



JUNIOR LEAGUE OF
PHOENIX

2017-2018

YEAR IN

REVIEW

**JLP Member
Communications &
Marketing Committee**



JUNIOR LEAGUE OF
PHOENIX

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 members 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 raised we are able to support our mission of developing the potential of women and improving the community through the effective action and leadership of trained volunteers.



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 that week preparing for sale day. That Friday night, members blew off steam, partying on Bourbon Street at the New Orleans-themed Pre-party before working hard at the all-day sale on Saturday. 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 and mission. This year, the first hour was "horns-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!



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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 the Kids in the Kitchen committee 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 The Children's Museum of Phoenix's 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!



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HEALTHY ARIZONA

A new partnership with the United Way, Ending Hunger in the Classroom, provides over 4,700 students in nine Valley schools with a healthy nutritious breakfast delivered right to the classroom. Investments in programs like Breakfast in the Classroom, increase student participation rates by moving the most important meal of the day from the cafeteria to the classroom. Shifting the model to the classroom increases participation, decreases negative classroom behavior due to hunger pains, helps teachers focus on instruction, removes the stigma of poverty that comes from going to the cafeteria, and lets kids play with friends in the morning.



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 75 adult dental screenings, 23 fire department vaccinations for 17 patients, 26 health screenings and 6 pulmonary rehab screenings.

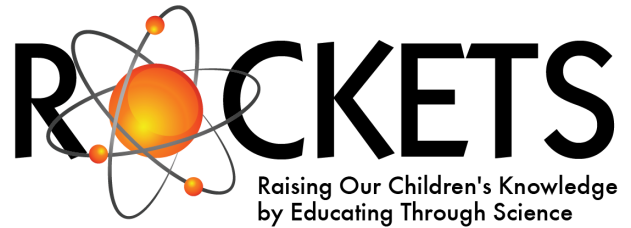


JUNIOR LEAGUE OF
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COMMUNITY

This year, JLP's R.O.C.K.E.T.S. 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 of Phoenix and booth events throughout the year, impacting children in our community through science and a passion for learning.



Community Impact

Community Partnerships

ASU Art Museum
Free Arts for Abused Children of AZ
Assistance League of Phoenix: Operation School Bell
Feed My Starving Children
Ben's Bells
St. Mary's Food Bank
Homeward Bound
American Red Cross
Ronald McDonald House
Andre House
Children's Museum of Phoenix
Dress for Success
St. Vincent De Paul
Phoenix Zoo
Phoenix Day
UMOM
Desert Botanical Garden
Hope & A Future
Ryan House



JLP Community Impact projects are volunteer-led, one-day projects that support an urgent need in our community.

Done in a Night Recipients

September - Ryan House
October - UMOM
November - Homeward Bound
February - The Bra Recyclers
March - Free Arts for Abused Children of AZ
April - Phoenix Rescue Mission
May - Treasures 4 Teachers



JUNIOR LEAGUE OF PHOENIX

MEMBERSHIP

Provisionals



This year, JLP Provisionals developed friendships, impacted the 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 learn about the JLP by attending amazing Super Saturdays that included trolley rides to see first-hand the impact we have made in the Phoenix community. They also attended a 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 trainings 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 continue to inspire members to grow and develop with bi-monthly meetings.





JUNIOR LEAGUE OF PHOENIX

FUN!



JUNIOR LEAGUE OF
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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 mix and mingled while enjoying delicious hors d'oeuvres and cocktails and raised \$38,000 to support our mission! 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.





JUNIOR LEAGUE OF
PHOENIX



A Stronger Community
TOGETHER

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

Quicken Loans





JUNIOR LEAGUE OF PHOENIX

Founded in 1935

84 years

MISSION

Our Mission: The Junior League of Phoenix 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.

FOCUS AREA

All people in Phoenix should have access to healthy food and to the information that can help them improve their families' health. The Junior League of Phoenix is Building a Healthy Arizona with programs addressing: (1) food insecurity/food access; and (2) nutrition and obesity.

MEMBERS

1,008

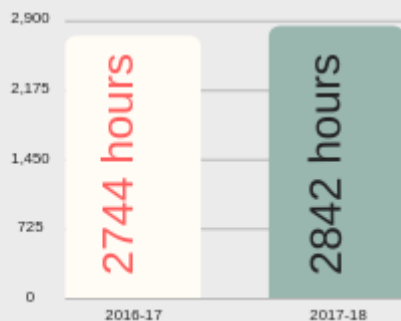
TRAINING

2017-18	
Sustainer	531
Active	329
Provisional	148



- 26 New Chairs/Vice-Chairs trained to take on new leadership responsibilities
- 60 Members attended JLP 360 Leadership Training
- 75+"in-home" trainings were hosted by members and community leaders

COMMUNITY IMPACT



2017-18 HIGHLIGHTS

- Little Black Dress Initiative - Launched in October 2017, participating JLP members wore the same little black dress for five consecutive days to illustrate the effects poverty can have on a woman's access to resources, confidence, and professional opportunities. JLP members raised more than \$23,000 for our community programs and mission.
- Healthfest - In its second year, Healthfest provided 181 screenings to over 100 children and adults in attendance.
- Rummage - Provided over 40 free mammograms to attendees while celebrating the 81st year of this spectacular event.
- Member retention - 81% of our active members paid dues for 2018-2019 league year and 96% of our graduating provisional class are moving into their 1st active JLP year.

COMMUNITY PROGRAMS

5

Signature Programs

- Kids in the Kitchen - 400 children & adults impacted through 9 events with 50 JLP volunteers
- R.O.C.K.E.T.S - JLP volunteers gave 250 hours through the Children's Museum events and booths. 41 teachers served at Teacher Launch to bring science into their classrooms
- Healthfest - 20 blood donations, 15 ultrasounds, 36 child & 75 adult dental screenings, 23 vaccinations, 26 MIHS screenings, 6 pulmonary rehab screenings

New Community Partner Programs

- United Way's Ending Hunger in the Classroom - with \$10,000 per year in funding, 9 schools will be served and 4,725 students will receive breakfast in the classroom
- Halle Heart Children's Museum: Kids Cook with Heart - 10 classes, 91 students served by 70 JLP volunteers

FINANCE DEVELOPMENT



\$18,000+



\$23,256.50



\$125,000

\$38,000



OUR DONORS

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



TWO MEN AND A TRUCK®
"Movers Who Care.®"
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LEADER (5,000+/10,000+ IN-KIND)



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