

# YEAR IN REVIEW

JUNIOR LEAGUE OF PHOENIX



2020-2021



# JUNIOR LEAGUE OF PHOENIX

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## **COMMUNITY IMPACT**

Phoenix Food Day & Healthfest  
Kids in the Kitchen  
Kids in the Kitchen Outreach  
R.O.C.K.E.T.S. Teacher: Launch & Events  
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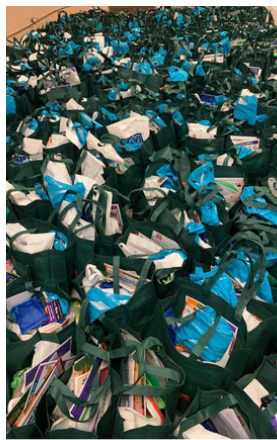
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Provisional Committee  
Recruitment  
Membership Appreciation  
Placement  
Public Affairs  
Member Training  
Community Leadership & Outreach  
JLP Toastmasters

**BETTER** THE JUNIOR LEAGUE  
**TOGETHER**

# PHOENIX FOOD DAY & HEALTHFEST

Phoenix Food Day & Healthfest pivoted to a drive-thru event at the Cartwright Community Garden. Nearly 1,000 families came through with roughly nearly 4,800 total people served. What a huge impact in the community! The event was so popular that we were able to distribute all of the available food boxes to the families and gave away over 1,200 goody bags filled with health and wellness education items. The event was truly a great success!



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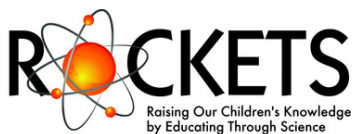
## KIDS IN THE KITCHEN

Kids in the Kitchen Monthly Lessons enjoyed a second successful year of partnership with Homeward Bound. The committee pivoted this year to primarily delivering the lessons via take-home kits. We conducted 7 lessons focusing on healthy eating and exercise, which were greatly received by both the children and parents/guardians. The children ranged from 5-12 years of age. Each lesson impacted 8-15 families and each included a nutritional lesson, fun activities, a healthy snack or meal, and a physical activity! In addition to the monthly lessons, we held a remote Spring Festival! The Spring Festival reached 25 families this year and included three meals and supplies, nutritional lessons, amazing items donated from Kids in the Kitchen Outreach including a blender and smoothie ingredients! We are thankful to our committee members and our community partner for their flexibility this year!



# KIDS IN THE KITCHEN OUTREACH

This year, Kids in the Kitchen Outreach pivoted from organizing hands-on activities at JLP events, to creating videos and providing activities that kids and families can do at home with a focus on nutrition and exercise. They created a series of short exercise videos and easy snack recipe videos that were shared with Homeward Bound and posted on JLP's website, YouTube page, Facebook, and shared in newsletters. Kids in the Kitchen Outreach also provided educational giveaways at JLP's drive-through events, including adjustable measuring cups, measurement conversion magnets, and recipe books.



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

This year the ROCKETS Events committee was able to participate in JLP events Phoenix Food Day & Healthfest and Touch-a-Truck. While we awaited the Children's Museum of Phoenix to reopen, we partnered with two second grade classrooms to distribute our STEM projects. Sunrise Elementary in Phoenix and Vistancia Elementary in Peoria. In February, we were back at the museum passing out projects for children to take home. The ROCKETS Committee also continued their partnership with CREATE at the Arizona Science Center and hosted a fully virtual STEM training event seminar for educators. The 10th Annual Teacher Launch Seminar gained 48 new attendees, 192 CE hours, and impacted directly 4,146 students! Even though our year was different, we still had a successful year and wonderful, dedicated committee!



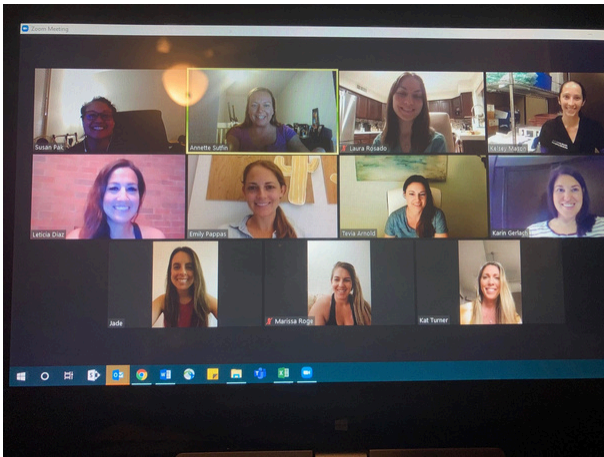
## VOLUNTEER ACTION PARTNERS



- Free Arts for Abused Children of AZ
- St. Mary's Food Bank
- Valley of the Sun United Way
- Southwest Human Development
- Social Spin
- Desert Botanical Garden
- Borderlands Produce Rescue
- Harvest Compassion Center
- St. Vincent de Paul
- Cartwright Community Garden
- Southwest Autism Research and Resource Center
- Ronald McDonald House Charities
- ROCKETS Teacher Launch
- Homeward Bound
- UMOM
- Blue Cross Blue Shield of AZ

# HARVEST COMPASSION CENTER

The Harvest Compassion Center committee supported the organization's mission of providing food and clothing in a hope-filled environment to the underserved in the Valley. In addition to JLP's \$15,000 in funding used to purchase coolers for their newest location in West Phoenix, the Harvest Compassion committee organized 22 volunteer shifts, provided more than 350 volunteer hours and supported numerous efforts throughout the year. JLP is the named sponsor of the Kids Corner at the West Phoenix location. The Harvest Compassion Center was the recipient of the November Done in a Night, which supplied items like dry beans, rice, peanut butter and jelly through their Amazon wishlist. Additionally, they were one of the beneficiaries of the Giving Day for this year's Spirit of Rummage, and JLP members provided hundreds of pounds of clothing and food for their locations. It was an impactful year, and there is more to come with this three-year partnership!



# ST. VINCENT DE PAUL

The St. Vincent de Paul committee hit the ground running for its inaugural year in 2020-2021. JLP's \$15,000 funding and volunteers were used to expand the growth space of the Rob & Melani Walton Urban Farm. Volunteers assisted in preparing the soil, weeding, planting, and harvesting fruit and vegetables. With this contribution, for 2021, St. Vincent de Paul was able to grow 10% more in pounds of food, adding 4,000 pounds/3 months of fresh food boxes for distribution to community members facing food insecurity and lacking access to healthy, fresh food. JLP volunteers also assisted them in distributing food boxes via a "drive-thru" system when St. Vincent de Paul re-configured its existing dining room meal service due to COVID-19 restrictions. This change allowed them to continue providing food to thousands of community members in need. JLP members were able to interact with members of the community and provide support during times when food assistance was needed most. Between June 1, 2020, and December 31, 2020, JLP served 127 hours of service in the Urban Farm and Family Dining Room Evening Meal Service.



# BOARD OF DIRECTORS

The Board of Directors worked to advise, govern, oversee the policy and direction, and assist with the leadership and general promotion of JLP and its mission. This year was unlike any other year, and the Board spent much time considering the implications of the COVID-19 pandemic while working with a Task Force to develop policies throughout the year. They made difficult decisions to stay virtual for the most part this year, except for in-person volunteer shifts that would better serve the community. The hardest decision was cancelling our 84th Annual Rummage Sale for safety of our members. However, the community at large as well as our Fundraising team was still able to pivot to new and exciting fundraising opportunities.

Other strategic work of the Board was done through board subcommittees: Community Research & Development, Diversity & Inclusion, Finance, Fundraising, Membership Satisfaction & Retention and Training.

Some of this year's highlights include:

Voting to add a Diversity, Equity & Inclusion team with a Vice President and two new committees: DE&I Evaluation & DE&I Action

Voting to add a new Digital Fundraising committee under the Development Team to continue our strategic goal of diversifying fundraising opportunities.

Working with a Philanthropy Consultant to work through our Development Plan and goal of finding new Grant opportunities and were awarded \$8,500 in new grant funding this year.

Developing a plan for Electronic Voting, including updating Bylaws and Universal Policies and facilitating our first electronic vote over Zoom.

Researching new training opportunities and gathering insight from the leadership team and members.

Continuing Community Research & Development by researching potential focus areas, to be voted on in 2021-2022.

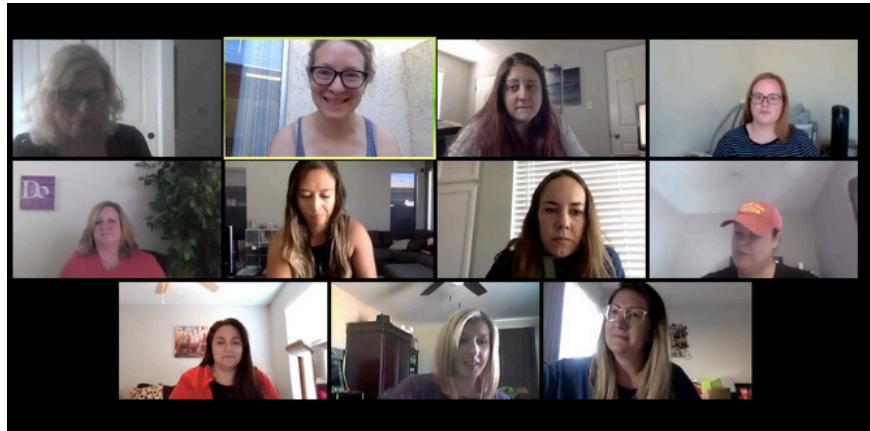
The Board of Directors is proud of our members for their continued commitment to our mission, during this challenging year.



# MANAGEMENT TEAM

Junior League of Phoenix Management Team oversaw JLP operations for the 2020-2021 JLP Year. Under its direction, committees pivoted to a virtual format while still providing engaging training, fundraising, and social opportunities for members. Additionally, a variety of community shifts with safety protocols in place were offered to members either virtually or in-person.

The Management Team was focused on developing and executing the annual plan set forth from the strategic goals of the Junior League of Phoenix Board and to provide a supportive environment for all committees.



# HISTORICAL COMMITTEE

The Historical Committee had a wonderful inaugural year! The committee goals pivoted to focus on ways to improve the digital historical information we already have. They did this by laying the groundwork for a new archival system and researching options to add an interactive timeline to our JLP website. The committee also reached out to past committee chairs for any photos, videos, articles etc. they personally had in order to grow our archives. This year's committee is hopeful that our work has set future committee members up for great success!

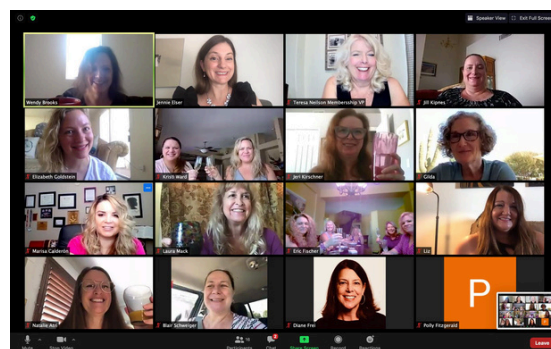
## ACTIVE ADVISORS

The JLP Active Advisors hosted four active member trainings touching on topics including: Creating Your JLP Career Map, Relationship Building, JLP Foundation and Volunteer Action Committee. Donor Relations and JLP Compliance also hosted fun socials including the first JLP virtual scavenger hunt, a holiday dance party where we learned holiday themed choreography and danced together in a zoom dance mob, and a get to know yourself through astrology. The Active Advisors also put together a team with their Active Member group for Spirit of Rummage's League of Our Own competition, and ended up being the winning team #TeamGhostsOfRummagePast.

The JLP Active Advisors routinely helped their groups navigate JLP not only as they transitioned from Provisionals to 1st and 2nd year Actives, but also as we all faced the uncertainties that a JLP year during a pandemic brought. This included answering questions, helping ladies keep track of their points to make sure they completed league requirements, sending out monthly newsletters with reminders and helpful tips, and checking in with group zoom socials or one-on-one calls to help maintain some sort of connection and support during these unique and difficult times.

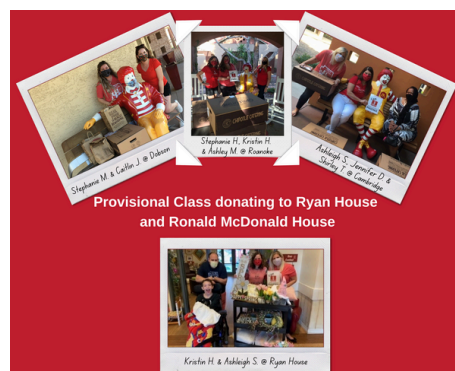
## SUSTAINERS

Zoom - Zoom - Zoom! The JLP Sustainers were still able to get together a few times this year even though life was topsy-turvy. Twenty plus women joined for the Sustainer Brunch, a few got together to create holiday wreaths, a book club meeting, an in-person community impact shift with Borderland Produce Rescue and the end-of-year wine tasting! The JLP Sustainers are looking forward to getting together more in person next year! In addition to community work, Sustainers assist the JLP by serving as Sustaining Advisors to committees & fundraising activities (especially the Annual Rummage Sale), and one member serves as Sustaining Member At-Large to the Board of Directors. JLP Sustainers continued to support the League through membership dues & by sharing their wisdom. 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!



# PROVISIONAL COMMITTEE

This year certainly looked different, but the 12 Provisional Advisors helped to guide 100 Provisional Members through a year none of us expected. Our Provisional Advisors stepped up, and in addition to our trainings, held monthly virtual social events for their groups. Our Provisional Members received 178 Volunteer Action Shift Credits, 24 Fundraising Shift Credits, 212 (not required) Training Event Credits, 486 Active Event Credits and 1,205 Provisional Specific Training Credits. We had 65 Provisionals graduating this year and 10 of them have stepped up into leadership in 2021-22! We even celebrated our top 5 Provisionals based on event credits at graduation on April 30th, and we had a tie for our Provisional of the Year. We are so incredibly proud of the hard work our Provisional Advisors and Provisional Members put into JLP this year and we look forward to seeing their continued growth in the years to come!



 JUNIOR LEAGUE OF PHOENIX

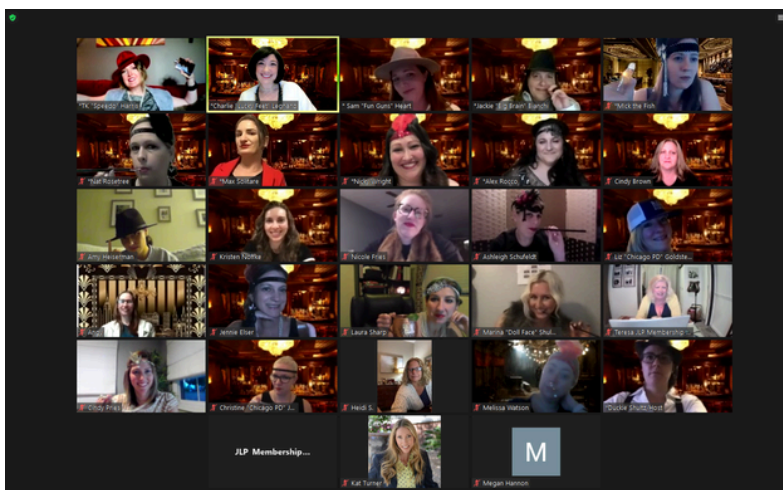
# RECRUITMENT

This was JLPs first full year with a team dedicated solely to recruiting new members. It certainly looked different but the Provisional Recruitment Advisors jumped right in and started holding information sessions online in May 2020. They recruited 100% online and we had 100 Provisional Members join our 2020-2021 season. Each of the members on our Recruitment team were 1st Year Actives this year and in addition to holding their own events online to recruit new members, they partnered with Special Events for a few of their events and shared about the league. They are already hard at work recruiting new members for next year and are doing a phenomenal job!

# MEMBERSHIP APPRECIATION

The Membership Appreciation Committee had a full year of events that promoted League inclusion and appreciation. The unusual circumstances of the year required extra creativity to create unique virtual events for members to enjoy. The first event, “A Corona Escape”, saw leaders travel to Mexico virtually for the chance to get to know one another. Members then took a virtual trip to France for the “Summer Soirée” where they enjoyed a leisurely evening of wine education presented by JLP’s own Sherylann Kensington, manager and sommelier at LDV Winery, and stimulating conversation. By the end of August, the focus returned stateside for the annual Fantasy Football Kick-Off party. The battle and friendly competition was intense all season long in each of the three leagues of players! It was so intense, that the “Nama’stay At Home Today” event in October was much needed by some! During this event, members were lead through a guided meditation, followed by a stretching session.

In February, the “Rise and Shine, It’s Galentine’s” event encouraged members to get crafty. Attendees were guided through creating cute heart-shaped wreaths, played fun games and celebrated female friendship. In March, there was a murder to solve! During the “Who Whacked A Mole?: A virtual 1920s Murder Mystery Party” attendees put on their glad rags, visited a virtual juice joint and tested their sleuthing skills to determine which of the 10 cast members from across the JLP committed the crime. Membership Appreciation also increased the number and types of recognitions provided to say “thank you” for all of the hard work and selfless giving our members provide JLP! The team presented the Woman to Watch, Woman of Wonder and Woman of Wisdom awards at each of the four GMMs and during the four new Video Member Minutes (VMMs) to recognize those nominated and voted on by their peers for going above and beyond. During the GMMs and VMMs, the personal and professional achievements, were also celebrated. To recognize the contributions of each of our committees and their members, the team created a brand new feature for social media called “Women Behind the Work.” Each of the approximately 30 features shined the spotlight on one committee and the incredible contributions the members made to JLP. It was a small way to help express the League’s gratitude for each of its members!

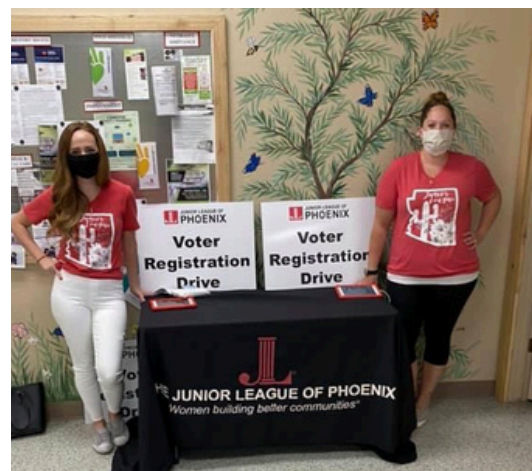


# PLACEMENT

The JLP Placement Committee hosted two virtual Placement Fairs for members in February, offering members an opportunity to learn about more than 40 different appointed leadership roles and more than 25 placement committees across 7 teams within JLP. The Placement Handbook was also updated with new roles on two new committees devoted to Diversity, Equity and Inclusion. Over 75 Active members applied for appointed leadership roles, including Committee Chairs, Vice Chairs, Finance Assistants, Active Advisors and Provisional Advisors, and over 90 members applied for pre-placement on Committees of their preference. JLP officially was accepted into the final AJLI Placement Tool Cohort, embarking on a two year transition to a skills based, user friendly, transparent and member centric placement process that will help JLP members develop and contribute their skills as civic leaders through their placement experience and their personal JLP career path.

# PUBLIC AFFAIRS

With 2020 being an election year, The PAC had a busy and fulfilling year. The Committee started by collaborating on the FAQ Voter Guide which provides information on elections to both JLP members and the public. As we moved into the fall, the Committee took the initiative to host two Voter Registration drives in partnership with Harvest Compassion Center. Finally, we capped off the Fall, with a wonderful event that discussed the two Statewide propositions and potentials impacts. To kick-off the new year, PAC focused on encouraging JLP members to step into public servant roles. We hosted a virtual panel that highlighted 3 awesome women who have served in the Arizona State Senator, on a school board and a village planning committee. Finally, to wrap-up the year, our Committee is hosting “JLP Talks: COVID-19 Impact on Food” in early May. This virtual event hosts a speaker from ASU’s College of Health Solutions to discuss the impact that COVID-19 has had on food insecurity in the Phoenix Community. We greatly thank all our PAC members for their incredible work and effort this year!



## MEMBER TRAINING

The Member Training Committee embraced the 2020–2021 year with 100% virtual programming. The year started out strong with a four-part leadership training series designed to prepare JLP’s new leaders for the upcoming JLP year. The fall brought JLP L.E.A.D., our 2½ hour signature program aimed at developing the leadership potential of JLP members both inside and outside the League through a fast-paced, interactive virtual program. November brought the return of In-Homes, which included 7 virtual programs providing diversity and inclusion, fundraising, self-development, and community leadership training. One of the year’s favorite programs was Diverse Female Voices, a panel discussion co-sponsored by the Board’s DE&I Subcommittee, which examined important diversity, equity, and inclusion issues that are often not discussed and provided book and watch lists for members to continue their education and the discussion. Despite having already planned and presented more than 14 hours of training, the Committee opted to go above and beyond for the spring with Invest in Yourself, a 5-week training program to help JLP members emerge from the pandemic ready to take control over their finances. The multi-faceted program included a 5-week Facebook Group and two one-hour Zoom programs, which showcased 10 subject-matter experts covering 6 topics in a self-paced model designed to engage members who wanted to dive deeper into the topics. Finally, to ensure that the programs would have the greatest reach and impact, the Committee helped to create a video library to house program recordings for future viewing by members.

## COMMUNITY LEADERSHIP AND OUTREACH

### CLO Mentorship Program!



This year was a busy year for CLO as we hosted our Mentorship program and four Fireside Chats! The Mentorship program had eleven mentorship relationships to assist our mentees with preparing for a nonprofit Board of Directors position. The first two Fireside Chats focused on creating a personal philanthropy plan and how to overcome trials and tribulations. Our last two fireside chat programs were made possible by a grant from the Junior League of Phoenix Foundation and focused on how to find your board fit and how to expand once in a board role.

# JLP TOASTMASTERS

During the 2020-2021 year, JLP Toastmasters started meeting through Zoom in March 2020. They met all 10 Toastmasters International Goals and earned President's Distinguished for the 4th consecutive year. Four JLP Toastmasters members served in State Toastmasters Leadership roles and two members participated in the Area Speech Contest.



## SPECIAL EVENTS

The Special Events Committee embraced the change to digital and decided to not just pivot our original fundraisers for the year, but instead create new ones that would hopefully be successful in the virtual space. From Bingo, to cookie decorating, to a tea party - Special Events was able to raise funds for JLP and support locally owned businesses along the way! We learned the logistics of delivering kits around the valley to our participants and how much fun breakout rooms in Zoom can be. We are so thankful to everyone, including all the JLP member's friends and family, who attended our events! In total we had 380 participants buy tickets to our 5 events and sold 392 raffle tickets during 2020-2021. In total the Special Events Committee raised \$7,500 for JLP!



# THE SPIRIT OF RUMMAGE

We had over 50 ladies compete in Spirit of Rummage! They brought in over \$23,633 in both silent auction items and monetary donations, posted 77 times, held 3 mini rummage sales, and donated tons to Giving Day. The winning team was Ghosts of Rummage Past, and Kristin Horstman won Most Spirited. It was a huge success!

On Saturday, March 20th, we accepted clothing and food donations from our JLP Members as well as Community members who were donating items for 2 of our community members: St. Vincent De Paul and Harvest Compassion Center.

Total items donated to St. Vincent de Paul:

747 Clothing Items  
162 pounds of food  
3 cases of water

Total items donated to Harvest Compassion Center:

1,000 pounds of Clothing  
144 pounds of food



## TOUCH-A-TRUCK



As you might imagine, an event with the name “Touch” in it wasn’t going to look the same in the middle of a pandemic as it would in normal years. However, our 9th Annual Touch-A-Truck pivoted by turning the event into a drive-thru, where attendees received a goodie bag, construction hat, and fun new balloon scavenger hunt. We also provided an audio soundtrack to play along during the ride so everyone could learn about each of our cool and unique trucks. Touch-A-Truck also offered some pre-purchased food items from Chompie’s, like butter cookies or mini bagels with cream cheese.



This was the final year of Touch-A-Truck, and we sure went out with bang, raising over \$10,000! Our Drive Down Memory Lane at the event provided an opportunity to remember past years of the event and to educate the community on everything JLP has to offer.

# 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+)

Junior League of Phoenix Foundation  
Fry's Food Stores

## LEADER (\$5,000+)

Fingerpaint Marketing

## PARTNER (\$2,500+)

Biltmore Portrait Studios  
Cardinals Charities

## ADVOCATE (\$500+)

A to Z Equipment Rentals & Sales - Gilbert  
AmazonSmile  
American Medical Response  
Anantuni Family Dental  
Arizona Department of Transportation (ADOT)  
Arizona Ghostbusters  
Atsaves, Andy  
Auction Frogs  
Beeby, Anne  
Bentley's Biscuits  
Blue Bird Freight  
Blue Media  
Bond, Summer  
Brooks, Wendy  
Coyle, Christina  
Crossroads Carriers, LLC  
CVS Health Foundation  
Dignity Health  
Dino Crew Entertainment  
Elser, Jennie  
Flyers Energy  
Graceful Fundraising  
Hughes, Rachel  
Jenkins, Tyler  
Kaysonepheth, Le  
Leslie's Swimming Pool Supplies

Magee, Chris  
Magnee, Kelly  
Maricopa County Sheriff's Office  
Marney Babbitt-Pearce, CDTLF  
Meyer, Stephanie  
Moynihan, Keith  
Myers, Shelly  
Papago Golf Course  
Perumean, Nelly  
Republic Services - Deer Valley  
Rhapsody Remodeling  
Samadi, Mike  
SANAA Aesthetics Biomedical Skincare Center  
The Joy Bus  
The Ritz Carlton - Dove Mountain  
True Ranch Hospitality  
TUSimple Self Driving Trucks  
Two Men and a Truck - South Scottsdale  
Waste Management - Goodyear  
Wilson & Franco  
Wilson, Mike  
Wilson, Ronald  
Wines for Humanity  
Yocum, Jeremy  
Zaki, Laura



**FOOD STORES**  
**fray's** FRESH FOR EVERYONE.™

**For over 60 years  
we've helped feed  
your family and  
keep them healthy.**

We're on a mission to end hunger in the communities we call home and eliminate waste across our company by 2025.

In 2020, we donated 12 million meals to Arizona's hungry families and diverted 153 million pounds of waste from landfills through our recycling, livestock feeding and food rescue programs.



**Proud to support  
the mission of  
Junior League of  
Phoenix**

[foundationjlp.org](http://foundationjlp.org)



The Junior League of Phoenix Foundation