

The JUNIOR LEAGUE^{of} ATLANTA

Women Transforming Communities



ANNUAL
REPORT
2014-2015



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A Letter From the President

Women Transforming Communities



“We have a demonstrated history of successfully identifying community needs, developing strategic solutions and community partnerships to address the needs, and mobilizing our trained volunteers to serve.”

*-Jen Bennecke
President*

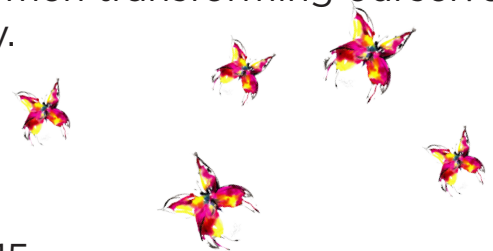


A group of diverse individuals, the members of the Junior League of Atlanta, Inc. (JLA) are united together as women transforming community- promoting voluntarism, developing the potential of women, and improving our community. In the league, members receive practice and training, impacting the community during our active service and beyond, living our mission to build a better community. As you review the highlights of the year throughout this annual report, you will see these extraordinary women putting our mission into practice.

The accomplishments are possible because of our partnership with other community and civic organizations and because of the wonderful generosity of our donors and sponsors. Whether you are a member, donor or community partner of the league, your contributions make a difference in the lives of women and children in Atlanta. Thank you!

Through our service to the community, we discover our individual passions and how to boldly raise our hands to serve and lead. We're committed to giving a voice to those who are not heard. We celebrate our accomplishments, our milestones, our community, and one another. We are women transforming ourselves and our community.

Sincerely,
Jen Bennecke
President, 2014-2015





Women Transforming Communities Through... **The Junior League of Atlanta**

History

The Junior League of Atlanta was organized 99 years ago by 45 women who wanted to make a difference in the lives of women and children in the Atlanta community. Today, the mission remains constant. The Junior League of Atlanta is one of the largest leagues within the Association of Junior Leagues International with a membership numbering more than 3,500 women. The Junior League of Atlanta has made several major gifts to the Atlanta community over the years to help improve and enhance the health and well-being of our community. The Centennial Fund has exceeded \$1M and will aid our organization in funding special projects to assist in the commemoration of the JLA's Centennial Anniversary in 2016.



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.

Mission

The Junior League of Atlanta 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.



Impact

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

Atlanta Children's Shelter
Atlanta Speech School
CHRIS Kids
Literacy Action
Power Over Prejudice Summit
Trees Atlanta



Women Transforming Communities Through... **Women's Community Leadership Alliance**

“The WCLA partnership represents the power of women uniting for a common cause. Not only have we made a significant impact on generational poverty and our community, but the impact of the partnerships and relationships formed from convening this group are immeasurable. The WCLA has sparked an evolving consciousness in our community about our collective role in ending poverty.”

*-Jen Bennecke
President*

At the 93rd annual conference of the Association of Junior Leagues International, the Junior League of Atlanta was awarded the honorable mention Vision Award for its work with the Women's Community Leadership Alliance (WCLA).

Galvanized by a desire to break the cycle of generational poverty, the Junior League of Atlanta joined forces with some of the city's leading nonprofits, including the Atlanta Women's Foundation, the Center for Working Families, Inc., the United Way of Greater Atlanta and the Jewish Federation of Greater Atlanta. Working as a coalition, they formed the WCLA in order to raise awareness of generational poverty, to develop a pilot program to address it, and to advocate for changes to public policy.



Women Transforming Communities Through... **JLA LEADERSHIP**

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.



Chair

Bobbi Cleveland

The Tull Charitable Foundation

Representative

Kathy Ashe

*Former Georgia State
Representative*

Sarah Batts

The Junior League of Atlanta, Inc.

Jen Bennecke

The Junior League of Atlanta, Inc.

John Deushane

WXIA/WATL (11 Alive)

Kelly Dolan

The Atlanta Women's Foundation

Kweku Forstall

The Annie E. Casey Foundation

Yvette Johnson Hagins

Whitefoord, Inc.

Milton Little

United Way of Greater Atlanta

Susan O'Farrell

BlueLinx

John O'Kane

Georgia State University

Dave Penrod

Belk, Inc. Southern Division

Doug Shipman

*National Center for Civil
and Human Rights, Inc.*

Pat Willis

Voices for Georgia's Children

Comer Yates

Atlanta Speech School

Women Transforming Communities Through... **JLA LEADERSHIP**

Board of Directors

The Junior League of Atlanta Board of Directors provides vision across our multiple council systems to ensure that all our league programs are consistent with our mission. They guide our strategy according to yearly strategic priorities while serving as trustees and stewards on behalf of our members.



Jen Bennecke
President

Sarah Batts
President-elect

Cynthia Clanton
Sustainer Advisor

Deanna Anderson
Advisory Planning Chair

Grayson Pratt
Vice President of Internal Operations

Kelley Ibuki
Vice President of Community

Stacey Chavis
Vice President of Advocacy and Initiatives

Yvette Dupree
Vice President of Training

Ginny Nickles
Vice President of Fund Development

Kate Kauffman
Vice President of Membership

Ursula Reynolds
Vice President of Marketing

Emily Boyle
Nominating Chair

Nicole Motsek
Recording Secretary

Shannon Georgecink
Parliamentarian

Ali Gant
Assistant to the President

Sharon Klein
Director of Support Services

Women Transforming Communities Through... **JLA SERVICE**

The JLA accomplishes its mission through the actions of women who share the same organizational values. The 3,500 members of the JLA contributed over 75,000 hours of service and over \$250,000 to our 104 community partners, serving over 700,000 women and children.

The JLA served community placements in an on-going capacity and also conducted over 180 community events this year. Among the events and activities, the JLA collected and distributed over 600 school supplies, over 5,000 diapers, 5,000 children's books, and thousands of handmade blankets and mommy squares.

Community Impact

5000

diapers through drives



5000

children's books
distributed to
our community
partners

1000s



of handmade blankets
and mommy squares
by Handmade by JLA

Sponsored the building
of a home for an Atlanta
Habitat for Humanity
homebuyer



Hosted the inaugural JLA Women's Forum in May 2015,
bringing together **150 women** interested in a
leadership role in the nonprofit field



Partnered with Georgia Cares to document
the personal story of a commercial sexual
exploitation survivor in the short film

"Stripped Down: Set Free"



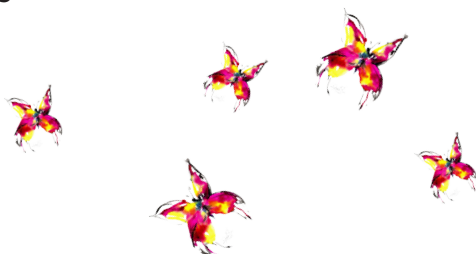
Partnered with Rotary International and President
Jimmy Carter to host **"The World Summit:
End Sexual Exploitation 2025"**
at The Carter Center in April 2015



Published **"A Heart for Service"**
with Atlanta Speech School, a children's book
promoting early literacy and emphasizing the
importance of voluntarism

2014-2015 Community Placements

Atlanta Botanical Garden
Atlanta Community Food Bank
Atlanta Day Shelter for Women and Children
Atlanta Ronald McDonald - Egleston
Atlanta Ronald McDonald - Scottish Rite
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
Georgia Radio Reading Service (GaRRS)
Georgia Shakespeare Festival
Grady Health System
Kate's Club
Metropolitan Atlanta Chapter,
American Red Cross
Open Hand
Rainbows - Georgia Chapter
Visiting Nurse Health System / Hospice
Young Audiences
Zoo Atlanta



“My favorite part of the JLA is membership! It is the root of what we are as an organization. Without connected active and sustainer members we would not have such strong training and community involvement. That being said, we work very much in concert with each other to make a difference in the Atlanta community.”
- Kate Kauffman

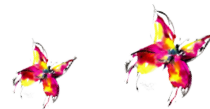
Women Transforming Communities Through...

JLA SERVICE

2014-2015 Community Partners

A.G. Rhodes Health & Rehab
Agape Youth & Family Center
American Red Cross
Anti-Prejudice Consortium
Arthritis Foundation
Atlanta Ballet
Atlanta BeltLine Partnership
Atlanta Botanical Garden
Atlanta Children's Shelter
Atlanta Community Food Bank
Atlanta Day Shelter for Women and Children
Atlanta-Fulton Public Library Foundation
Atlanta Habitat For Humanity
Atlanta Mission
Atlanta Opera
Atlanta Ronald McDonald House Charities
Atlanta Speech School
Atlanta Volunteer Lawyers Foundation
Boys & Girls Clubs of Metro Atlanta
C5 Georgia Youth Foundation
Camp Horizon
Cancer Support Community
Center for Black Women's Wellness, Inc. (CBWW)
Center for Puppetry Arts
Center for the Visually Impaired
Chastain Horse Park
Child Advocate Network, Inc. d/b/a/
Cristo Rey Atlanta Jesuit High School
Children's Healthcare of Atlanta
Children's Restoration Network (CRN)
CHRIS Kids

Corrigan Care, Inc.
DeKalb County CAS A
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
Fulton County Juvenile Court Citizen Review Panel
GEEARS (Georgia Early Education Alliance for Ready Students)
Genesis Shelter, Inc.
Georgia Asylum and Immigration Network (GAIN)
Georgia Care Connection Office, Inc.
Georgia Center for Child Advocacy, Inc.
Georgia Radio Reading Service (GaRRS)
Georgia Shakespeare Festival
GiGi's Playhouse
Girl Scouts of Greater Atlanta, Inc.
Girls on the Run Atlanta
Girls, Inc.
Grady Health System
Grow Kids, Inc.
Healthy Mothers, Healthy Babies Coalition of Georgia, Inc.
Heart of Passion
Historic Oakland Foundation



Women Transforming Communities Through...

JLA SERVICE

2014-2015 Community Partners

Junior Achievement of Georgia
Kate's Club
Kidz2leaders, Inc.
KIPP Metro Atlanta
La Amistad
Ladybug for Girls Foundation, Inc.
Literacy Action
Make-A-Wish Foundation of Georgia
and Alabama
MARR, Inc. (Metro Atlanta Recovery
Residences)
Mary Hall Freedom House
Meals on Wheels Atlanta
Mercy Care
Metropolitan Counseling Services
Moving in the Spirit
Multi-Agency Alliance for Children
(MAAC)
Multiple Sclerosis Center of Atlanta
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
Refugee Family Services
SafeHouse Outreach
Scottdale Child Development and
Family Resource Center, Inc. of Central
DeKalb
Sheltering Arms Early Education and
Family Centers
Sisters by Choice
Southeastern Horticultural Society

Special Olympics Georgia
Street Grace
TeenAngels Society, Inc.
The Adaptive Learning Center
The Sullivan Center
Visiting Nurse Health System
Wellspring Living
Wesley Woods
Whitefoord, Inc.
Young Audiences, Woodruff Arts
Center
YouthSpark, Inc.
Zoo Atlanta



*“I joined the
Junior League
of Atlanta to
give back in a
tangible way
to the Atlanta
community.”*

- Stacey Chavis

Women Transforming Communities Through... **JLA ADVOCACY**

The JLA has three main areas of focus and impact—commercial sexual exploitation and trafficking of women and children, generational poverty, and early childhood education. Building and improving awareness were at the root of many events conducted by the JLA this year for its volunteers and community partners. Our membership has an unwavering commitment to tackle these three issues in the Atlanta community. Listed below are some of the trainings, events and educational activities performed during 2014-2015:

State Public Affairs Committee (SPAC)

JLA is one of 12 Junior Leagues of Georgia that partner to advocate in support of women and children. Five representatives from JLA attended SPAC Day at the Capitol.

Political/Public Affairs Committee (PAC)

Forty-one members and 10 legislators attended Junior League of Atlanta Capitol Day

Thirty people attended Advocacy 101 Training

Members mobilized to advocate for public policy change, and Georgia passed the Safe Harbor bill, providing protection to trafficking survivors



Women Transforming Communities Through... **JLA ADVOCACY**

Trainings

Hunger 101 Training with the Atlanta Community Food Bank

Human Trafficking Legislative Wrap-Up Training with Georgia Cares

Commercial Sexual Exploitation/Human Trafficking Documentary Screening, Business Breakfast and Committee Member training at Wellspring Living

Capacity Building

Two hundred fifty people attended Capacity Building Trainings (trainings consisted of Marketing for Nonprofits, Major Gifts, Key Essentials of Being on a Board of Directors, and Turning One-Time Volunteers into Engaged Supporters)

One hundred fifty women attended the inaugural Women's Leadership Forum

Ninety-eight members attended the Board Bank Fair

Thirty-six women attended the Board Readiness Fundamental Training



Women Transforming Communities Through...

JLA ADVOCACY

CSEC

Commercial Sexual Exploitation of Children (CSEC)

The commercial sexual exploitation of children (CSEC) is a huge issue in the Atlanta community. Since one of the league's main issues of focus is ending domestic minor sex trafficking, the JLA partnered with Wellspring Living to establish The Junior League of Atlanta Clothing Closet at Wellspring Living for Girls.

Wellspring Living for Girls is dedicated to serving survivors of sexual exploitation through restorative therapy. They offer programs that securely house girls who are victims of commercial sexual exploitation and human trafficking with a focus on trauma therapy, education, life skills and confidence.

Over 200 articles of new clothing were collected in September 2014 through a leaguewide clothing drive. Girls who come to Wellspring Living will be able to select outfits that are theirs to keep. New clothes provide the girls with a "sense of confidence to start their journey to recovery," according to 2014-2015 JLA President Jen Bennecke. The Clothing Closet at Wellspring Living is a tangible way that JLA members are making a difference in the lives of women who are victims of sexual exploitation and human trafficking.

Carter Center Event

The JLA partnered with Rotary International and President Carter to host The World Summit: End Sexual Exploitation 2025. Government, nonprofit, business and

civic leaders gathered to raise awareness about sex trafficking and share best practices for implementation in our community.

Stripped Down: Set Free Video

In Spring 2015, the Junior League of Atlanta, in partnership with Georgia Cares, documented the harrowing personal story of Keisha Head, a survivor of commercial sexual exploitation, in the short film "Stripped Down: Set Free." At 16, Keisha was forced into a life of prostitution on the streets of Atlanta. Keisha's no holds barred approach to telling her story gave us incredible insight into how parental mental illness, homelessness and poverty can lead young women unknowingly down a path to prostitution. "Stripped Down: Set Free" is currently available for the public to watch on the Junior League of Atlanta YouTube Channel and has been viewed over 300 times. An extended cut of the video is also available that explains in-depth the circumstances that led her to prostitution and what she did to escape the cycle of poverty and violence in order to create a better life for her children. "Stripped Down: Set Free" was first presented to the public by Georgia Cares and the Junior League of Atlanta at the World Summit: End Sexual Exploitation 2025 in May 2015 at the Carter Center.

More than 350 girls are sexually exploited in Georgia every month. The average age of a sex trade industry victim is 14.

Women Transforming Communities Through...

JLA ADVOCACY

Generational Poverty

For nearly 22 years, Atlanta Habitat for Humanity and The Junior League of Atlanta have partnered to aid women-led households and provide the tools necessary to break out of generational poverty.

JLA and Atlanta Habitat have been partners in various ways for many years. “This year, as we were looking at our focus on generational poverty, we reached out to Habitat to build onto our legacy with the Atlanta Women’s Build to help to truly make a difference in women’s and children’s lives,” says JLA President Jen Bennecke. On the weekend of February 21, 2015, the JLA sponsored the building of a home for a new Atlanta Habitat homebuyer.

The construction and purchase of the home affects more than just the homebuyer and her family. The JLA women who volunteered to help build the home gained new skills and felt a sense of empowerment through helping another woman better her life.



Women Transforming Communities Through...

JLA ADVOCACY

Early Childhood Education

“A Heart for Service”

is an exciting new book that promotes childhood literacy and community service. With a focus on early childhood education, the JLA worked with the Atlanta Speech School to create a book that would best impart literacy skills to preschool students, while also focusing on voluntarism and the ways that a parent or caregiver can serve alongside a child.



The JLA board of directors approved the book project in September 2014, and the Atlanta Speech School’s team quickly transformed the league’s theme into a story ready for publication by April 2015. JLA hosted a reading and craft event at the Ronald McDonald House to celebrate the book’s release. JLA members read the book and donated copies to JLA community partners Reach Out and Read, Sheltering Arms, the Atlanta Children’s Shelter and the Scottdale Child Development Center.

*The Atlanta Speech
School and The Junior
League of Atlanta join
together to publish a book
with a two-fold purpose—
to promote early literacy
and emphasize the
importance of community
service.*

Women Transforming Communities Through... **JLA ENGAGEMENT**

In 2014-2015, the JLA saw the largest increase in membership in at least 11 years.

The Junior League of Atlanta was founded in 1916 by Isoline Campbell and 45 women who were determined to make a difference in the Atlanta area. For more than 98 years, the purpose of the JLA has remained the same—to train women to build better, stronger communities.

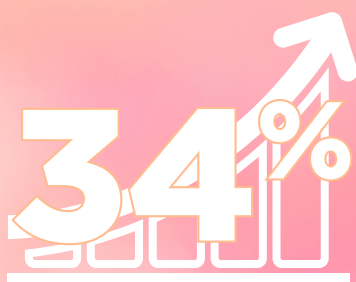
Today, the JLA has over 3,500 members that serve in all aspects of the organization as provisionals, actives and sustainers establishing the chapter as one of the largest leagues within the Association of Junior Leagues International. The JLA is comprised of women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

The tireless efforts of our members are what allow JLA to make effective improvements in the lives of others. The training and education required of members encourages growth and personal improvement necessary to make Atlanta a better community.

2014-2015 MEMBERSHIP STATS



Provisional
Members



Active
Members



Sustaining
Members

Women Transforming Communities Through... **JLA TRAINING**

Training is at the heart of the JLA's mission. Over 160 training opportunities were provided throughout the year in order to create a comprehensive experience for all members to effectively serve the Atlanta community. Training events include General Membership Meetings, the JLA Leadership Institute, Fundamentals, District Meetings, Leadership Retreat, Provisional Training and more.

Four General Membership Meetings (GMMs) were held throughout the year; three of which discussed a JLA area of focus. Almost 1,000 women were trained on commercial sexual exploitation of children and human trafficking, generational poverty and early childhood education. Over 400 members completed one of the Leadership Institute's certificate programs, over 100 women were trained through Fundamental events, over 1,000 members participated in fall and spring District Meetings, 125 leaders took part in the Leadership Retreat, and 345 women completed Provisional Training.

Junior League of Atlanta Leadership Institute (JLA LI)

Founded in 2012, the Junior League of Atlanta Leadership Institute is a specialized outcome-driven training program facilitated by the JLA. The goal of the JLA LI is to help the league fulfill its mission by offering a certificate-based program where members have the opportunity to earn leadership development certificates on an annual basis. Certificates were offered in the areas of advocacy, fundraising, volunteer management, marketing and board readiness.



JLA Women's Forum

The inaugural JLA Women's Forum brought together women interested in having a leadership role in the nonprofit field. Attendees heard from fellow women leaders in Atlanta on topics related to leadership development, impactful service, and making their dollars count. One hundred and fifty community partners and JLA members participated in this inaugural event.

Women Transforming Communities Through...

JLA FUNDING

The Annual Fund

2014-15 was a record-breaking year for the JLA Annual Fund. \$16,000 was raised in just seven days as a part of the Belk Little Black Dress Challenge. Additionally, 300 members contributed during the Dues Round Up Challenge, an annual fund competition among members. Goals were exceeded with approximately 500 members donating to the Annual Fund.

The Nearly New Shop

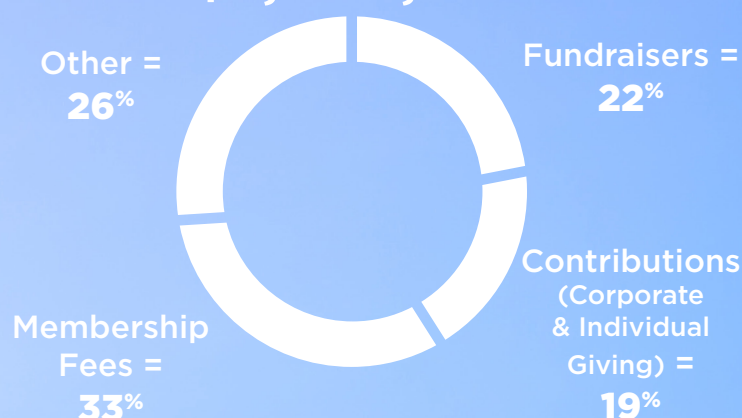
Named “Best Thrift Store” in 2013 and 2014 and “Best Vintage Clothing” in 2014 by INsite Magazine, the Junior League of Atlanta’s Nearly New Shop is our oldest and largest fundraiser. The Nearly New Shop accepts donations of gently used clothing, household items, books and furniture that are then sold to the public. The Nearly New Shop has raised more than \$4 million in net revenue over the past 65 years with proceeds benefiting the JLA’s community partners. In 2014-2015, approximately 1,400 volunteers served more than 4,000 hours at the shop. The Nearly New Shop relocated to the Toco Hills Shopping Center during summer 2014 where it continues to build its customer base as well as sales.

Top Corporate Sponsors



2014-2015 Total Revenue

\$1,261,259



2014-2015 Total Expenses

\$1,163,618



Women Transforming Communities Through...

JLA FUNDING

2014-2015

Corporate Donors



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
Sub-Zero & Wolf Appliances
Sweet Sassy Molassey 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 Beverages



"I have always had a passion for the community aspect of JLA - not just the partners and placements of JLA, but also the community of amazing women I have met in JLA."

- Ginny Nickles

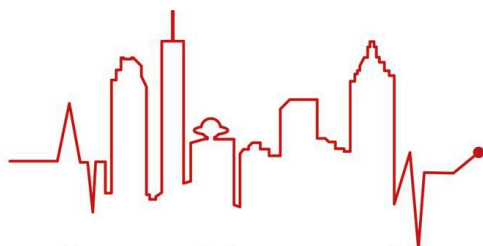
Women Transforming Communities Through...

JLA FUNDING

Funding to Community Partners



\$14,800



Grady Health Foundation.

\$13,955



\$15,000



\$9,366



\$15,000



\$13,000



\$21,500



\$12,713

Women Transforming Communities Through...

JLA FUNDING



Named the “Best Charity Running Event” by Best Self Atlanta Magazine in 2014, the JLA’s Shamrock ‘n Roll Road Race consists of a 10K, 5K, kids 1K and post-race festivities. This family-friendly event is held in March each year.



The JLA’s Tour of Kitchens, entering its 19th year, features a view into Atlanta’s finest residential kitchens. The two-day event has raised more than \$1 million since its beginning to aid the JLA and carry out its mission toward community initiatives benefiting at-risk women and children. This event is held in March each year.



The Nearly New Shop celebrated its 65th anniversary and has recently moved to a new location. Since opening its doors in 1949, the JLA’s Nearly New Shop has served thousands of customers and raised more than \$4 million. The shop offers gently used merchandise, including designer clothing, children’s clothing, household items, toys, books, jewelry and furniture.



Cookbooks

The JLA is proud to have an award-winning cookbook for sale in support of raising funds to fulfill our mission – Atlanta True Grits. In addition, we are proud to offer a beautiful set of notecards illustrated by beloved Atlanta artist Jack Shields. We also have cookbooks from other Junior Leagues available for sale. Stop by JLA headquarters to see what we have in stock!

Women Transforming Communities Through... **JLA FUNDING**

The 1916 Society

The 1916 Society is a special group of women that have pledged to give \$1,000 or more in one league year! Their giving helps us achieve our outlined initiatives and fuels the mission of The Junior League of Atlanta. We utilize our participation in giving and voluntarism to leverage change for women and children in the Atlanta community.



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.

Partner

Join forces with the JLA to positively affect Atlanta.



Support

Participate in JLA's fundraisers (Shamrock 'N Roll Road Race, Tour of Kitchens, Nearly New Shop and cookbook sales).



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