the 1701 group

Volunteers Supporting
Students, Seniors and Veterans

Core Values

We value integrity, compassion, collaboration, respect and service to others. We are committed to these values within our organization and our community.

ANNUAL COMMUNITY REPORT

Fiscal Year 2024-2025

A Message from Our President, Heidi Priestley

We began this fiscal year as Assistance League of Reno-Sparks and ended as The 1701 Group. While we have a new name and are now an independent nonprofit, our mission and 100% all-volunteer membership remains the same. We serve the Reno-Sparks community through 11 philanthropic programs. In 2024-2025, our 400 members volunteered 55,000 hours and helped meet the needs of over 30,500 students, seniors, Veterans, teachers, and victims of assault. We proudly returned almost $1.7 million to the community in essential goods, services and scholarships. The primary source of our revenue is earned in Thrift & Gift on Vassar, which is operated by our volunteers. We are also fortunate to receive financial support from local foundations and donors.

Thanks in part to such outside support, we were able to fund a Philanthropic Support Building on the back of our property. This new facility will house our food pantry and allow our other philanthropies work and storage space. We have plans for enlarging the Thrift & Gift in the existing building, which will increase earning potential for our programs.

Our Links to Learning Philanthropy, with the help of an $82,000 foundation grant, purchased Visible Body software. This is a web-based learning platform, which benefits students in health sciences programs at five high schools and is one example of our over-arching support to members in the community.

I describe our members as dedicated, enthusiastic and sincere volunteers who have created and nurtured our organization to become the supportive force it is today. We share our successes with our donors, grantors and customers.

– Heidi Priestley

2024-2025 Board of Directors

President
Heidi Priestley

President Elect
Tamara Higgins

V.P. Membership
Beverly Starr

V.P. Philanthropic Programs
Alice Calvert

V.P. Resource Development
Diane Pilloud

Secretary
Linda Conaboy

Treasurer
Susan Fogelman

Finance Chair
Carol Harriman

Building Management Chair
Barbara Holt

Chapter Liaison to Auxiliary
Sharon Holmes

Education Chair
Ellen Fockler

Marketing/PR Chair
Lorie Schaefer

Strategic Planning
Chris Griffith

Parliamentarian
Sue Boon

TRANSFORMING LIVES • STRENGTHENING COMMUNITY

Helping Children

Links to Learning
Provided awards to 223 individual teachers at 24 low-income elementary schools. Provided Academic Enhancement Awards totaling $120,000 to 12 teacher teams. After-school math clubs established in five elementary schools.

Scholarships
Awarded 20 scholarships at TMCC. Thirteen were returning students. Scholarship awards totaled $50,000.

Read to ME
Distributed 6,110 books. Read to 5,954 pre-schoolers. Expanded locations to six Boys & Girls Clubs.

Operation School Bell® / Clothes for Kids
Held 30 shopping events for 2,734 elementary students. Filled clothes closets at 20 middle schools and 70 elementary schools with clothes and hygiene items. Established shopping events at Kohls and JCPenney. Celebrated 40 years of clothing students.

Students in Transition
Supported 10 non-traditional scholars in their program of study. Clothed 91 high school students. Provided student retention fees for 179 students. Provided caps & gowns for 54 students.

Providing for Our Community

Essentials
Assembled over 5,000 hygiene kits for assault victims, seniors, students and refugees. Coordinated Kids Kottage holiday parties. Provided baby essentials to the Women and Children's Center of the Sierra.

Re-Share
Continued to eliminate waste by recycling and sharing over 35,000 items with other nonprofits. Value of reshared items exceeds $120,000.

Veterans Outreach
Participated in Stand Down donating winter gear and rolling duffle bags to 250 homeless Veterans. Delivered food and water for homeless Veterans at the VA facility. Developed an interactive coffee and art program for Veterans residing at the Community Living Center. Hosted a baby shower in the spring.

Emergency Assistance
Served 70 refugee children providing clothing and hygiene supplies. Provided several families with vouchers for our thrift shop and bus passes to receive free clothing at Good Shepherd Clothes Closet.

Supporting Our Seniors

Food Pantry
Provided groceries monthly for more than 330 low-income and home-bound seniors, as well as Indian Colony residents.

Senior Sampler
Our oldest philanthropy provided a beautiful boutique within the Thrift & Gift. The boutique is managed by our volunteers. More than 230 local senior artisans earned over $60,000.

TRANSFORMING LIVES • STRENGTHENING COMMUNITY

2024-2025 Contributors & Grantors

Bretzlaff Foundation
Dermody Foundation
E.L. Cord Foundation
Estelle Kelsey Foundation
Helen Close Foundation
John Ben Snow Foundation
Leonette Foundation
Nickless Family Foundation
Redfield Foundation
Robert Banks Foundation
Robert Z. Hawkins
William N. Pennington

2024-2025 Advisory Board

Margo Piscevich, Chair
Sarah Gobbs-Hill
Joel Muller
Kyle Pellet
A'Keia Sanders
Trish Shaffer
Kate Thomas

SEAL OF TRANSPARENCY PLATINUM GUIDESTAR

Emergency Assistance

Senior Sampler

Clothes for Kids

Scholarships

Links to Learning

Consolidated Statement of Revenue and Expenses

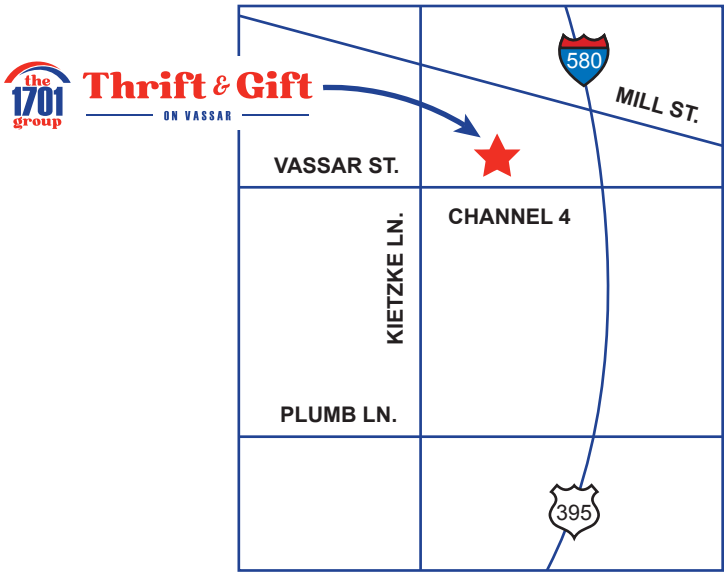
Accountant's Audited Report for June 1, 2024 to May 31, 2025

Beginning Year Net Assets	**$7,215,032**
Revenue FY 2024-2025	
Program Services	$59,707
Contributions & Grants	$2,038,899
Special Events	$4,982
Membership	$15,310
Non-Cash Contributions	$140,715
Net Investment Income	$353,463
Fundraising – Thrift Shop	$1,019,018
Total Revenue	**$3,632,094**
Expenses FY 2024-2025	
Philanthropic Programs	$1,696,652
Fundraising – Thrift Shop	$247,661
General	$44,003
Other Fundraising	$1,703
Membership Development	$14,930
Total Expenses	**$2,004,949**
Change in Net Assets	**$1,627,145**
End Year Net Assets	**$8,842,177**

the 1701 group Thrift & Gift ON VASSAR

ALL VOLUNTEER

THRIFT & GIFT ON VASSAR LOCATED AT
1701 Vassar Street, Reno, NV
Across from Channel 4
775-329-1584



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Volunteers Supporting
Students, Seniors and Veterans

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The1701GroupReno.com | Email: officeALRS@yahoo.com

The 1701 Group is a 501(c)(3) nonprofit organization