



JUNIOR LEAGUE OF  
**PHOENIX**

**YEAR IN**

**REVIEW**

**JLP Member**

**Communications &  
Marketing Committee**

# FUNDRAISING

## Little Black Dress



The Little Black Dress Initiative (LBDI) is an exciting new Junior League of Phoenix fundraising campaign that seeks to raise community awareness of poverty in Arizona. During October of 2017, participating JLP members wore the same little black dress for five consecutive days. This illustrated the effects poverty can have on women's access to resources, confidence, and professional opportunities. The dress served as a visual representation of the lack of choices for families living in poverty.

During LBDI week, JLP member used their social media platforms to bring awareness to the issue and raise money for JLP community programs. The response was overwhelming and in one week, JLP raised more than \$23,000. With the money we were able to support United Way Ending Hunger in the Classroom which provides breakfast in the classroom and weekend hunger backpacks for low income children.



Another successful Rummage Sale in the books for the Junior League of Phoenix! Rummage had 3,500 attendees and raised \$125,000. JLP members and guests worked a total of 2,305 hours. Members blew off steam, partying on Bourbon Street at the annual New Orleans-themed Pre-party before working hard at the sale all weekend. Proceeds from Rummage benefit our local community programs and trainings sponsored by the JLP.



The fifth annual Touch-A-Truck was held at a beautiful, grassy new location in Desert Ridge. It was a BIG hit, and the event raised almost \$18,000 for our community programs. This year, the first hour was "horn free" to accommodate noise-sensitive children. Attendees enjoyed the photo booth, which was the provisional activity, as well as mascots and a wide variety of trucks, emergency response vehicles, and food trucks. The Birthday Zone was a huge success and featured private tents with personalized banners. The event was attended by many families in the area and everyone appeared to have a great time!

# HEALTHY ARIZONA

Kids in the Kitchen is one of the many committees that works with the community to drive the JLP focus of Building a Healthy Arizona. Kids in the Kitchen has a long-standing partnership with the Boys and Girls Club of Guadalupe, located in one of the most impoverished neighborhoods in the Phoenix metro area. This year, once a month, the members of Kids in the Kitchen hosted lessons at the Boys and Girls Club to teach elementary-aged children how to make healthy choices by reading nutrition labels and eating balanced meals. The lessons incorporated fun activities to keep them engaged, and at the end of each lesson, children were provided a healthy snack that encompassed the key learning points from the lesson. KITK also attended many other outreach events like Touch A Truck, Healthfest, and Sandfest to further expand health education to the local community.



## Halle Heart


It is exciting to see how far the Kids Cook with Heart program at the Halle Heart Children's museum has developed this year. The program taught more than 90 children how to read and follow a recipe, as well as how to measure, pickle, chop, and chiffonade. The classes were led by chefs (including Chef Ellen Straine of the Farm at South Mountain), and allowed the children to prepare a meal on their own for the first time. With the help of JLP volunteers, the children also learned facts about nutrition and exercise; showing a 15% increase in the children's pre/post quiz scores for the year. We also held scavenger units throughout the museum, video game Olympics, hula hoop games, relay races and exercise dice to round out the fun!

# COMMUNITY



This year, JLP's ROCKETS program empowered 41 teachers to bring science into their classrooms at the annual Teacher Launch event. This event provides continuing education hours for teachers.

JLP Members logged 250 Volunteer Hours with the Children's Museum and booth events throughout the year, impacting children in our community through science and a passion for learning.



**HEALTH  
FEST**  
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This year Healthfest was located on the spacious grassy quad of Gateway Community College. It was a family friendly event that provided amazing FREE health opportunities for the Phoenix community. The event provided prenatal ultrasounds, respiratory and pancreatic screenings and dental health and biometric screenings. Numerous vaccines were available for children, as well as free yoga classes and health kits for every attendee. There was time for fun as well with a bounce house, a raffle, and a Phoenix Coyotes and Phoenix Rising booth. The event provided 15 ultrasounds, 20 blood donations, 36 child and 73 adult dental screenings, 23 fire department vaccinations, 26 health screenings and 6 pulmonary rehab screenings.

# MEMBERSHIP

## Provisionals



This year, JLP Provisionals developed friendships, impacted community and celebrated the personal growth they achieved in their first year in the Junior League. The provisionals aimed at owning their paths and focused on why they joined the Junior League; how to reach their goals using trainings, events and experiences; and developing pathways to leadership. They had opportunities to delve into the JLP by attending amazing Super Saturdays that included trolley rides to non profits in Phoenix, provisional community night, a holiday cookie exchange and a fun summer social. Over 80% of the class graduated this year, the highest percent retention in years! There were 124 total graduates, and 9 of those members will jump into leadership roles as first year actives! This couldn't have been possible without the provisional advisors who handled their roles with compassion and class. Kudos to Amy Dillon, Debbie Posniack, Lauren Dunning, Liz Goldstein, Megan May, Lindsey Lindly, Juliann Arnold, Melinda March, Rachael Brandon, Chrissy Henderson, Jessica Gabry, Melissa Volkmer, Shannon Larson, Kerstin Harper, Katie Lee, Kate Longley, and, of course, Jessica Eldridge!

*only one person  
can truly fill you up,  
make you whole and  
yes, darling,  
it's you.*

*-MARIAN MELLEN,  
@THEZENBIRD*

## Member Training

This year, Member Training offered 75+ Member In-Homes in November and April.

They also continued our incredible development of women through JLP 360, Chair/Vice Chair training, and much more!

## JLP Toastmasters

Winning awards all year long, our JLP Toastmasters group continue to inspire members to grow and develop with bi-monthly meetings.





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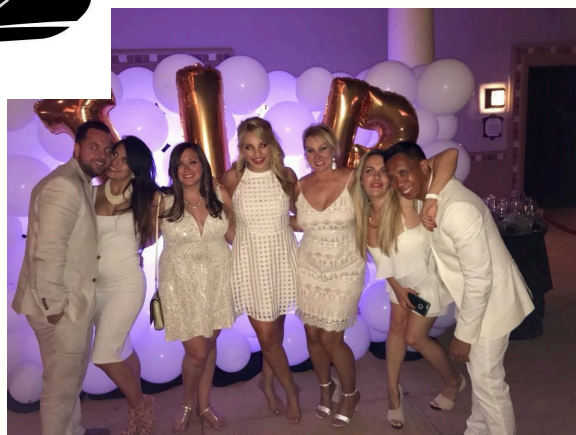
**FUN!**

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*White Party*

SINCE 2013

The 5th annual White party was held on Saturday, April 28th at the beautiful Scottsdale Resort at McCormick Ranch. Junior League members and their guests dressed to the nines in all white ensembles. Attendees mingled while enjoying delicious hors d'oeuvres and cocktails. Members showed off their goofy sides in the photo booth and on the dance floor. The weather was perfect and with the fedoras and the vintage cars displayed, some would say it really felt like we were in Havana!



## Special Events

In addition to LBDI, JLP's Special Events Committee raised over \$8,000 through hosting events like the first Neiman Marcus Beauty Bash, JLP's first fundraising mixer with the Phoenix 20/30s Club, the annual Kendra Scott Winter Launch Party, and a shopping event at the Fairmont Princess.





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A Stronger Community  
**TOGETHER**

Quicken Loans invests in the people and organizations  
that support and drive change in our city.

***Quicken Loans***

# OUR DONORS

VISIONARY (10,000+/20,000+ IN-KIND)



LEADER (5,000+/10,000+ IN-KIND)



*Sheila McLeod*

PARTNER (2,500+/5,000+ IN-KIND)



ADVOCATE (1,000+/2,000+ IN-KIND)





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