



Assistance League of Phoenix
Annual Report
June 1, 2020– May 31, 2021

Year-end total: 20,873 children served through our various programs:

7,070 children outfitted in Operation School Bell® at 90 Phoenix-area Title I schools
with new clothing, shoes, and hygiene items.

14,791 new and gently used books labeled and distributed through Book Gifts Program
to Operation School Bell children, Wee Help families, and to other Title I schools
and community partners who serve the working poor

1,680 new books displayed and distributed through Birthday Book Corners
for elementary school children at nine Title I partner schools for the last time, as this program was discontinued at the end of 2020.

4,032 HUGS plush teddy bears with outfits lovingly stitched by volunteers—
delivered to Phoenix Fire Department, Crisis First Responder Teams, social service agencies and schools

370 layettes prepared and distributed through WEE Help program for infants
born into poverty through partnerships with our community partners

Fundraising

\$ 466,910 Thrift Boutique sales

\$ 851,355 Grants and contributions

\$ 297,085 Net proceeds from the annual fundraising gala (Fundraising drive in lieu of event)

Return to the Community

Total Volunteer Hours – 21,599 hours

Total expenses - \$1,200,217

Philanthropic program expenses - \$917,129

Return to community – 92%

In March 2020, the COVID-19 pandemic hit the US. With school closures throughout the 2020/21 school year, it greatly affected our ability to serve children through our various programs, thus a decrease in our numbers. The pandemic also hit our volunteer workforce with most of members being 65+ and corporate volunteer groups restricted. With large gatherings banned for the greater part of the year, we turned our 50th Annual gala into a fundraising drive with no event. Through the obstacles, we continued to find ways to serve those in need through the pandemic. We launched (3) new Delivering Dreams Buses, taking Operation School Bell to a completely mobile platform. We added non-uniform clothing for children doing online education. We served 516 foster youth with clothing packages in just two hours with a drive-thru event. And last but certainly not least, we added (2) school districts and (23) high need Title I schools as service partners.