



Assistance League® of North Coast  
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*Caring and Commitment In Action.....*

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# In Action

Volunteers in Action... Serving our Community with Caring Commitment

Vol. No. 2 / Issue 3 / Winter 2013



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## Mission & Vision Statement

Led by a small but energetic group of women in the Tri-City area in the early 90's, the Assistance League® of North Coast was first organized as a guild in 1992 and by March 21, 2000, the organization was chartered as the 105th chapter of the National Assistance League®. Today, the all-volunteer Chapter is 120 members strong and has provided important services to more than 10,000 children and families in the communities of Carlsbad, Oceanside and Vista.

**PURPOSE:** The purpose of the organization is to carry out a program of philanthropy work in the community with a focus on children. The Assistance League® administers programs that connect to children, from pre-school to graduating seniors in the three school districts, who are in need of clothing, uniforms, shoes, books and other supplies. The League also has programs which serves families and senior citizens.

## Advisory Board

- Angela Bear  
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### MISSION STATEMENT:

Assistance League® of North Coast is dedicated to serving the needs, primarily of children, in the communities of Carlsbad, Oceanside and Vista with the goal of providing a positive starting point for academic success.

**VISION STATEMENT:** The organization's long term goal is to become the premier philanthropic organization in North San Diego County, connecting with deserving children whose needs are unmet. ★

## President's Message

*Dear Friends,*

Another year has come and gone, and we are thankful to have celebrated with family and friends, sharing thanks for our blessings.

Assistance League of North Coast is always saying, "Thank you" to our many grant/private donors, thrift shop customers, and fundraiser guests. The monies raised and funds earned allow us to promote our thirteen philanthropic programs.

We are all still raving about our November Autumn Fantasy fundraiser. The Park Hyatt Aviara welcomed the guests with a warm and festive ambience. The guests mingled in the ballroom's reception area to choose the opportunity basket they wished to win or bid on a silent auction item. Sandra Mass, of KUSI, led us through an afternoon of exciting auction bidding and entertainment. Auctioneer, Mike Watson skillfully guided the guests into generous bidding on the live auction items. "Rhapsody" entertained the guests with songs of past and present and closed to a standing ovation. Guests clapped and cheered as their winning ticket was announced. As volunteers do all of our chapter's 'jobs', so do the members to plan Autumn Fantasy.

Yes, the gala brings in a large amount of funds, but so do grants, such as The Boys and Girls Foundation's \$10,000, the Weingart Foundation's \$15,000, the Rainsford Foundation's \$7500, and other generous foundation donations. You could say that ALNC celebrates a giving of thanks every time we receive grant monies.

Thank you and happy New Year to all!

*Rosie Lopez*

Assistance League® of North Coast

## WARM HEARS AND WARM BODIES...

### A Winter Wish Comes True

Making sure students are properly clothed for school is a primary goal of the Assistance League of North Coast® (ALNC). It's also very heart-warming and rewarding for volunteers to be able to help young people who may not have some of the most basic things in life.

ALNC has several programs that involve clothing youngsters, from pre-school to middle and high school students. It's a labor of love from the volunteers at ALNC to the youth of our communities.

Recently, ALNC expanded its **Clothing Children** program to reach out to homeless and most needy students in the Vista Unified School District. With two grants--one from the **Weingart Foundation** of \$10,000 and the other from **The Boys and Girls Foundation of San Diego** of \$10,000-- volunteers met middle and high school students from Vista at Kohl's Department Store to help them shop for the items they needed most. Each student was given a \$100 voucher from ALNC for school appropriate clothes and Kohl's Department store donated an additional \$20 discount at the cash register, allowing them each a budget of \$120. In addition, many Kohl's employees donated

their time so that ALNC would have enough "hands" to help make the process go smoothly.

The Weingart Foundation also designated another \$5,000 to help increase the number of students in the six highest poverty schools to receive assistance from the ALNC Footsteps program in which they receive new school shoes, socks and hygiene kits.

Another program, the **New Haven Boys**, is one that has brought tremendous joy to the students housed at the **New Haven Boys Youth and Family Services organization**. These troubled young men are wards of the state due to a variety of reasons or family

(Continued on page 3)



Lee Laney helps with clothing selection

## What We Do

Currently, ALNC conducts and funds 13 programs that directly benefit children and families in the Tri-City area. These programs are:

**Baby Real Deal:** Helps teens avoid pregnancies through use of infant simulators that give them experience in parenting. The life-like infants are programmed to cry at various times of the day and cannot be left alone so the teens must treat the "baby" exactly like a real child. No one else but the "parent" can tend the baby, giving teens experience of what real parenting is like.

**Chapters for Children:** With several other Assistance League Chapters in the area, we distribute clothing to children at Camp Pendleton.

**Clothing Children:** Uniforms are provided to elementary students in the Oceanside Unified School District.

**Community Assistance:** A special fund is established to help meet urgent and unexpected needs in the community, such as assisting schools with specific needs, providing

clothing in emergencies such as fire and those dealing with extreme poverty.

**Footsteps:** We partner with Payless ShoeSource to fit nearly 2,000 needy children with shoes, socks and hygiene kits each year.

**Health Kits:** Personal hygiene kits are delivered to the Footsteps program each Wednesday during the school year and given to each child attending. The kit contains hygiene items such as toothbrushes, tooth paste, shampoo, wash cloths, combs and soap.

**Home Alone:** This is a personal safety program that teaches children how to protect themselves from a potential problem whether at home alone or out in the community. Volunteers go into the classroom and present the "Home Alone" program, showing a video about harmful situations, and providing a workbook to take home with to work on with

their parents.

**World of Books:** We provide more than \$8,000 a year for books for public school libraries in the community.

**I Love to Read:** ALNC encourages elementary school children to read by giving them free books when they reach their school's reading goals. Tee-shirts that read: "I Love to Read and I'm Good at It" are also provided as rewards.

**Wee Help:** Provides dozens of layettes to teen mothers in Vista and Oceanside Schools. ALNC Members, the "Nifty Knitters," knit, sew and quilt items for layettes.

**Assisting Angeles:** Volunteer members serve residents at Rancho Vista Retirement Home. Members play bingo with residents while supplying refreshments and prizes. They also assist with holiday parties at the home. ★

## Clothing Children... (continued from page 1)

circumstances. They have arrived at the "school" with only a few items. To say they need clothing is an understatement. ALNC partners with JC Penney where we shop with the boys at reduced prices. ALNC volunteers help these boys, who range from 12 to 18 years old, to select items that are most needed for the season. We do this three times a year—spring, summer and winter.

Following a recent shopping trip, **Danielle Delaney**, executive assistant/project manager of New Haven, forwarded several thank you notes from the boys along with her own comments.

"We are all deeply grateful for the kindness, compassion and love you have for our youth. You make our boys feel special, important and loved.

"We are grateful for your willingness to come alongside us to help transform our community and, in particular, our youth. Your investment in New Haven as returned enormous human dividends," she said.



Mary Hanna helps Adrian

Volunteers of ALNC feel they are the ones blessed when they are able to help these boys become good students and learn a trade while they are at New Haven.

The **Emergency Clothing program** always seems to be busy in one way or another. Recently, ALNC received a notice from one of the elementary schools in our service area of a family of 6 in dire need of almost everything. We stepped in with the necessary clothing, shoes and health kits enabling the children to attend classes.

Then, with the cold weather upon us we learned the family only had two blankets and one pillow which they shared. Again we moved to provide the necessary blankets and bedding to keep the children warm. Then word came that they were subsisting on oatmeal since their food stamps would not be available for another three weeks. Our wonderful team of givers got busy and filled many shopping bags with food for this family and delivered them to a very appreciative family along with a holiday turkey dinner.

From this pool of generous hearts came the idea of providing Christmas for these children. Needless to say, Santa was able to fulfill many requests. This last Christmas was especially meaningful to ALNC volunteers and this is what our organization is about. ★



Autumn Fantasy 2012

## ALNC DELIVERS TOYS FOR ARMED SERVICES YMCA

Wonderful things happen when different organizations work together for a common cause.

Recently, Mary Kloberdanz, an employee of SDG&E who is also a new member of the Working Women's Committee of the Assistance League of North Coast, discovered that SDG&E's parent company, SEMPRA, provides Season of Giving Grants for community projects.

Mary wrote a grant that ALNC used to purchase \$1,000 worth of toys for children at Camp Pendleton. Those toys, along with many others donated by other charitable groups and individuals, were given by the Armed Services YMCA to children whose parents are serving our country.

Pictured from left are ALNC Volunteers Helen Clark and June Duet delivering toys to Suzanne Tabrum, Director of Events for ASYMCA, and Kristyn Fleming, Operations Assistant for ASYMCA at Camp Pendleton. Many children at Camp Pendleton had a wonderful opportunity to receive toys this season through the generosity of a network of several organizations working together. ★



*Congratulations to Cheryl Geigle for being selected as ALNC's choice for The North County Philanthropy Council's 2012 Volunteer of the Year Award. Cheryl was honored at the Sheraton Resort in Carlsbad in recognition of giving her time, talent and treasure to help others and to help improve the quality of life in our communities. Cheryl serves as the organization's recording secretary and also sits on three committees that provide clothing for children. She also works in the organization's Thrift Shop several days a month. Thank you, Cheryl for your valuable contribution to our community. \**

## THRIFT SHOP NEWS

by Beverly Dick, Manager

Did you know you can find beautiful coats and jackets at the Assistance League of North Coast's Thrift Shop? Whether you're looking for leather, cashmere or wool, you'll find just the right winter wrap in many fabrics. Need a raincoat? Try on a lovely London Fog. Enjoy the large selection of better shoes to complete your winter outfits.

New donations arrive daily, often with items that surprise and delight us. Many come from Chico's, Talbot's and other higher end retailers.

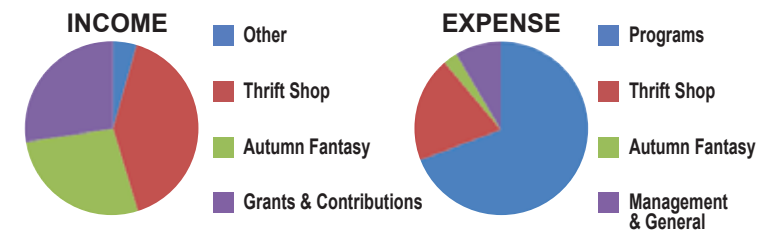
And if you're in the market for furniture, visit the furniture room to find a piano, an organ, a beautifully made dining set, some beautiful china cabinets and several barely used couches.

Other vintage items are also on display, such as a beautiful antique clock along with many other items. Every week, something is on sale for half price! You can find our ad in the UT on Fridays on the Earthgrown Market page. Visit us often as our selection changes daily!

The Thrift Shop is located in the Earthgrown Market Place, 1830 A Oceanside Blvd. Hours are 10 a.m. to 3 p.m., Tuesday through Saturday, and from 10 a.m. to 6 p.m. on Mondays. ★

## Where the Money Goes...

ALNC is unique in that it is an all-volunteer organization that has no paid staff. All funds that are raised by volunteers stay in the community through programs, goods and services. For the first six months of the year, ending November 30, 2012, the organization had revenues of \$214,775 and spent more than \$97,405 on direct services for children's programs. Total operating expense was \$140,669. ★



\*For more information on Assistance League® North Coast's finances, visit [www.assistanceleaguemidcoast.com](http://www.assistanceleaguemidcoast.com) and click on Guidestar at the bottom of the page.