



SERVING THE ATLANTA COMMUNITY SINCE 1916

# WOMEN POWERED. MISSION DRIVEN.

2024 | 2025



## CHELSEA ULRICH TARNOFF

PRESIDENT, 108<sup>TH</sup> YEAR  
THE JUNIOR LEAGUE OF ATLANTA  
2024 | 2025

### Dear Partners and Friends,

Thank you for your interest in partnering with the Junior League of Atlanta, Inc. (JLA). As an active member of JLA for 10 years, I see firsthand the impact our collective service makes in the Atlanta community. Our vision 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.

At the Junior League of Atlanta, we believe women and children in communities disproportionately affected by social and economic inequities are resilient and resourceful. We believe that ALL women and children should be self-determined and have agency over their lives. And we believe that community involvement - OUR community involvement - will make the largest impact.

Our 2,000 members are relevant and modern women, who stand at the forefront of tackling the most pressing community issues affecting women and children. This past year alone, we invested over 40,000 volunteer hours, valued at \$1.2 Million into the Atlanta community, and provided over \$100,000 in funding to support our work with our community partners.

The inequities that women and children face in the City of Atlanta continue to persist and we recognize - perhaps now more than ever - the importance of committed, trained volunteer leaders. We remain steadfast in our mission to train our volunteers to effectively serve our partners, to understand the critical issues that face our community, and to develop the next generation of community leaders who will make

the largest community impact. We are committed to collaboration with agencies and partners who are on the ground and will continue our efforts alongside them to reach our collective goal of empowering women and children to be self-determined, no matter their neighborhood.

Accomplishing this goal is not possible without the support of our invaluable partners, dedicated donors, and passionate advocates and friends. I invite you to learn more about the Junior League of Atlanta and our 108 years of empowering women to transform the Atlanta community. We look forward to working together to meet the needs of our beloved city.

A handwritten signature in black ink, appearing to read 'Chelsea Tarnoff', written in a cursive style.

# THE JUNIOR LEAGUE OF ATLANTA | WHO WE ARE AND HOW WE SERVE

## Our Mission

The Junior League of Atlanta, Inc. (JLA) is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

## Our Vision

We strive to be a catalyst for community change by empowering women who are passionately focused on the health, education, and welfare of women and children.

**We believe our **community involvement** will make the **largest impact**. To do this we:**

- Actively educate our membership regarding pertinent community issues.
- Train our volunteers with the goal of developing community leaders who make the largest community impact.
- Collaborate with other agencies sharing our goal of empowering women and children to be self-determined.

## JLA BY THE NUMBERS



● Provisionals ● Sustainers ● Actives

**47,600**

hours volunteered in the community

**1.5 MILLION**

amount of dollars agencies save by using JLA volunteers

## COMMUNITY PLACEMENTS WE SERVE

We work together with these agencies to meet our mutual goals through regular volunteer opportunities with a dedicated team of JLA members.



## SIGNATURE PROJECTS

### Journey to Literacy

Journey to Literacy helps raise awareness within the community on the importance of early childhood education and teach parents effective methods to develop and increase early literacy skills.

### Handmade by JLA

Handmade by JLA volunteers work throughout the year to handcraft or assemble a variety of items to provide aid, comfort, and happiness to clients of our community partners.

### JLA Advocacy

For over a century, JLA has served as a powerful advocate for women and children in the city of Atlanta. Guided by our public stands, a series of affirmative position statements that provide a framework for the League's advocacy, JLA members monitor and support relevant legislation, serve on city-wide Coalitions, and research critical community needs.

# FUNDRAISING EVENTS 2024 | 2025

Join us at our fundraising events! Completely volunteer-led, JLA's fundraising events deliver unique opportunities for volunteers to develop new skills in nonprofit fundraising and project management, while raising critical funds for our training and community programs. Read more about each event and how you can partner with us to sponsor one or more!

## Fall 2024 | Literacy Walk

The fourth annual Literacy Walk is a family-friendly event that encourages participants of all ages to go the extra mile for literacy. This community focused event will allow adults and children to learn about local efforts and ways to get involved with organizations promoting the importance of literacy.



## Spring 2025 | Toast of Atlanta

Toast of Atlanta is a festive and fun night out! Featuring a DJ, this event highlights the local food scene. We will have a live and silent auction with access to bid on exclusive items, trips, and packages!



## Winter 2024 | Little Black Dress Initiative

The Little Black Dress Initiative "LBDI" is an awareness and fundraising campaign where JLA members wear the same black dress for a week. Participants are encouraged to harness the power of social media and their networks to share relevant data on the reality that generational poverty places on choices, opportunities, and access to resources for women and children in Atlanta, and while soliciting donations for the JLA on individual fundraising pages.



## Spring 2025 | Spirit of Voluntarism Luncheon

The Spirit of Voluntarism Luncheon will feature a keynote speaker to inspire women on the power of voluntarism. JLA will honor external partners and members with awards, and disperse the annual gift to a local nonprofit through our Donor Advised Fund.



Do you want to sponsor one or more of these events? Donate space, auction items, food & beverage, samples or swag? Reach out to [sponsorship@jlatlanta.org](mailto:sponsorship@jlatlanta.org) !

# MEMBERSHIP AND TRAINING EVENTS 2024 | 2025

Throughout the year, JLA hosts events for our members and the community, such as training opportunities, advocacy, or membership events. There are numerous ways to partner with us at any number of these events! In addition to the Sponsorship Levels outlined on the next page, we are looking for partners to offer food & beverage, in-kind meeting and event spaces, samples and swag, and additional items that allow your brand to be in front of our members!

## TRAINING

- **General Membership Meetings** - September 2024 | February 2025 | May 2025  
More than 300 members gather together at our General Membership Meetings hear about the state of JLA and listen to inspiring speakers.
- **Junior League of Atlanta Leadership Institute (JLALI)**  
We offer certificate courses in critical volunteer skills that more than 100+ of our members participate in annually.
- **Provisional Bus Tour**  
Our newest members participate in the beloved Bus Tour, where they visit community partner locations across the city to learn more about our work and see the impact firsthand of where they will be serving.

## ADVOCACY

- **Candidate Forum** - Fall 2024  
With important elections approaching, our Political Affairs Committee will host a candidate forum focused on issues impacting literacy.
- **Capitol Day** - March 2025  
For years, JLA members have come together to directly advocate for legislation that supports women and children by visiting the state Capitol and speaking with legislators.

## MEMBERSHIP

- **Open Houses** - Monthly  
We host monthly Open Houses to share the JLA story and encourage women to join us as members.
- **Individual Donor Appreciation Events**  
Throughout the year we seek to thank our top donors through special events or gifts honoring them.
- **Membership Events**  
We seek to provide special events that our members will appreciate to forge social connections and access to exclusive opportunities.
- **Sustainer Events** - Sustainer Soiree, Fall 2024 | Sustainer Luncheon, Winter 2025  
More than 1,000 of our members are considered “Sustainers” who sustain the organization with their support and no longer have membership requirements. These women gather for special events throughout the year.

# JLA SPONSORSHIP LEVELS 2024 | 2025

	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000	\$50,000
Recognition in annual report	•	•	•	•	•	•	•
Logo placed on sponsor webpage	•	•	•	•	•	•	•
Recognition in newsletter and email	•	•	•	•	•	•	•
Access to all JLA social media outlets	•	•	•	•	•	•	•
Website Link on JLA webpage		•	•	•	•	•	•
Custom social media post		•	•	•	•	•	•
Sponsor Spotlight in JLA Member Email			•	•	•	•	•
Promotional table at one GMM			•	•	•	•	•
Sponsored lounge area at event			•	•	•	•	•
JLA Instagram takeover				•	•	•	•
Service Day coverage with employee volunteer opportunity				•	•	•	•
Inclusion in JLA sponsor release				•	•	•	•
Opportunity to present at GMM				•	•	•	•
4 tickets to chosen event(s)				•	•	•	•
Opportunity to host JLA Training workshop for members				•	•	•	•
6 tickets to chosen event(s)					•	•	•
Presenting sponsor of JLA GMM					•	•	•
10 tickets to chosen event(s)						•	•
Logo Advertisement at GMM(s)						•	•
Custom event for your company and for our members						•	•
Title Sponsor for event of choice						•	•
Full year as designated partner of JLA							•



## CONTACT INFORMATION

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## SCAN TO LEARN MORE

