

THE SUCCESSES FOR 2020-2021

This year the corona virus required our chapter to adapt our services and budget in order to meet the needs of our students. We increased our scholarship budget from \$25,000 to \$50,000. We provided 780 at home learning kits, and 17,500 books to elementary students. Although schools did not return to in-school learning until the last three months of the school year we were able to deliver shoes to 10 schools for 823 students and jackets and blankets to 160 children.



Our fundraising, "Step Up for Kids", was held virtually and both our Board meetings and Membership meetings were on Zoom, which created a large learning curve for many members.

Additionally, we were very pleased to create a new president elect position for our board of directors, introduced a new and updated website and completed our files for voting and non-voting members.

Thank you to businesses and community members who made donations to help keep our philanthropic work strong.

- Power Motive at Blue Grass Community Foundation
- Pizzas Foundation
- Vista High Noon Rotary
- Charities Aid Foundation of America
- Girl Scout Troop 1927
- James and Deborah Klein Family Foundation
- Stephen Shreeve
- McKinney Memorial Fund
- Paul and Katherine Plesman
- Benevity Fund
- Price Family Charitable Fund
- County of San Diego
- Oceanside Chamber of Commerce
- Fidelity Charitable Fund

Step Up For Kids

We held a virtual 5k fundraiser where members and the community were invited to participate with an on-line registration fee of \$35.00. Members walked, jogged and even used their Peloton at home. Through many generous contributions we raised \$19,308.25. All donors were mailed a thank you along with a specially made mask with a tennis shoe motif.

ASSISTANCE LEAGUE® THRIFT SHOP SHOP HOURS:

Tues - Thurs & Sat 10 am - 3 pm

1830A Oceanside Blvd. | Oceanside, CA 92054

2020-2021 BOARD OF DIRECTORS



President
President Elect
1st VP Membership
2nd VP Philanthropic Programs
3rd VP Resource Development
Recording Secretary
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Jonathon Jobe
Nancy Schaefer
Holly Ziegler
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THIS YEAR AT A GLANCE

THRIFT SHOP SALES	\$328,972
STEP-UP FOR KIDS	\$19,308.25
GRANTS & CONTRIBUTIONS	\$167,353

Thank You To Our Corporate Sponsors

KOHL'S

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2020 - 2021 Annual Report

★ 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.

★ Our Vision ★

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

★ Our Purpose ★

The programs and projects of Operation School Bell, Community Assistance and Scholarships provide, shoes, clothing, school uniforms, books and other support to transform lives by promoting self-esteem and academic success.

\$161,884.28
towards
Operation
School Bell

15,263
volunteers hours
valued at
\$ 435,606.02

2020
Annual
Report

OPERATION SCHOOL BELL®

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 41 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 and illness for our local students. Operation School Bell is there to transform the lives of children and adults and strengthen their communities.

Your gifts to ALNC have allowed us to meet and exceed our goals providing student support for 2020-2021.



Footsteps

Provides shoes, socks and health kits to students at elementary school. Although we were unable to visit students in person we were able to deliver new shoes to 823 students at 12 elementary schools.



Health Kits

Provides hygiene kits with shampoo, brush, toothpaste, tooth brush, and deodorant to students at the Footsteps Program or Clothing Children Program. A total of 877 Health Kits were given to students.



Chapters for Children

Operates in conjunction with other local Assistance League Chapters to provide clothing and school supplies to children attending school on Camp Pendleton. This year we distributed 180 pair of underwear prior to the new school year with a drive-by distribution.



New Haven Boys

Provides school clothing, shoes and jackets to teenage boys in residence at New Haven School for Boys. This year 41 boys were served both through an on-line and a personal shopping experience with members of our chapter at JC Penney.



Emergency Clothing

Provides clothing for mishaps while students are at school. We supplied emergency clothing that was kept in the Nurse's Office at each elementary school.



Clothing Children

Provides clothing and uniforms to students in Oceanside, Carlsbad, and Vista. This year we provided uniforms for 144 students, held one shopping trip at Kohl's for 24 teens, and gave jackets (plus blanket if requested) to 460 students.



World of Books

Provides funds to school librarians to purchase new books for the school libraries in three school districts. This year four schools received funding.



Home Alone

Provides 4th grade students with useful skills when they are home alone. 740 participated in the program at 13 schools, viewed a video presentation, completed a workbook and interactive role play.



Baby Real Deal

Provides realistic parenting experiences to 124 high school students using infant simulators to learn the realities of caring for a baby. We have a total of 23 babies, two health affected babies, one pregnancy torso, five pregnancy vests and a box of workbooks.



I Love to Read

This year, due to the coronavirus and schools being closed, librarians were unable to hold their annual incentive reading programs. We opted to provide each student in our 39 elementary schools their own new book. Volunteers worked ordering, sorting according to grade level, and delivering 17,500 books to schools to distribute to their students.



OTHER PROGRAMS



Scholarship

This year our chapter's budget for scholarships was increased to \$50,000. Which provided twenty graduating seniors, who attended high schools in Carlsbad, Oceanside and Vista, a \$1,500 scholarship toward future study in a college or trade school. The students completed an online application, wrote an essay and participated in a personal interview with one of the Assistance League of North Coast Scholarship liaisons.



Community Assistance

Provides aid to families for emergencies. This year we put together 780 at-home learning kits delivered to 34 schools. Each health clerk presented 20 families with the school supplies which included head phones, white boards and markers and erasers along with pencils, crayons and sharpeners.

We also decided to collect food to donate to the North County San Diego Food Bank 207 jars of peanut butter, 718 cans of soup and 841 boxes of mac and cheese.