

## SOCIAL AND VOLUNTARY SERVICES COMMISSION FUNDING REQUEST

Legal Name of Agency: Assistance League® of Norman

Mailing Address: 809 Wall Street Norman OK 73069

Application completed by: Rose Marie Sondergeld Grants Chairperson

Telephone Number: 405 366 8120 (H); 405 204-8451(C)

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**Amount of Funding Request:** \$3000

**\*\*\*Please note that agency project funding will be on a reimbursement basis. Payment will be made as invoices with appropriate documentation are provided.**

In what year was your Agency incorporated: 1974

Are you associated with a national organization: yes... Assistance League®

Number of volunteers: 140 active; 475 total; 116 Assisteens®

How many hours do volunteers donate: 2013-2014 - 14,600 hours

How much money do volunteers save the agency: \$333,026 based on Bureau of Labor Statistic @\$ 22.81 per hour

Has your Agency applied for SVSC funds before: No

Year \_\_\_\_\_ Amount \_\_\_\_\_ Purpose \_\_\_\_\_

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Year \_\_\_\_\_ Amount \_\_\_\_\_ Purpose \_\_\_\_\_

**Financial Information from the last fiscal year:**

Percent of the budget which was spent on fund-raising:	2%
Percent of budget spent on programs:	78%
Percent of budget spent on administrative expenses:	20%

**Percentage of Organizational funding:**

Religious Organizations	
Civic Clubs	
Corporate Donors	
Endowment/Interest Income	12%
Fees for services/products	7%
Government Grants	
Government Contracts	
Individual Donors	34%
Private Foundations	
Special Events (based on net earnings)	38%
United Way	
Other membership dues	9%

**Overall Mission of Agency**

Please provide a one page narrative in 10 or 12 point type describing the mission of your agency. List the client population (income, age, geographic location – percentage of City of Norman residents) and describe all programs and services offered currently by your agency. Include any duplication of services in our area and the percentage increase or decrease projected in staff numbers over previous year.

**MISSION:**

**Assistance League of Norman** is a non-profit all volunteer organization dedicated to creating and funding philanthropic programs that enrich the lives of the Norman community. We are a true nonprofit with no executive director and no paid staff. A volunteer board conducts the business of our organization. Chapter members serve the Norman community by giving their time and financial support to our philanthropic programs which include:

**A Book of My Own** ... a literacy oriented program through which each Operation School Bell® student receives one new and at least one "gently used" book along with school clothing. This year we will also provide a book for pre-school siblings not in attendance at Operation School Bell. We strive to provide high interest books appropriate for a variety of reading levels, especially the reluctant reader;

**ASK (Assault Survivor Kits®)**... providing clothing and other amenities to victims of rape and violent assault who receive attention at the Norman Rape Crisis Center;

**Bears for Children** ...supplying stuffed animals to partner agencies such as the Norman Police Department and Norman Regional Hospital for distribution to children involved in accidents and other trauma inducing events;

**Care Kits** ... furnishing grooming and housekeeping kits to the clients of the Norman Women's Resource Center;

**Operation School Bell®**...clothing students in need, kindergarten through high school, in the Norman and Little Axe Public Schools during a fall and spring clothing event. The children select new clothing, grooming kits and a new book in a retail like environment with an Assistance League member assigned to each child as a personal shopper;

**Seniors R and R** ...entertaining through recreation and companionship those individuals who attend Full Circle Life Enrichment Center of Norman. Assistance League members play bingo with the clients, provide prizes, serve refreshments, and celebrate special occasions and holidays with themed parties;

**The Community Outreach Program**... a flexible, quick response to specific community needs that do not fit within currently existing programs. It is designed to address problems on a one-time only or short term basis. For example, Assistance League of Norman volunteers fill back packs of food for Norman North students who have been identified as nutritionally at risk. Clothing and supplies have been also donated to other Norman agencies participating in disaster and emergency relief efforts; 2nd

**The May Fair Arts Festival** ...- featuring artists and craftspeople, children's art activities, food vendor specialties, and entertainment attracting thousands of people to Andrews Park annually. It includes the May Fair 5Krun and 2K walk.

Our client population is primarily children, kindergarten through high school, served by Operation School Bell, A Book of My Own and Bears for Children. We also serve the male and female clientele of Full Circle, the women and children who receive help through the Norman Women's Resource Center and all victims attended to by the Norman Rape Crisis Center. Our client base is almost 100% residents of Norman. The children served by Operation School Bell are predominantly children eligible for free and reduced lunch. However, we serve all children and adults of the aforementioned programs who have been identified as being in need.

As an all volunteer organization since 1974, we have no paid staff and do not anticipate any change in that area.

Operation School Bell is a unique program as the clothing given to the children is new, peer appropriate and self selected in a store like environment with an Assistance League volunteer assigned to each child as a personal shopper. A Book of My Own reaches out to that preschool population that may not be identified by other literacy programs active in town. The need for assistance for the population we serve through our programs increases each year. We do not feel that our programs duplicate the services of any other agency in town. We are all working together to give a hand up those Norman citizens in need.

**PROJECT: Operation School Bell®**

Assistance League of Norman has provided new school clothing to children from prekindergarten through 12<sup>th</sup> grade since 1978. The need and demand for appropriate school clothing increases each year. In 1978, we clothed 70 children. In 2014, we clothed 1587 students. The children we support reside in the Norman and Little Axe School Districts and are referred to us by their school counselors. Assistance League members have no input as to the children we serve. In addition to our regularly scheduled fall and spring clothing sessions, requests are made throughout the year to help clothe children in crisis as a result of natural disaster, fire, domestic violence situations, child abuse and changing financial circumstances. As the number of children in both districts qualifying for free and reduced meals increases each year, requests for clothing for these children grow dramatically. Supplying appropriate school clothing removes part of the burden from families struggling economically. Children arriving at school properly dressed fit in better with their peers which allows an improved focus on learning.

Clothing takes place at the Assistance League of Norman Chapter House. Each student is accompanied by an Assistance League of Norman member who helps with sizing and selection of clothing. The Operation School Bell store mimics a real shopping experience with clothing arranged by type, size and color on racks and shelves exactly as it would be in a standard retail environment. Children have use of private dressing rooms to maintain a dignified shopping experience for them. Each child receives a new coat, two new pairs of jeans, three new tops, a voucher for new shoes, five pairs of new socks, five pairs of new underwear, a grooming kit, a new book consistent with age and reading ability, a new book for an identified preschool sibling and a duffel type bag to carry their choices. Children also have access to carefully selected donated clothing that they may choose in addition to the new items received.

We are requesting \$3000 from the City of Norman to partially fund the shoe portion of Operation School Bell. We plan to clothe 1600 children during our two sessions. We have budgeted \$28000 for the purchase of shoes. Each child attending Operation School Bell receives a \$20 gift card to be used at Payless Shoes. A grant of \$3000 would provide shoes for 150 students. This request, if granted, would solely be used for the purchase of shoes. All our donations go directly to our philanthropic programs. We have no paid staff. No donor dollars are ever allocated to building maintenance, office supplies and other expenses.

We are unaware of any other program in Norman that provides similar services. We feel our program is unique in the number of children served, the delivery method and quality of the clothing offered and the support we receive from both school districts who arrange the schedules for the children and provide transportation to our chapter house.

It would be appropriate for City of Norman funds to be used for this program because the majority of the children we serve will be the future citizens of Norman. Anecdotal evidence from counselors and teachers indicates that children who participate in Operation School Bell demonstrate increased peer acceptance, self confidence, regular school attendance and improved grades. These children are our future.