ASSETS	596,857	157,701
NET ASSETS - Beginning of Year	3,977,071	3,819,370
NET ASSETS - End of Year	\$ 4,573,928	\$ 3,977,071

*Assistance League is pleased to report that it received an unmodified opinion in the audit of its financial statements by the firm of McCord and Llewellyn.

Officers/National Board 2012-2013

Executive Committee

Anne Neish
President
Saddleback Valley, CA

Jennie Hampton
Vice President Administration
the Bay Area, TX

Glo Johnson
Vice President
Chapter Services
Diablo Valley, CA

Jane Rosinski
Vice President
Corporate Marketing
Charlotte, NC

Sarah Richter
Vice President
Conference Administration
Flintridge, CA

Karen Menz
Secretary
Boise, ID

Linda Rowland
Treasurer
Long Beach, CA

Directors

Ilene Hack
Director of Bylaws
Everett, WA

Lynn Farrell
Director of Education
Atlanta, GA

Nancy Reberger
Director of Finance
Boise, ID

Cindy Burgess
Director of Guild Development
Northern Virginia, VA

Louise Ferdun
Director of Membership
Diablo Valley, CA

Sherry Ellis
Director of Philanthropic Programs
Austin, TX

Maureen Smith
Director of Public Relations
Eugene, OR

Anita Friesen
Director of Resource Development
Tucson, AZ

Kathy Darwin
Director of Strategic Planning
Albuquerque, NM





Caring and Commitment in Action