

JUNIOR LEAGUE OF PHOENIX

8
5

YEAR IN
REVIEW

2019-2020

CONTENTS

03 HEALTHY ARIZONA

Kids in the Kitchen
Phoenix Food Day/HealthFest

04-05 COMMUNITY

R.O.C.K.E.T.S. Teacher: Launch & Events
Community Impact Partnerships

06-07 ADMIN

PR&D
Logistics
Board of Directors

08-12 MEMBERSHIP/ TRAINING

Southwest Exchange
Active Advisors
Member Appreciation
Provisionals
Member Training
Placement Committee
Community Leadership & Outreach
Public Affairs
Sustainers
JLP Toastmasters

13 85TH ANNIVERSARY CELEBRATION

14 FUN!

Special Events
Donor Relations

15 FUNDRAISING

Rummage Sale
Touch-A-Truck

16 COMMUNICATIONS

17 PHOTOS

18 ABOUT JLP

19-21 DONORS



JUNIOR LEAGUE OF
PHOENIX

KIDS IN THE KITCHEN

Kids in the Kitchen had a very successful partnership with Homeward Bound this year. The committee taught 5 lessons to 25 children (per lesson), with children ranging from 5-12 years of age. A nutritional lesson, physical activities, snack, and goody bag were provided to each child. The highlight for the attendees was trying new foods, such as hummus! In addition, KITK had our first Fall Fest with the Homeward Bound children and their families. We had dinner, activities, and a nutritionist (thanks Deborah Stewart Weaver!). Families were also provided kitchen utensils to help them be successful in their own kitchens!



PHOENIX FOOD DAY & HEALTHFEST

On Oct. 26, 2020, Junior League of Phoenix and The City of Phoenix joined forces to create the city's largest free health and wellness event. This natural partnership brought a combination of food and health demos, wellness events, and medical services. There were lots of giveaways, cooking demos, mascots, interactive performances, and the famous "Apple Crunch." This event had special participants including the Phoenix Mayor, the GCU mascot, and many more!





R.O.C.K.E.T.S. TEACHER LAUNCH

At our 9th Annual Teacher Launch, JLP hosted 109 educators for our first full-day seminar. Attendees included both teachers and administrators. The seminar brings science, math, and reading skills to an estimated 1,000+ children per year – making a lasting impact on student's education for years to come.

This event was made possible by a generous grant from the JLP Foundation, 237 DIAN items from our October GMM, JLP volunteers, committee members who secured raffle prizes and helped in planning, and the CREATE team from the Arizona Science Center.



R.O.C.K.E.T.S. EVENTS

This year, ROCKETS Events participated in First Fridays at The Children's Museum of Phoenix where the committee provided STEM activities for school-aged children. ROCKETS also hosted booths at Touch-A-Truck and Healthfest and partnered with the Kyrene School District for a Pumpkin STEAM Fest event. It was an amazing year with an awesome and committed committee who brought knowledge, enthusiasm, and fun to each event!



COMMUNITY IMPACT PARTNERSHIPS

- ASU Art Museum
- Free Arts for Abused Children of AZ
- Assistance League of Phoenix: Operation School Bell
- Ben's Bells
- St. Mary's Food Bank
- Homeward Bound
- Children's Museum of Phoenix
- Phoenix Zoo
- UMOM
- Desert Botanical Garden
- Hope & A Future
- Social Spin
- CREATE at Arizona Science Center
- United Way Valley of the Sun
- Borderlands Produce Rescue
- Cartwright Community Garden
- Harvest Compassion Center
- Southwest Human Development
- Shoebox Project for Shelters



UNITED WAY

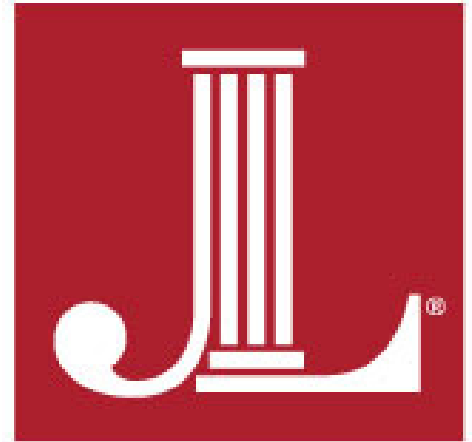
The United Way committee organized 12 shifts for JLP members to load up their cars with WeekEnd Hunger Backpacks and deliver to schools. WeekEnd Hunger Backpacks are a way for children in food insecure homes to discreetly receive meals for their family before leaving school for the weekend. The JLP also held a league-wide food drive and packed 222 backpacks bags! This was the final year of our three-year partnership and in total we gave \$30,000 to help fund the Breakfast in the Classroom program. When breakfast is served in the classroom, there are fewer nurse visits, decreased overall tardiness, and less behavioral problems in class. JLP is proud of this partnership and the great work done to help feed children.



PROGRAM REVIEW & DATA

Program Review and Data had a fantastic inaugural year! The committee pulled together and as a group, were able to establish a way to solicit responses from current/former committee members and created a Dashboard that will be used to Capture KPIs (Key Performance Indicators) for upcoming years!

While the year had lots of experimenting to find out what did (and didn't) work, the PR&D Committee banded together and finalized 6 reports for the management team to review! A well-earned congratulations goes out to all committee members.



LOGISTICS COMMITTEE



The Logistics Committee had an amazing year kicking off with a new location for the September and October 2019 GMM. The Fransiscan Renewal Center was a wonderful location for our GMM with great parking and a very central location for all members. JLP kicked off 2020 with GMMs at the Saguaro Hotel and HQ. The Saguaro Hotel was a great location that also hosted the Placement Fair for members to mingle with committees and choose their next year's placements. While the best/last GMM was unable to occur in person as the committee would've liked, we are so thankful for everyone's continued support of GMMs throughout the year and can't wait to see what's in store for next year. A huge thanks to all those who presented and worked with the committee in coordination of the GMMs!



BOARD OF DIRECTORS

The Board of Directors worked to advise, govern, oversee policy and direction, and assist with the leadership and general promotion of JLP and its mission. This work was done through board subcommittee groups: Community, Community Research & Development, Diversity & Inclusion, Finance, Fundraising and Membership Satisfaction & Retention. Some of this year's highlights include approval of a board Adhoc of past presidents charged with helping our league celebrate our 85th Anniversary. The Board of Directors successfully streamlined membership requirements in an effort to maintain and increase membership satisfaction and retention, as well as executed D&I trainings for members. After extensive research and membership input, the Board of Directors made the decision to increase annual dues in order to further our mission via our strategic goals. These ladies fine-tuned our 2019-2024 Strategic Plan with metrics and deliverables for future Boards and Management Teams to be used as a roadmap for the work

The Community Research and Development board subcommittee was tasked with researching our focus area. Voted on by membership, we chose our focus to be Fighting Hunger in the Greater Phoenix Community. The subcommittee then sought out new community partners that work in this space and membership approved two: Harvest Compassion Center and St Vincent de Paul. Membership also approved Phoenix Food Day and Healthfest as a signature program, partnering with the City of Phoenix



SOUTHWEST EXCHANGE

Phoenix hosted Southwest Exchange, an AJLI regional conference, the weekend of Sept. 20, 2020. Our region is comprised of 12 leagues and almost all sent attendees for a total of 85 plus participants! The weekend started Friday night with a sustainer focused presentation by Vicki Clark, The 11 Commandments of Wildly Successful Women. On Saturday, the day began with opening remarks from Laurel Lee-Alexander, AJLI President, followed by a full day of 12 different presentations over 4 break-out sessions. The tracks ranged from Community Impact, Diversity and Inclusion, Fund Development, Governance, Leadership, Marketing/Communications and Membership. The weekend ended with a Sunday morning workshop with Vicki Clark, Navigating Change.



ACTIVE ADVISORS

The Active Advisor Committee really stepped up their game this year getting 1st and 2nd year actives engaged in JLP. At the start of the year, Active Advisors had social hours to meet each other and with each of their groups so every active could put a face with a name. Three very successful educational training sessions were conducted allowing 1st and 2nd year actives to learn more about JLP. The teams grouped together to attend trivia nights and barre classes.



MEMBERSHIP APPRECIATION



The Membership Appreciation Committee had a full year of events that promoted League inclusion and appreciation. The year started with a Leadership Meet and Greet event which allowed Leaders get to know one another. The unofficial kickoff of the year, the League Pool Party, was a ton of fun in the sun! Next was the Fantasy Football kickoff party which celebrated our efforts that lasted through January. The Membership Appreciation committee threw a Bowling Tournament which brought out healthy and supportive competition. Rounding out the year was a Holiday Campfire which brought everyone together to celebrate the holidays.

Another aspect of Membership Appreciation was to shine a light on those members that went above and beyond. The team promoted and gathered nominees, then presented awards at GMMs to the Woman to Watch, the Woman of Wonder and a new addition, the Woman of Wisdom. Contributors of pictures of their experiences to our JLP Facebook Page were also acknowledged with the #iamjlp pic award. Personal and professional achievements, as well as birthdays, were acknowledged, as well.

MEMBER TRAINING

The member training committee hit the ground running fast and furious in 2019! The team provided twenty events ranging from in-homes to JLP 360 to leadership training. The committee was fast to act and built some strong relationships through these activities. Though fall went as planned, spring was put on hold due to COVID-19. The hard work of this team will not be forgotten next year, as two members leaned into leadership. Cheers to the fabulous committee and their resilience this year!



PROVISIONALS

Congratulations to our Provisional Graduates! One hundred and six ladies completed the provisional course in 2019 - 2020, and 16 of them are going into leadership positions as 1st Year Actives! Collectively, our provisional class earned 1550 event credits by attending various trainings, community impact shifts, fundraising events and more! JLP celebrated the top 5 provisionals based on the event credits they earned: Melissa Watson, Renee Cook, Katie Hoepfl, Melissa Markovsky, and our Provisional of the Year, Megan Hannon. Our newest members had an amazing year giving back to our community and learning through our outstanding training events. We are so excited to welcome them all as Active members of JLP and know they will do incredible things!



PLACEMENT COMMITTEE

The Placement Team wrapped up another great year serving the Membership. The committee implemented changes to increase member satisfaction and retention including providing ongoing training with first and second year actives, provisional advisors, training provisional members at Super Saturday III, and shifting the Placement Handbook updates to be fully digital. Additionally, Placement led the March GMM at the Saguaro Hotel where members were provided with an opportunity to connect with different committees at the Placement Fair. A training presentation on the Placement Process occurred that same evening. Though the Placement team of two missed not having an official year end celebration, they were grateful for all members and leadership's support throughout the year.

COMMUNITY LEADERSHIP & OUTREACH

Community Leadership & Outreach (CLO): The purpose of CLO is to help equip JLP members for leadership roles in the community with a particular focus on connecting them with nonprofit board positions. In 2019 - 2020, the team successfully piloted a 1:1 mentorship program with six pairs of mentors and mentees. The program facilitated mentoring relationships between JLP members who have experience in nonprofit leadership with members who are interested in finding nonprofit board and other leadership opportunities. CLO also facilitated group mentorship opportunities through its fireside chat series, which featured networking and Q&A sessions with women leaders and JLP members.



PUBLIC AFFAIRS

Public Affairs Committee (PAC) was a small but fierce Committee in 2019 - 2020. PAC had the pleasure of hosting two Training Events throughout the year. The first was Ballot and Bellini's "Importance of Voting" with Gina Roberts, the Voter Education Director with the Citizens Clean Elections Commission. Also, PAC had Jannah Scott with the Census Bureau to discuss the 2020 Census and the need behind it. Both events were very informative and brought awareness to Junior League members.



SUSTAINERS

In addition to community work, Sustainers assist the JLP by serving as Sustaining Advisors to committees & fundraising activities (especially Rummage), and one member serves as Sustaining Member At-Large to the Board of Directors. JLP Sustainers continue to support the League through Membership dues & by sharing their wisdom. Sustainers got together in 2019 - 2020 for a myriad of social events starting with a September Brunch to kick off the season, a Holiday Potluck & gift exchange, a wine tasting, a Happy Hour at Mountain Shadows resort and a delightful Galantine's event. Other highlights included a tour of the Amazon facility and informative visit to the Sandra Day O'Connor house. By staying involved Sustainers continue to connect, deepen friendships, grow and improve the community!



JLP TOASTMASTERS

During the 2019-2020 year, JLP Toastmasters achieved their membership goals for the Smedley membership drive contest, received the President's Distinguished Club status, earned more than 22 education awards, held their first club speech contest, and had two members participant in the Verde Area speech contest.



Junior League of Phoenix



85TH ANNIVERSARY CELEBRATION

On Feb. 9, 2020, Junior League of Phoenix (JLP) celebrated its 85th anniversary! In the past 85 years, JLP has been a revolutionary force for good in the Phoenix community. A video timeline of JLP's impact as well as an anniversary video looking back over our accomplishments were shown at our celebration at the Phoenix Rescue Mission.

To celebrate our 85th Anniversary, JLP granted \$85,000 to the Phoenix Rescue Mission to build a mobile food pantry. This refrigerated truck allows the Rescue Mission to bring fresh foods to the people in our community who need it most and often are unable to access it. The celebration at Phoenix Rescue Mission included tours of the facility, presentations, a proclamation from the Mayor's office declaring it "Junior League of Phoenix Day," and the unveiling of the new mobile food pantry.



SPECIAL EVENTS

In our 2019 - 2020 year, JLP introduced the new Mission: Unstoppable campaign to raise funds, reintroduce ourselves in the community, and bring our members together for a fun-filled, mission-focused week. Members were encouraged to wear JLP gear all week and share their league experiences in order to open a dialogue about the unstoppable women of JLP and the needs we help solve in our community. Each day, members also had a variety of exciting fundraising events designed to bring all types of JLP women - from moms to axe-throwers to yogis to fashionistas - together to raise money for our causes!

Additionally, JLP partnered with Neiman Marcus for our annual Beauty Market, a fabulous fund-raising morning of pampering, savory snacks, and raffles.

JLP teamed up with Dillard's for two exciting fall fundraisers: a holiday shopping get-together and a fashion show with Hush Puppies. The Hush Puppies fashion show netted a \$5,000 donation!

As disappointed as we were to have to postpone our exciting spring events, the Special Events committee raised more than \$22,000 in the fall alone!



DONOR RELATIONS

Donor Relations worked hard in 2019 - 2020 to improve the process of donor lead submissions and tracking. The team worked closely with chairs and their committees to ensure the process was as smooth and successful as possible. In-person and online Solicitor Trainings were held throughout the year. DR also showed up and supported our JLP events!



RUMMAGE SALE



The 83rd Annual Rummage Sale raised over \$130,000 for Junior League of Phoenix. JLP members and guests worked more than 5,000 hours to collect, sort, and price donations for sale day. The Friday evening before the sale, the Rummage Committee hosted 291 guests for the "There's No Place Like Rummage" Pre Sale Party and raised nearly \$40,000. In addition to welcoming thousands of shoppers at the Rummage Sale on Saturday February 22, 2020, JLP provided 39 mammograms to under-insured and uninsured women.



TOUCH-A-TRUCK

Our community-favorite Touch-A-Truck event was another one for the books! The Aviano community at Desert Ridge graciously allowed us to hold the event at their beautiful park. From garbage trucks to ambulances, and everything in between - even a helicopter! - a wide variety of vehicles wowed children and parents alike. Families also enjoyed bounce houses, food trucks, remote-controlled tanks, face-painting, glitter tattoos, mascots, and pedal cars. There was even a Little Tikes zone for toddlers and a horn-free hour for noise-sensitive children. Attendance was over 2,000 again and our net proceeds of over \$22,000 will go a long way in supporting our community programs and mission. We're thankful for all of the community support which made this a success!

COMMUNICATIONS & MARKETING

This past year, the communications and marketing committee created significant media presence around JLP's 85th anniversary celebration and grant, resulting in exposure of the League to a much larger audience. Our social media presence was increased by 8% in Facebook followers and 10% in Instagram followers from August 2019 - April 2020. Thank you to everyone who assisted us with Instagram stories and JLP Blog posts over the course of the year, as these directly resulted in new followers! Touch-A-Truck & Rummage marketing materials and Sponsorship packets underwent a complete revamp this past year. We proudly launched a new JLP.org public website in May in addition to 80+ new JLP items designed and introduced to the JLP Merchandise store.



Junior League of Phoenix Blog
Women building better communities

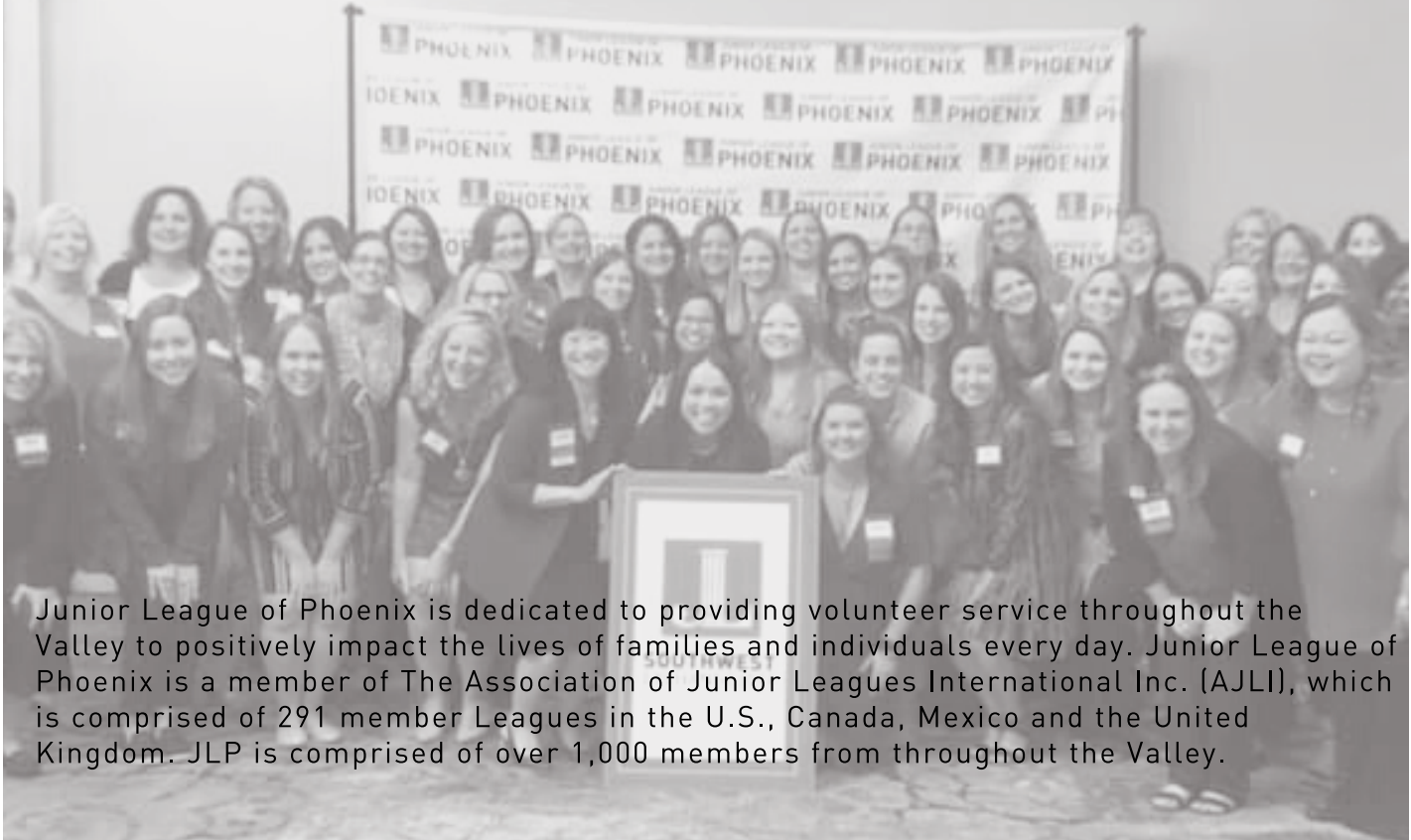




ABOUT JLP

OUR MISSION

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.



Junior League of Phoenix is dedicated to providing volunteer service throughout the Valley to positively impact the lives of families and individuals every day. Junior League of Phoenix is a member of The Association of Junior Leagues International Inc. (AJLI), which is comprised of 291 member Leagues in the U.S., Canada, Mexico and the United Kingdom. JLP is comprised of over 1,000 members from throughout the Valley.

Junior League of Phoenix is governed by an 8-member board of directors, which is made up of the JLP President, Active and Sustaining Directors, a Secretary, Director of Finance, and Executive Vice President. The board is accountable to the members for the development of the strategic goals, which enhances JLP's ability to fulfill our Mission. These goals also are also communicated to the Management team, which helps to execute these goals through day-to-day activities and events.

Junior League of Phoenix, Incorporated (JLP) is a 501(c) 3 not-for-profit organization. All of our programs are supported by membership dues, foundation and corporate grants and revenue-producing efforts.

OUR DONORS

VISIONARY

(\$10,000 - \$20,000+ /
IN KIND)



TWO MEN AND A TRUCK®
"Movers Who Care®"

FOOD STORES
fray's

OUR DONORS

LEADER

(\$5,000 - \$10,000+ /
IN KIND)



WOLVERINE | WW
worldwide

OUR DONORS

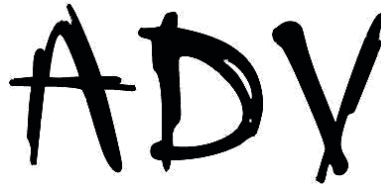
PARTNER

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



ADVOCATE

(\$1,000 - \$2,000+ / IN KIND)



CAMERONE PARKER MCCULLOCH
NANCY ROACH LE KAYSONEPHETH