



Kids. Clothes. Smiles.

Assistance League, Salt Lake City

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RINGING UP NEW SCHOOL DUDS

For many of us, shopping for new school clothes was a rite of passage. Who can forget the feel of bright new jeans, never worn shirts and stiff new school shoes in the fall after a summer of flip flops? For too many children in our community, the pride of wearing brand new clothing to school is an unrealized dream.

This year 6,600 underprivileged children were given the opportunity to experience new school clothes. Our Operation School Bell® program, our donors and volunteers made all this possible. Elementary school children across the Salt Lake valley received winter coats, sweat shirts, jeans, shirts, shoes, socks and underwear. We have an inventory of 42,000 items to be given between September and Thanksgiving. Volunteers hand select, package and endeavor to deliver the clothing before cold weather hits.

“Operation School Bell is the anchor of our family support efforts,” observes Mary Van Minde, family support/outreach coordinator for the Salt Lake School District.

“At Lincoln we have a wonderful international community. This year alone we have 35 refugee families. Many come to the area ill-prepared for the cold winter,” George Theodore, counselor for many years at Lincoln Elementary, recently told Assistance League members.

“Thank you for the wonderful work you do. You don’t know how much it means to these families to have people who care and help them.” Mr. Theodore then went on to tell us about his favorite part of School Bell. “I wish you could see the kids’ faces the day after Operation School Bell delivery. They’re so excited to be wearing their new school clothes. But they aren’t just wearing new clothes; they’re also wearing ear to ear smiles and pride.”

Operation School Bell for the 2009 –2010 school year is just winding down, but already our School Bell volunteers are preparing to make next year beneficial to just as many students. In February our School Bell buyers attend the clothing retailers’ buyers’ market, MAGIC, to meet with various manufacturers to select the clothes and negotiate the best prices.

The buyers take great care to choose a variety of styles and colors and may even order things to be custom made. No small task when ordering tens of thousands of individual items. Orders must be placed by mid-March to have the clothing in time for the beginning of school.

All summer our volunteers receive deliveries , hang the new clothes on racks or place them on shelves ready to be put together and become a attractive outfit for a boy or girl.





Thanks Mountain Land Design!!

Owner Dan Devenport and staff at Mountain Land Design really know how to throw a party! His upscale kitchen and bath design center was the setting for an evening of food, wine and fun. Guest chefs prepared their specialties while wine experts shared their knowledge as they poured vintages paired with each dish.

Mountain Land and their vendors underwrote the entire cost of the evening, donating 100 percent of the \$50 ticket price back to our chapter, raising over \$8,500



Book Bank A Lasting Legacy

Our volunteers promote literacy by reading and giving books to preschool and Head Start children. Last year, over 6,500 books found a new home and a place in the heart of a child.

Another program receiving books is the Utah Humanities Council's family literacy program, which recently recognized Book Bank for their contribution.

"Instilling a love of reading and learning is a lasting legacy. Some of these kids have never owned a book, so they become treasures—the first step in building personal libraries," explained the Council

Creating a Brighter Tomorrow ONE PERSON AT A TIME

"Late in the day, not long before Christmas, Tonya shyly entered Thrift on 33rd clutching a Brighter Tomorrows voucher. After she chose several nice outfits for work, I was intent on completing the paperwork, looking up only after I was finished in time to see large tears streaming across her lovely face. "You don't know how nice it is that someone cares," she said softly. Then, my own tears made it hard to write. Another volunteer pressed a doll into the arms of Tonya's little daughter. She beamed and we all smiled through our tears." ~ Sue Zuchetto, Brighter Tomorrows Chair.



Anecdotes like this demonstrate how important our Brighter Tomorrows is for women and men striving for a better future. Individuals referred by community agencies come to our Thrift on 33rd store and select appropriate attire to transition back to the workforce or school. They also receive a supply of personal care products and vouchers for hair care and shoes.

What Keeps Us Coming Back?

When our donors and friends learn that Assistance League is an all-volunteer organization, they marvel at how we do it! Most nonprofits with their executive director and staff can't imagine how we motivate our members to assume all the duties of running an organization PLUS volunteering in our eight philanthropic programs. What special pull do we have over our members that keeps them coming back for more?



Well, no smoke, mirrors or trap doors. What keeps our volunteer members coming back are our clients—those we serve:

- The school children who have never had new clothes to wear much less a cozy, warm winter jacket to fend off our cold winters
- The seniors in care centers and assisted living who sing along with our Act III performers, reminiscing about the good old days
- The beleaguered women and men returning to work who get clothes, shoes and haircuts from our Brighter Tomorrows program
- The underprivileged mothers who are given complete layettes for their newborn
- The children with urgent dental problems who find relief at the hands of our capable dentist team
- The victims of sexual assault who receive new sweats and hygiene items after surrendering their clothes as evidence
- The child who learns new techniques for dealing with bullies
- The Head Start children who take home their very own books to show their parents.

Much of the joy of Assistance League comes from the opportunity to provide direct, hands-on support to those in the community who need our help. The shy, warm smiles from the children or look of relief on an adult's face provide all the reward we could want. In addition, our volunteer members can help shape and change our organization, having more power (and responsibility) than a typical volunteer. Finally, knowing our many loyal donors continue to support our efforts gives us the courage to persevere, and spend yet one more hour sorting clothes in our Thrift on 33rd.

As you read how your dollars and in kind donations impact the many clients we serve, we hope you find similar rewards and satisfaction knowing you're participating in a great enterprise. Thank you for all you do!

Sincerely,

Carol

Fundraiser Events

Share the Dream and Have a Little Fun at our Spring Fundraising Events

APRIL 21, 2010
TASTE OF TSUNAMI

MAY 1, 2010
WOMEN OF DISTINCTION LUNCHEON

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Taking a Bite Out of Utah Children's No 1 Health Problem

Nothing symbolizes good health and proper nutrition more than a shiny round sweet smelling apple. Yet a number of Utah children can't sink their teeth into the sweet crunchiness of an apple. Consider Manny, a Salt Lake second grader who, until not too long ago, never accepted the offer of an apple even though he loved apples. "It hurts when I chew it," he said. And it wasn't just apples. Manny couldn't eat little baby carrots or peanuts. It just hurt too much.

Last year, Manny's teacher called his dad, a single parent caring for Manny and his little brother Pete. She was concerned because Manny had spent the morning with his head on his desk. "He told me he had a headache and started to cry. After a few questions I discovered the headache was actually a toothache. I think he needs to see a dentist. His back teeth are black and he has a fever," the teacher explained.

"We don't have a dentist," Manny's dad admitted. "I don't have insurance, can't get Medicaid or CHIP. I've tried. Can you believe they say I earn too much? I mean, we're just barely making it. I just don't know what to do."

Somewhere in Utah almost every day hardworking parents confront a similar situation: their child is in pain and needs treatment immediately. A number of these parents make too much for public programs but not enough to buy insurance, if it's even available. That's when Assistance League can and does step in to help.

Manny's school contacted Assistance League of Salt Lake. We arranged for Manny to see Dr. Matthew Jensen, DMD, one of 50 local dentists on our Operation Healthy Teeth dental team.

Dr. Jensen examined him and also little brother Pete, whose mouth was in even worse condition than Manny's. Both needed immediate and extensive treatment. Manny and Pete were put on antibiotics and Manny was treated for pain. Their procedures were scheduled.

Both boys had to undergo sedation and Dr. Jensen performed

multiple pulpotomies, crowns and extractions. Later, Deann, Dr. Jensen's hygienist taught them how to brush and floss their teeth and cautioned them to not drink too much soda and to eat healthy food – like apples!

Their dad was overwhelmed when he learned about the dangers of dental disease causing tooth loss, bone and nerve damage and the risk of dental infection traveling to other parts of the body with serious consequences. He made the commitment to insist the boys take care of their teeth and to bring them in for yearly check-ups.

The cost for each boy was well over \$2,000. Assistance League agreed to pay half and Dr. Jensen contributed (wrote off) half. Manny's father paid the \$200 deposit for the anesthesia and Assistance League paid the anesthesiologist's \$400 balance.

Recently, Manny's dad left this note for Dr. Jensen to give to us: "Manny and Pete just had their yearly check-up at Dr. Jensen's. No cavities! They brush everyday. Thanks for helping us when their teeth were so bad. Thank you from the bottom of our hearts."

Our files are filled with similar notes and letters since this is only one of the hundreds of stories of children receiving the urgent treatment they desperately need thanks to the collaborative relationship between concerned dentists and the financial contribution from Assistance League. Together we're working to fight Utah children's number one health problem – unhealthy teeth and gums.

Putting on the Ritz AT A FRACTION OF THE COST



"The Nordstrom of thrift shops"... "Cleanest thrift shop in town"... "Crème de la crème" are only a few of the accolades given to Assistance League of Salt Lake's Thrift on 33rd. But really all the honors go to the hard working member/volunteers who keep the store humming and to so many from the community who donate items and shop at the store.

Some like Kathryn make it a weekly splurge. Money is scare for Kathryn. A recent widow, she stumbled upon the store by accident. The selection of clothes in her size impressed her as did the prices. When she found a bright jacket, she bought it. Everywhere she went, friends commented on the darling "new" jacket. Kathryn couldn't believe how much the purchase had perked her up. Now, while working at her new part-time job at her church, Kathryn continues to receive compliments on how beautiful her clothes are. She often comes into the store for a scarf, purse, jewelry or accessory. Thrift on 33rd is Kathryn's best secret!

Thrift on 33rd is also Assistance League's best kept secret since it generates almost 65 percent of the dollars used to fund all eight philanthropic programs. Grants, donations and fundraisers bridge the gap. The engine that keeps all this running smoothly is the manpower of our 300 members.

In the Salt Lake community Thrift on 33rd is becoming legendary as THE place to find that odd gift or a new outfit. Special events such as the semiannual jewelry sale and half-off days sometimes have customers lined up out the door.

Junior High Shopping Experience



Hundreds of junior high students, referred by their counselors, have an opportunity to shop for up to \$110 in new clothes through Assistance League's partnership with Old Navy. For many, it's their first shopping experience and our member volunteers and Old Navy staff are on hand to assist.

Assistance League contributes \$100 per child; Old Navy adds an additional \$10. They also receive a voucher for shoes at Payless. It's amazing and rewarding to see their selections and the joy of having new clothes.

Telling Our Story

Members of the Utah Nonprofits Association had a chance to discover Assistance League first hand at a networking reception held at the League's chapter house at the end of October.

Assistance League President Carol Coulter introduced Assistance League to the 40 attendees representing a diverse group of nonprofit organizations here in Utah. She touched on each philanthropic program, even brushing the teeth of our Book Bank puppet with an oversized toothbrush. Other Assistance League members presented overviews of their roles and responsibilities.



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Thanks to Our 2009- 2010 Donors

American Express Center for
Community Development
Ruth Eleanor and John Ernest
Bamberger Memorial Foundation
Build-A-Bear Bear Hugs Foundation
R. Harold Burton Foundation
Castle Foundation

Jeffrey and Helen Cardon Foundation
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Karen Norris
Penna, Powers, Brian, and Haynes
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Spirits of the West
Tsunami Restaurant
Wasatch Academy of Wine

How You Can Help

Make a monetary donation

Become a Member

Support Thrift on 33rd

Attend a fundraiser

YOUR SPRING CLEANING CAN HELP CLOTHE A CHILD.

Bring us your gently used clothing.

THRIFT ON 33RD

2090 East 3300 South
Salt Lake City



Assistance League of Salt Lake City 2009 - 2010 HIGHLIGHTS

- Outfitting over 6,500 students this past year with new winter coats, pants, shirts, underwear and socks
- Performing puppet shows on “bullying” for school children
- Donating new layettes to low income mothers and babies
- Providing urgent dental care for children in need
- Distributing over 7,000 new books to Head Start classes and other recipients
- Entertaining over 1,000 seniors residing in nursing homes, Alzheimer care centers and rehabilitation homes
- Providing appropriate clothing, shoes and hair cuts for men and women returning to the work force or school
- Furnishing clothing and hygiene supplies to victims of sexual assault
- Mountain Land Design Fundraiser generating over \$8,500
- Fox 13 Good Day Utah coverage with the Big Budah

Assistance League of Salt Lake City is a non-profit organization whose volunteers serve children and adults in our community through hands-on philanthropic programs.



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