

★ 2020
2021



ANNUAL REPORT

alstl.org



OUR MISSION

Assistance League of St. Louis is an all-volunteer organization that transforms the lives of children and adults through community programs.

OUR VISION

Essential needs are met in our community and families are provided with an opportunity to flourish.



Despite this year's challenges, our
492 VOLUNTEERS
DONATED
56,889 HOURS.

Letter from the President



Dear Donors, Members, and Friends
of Assistance League of St. Louis,

An Annual Report, by design, is a look back at our impact and work during the previous year. However, this year I am motivated to begin my opening remarks with a comment on our current situation. COVID-19 has caused dramatic changes in the lives of all members of our community. As a result, our mission is more vital than ever: transforming the lives of children and adults through community programs. Assistance League of St. Louis has responded to the ever-growing needs of our community with new delivery models and expanded community outreach. We adapted quickly and continued to safely provide school clothing, athletic shoes, books for aspiring readers, help with critical needs of those in crisis, support to shelters, and comfort kits to help in these stressful times. We were there for our community, just as we have been for over 30 years.

As you review this Annual Report, please know that we are looking toward the future. Our 492 volunteers are creative and hard working. Last year, despite the challenges, our volunteers donated 56,889 hours. We have no paid staff. Our membership used our mission as its guide and provided opportunities through our programs to those in the St. Louis area who need it most.

As always, we are extremely grateful to our volunteer Board, our talented Advisory Council, our creative Program Chairs, our tireless volunteer members, our community partners, and our generous supporters. With your support we will continue to adapt and change to meet the needs of our community. We make a difference because of you.

Gratefully,

A handwritten signature in cursive script that reads "Dawn Thomas". The signature is written in black ink and is positioned above the printed name.

Dawn Thomas
President, 2020-2021



Board of Directors



★ *Front row, left to right*

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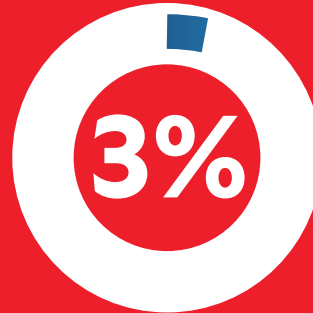
“What is the essence of life?
To serve others and do good.”

— ARISTOTLE

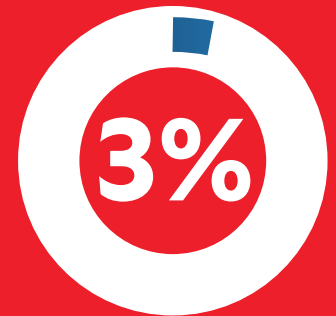
Statement of Financial Position 2020-2021

Source of Funds

Membership	\$45,500
In-Kind Donations	\$229,438
Contributions	\$297,897
Special Events (Net)	\$265,355
Thrift Shop Revenue (Net)	\$319,901
Investment Return	\$326,332
Total Income	\$1,484,423



Administrative Expenses
\$24,235



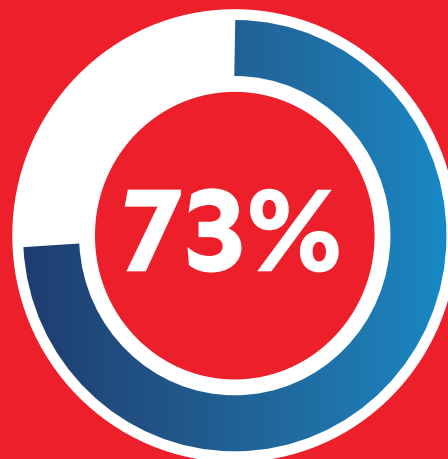
Other Expenses
\$29,687

Expenses

Program Expenses	\$636,101
Fundraising Expenses	\$178,891
Administrative Expenses	\$24,235
Other Expenses	\$29,687
Total Expenses	\$868,914
Income in Excess of Expenses	\$615,509



Fundraising Expenses
\$178,891



Program Expenses
\$636,101

Source of Funds

Beginning Net Assets	\$2,708,251
Ending Net Assets	\$3,323,760
Total Liabilities	\$90,349
Total Assets	\$3,414,109

Grants and Foundations

PLATINUM (\$20,000 - \$49,999)

Edward Jones Charitable Foundation
Emerson Charitable Trust

GOLD (\$10,000 - \$19,999)

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Greater St. Louis Book Fair
The Kaufman Fund
Manchester Elks Club
Nestle Purina PetCare
Total Access Urgent Care
Vatterott Foundation
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Assistance
League of St. Louis
President Dawn Thomas (left)
and Past President Jane Harbron
showed off books they were giving
away to three children who attend the
Urban League's early childhood
learning program and who were
with their mother at the Urban
League's Urban Expo Back to
School and Community
Empowerment Festival.





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OUR IMPACT

★ Philanthropic Programs

Operation School Bell®



★ In fiscal year 2020-2021 Operation School Bell **SERVED 3,451** elementary school children **IN 39 SCHOOLS**. Operation School Bell has served over 110,300 students since 1990.

“The partnership with Assistance League of St. Louis provides students and families with needed essentials to encourage student attendance, promote high self-esteem, and help foster a more positive image and learning environment in our classrooms.”

— Jeffrey A. Rhone,
Director of the Office of Family and Community Engagement, SLPS



Steps to Success

★ In the last year, Steps to Success delivered new athletic shoes and socks to **2,380 CHILDREN IN OVER 40 SCHOOLS**.



“When children have shoes that they are not proud of, they don’t want to come to school. When they get the new shoes from the ALSTL, it makes a big difference in their school lives, they feel better about themselves.”

— Matt Hinzpeter, Principal, Bermuda Elementary



My Own Fun Stuff

★ My Own Fun Stuff provided **8,313 ACTIVITY KITS** to shelters and hospitals.

Project ROSE

- ★ Project ROSE volunteers purchase, package, and deliver gift bags to area crisis shelters and agencies serving sexual assault survivors.

This past year **WE SERVED 1,289 WOMEN AND CHILDREN IN SEVEN CRISIS SHELTERS.**

We delivered 224 Sexual Assault Kits and awarded 9 College Scholarships.



Books From Friends

- ★ Our literacy program, Books From Friends, **PROVIDED 15,265 BOOKS TO ASPIRING READERS** through virtual book fairs and drive through events held during this past pandemic year.



“The women of Assistance league of St. Louis see us and our children for who we truly are. They see the needs, wants, hopes and desires and see to it that those needs are met and do it with love and support.”

— Dr. Art McCoy,
Former Superintendent of Schools,
Jennings School District



Assistance League Outreach

- ★ Assistance League Outreach met critical needs for **4,079 INDIVIDUALS** across **44 AGENCIES.**



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VOLUNTEERS
(WE HAVE NO PAID STAFF)
AND PROFITS ARE
RETURNED TO THE ST. LOUIS
COMMUNITY THROUGH
OUR PHILANTHROPIC
PROGRAMS.**



@fantasticfindsstl

*"Wonderful shopping experience at this shop!
Merchandise changes often and you cannot
beat the home decor section.
The volunteer workers are extremely
helpful and courteous"*



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Ruth Ellen Barr, Dawn Thomas and Theresa Coons
as Dr. Seuss characters

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Authors Brunch A Virtual Success!

AUGUST 8, 2020 



There were two Authors Brunch events this year. Due to Covid restrictions, we rescheduled the April 2020 in-person event to August.

Debbie McConnell chaired our 15th annual, first-ever Virtual Authors Brunch, featuring author, Melanie Benjamin.

The 2020 Authors Brunch attracted interested readers who heard a lively and informative virtual discussion with the author. Those who joined the event also participated in drawings for beautiful opportunity baskets filled with restaurant gift cards, jewelry, cooking tools, designer accessories, personal pampering goodies, and the ever-popular money tree.

In Kind Sponsors

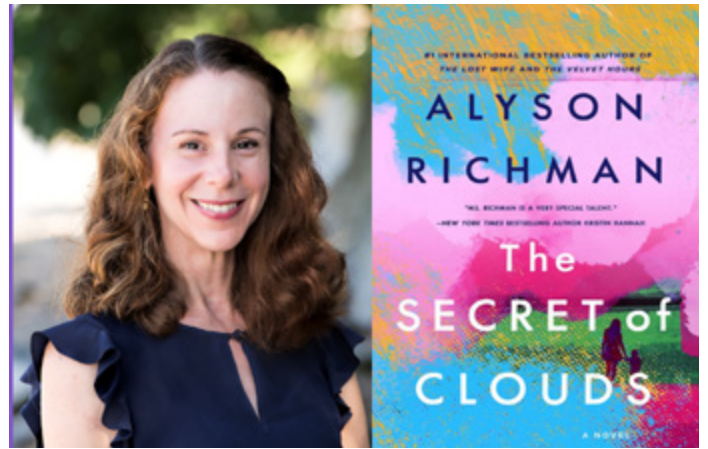
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★ Authors Brunch

APRIL 24, 2021

Assistance League was pleased to feature international best-selling author of historical novels, Alyson Richman, at our 16th annual Virtual Authors Brunch on Saturday, April 24.

Some of Richman's best-known novels include *The Lost Wife*, *The Velvet Hours*, *The Garden of Letters*, *The Last Van Gogh*, *The Rhythm of Memory* and *The Mask Carver's Son*.



Her books have been published in more than 20 languages and have received national and international acclaim.

The virtual event was provided at no charge to view. Those who donated \$50 or more received a free signed copy of *The Lost Wife*.



Lights, Camera, Action!

The only thing virtual about Imagine!, Assistance League of St. Louis' largest annual fundraiser on November 7, was that for the first time, it was live-streamed and held virtually.

The reality is that an entire year of preparation and hundreds of member volunteer hours made it happen. The anticipation, excitement and enthusiasm were real. An incredibly talented, tireless team made this virtual fundraising event a reality. Every detail was selflessly executed by Assistance League members, always goal-oriented, intent on success.



Co-Chairs Mary Price and Maureen Swingle hosted and presented the lively, fast-paced one-hour event with wit and charm, creating their own reality show.

GiveSmart handled cell phone bidding for all fundraising activities, which included the Live and Silent Auctions, Ring the Bell, Wine Pull and Buy It Now. Bidding was made available five days before Imagine! The Live Auction was preview only. "Cell phone but no evening wear required" was a new, relaxed and welcome change this year.

Professionally filmed by TSV Sound and Vision, video guest speakers Dr. Art McCoy, Superintendent of

Jennings School District and Jeffrey Rhone, Director of the Office of Family & Community Engagement for the St. Louis Public Schools, provided personal testimonials.

KSDK's Rene Knott returned to *emcee Ring The Bell*. Imagine! *A Gift of Love* exceeded all expectations by raising \$208,800. This incredible gift received by Assistance League of St. Louis will become *A Gift of Love* given back through our programs to the St. Louis community.



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Sally Wess
Karen West
Wiese - Altmeyer Families
Arcelia Williamson

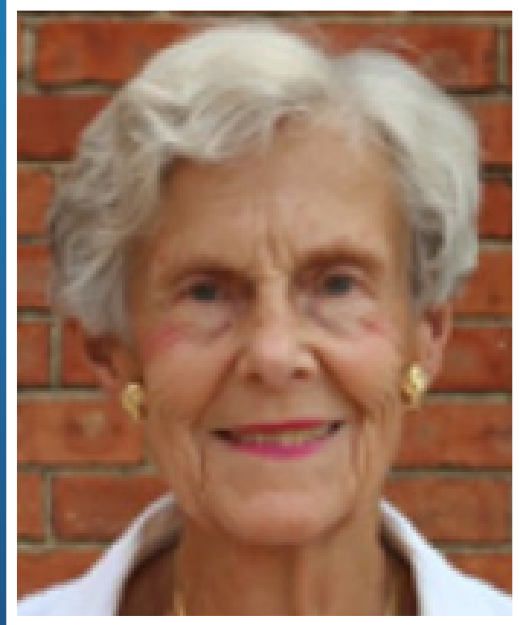


“The legacy of heroes is the memory of a great name and the inheritance of a great example.”

— BENJAMIN DISRAELI

Remembering

Remembering and honoring two dear members lost to us this year.



Vicki Merz

Sept. 19, 2020

Longtime ALSTL Board Member
Marketing VP and Champion of our
Discovery Day at the Zoo



*Elizabeth "Ebie"
McKenzie*

Dec. 30, 2020

"Your legacy is every life you have ever touched."

MAYA ANGELOU

THANK YOU for making a difference in the lives of 35,000 St. Louisans this year.



492
VOLUNTEERS
56,889
HOURS
35,000
LIVES CHANGED

ONE
COMMUNITY
MADE STRONGER.





30 Henry Avenue
Ellisville, MO 63011



2020 2021 ANNUAL REPORT

494 VOLUNTEERS
DONATED **56,889** HOURS
TO ENRICH THE LIVES
OF **35,000**



Project ROSE

- ★ SERVED 1,289 WOMEN AND CHILDREN IN 7 CRISIS SHELTERS
- ★ DELIVERED 224 SEXUAL ASSAULT KITS
- ★ AWARDED 9 COLLEGE SCHOLARSHIPS