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<td>Letter from the President</td>
<td>Message from Rebekah Henry Murphy</td>
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<td>About JLA</td>
<td>Board of Directors, Advisory Board, Staff</td>
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<td>JLA Impacts</td>
<td>Community Impact overview, statistics, Donor-Advised Fund, Centennial Grants</td>
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<td>Revenue and Expenses, Summary of Fundraising, Donor List</td>
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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.

**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.

**Commitment to Diversity & Inclusion**

The Junior League of Atlanta, Inc. respects, values and celebrates the unique attributes, characteristics, and perspectives that make each person who they are. We welcome all women who value our Mission and aim to create and retain a membership representing all socio-demographic aspects of our community. We believe that bringing diverse women together allows us to collectively and more effectively address the issues that face our communities. We are committed to supporting inclusive environments and strive for the JLA’s partners, strategies and investments to reflect these core values.
For 101 years, The Junior League of Atlanta, Inc. has remained a steadfast organization dedicated to understanding the community’s needs, envisioning ways to better others’ lives and bringing forth lasting change. Harnessing the potential of Atlanta women to take lead in an ever evolving world, the organization continues to make an impact through our deployment of trained volunteers in the community.

Our movement, our organization and our passion is truly unmatched and unrivaled because of its unique ability to empower women to lead through voluntarism.

During the 2017-2018 year, our 3,381 members contributed over 60,000 uncompensated volunteer hours and approximately $567,000 in grant funding to the Greater Atlanta community. Our members devoted their time directly to our 26 partner agencies and JLA community projects.

Through service, advocacy and civic leadership, members of the JLA moved many initiatives forward, as you will see illustrated in the following pages.

Not only was the JLA able to make lasting community impact in the areas of generational poverty, commercial sexual exploitation and early childhood education, we committed to defining who we are and who we seek to become through the development of a strategic plan that will guide our organization over the next five years.

However, we have not and cannot do it alone. Our community impact is achieved only through collaboration with our invaluable partners, dedicated donors and passionate advocates and friends. Thank you for choosing to support The JLA and joining us as we strive to be a catalyst for community change.

With deepest gratitude,

Rebekah Henry Murphy
2017-2018 President
2017-2018
Board of Directors

Rebekah Henry Murphy, President
Carla C. Smith, President-Elect
Charlotte Ros Terrell, Sustainer Advisor
Andrea N. Smith, Advisory Planning Chair
Amy Hindman, VP of Advocacy & Initiatives
Bre West, VP of Community
Liz Loreti, VP of Fund Development
Radha Gumidyla, VP of Internal Operations
Candace Bazemore, VP of Marketing & Communications

Joy Dyess, VP of Membership
Cara Snow, VP of Training & Development
Sha Glynn, Nominating Chair
Sara Simonds, Impacts and Measurements Chair
Barrett Krise, Parliamentarian
Yvette Dupree, Recording Secretary
Molly Salatich, Assistant to the President
Sharon Klein, Director of Support Services
The Community Advisory Board (CAB) is a group of trusted, high-level advisors for The Junior League of Atlanta, Inc. Representing a cross-section of professions and community knowledge, CAB members provide guidance to JLA leadership on how it can best execute its mission to serve the Atlanta community. Thank you to our esteemed Community Advisory Board members for your continued support of our Mission and community endeavors.
With a focus on improving the health, education and welfare of women and children at-risk, the JLA harnesses the potential of women to take the lead and ensure a healthy community for all. Our members serve as leaders in the community and strategically guide our organization to commit volunteer and financial resources through direct service, grantmaking, advocacy, capacity building and coalition building with community partners and JLA sponsored projects.

The JLA accomplishes its community impact through the actions of women who are dedicated to our issues of commercial sexual exploitation/human trafficking, early childhood education and generational poverty. In 2017-2018, the JLA deployed over 1,200 volunteers to directly serve 30 community agencies. These women contributed over 60,000 of uncompensated volunteer work valued at $1.45 million. The JLA also provided additional funds and volunteers to the community through its four signature sponsored projects: Journey to Literacy, Kids in the Kitchen, Community Sampler and Handmade by JLA. In addition to providing the Greater Atlanta community with trained volunteers, the JLA awarded more than $180,000 in project support to community partners.

<table>
<thead>
<tr>
<th>1,200+ Volunteers in the Community</th>
<th>60,000 Hours of Uncompensated Volunteer Work</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>30 Community Placements</th>
<th>Atlanta</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Community Partners</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Volunteer Impact From Direct Service Valued At $1.4 Million</th>
<th>$567,733 In Grants Awarded To Local Nonprofit Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Partners &amp; Projects $183,733</td>
<td>Donor-Advised Fund Grant $40,000</td>
</tr>
<tr>
<td>Centennial Grant $344,000</td>
<td></td>
</tr>
</tbody>
</table>
The JLA Donor-Advised Fund was established to enhance our community impact through strategic grantmaking to nonprofit organizations within the Greater Atlanta community. The Donor-Advised Fund Committee thoroughly examines requests for funding and makes site visits to prospective grantees before submitting proposals to the Board of Directors for approval. The 2017-2018 Board of Directors approved two organizations to receive a total of $40,000 in funding: the Community Advanced Practice Nurses (CAPN) and Jerusalem House.

The mission of the Community Advanced Practice Nurses (CAPN) is to strengthen the lives of persons who are medically underserved and to help interrupt the cycle of poverty and homelessness for these individuals. CAPN provides free healthcare to individuals in need, believing that access to healthcare for the medically underserved is fundamental to empowering humans and restoring communities. The JLA awarded a $25,000 general operating grant to assist CAPN in providing direct services to women, children, and families seeking physical and mental health services.

Jerusalem House is a nonprofit that provides permanent supportive housing for low-income and homeless individuals and families affected by HIV/AIDS. Each year, they serve over 1,500 individuals through five residential programs allowing humans affected by HIV/AIDS to have access to a caring home that improves health outcomes and extends their quality of life. The JLA awarded Jerusalem House a $15,000 grant to provide funding for their early childhood, youth and adult education programs.
In 2016-2017, The Junior League of Atlanta, Inc. celebrated its centennial anniversary and 100 years of service to the Greater Atlanta community by awarding $1 million in grants to three nonprofit organizations. In 2017-2018, the first of three years of funding was distributed, totaling $344,000. These transformative projects have had tremendous initial success and our Centennial Grants will enable their growth and help individuals navigate food insecurity, the effects of sexual exploitation/human trafficking and generational poverty.

Centennial Grants Update

Year 1 - $344,000

Atlanta Community Food Bank

The Atlanta Community Food Bank was awarded grant funds to expand its Child Nutrition Program. In year one, the Food Bank successfully expanded its school partnerships from 21 to 28 schools and distributed over 510,000 school-centered meals --- a nearly 20% increase from the prior year.

Children’s Healthcare of Atlanta

As of February 2018, Children’s Healthcare of Atlanta (CHOA) has trained over 1650 healthcare providers through its Institute of Institute for Healthcare and Human Trafficking. CHOA was the first author for the American Academy of Pediatrics policy statement on human trafficking, leading the way for transform and progress in healthcare’s approach to ending this public crisis.

Generational Poverty Law Project

In its first year of funding, the Generational Poverty Law Project (Project) hired an attorney and created a data-driven outreach plan to target specific Neighborhood Planning Units. Since the beginning of the grant period, the Project has helped 429 families obtain access to special education, healthcare and preserved income benefits, as well as ensure home equality for multigenerational families.
## 2017-2018 Community Placements

### EDUCATION

<table>
<thead>
<tr>
<th>Organization</th>
<th>Volunteers</th>
<th>Impact Area</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agape</td>
<td>13</td>
<td>Generational Poverty</td>
<td>$5,000</td>
</tr>
<tr>
<td>Atlanta Botanical Gardens</td>
<td>35</td>
<td>Early Childhood Education</td>
<td>$1,625</td>
</tr>
<tr>
<td>Atlanta Speech School</td>
<td>6</td>
<td>Early Childhood Education</td>
<td>$1,500</td>
</tr>
<tr>
<td>Center for Puppetry Arts</td>
<td>7</td>
<td>Early Childhood Education</td>
<td>$4,000</td>
</tr>
<tr>
<td>Center for the Visually Impaired</td>
<td>7</td>
<td>Early Childhood Education</td>
<td>$3,500</td>
</tr>
<tr>
<td>Everybody Wins!</td>
<td>9</td>
<td>Early Childhood Education</td>
<td>$4,800</td>
</tr>
<tr>
<td>Georgia Radio Reading Service (GaRRS)</td>
<td>9</td>
<td>Early Childhood Education</td>
<td>$2,000</td>
</tr>
<tr>
<td>Girl Scouts of Greater Atlanta</td>
<td>14</td>
<td>Early Childhood Education</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36,114</strong></td>
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</table>

### AT-RISK

<table>
<thead>
<tr>
<th>Organization</th>
<th>Volunteers</th>
<th>Impact Area</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Community Food Bank</td>
<td>30</td>
<td>Generational Poverty</td>
<td>$7,500</td>
</tr>
<tr>
<td>Atlanta Mission</td>
<td>15</td>
<td>Generational Poverty</td>
<td>$5,000</td>
</tr>
<tr>
<td>Chastain Therapeutic Riding Program</td>
<td>28</td>
<td>Early Childhood Education</td>
<td>$10,000</td>
</tr>
<tr>
<td>Estrellitas</td>
<td>10</td>
<td>Generational Poverty</td>
<td>$5,200</td>
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<tr>
<td>Girls on the Run</td>
<td>3</td>
<td>Generational Poverty</td>
<td>$2,000</td>
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<tr>
<td>Kate’s Club</td>
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<td>Generational Poverty</td>
<td>$8,000</td>
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<tr>
<td>Meals on Wheels</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>72,875</strong></td>
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### 2017-2018 Community Placements

<table>
<thead>
<tr>
<th>Organization</th>
<th>Volunteers</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Hand</td>
<td>12</td>
<td>$20,000</td>
</tr>
<tr>
<td>Impact Area: Generational Poverty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our House</td>
<td>7</td>
<td>$3,500</td>
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<tr>
<td>Impact Area: Early Childhood Education</td>
<td></td>
<td></td>
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<tr>
<td>Partnership Against Domestic Violence</td>
<td>12</td>
<td>$2,750</td>
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<tr>
<td>Impact Area: Generational Poverty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rainbows</td>
<td>10</td>
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<tr>
<td>Wellspring Living</td>
<td>16</td>
<td>$2,725</td>
</tr>
<tr>
<td>Impact Area: Commercial Sexual Exploitation/Human Trafficking</td>
<td></td>
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### JLA-SPONSORED COMMUNITY PROJECTS $26,421

<table>
<thead>
<tr>
<th>Organization</th>
<th>Volunteers</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Community Sampler</td>
<td>29</td>
<td>$3,021</td>
</tr>
<tr>
<td>Impact Area: Early Childhood Education</td>
<td></td>
<td></td>
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<tr>
<td>Handmade by JLA</td>
<td>17</td>
<td>$12,000</td>
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<tr>
<td>Journey to Literacy</td>
<td>27</td>
<td>$9,000</td>
</tr>
<tr>
<td>Impact Area: Early Childhood Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kids in the Kitchen</td>
<td>25</td>
<td>$2,400</td>
</tr>
<tr>
<td>Impact Area: Early Childhood Education</td>
<td></td>
<td></td>
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### HEALTH $37,400

<table>
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<tr>
<th>Organization</th>
<th>Volunteers</th>
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</thead>
<tbody>
<tr>
<td>Grady Healthcare</td>
<td>28</td>
<td>$6,400</td>
</tr>
<tr>
<td>Impact Area: Generational Poverty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospice Atlanta/Visiting Nurses Health System</td>
<td>11</td>
<td>$16,000</td>
</tr>
<tr>
<td>Ronald McDonald - Egleston</td>
<td>30</td>
<td>$7,500</td>
</tr>
<tr>
<td>Impact Area: Generational Poverty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ronald McDonald - Scottish Rite</td>
<td>38</td>
<td>$7,500</td>
</tr>
<tr>
<td>Impact Area: Generational Poverty</td>
<td></td>
<td></td>
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Visiting Nurse Health System/ Hospice Atlanta Volunteer

“I’m a firm believer that connectedness leads to impact, which then leads to the increased joy of others and increased joy within ourselves. The JLA provides that sense of connectedness - as members, we all bring individual gifts, but are a part of something bigger. I find empowerment through my annual visits to Camp Stars, where women support one another during a weekend of discussing the loss of loved ones. It’s empowering to hear friends and strangers open up during very vulnerable conversations. I believe what we are doing matters. Volunteering connects, impacts and promotes joy to you and others!”

- Melinda Allen
Community Placement Spotlight

Atlanta Mission

We interviewed Erica Gwyn, Co-Chair of the JLA’s Atlanta Mission placement. Check out her insight about the Atlanta Mission volunteer placement and how our members transform the Greater Atlanta community.

What role do JLA Members play in supporting Atlanta Mission?

Last year, JLA provided approximately 125 hours of volunteer service to My Sister’s House, a shelter for women and children organized by the Atlanta Mission. We cooked and served meals to over 250 women and children; facilitated career readiness workshops; hosted monthly socials such as game nights, trivia and holiday gift wrapping; read books to children in daycare and were able to donate gently used clothes from our Nearly New Pop-Up Shop.

What skills do members gain while serving?

The Atlanta Mission placement allows members to gain several skills including learning how to advocate for at-risk communities, preparing meals for large groups and team building. Additionally, the placement allowed members to develop their public speaking skills and display empathy regarding the social, economic, family stabilization and/or mental health issues impacting the homeless community. New friendships with other League members were formed during the placement and we were even able to create our own internal awards and recognition to keep volunteers motivated while working with families experiencing housing and economic challenges.

What success did you witness from the placement?

Our Career Readiness series stands out. It started as a pilot with less than five women attending, initially. JLA members found creative ways to advertise the workshops to Residents and increased participation to 15 women per session. We also invited the residents to bring their children to the workshops, that made it easier to have a place for children after school hours. As time went on, we were able to provide food and gift cards to engaged participants. One of the most memorable quotes that came out of those workshops was from Juliet Hall, who stated, “You are born with a spirit of success and there is something inside of you that the world needs.” The message resonated well with participants, with one encouraging Juliet to “keep going” after sharing her words of wisdom.

What leadership skills did you personally gain as co-chair?

I learned how to delegate tasks to a team and an increased awareness regarding my definition of homeless. This can include women who are employed fleeing domestic violence situations and who do not “look” like what many traditionally associate with homelessness.

- Erica Gwyn, Co-Chair, Atlanta Mission
Chastain Horse Park Therapeutic Riding Program

“For the past 15 years, the JLA has been a vital piece of our community because of contributions made to nonprofit organizations that touch so many lives. The tradition of women banding together to make a positive change in their community is just as vibrant today as I’m sure it was over a hundred years ago during JLA’s inception. JLA’s mission aligns well with many nonprofit organizations and being able to partner with leaders and women who want to volunteer their time and resources is invaluable.

The JLA provides integral volunteer resources through community placement and historically Chastain Horse Park (CHP) has had approximately 50 designated volunteers donate time to our therapeutic program—over 2,500 hours each year! Volunteers are the heart and soul of our program and we simply could not safely provide our services without their help. The strong, smart and diverse women that volunteer offer many talents and have versatile skills around the barn. Some ladies choose to help clean tack, some lead horses in sessions and others prefer to work directly with our special-needs riders. Every single one of the volunteers is kind, compassionate and committed.

The much-needed funding provided by JLA also helps CHP meet its mission to empower riders of all abilities through life-changing relationships with horses. To ensure that these life-changing services are accessible to all people of all abilities, socioeconomic standing, ethnicity, race and faiths we offer scholarships. These scholarships would not be possible without the financial support JLA provides. JLA’s funding also supports programming for early childhood education and even generational poverty through our outreach visits that often serve at-risk children.

CHP is very fortunate to work with JLA because of the generous contributions the League makes beyond the major highlights of partnership funding and volunteerism. Offering Capacity Building sessions has added value to many nonprofit professionals through educational development. Their advancement directly influences the community because they are the individuals leading the execution of the mission. Additional services offered like Board Bank, done-in-a-day projects, and Handmade by JLA are also all wonderful assets made available to our organization. Chastain Horse Park cherishes our partnership with The Junior League of Atlanta, Inc."

- Kelcy Rainer, Therapeutic Program Director, Chastain Horse Park
JLA ADVOCATES
Representing a collective movement of over 3,000 empowered and informed women voters, JLA has a long legacy of its members working directly with local, regional and state governments to advocate on policies affecting our community impact areas, raising awareness, and building relationships with key stakeholders to advance change.

During 2017-2018, the JLA Public and Political Affairs Committee (PAC) was tasked with keeping our membership and the general public informed on non-partisan issues affecting women and children at risk and our focus areas of commercial sexual exploitation/human trafficking, early childhood education and generational poverty. We also encouraged our members to advocate for policies that improve the lives of women and children. Our advocacy efforts also include presenting advocacy breakfasts for business and community leaders to better understand our priorities, creating and promoting public awareness campaigns, and advocating for legislation.

The 2018 session saw the successful passage of three bills supported by the JLA:

- **HB 834** – JLA member Melissa Waller advocated in conjunction with YWCA of Greater Atlanta for passage to allow victims of domestic abuse to terminate leases without penalty to credit.
- **HB 273** – Mandatory Recess (K-5)
- **HB 673** – Distracted Driving

The annual JLA Capitol Day was held on February 20, 2018, connecting members with legislators and advocating for issues impacting women and children using our collective voice, representative of over 3,300 voting women. JLA member and State Representative Teri Anulewicz shared her leadership journey to the Legislature, and 15 female legislators inspired members on how we can all be everyday advocates and catalysts for change. JLA was recognized on the senate floor by Senator Elena Parent for our community impact and contributions to the Greater Atlanta community, and Rep. Anulewicz honored the JLA with the passage of House Resolution 1338 recognizing our impact and legacy.
Coalition Building
Leveraging our longstanding community partnerships with the city’s nonprofit agencies, JLA is advancing our community impact through coalition building. Focused on promoting education, addressing commercial sexual exploitation, and working to end generational poverty, JLA recognizes that this work depends on bringing the city’s key stakeholders together. One such effort is JLA’s participation in Learn4Life, a regional consortium that works to improve early childhood education in the Atlanta region through collaboration of school systems, local and regional stakeholders, to strategically allocate and direct resources in order to optimize the achievement-proven solutions.

JLA Opportunities Map
Recognizing that data-driven decision making is key to best serving the Atlanta community in 2017-2018, The Junior League of Atlanta, Inc. began a partnership with Neighborhood Nexus to map the current needs of Atlanta. By obtaining socioeconomic data and data on existing organizations, the JLA assessed current needs in low-income areas that overlay with the JLA’s community concerns of women and children at risk, generational poverty, early childhood education and commercial sexual exploitation. The resulting tool was an interactive online map. The tool showed NPU’s in the city of Atlanta, percent population in poverty, percent female households, and our placements and partners. Following the initial work in 2018, the JLA entered into a formalized contract with Neighborhood Nexus to expand the map to a more in-depth digital Assets & Opportunities map and continue to drive decision making around funding, community partners and service opportunities.

Georgia Pre-K Week
The JLA has drawn attention to the issue of education in our community since its founding in 1916 and is committed to positively affecting the future of our city by increasing awareness of the importance of early childhood education and advocating for quality early learning opportunities. In 2017-2018, members partnered with 11 early childhood education agencies, placing volunteers in direct service roles and donating more than 7,500 volunteer hours. In addition to the continued multi-year impact of our trained volunteers serving within early childhood education, The Junior League of Atlanta proudly sponsored the 2017 Georgia Pre-K Week. Coordinated by our partner Voices for Georgia’s Children, Georgia Pre-K Week raises awareness of the importance of quality early childhood education. Members volunteered throughout the city by reading at local pre-k programs, and JLA representatives had the opportunity to attend legislative readings and speak with elected officials on why the league prioritizes and supports quality early learning.

Supporting Atlanta’s Families: A Mayoral Forum
In one of the most contested metropolitan mayoral races in 2017, Atlanta saw itself facing a competitive and divisive race for mayor with a field of 14 qualified candidates. In spite of forums and debates being held throughout the city, the JLA recognized that the issues vital to child well-being and a healthy, vibrant community were not necessarily being discussed. This included poverty, education, affordable housing and jobs. The JLA partnered with the Georgia Early Education Alliance for Ready Students (GEEARS) and the United Way of Greater Atlanta to present a mayoral forum entitled “Supporting Atlanta’s Families.” The event welcomed over 600 attendees from the general public, and candidates partook in a constructive dialogue around the needs of the city. The forum demonstrated the important civic leadership role the JLA plays as a coalition builder and as a movement of women voters attune to the issues at hand.
JLA LEADS
The Junior League of Atlanta, Inc. prides itself on the contributions we make to the Greater Atlanta community through volunteer service, advocacy grants to nonprofit organizations, coalition building and the development of our members as civic leaders with the skills and competencies to improve our community.

Each year, we cultivate women as leaders who collectively address the critical needs of our community through formal and informal training, experiential practice, hands-on service and leadership. Members build relevant skills to strengthen their volunteer leadership, develop their advocacy abilities and gain content knowledge on issues affecting the Greater Atlanta community. Over 200 training opportunities were provided throughout the year in order to create a comprehensive experience for all members to effectively serve Atlanta. Moreover, through experiential learning, the women of our membership are given first-hand opportunities to be a part of improving our city through their individual and collective efforts.

Our community partners benefit from the dedication and expertise of our trained volunteers and our volunteers translate their League experiences into lifelong habits of service. As such, we are extraordinarily lucky to count among our volunteers nearly 1,800 sustaining members whose continued affiliation with our organization strengthens us in immeasurable ways. From mentoring Active members to serving on boards and leading nonprofit organizations through Atlanta, our Sustainers integrate voluntarism throughout many aspects of their lives.

Guided by our mission and focus areas, the JLA is a proud, thriving organization where every woman can realize her commitment to voluntarism in a way that is impactful and relevant to her and the community she serves.
The 4th Annual Women’s Leadership Forum presented by The Junior League of Atlanta, Inc. was held on March 6, 2018 at the Atlanta Convention Center at AmericasMart. Themed “The Power of a Woman’s Voice,” attendees were encouraged to use their knowledge, instincts and passion to speak up for what matters most, and apply that learning to all aspects of their lives – whether in the boardroom or the community.

Over 250 attendees representing a variety of professional and civic sectors attended the day of professional and personal development, hearing from community and business leaders on topics such as breaking the mold, finding balance, and leading transformation.

Joined by keynote speaker Veronika Scott, Founder and CEO of The Empowerment Plan, participants also shared in the inaugural Inspired Leadership Award presentation to Lucy Cusick, Executive Director of FOCUS + Fragile Kids. Cusick’s lasting message to attendees encouraged them to jump in and pick a project close to their heart that makes them excited to be involved. “It’s a wonderful feeling to focus—no pun intended—on someone else and to help someone in need.”
STRATEGIC PLANNING
Shaping the Future of The Junior League of Atlanta

The Junior League of Atlanta, Inc. is the third largest Junior League chapter in the world, serving as a model for thought leadership and success in training community volunteers. After an 11-month planning process with input of various community stakeholders, the JLA approved a five-year strategic plan that solidifies the organization’s relevancy in the Greater Atlanta community and advances its mission in its second century of service. It includes:

- An emphasis on community leadership and placement.
- JLA mission-relevant training which will support leadership of members.
- A place of prominence at the “community table” so that JLA members influence and contribute to community problem solving.
- A welcoming, inclusive JLA that is focused on relevance and results.
- A movement to measurement of outcomes, with outputs as benchmark metrics.

The JLA’s strategic plan is designed to support our members’ significant impact on the Greater Atlanta community, defining the JLA as the premier place for Atlanta women to serve, grow and lead. The plan outlines the attraction and retention of members; financial sustainability; and a revision of the structure to allow women leaders to balance the demands of their busy lives with their desires to make a meaningful difference in the world.
Funds raised through the following events contribute significantly to our ability to meet our mission of promoting voluntarism, developing the potential of women and transforming communities. The events not only raise awareness of the community, but they also offer the opportunity for the public to support the JLA’s mission.

The Little Black Dress Initiative

The Little Black Dress Initiative is an advocacy and fundraising campaign that raises community awareness on the prevalence of generational poverty in Georgia. Nearly 1.8 million Georgians cannot meet basic needs. The state ranks 6th in food insecurity and, in Atlanta, 38% of children live below the poverty line. For five consecutive days, JLA members wore the same black dress to illustrate the effects poverty can have on a woman’s access to resources, her confidence, and professional opportunities. By wearing a button that reads “Ask me About my Dress,” advocates invited dialogue among colleagues, friends, and strangers to raise awareness about generational poverty.

During the 2017 campaign, $108,667 was raised by more than 1,800 donors. This marked a 31% increase in dollars over the 2017 fiscal year. Funds raised through The Little Black Dress Initiative allow the JLA to dramatically improve our community through our partnerships with 100 community partners and provide our volunteers with leadership, training, and development opportunities. Since 2015, the JLA’s LBDI has raised over $300,000 to support our mission.

Shamrock ‘N Roll

Nearly 1500 runners celebrated 14 years of the Shamrock ‘N Roll Road Race on March 17, 2018. The Peachtree Road Race qualifier was held at Atlantic Station, with top support coming from Northside Hospital and Verizon Wireless. The event brought together runners, families and dogs for a fun-filled day with the 5k and 10k followed by a healthy lifestyle fair. Proceeds from the 14th Annual Shamrock ‘N Roll Road Race were used to financially aid projects and programs of the JLA’s area community partners and to train and educate JLA members for effective community service.

Tour of Kitchens

For over two decades, Tour of Kitchens has allowed foodies from across the city to get a behind the scene glimpse at some of the most artistically designed private kitchen in Atlanta. In its 21 years, Tour of Kitchens has raised more than $2 million in support of the JLA’s work in the community.
FINANCIALS
2017-2018 Finances

Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$406,983.00</td>
</tr>
<tr>
<td>Fundraisers (net)</td>
<td>$133,592.00</td>
</tr>
<tr>
<td>Contributions</td>
<td>$271,338.00</td>
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<tr>
<td>Interest</td>
<td>$104,441.00</td>
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<tr>
<td>Other</td>
<td>$57,067.00</td>
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<tr>
<td>Unrealized Gain on Investments</td>
<td>$313,580.00</td>
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</table>

Total Revenues                      $1,287,001.00

Expenses

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research, Training &amp; Education</td>
<td>$787,435</td>
</tr>
<tr>
<td>Community Programs</td>
<td>$193,733</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$252,925</td>
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</tbody>
</table>

Total Revenues                      $1,234,093.00
The Junior League of Atlanta, Inc. greatly appreciates the financial and in-kind donations from the following individuals and organizations. Their support enables the JLA to pursue its mission and improve the Greater Atlanta community. The following donor list represents those corporations, foundations and individuals who contributed to the JLA at mission supporter level ($100) or higher and through in-kind donations. JLA volunteers and friends whose cash donation totals $1,000 or more are members of the 1916 Society. These special donors are invited to exclusive thank you events in appreciation for their generosity. Proudly, in 2017-2018, over 20% of all JLA members donated to the Annual Fund.

We are especially grateful to the following 2017-2018 donors:

$10,000+
Emory University
Northside Hospital
Northwestern Mutual, Goodwin, Wright
Publix Super Market Charities
The Hellen Plummer Charitable Foundation, Inc.
Verizon Foundation

Community Transfer $5,000+
11Alive
City of Atlanta
Granite Telecommunications

President’s Circle $2,500 - $4,999
Atlanta Society of Finance & Investment Professionals
Kitty Bosio
Dekalb Tire & Automotive Service
Foundation for Public Broadcasting in Georgia
Amy Hindman
Meeky Hirst State Farm
Maggie McClatchey
Grayson Pratt
Elizabeth Redding Hogan
Leigh Strong

Isoline Campbell $1,000 - $2,499
Jennifer Alewine
Kathy Ashe
Barefoot Wine
Jane Batcheller
Sarah Batts
Jennifer Beaver
Kathy Cote
Jennifer Coxen
Victoria Cuesta
Winifred Davis
Patsy Dickerson
Yvette Dupree
Joy Dyess
Enterprise Holdings Foundation

Carolyn Fore
Carolyn Fowler
Christine Gibson
Andrea Goolsby
Radha Gumidyala
Guy T. Gunter, Jr. & Associates
Rebekah Henry Murphy
Amy Hindman
Heather Houston
Kelli KeB
Margaret Kreger
Barrett Krise
Amy Kuhmichel
Sally McDaniel
Ryan O’Neill
Marguerite Owens
Marisa Palandri
Holly Porter
Jenny Pruitt
Elizabeth Rose
Jennifer Rose
Susan Ruediger
Molly Salatich
Rani Shetti
Sara Simonds
Andrea N. Smith
Cara Snow
Dorothea Snowden
Charlotte Ros Terrell
Rani Shetti
Lizanne Stephenson
The Association of Junior Leagues International, Inc.
Macie Thompson
Lucy Vance
Tameeka Walker
Brooke Weinmann
Breanne West
Stephanie Wise
Terre Wynne
ZWJ Investment Counsel

Community Advocate $500 - $999
Atlanta Hawks & Philips Arena
Sandy Day
Courtney DiSalvo
Heather Hughes
Kajima Building & Design Group, Inc.
Amy Kane
Liz Loreti
Elizabeth Perry
Lezlie Renee’ Pipes
Shawna Poole
Kelly Read
Walter and Lillian Siben
Laura Smith

Volunteer Promoter $250 - $499
Ann Clark
Katherine Bennett
Bobbi Cleveland
Heather Cummings
Cassandra Frazier
Alison Gant
The GE Foundation
Laura Guerin
Elizabeth Jones
Sharon Klein
Joann Johnson
The Maribill Foundation, Inc.
Stacy Martin
Susan Sperduto
Stephanie Snyder
Chelsea Ulrich Tarnoff
Elizabeth Walters
West Stride
Stephanie Wise

Mission Supporter $100 - $249
Margaret Alabi
Natalie Alvarez
Allison Arsenault
Rebecca Barnes
William Barwick
Judy Bau
Nancy Beane
Kristin Bernhard
Gwynn Blount
Margaret Bruce
Kay Buckham
Frances Buckland
Ashley Byrd
Fabiola Charles Stokes
Cynthia Clanton
Erin Clarke
Barbara Cleveland
Nancy Connerat
Amelia Craver
Tracy Crump
Kristin Cuculovski
Mary Davis
Tolu Deitz
Bonnie Duberly
Kattia Easterly
Betty Edge
Brittney Ferren
Julie Fox
Vicky Frolich
Whitney Fuller
Alyson Funk
Gayle Gellerstedt
Mary-Frances Ginn
Malinda Hamby
Kyle Hamilton
Marie Hannon
Suzanne Harper
Jennifer Heffron
Elizabeth Henry
Cynthia Hines
Maria Hockett
Ginny Hodges McLendon
Kristen Hoyman
Kathryn Huffner
Holly Hunt
Alexa Huston
Alison Hutton
Chaundolyn Johnson
Madeline Keb
Kendra King
Nancy Kinzer
Julie Labbe
Katherine Lanham
Taylor Lavelle
Paige Levin
Katherine Lindley
Mary Maher
Kathryn Marcet
Leticia Mayfield
Abbie McBurnette
Amy McClain
Jennifer McNeil
Caroline Moise
Rhonda Moore
Naomi Orkin
Christy Overall
Molly Peterson
Robin Petruzielo
Alicia Philipp
Melissa Redmon
Cynthia Reid
Christina Robertson
Jennifer Rose
Karen Rose
Kimberly Rountree
Alexandra Seblatnigg
Rhonda Skwira
Carla Smith
Jeralyn Smith
Janet Stockslager
Stephanie Wise
Stephanie Snyder
Marty Stokes
Lauri Strauss
Genie Stringer
Lecy Tighe
Tower Beer and Wine
US Bank
Vandy Vail-Dickson
Laura Wagner
Melissa Waller
Elizabeth Walters
Grace Webster
Wendy White

Endowment Fund

$1,000+
Stacy Bree
Madelyn Kligora
Lori Nipp
Jane Smith
Lizanne Stephenson

$500 - $900
Kay Buckham
Terri Badour Duckett
Sandy Day
Lezlie Rene Pipes
Laura Smith

$100 - $250
Lillian Caudle
Alison Gaant
Joanne Michaels
Maria Hockett
Tracy Crump
Kristin Genc
Christine Baldwin
Robin Craig
Cynthia Clanton
Gayle Gellerstedt
Brenda Hall
Mary King
Sharon Quaintance
Christina Robertson
Marjorie Vaught
C-A Washington
In-Kind Donations

Aaptiv  
Agave  
Amanda Jewel Floral + Design  
American Haircuts  
Anis Café and Bistro  
Artmore Hotel  
ASW Distillery  
Athleta Atlantic Station  
Atlanta Botanical Gardens  
Atlanta CW69  
Atlanta Dog Spa  
Atlanta Falcons  
Atlanta Homes & Lifestyles Magazine  
Atlanta Movie Tours  
Aveda Salon  
Bai Antioxidant Drinks  
Barcelona Wine Bar  
Barefoot Wine & Bubbly  
Bark and Board  
Barking Hound Village  
Barre3 Druid Hills  
Barry’s Boot Camp  
BashBlok  
Batdorf & Bronson  
Beautiful Briny Sea  
Bell Kitchen & Bath Studios  
Belie de Jour Salon  
BLAST  
BLO  
BoccaLupo  
Broadway in Atlanta  
Buckhead Pet Pals  
Burke Connolly Irish Dance  
California Pizza Kitchen  
Callie’s Hot Little Biscuit  
Canoe  
Cardea Home  
Cason Photography  
Catch Air  
Chama Gaucha  
ChanElizabeth  
Charles Willis  
Charm Etiquette  
Cherry Blow Dry-Midtown  
Chick-Fil-A Herd  
Children’s Museum of Atlanta  
CHOA  
Cigartainment  
CineBistro  
Cirque Du Soleil-LUZIA  
City Dog Market  
City Winery  
CorePower Yoga  
CSI Kitchen & Bath  
CW  
CycleBar  
Dad’s Garage Theatre Company  
DeKalb Tire & Automotive Service  
Design Galleria Kitchen and Bath Studio  
Diptyque Paris  
DJ El3ct  
Dove Studio Design LLC  
DryBarDry  
Drybar Buckhead  
Eclipse 1 on 1  
Eclipse di Luna  
Einstein’s Bros  
El Taco  
ElectroBike  
Enewton  
Epic Events  
Fado Irish Pub  
Fast Signs – Sandy Springs  
FIT4MOM  
Fit9  
FLWR Creations  
FORME Studios  
Four Seasons Atlanta  
Frontgate  
Full CLassission ATL  
Garnish & Gather  
Genuine Pizza  
Georgetown Cupcakes  
Georgia Tech  
GO Kickball  
Good Measure Meals  
Goodr  
Gordon Biersch  
GPB Media  
Granite Telecommunications  
Grayson Pratt Interiors  
Guy Gunter Home  
Gym Guyz  
Gypsy Kitchen  
Hal’s Steakhouse  
Hammersmith Inc.  
Hannah Nails & Spa  
Happy Camper  
Hartsfield-Jackson International Airport  
Home Forge Remodeling LLC  
Honest Sport  
Honeysuckle Gelato  
Images by Nneka  
Impeccable Pig Boutique  
Infinity Yoga  
Insidesign, Inc.  
Karpaty Cabinets  
Kendra Scott  
KIND Bar  
King of Pops  
Kinnucan’s  
Lazy Guy Distillery  
Lenox Cupcakes  
Lilly Pulitzer  
Live! At the Battery  
Local Three  
Lovies  
Madewell  
Mandarin Oriental Atlanta  
Mast Custom Cabinets LLC  
Meeky Hirst State Farm  
Michael Jordon Homes  
Mountain High Outfitters  
Muchacho  
Neely & Chloe  
Nina Mclemore  
Noosa Yoghurt  
Northwestern Mutual, Goodwin, Wright  
Nothing Bundt Cakes  
Omni Atlanta CNN Center  
Omni Hotels  
Orange Theory Fitness  
Pamper Perfect Mobile Spa  
Paper Source Buckhead  
Park Tavern  
Paw Patrol Live  
Peach and the Pork Chop  
Pepsi  
Piastra  
Piedmont Park  
Pike Nurseries  
Pink Barre  
Princi Italia  
Publix Super Markets Charities  
Puppy Haven Brookhaven  
Pure Barre Atlanta – Westside  
Pure Barre Virginia-Highlands  
RAO Design Studio, Inc.  
Reynolds Lake Oconee  
Riquetian + Rothman  
Run Baby Run  
Sculpted Contours  
Sensations TheraFun Play Pass  
Shake Shack  
Silver Smiles Orthodontics  
Sizzling Peach  
Skyzone Roswell  
Solo City Fitness  
Sonder & Holiday  
Southern Gentleman  
Southern Pedaler  
Spanx  
Spirit: Riding Free  
Stellar Bodies  
Steve McKenzie  
Stout Brothers  
Strasburg Children  
Sub-Zero & Wolf Appliances  
Sun in my Belly  
Swoozies  
Tessa Marie Studios  
The Fox Theatre  
The Fresh Market  
The Ritz-Carlton Atlanta  
The Rock Ranch  
Tiff’s Treats  
Tito’s Vodka  
Toss Designs  
Tower Liquor  
Trolls: The Beat Goes On  
True Speed Photo  
Vein Innovations  
Verizon  
Vibe Ride  
Von Maur  
W Hotel Midtown  
Wallace Graphics  
West Stride  
Whiskies of the World Atlanta  
White Salon and Spa  
Whitehall Tavern  
Willy’s Mexicana Grill  
World of Coca-Cola  
Yonah Mountain Vineyards