



SPECIAL CHAPTER MEETING MINUTES

November 11, 2024
Chapter House

Presiding: President 2024-2025, **Liz Quealy**
Recording Secretary: **Billie Tolman**
Parliamentarian: **Carol Coulter**

Liz Quealy, Presiding

Purpose: The purpose of the meeting was to inform members of changes pending at National Assistance League and to provide them with the opportunity to discuss our future relationship with National.

Liz began the meeting by providing a brief history of Assistance League and describing National's rationale for the pending changes: a decrease in membership, a decrease in charitable contributions, and an increase in operating costs.

Each member in attendance received a copy of "Assistance League Impact Pathway" published by National to describe the transformational changes that will be implemented and the associated timelines. (See attached.)

Liz gave a PowerPoint presentation describing in more detail the pending changes and the potential impact on ALSLC. (See attached.)

Following Liz's presentation, members were given an opportunity to ask questions, provide comments, or express concerns.

Questions:

Q1. Are the current membership dues paid to National applicable to our return to community?

A1. Yes. Our current return to community is 85%. It is calculated as a percentage of the money we spend. If we pay higher membership dues to National, our return to community will decrease.

Q2. If we disaffiliate, will we combine our chapter with St. George?

A2. No.

Q3. Will the amount of time it takes to revise the name on our 501(c)(3) require us to close the thrift store temporarily?

A3. No. If we decide to disaffiliate, we will begin all the necessary processes immediately to ensure a smooth transition.

Q4. If we decide to disaffiliate, how long would we remain a chapter of National?

A4. We would remain a chapter until May 31, 2025.

Q5. If we disaffiliate, will we get the same discount on OSB clothing?

A5. Our discounts are not related to our relationship with National.

Q6. Besides our name, what else would need to change if we disaffiliate?

A6. We would need to amend our Articles of Incorporation and make several other changes, including changes to the names of some of our programs. We will work with an attorney who specializes in nonprofits to ensure that all necessary changes are made.

Q7. Will we pay the same amount of dues if we disaffiliate?

A7. Not necessarily. The dues are yet to be determined.

Q8. Could we use a portion of the dues to finance member activities?

A8. Dues cannot be spent on member activities if they are tax deductible. But, if we indicate the deductible amount on the letter sent, the difference could be used for chapter activities.

Q9. When did National start referring to us as "affiliates"?

A.9 Unknown. Liz will research.

Q10. What would it cost to disaffiliate?

A10. A rough estimate is \$50,000.

Q11. How long would it take us to recover the money spent to disaffiliate?

A11. Approximately a year and a half, based on an estimated cost of \$50,000 and dues otherwise payable of \$35,000 annually.

Q12. Will we lose our ability to get grants if we are not associated with National?

A12. Very unlikely. We have a strong leadership team and a positive impact on the community.

Q13. If we decide to disaffiliate, do we need to do it now?

A13. We will be asked to sign a new affiliate agreement in June 2025. The new agreement could include a three-year commitment. We need at least six months to prepare as a stand-alone organization.

Q14. Do our bylaws require a two-thirds vote to disaffiliate?

A14. No. Neither our bylaws nor National's bylaws address disaffiliation. This will require research.

Q15. Are we taking resources from other chapters if we disaffiliate?

A15. No. National does not use any of the dues paid by one chapter to support other chapters.

Comments/Concerns

- I'm proud to be a member of a charitable organization that is volunteer based. I would be less interested in being a member under the governance model.
- Our chapter is thriving, and the issues identified by National don't apply to us. I'm concerned that we're not getting enough for our money.

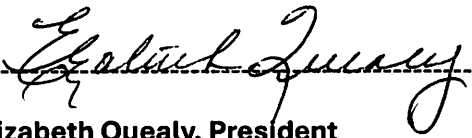
- I'm worried that in five years, we will have lost our identity and won't be able to attract new members. We may need to align with another organization.
- If we stay with National, we may be required to change the structure of some of our programs.
- Disaffiliation may be a great opportunity for us to get recognition of who we are.
- It's difficult to get members to accept leadership positions. Will that change if we disaffiliate?
- Our chapter has accomplished a lot on its own, without help or guidance from National. As a stand-alone organization, we would have the flexibility to do what we want.
- National has been losing money, and it is possible that they may not survive long into the future without relying more heavily on its affiliates to sustain them.

Next Steps

Members should think about what has been discussed this morning and talk about it with each other and with members of the Board. A recap of today's meeting will be sent to all members, primarily for the benefit of those who were unable to attend.

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|-------------------|--|
| November 18, 2024 | In-person vote of the chapter members to remain or disaffiliate from National at the regular meeting |
| November 18, 2024 | Electronic ballots sent to members who have not voted at the meeting |
| November 22, 2024 | Advise membership of the results of the vote |
| November 22, 2024 | Advise National of disaffiliation, if applicable
Begin the rebranding process with a deadline of May 31, 2025 |

Adjourned


 Elizabeth Quealy, President


 Billie Tolman, Recording Secretary

ASSISTANCE LEAGUE IMPACT PATHWAY



OVERVIEW

We are on a bold mission to modernize, professionalize, and streamline the Assistance League for enduring maximum impact. Changes over the last 10 years - like our membership decreasing 16% and half of our chapters having significant membership decline - have led us to rethink governance structures, further embrace technology, and diversify volunteer opportunities. For volunteer-based organizations like Assistance League to compete in an ever-evolving landscape, transformative action is required. Without adapting to these trends, we risk losing our most vital resource -- people willing to give their time to help others. Now is the time to modernize, innovate, and invest in the future of volunteerism.

At Assistance League, we have been guided by a strategic approach to thoughtfully managed change. The Impact Pathway places our mission and vision at the heart of everything we do, lighting the way as we move through four transformational phases that will bring our strategic goals to life and create lasting impact.

ORGANIZATIONAL COMPASS (OUR GUIDES)

OUR MISSION

Assistance League engages and empowers volunteers to strengthen our communities

OUR VISION

To become a recognized leader of community volunteerism

STRATEGIC FRAMEWORK (THE GOALS WE WANT TO ACHIEVE)

SUCCESSFUL, SUSTAINABLE CHAPTERS

Assistance League Chapters are Respected, Sustainable Sources of Community Volunteerism

RECOGNIZED EXPERTISE AND CONTRIBUTIONS

Assistance League is Nationally Recognized and Respected

IMPACTFUL COMMUNITY

Assistance League is Home to a Diverse Group of People Committed to Improving their Communities

ORGANIZATIONAL SUSTAINABILITY

Assistance League has the Staff Competencies and Modern Technical, and Operational Structure to Achieve the Vision and Mission

TRANSFORMATIONAL PHASES (HOW WE WILL GET THERE)

PHASE 1

Q4 2022 -
ONGOING

NATIONAL ORGANIZATION REALIGNMENT AND PROFESSIONALIZATION

Assistance League's national office enhances efficiency and impact through additional infrastructure, centralized systems, branding, training, and other additional supports while not increasing dues for over a decade.

PHASE 2

Q4 2024 -
Q3 2025

AFFILIATION MODEL

Assistance League evolves beyond its outdated dues-based revenue model and adopts an affiliate fee structure, linking fees to chapters' gross operating revenue to ensure sustainable financial support for the organization while relieving pressure on individual members.

Chapters complete Affiliation Agreements to formalize the national/chapter relationship, ensuring accountability and credibility through operating standards.

PHASE 3

Q3 2024 -
Q4 2026

CHAPTER REALIGNMENT AND PROFESSIONALIZATION

Chapters explore options for moving to a governance board structure, hiring staff, consolidation, reconsideration of the member/volunteer model, and/or reorganization, signaling commitment to best practices and long-term sustainability, while allowing members to focus on volunteerism and move away from operations.

PHASE 4

Q3 2024 -
Q3 2025

PROGRAMS AND BRANDING

A thorough analysis of our programs and branding identifies the key societal challenges Assistance League aims to address. By doing so, chapters are better equipped to implement consistent, high-impact programs that enhance both brand visibility and community engagement.

2024 -
2026+

THE CONCURRENT TIMELINE

Some phases will run concurrently to allow for flexible progress recognizing that chapters are in various places in their transformative journey.



SPECIAL MEMBER MEETING
November 11, 2024

Our Future Affiliation National Assistance League



NAL TRANSFORMATION

- **Phase 1: 2022 Ongoing** – NAL realigns from a “watch dog” to a “service dog” model.
- Converts from an operational to a governance board model comprised of 13 volunteer chapter members.
- Dissolves operational NAL committees.
- Hires 7 professional staff members and 2 contractors in California.
- Ceases in-person training and conferences.

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NAL Staff

Staff



Matt Zarcufsky, CFRE
Chief Executive Officer
[Bio](#)



Britt Vaughan
Chief Administrative Officer



Veronika Pitross
Director of Information
Technology and Services



Ryan Berens
Senior Salesforce Administrator



Becky Gimple, MS, MLIS
Member Services Manager



Brandon Severs
Administrative Assistant



Martin Perez
Technical Support Manager



Tom Pappas
Fractional CFO
CLA



Nick Lynch
Fractional CMO
Collidescope.io



NAL BOARD OF DIRECTORS

Andy Goodman, Chair – Los Angeles CA
Roseanne Keller, Treasurer – Greater Portland OR
Stephanie Chaney-Atkins, Secretary – Montgomery County TX
Shelly Barbre, Director – Long Beach CA
Amy Johnson, Director – The Foothill Communities CA
Deborah Hamlin-Karalun, Director – The Foothill Communities CA
Ruth Ann Koepsel, Director – Wichita KS
Sally Ann Palcovich, Director – Klamath Basin OR
Kathy Reese, Director – Denver/St. Louis CO/MO
Patricia Reinier, Director – Kansas City MO
Paul Rodriguez, Director – Riverside CA
Catherine Rose, Director – Orange County CA
Susan Taffer, Director – Rancho San Dieguito CA



NAL TRANSFORMATION – CONT'D

- **Phase 2:** Q4 2024 – Q3 2025 Fee restructure and new affiliate agreements.
- NAL will be insolvent within 6 years without a change in the fee structure.
- Under the current model, \$40 from member dues is paid to NAL.
- Over the last 4 years, our chapter has paid an average of \$9,800/yr to NAL in dues payments.



AFFILIATE FEE

- Under the new model, an “affiliate fee” is assessed based on gross revenue from the prior year’s Form 990 excluding restricted grant revenue.
 - 2025 – 2.5%
 - 2026 – 2.75%
 - 2027 – 3.00%
- A Chapter will owe a minimum of \$2,500 and a maximum of \$35,000 per year.
- ALSLC may owe \$35,000/yr based on its gross revenue.



WHAT WILL WE RECEIVE?

- Use of the Assistance League® name and logo.
- Trademarked program names for Operation School Bell®, Assault Survivor Kits®, and Assisteens®.
- NAL to offer “enhanced” resources and public recognition.
 - LeagueLink
 - Learning Circles
 - BoardSource – Board Leadership resource
 - Volunteer Coaching Support (questions)
 - NonprofitReady – online learning and networking
 - Finance Office Hours



PHASES 3 & 4

- **Phase 3:** Q3 2024 – Q4 2026 Chapter realignment and professionalism.
 - More hiring of paid staff.
 - Realign to a Governance model.

- **Phase 4:** Q3 2024 – Q3 2025 Programs and branding.
 - Thorough analysis of programs and branding.



CHOICES AND DECISIONS

- **Choice #1** - Remain affiliated with National Assistance League.
- **Choice #2** - Disaffiliate from National Assistance League.
 - New corporate name. We would change our name and update our documents to reflect the change.
 - New program names for OSB, ASK and Assisteens.
 - Engage a marketing firm and an attorney to assist us with the changes.



COST OF DISAFFILIATION

- **Building signage**
- **Brochures and posters**
- **Name badges**
- **Aprons**
- **Vendor notification**
- **Grantor notification**
- **Donor notification**



HOW WOULD THIS AFFECT US?

- **ALSLC is a stand-alone corporation. We do not share an EIN with National Assistance League.**
- **All property is in the name of Assistance League of Salt Lake City.**
- **The 501(c)3 designation remains in place with a name change.**



PROS OF DISAFFILIATION

- **Pros of disaffiliation**
 - Avoid the affiliation fee and apply the savings to program spending. The fee could increase after 3 years.
 - Maintain our fiduciary responsibility to our donors by not paying for services we don't need or use.
 - Rebrand ourselves, increasing feelings of ownership by adopting a name that more closely aligns with what we do.
 - Continue to manage our own organization.
 - Maintain our leadership structure
 - Maintain control over our programs
 - Maintain our unique volunteer culture

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CONS OF DISAFFILIATION

- **Cons of disaffiliation**
 - **Lose the affiliation with an entity larger than our own.**
 - **Lose our ability to call other chapters for information and advice.**
 - **Is our current leadership and business model sustainable?**
 - **Will we miss out on additional services that National can provide with the additional revenue from the chapters?**

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TIMELINE FOR DISAFFILIATION

- 11/11 – Send a letter to the membership to recap today's meeting.
- 11/18 – In-person vote of the chapter members to remain or disaffiliate from NAL at the Regular Chapter Meeting.
- 11/18 – Electronic ballot sent to members who have not voted at the meeting.
- 11/22 Advise membership of results of the vote.
- 11/22 – Advise NAL of disaffiliation.
- Begin the rebranding process with a deadline of May 31, 2025.

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WHAT IS NEXT?

➤ Questions?

- Raise your hand.
- Wait for the mic.
- Limit your question to 1 if possible.
- If there is a question we cannot answer, we will research it and report back to you on November 18th.

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THANK YOU!

If you have questions about this presentation,
please contact any ALSLC Board member.