



## The Many Faces of the Newest Members of Assistance League.

Welcome to our new members! They are our neighbors and our friends -- volunteers who are making a difference in Tucson every day.

## Mission Statement

Assistance League of Tucson is a volunteer philanthropic organization that provides essential goods and services to improve the lives of disadvantaged men, women, and children in the greater Tucson area.



Which Tucson organization uses 100% of your donations to support programs that help the Tucson community?



Which Tucson organization is staffed entirely by volunteers?



Assistance League of Tucson does all of these things.

## Assistance League® of Tucson Attracts Local Media Attention

This summer the Tucson press focused attention on Assistance League of Tucson and our signature program, Operation School Bell®. Thanks to media attention, we received several online "tweets," mention in local newspapers and magazines, as well as television coverage from two local stations.

Starting in July, the press frenzy was kicked off when KGUN *Morning Blend* interviewed our Public Relations Chairman, Linda Scalise, about Operation School Bell. The media buzz continued when both KVOA 4 and Fox 11 filmed an Operation School Bell dressing on September 7.

Eight days after the television spots aired, *Tucson Citizen* ran a press release announcing the Fourth Annual Raytheon Golf Tournament benefitting Operation School Bell. The media momentum continued when the *Arizona Daily Star* ran a feature article on September 19. The "Giving" column, written by Loni Nannini, featured Operation School Bell but also mentioned the Thrift Shop and the organization's other philanthropic programs: Assault Survivor Kits® and Starting Over Supplies.

Besides the free publicity, Assistance League has begun to connect with Tucson through community events and planned advertisements. In September, our first ad appeared in the *Vistoso Community Newsletter*. Additional ads are planned for *The DesertLeaf*, *Tucson LifeStyle*, Arizona Theatre Company and UA Presents production programs, and on the big screen at The Loft Theatre.

Assistance League of Tucson also had an opportunity to connect with the community when volunteers staffed a booth for two days at Tucson Meet Yourself in October. During the event, volunteers answered questions and distributed information about Assistance League of Tucson. Look for our booth at the upcoming Tucson Festival of Books and the Komen Race for the Cure.

Because of the combined effects of the media publicity and planned marketing activities, Assistance League of Tucson and its auxiliaries has increased visibility, which has piqued the attention of potential donors, attracted more customers to the Thrift Shop, and increased membership. Thank you Tucson for keeping us in the news and helping us make a difference.



Tom McQuillan of Raytheon presents a check for \$12,000 to Laura McQuillan and Janine Schulte of Assistance League from the Air Warfare Systems and Naval Weapon Systems product lines. This donation is from the Raytheon-sponsored golf tournament to benefit Operation School Bell.

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Assistance League of Tucson thanks everyone who wrote letters to Allegra nominating us for the FootPRINT Fund Grant.

Visit our website to learn more about our philanthropic programs.

Make a donation on-line at [www.assistanceleagueticucson.org](http://www.assistanceleagueticucson.org)

Graphic design courtesy of Emily Maseeh.



We are grateful for the tremendous support we have received through grants over the past year. Two of them, Allegra Print and Imaging on Park and Walmart at 1st and Wetmore are featured in articles in this issue. In the picture to the left, Peter Marcus, the owner of Allegra, presents an award of \$1000 in printing services to Assistance League of Tucson.

Operation School Bell was awarded \$10,000 by the Stone Canyon Community Foundation\*, a relatively new philanthropic organization in our community. Officially launched in 2008, Stone Canyon members and residents have generously given a great deal of their time to make a difference in the lives of those less fortunate in the Oro Valley and Tucson communities. In two short years the foundation has given grants, totaling over \$250,000, to provide local organizations with much needed help for these at-risk children. Thank You and Welcome!

Operation School Bell has been able to grow because of the foundations and businesses that have supported this program for many years: The Wolslager Foundation, PICOR Charitable Foundation, Cardinals Charities, John W. Anderson Foundation, The Rose Fund\* and Tucson Electric Power. Thank you for your continued support! Your generosity and caring does make a difference in a child's life.

*Jane Glasser*

\* Donor-advised funds of the Community Foundation for Southern Arizona.



University of Arizona Honors College students, Danica and Rachel, are interns with us this year as part of a pilot program, "Working for the World." This program serves Tucson by providing essential services to nonprofits and by building the skills of those who volunteer. Their first project was taking photos at our Tucson Meet Yourself booth. Passerbys said cheese while posing with mannequins, "Matt & Maria" who are outfitted in Operation School Bell clothing. For more photos, go to Assistance League of Tucson on Facebook.



*"One of the greatest benefits that I observe is the powerful effect the donations have on the children's self esteem! The children come back from the Assistance League field trip with their duffel bags full of the items that they know will help them succeed in school."*

- Julie McIntyre  
Principal, Myers/Ganoung Elementary School



**Operation School Bell®.** Thanks to the tireless effort and commitment of our members and to our generous donors, last fiscal year was a record breaking year providing clothing for 3,904 children! Seeing the smiling face of a child as they excitedly choose new clothing and shoes really lets us know that we're making a difference in their lives.



Julie's students from Myers/Ganoung had a busy dressing day at Operation School Bell.

Smiles all around!



**Starting Over Supplies.** Our Starting Over Supplies program provides brand new basic household items and grooming supplies to clients of twelve social service agencies. These individuals have overcome obstacles such as domestic violence, homelessness or drug and alcohol addiction. A letter of thanks was sent to our Chairman:

*I just wanted to take a quick moment and thank you and your agency for the wonderful service you provide for our clients. This morning I picked up three bags of supplies for a mother who is literally starting over with her children. Even though Child Protective Services is involved in her life right now, she is well on her way to them not being in her life. Her one barrier to family reunification was a home with beds and the basic necessities. She was so appreciative on the phone when I called and told her I had the supplies.*

*Thanks again for your help... It is a great program that is so beneficial and makes my job a bit easier when I know I can offer it to those truly in need.*

- Robin Gerard, M.Ed., Casa de los Ninos Case Manager

**Our Philanthropic Programs Angel.** John Grothe, manager of Walmart at 1st and Wetmore, has contributed to our philanthropic programs by providing extra discounts on items we purchase and donating items we need. Last year he awarded Operation School Bell a \$1000 grant through the Walmart Community Grant Program. This past summer, Operation School Bell and Starting Over Supplies decided to combine their orders for 750 cases of shampoo. When the order was complete, John and another employee, made many trips in his truck to personally deliver and unload the shampoo shipment. They also unloaded towels and wash cloths for Starting Over Supplies. Thank you to all our angels, like John, who make such a difference.

**Allegra on Park's First Annual FootPRINT Fund Grant.** Assistance League of Tucson was one of thirteen nonprofits selected for this grant, and there were 94 Tucson nonprofits who applied! We were awarded \$1,000 to be used toward print, mailing and marketing services. This grant will help us acknowledge our donors and stay "front-of-mind" in the community. We are appreciative and grateful to Peter and Cyd Marcus, owners of Allegra on Park, for providing this opportunity.

### Save The Date

#### Tux 'n Boots®

January 29, 2011  
Skyline Country Club



#### Assisteens® Fashion Show

March 6, 2011

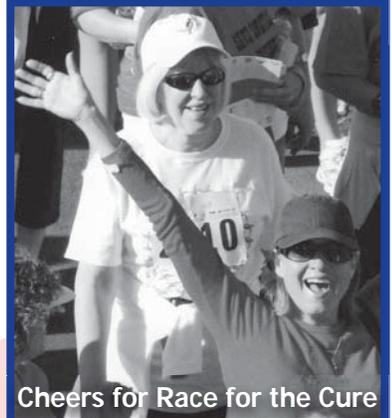
#### Tucson Festival of Books

March 12-13, 2011  
University of Arizona  
Stop by our booth!

#### Susan G. Komen Race for the Cure

April 10, 2011  
Stop by our booth!

You are invited! Please contact us at 326-8452 or [info@assistanceleaguetsucson.org](mailto:info@assistanceleaguetsucson.org) to join us.



Cheers for Race for the Cure

### AT A GLANCE...

April 2010 - November 2010

Operation School Bell®  
dressed 2,575 children



Starting Over Supplies  
served 103 people



Assault Survivor Kits®  
supported 85 people



100% of funding stays  
in Tucson to benefit our  
community.



Assistance League® of Tucson  
1307 North Alvernon Way  
Tucson, AZ 85712

Thrift Shop (520) 326-1585  
Chapter Office (520) 326-8452  
info@assistanceleagueticucson.org  
www.assistanceleagueticucson.org

**NonProfit Org**  
**U.S. POSTAGE PAID**  
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**Permit #628**

RETURN SERVICE REQUESTED



Pima County Supervisor Ray Carroll at  
Operation School Bell.®

**Donate**



**Shop**



**Volunteer**

**Please keep us in mind for your end-of-the-year giving.**

Soon you will be receiving the annual Patron letter. Our hope is that you will support Assistance League of Tucson by putting us at the top of your list for giving this year. Your donation helps fund our philanthropic programs which help the disadvantaged men, women and children of Tucson.

**Thrift Shop News.** The current economy has affected the retail sector causing businesses to consider different options to increase revenue. Traditionally, Assistance League of Tucson has closed during July and August, giving volunteers time to clean, paint and redecorate. This year we remained open all summer and our customers supported us. They visited, they shopped and they signed up for the valued customer email which is sent every Monday evening announcing the specials for the week. Email sign up and Thrift Shop hours are available online at [www.assistanceleagueticucson.org/ThriftShop](http://www.assistanceleagueticucson.org/ThriftShop).

Come see us anytime, but watch for us again next summer.



Holiday decorations are on display in the Thrift Shop.

**Donate an item, shop our store or volunteer...  
because the life you help change, could be your own.**



Assistance League® of Tucson, a chapter of Assistance League®, is a nonprofit, nonpolitical, nonsectarian volunteer organization and is qualified under IRS code 501(c)(3) and Arizona Tax Credit Law ARS-1088.