

ASSISTANCE LEAGUE®

OF KANSAS CITY

Heartland Auxiliary

Assistees®

2011-2012

Annual Report

“CHARTING OUR COURSE”



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“Charting Our Course”

Mission Statement

We identify and respond to the needs of the community through our own philanthropic programs. We respond by reaching out to others as a friend to promote self-esteem, comfort, safety and the emotional well-being of those served and those serving.

Service Center

6101 North Chestnut
Gladstone, MO 64119

THE ReSALE SHOP

6289 North Oak Trafficway
Oakview, MO 64118

This past year, our chapter theme has been “Charting Our Course”. We have worked together as a team, with the collective action of each person giving everything she has to Assistance League, so that the organization will continue to excel. For the program year of 2011-2012, our total revenue was \$519,171 with net assets of \$1,551,014. Assistance League of Kansas City returned 66% of our income to the community through our seven philanthropic programs. Our success as an organization is due to the dedication of our volunteers in serving the needs of our neighbors through expanded philanthropic and fundraising efforts.

Libby Blair, President

Board of Directors:

President – Libby Blair

1st Vice President, Membership – Cathy Stone

3rd Vice President, Res. Develop – Lee Miller

Corr. Secretary – Carolyn Shandrowski

THE ReSALE SHOP Chairman – Prilly Lary

Aux. Rep to Chapter – Cheryl Vaughan

Public Relations Chairman – Suzanne Locke

Strategic Planning Chairman – Judy Frame

President Elect – Pat Reinier

2nd Vice President, Philanthropic – Ann Whittaker

Recording Secretary - Bev Strom

Treasurer – Brenda Peeler

Assistees Coordinator – Karen Moreno

Education Chairman – Linda Tyree

Property Mgmt Chairman – Linda O’Halloran

Bylaws/Parliamentarian – Rome Wittman

Our task beginning in June 2011 was to take a more in-depth look at our organization and our identity within the community – how others view us and how we can improve upon our message to the community – about what we do and how we do it. Once we had determined our needs, we would be better armed to “Chart Our Course”.

Dr. Tom Vansaghi, a professional facilitator, led us through a strategic planning process. From that we redefined and approved our purpose statement to read: **Assistance League of Kansas City, a chapter of National Assistance League, fulfills the unmet needs of the Greater Kansas City area through diverse programs operated by committed volunteers and community partnerships.**

It was also determined in this process that our membership was in favor of 3 objectives: we should expand our physical building, we should expand our programs, and we should expand the diversity and the numbers of our membership.

The Expansion Committee - Chairman – Libby Blair

14 members

This committee was an outcome of the strategic planning session. In order to physically expand our presence in the community, we worked to select a building for sale. After extensive research, members voted in March 2012 to purchase a 12,000 sq foot building located at 6601 N. Oak Trafficway, Gladstone, MO 64118. Housing both Operation School Bell and THE ReSALE SHOP, this investment will indeed expand and solidify our footprint in the Northland community.

PHILANTHROPIC PROGRAMS – 2nd Vice President - Ann Whittaker

Our diverse programs continue to excel and serve the unmet needs of the community. We have continued to do what we do best, and tweaked here and there so that we can continue to improve. In addition to our 7 programs, 2 additional programs began as pilot programs this year: Best Foot Forward and Waste Not.

Best Foot Forward – CHAIRMAN: Sandy Short

NUMBER ON COMMITTEE: 15

2011 – 2012 BUDGET: \$1000

Adopted by the membership on April 11, 2012, there are no other programs in our community that provide the same services as the Best Foot Forward program. Operating in collaboration with Maple Woods Community College, the MWCC Student Employment Services staff will qualify and refer students to our program to work with a member “personal shopper” to select appropriate job-oriented clothing at our thrift shop or a retail outlet, if appropriate clothing cannot be provided from THE ReSALE SHOP.

Participants will receive information with suggestions of appropriate job-oriented outfits and reference materials about where to go for additional information. Clients may also receive shoe and hair styling vouchers if needed and the program budget allows. Students receiving services through this program will be expected to complete a feedback survey following participation.

The Best Foot Forward program will begin in spring 2013 working with between 5-10 students from Maple Woods Community College.

Waste Not - CHAIRMAN – None Needed

BUDGET: None Needed

Our second new program was also approved by the membership on April 11, 2012. This program was established to oversee the distribution of donated items that cannot be sold in THE ReSALE SHOP or used by our philanthropic programs, and formalizes a process that has already been in place. This program recognizes our contributions of these items to other 501c(3) nonprofit organizations in our community.

Assault Survivor Kits - CHAIRMAN: Ann Barnes; VICE CHAIRMAN: Linda Goddard

NUMBER ON COMMITTEE: 15

2011 – 2012 BUDGET: \$18,640.49

2011 – 2012 EXPENSES: \$18,704.75

NUMBER OF CUSTOMERS/MEMBERS SERVED IN 2011 - 2012: 747

NUMBER OF CUSTOMERS/MEMBERS SERVED SINCE INCEPTION: 4121

The Assault Survivor Kit Program continues to meet the needs of victims of rape and assault throughout the Metropolitan Kansas City area. Our kits are distributed through the Hospital Advocacy Program of MOCSA (Metropolitan Organization to Counter Sexual Assault) in Miami County, Johnson County and Wyandotte County in Kansas and the counties of Cass, Clay, Jackson and Platte in Missouri. Total hospital advocacy runs for MOCSA in 2011 were 677 which were up 150 from 2010. Palle Rilinger, President and CEO of MOCSA through January 8th, 2012, attributed the increase to several factors, including increased reporting due to DNA-focused TV shows that give victims a sense that something can be done, and an increasing number of Sexual Assault Nurse Examiner (SANE) programs in the metropolitan area. We now provide sizes Small, Medium, Large, Extra Large and XXL to women and size Large for men.

According to the quarterly reports that MOCSA provides to us, the number of hospital advocacy runs from June 2011 – March 2012 was 582. The number of kits that we provided MOCSA increased by 189 above 2010-11 totals. 86% of the clients replied that the kit was helpful.

Celebration Bags

2011 – 2012 BUDGET: \$600.00 2011 – 2012 EXPENSES: \$600.00

A philanthropic program of the Assisteens Auxiliary of Assistance League of Kansas City provided 40 bags to Synergy Facilities to help children celebrate a special occasion. The kits include a cake mix, cake pan, frosting, party supplies and a small gift.

Child in Need - CHAIRMAN: Joy George

NUMBER ON COMMITTEE: 12

2011-2012 BUDGET: \$35,500.00 2011-2012 EXPENSES: \$50,701.25

NUMBER OF CUSTOMERS/RECIPIENTS IN 2011-2012: 1619

This philanthropic program is administered by the Heartland Auxiliary of Assistance League of Kansas City. It provides backpacks, clothing, gifts, and other needs or requests to children in ten school districts and agencies.

During 2011-2012, Operation Child in Need fulfilled 170 more requests for services than the year before. Those requests ranged from \$6.00 for a copy of a birth certificate to \$1700.00 for two sets of bunk beds and mattresses, plus a portable crib for a family with no beds. Backpacks and school supplies remain an important part of the Auxiliary's philanthropy although new clothing continued to be the most requested items.

Operation HUG - CHAIRMAN: Marsha Pederson; VICE CHAIRMAN: Nap Schwegler & Ann Davenport

NUMBER ON COMMITTEE: 22

2011-2012 BUDGET: \$31,806.33 supplies - \$3600.00 freight Total \$35,406.33

2011-2012 Expenses: \$27,313.50 Bears \$217.28 Bags \$3435.11 freight Total \$30,965.89

NUMBER OF BEARS DONATED IN 2011-2012: 4980

NUMBER OF BEARS DONATED SINCE INCEPTION: (1989) 61,660

The goal of Operation HUG is to reduce anxiety and fear to children facing surgery, a trip to the emergency room or other unease. Our bears are delivered to hospitals, surgical centers, police departments and most recently to Housing Shelters; among those facilities are Liberty Hospital, Liberty

This program also provided 50 emergency kits to elementary schools. The kits consisted of the following: Two sizes of pull up style sweats pants, two sizes of socks and assorted sizes of underwear for both boys and girls. These were to help children who might need a temporary change of clothing.

Operation School Bell held 121 sessions with 80% of Chapter members assisting each child in the selection of his/her clothing. Auxiliary members also participated in this program. Online scheduling was developed last year for members to sign-up and was accepted with great success by the membership.

Coat Program

NUMBER OF CUSTOMERS SERVED IN 2011-2012: 230

NUMBER OF CUSTOMERS SERVED SINCE INCEPTION: (2009) 492

Initiated in 2009, this program allows recommended children to shop at local Wal-Mart stores with a parent/guardian to shop for the coat. Assisted by our members at each shopping event, the average value of each coat was \$ 24.62. The cost of this program was \$5,663.77.

Middle School Program

NUMBER OF CUSTOMERS SERVED IN 2011-2012: 115

NUMBER OF CUSTOMERS SERVED SINCE INCEPTION (2010): 195

As a pilot program for middle school children, this program began in 2010-2011. Middle school-aged children from the North Kansas City School District, recommended by their counselor, were able to choose a special day/ time to shop for clothes with their parents at 2 local Target stores. One hundred fifteen children participated in this program. The children and their parents were assisted by our members at each shopping event. The average cost per student was \$100.00.

**SENIOR OUTREACH SERVICE - CHAIRMAN: PAM SULLIVAN & MARYLEE WICKHAM;
VICE CHAIRMAN: Phyllis Dean**

NUMBER ON COMMITTEE: 20

2011 – 2012 PROGRAM BUDGET: \$15,086.33 2011 – 2012 EXPENSES: \$14,967.15

NUMBER OF CUSTOMERS SERVED IN 2011 - 2012: 620

NUMBER OF CUSTOMERS SERVED SINCE INCEPTION: (2007) 1615

In this fourth year of the program, the same six facilities renewed contracts for this year. Committee size was increased, with two members assigned as contacts for each facility. Committee members work to improve the quality of life for care-residents in a large variety of ways, from presenting entertaining or educational programs, providing games, books, puzzles, and providing for haircuts and manicures. Each senior facility was provided with several sets of clothing that could be used by residents in case of emergency.

Membership also volunteers to work as Senior Pals and are provided with a set of holiday cards to send to residents. Seventy-six chapter members and 20 Auxiliary members served over one hundred twenty seniors. When surveyed, over 90% reported that they would like to serve again.

MEMBERSHIP – 1st Vice President – Cathy Stone

Total Membership as of May 31, 2012 = 316

Active Chapter Membership = 176

Chapter Associate Members = 47
Community Associate Members = 1
PALS = 7

Assistance League of Kansas City is an all volunteer organization. 43,872 volunteer hours were donated by the chapter and auxiliary members. At the 2011 dollar value of volunteer time (\$21.79) estimated by the Independent Sector, the value of our volunteers is \$955,970.88. Our membership numbers are currently at a peak, and we only hope to continue this upward trend.

Heartland Auxiliary of Assistance League of Kansas City – Chairman – Becky Clark
Auxiliary Membership = 50
Auxiliary Associate Membership = 3

Heartland Auxiliary administers one philanthropic program through their own fundraising and participates in chapter programs and fundraising opportunities. Child in Need enriches the lives of many underprivileged children in local school districts by providing basic needs and meeting unique requests.

Assisteens® Coordinator – Karen Moreno
Membership = 32

The Assisteens Program provides opportunities for teenage students to learn about and participate in serving their communities through their own philanthropic program and events throughout the year.

New Member Orientation - CHAIRMAN: Janet Geary

NUMBER ON COMMITTEE: 12

2011-2012 BUDGET: \$1,000.00 2011-2012 PROGRAM EXPENSES: \$ 812.00

NUMBER OF MEMBERS SERVED IN 2011 – 25 2011-2012: 23 TOTAL: 48

Assistance League of Kansas City has an open enrollment process and this year 25 members joined in May 2011 and, 4 additional membership orientation events were held to integrate 23 members throughout the year, for a total of 48 members joining this past year. Each of the members was invited to a membership orientation to continue to familiarize them with the chapter, the programs and other members. Each event included a welcome, get acquainted activity, responsibilities of membership, philanthropic, ReSale information and tour, Resource Development, and OSB tour. Each new member received a new member handbook.

FUNDRAISING – 3rd Vice President, Resource Development – Lee Miller

NUMBER ON COMMITTEE: 4

A Donor Confidentiality Agreement Form was created this year to ensure our donor's information and records are protected in accordance with our privacy policy and that donor records are not stored on personal computers or laptops. The form will be signed by members/officers of Assistance League of Kansas City (ALKC) with on a need-to-know basis.

A donation envelope was created in conjunction with the Public Relations committee to allow donors to make a gift to ALKC in addition to selecting a specific program and memorial and in honor of gifts.

Thank you letters were made this year that meet the IRS and National Assistance League requirements for tax purposes. The letters have been designed to fit specific programs by providing program specific information depending on which program a donor gives to. These letters will replace the hand written postcards and note cards for tax purposes. Additional avenues to encourage giving were also created this year such as the ability to donate via Pay Pal or credit card plus a downloadable form to pay by check on the ALKC website.

THE ReSALE SHOP – Chairman- Prilly Lary; Vice Chairman- Judi Farrell

NUMBER ON COMMITTEE - 42

2011-2012 BUDGETED SALES GOAL: \$310,000 2011-2012 SALES: \$362,735.79

NUMBER OF CUSTOMERS SERVED IN 2011-2012: 30,878

THE ReSALE SHOP is the primary funding source for Assistance League of Kansas City. The average sale per customer was \$11.75. Hours were extended until 6 pm in April, with current store hours now being 10-6 – M,T,W,R; 10-7 TH and 10-4 on Saturday. Refresher training courses were held for all openers and closers and the shop committee was realigned with sub-committees representing areas of marketing, retail, training and special events.

Grants - CHAIRMAN: Sharon Place

NUMBER ON COMMITTEE: 5 (also work closely with the Auxiliary Grants Chairman)

2011 – 2012 PROGRAM BUDGET: \$30,000 2011 – 2012 EXPENSES: 0

Grant funding received by Assistance League of Kansas City (including Heartland Auxiliary) for the period June 1, 2011 – May 31, 2012 totaled \$95,700 (\$46,500 of which were Chapter grants). Grants were received from the following sources:

Irven E. and NeVada P. Linscomb Foundation	\$20,000
Harvest Ball Society	\$24,000
Citi Bank Kansas City	\$2,000
William T. Kemper	\$10,000
Royals Charities	\$5,000
Northland Giving Circle	\$30,000
Platte County Eleemosynary Society	\$4,000
Harry C. Arnote Charitable Foundation	\$700

The Linscomb Foundation grant was designated to be equally divided among Operation School Bell and Operation Child In Need. The funds received from Harvest Ball Society were designated for Operation School Bell. The William T. Kemper grant was divided between Operation School Bell (\$7,000), Assault Survivor Kits (\$1,000) and Child In Need (\$2,000). Total grant funding received by the Chapter was \$46,500 and \$49,200 by Heartland Auxiliary. New foundations such as the Wurst Family Foundation, Curry Foundation, Oppenstein Brothers Foundation, Stuart Foundation and Masons and others were pursued.

In May 2011, Chapter membership voted to combine the Chapter and Auxiliary grants committees. The chairmanship of this joint committee will alternate annually between the Chapter Grants and Auxiliary grants chairman.

POINSETTIA SALE – Chairman: Debbie Hurlbert

NUMBER ON COMMITTEE: 10

NET PROCEEDS: \$9874.81

An annual fundraiser of the Heartland Auxiliary of Assistance League of Kansas is carried out in the fall with plants distributed around Thanksgiving. 35 chapter members sold 214 plants and 44 auxiliary members sold 1,149 plants.

SOCK IT TO 'EM - Chairman: Jackie Schiller

NUMBER ON COMMITTEE: 9

2011-2012 BUDGET: \$30,000 (Revenue) \$2,350 (EXPENSES)

TOTAL CONTRIBUTIONS: \$33,153.61 EXPENSES: \$2,137

A total of 334 donors responded to our request for support out of over 3,500 mailings. Chapter member support was 64% and auxiliary members gave 34%. Overall, 58% of the membership (chapter, auxiliary, associates, and pals) contributed. The percentage number was lower this year because the \$1 from the annual dues was not included in this year's campaign. However, even though the total donor number was down, the dollar amount given increased over \$2,000 from last year. Considering the tight economy, the amount represents an almost 6.7% increase which suggests this was a successful campaign.

TEA IN THE GARDEN

NET PROCEEDS: \$340.00

Tea In The Garden is a spring time fundraising activity of the Heartland Auxiliary which benefits The Child in Need Program.