

Business Connection

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January 2020

Business Spotlight

Transforming Lives, Strengthening Community

The Assistance League® of Amador Valley consists of approximately 100 local women who donate their time participating in philanthropic programs to help those in need in the Tri-Valley community. It is part of a national non-profit organization with 120 chapters and 23,000 members and is 100% volunteer based. Through a variety of programs benefiting children, the Assistance League of Amador Valley averages 9,000 hours annually of helping the community.



Their largest program, Operation School Bell, which provides clothing to school-age children in need, invites children to come to Kohls and shop for school clothes. More than 5,600 local children have benefitted from this program.

"My favorite part is the feeling I get when I have helped others in the community, whether it is working at the food bank, testing a group of three year olds for vision irregularities or watching the face of a seven year old who has just chosen new school clothes for the first time," said Barbara Campos, who is in public relations for the Assistance League. "They say you give to others, but really, it's the others who give to you."

Campos recalls another rewarding experi-



Operation School Bell is a program that provides clothing to school-age children in need.

ence at one of their recent Clothing the Kids programs. A mother was checking in her two children, a boy in kindergarten and his sister in second grade. When the boy was asked what he needed, he said he really didn't need any clothes, but his sister needed a lot. He was very serious, and he continued to say he didn't have a lot of clothes but wanted his sister to get lots. "As I walked around Kohls, I saw the boy and his volunteer shopper," said Campos. "He had just tried on a turquoise sweatshirt and was bouncing around saying how much he loved it, how it was so cozy, as he hugged himself to feel how cozy it felt. And to think, this was the same child who had said while he didn't have a lot, he didn't need anything. He was exuberant about the new clothes."

Learn more about the Assistance League of Amador Valley at www.assistanceleague.org/amador-valley.



**Join us for an evening of crab feed,
dancing, raffles and more!**

**The Assistance League of Amador Valley
First Annual Crab Feast**

Friday, January 24, 2020 at 6:00 p.m. | Shrine Event Center, Livermore