

THE JUNIOR LEAGUE OF PHOENIX

VALLEY IMPACT

Magazine



HAPPY ANNIVERSARY, JLP!

*Reflecting on 80 years
of volunteer service
in the Phoenix community*

Page 16

PLUS...

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TOUCH-A-TRUCK



 THE JUNIOR LEAGUE OF
PHOENIX

SATURDAY, OCTOBER 18, 2014

PARADISE VALLEY MALL
(SOUTH PARKING LOT BY SEARS)

Rain or Shine! 9:00AM - 1:00PM

**OFFERING KIDS A HANDS-ON
EXPERIENCE WITH BIG TRUCKS!**
Mascots, food trucks, family-friendly activities,
and local vendors will be on site!

Tickets can be purchased at www.jlp.org or at the event
\$5.00 EACH / FAMILY PACKS OF FIVE FOR \$20.00

Funds raised will help support the mission of The Junior League of Phoenix,
including our community programs

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30 ROCKETS receives Community Impact Award, \$10K from AJLI



JLP members logged in nearly 1,500 Community Impact hours in 2013-14



Reflecting on 80 years of volunteer service in the Valley of the Sun



The first annual White Party brings in fun, glamour, and fundraising support to JLP programs

VALLEY IMPACT MAGAZINE

A Publication of The Junior League of Phoenix, Inc. (JLP)

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Recognition of JLP's Leadership

2014-15 Board Of Directors and Operations Team

(new governance structure beginning 2014-15 administrative year)

Board of Directors

- **Anne Hoffman**, President
- **Tasha Sharp**, Sustaining Director at Large
- **Beth McRae**, Sustaining Director at Large
- **Jennifer Elser**, Active Director at Large
- **Jennifer Holsman-Tetreault**, Active Director at Large
- **Angie Cassavant-Lawless**, Secretary
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MISSION STATEMENT:

*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.*

Other Elected Leadership

- **Jen Clausing**, Provisional Chair
- **Carey Anthony**, Nominating Chair
- **Jennifer Plumb**, Bylaws



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our communities

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the
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Reflections from the Past President

As I look back over the last 12 months, I am amazed and inspired by all that the women of the JLP have accomplished! Here are a few highlights:

We voted to implement modifications to our Board and leadership structures and governing documents to allow for the long term sustainability of the JLP.

We researched critical community needs and voted to implement two new programs; we explored new fundraising events and ideas and breathed new life into existing fundraisers; we made strides in growing our signature programs, Kids in the Kitchen (KITK) and Raising Our Children's Knowledge by Educating Through Science (ROCKETS); we strengthened the structure of our training programs; we worked to develop a new strategic plan to serve as a roadmap for our future; we continued to build lasting relationships with community partners and we worked more closely with our Community Advisors. In addition, we unveiled a new web site design. You should all be very proud of being a part of all of these successes!

JLP members were asked to weigh in on many important issues this year, by voting, completing the membership survey, attending member forums, participating in community and fundraising events and volunteering in many areas. It has been a whirlwind and you have handled it with grace and flexibility, and for that I am grateful beyond words. All of the progress made this past year will help to position the JLP as a catalyst for lasting, positive change in Phoenix, ultimately supporting our most important mission. This is certainly an exciting time to be a member of the JLP!



Maria Cody,
2013-2014 JLP President

“

All of the progress made this past year will help to position the JLP as a catalyst for lasting, positive change in Phoenix, ultimately supporting our most important mission. This is certainly an exciting time to be a member of the JLP!

”

This has also been a year of celebration. We have entered into our 80th year as a league – 80 years of making a difference by developing the potential of women, improving the community and promoting voluntarism! We began commemorating our anniversary at our Valley Impact Luncheon in November 2013 and continued the celebration at the Children's Museum of Phoenix, hosting several hundred

leaders from other leagues and the Association of Junior Leagues International (AJLI) for the Winter Leadership conference in January. Some of you have also heard about another big reason we have to celebrate: the JLP was just recognized with the coveted Community Impact Award and \$10,000 for our ROCKETS program at the AJLI Annual Conference in St. Louis! I am extremely proud to be a part of an organization that has been positively affecting our Valley for the last 80 years!

Thank you to everyone - Actives, Sustainers and Provisionals, JLP staff, JLP Foundation members, Community Advisors, community partners, and all of our donors and supporters – for all you do to support the JLP and our mission! As my term has come to a close, and the new leadership team has taken on the new administrative year, I am excited and hopeful for the future of our organization. I have no doubt that the JLP will remain a driving force in our community and that the wonderful work that our members do will continue to make this world a better place.

I have been honored to serve as the JLP President. It has been a great privilege to follow in the footsteps of so many dynamic leaders, and to work side by side with Phoenix's brightest, most talented, and most committed volunteers. Thank you from the bottom of my heart for the support you have shown me throughout the year and for inspiring me every day by everything you do to promote the mission of the JLP!

Respectfully and with gratitude,

Maria Cody
President, 2013-14

President's Message

Welcome to the new year and our 80th Anniversary!

We are so excited to be continuing the focus on our mission and promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of our trained volunteers.

Since our International Association's founding in 1921, and the founding of our Phoenix League 80 years ago, members of Junior League have been dedicated to affecting positive change all over the world. Celebrating our anniversary of service, our members are as committed as ever to the belief that volunteer service is an essential part of responsible citizenship in this Valley of the Sun.

Working towards our mission, the JLP has a specific focus on "Building a Healthy Arizona." We believe that every person in Phoenix should have access to healthy food and to the information that can help them improve the health of their families. We intend to "Build a Healthy Arizona" with programs addressing food insecurity/food access, and also with programs addressing nutrition and obesity. This year, we have two new partnerships with Phoenix Day HealthLinks and Fresh Express by Discovery Triangle (a mobile fresh produce bus) to work towards this important goal. Additionally, we will continue addressing this very important issue facing our community with the nationally awarded program, Kids in the Kitchen.

On top of our work with our programs, our Active and Sustaining members continue to serve the community by utilizing their JLP leadership training by serving on numerous community boards and coalitions as well as lead businesses, non-profits and civic organizations.

The Junior League of Phoenix embraces diverse perspectives, builds partnerships and inspires shared solutions. Our members make a difference in areas that are essential to the development and growth of our community. You can find our members enriching children's lives, feeding the hungry, teaching healthy nutrition and helping in just about every area possible in the Phoenix community.

Over the past 80 years, we've made tremendous contributions to the Valley we call home. From free children's dental clinics in the 1930s, to the Phoenix Zoo, the Orpheum Theater, the Race for the Cure and over 140 past community programs—the impact is immense. I can't wait to see what we do over the next 80 years!

Please join us as we continue to develop leaders that make a difference in the Phoenix community and beyond!

Sincerely,

Anne Hoffman
2014-16 JLP President



Anne Hoffman
2014-16 JLP President

2013-14 Donors & Sponsors

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LEADER

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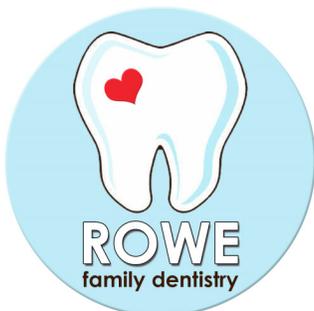
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Community Impact

The Junior League of Phoenix Community Impact projects are volunteer-led, one-day projects that support an urgent need in our community. Many of the Community Impact shifts are identified by a committee that researches, organizes, and implements volunteer opportunities for JLP members. The committee also coordinates Done-In-A-Night donation drives held at General Membership Meetings. JLP Community Impact projects and Done-in-A-Night donations support the Junior League's commitment to "Build a Healthy Arizona" and addresses additional immediate critical needs in Maricopa County.

OUR 2013-14 COMMUNITY IMPACT PARTNERS

Andre House Evening Meal Service
Area Agency on Aging
ASU Art Museum - Family Fun Day
Boys and Girls Club
Child Crisis Center
Desert Botanical Garden
Desert Mission Snack Pac Backpack
Dress for Success
Feed My Starving Children
Fresh Express
Girls Scouts First Saturdays
Ronald McDonald House
Homeward Bound Turkey Tuesday
Hospice of the Valley Soup Troop
Kitchen on the Street
March of Dimes
Mom's Pantry
Paz de Cristo Meal Service
Phoenix Public Market
Phoenix Rescue Mission
Race For the Cure JLP Booth
Ruff Ruff Runners
St. Vincent De Paul
Sunshine Acres
Tempe Community Action Agency
The Phoenix Zoo
UMOM New Day Centers
Valley of the Sun YMCA

More to come as we continue to "Build a Healthy Arizona"!

JLP COMMUNITY IMPACT
by the
numbers

27

Organizations for
JLP Community
Impact Projects



2,477

Pounds of Food Collected
at Done-In-A-Night
Drives and Other
Food Drives



375

Community Impact
Shifts Completed by JLP
Members in 2013-14



750

Items Donated for at
Done-In-A-Night Drives



1,486

Community Impact
Hours Completed by JLP
Members in 2013-14

Spotlight on Community Impact Projects

"There are two kinds of heroes," Indonesian President Susilo Bambang Yudhoyono once said. "Heroes who shine in the face of great adversity, who perform an amazing feat in a difficult situation. And heroes who live among us, who do their work unceremoniously, unnoticed by many of us, but who make a difference in the lives of others."

Both of these kinds of heroes are present at the Child Crisis Center in Mesa. These heroes are the children that leave these walls and move on to accomplish things greater than their life's circumstance should dictate. The other heroes are the staff and volunteers that patiently but firmly parent these children that have been placed in their care to heal and have a safe place to be.

Since 1981, Child Crisis Center has been dedicated to preventing child abuse and neglect. The Junior League of Phoenix was instrumental in the founding of the Child Crisis Center. It was started because a need was recognized in the East Valley to support and strengthen families through education and intervention. Child Crisis Center is also an

CHILD CRISIS CENTER



advocacy program that provides in-home family support for pregnant individuals or those that have children up to 5

years of age. It also has a program that promotes stability in foster care and adoptive relationships.

Most notable is the 24-hour Emergency Shelter at the Child Crisis Center. There, children (from birth to age 11), who have been abused, neglected, or abandoned, can receive care in a safe environment.

Through our Community Impact projects, volunteers from The Junior League of Phoenix provide hands on help at the Emergency Shelter through tasks such as cleaning outside playground equipment, helping to prepare healthy snacks, or quietly reading to a couple children after their shower to settle them down for bed.

Most of the children are placed there by the Department of Child Safety (DCS) and come from difficult family situations. It is a temporary placement for the children that live there, but it is a great opportunity to nurture children that especially need it. It is an opportunity to give attention to some of the most vulnerable in some of the most impossible situations. One cannot leave those doors and not feel affected by the tremendous amount of good those at the Child Crisis Center are doing helping the helpless. Sometimes it is the smallest act of kindness that can inspire one to reach their potential and become the heroes they can be.

GIRL SCOUTS FIRST SATURDAYS

The doors opened and a throng of little girls ran in giggling and chattering as they found some space at the nearby table. They were excited to be there and anxious to participate in what has been named the Tempe Saturdays Girl Scouts, which we know internally as Girl Scouts First Saturdays. This is an outreach program initiated by the Girl Scouts of America. This program recruits from under-resourced areas whose girls may not otherwise be able to participate in a traditional troop. Once a month they meet in a group setting and practice physical fitness, learn healthy skills, and have the opportunity to earn patches and badges from the traditional program. The five areas of focus for this program includes: financial literacy, science, technology, engineering and math (STEM), healthy living, environmental stewardship, and global citizenship. Each area of focus helps each girl become a good citizen and strive to reach goals.



The partnership with The Junior League of Phoenix and the Saturday Girl Scout program began in 2007. Each month, JLP volunteers help staff the Saturday program. One of the Valley locations in Tempe, Holdeman Elementary School, has participation that includes 80 girls. This program is specifically for girls from kindergarten through 5th grade. However, they also include older girls who still remain interested and can become aides in training.

An example Saturday program from January 2014 involved different stations that the girls could rotate through. They participated in arts and crafts by making a flower pot that showcased all of the Girl Scout cookies. The next station focused on goal setting which included short term ones such as cookie sales, but also longer term



I have seen girls that started as Brownies grow and develop into leaders. Some of my girls from 2007 ended up being Program Aides by the time they reached 6th grade. Program Aides are Girl Scouts that help the adults in administering the program and helping the younger girls with the activities each month. These girls are our future JLP leaders."

CATHY COMER,

2014-15 Cookbook Committee Chair and Longtime Supporter of the Girl Scouts First Saturdays Program

goals. Next they learned some marketing skills as well as sales etiquette to help them be most successful the next month during the annual cookie sale. Finally, they played a game to help them learn the information they needed to know about the cookies they would be selling. Even though the micro focus of that meeting was to get ready for cookie sales, they were able to learn important things through the five stations that they could carry with them.

Although worthwhile, it is a large sacrifice for some parents to even get their girls to a monthly meeting. One mom that volunteered at the January meeting had traveled from her home in Tempe by bus with her two daughters and two nieces so they could participate on this program. She said she sees the importance in having her girls be a part of something that encourages girls to be good citizens while learning useful skills. JLP should be proud to support the Girl Scouts of America in their efforts to shape these girls into well-rounded women.

Spotlight on Feed My Starving Children

A part of the statement of beliefs from the non-profit group, Feed My Starving Children, reads: "We believe that every child has a right to a nutritious meal. We believe that our lives are enriched when we graciously give our time and resources to those in need."

The belief that every child deserves a nutritious meal goes hand in hand with the current focus area of The Junior League of Phoenix. Part of JLP's efforts specifically addresses food insecurity and food access. While our focus specifically targets children in the greater Phoenix Metro area, Feed My Starving Children is able to feed children on a larger scale worldwide.

The food that is shipped is hand-packed and specifically formulated for malnourished children in countries of need. The ingredients are selected by food scientists and also benefit children who are no longer in immediate danger of starvation. The cost to produce is \$0.22 a meal and they are sent to missions running orphanages, schools, and clinics in 70 countries. Example countries in which Feed My Starving Children has served include Costa Rica, Haiti, the Philippines, Honduras, and Cambodia.

Volunteering for a shift at the Feed My Starving Children facility in Tempe, AZ is quite an experience. A short orientation is presented that highlights the need worldwide of these meals followed by a safety and sanitation compliance orientation. They are very careful about not contaminating the food that is sent to avoid further compromising already compromised immune systems. Volunteers are put into "teams" and work in stations in an assembly line fashion to make "manna packs."

Each "manna pack" feeds six children, and contains rice, soy, vitamins, and dehydrated vegetables. The extra people not directly scooping the food into the pouches pack the boxes and replenish the food buckets when needed. The process runs smoothly and efficiently. The completed boxes from each volunteer session can literally feed thousands of children. At the end, the staff offers a sample of the food if you wish to try. They really have succeeded in creating something healthful which tastes good too.



The Junior League of Phoenix has established a wonderful partnership in volunteering with Feed My Starving Children. This partnership complements our current focus area by getting food to children that otherwise wouldn't have access to it. While so many needs in children can't be quantified, it is satisfying to know that for those that receive this food at least one of their basic human needs is being met.

Valley Impact LUNCHEON

Saturday, November 15, 2014
Auction - 10:30 a.m. | Luncheon - Noon
JW Marriot Camelback Inn

with

Master of Ceremonies - Sean McLaughlin, CBS 5 News

and

Valley Impact Luncheon Honorary Chair - Ann Denk, JLP Past President

featuring

Keynote Speaker - Dr. Victoria Maizes



Dr. Victoria Maizes is Executive Director of the University of Arizona Center for Integrative Medicine and a Professor of Medicine, Family Medicine and Public Health. She is internationally recognized as a leader in integrative medicine, and is committed to pioneering change efforts that solve US health care system problems.

Together with her team at the Arizona Center for Integrative Medicine she created national educational models that now thousands of physicians each year and developed an integrative primary care clinic in Phoenix. She is the editor of the textbook *Integrative Women's Health* and the author of *Be Fruitful: The Essential Guide to Maximizing Fertility and Giving Birth to a Healthy Child*. In 2009, she was named one of the world's 25 intelligent optimists by ODE magazine. Dr Maizes is passionate about giving women the tools to lead healthier lives.

Purchase your tickets at www.jlp.org.

Sponsorships available!

JLP Community Advisors Remain Dedicated

JLP COMMUNITY ADVISORS

Cassie Breecher (2012-2015)

Director of Alumni Affairs
Teach for America

Katie Campana (2012-2015)

AVP Community Affairs Officer
Community Relations and CRA Risk
Management Department
*Wells Fargo Government and
Community Relations Group*

D. Lee Dueringer (2009-2013)

Associate Director of Development -
Major Gifts
*University of Arizona -
College of Agriculture & Life Sciences*

Susana Iberra (2010-2013)

Parent Awareness and Community
Outreach Coordinator
First Things First

Sean McLaughlin (2010-2013)

News Anchor
CBS 5

Bonnie Mendoza (2012-2015)

Chief Financial Officer
Phoenix Zoo

Christy Moore (2013-2016)

Executive Director
Valley Leadership

Karen Ortiz (2009-2013)

Vice President and Director of
Early Childhood Development
Helios Education Foundation

Dee Dee Sturr (2010-2013)

Community Relations Director
Clear Channel

Paul Velaski (2013-2016)

Chief Financial Officer
Arizona Community Foundation



Community Advisors Paul Velaski, Dee Dee Sturr, Katie Campana, Cassie Breecher, Susana Iberra, Bonnie Mendoza and Sean McLaughlin with JLP President, Anne Hoffman (far left), and Immediate Past President, Maria Cody (far right)

Throughout the 2013-14 year, the Board of Directors of The Junior League of Phoenix hosted luncheon meetings on four occasions with our Community Advisors. Attendees were able to escape the office for an hour each time to enjoy fantastic food and inspirational discussions about the future of the JLP.

During each luncheon, attendees broke out into groups to discuss topics related to our focus area, fundraisers, community programs, marketing strategies and more. Our Community Advisors shared many valuable recommendations and ideas during these brainstorming luncheons, and we are very appreciative of the time they have spent with us this past year. We look forward to continuing to utilize their expertise and input in future years.

We would like to thank our dedicated Community Advisors who share their valuable time, advice and wisdom with us. We appreciate their positive, inspirational support of The Junior League of Phoenix's focus area to "Build a Healthy Arizona."



Voted the 2014 "Best Annual Charity Event" by *Arizona Foothills Magazine*, The Junior League of Phoenix will hold its 78th annual Rummage Sale!

Saturday, February 21 2015 8 a.m. - 4 p.m. Arizona State Fairgrounds

Each year, this event—billed as "the largest indoor garage sale in Arizona"—raises more than \$100,000 for community programs supported by The Junior League of Phoenix. The event is completely organized and staffed by Junior League volunteers!



Rummage is The Junior League of Phoenix's largest fundraiser of the year and involves an "all hands on deck" effort by JLP volunteers. The 2014 Rummage theme was "Reduce. Reuse. Recycle." The 2015 theme will soon be announced.

Kids in the Kitchen

An Exciting Year Ahead for KITK and Building a Healthy Arizona

Kids in the Kitchen exceeded its goals from last year and is determined to take the program even further this year. KITK was given a goal of reaching 1,000 children through four large-scale events in the 2013-14 year. The actual numbers for the year came in at six events with a reach of 951 to children in the Valley.

As the signature program most closely tied to the new focus area, the challenge of providing a variety of activities that granted volunteers exposure to "Building a Healthy Arizona," lent itself to being KITK's greatest success. The program was able to diversify its event opportunities to various scales and expanded to several new partnerships, including St. Vincent de Paul and the Children's Museum of Phoenix.



The Kids in the Kitchen's Prize Wheel made its debut last year and has been a hit with children and adults alike. It has proven to be a fun and interactive way to engage kids on making the right choices to be healthy and active.

Especially exciting for this upcoming 2014-15 year is an expansion of KITK's partnership with the Boys and Girls Club. Because of our awesome impact with the Grants Wood Branch last year, the Guadalupe Branch has asked to partner with us as well to conduct monthly, after-school lessons with their kids. KITK will be creating and executing on the curriculum for these events.

In addition to creative programming efforts, KITK will also be hosting tables at select community events and at Junior League fundraisers, including Touch-A-Truck, Valley Impact Luncheon and Rummage.



KENDRA SCOTT



Join The Junior League of Phoenix and Kendra Scott on October 15 for the **Kendra Gives Back Winter Launch** event. Enjoy delicious sips, sweet treats, and—of course—jewelry from 5-8 p.m. at the Kendra Scott location in the Scottsdale Quarter.

Kendra Scott will be debuting her Winter 2014 collection during this exclusive event, where a portion of the proceeds from that evening's sales will go to the JLP.

Shop from her kaleidoscope of beautiful jewelry infusing vibrant, hand cut gemstones and her Color Bar™, an innovative experience that allows jewelry customization. Featured on the pages of leading fashion and lifestyle publications and television outlets, Kendra Scott is a favorite for all women.

Kendra Scott - Scottsdale Quarter • October 15 • 5 to 8 p.m. • Benefitting The Junior League of Phoenix

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An Anniversary Year

80

years

of making a difference!

by Dana Fuller

The First Junior League

Mary Harriman, one socially aware 19-year-old New York City debutante, saw an issue that plagued her city and took action. She recruited her fellow debutantes and founded the “junior” League for the Promotion of Settlement Movements in honor of the young volunteers and their desire to help with the problem of overcrowded tenement housing in New York City.

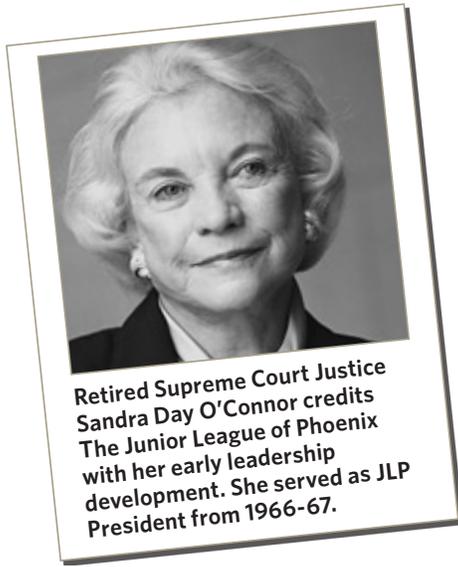
This fervor spread first nationally and then internationally and each respective city responded to the individual needs of their community. Some of these needs included a free school lunch program, women’s suffrage, and working in Army hospitals during World War I. The leagues also responded to the Depression by opening nutrition centers and milk stations. This spirit of voluntarism and desire to improve one’s community that promoted the founding of the Junior League is an enduring and core value of the local Phoenix Chapter today and has brought real change to many lives in its influence.



Debut in the Valley of the Sun

Along with the rest of the country in the 1930’s, Phoenix was reeling from the effects of the Depression. It was at this time when our community was in great need that the Junior League of Phoenix (JLP) was founded. The year was 1935. The JLP made its debut with a public school relief fund program. Through the years, JLP’s programs have evolved to address current and relevant social needs of the Phoenix community. From protecting children in crisis to fundraising through efforts such as the annual Rummage Sale—now in its 78th year—to supporting various institutions and health issues, the JLP has left an enduring mark in Phoenix. Our chapter has given back to the community in various ways, including programs for the blind, awareness campaigns for cystic fibrosis, breast cancer, early childhood education and literacy.





We don't accomplish anything in this world alone... and whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one to another that creates something."

SANDRA DAY O'CONNOR,
JLP President from 1966-67 and First Woman Supreme Court Justice

JLP has also played a role in bringing iconic attractions to Phoenix, including the Phoenix Zoo, Arizona Science Museum, Ronald McDonald House, Orpheum Theater, and the Children's Museum of Phoenix.

"Our organization has donated more than \$3.3 million to various programs throughout the valley and has been involved in more than 140 community projects," Maria Cody, immediate past president, said. "The collective power, wisdom and efforts of these women make the JLP and all leagues around the world catalysts for lasting community change."

This community change can be seen in our signature programs including Kids in the Kitchen and ROCKETS (Raising our Children's' knowledge through Education through Science). Our current partner programs include Phoenix Rescue Mission, which supports homeless women and children who are breaking the cycle of homelessness, addictions and abuse; Fresh Express Mobile Bus, where the JLP is providing an educational component for this mobile produce market serving a "food desert" area of Phoenix; and Phoenix Day HealthLinks, where JLP will expand and enrich the health and wellness programming for low-income families.

Our Current Focus Area

The main focus area for The Junior League of Phoenix is to "build a healthy Arizona" by helping to give access to healthy food and the information that can help people improve the health of their families and the community at large. Because the JLP is invested in changing current statistics—Arizona ranks 15th worst in the country for food insecurity and is the 35th most obese state—our 2014-2015 community programs and partners are focused on reaching out to diverse populations about the importance of nutrition and exercise, and combating hunger issues facing Phoenix.

As we celebrate the 80th anniversary of the founding of our Phoenix league, the legacy of our founder burns strong as like-minded women come together and become trained volunteers. Our mission is threefold: develop the potential of women, improve the community, and promote voluntarism. We accept that the responsibility is then ours to reach out to help better and serve our communities and leave our mark on the world. We invite other women to join our cause. ***We are The Junior League of Phoenix.***



Phoenix Day HealthLinks

JLP Phoenix Day HealthLinks Committee Announces 2014-15 Plans, Events



The Junior League of Phoenix is excited to announce a three-year partnership with Phoenix Day to expand and enrich the Health and Wellness programming that Phoenix Day is currently providing to the low-income Central Park neighborhood in Phoenix.

ABOUT OUR PARTNERSHIP

Phoenix Day is the oldest, continuously operating early education and youth development center in Arizona. In 1997, Phoenix Day established the HealthLinks program, which is focused on preventative health services to low-income families, including linkages to health and nutrition resources.

The Junior League of Phoenix will assist Phoenix Day with expansion and implementation of quarterly nutrition nights and cooking/exercise classes. We will also be creating JLP-branded "starter kit" bags to hand out to program participants, which may include things like cooking oil, spices, recipes and nutrition-oriented activity ideas. This project is a natural



extension to our Kids in the Kitchen programming and the JLP looks forward to working with Phoenix Day in supporting our focus area of "Building a Healthy Arizona."

SECOND SATURDAYS

The Junior League of Phoenix is providing 15-20 volunteers on select "Second Saturdays" in the 2014-14 JLP calendar year.

All events are open to the public. The events are being held in a city park so there are no photography or media restrictions. Second Saturday events are themed around nutrition and exercise education. For example, September's focus will be exercise based, where JLP is planning to have

"We look forward to working together to introduce a Health and Wellness program in the Central Park Neighborhood. This partnership will support a neighborhood that is located in a food desert and is limited to shopping fresh fruits and vegetables."

CHRISTIAN BODDY BILLS,
2014-15 Chair, JLP Phoenix Day
HealthLinks Committee

an obstacle course, sport booths, parachute games, climbing wall, and a nutritional take away. Prizes and promotional items will also be given out.

SAVE THE DATES!
*JLP Second Saturday Events
at Phoenix Day*

- October 11, 9 to 11 am
- January 10, 9 am to 11 am
- March 14, 9 am to 11 am
- April 22, 5 pm to 7 pm



For more information about **Phoenix Day**, please visit www.phoenixday.org



Fresh Express Mobile Food Bus

Fresh Express Bus Delivers Fresh Fruits and Vegetables to Underserved Phoenix residents; JLP is a Founding Sponsor

The Junior League of Phoenix is excited to be a part of an innovative new program aimed at increasing access to fresh food. Fresh Express by Discovery Triangle is a mobile fresh produce market, which will sell fresh, affordable, and high-quality fruits and vegetables out of a retrofitted Valley Metro bus.

The stated goal of Fresh Express is “to enhance the health of Discovery Triangle residents by increasing access, availability, and affordability



of fresh produce and providing health and wellness resources to empower community members to make healthy choices.” This goal is highly aligned with our focus area of “Building a Healthy Arizona.” As

a founding partner of this exciting project, JLP will be responsible for the nutrition education component of the food bus program. JLP members will be developing and implementing a nutrition curriculum for Fresh Express customers that will include handouts on healthy eating and nutritional guidelines, recipes for utilizing fresh produce, and cooking/recipe demonstrations.

A number of organizations have already committed as sponsors and partners of Fresh Express in addition

“Fresh Express is such an innovative way to make nutritious food accessible to our surrounding communities. I could not be more proud to be part of a project that is directly impacting the ability for families to make healthier choices.”

MICHELLE MOORE,
2014-15 Chair,
JLP Fresh Express Committee



to The Junior League of Phoenix, including Chase Bank, Valley Metro, AJ Peddler & Sons, UMOM New Day Centers, and others.

Fresh Express began selling its produce in April with a pilot program on Tuesdays and Thursdays. The bus will visit schools in the Balsz School District of Phoenix, as well as senior centers and community centers in the area.

The "Discovery Triangle" is a 25-square-mile area encompassing



an area of downtown Phoenix and downtown Tempe that is considered to be a food desert. A food desert is an area where affordable and healthy food is difficult to obtain, particularly those without access to a personal vehicle. Residents of food deserts often rely upon convenience stores for much of their grocery shopping, or take public transportation to attempt

to reach the nearest grocery store. The USDA's Food Desert Locator has identified 55 food deserts in Maricopa County alone.

There's a lot of momentum going into this new program partnership.

"There is so much energy around the bus at each stop, and every week the excitement grows." Michelle Moore, chair of the JLP Fresh Express Bus Committee, said. "You can really see the impact and sense of community that is starting to happen. My committee is working hard on providing the nutrition education element at the stops and the activities we have planned are engaging the families while teaching them how to make healthier choices. I cannot wait to see the positive changes this program will make."



Fresh Express is another example of Phoenix finding innovative ways to address problems and improve the quality of life of residents."

For more information about **Fresh Express by Discovery Triangle**, please visit the website at www.discoverytriangle.org/fresh-express/.

For more information on **food deserts**, visit www.ers.usda.gov.

GREG STANTON,
Phoenix City Mayor
at the Fresh Express Launch Event
on February 25, 2014

The JLP Foundation Celebrates 10 Years



The Junior League of Phoenix, Inc. established The Junior League of Phoenix Foundation as a separate entity supporting our same mission. The JLP Foundation was formed to serve as a support organization to The Junior League of Phoenix, Inc. in the years to come. In 2014, the Foundation is celebrating its 10-Year anniversary.

Over the years, the Foundation focused on raising the endowment to be able to provide funding towards the mission of the Junior League of Phoenix. In 2010, the Foundation made its first investment in the League and the mission in the amount of \$10,000. In 2011-2012 and 2012-2013, the Foundation invested an additional \$10,000 each year.



In 2014-2015, the Foundation invested \$17,000, which was presented at the May Annual Meeting. The Foundation investment was specifically targeted to improve the community through the Kids in the Kitchen and ROCKETS programs. An additional investment was made to develop the potential of the new Director of Operations leader for training. The total investment has now reached \$47,000.

10 YEARS AND RUNNING

In 2004, several passionate women gathered to form the Foundation and create a lasting organization. These strong, motivated women set out to make a difference and create a lasting organization of support. **Kay Thompson**, JLP past president and the founding president of the Foundation, shares: "The Foundation is an important aspect of our JLP. The Foundation gives us credibility in our community and moves us forward."

As the Foundation moved forward, many forward thinking leaders led the organization. In **Elizabeth Saba's** years, the Foundation led in fundraising efforts and gained traction in the establishment of the Corpus. **Janet Hutchinson** continued to grow the Foundation Corpus and the Corpus was achieved during **Lisa Osselaer's** term as President. Lisa Osselaer led the Foundation Board in the first investment for The Junior League of Phoenix, Inc. and the first \$10,000 gift was presented at the May Annual Meeting that year. **Karen Nikoloudakis** followed suit with another \$10,000 gift at the May Annual Meeting. In 2012, **Jennifer Holsman-Tetreault** assumed the reigns and led the Foundation Board through the establishment of a Relationship Statement with the League, refinement of governing documents and creation of sub-committees. In 2013, **Sara Mayer** led the foundation in the kick-off to the 10th Anniversary with a reception at Oliver Smith Jewelers. The Foundation Board established "Legacy" levels to recognize donors for their contributions over the 10 years. The Foundation Board also established a funding process and selected to fund Kids in the Kitchen, ROCKETS and the training of the Director of Operations.

JLP Foundation Presidents

Kay Thompson 2004-2006
(Founding President)

Elizabeth Saba 2006-2008

Janet Hutchison 2008-2009

Lisa Osselaer 2009-2011

Karen Nikoloudakis 2011-2012

Jennifer Holsman Tetreault 2012-2013

Sara Mayer 2013-2015

2014-2015 JLP Foundation Board of Directors

The JLP Foundation welcomes our new board members:

OFFICERS:

President – Sara Mayer

Treasurer – Margaret Moody

Secretary – Cassie Cooper

DIRECTORS:

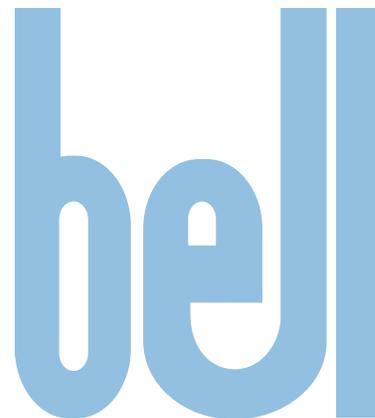
- Devon Vero
- Deb Michaelsaki
- Lauren Dunning
- Ashley Bunch
- Nance Harris
- Maria Cody
- Jennifer Elser
- Jeanne Figueroa
- Jennifer Holsman-Tetreault
- Brandi Hunt
- Sarah McLeod
- Gilda Kemp

SUPPORT THE JLP FOUNDATION

The 10th Anniversary of the JLP Foundation will continue through December of 2014. Consider a gift to the JLP Foundation!

Why should you give? Kay Thompson says she gives “because I care about the future of the JLP and want to make sure the JLP plays a vital part in our community.”

To make a donation please visit:
<https://foundation.jlp.org/>.



Bell Cleaners is pleased to expand its home pickup and delivery service throughout the Phoenix metropolitan area.

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Conscientious Cleaning.

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*(south of Thomas Road at 7th Street,
near the Phoenix Country Club)*

service@belldraperyclean.com



The inaugural JLP White Party was a huge success and helped to support our community programs more than we anticipated. We are excited about growing this fundraiser in the years to come and the possibility of it becoming a Junior League of Phoenix signature event in the Valley."

MANDY SCOFIELD HOLMES,
2013-14 Special Events Committee Co-Chair

THE White party

by Mary Epstein

In January of this year, The Junior League of Phoenix hosted **The White Party**—an annual, elegant cocktail party event held at Casablanca Lounge on Stetson Drive in Old Town Scottsdale. Guests were asked to wear their best all-white attire to dance the night away with Legacy DJ creating our party atmosphere.

Giveaways and raffles were held throughout the evening. Guests had the chance to win beautiful jewelry donated by Kendra Scott, tickets to the Waste Management Open, courtesy of the Thunderbirds, hotel stays and a Mabel's on Main gift card.

The Junior League of Phoenix would like to thank the sponsors of this fabulous event. Linens and draperies were provided by Classic Party Rentals and white floral arrangements were provided by Lux Florist. At the end of the evening, guests took advantage of transportation provided by Uber. The Junior League of Phoenix was pleased to have many publications on hand to feature the evening, including *Trends Magazine*, *Arizona Foothills* and *So! Scottsdale*.

The 2015 date for the second annual White Party will soon be announced. Look for it at www.jlp.org, where you can also purchase tickets.

White Out

Guests of the JLP White Party event smile for photos on the white carpet.



Photos Courtesy of Terri Lea Smith: photo + video

Member Spotlight

Jill Kipnes...

A JUNIOR LEAGUE SUPERSTAR



We are proud to feature one of our most dynamic members, Jill Kipnes, in this issue of the *Valley Impact Magazine*. Jill started her service to The Junior League of Phoenix 18 years ago as a member of the 1996 Provisional Class. Since then, Jill has been an invaluable member of the JLP, serving in many diverse roles, on several different committees, and in leadership capacity.

What prompted you to join JLP?

I was new to the Phoenix area when I moved here in 1996 after college. I was living with my mother at the time and didn't know many people. Mom and I attended the Women's Expo one weekend, where JLP had a booth set up. After talking to the women at the booth, my mom encouraged me to join JLP to meet some women and become involved in the community. So I did!

After all your years in JLP, why haven't you moved into a sustainer role?

Because of all the great women I have met over the years, and because the work the League does is so important, I've never even thought about becoming a sustaining member! JLP has helped my career by giving me so many leadership opportunities and increasing my public speaking ability and my self confidence. I've taken on things I would not have normally taken on over the years, such as being a part of the JLP board four times (including most recently as Assistant Vice President of Development and in past positions as Community Development Council Director, Planning Council Director, and Membership Council Vice President). Being in leadership may not be for everyone, but for me, being on the board just makes it more worthwhile to continue with the League. It's a great way to learn all the things that go on within the organization and meet so many people.



What placement have you enjoyed the most?

Over the years, I've had the chance to be a part of almost every team (all but communications). But being a part of Rummage really holds a special place for me because it's our biggest fundraiser of the year and everyone in the League has to participate in it, and participate twice—once to drop off quota and once to work a shift. I also enjoy being a part of Rummage, because it has such an impact on not only raising money for the League to fund our programs, but also gives a chance to help the surrounding community purchase items they might not have been able to. So Rummage gives back in two ways.

What's next for you with JLP?

I'll serve as the Finance Development Team Lead for 2014-2016, a two-year term. This position will combine the Development and Finance teams together, to work more closely as a team... I'm really looking to move our fund development forward. Additionally, I'll continue to support the League as it rolls out its new structure and bylaws this year, which I've worked on for the past three years as a member of the Action Learning Team (ALT). Hopefully we've built a better structure for JLP that is sustainable over a long period of time.

What advice do you have for JLP members?

Just say yes! Take the opportunities that you wouldn't normally take. If someone in the League asks you to do something, they've seen potential in you that maybe you didn't see in yourself! I also advise newer members to recognize that it will take them some time to figure out how the League works and to meet people in it. I remember once hearing that it takes up to three years to get into the groove of being a member of JLP. Give JLP time! Membership is life-long.



Fast Facts

HOMETOWN:

Milwaukee, WI

PETS:

One black & white cat named Harlequin (given to her by JLP's Immediate Past President, Maria Cody)

ALMA MATER:

Simmons College (Boston),
Masters, ASU

CAREER:

Paralegal

YEARS IN JLP:

Provisional Class of 1996 -
18 years of service to JLP

CURRENT PLACEMENT:

Finance Development
Team Leader

Things To Do in Arizona

As the summer comes to a close, we've put together a list of our favorite summer things to do in Arizona. From family friendly events to iconic sights, there's still time to enjoy these activities.

The **Arizona Diamondbacks** are the professional baseball team in Arizona and they play at the famous Chase Field known for its opening/closing roof that they keep closed during the summer with blasting air conditioning to keep their fans happy. Just make sure to hop on the light rail to enjoy a scenic view to the game.

ONE >

Another way to avoid the heat but expand your mind is at the **Arizona Science Center**. The Arizona Science Center is fun for adults and children; it is an interactive place to explore that will be both educational and entertaining. The Science Center focuses on hands on learning with both permanent and changing exhibits.

TWO >

3. Get some sun at **Castles ~N~ Coasters**, Arizona's local amusement park. This family fun spot features fun activities including roller coasters, carnival rides, bumper boats, go karts and mini golf. There are rides for all heights and ages.

Another way to enjoy the heat and get a tan in a wet way is at **Canyon Lake**. Camping, hiking, boating, jet skiing, and swimming are all active activities to do at Canyon Lake. Renting Jet Skis will get you into parts of the canyon you can only see from the water and swimming will keep you cool in the extreme Arizona heat.

FOUR >

You will need sunscreen if you venture to any of our three crazy water parks as well. Arizona has **three great water parks**: Wet 'n' Wild, Golfland Sunsplash and Big Surf. All 3 are fun for the whole family and a great way to beat the heat. Whether you are resting in the lazy river, blasting down wild slides or riding the waves in the wave pool, you will find fun.

FIVE >

Now take some time out of the sun at the **Heard Museum**, which takes you back into Arizona's history. You will learn more about Arizona and the American Indian tribes native to Arizona. Through galleries, exhibitions and hands on learning you will have an educational adventure you will never forget.

SIX >

Ice Skating is a fun active event that will keep everyone on their toes. This is the one place in Arizona during the summer that you can bring your jackets and your gloves! Arizona's favorite place to stay cool in the summer heat is its indoor ice rink, **The Ice Den**. All ages and will be found, from toddler's putting skates on for the first time to adult hockey players.

SEVEN >

Located in the Black Hills of Yavapai County, visit **Jerome**, an old mining town rich in Arizona's history full of mystery, intrigue, charm, and several wineries! Take time to visit the Douglas Mansion, Gold King Mine and Ghost Town, ride back in time on a horse-drawn carriage, or stop into the many art galleries, craft stores, and restaurants there.

EIGHT >

A hidden gem further south is **Kartchner Caverns State Park**, which has great history and is the surprise of the state. On the outside it looks like a little hill, but inside is a beautiful cavern. Then drive to Tombstone and learn more about the history of Arizona and enjoy the hot spot seen in many movies.

NINE >

10. The famous **Hoover Dam** is quite a sight! If you are travelling to **Las Vegas**, stop and take a tour. This landmark is rich with history and nature.

Arizona has beautiful hikes, scenery and scenic drives; one of the best hikes in the state is the **Apache Trail**. Start at the Goldfield Ghost Town for some shopping, their train tour and free shows. Then hop on the Apache Trail to see the great views and stop in Tortilla Flats. When you arrive at Tortilla Flats, make sure to have a dollar and visit the bathrooms.

ELEVEN >

If you are headed North, make sure to take a trip to **Sedona**, which is famous for its scenic views and nature. This beautiful town has hiking, camping and cooler weather. Also enjoy Slide Rock, a waterfall between mountains that creates natural slides that is fun for all ages all day.

TWELVE >

While you are up North, make sure to take advantage of the cooler weather and amazing hikes. There is a beautiful hike along **Fossil Creek**, so you can take breaks in the cool water. And, if you can push through the long journey, you will come across a beautiful waterfall full of locals sliding down or jumping off.

THIRTEEN >

After you finish your hike, head up to **Flagstaff**, which is the home of the Northern Arizona University Lumberjacks. This small town has one of a kind stores along with great weather and views. Take the time to visit before heading on your way to the Grand Canyon.

FOURTEEN >

15. The **Grand Canyon** is one of the Seven Natural Wonders of the World; you can't live in or visit without seeing it. It is breathtakingly beautiful and you will not have enough memory in your camera for all the pictures you will want to take. Take the time while you are there to hike around it, go down to the bottom, camp and white water raft. The Grand Canyon is the heart of Arizona and a huge pride of the state.

JLP ROCKETS Program Wins AJLI Award!

Award Recognizes the Best Community Program Amongst All Junior Leagues



ROCKETS, or Raising Our Children's Knowledge by Educating Through Science, is a JLP signature program that had a banner year in 2013-14. The program saw over 2,500 children through six programs; trained 45 teachers through the annual Teacher Launch Seminar; and, in May, won the Community Impact Award by The Association of Junior Leagues International Inc. (AJLI).

The AJLI Community Impact Award recognizes outstanding programs that have created long-lasting measurable results that illustrate the Junior League tradition of achieving significant community impact through thoughtful collaboration. With the Community Impact Award recognition, JLP received \$10,000 to further strengthen ROCKETS and leverage the program for years to come.

The ROCKETS program addresses the dire state of early childhood education in Maricopa County.

The program provides hands-on science activities, supplemented with math lessons, to at-risk children in Maricopa County to help foster problem solving, critical thinking, and exploration skills that are critical to future academic success. In support of the current JLP focus area of "Building a Healthy Arizona," ROCKETS has also committed to folding in health and nutritional lesson plans in its programming.

Now in its fifth year as a signature program of the JLP, ROCKETS was able to demonstrate to AJLI its

community impact through various program initiatives.

Leveraging the annual Teacher Launch Seminar. ROCKETS believes the Teacher Launch Seminar is a valuable opportunity to collaborate directly with the educators who work with their children every day. In 2013, JLP hosted 45 preschool and early elementary school teachers, the majority from underprivileged school districts in Maricopa County.

Typically held at the beginning of the school year in August or September, the Launch is a half-day training seminar that provides teachers with creative ideas on how to incorporate science into everyday lesson plans. Each participant receives four professional development hours that are eligible for continued education credits through the Arizona Department of Education and goes



ABOVE: (From left) Director Of Operations Lara Lennaman, President Anne Hoffman, AJLI President Toni L. Freeman, and JLP Past President Brandi Hunt stand with the Community Impact Award Certificate for ROCKETS at the May AJLI Conference in St. Louis, MO. Along with the recognition, the JLP ROCKETS program also received \$10,000 to help leverage the program's investments.

OPPOSITE PAGE: Leah Schindler, 2013-14 ROCKETS Co-Chair, works with children at the October 2013 "First Friday" event in the JLP Classroom at the Children's Museum of Phoenix.

home with a kit of fun science activities that includes supplies and a booklet with more than 60 lesson ideas to help get started in his or her classroom.

Adding to its Community

Partners. ROCKETS values its partnership with the Children's Museum of Phoenix during First Friday events. However, it was important to bring the mission of ROCKETS to other "pockets" of the community. This year, ROCKETS worked with the Musical Instrument Museum at its February Family Day, delivering lesson plans on the science of sound. The program also established a partnership with the City of Scottsdale for its Exclusively Little event at the McCormick-Stillman Railroad Park.

Providing Diverse Programming and Volunteer Opportunities.

Over 210 volunteer hours were made available to JLP general membership in 2013-14 for ROCKETS. Volunteers helped out with nearly 30 different experiments and/or lessons throughout the year.



Lauren Dickey, 2014-15 ROCKETS chair, demonstrates a lesson on gravity using two plastic bottles at the Teacher Launch Seminar.

A sample of ROCKETS programs offered this year included the following: animal diversity and ecosystems, vision awareness, travel and transportation, healthy living, volcanoes and rocks, and magnetism. Nearly 2,500 children worked with the ROCKETS program.

Continued next page>>

notes & quotes

"The Teacher Launch Program you provided for us all was fantastic! The materials and content of today's class was very meaningful and will be very beneficial for the students in our classrooms."

-SHELLEY ISAKSON,
Second Grade Teacher,
Liberty Elementary School/
2013 JLP Teacher Launch
Seminar Participant

The 2013 JLP Teacher Launch Seminar participants represented 13 zip codes and 20 schools or early childhood development organizations. The average classroom size for Launch participants was 25 students, translating to an estimated 1,250+ children that the JLP reached through this seminar.

"We are so thrilled to be chosen for this award from over 293 Leagues based all over the world."

-ANNE HOFFMAN,
JLP President

According to Melanie Martin, Early Childhood Specialist at the Children's Museum of Phoenix, ROCKETS has become a favorite of repeat visitors, who often come looking for the "science program" or calling the JLP Classroom the "science room" when visiting on First Friday Nights.

ROCKETS Cont'd

<<Continued from Page 31

Establishing a ROCKiTS

Concept. This past year, the ROCKETS committee conceived of the idea of "ROCKiTS," which would be something especially unique to the current structure of the ROCKETS program.

Initiated as an off-the-shelf resource for parents or teachers to use with their children, the ROCKiTS idea originated from leftover science supplies from previous ROCKETS events. Each kit would include all the supplies, instructions, and follow-up discussion ideas for one experiment. Parents and teachers are provided contact information for the ROCKETS committee for additional boxes. This year's committee is charged with further developing this concept and exploring a strategy on how to execute ROCKiTS successfully.



ROCKETS provides dynamic programming and lesson plans encourage parents to get involved.

ROCKETS will continue to provide innovative programming to Valley children and will continue in its "First Friday" presence at the Children's Museum of Phoenix, starting again this October.

"It is such an honor for The Junior League of Phoenix and the Valley of the Sun!" Anne Hoffman, JLP president, said. "The almost 1,000 women in the JLP have worked hard and should be proud of the difference we are making in this community."

let's experiment!

An Amplified Balloon

Small sounds can still make a big noise when you use a good sound conductor. Experiment with a balloon, compressed air and your own ears, to find out how it works and the science behind it.

What you'll need:

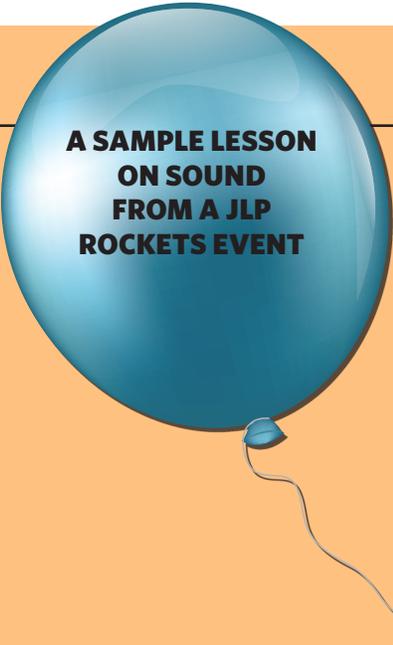
- One balloon
- Something to tap on the balloon (suggest a pencil)

Instructions:

1. Blow up the balloon.
2. Hold the balloon close to your ear while you tap lightly on the other side.

What's happening?

Despite you only tapping lightly on the balloon, your ears can hear the noise loudly. When you blew up the balloon, you forced the air molecules inside the balloon closer to each other. Because the air molecules inside the balloon are closer together, they become a better conductor of sound waves than the ordinary air around you.



**A SAMPLE LESSON
ON SOUND
FROM A JLP
ROCKETS EVENT**

I AM JLP





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