The Junior League of Atlanta, Inc.

ANNUAL REPORT
2015-2016
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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. 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.
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:

- Atlanta Children’s Shelter
- Atlanta Speech School
- TRES
- Literacy Action
- CHRISt80
- POWER D y PER PREJUDICE®
- YOUTH SPARK
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  
The 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  
Whitefoord 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  
The Atlanta Speech School

John O’Kane  
Professor  
Georgia State University

Che D. Watkins  
President and CEO  
The Center for Working Families

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
In the 2015-2016 year of service,

OVER 100 COMMUNITY PARTNERS WERE IMPACTED THROUGH...

$274,366 in donations

3,500 JLA Members

75K Hours

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

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

Lucy Vance
- Past JLA president, Chair of Families First Campaign and trustee of Vasser Woolley Foundation

Alicia Philipp
- President, Community Foundation for Greater Atlanta

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.
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

- Membership Fees: $454,685
- Fundraisers: $377,922
- Contributions: $308,843
- Interest: $83,977
- Other: $57,520

Losses on Investments: -$182,440

2015-2016 TOTAL EXPENSES
$1,280,310

- Research, Training & Education: $805,014
- Community Programs: $274,366
- Support Services: $200,930
SHAMROCK N’ ROLL
MARCH 6TH, 2016

Named the “Best Charity Running Event” by Best Self Atlanta Magazine in 2014-2015, 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.
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.