

# Annual Report 2020-21

**Coming Back Strong**





Mary McPherson President

## From the President

The COVID-19 pandemic has created financial and operational challenges for nonprofits... challenges that we never faced before. This fiscal year, social distancing, sequestering, limited funding sources were all factors impacting our ability to deliver the goods and services that our organization has provided to the community for over 50 years. This has been a time of challenge, but our organization has emerged stronger than ever before.

At the outset of the pandemic, the Board of Directors made a firm resolution to protect the health and safety of members, customers, and clients. A second mandate was to manage our financial resources wisely. After thoughtful consideration, our overarching goal was to maintain Assistance League of Sacramento for perpetuity.

Three strategies were utilized. The first strategy was to set aside funds for the routine operation and maintenance of our building. Strategy two was to allocate funds to philanthropic programs from our monthly income based on a percentage allocation. The third strategy was that we would not mortgage our property to pay any expenses.

Utilizing these strategies, I am pleased to report that we finished the year in the black and did not need to rely on the emergency reserves that National Assistance League® requires each chapter to maintain.

In this report, you'll learn about the accomplishments made during a difficult time. I am extremely proud of the commitment of our membership to the greater good of the community. I am grateful to our donors and supporters who have been incredibly generous with financial support and donations of goods and services.

The pandemic is not over. But our resale shop is open four days a week, gathering momentum and volunteer staffing to extend those days. More of our programs have pivoted to meet requested needs outside of our normal scope of activity. Members are excited and supportive of returning to our normal activities. Our organization continues to be ready to support those in need in our community. We are coming back strong!

*Mary McPherson*

## Impact



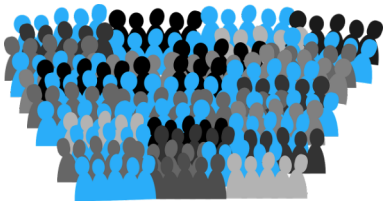
**100%**

Volunteer operated



**29,262**

Volunteer hours



**16,549**

Community members served



**100%**

Funds are raised locally and stay local

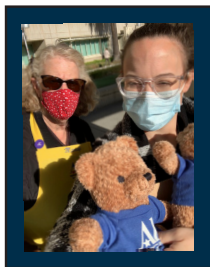
# Pivoting and Changing To Meet The Challenges

## Seniors Find Strength Through Knitting for Others



Schools and retirement facilities would not allow visitors. So some of our programs were unable to serve those in the most need. But our Senior Friendship program found ways to continue to operate by giving yarn and sewing supplies to independent senior groups and shuttling the finished good to agencies that were operating and receiving the goods.

## Teddy Bears Calm and Comfort



Hospitals needed bears to calm and comfort; and, fortunately, we had the inventory to supply them.



## Keeping Kids Warm

Distance learning presented new challenges in the 39 schools served by Operation School Bell®. The focus shifted from standard school clothing to a variety of needs. Thousands of dollars in school supplies were distributed for distance learning tools along with \$18,000 spent on hoodie sweatshirts.



## Over 17,000 Books to PK-4

Spanish language books were specifically requested. So we pivoted to meet that request, giving school libraries hundreds of books in Spanish.



# Transforming Lives Outcome Summary



**17,721**

Books encourage literacy



**1,650**

Bears bring comfort



**6,020**

Children clothed



**373**

Homeless served



**282**

Apartment starters help foster youth transition



**19**

Scholarships Improve lives



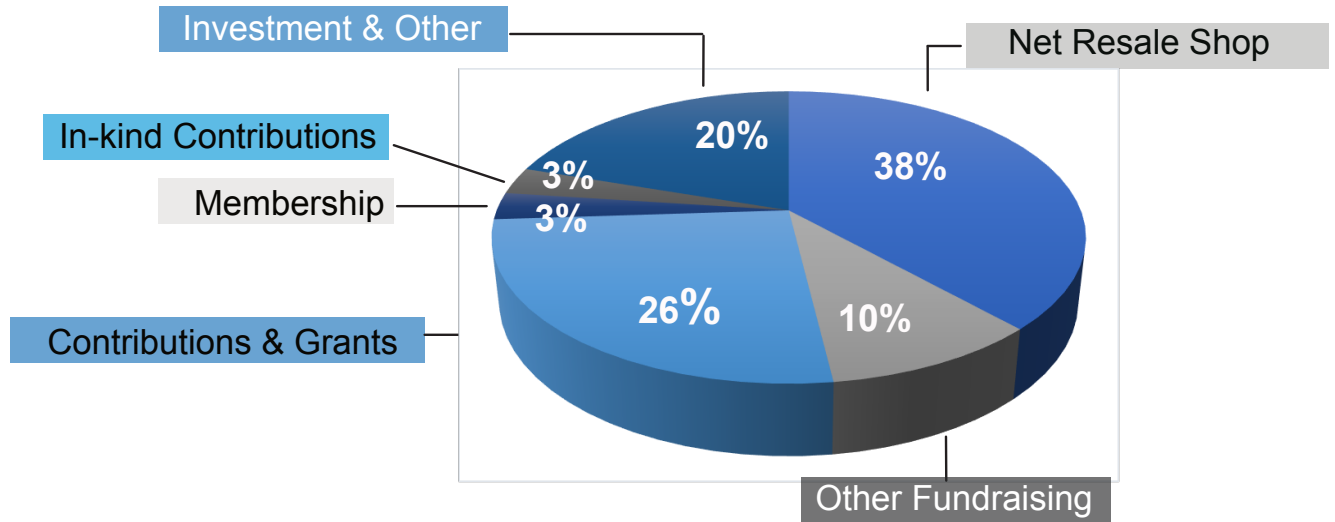
**2,500**

Individuals kept warm by handmade items

# Financial Summary

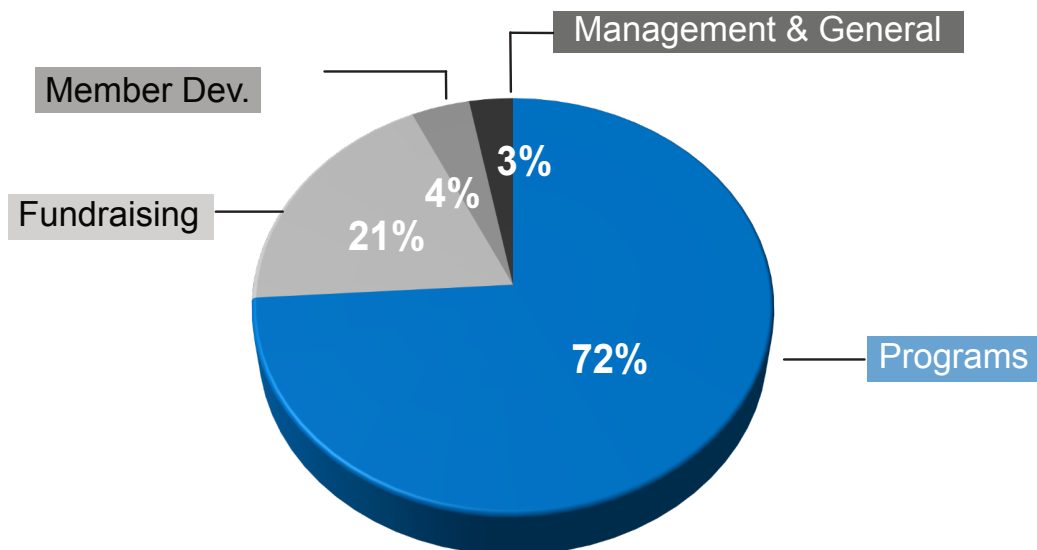
## Total Support and Revenue

Membership Dues	\$ 23,264
Contributions & Grants	177,393
Other Fundraising	70,303
Net Resale Shop	268,764
Investment & Other	138,053



## Total Expenses

Programs	\$275,128
Fundraising	81,297
Member Development	14,415
Management & General	10,022



\*Financial Review and IRS form 990 for the Fiscal Year 2020-2021 can be downloaded at [www.assistanceleague.org/sacramento](http://www.assistanceleague.org/sacramento)

# Donor Gifts & Fundraising

## Major Gifts

Ellie Bacon  
 Lesley Bailey  
 Kendall Baker  
 Nancy Baker  
 Connie Batterson  
 Candace Bonney  
 Stephen Brecht  
 Sandy Chang  
 Eva Chiu  
 Barbara Currie  
 Diane Davey Estate  
 Ida Defield  
 Joshua Diedesch  
 Sandy Dudley  
 Ezzell Family Charitable  
 Fund  
 Henry Feenstra  
 Sharon French  
 Frans Debry Fund  
 Daniel Friedman  
 Sharon Gillum  
 Brice & Barbara Harris  
 Stephan Hecox  
 Patricia Ingoglia,  
 Jennifer L. Kaye Hope Fund

## Major Gifts

Cathy Maffei  
 Cindy Magness,  
 Diane Malcoun  
 Robert & Darlene  
 McLean Family Fund  
 Mary McPherson  
 Deborah McStocker/  
 Mercy Hospital Guild  
 Marcy Meyer  
 MGMT LLC  
 Gerry Morris  
 Cindy Newhall  
 Christeen Reeg  
 Andrea Segal  
 Daryl Statler  
 Gary W. Taylor  
 The Blackbaud Giving  
 Fund  
 Nancy Tooley

## Grantors

AmazonSmile  
 Loveall Foundation  
 for Children  
 Westamerica Bank



**We extend sincere appreciation to the donors and supporters of the following fundraising efforts:**

1<sup>st</sup> Annual Great Pumpkin Golf Scramble

Open Your Heart Direct Mail Campaign

Papa Murphy's Pizza

Big Day of Giving 2021

## WESTAMERICA BANK SUPPORTS OUR LITERACY OUTREACH IN SACRAMENTO AREA SCHOOLS



This much needed grant helped us reach our goal of providing new pleasure reading books to 2<sup>nd</sup> and 3<sup>rd</sup> grade students in 39 Operation School Bell schools. This age group was targeted because they have some reading skills. Supporting literacy at this critical age is important because if a child is not reading at grade level by end of the third grade, they may never catch up.

# Partnerships

We search for unmet needs within our community where we can assist and make a difference. We deliver services to school districts, hospitals, social service agencies, government agencies, and other nonprofit organizations. We are currently partnering with the following:

## Operation School Bell Programs

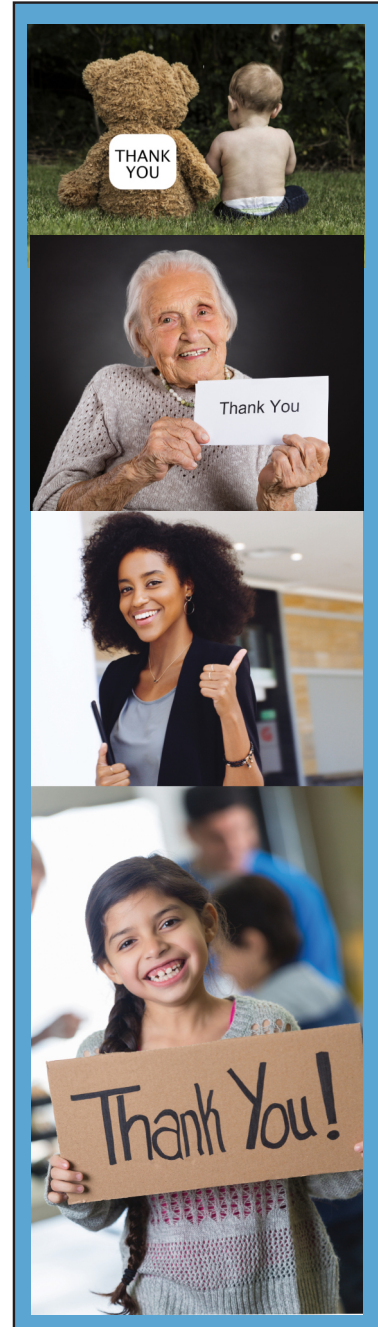
Sacramento City Unified School District  
San Juan Unified School District  
Folsom Cordova Unified School District  
Washington Unified School District

## Community Needs Programs

American Medical Response  
Aspiranet  
BEAR (Bridging Evidence, Assessment and Resources)  
Campus Commons Knit Pickers  
Carlton Plaza  
Children's Receiving Home  
City of Refuge  
Community Against Sexual Harm (CASH)  
Dignity Community Care  
Environmental Alternative Family Services (EAFS)  
Homeless Assistance Resource Team (HART) Citrus Heights  
JMANN for Vietnam Veterans  
Kaiser South  
Maryhouse  
Mather Veterans  
Mercy General Hospital  
Mercy Hospital of Folsom  
Mercy San Juan Medical Center  
Methodist Hospital  
Nifty Knitters  
North Area Crisis Nursery  
Sacramento County Child, Family, Adult Services  
Sacramento County Probation Department  
Sacramento Crisis Nurseries  
Sacramento Steps Forward  
SAFE (Special Assault Forensic Evaluation Center)  
Shriners Hospital for Children  
St. John's Program for Real Change  
Sutter Valley Medical Foundation  
U.C. Davis Children's Hospital  
Uplift Family Services  
WEAVE  
Widowed Persons Association  
Wind Youth Services  
Women's Empowerment

## Scholarship Program

Los Rios Community Colleges, Sierra College,  
Woodland Community College



# Leadership Is Key

## Board of Directors

Mary McPherson	President
Betty Lou Beyer	President-Elect
Eleanor VanAcker	VP Member Services
Anne Smith	VP Philanthropic Programs
Vacant	VP Resource Development
Charlotte Stott	VP Marketing Communications
Liz Stenstrom	VP Administrative Services
Debbie Leibrock	Treasurer
Carol Wacker	Secretary
Ann Billington	Resale Shop General Manager
Nancy Baker	Parliamentarian

## Advisory Council

Candace Bonney	Co-Founder, Bonney Plumbing
Stephan A. Hecox, CPA	Hecox & Company, CPAs
Malcolm F. Hotchkiss	EVP/COO, Golden Pacific Bank
Jennifer Kaye	Business Consultant
Diane Kindermann Henderson	Land Use & Real Estate Attorney
Tracy Potts, Esq.	Estate Planning Attorney
Christeen Reeg	Principal, Financial Advisor, CAPTRUST
Gregory L. Thomas	SVP, Colliers International

**Assistance League of Sacramento**  
2751 Fulton Avenue  
Sacramento, CA 95821  
916-488-0828  
[www.assistanceleague.org/sacramento](http://www.assistanceleague.org/sacramento)  
[info@alsacramento.org](mailto:info@alsacramento.org)  
Tax ID: 94-6173406