

# THE JUNIOR LEAGUE OF ATLANTA, INC.

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2017 - 2018 ANNUAL REPORT



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# Our Mission, Vision and 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.

## 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.

THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL, INC.

The Junior League of Atlanta, Inc. (JLA) is a member of The Association of Junior Leagues International, Inc. (AJLI), an international network of 291 Leagues comprised of over 150,000 women in the United States, Canada, Mexico, and Great Britain. The Junior League has evolved into one of the oldest, largest, and most effective women's volunteer organizations in the world. AJLI is a nonprofit organization that provides consultation, information, resources and valuable training opportunities to League members so that every League continues to be a vital force in its community.

# Letter from the President



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,

A handwritten signature in black ink that reads "Rebekah Henry Murphy". The signature is written in a cursive, flowing style.

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 Gumidyala**, *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*



# 2017-2018 Community Advisory Board

**Bobbi Cleveland**

*Chair, Executive Director, Tull Foundation*

**Kim Anderson**

*Community Leader*

**Kathy Ashe**

*Former Representative, Georgia House of Representatives*

**Mendal Bouknight**

*Vice President, Philanthropy, Community Foundation for Greater Atlanta*

**John Deushane**

*President & General Manager, WXIA/WATL (11 Alive)*

**Ron Frieson**

*President, Children's Healthcare of Atlanta, Foundation*

**Yvette Johnson Hagins**

*Chief Executive Officer, Whitefoord Community Program*

**Milton Little**

*President, United Way of Greater Atlanta*

**Kari Love**

*Chief Executive Officer, Atlanta Women's Foundation*

**Wonya Lucas**

*Chief Executive Officer, Public Broadcasting Atlanta*

**John O'Kane**

*Georgia State University*

**Erica Fener Stikoff**

*Executive Director, Voice for Georgia's Children*

**Kyle Waide**

*President & CEO, Atlanta Community Food Bank*

**Rachel Wasserman**

*Executive Director, Jewish Women's Fund of Atlanta*

**Comer Yates**

*Executive Director, Atlanta Speech School*

**Rebekah Henry Murphy**

*President, The Junior League of Atlanta, Inc.*

**Carla C. Smith**

*President-Elect, The Junior League of Atlanta, Inc.*

**Staff:**

**Sharon Klein**, *Director of Support Services*

**Adrienne Madkins**, *Information & Technology*

**Cathy Ottley**, *Fund Development Coordinator*

**Debbie Ragen**, *Administrator*

**Susanne Toenes**, *Accountant*

**Eva Cooke**, *Night Administrator*

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.

# JLA IMPACTS



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.



30 Community Placements



**ATLANTA**

100 Community Partners

# Donor-Advised Fund

## \$40,000

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.

# CAPN Clinics

*Community Advanced Practice Nurses, Inc.*



## Year 1 - \$344,000

*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.*

### 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

**\$36,114**

### Agape

13 Volunteers

Impact Area: *Generational Poverty*

\$5,000

### Atlanta Botanical Gardens

35 Volunteers

Impact Area: *Early Childhood Education*

\$1,625

### Atlanta Speech School

6 Volunteers

Impact Area: *Early Childhood Education*

\$1,500

### Center for Puppetry Arts

7 Volunteers

Impact Area: *Early Childhood Education*

\$4,000

### Center for the Visually Impaired

7 Volunteers

Impact Area: *Early Childhood Education*

\$3,500

### Everybody Wins!

9 Volunteers

Impact Area: *Early Childhood Education*

\$4,800

### Georgia Radio Reading Service (GaRRS)

9 Volunteers

Impact Area: *Early Childhood Education*

\$2,000

### Girl Scouts of Greater Atlanta

14 Volunteers

Impact Area: *Early Childhood Education*

\$2,500

### Literacy Action

9 Volunteers

Impact Area: *Early Childhood Education*

\$5,000

### Zoo Atlanta

13 Volunteers

\$6,189

## AT-RISK

**\$72,875**

### Atlanta Community Food Bank

30 Volunteers

Impact Area: *Generational Poverty*

\$7,500

### Atlanta Mission

15 Volunteers

Impact Area: *Generational Poverty*

\$5,000

### Chastain Therapeutic Riding Program

28 Volunteers

\$10,000

### Estrellitas

10 Volunteers

Impact Area: *Generational Poverty*

\$5,200

### Girls on the Run

3 Volunteers

Impact Area: *Generational Poverty*

\$2,000

### Kate's Club

24 Volunteers

\$8,000

### Meals on Wheels

14 Volunteers

Impact Area: *Generational Poverty*

\$3,200

# 2017-2018 Community Placements

Open Hand 12 Volunteers Impact Area: <i>Generational Poverty</i>	\$20,000
Our House 7 Volunteers Impact Area: <i>Early Childhood Education</i>	\$3,500
Partnership Against Domestic Violence 12 Volunteers Impact Area: <i>Generational Poverty</i>	\$2,750
Rainbows 10 Volunteers	\$3,000
Wellspring Living 16 Volunteers Impact Area: <i>Commercial Sexual Exploitation/ Human Trafficking</i>	\$2,725

## HEALTH \$37,400

Grady Healthcare 28 Volunteers Impact Area: <i>Generational Poverty</i>	\$6,400
Hospice Atlanta/Visiting Nurses Health System 11 Volunteers	\$16,000
Ronald McDonald - Egleston 30 Volunteers Impact Area: <i>Generational Poverty</i>	\$7,500
Ronald McDonald - Scottish Rite 38 Volunteers Impact Area: <i>Generational Poverty</i>	\$7,500

## JLA-SPONSORED COMMUNITY PROJECTS \$26,421

Community Sampler 29 Volunteers	\$3,021
Handmade by JLA 17 Volunteers	\$12,000
Journey to Literacy 27 Volunteers Impact Area: <i>Early Childhood Education</i>	\$9,000
Kids in the Kitchen 25 Volunteers Impact Area: <i>Early Childhood Education</i>	\$2,400

## 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*





# Community Partner Spotlight

## 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.

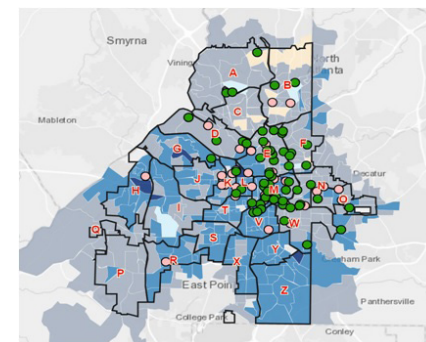


## Coalition Building

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.









# Women's Leadership Forum

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.

# 2017-2018 Fundraisers

*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

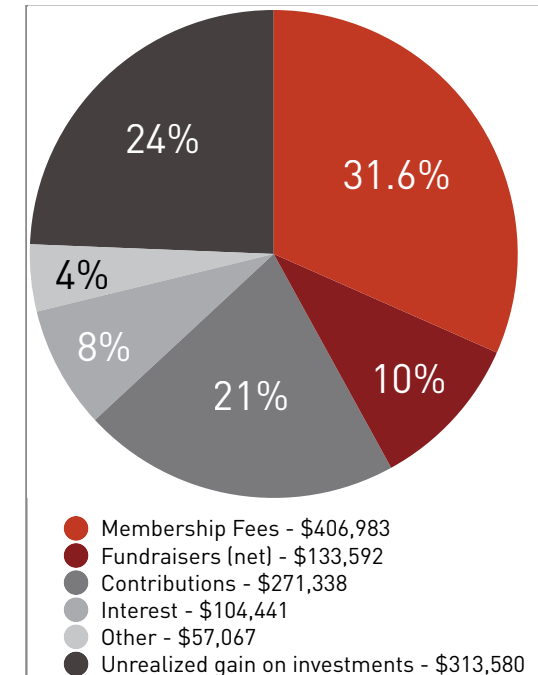
# 2017-2018 Finances

## Revenues

Membership Fees	\$406,983.00
Fundraisers (net)	\$133,592.00
Contributions	\$271,338.00
Interest	\$104,441.00
Other	\$57,067.00
Unrealized Gain on Investments	\$313,580.00

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**Total Revenues** **\$1,287,001.00**

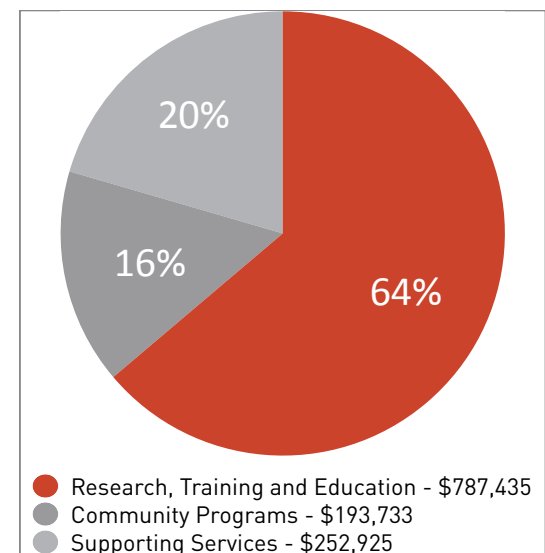


## Expenses

Research, Training & Education	\$787,435
Community Programs	\$193,733
Supporting Services	\$252,925

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**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 Gumidyal  
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 Portier  
Jenny Pruitt  
Elizabeth Rose  
Jennifer Rose  
Susan Ruediger  
Molly Salatch  
Rani Shetti  
Sara Simonds  
Andrea N. Smith  
Cara Snow  
Dorothy Snowden  
Charlotte Ros Terrell  
Rani Shetti  
Lizanne Stephenson  
Sub-Zero & Wolf Appliances  
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 Spurduto  
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 Dubberly  
 Kattia Easterly  
 Betty Edge  
 Brittney Ferren  
 Julie Fox  
 Vicky Frolich  
 Whitney Fuller  
 Allyson 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



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  
 Belle de Jour Salon  
 BLAST  
 Blo Blow Dry Bar  
 Blo Salon Atlanta  
 BNY Mellon  
 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  
 DreamDry  
 Drybar Buckhead  
 Eclipse 1 on 1  
 Eclipse di Luna  
 Einsteins 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 Commission 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.  
 Hammond 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  
 Rothman + Rothman  
 Run Baby Run  
 Sculpted Contours  
 Sensations TheraFun Play Pass  
 Shake Shack  
 Silver Smiles Orthodontics  
 Sizzling Peach  
 Skyzone Roswell  
 Solocity Fitness  
 Sonder & Holliday

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



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