



The Junior League of Atlanta, Inc.

ANNUAL REPORT 2015-2016

BE BOLD



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LETTER FROM THE PRESIDENT

Today we stand at the crossroads and ponder the impact and powerful history of proven leadership of The Junior League of Atlanta, Inc. (JLA) by EMPOWERING women to improve their community. Looking back at our history, I think it all comes down to our voice and how we use it that makes us relevant. The JLA is about service and about growing skills in a safe place to fail forward. During the 2015-2016 JLA achieved huge results by doing the following:

- **Managed 3,300 volunteers**
- Placed more than **1,200 actives** in volunteer roles
- Welcomed and trained **320 new provisionals**
- Worked to ensure we have **78% satisfaction** and **90% retention** with members
- Launched a **Diversity and Inclusion task force**
- Launched new partner opportunities
- Hosted 175 women at a fantastic Women's Forum
- Donated \$100,000 to youthSpark
- Developed a plan to promote the adoption of **Safe Harbor Yes**
- Trained 109 women through the JLA Leadership Institute
- **Launched an education program in partnership with the National Center for Civil and Human Rights**
- Raised \$44,000 through our inaugural **Little Black Dress Initiative** with 700 donors
- Hosted **Dare to Be Awards and Board Reunions**
- **1,735** raced with us through Shamrock
- **Hosted 600 women at the AJLI Annual Conference**
- And the Centennial Committee took on the tremendous challenge of teeing up the 100th year of celebration and impact.

"As we look ahead into the next century, leaders will be those who empower others."

- Bill Gates

These accomplishments showcase the power of women coming together, asking the tough questions, serving together and extending grace and kindness. The JLA is where women come together to do meaningful work. **And we are not finished.** This report highlights some of the accomplishments of 99, but more is yet to come. Together we laid the final brick of our 99th year's foundation. Our bold, brave and big service provided the final layer of a legacy of proven leadership and opened the door to even greater impact. Members, thank you for your service. Thank you for your grace and kindness shown to yourself and others. Thank you for your willingness to have the conversations that matter, to listen first and then act.

- Sara Batts, President 2015-2016



"In the end, we will remember not the words of our enemies, but the silence of our friends."

-Dr. Martin Luther King, Jr.

ABOUT THE JUNIOR LEAGUE OF ATLANTA

History

The Junior League of Atlanta was organized in 1916 by 45 women who wanted to **train women to build better, stronger communities in the Atlanta area.** Today, the mission remains constant. The Junior League of Atlanta is one of the largest leagues within the Association of Junior Leagues International with more than 3,500 members. **The organization continues to support a wide variety of programs that empower women and children to become self-reliant and make Atlanta a better community.**



Mission

The Junior League of Atlanta, Inc. (JLA) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



Vision

We have a shared vision of the organization, which is to be a catalyst for community change by empowering women who are passionately focused on the health, education and welfare of women and children.



Reaching Out Statement

The JLA reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

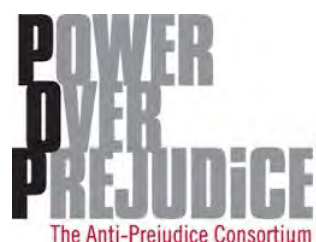
Values

The JLA accomplishes its mission through the actions of women who share the same organizational values.

- We value continuous learning and believe in providing educational opportunities for personal growth and volunteer leadership in a supportive environment.
- We value respect and believe in affirming the importance of our members' diverse backgrounds, opinions, talents and skills.
- We value service and believe in every member's potential to make a difference in our community through voluntarism, community leadership and advocacy.
- We value collaboration and believe in maximizing community impact through effective external partnerships and internal relationships to attain our shared mission.

Impact

Since 1916, the Junior League of Atlanta has been instrumental in establishing many impactful organizations including:



JLA LEADS

Community Advisory Board

The Community Advisory Board (also known as CAB) is comprised of a group of business and community leaders who live and work in the Atlanta area. CAB leaders provide guidance to JLA's leadership on how it can best execute its mission to serve the Atlanta community.

Bobbi Cleveland
CAB Chair

Executive Director

Tull Foundation

Rep. Kathy Ashe

Community Volunteer

Former Georgia State

Representative

Kelly Dolan

Chief Executive Officer

Atlanta Women's Foundation

Deanna Anderson

President-Elect

The Junior League of Atlanta

Sarah Batts

President

The Junior League of Atlanta

Yvette Johnson Hagins

Chief Executive Officer

Whiteford Community Program

Kim Anderson

Chief Executive Officer

Families First

John Deushane

President & General Manager

WXIA/WATL (11 Alive)

Holly Lang

Director of Community Benefits

Piedmont Hospital

Milton Little

President

United Way

Emily Pelton

Executive Director

Voices for Georgia's Children

Susan O'Farrell

BlueLinx

SVP, CFO & Treasurer

Alex Trouteaud

Executive Director

youthSpark

Comer Yates

Executive Director

Atlanta Speech School

John O'Kane

Professor

Georgia State University

Che D. Watkins

President and CEO

The Center for Working

Families

Board of Directors

Sarah Batts

President

Deanna Anderson

President-Elect

Sally McDaniel

Sustainer Representative

Kelley Ibuki

Advisory Planning Chair

Laura Guerin

Vice President of Membership

Jennifer Dunaway

Vice President of Community

Andrea Smith

Vice President of Advocacy & Initiatives

Cara Turano

Vice President of Fund Development

Jeannice Hall

Vice President of Training & Development



Cara Hergenroether

Vice President of Marketing
& Communications

Rebekah Henry Murphy

Vice President of Internal
Operations

Aimee Moynihan

Nominating Chair

Sarah Barge

Impacts & Measurements Chair

Kimberly Wright

Parliamentarian

Sha Glynn

Recording Secretary

Trista McGlamery

Assistant to the
President

Sharon Klein

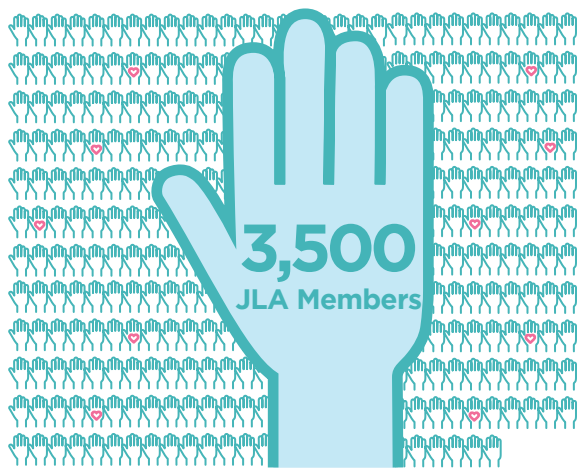
Director of Support
Services

JLA SERVES

In the 2015-2016 year of service,

OVER
100

COMMUNITY
PARTNERS
WERE IMPACTED
THROUGH...



* Each hand represents 10 members



\$274,366
in donations

Handmade by the JLA



28 MEMBERS MADE OVER



1,600 ITEMS FOR



9 COMMUNITY PARTNERS

105
Capes

180
Tutus

718
Baby
Blankets

60
Baby Hats

225
Hair
Accessories

327
Tie
Blankets

JLA SERVES

2015-2016 COMMUNITY PLACEMENTS

American Red Cross

Atlanta Botanical Garden, Inc

Atlanta Community Food Bank

Atlanta Ronald McDonald House- Egleston House

Atlanta Ronald McDonald House-Scottish Rite House

Center for Puppetry Arts

Center for the Visually Impaired

Chastain Horse Park

Children's Healthcare of Atlanta - Egleston

Children's Healthcare of Atlanta - Scottish Rite

Families First

Families of Children under Stress, Inc.

Georgia Radio Reading Services (GaRRS)

Girl Scouts of Greater Atlanta

Girls on the Run

Grady Hospital

Kate's Club

Project Open Hand/Atlanta, Inc.

Rainbows for All Children

Visiting Nurse Health System

Zoo Atlanta

2015-2016 COMMUNITY PARTNERS

A.G. Rhodes
Health & Rehab

The Adaptive
Learning Center

Agape Community
Center

American Red Cross

Anti-Prejudice
Consortium, Inc.

Arthritis Foundation

Atlanta Ballet

Atlanta BeltLine Partnership

Atlanta Habitat for Humanity

Atlanta Volunteer Lawyers
Association

Atlanta Botanical Gardens

Atlanta Children's Shelter

Atlanta Community Food Bank

Atlanta Day Shelter for Women and
Children, Inc.

Atlanta Fulton Public Library Foundation

Atlanta Mission

Atlanta Opera

Atlanta Ronald McDonald House Charities

Atlanta Speech School

Boys & Girls Clubs of Metro Atlanta

C5 Georgia

Camp Horizon

Cancer Support Community

Center for Puppetry Arts

Center for Visually Impaired

Center for Black Women's Wellness (CBWW)

Chastain Horse Park

Children's Healthcare of Atlanta

Children's Restoration Network (CRN)

Child Advocate Network, Inc. -
Cristo Rey Atlanta Jesuit High School DeKalb County CASA

CHRIS 180

Corrigan Care, Inc.	Literacy Action, Inc.
Easter Seals of North Georgia	Multi Agency Alliance for Children (MAAC)
Everybody Wins!	Make a Wish Foundation of Georgia & Alabama
Families First	MARR, Inc. (Metro Atlanta Recovery Residences)
Feel Beautiful Today	Mary Hall Freedom House
Ferst Foundation for Childhood Literacy	Meals on Wheels Atlanta
FOCUS (Families of Children under Stress, Inc.)	Mercy Care
Foster Care Support Foundation, Inc	Metropolitan Counseling Services
Frazer Center	Moving in the Spirit
Friends of Refugees	Multiple Sclerosis Center of Atlanta
Fulton County CAS A, Inc.	New American Pathways
Fulton County Juvenile Court Citizen Panel Review	Open Hand
Georgia Asylum and Immigration Network (GAIN)	Operation Hope, Inc.
GEEARS	Partnership Against Domestic Violence
Genesis Shelter, Inc.	Piedmont Atlanta Hospital
Georgia Radio Reading Service (GaRRS)	Piedmont Park Conservancy
Georgia Shakespeare Festival	Prevent Child Abuse Georgia
Georgia Center for Child Advocacy, Inc.	Rainbows - Georgia Chapter
Georgia Care Connection Office, Inc (GCCO)	Raising Expectations, Inc.
GiGi's Playhouse	Reach Out and Read
Girl Scouts of Greater Atlanta, Inc.	SafeHouse Outreach
Girls on the Run Atlanta	Scottdale Child Development & Family Resource Center, Inc. of Central DeKalb
Girls, Inc.	Sheltering Arms Early Education & Family Centers
Grady Health System	Sisters by Choice
Grow Kids	Special Olympics Georgia
Healthy Mothers, Healthy Babies Coalition of Georgia, Inc.	Street GRACE
Heart of Passion	TeenAngels Society, Inc.
Historic Oakland Foundation	Visiting Nurse Health System, Inc.
Junior Achievement of Georgia	Wellspring Living
Kate's Club	Wesley Woods
Kids2leaders, Inc.	Whitefoord, Inc.
KIPP Metro Atlanta	YouthSpark, Inc.
La Amistad	Zoo Atlanta
Ladybug for Girls Foundation, Inc.	

JLA ADVOCATES

THE JUNIOR LEAGUE OF ATLANTA HAS THREE MAIN AREAS OF IMPACT AND FOCUS:

- **Commercial Sexual Exploitation of Children/Human Trafficking**
- **Generational Poverty**
- **Early Childhood Education**

Known as our Issue Based Community Impact (IBCI), these three areas were at the root of events conducted for members and community partners throughout the year highlighting the JLA's pledge to confront these three issues in the Atlanta community.

On February 9, 2016, 70 members of the Junior League of Atlanta supported all three IBCI's during a visit to the state capital.



EARLY CHILDHOOD EDUCATION JOURNEY TO LITERACY

One of the crucial milestones on the path to success is learning to read at an early age. Children who read proficiently by the end of third grade are more likely to graduate from high school and to be economically successful in adulthood.* Through our Journey to Literacy events, we shared with parents, educators and members of the community the importance of reading with children and also gave them the resources to do so.

The 40 members of Journey to Literacy enriched the community by:



Hosting 54 community events



Donating over 1,500 books



Completing more than 1,750 hours of service



Kids in the Kitchen is a JLA initiative supported by The Association of Junior Leagues International Inc. and its members. The goal is to empower youth:



To make healthy lifestyle choices



Help reverse the growth of childhood obesity and its associated health issues

Over 1,000 hours were spent educating youth on health eating habits across 54 events.

*Source: U.S. Department of Education, NAEP, 2013 Reading Assessment

COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN/HUMAN TRAFFICKING

Commercial sexual exploitation, more commonly known as sex trafficking, is a form of modern-day slavery that exists throughout the world. JLA's goal is to assist in eliminating sexual exploitation and human trafficking of women and children. During the 2015-2016 league year, our organization worked on the following goals:



TO RAISE AWARENESS ABOUT CSEC/HT WITHIN OUR COMMUNITY

- CSEC/HT Breakfast with Dorsey Jones, a survivor, and Alex Trouteaud, Executive Director of youthSpark
- 220 JLA members were educated about CSEC/HT and its impact on the city of Atlanta
 - 400% increase in attendance from the previous year



TO DIRECTLY ASSIST SURVIVORS AND THOSE AT RISK

- \$100,000 investment to youthSpark's "Building a Better Future Campaign" for a new Youth Services Center
 - The center will give youth at-risk for sexual exploitation life-changing services they need



TO ADVOCATE FOR POLICY CHANGES AT LOCAL, STATE, AND FEDERAL LEVELS

- Safe Harbor Yes
 - Educated 3,500 members on November 2016 constitutional amendment
 - Will provide restorative services to child victims of sex trafficking
- Collaborated with community partners
 - Wellspring Living
 - youthSpark
 - Georgia Cares
 - Street Grace

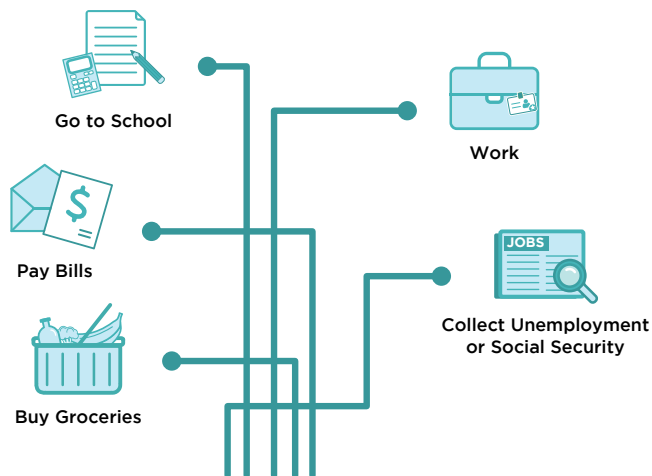
JLA ADVOCATES

GENERATIONAL POVERTY

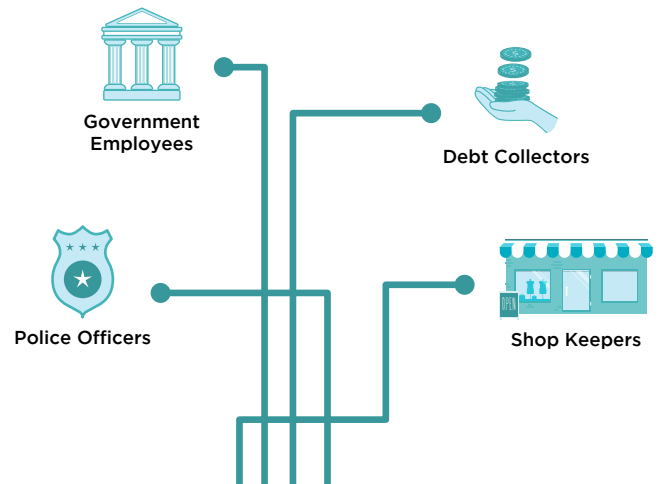
POVERTY SIMULATION

70 JLA members were put in the shoes of the 1.8 million Georgians who are currently living below the poverty line.

- Led by Dr. Michael Rich from Emory University



52 members were assigned the role of families and were given limited time and resources to **fulfill their wants and needs.**



18 members were assigned the role of businesses who **facilitate those wants and needs.**

ESTRELLITAS

11 JLA members stepped into a mentorship role in the program, a partnership with LaAmistad during the league year. They worked with 12 Latina teens to nurture their:



Leadership Potential



Intellectual Potential



Cultural Potential

Potential through education and relationship building. The Junior League of Atlanta poured over 500 hours into this program.



LITTLE BLACK DRESS INITIATIVE

The 2015-2016 league year marked the first time JLA participated in the Junior League of London-founded event

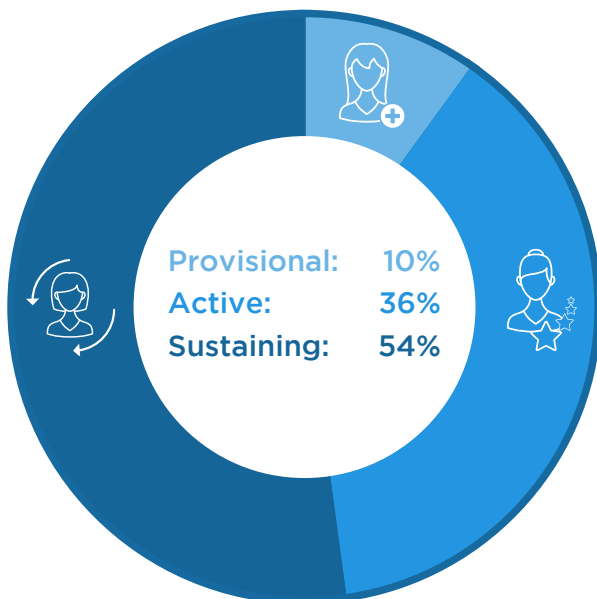
- Collaboration between **all 12 Georgia leagues** to launch the initiative statewide
- **92 members** wore the same black dress to work, parties, dinners and events for 5 days to raise funds and increase awareness of generational poverty
- **Raised \$45,662** including a \$5,000 donation from Belk



JLA ENGAGES

The Junior League of Atlanta has **3,500 members** that serve in all aspects of the organization as provisionals, actives and sustainers establishing the chapter as one of the largest leagues within the Association of Junior Leagues International.

The Junior League of Atlanta is made up of diverse women of all races, religions, nationalities, political views, education, sexual orientations & cultures.



2015-2016 Membership

In 2015-2016, JLA welcomed the largest provisional class in 10 years, with about 360 provisional members achieving active status at the end of the league year.

JLA TRAINS

Training is at the heart of the JLA's mission to empower women as they build stronger communities. During the 2015-2016 league year there were more than **3,000 educational and training** touch points including:

GENERAL MEMBERSHIP MEETINGS



Four held throughout the year
• September, February, April & May



More than **1300 members** attended meetings during 2015-2016 league year



Donations were made to **Metropolitan Counseling Services** and **youthSpark** in September 2015 and February 2016

A highlight of this year's meetings was a philanthropy panel in September featuring:

Lovette Russell

*Senior Consultant,
Coxe Curry & Associates*

Alicia Philipp

*President,
Community Foundation for
Greater Atlanta*

Lucy Vance

*Past JLA president,
Chair of Families First
Campaign and trustee of
Vasser Woolley Foundation*

Alex Trouteaud

*Executive Director,
youthSpark*

LEADERSHIP INSTITUTE

109 women received certificates of completion from these programs:

- Advocacy
- Marketing
- Fundraising & Fundraising 2.0
- Nonprofit Education



LEADERSHIP RETREAT

Two retreats were held at the beginning and midpoint of the league year to inspire, encourage and train women holding slated and willingness to serve positions. **206 leaders** attended both the summer and winter events.

FUNDAMENTALS

Six trainings on various topics ranging from mental health awareness to time management were held during the '15 - '16 league year, with **150 members** trained through these opportunities.



WOMEN'S FORUM

The annual event is a unique leadership development conference for women who are interested in civic leadership.

The 2016 forum was attended by 200 women.

They were trained during the all-day sessions on leadership development and how to build impactful and successful networks. This year's keynote address topic was: More than Gender: How Race & Religion Impact Women's Advancement featuring Juanita Baranco, Stephanie Davis, and Soumaya Khalifa. Deidra Dukes, FOX5 anchor, moderated a discussion about how women can be held back based on expressions of race and religion.



AJLI Conference

ALL IN!

In May 2016, The JLA hosted the 94th Association of Junior Leagues (AJLI) Conference which included participation from Junior Leagues from all over the country.

The theme for this year's conference was ALL IN! – AJLI's way of saying that the most powerful community impact strategy for any Junior League is leveraging all of its assets – including the commitment, knowledge and expertise of its members – to achieve a lasting and positive impact on society.

Events included:



Panel on education



Poverty simulation



Presentations by JLA Members

KEYNOTE SPEAKER



Carlotta Walls LaNier

*Youngest Member of
Little Rock Nine*

DIVERSITY TRAINING

DIVERSITY ROUNDTABLE

21 members were invited to first ever session in January 2016 to discuss:

- General diversity
- Diversity within the JLA
- Determine perceptions of diversity and inclusion in the organization
- Identify actionable recommendation to any barriers

PRIVILEGE WALK

To understand the intricacies of privilege, the participants of the Diversity Roundtable stood shoulder to shoulder and took steps forward or backward based on 37 statements related to privilege- such as:

- "Please take one step back if you were raised in an area where there was prostitution, drug activity or other criminal activity."
- "Please take one step forward if one or both of your parents has a college degree."

CENTER FOR CIVIL & HUMAN RIGHTS TRAINING

The Junior League of Atlanta partnered with the Center for Civil and Human Rights for three training courses based around our IBCI issues. This new membership training challenged members to be bold in discussing the intersection of race, diversity and our IBCI focus areas of Early Childhood Education, Human Trafficking and Generational Poverty. Each focus area included a three-session training.



70 women graduated



105 provisionals participated during their new member classes



JLA FUNDS

TOP CORPORATE SPONSORS



\$65,000



\$25,000



\$20,000



\$15,000



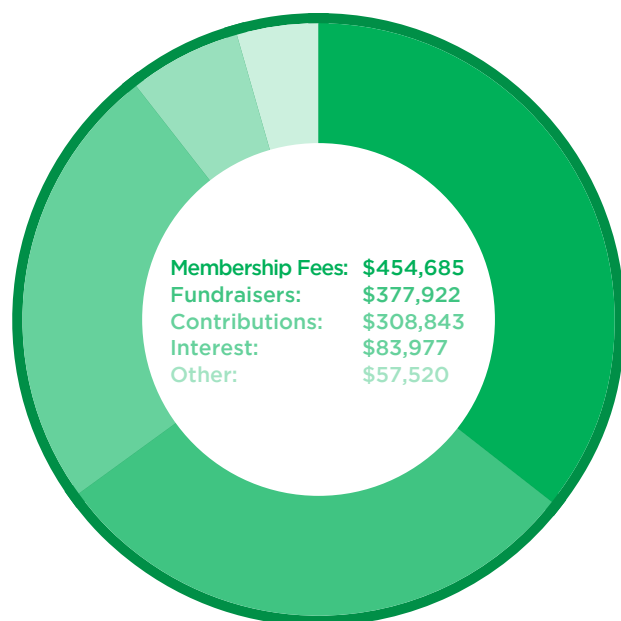
\$10,000



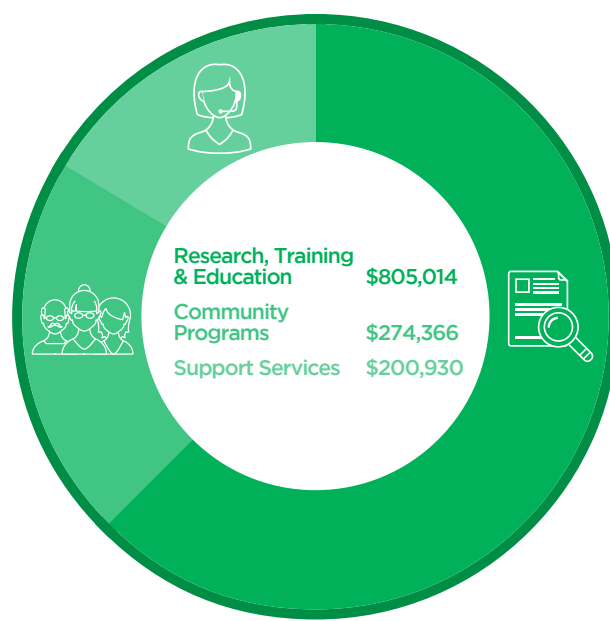
\$10,000

1,199 members and businesses helped surpass the 2015-2016 Annual Fund Goal of \$140,000 by **raising over \$151,000**

2015-2016 TOTAL REVENUE \$1,100,507



2015-2016 TOTAL EXPENSES \$1,280,310



Losses on Investments: -\$182,440



SHAMROCK N' ROLL

MARCH 6TH, 2016

Named the “**Best Charity Running Event**” by Best Self Atlanta Magazine in 2014- JLA’s Shamrock ‘n Roll Road Race consists of:



10K, 5K & Kids 1K



Post-Race Festivities

TOUR OF KITCHENS

MARCH 19-20, 2016

The annual JLA fundraiser is a view into Atlanta’s finest residential kitchens. In the past 19 years the Tour of Kitchens has raised more than **\$1 million** to help the JLA carry out its mission to serve women and children.



COOKBOOKS



JLA is proud to have, True Grits, an award-winning cookbook for sale that helps to raise funds to fulfill our mission. It’s a collection of regional recipes, inspired photography and lively, charming stories by renowned southern authors. You can purchase True Grits at JLA Headquarters, The Nearly New Shop and online at jlatlanta.org.

NEARLY NEW SHOP

RAISING \$4 MILLION+ IN NET REVENUE OVER THE PAST 66 YEARS

In 2015-2016, 1,400 volunteers served more than 4,000 hours at the shop. Year-round donations include:



Clothing



Books



Household items



Furniture

THE 1916 SOCIETY

The 1916 Society is made up of league members who pledged to give at least \$1,000 to the organization during the league year. 61 members were honored with a luncheon and special benefits throughout the 2015-2016 year of service.



AJC Living Intown Magazine
Atlanta Beverage Company
Atlanta Bread Company
Atlanta Dermatology & Laser Surgery
Atlanta Fine Homes Sotheby's International Realty
Atlanta Hawks & Philips Arena
Atlanta Homes & Lifestyles Magazine
Atlanta Magazine
AT&T
Balloonacy
Beautiful Briny Sea
Belk, Inc.
Becky Blalock
Blue MedSpa
BNY Mellon
C. Parks Catering and Events
Cambridge Wealth Counsel
Chick-a-Biddy
Cigartainment
Constellation Brands
Design Galleria Kitchen and Bath Studio
Eagle Rock Distributing Company
General Mills
Georgetown Cupcake Buckhead
Julie Bee's
Kendra Scott Design, Inc.
KIND
Keurig Green Mountain, Inc.
Lefko Design + Build
Lenox Cupcakes
Mama Bath & Body
Marriott Marquis Hotel
Mercedes-Benz of Buckhead
Milner, Inc.
Nancy G's
Nestlé Purina PetCare Company
Piedmont Healthcare
PIRCH
Publix Super Markets Charities
Pure Barre
Room & Board
SafeRide America
Shake Shack Buckhead
Southwest Airlines
Spontaneous Entertainment
Star 94.1
Sub-Zero & Wolf Appliances
Sweet Sassy Molasses Bakeshop
Swoozie's
The Christie Cookie Co.
The Container Store
The Fresh Market
The Rock Ranch
The Whole Dog Market
Verizon Wireless
Village Green Flowers & Gifts
West Stride
Williams-Sonoma
ZICO Beverage

2015-2016 CORPORATE DONORS

HOW CAN YOU TRANSFORM THE COMMUNITY?

JOIN

Any woman over the age of 22 can make an impact and gain invaluable training through membership in the JLA.



DONATE

Help fund the JLA's mission by making a donation to the annual fund.



SUPPORT

Participate in JLA's fundraisers.



PARTNER

Join forces with the JLA to positively affect Atlanta.





JUNIOR LEAGUE OF ATLANTA

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