



**Foundation of the
Association of
Legal Administrators**

advancing knowledge, creating opportunities, touching lives

**2023-2024
IMPACT
REPORT**



alanelt.org/about-foundation





Foundation of the Association of Legal Administrators

advancing knowledge, creating opportunities, touching lives



The Foundation of the Association of Legal Administrators is the Heart of ALA. Our mission is to help educate, mentor and inspire current and future legal management professionals in inclusive ways that foster the development and increase awareness of the profession within the legal industry and our communities.

Since its inception in 1981, the Foundation has contributed over a quarter-million dollars in grants, programs and sponsorships to support its mission and strategic objectives. Today, the Foundation is recognized as a 501(c)(3) nonprofit organization.

Throughout the past year, we've been hard at work redefining its direction, refocusing our efforts and increasingly finding ways to be impactful in the legal management industry. This report highlights the achievements and the progress the Foundation has made during this time.

2023-2024 Board of Trustees



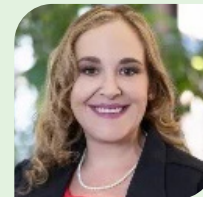
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STRATEGIC DIRECTION

One of our greatest accomplishments this past year was developing our strategic direction for 2024–2026. We will use this as a guideline to help steer the ship of the Foundation.



Engagement:

Draw people into the Foundation to enhance their overall experience within ALA.

- Interacting with the Foundation is easy, fun and meaningful.
- Information about the Foundation is readily available, consistent and visible.
- Donors are consistently recognized and appreciated.



Impact:

Expand the value and scope of all initiatives so the ALA community and other key audiences know who we are and what we do.

- Build relationships with organizations to promote the Foundation's initiatives.
- Increase opportunities for participation in the Foundation's initiatives.
- Cultivate a culture in which members, business partners, and program participants are able to form lasting connections with the Foundation.



Endurance:

Shape and define a legacy that others will recognize and remember by honoring the past and celebrating the future.

- Create opportunities to honor those who have made meaningful contributions to ALA.
- Build robust governance policies and procedures to strengthen the Foundation's organizational structure and capabilities.
- Ensure that the Foundation remains vibrant and future-focused.





OUR INITIATIVES



David W. Brezina Memorial Session

Each year at ALA's Annual Conference & Expo, the Foundation sponsors the David W. Brezina Memorial Session by bringing a speaker who personifies the spirit of community, professional ethics, personal fortitude and high personal standards of human civility that David represented in both his professional life and his personal struggles.

We kicked off our organizational year at ALA's 2023 Annual Conference & Expo in Seattle, Washington, where speaker Robyn Benincasa shared her compelling story of being part of her world champion adventure racing team. She shared the secrets to extreme teamwork that allowed her team to be the most prolific and consistent world champions in the sport and lessons that are easily applied to the adventures in our professional lives.

Their team culture of innovation, visionary creativity, relentless lead-building and embracing calculated risk as a strategy for success made them one of the most exciting and successful teams in the history of adventure sports. We are grateful that this session was sponsored in part by Centerbase, whose support made this session possible.



ROBYN BENINCASA
David W. Brezina Memorial Session
2023 Annual Conference & Expo, Seattle, Washington





Silent Auction and Shout Outs

Our Silent Auction is also held every year in conjunction with ALA’s Annual Conference. We hold this auction online, so anyone can bid on items, even if they do not attend conference. Some items of note included a Coach purse, a Kindle Paperwhite, and a New York City weekend getaway. In 2023, we raised \$19,807.03 amount of money, surpassing the previous year.

We also maintained our tradition of the “Shout Out” tree at our booth in the Exhibit Hall. Here we invite attendees to stop by and donate to leave a message to a fellow attendee and hang on our tree. We then let that member know they received a message so they could stop by and see the nice things that the ALA community has said about them! This is always a hit at the conference and a great way to give to the Foundation and to uplift our community.






Exhibit Hall, 2023 Annual Conference & Expo, Seattle, Washington



Student Legal Career Scholarship Program

The Foundation always has an eye toward students as the future of the legal profession. With this in mind, we award scholarships every year to students who we believe are destined to make a great impact. We are looking for juniors and seniors in an accredited college/university curriculum, as well as those currently pursuing an administrative career in the legal industry – including legal management, paralegal studies or another legal support function. These individuals may apply to receive a scholarship up to \$10,000.

In 2023, we awarded scholarships to the following students:

-  **Megan M. Aceves**, Arizona State University
-  **Kenwanic’ahée Kravitz**, Arizona State University
-  **Leslie D. Thomas**, Florida State University

Our 2023 scholarships were sponsored in part by SurePoint Technologies.





Susan L. French Emerging Leader Fellowship Program

The Susan L. French Emerging Leader Fellowship Program was originally established by GLJ Benefit Consultants in memory of former ALA President Susan L. French. Susan's commitment to professionalism, dedication to the advancement of law firm administration, development of future leaders and record of long-term service to ALA is truly the foundation of this program.

In 2019, the fellowship program was developed to assist ALA members who have a strong desire to enhance their personal and professional leadership skills. The first year of this two-year fellowship program provides a registration and travel stipend to ALA's Chapter Leadership Institute; a personalized series of leadership-focused coaching sessions with Judy Hissong, CLM, PCC, a distinguished leadership consultant; and a six-week educational session focused on enhancing communication style with Debbie Foster of Affinity Consulting Group. Program participants will have an assigned mentor for the first year and will be expected to assume a mentorship role to a future fellowship recipient in the second year of their fellowship.

Our 2023 fellowship recipients were:

- ★ **Ericka R. Brundage**, Legal Assistant Support Manager at Merchant & Gould, PC
- ★ **Joanna R. Hurt**, Office Manager at McCarter & English, LLP



The Susan L. French Emerging Leader Fellowship Program has enhanced my leadership skills and given me more confidence when facing challenges in my position, including having difficult conversations and leading through times of change.

Gretchen L. Luessenheide, MBA
2021 Susan L. French Fellow

Learn more at alanet.org/about-foundation.





OUR NEW CAMPAIGNS

This year, we debuted two new giving campaigns:



The “Heart of ALA” Fall Campaign

This year, we rebranded to calling the Foundation the “Heart of ALA.” We shared stories of how the Foundation has impacted the ALA community and beyond, which allows us to demonstrate what the Foundation is doing and why it matters to our members and legal management community. We will hold this campaign annually in the fall.

In the fall of 2023, we raised \$4,130! This allows the Foundation to continue supporting the growth and development of students reaching their career goals and help cultivate talent in the legal industry.





Valentine's Day Contest

Since we're the Heart of ALA, we created a fun contest to support the Foundation with a little friendly competition. For the week of Valentine's Day, donors could guess how many candy hearts were in a jar. The winner received a \$50 AmEx gift card and free registration to one of our web-based courses. In total, more than \$800 was raised for the Foundation!



Tribute Cards

Sending a tribute card is a great way to support the Foundation – we'll send a hand-written note to whoever you choose with a special personalized message. In response to the strong desire of ALA members to honor members who have passed, we have upgraded our cards to say both "In Honor of" and "In Memory of." You can send a tribute card by making an online donation and indicating that it is for a tribute card – this will bring you to another page where you will write your message.



It has been an honor to serve as a Trustee on the Foundation of ALA Board. Supporting ALA and identifying future leaders to educate and advance the legal profession is an especially rewarding experience.

Bobby Zamen, MBA
Administrator at Scott Douglass & McConnico LLP
Trustee of the Foundation of ALA





FISCAL YEAR 2023 BY THE NUMBERS

INCOME:

\$22,975.91 in Corporate Contributions

\$3,865.11 in Individual Contributions

\$4,793.00 in Chapter Contributions

\$19,807.03 from our Silent Auction

GIVING:

\$10,000 of scholarship funds awarded

\$7,360.48 of fellowship funding to fellows

\$22,500 on speaker fees



My scholarship program experience helped me grow into a more confident professional, encouraging me to reach for the stars even if my career path looked a little different than others in my field! ”

Jovana Kuvac
2021 Student Scholarship recipient





WHAT'S NEXT FOR THE FOUNDATION?

We have a lot in store! We'll be implementing the following new programs in the coming year:



Corporate Donor Program

This will be a more formal program that will provide enhanced benefits to corporate donors. Corporate donations have become an essential part of what supports the Foundation, and we are excited to honor our corporate donors with an enhanced program of benefits. Discover the category that works best for you.



Growing Seeds Program

We are relaunching the seed money initiative by expanding who is eligible and what sorts of programs are qualified. Now any member can apply for any idea they think might be worth the funding. Our first application window will be in the fall of 2024.



Susan French Fellows

We are expanding this program as well by adding a third fellow to our 2024 roster.

Thank you
 *for Your Continued Support!*

The Foundation is thriving now more than ever, and it's thanks to our generous donors. We look forward to finishing out the year strong and continuing to fulfill our mission as the Heart of ALA.

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