

2019-2020 Annual Report



Mission Statement

Assistance League, Greater Collin County Chapter is a nonprofit, philanthropic organization whose dedicated volunteers transform the lives of children and adults through community programs.

Vision Statement

Essential needs are met in our community and families flourish.

Assistance League of Greater Collin County's 76 members dedicated 13,214.5 hours of service to benefit individuals in our community. Based on statistical information from the U.S. Department of Labor, Bureau of Labor Statistics, the value of our volunteer hours is more than \$352,959.30 spent on and in support of our philanthropic programs.

2019-2020 Board of Directors

President – Jeanne Kelley

President-Elect – Judy Wharton

Vice President Membership – Mary Stanton

Vice President Philanthropic Programs – Suellyn Chesal

Vice President Resource Development – Beth O'Rear

Secretary – Lois Hughes

Treasurer – Ann Nelson

Marketing Communications – Charlotte Alger

Strategic Planning – Vacant

Assisteens® – Linda Ullom

2019-2020 Advisory Council

Reva Bartlett

Steven Dawson

Sally Magnuson

Betty Mahan

Susan Oliver

Dr. Doug Otto

Michael Presbitero III

Sandy Simpson

George Tanghongs

President's Letter

Our 76 members volunteered their time and talents to meet the needs of the community around them. We served 943 children through our Operation School Bell® Clothing program. Pass the Word provided magazines to over 16,000 patients and families at Texas Health Presbyterian Plano Hospital. Wee Memories provided 45 bereavement boxes to grieving families who have lost a baby at birth. Caring in Action provided: 134 caps, loveys, afghans and pillowcases to Children's Medical Center Plano; read Dr. Seuss books to nine (9) first grade classes in three (3) different schools and gave each child a book to take home; provided blankets and school supplies/deodorant/snacks for homeless middle school students; delivered 3,102 pairs of underwear to school nurses; and, initiated a new project to provide Christmas Stockings for Seniors delivered on Christmas Eve. Crafts for a Cause produced the handcrafted items to support the projects listed above. Through these various programs, we returned over 85.1% of the revenue back to our community. Our Outreach Program donated 95 pairs of socks to the homeless in Greater Colin County.

Assisteens auxiliary - Over 35 teenagers from middle school through high school joined us in donating over 210 hours to our programs and various projects around our community. Some of their projects include: Serving sandwiches at the Samaritan Inn, making dog toys for the APSCA, volunteering for CERT training and aiding Assistance League with Operations School Bell and Caring in Action projects.

Our success and continued growth is due to the support of our community. We are grateful to the grantors, donors and our dedicated volunteers who enable us to meet the needs we find around us.

Jeanne Kelley, President

Financial Summary	
Fiscal Year Ended May 31, 2020	
Total Liabilities and Equity	\$ 438,096.76
Contributions	\$ 76,936.49
Grants	36,721.98
Fundraising Revenue	14,018.53
Membership Revenue	7,303.01
Interest Revenue	1,705.83
Programs	88,517.80
Management & General	69,266.51

Note: Final numbers for the Financial Summary will be updated based on data from the CPA Review to be completed by October 15, 2020. Program and Management/General Expenses will be updated based on allocated expenses shared across the programs.

Assistance League embraces the power of the volunteer to evoke positive change. Through our chapter membership, we have the opportunity give back to our community by helping those in need. This year our volunteers have worked approximately **13,214.5** hours making our programs successful and giving hands-on comfort and care to people. The estimated value of these hours is **\$352,959** worth of time donated back to our community by our members.

Our programs

During the last two and a half months of our 2019-2020 operational year our programs were “shut down” due to COVID-19, the Coronavirus Pandemic. All schools were closed and students spent the remainder of the school year attending classes remotely through on-line education. All hospitals were closed to the public allowing only medical personnel and patients to enter their facilities. As a result, our program numbers reflect lower results than during previous years.

Pass the Word: Normally runs a 12-month operation delivering new magazines to patients and donated magazines to waiting rooms at Texas Health Presbyterian Hospital Plano. Every Tuesday and Thursday the magazine carts are pushed. During the pandemic operations were ceased. Texas Health Presbyterian Hospital Plano has a potential of 368 beds. Typically 300 beds are filled. They deliver to Patients on Tuesday and Thursdays and supply six (6) Waiting Rooms on Monday and Wednesday. Our members volunteer on holidays, too.

Wee Memories: Provides a bereavement box to parents whose baby has died at or near birth at Texas Health Presbyterian Hospital Plano. Boxes are delivered to the hospital in units of 20 or 25 as the hospital requests. This year 45 boxes have been delivered.

Operations School Bell Clothing (Clothing and Health): We served six (6) school districts this year. They are Allen, McKinney, Plano, Prosper, Wylie, and Frisco. We delivered clothing and hygiene kits to 943 elementary school clients referred to us through School Personnel in those school districts.

Operations School Bell Caring in Action Projects:

Hi and Dry (Health): We packaged and delivered 3,102 pairs of underwear to Title I school nurses at the beginning of the first week of the school year. Children in Kindergarten and First grade are provided with dry underwear in the event of an accident during school hours.

Warm Feelings (Food, literacy and supplies): This year we provided 40 fleece blankets, 50 binders, 50 composition books, 45 spiral notebooks, 50 dividers, 600 pencils, 25 boxes of colored pencils, 25 erasers, and 25 pencil pouches to Haggard Middle School. Snacks and water were also provided for children in need.

Dr. Seuss Reading Day (Literacy): This year our Dr. Seuss Reading Days took place over nine (9) days and included three (3) school districts, three (3) schools, and 19 first grade classes. We chose to participate in the Literacy for National Action Week this year and Dr. Seuss Reading Day was our project. Every child receives a new Dr. Seuss book of their own to take home and each school library receives a set of Dr. Seuss books. On the day of the event, we wear Cat in the Hat costumes and read aloud to each class of First Graders. There is great excitement in every room!

Other Caring in Action Projects:

Caps for Kids (Clothing, Health): Children's Medical Center Plano allows us to donate decorated baseball caps to children undergoing serious medical treatment such as cancer. In total we delivered 134 items: pillow cases, Loveys, homemade blankets, and decorated baseball caps.

Stockings for Seniors (Food and Clothing and Supplies): Members and their children/grandchildren visited residents of the Spring Creek Senior Living Center on Christmas Eve. Holidays are often a lonely time for many elderly residents. We made Christmas stockings and shopped to fill the stockings with a broad variety of items. We visited and sang Christmas Carols in small groups.

Crafts for a Cause (Health, Clothes): Members of this creative and prolific group support most of our other program groups by making baby blankets for the Bereavement Boxes, hand puppets, blankets, Christmas Stockings, pillow cases, and Loveys. The items are donated to Children's Medical Center Plano and Emily's Place.

Outreach members engage in activities that are specifically one-time responses to community needs. This year we provide 95 pairs of socks to homeless individuals in Collin County.

Our **Assisteens** auxiliary had 35 members this year – an increase from 29 the previous year. The members, ranging from middle school through high school,

joined us in donating over 210 hours to various projects around our community including:

- Tied Assistance League tags on hats made at Caring in Action workshops to prepare them for delivery to Children's Medical Center Plano.
- Brightened the lives of senior citizens at the Spring Creek Senior Living Center at Christmas by singing carols, serving cookies, and providing a small instrumental performance. In January they also made Valentine's cards and added candy to be delivered to the residents during Valentine's week.
- Worked the "Sandwich Brigade" at Samaritan Inn several times. They also sponsored and served a meal at that facility.
- Bagged combs for Operation School Bell.
- Made dog toys for the Plano ASPCA using selvedge trimmed from the Warm Feelings fleece blankets made at Caring in Action workshops.
- Volunteered to be the "victims" at a CERT (Emergency Response) training session.

This year they had their first two fundraisers. One was held at Frios and the other at Buttermilk Sky which enabled them to sponsor and serve a meal at Samaritan Inn.

The emphasis this year was on training them to run their meetings more autonomously. One new procedure they learned this year was how to create their new slate of officers including forming a nominating committee and outlining the duties of the members of that committee.

Due to the Coronavirus pandemic, they adjusted processes and learned how to operate remotely including electing officers.

Resource Development:

Goals:

- Establish Sponsorship levels for recognizing Individuals, Organizations and Companies who sponsor events
- Goals for Net Revenue were stretch goals set by the Budget Committee
- Initiate a major fundraiser that minimizes the demand on members' time and can be expanded over the years.

Fundraising events:

- Contributions
 - North Texas Giving Day
 - #GivingDayNow
- Fundraisers
 - InTouch Credit Union Plano Balloon Festival
 - Fall Luncheon and Fashion Show
 - Half Shells Seafood Grill
 - Vera Bradley
 - Spazo Restaurant and Bar
 - Game Day
 - R2S

Marketing Communication:

Goals:

Create and implement a comprehensive marketing communications program to include print and social media, public speaking, member and community events.

Brand “Enthusiasts”

- Promote Mission, Vision and National Assistance League tagline by 2020.
- Chapter brand created.
- Elevator speech created.

Chapter Newsletter and Marketing Materials

- Monthly informative communication to members through the use of Constant Contact
- Written material and graphics for the newsletter are received from our Board and chapter committee chairs
- Designed new banner using our National tagline and chapter brand
- Designing new brochure to reflect our new Operation School Bell Retail model using new chapter brand and National tagline

Fundraising Support

- Regular communication with Resource Development to support events through social media and printed materials