

Connecting with Children

Community Partnerships

Barnes & Noble
Kohl's
JCPenney
Payless Shoe Store

Operation School Bell®

Baby Real Deal
Emergency Clothing
Clothing Children
Health Kits
I Love to Read
New Haven Boys

Chapters for Children
Footsteps
Home Alone
World of Books
Wee Help

School Districts Served

Carlsbad Unified
Oceanside Unified
Vista Unified

Community Assistance

THIS YEAR AT A GLANCE

THRIFT SHOP SALES	\$306,934
PLANNED GIVING	\$50,280
AUTUMN FANTASY	\$50,162
GRANTS & CONTRIBUTIONS	\$51,239

Volunteer Hours

Our volunteers provided
26,966 Hours of Service
which equates to a value of
\$675,000



2018-19 BOARD

President
1st VP Membership
2nd VP Philanthropic Programs
3rd VP Resource Development
Recording Secretary
Treasurer
Education
Strategic Planning
Marketing/Communications
Thrift Shop Managers

Barbara Bradham
Becky Edwards
Pat Allen
Lani Conti
Kathy Perry
Janet Maguire
Sophia Bouvier
Margaret Shreeve
June Duet & Fran Tovar
Verlaine Ford & Patti Weeg

Our Vision

To be the premier philanthropic organization in Coastal North County San Diego, connecting with children in need.

Purpose

The purpose of Assistance League® of North Coast is to strengthen community by focusing philanthropic work on children in need in Carlsbad, Oceanside and Vista. The programs and projects of Operation School Bell and Community Assistance provide shoes, clothing, uniforms, books and other support to transform lives by promoting self-esteem and academic success.



The grand opening of our new chapter house provides us with meeting space, program storage, and a work area for members.



Thank You To Our Corporate Sponsors



ASSISTANCE LEAGUE® THRIFT SHOP

1830A Oceanside Blvd.
Oceanside, CA 92054
760-722-2286

Store Hours:
Monday 10 a.m. - 6 p.m.
Tues-Sat: 10 a.m. - 3 p.m.

An IRS 501(c)(3) Corporation

2018-2019 Annual Report



A Chapter of National Assistance League®

Our Mission

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.

P.O. Box 2682 • Carlsbad, CA 92018 • 760-722-2286 • ALNC.ORG

We're All About Kids.

OPERATION SCHOOL BELL®

Operation School Bell is the signature philanthropic program for Assistance League® of North Coast (ALNC). By providing children with new school clothing, shoes, books and educational support, we contribute to their success in the school setting. ALNC is an all-volunteer, nonprofit organization dedicated to serving the needs, primarily of children, in the communities of Oceanside, Carlsbad and Vista, with the goal of providing a positive starting point for academic success.

There are 40 elementary schools in our service area, many with poverty levels over 80%. Record numbers of students are growing up in need. Public education and programs are deeply underfunded. Without adequate resources, children cannot learn. Poor educational outcomes are tied to future poverty, unemployment, illness and crime services for our local students. Operation School Bell is there to transform the lives of children and adults and strengthen our communities.

Your gifts to ALNC have allowed us to meet and exceed our goals for providing for student support for 2018-19.

Footsteps | \$33,957 Spent

In partnership with Payless Shoe Source, 1,690 elementary school children received new shoes, socks and health kits.



Health Kits | \$10,592 Spent

2,511 students received personal hygiene kits.

Emergency Clothing | \$15,633 Spent

Provided emergency clothing for 1,373 students.

Clothing Children | \$62,116 Spent

Transitional Secondary students were provided shopping trips for school-appropriate clothing at Kohls. School uniforms were purchased for elementary students who needed them.

New Haven Boys | \$14,411 Spent

In partnership with JCPenney, 55 New Haven Youth and Family Services students teamed up with our members for a one-on-one shopping trip to buy new shoes and clothes.



Community Assistance | \$16,173 Spent

58 families received aid for emergency and other situations not met by our other philanthropic programs.

Home Alone | \$1,491 Spent

560 4th grade students participated in a safety program designed to empower them to take charge of their safety when not with an adult.

I Love to Read | \$17,910 Spent

6,750 students received books, T-shirts were awarded to students who accomplished reading goals established by their school.



Chapters for Children | \$7,108 Spent

In a joint venture with six other Assistance League Chapters, 680 military-family children from Camp Pendleton received school clothing and supplies to start off the school year.

Baby Real Deal | \$5,436 Spent

In coordination with their school districts, 170 students were able to use infant simulators to receive an eye-opening experience about the realities of caring for a baby and putting education completion ahead of pregnancy.

World of Books | \$59,848 Spent

Funds were donated to elementary school libraries to purchase new books and replace worn-out books.



All Because of You!



Successes for 2018-2019

Thrift Shop renovations and improvements including the "Top of the Line Boutique," updated technology, increased space for displays and storage, and improved security.

74% of income earned for the year was realized for program use.

Redesigning our Footsteps program to adjust to the closing of Payless Shoe Stores created a challenge and an opportunity. Through a pilot program with a new vendor and a small, local school district with extreme need, 241 students were outfitted with much needed shoes, socks, and health kits. This successful delivery ensures that the Footsteps program will continue to serve students in our local communities.

Community fundraisers, Aviara Golf Tournament, Ocean Hills Golf Tournament, Beer Fest at Booze Brothers in Vista, and our annual Autumn Fantasy, contribute to name recognition and financial support to expand our programs.

Thank you to our special program contributors who helped keep our philanthropic work strong.

- Pettus Foundation
- Berkshire Hathaway
- Barnes and Noble
- Kohl's
- JCPenney
- Billingsley Foundation
- Fidelity Charitable Fund
- Vista Woman's Club
- Elks Club

Thanks to our local businesses and community members who made donations to our Autumn Fantasy event.

The Winter Warmth project was expanded to 556 students providing blankets and jackets.

An endowment fund was launched with contributions in excess of \$50,000.

Legacy Society was established by donors to include ALNC in their estate planning to assure that it continues to serve the communities of Oceanside, Carlsbad and Vista.



Transforming Lives • Strengthening Community