



# JUNIOR LEAGUE OF LOUISVILLE

## 2017-2018 in Review

### President's Message

**A**s we move into our 98th year, I am in awe of the accomplishments of our league. Where would our community be if the league had said “no” to the Ronald McDonald House, Safe Place, Susan G. Komen Race for the Cure and countless other projects? And those are just projects the League actively participated in, not those our members have chosen to use their league training to impact our community.

I believe our future is as bright and as impactful as our past. On the path to celebrating 100 years we are ensuring the sustainability of the league. We are rolling out a new membership initiative called Voice & Choice. We will no longer be a one size fits all league. We will sit down with members and place them according to their talents, what they want to learn, and allow them to choose the time they can commit to the league rather than a list of obligations that do not take into account that members all have different time constraints outside the league.

AJLI has also rolled out a 100% commitment of all leagues to diversity and inclusion. As part of our strategic plan our board has committed to diversity and inclusion and plan

to implement policies and programs that ensure we are a diverse and inclusive organization.

Our future also continues to focus on training and community impact. In April, we sent more members to an AJLI Organizational Development Institute than we have in many years. We have strong community partnerships focusing on education and recently increased our reach with Dolly Parton's Imagination Library to be available to children between birth and age 5 in all West End zip codes.

The future is bright as we embark on our path to 100 years!

Leigh Anne Burke-Schaad  
President, 2017-2019



# LEMONADE DAY

Lemonade Day is a national program to help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow. This is done through teaching them the fundamentals of business and life's skills to set goals, make a plan and work the plan to achieve their dreams within the structure of creating a lemonade stand.

The Junior League coordinated the execution of community events and community outreach for Lemonade Day. We worked with strategic community partners to increase awareness and interest in Lemonade Day.

We had Junior League volunteers registering children at ten events this spring. Junior League handled marketing efforts for Lemonade Day. We also managed community trainings for both participating children and trainers who facilitate trainings for kids at their organizations.

The Lemonade Day Committee's goal was to build at least 10 strategic partnerships in Louisville. These partnerships sought to promote Lemonade Day, receive feedback, and increase marketing efforts for the program.

Lemonade Day is a developing organization in our community. With the Junior League's support, we have expanded the reach of Lemonade Day, beyond what the organization is staffed to do currently. We are reaching a significant amount of community partners and families with our efforts.

Lemonade Day had a successful event totaling 654 registrants (up from 390 in 2017) representing 134 schools/orgs across Louisville

with 69 stands 'branded' on the website (21 in 2017). The event raised over \$35,000 + \$5,000 marked for 2019. The League was instrumental in obtaining the first major grant from Kosair after a recommendation from past president Sarah Barker, helping with the first Lemonade Day Kickoff Event - JLL volunteers provided the hands for the event, conducting two Lemonade Day Universities we trained 54 students on how to successfully plan and run their own lemonade stand. Lemonade Day wants to grow this partnership in 2019.

The Lemonade Day committee helped make strides towards our goal of getting into areas in Louisville that this information could be transformative to the community. They helped by targeting and educating organizations in Portland, South Central Louisville, Smoketown, West End, Shelby Park, etc. I was thrilled that of the 7 organizations with 10 or more student participants, that 5 of these were in the areas we were targeting:

| School/Organization     | Participants |
|-------------------------|--------------|
| Portland Elementary     | 60           |
| St Agnes                | 51           |
| LCCC: Child Dev Ctr.    | 26           |
| Love City               | 22           |
| West End School         | 14           |
| Ralph Avenue AME Church | 13           |
| Daisy Troop 179         | 12           |

# DONE IN A DAY

The Done in a Day committee has the privilege of working with many great organizations in our community. Our goal is to plan meaningful shifts to our members, while assisting other agencies. We provide a variety of shifts to accommodate our members' busy schedules. The Done in a Day committee had a busy year,

providing over 400 community shifts for our league members. Our busiest work this year has been with Blessings in a Backpack at Engelhard and Roosevelt Perry Elementary Schools. During the school week, most of these children depend on the federal free and reduced meal program offered at school. The meals at school are sometimes the only ones these children receive. On Fridays we help package food for children, to ensure they don't go hungry on the weekends.

We also provide monthly dinners for boys at The West End School. This is a free school for at risk boys, who are on free or reduced lunch. Middle school students live there during the week and go home on the weekends. We cook food for the boys and also spend quality time with them. Staff have started quizzing the boys the following day on things they discussed with JLL members.

We also regularly prepare and serve meals for members and guests at Gilda's Club. Gilda's Club offers support groups for individuals suffering from cancer, their friends, family, survivors and members who have lost a loved one due to cancer. We provide meals before their support group, allowing people to enjoy dinner and fellowship.

We helped with an event at Carter Elementary School, for National Youth Violence Prevention Week, which received media attention. Seven hundred students painted rocks to show a sign of peace, which will line the sidewalk.

In 1995 JLL was instrumental in bringing Susan G Komen Race for the Cure to Louisville. We were excited to help out with the event this year.

We've also volunteered with JCPS Clothes Closet, Volunteers of America, Ronald McDonald House,

Habitat for Humanity, St. Joseph Children's Home, Brooklawn, Hope Scarves, Global Game Changers, YMCA, Coleridge Elementary School, Family Scholar House and St. Vincent de Paul. We also collect books for The Little Libraries or the organization we are serving at our events.

## READ-IMAGINATION LIBRARY

READ stands for Reach, Educate, and Discuss and it includes both our Little Libraries and Imagination Library programs. Dolly Parton's Imagination Library of Louisville was founded in 2016 through a partnership between the Junior League of Louisville, WAVE 3 News and the Jefferson County Public Education Foundation. Its mission is to put more books in the hands of Jefferson County children in an effort to foster a child's love of reading and prepare them for kindergarten. We believe that by improving early education in our community, we can contribute to the lifelong success of Jefferson County children. Children from birth to age 5 will receive an age appropriate free book directly to their home every month.

The JLL is the community partner and we manage the logistics of reaching and enrolling children in the program and planning and leading meetings with other partners and board.

Imagination Library is in its second year of service and has expanded to 8 Louisville zip codes: 40202, 40203, 40208, 40209, 40210, 40211, 40212 and 40215. Our area of focus includes the heart of the city and all of west Louisville. We are working to expand to the south and east and hope to cover the entire county in the next year.

Since our expansion in January of 2018, we have enrolled 230 additional children to serve a total of 821 kids. And 117 children have turned 5 and graduated from the program with books to keep forever. That means Imagination Library has reached 938 children since it started in January 2017. In all we have mailed 6,621 books!

JLL members have been integral in grant writing to secure funding for our expansion. They also increase registration through community events and manage the database to make sure hundreds of children get books in the mail every month. Thank you for your support of this wonderful program that is really making a difference in our community!

## GEM

GEM (Guide Educate and Mentor) is a project that plans and implements events for youth at Boys and Girls Haven and Maryhurst. These events are a mix of college and career readiness events and celebrations fostering engagement with our JLL members and the youth.

We partner directly with Boys and Girls Haven and Maryhurst and while staff is present at the events, we plan and implement the events completely. This is a combination of two prior projects at these respective community partners.

The goal of this program is to develop quality mentoring curriculum that helps young people create a positive environment where they can grow and develop the necessary life skills. The project has planned events that have provided the youth with positive mentoring relationships.

The GEM committee has worked with Maryhurst and Boys & Girls Haven throughout the 2017 and 2018 Junior League year. Each month, the committee meets with groups from both organizations to hold career and skill development



events, mentoring events, birthday parties, and other celebrations. GEM has volunteered over 130 hours and met with 50+ kids on a regular basis. One of the most notable events with Boys and Girls Haven was a career fair where students heard from a local business owner who had previously been a student at Boys & Girls Haven. The students were engaged and involved in the session and were able to hear from someone who had been right where they are.

For Maryhurst, one of the best received sessions was about self-love and being true to yourself. The girls enjoyed talking about various situations and how important it is to remain true to yourself even when pressured from different areas.

The GEM committee has enjoyed working with these organizations and the children they serve and have enjoyed building relationships with these kids.

## JLL DIVERSITY & INCLUSION TASK FORCE

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities. Here in the Junior League Louisville, we are organizing a Diversity & Inclusion Task Force to:

1) Create our own statement on Diversity & Inclusion.



2) Develop a group to look at all aspects of our league to make sure we are living our statement.  
3) Educate our membership and community on all communities represented and present at the table and/or not represented and needed to be invited to the table.

If you have a passion for Diversity & Inclusion or a desire to learn more about this initiative, please contact Board Member Ria Chandler. [riachandler@gmail.com](mailto:riachandler@gmail.com) or (502) 487-4690

## PROVISIONALS

This year we welcomed 25 new members as a part of our Fall 2017 Provisional group. The ladies worked closely to plan and execute NoogieFest, which is a Halloween party open to youth in our city whose lives have been touched by cancer, their own or that of a loved one. This event along with our Mother's Day Tea in the Spring is a part of our continued partnership with Gilda's Club and the event was a big success!

Our Spring Provisional class has 18 new members and they planned the Mother's Day Tea with Gilda's Club which was held on May 12th from 12-2pm. This event honored moms and mom-substitutes and was Kentucky Derby themed. The event was capped at 50 people and featured plenty of food and family fun.

All of our new members have already shown such excitement throughout the process and have



already hit the ground running as they become more involved with JLL - I cannot wait to see what wonderful things they do as a part of JLL! As this year comes to a close we are already looking towards summer recruitment and I hope you'll encourage your friends and family to become a part of JLL's Fall 2018 class!

## MEMBERSHIP ENHANCEMENT COMMITTEE

The Membership Enhancement Committee has been hard at work this year with the goal of having a variety of events that all members of the league can enjoy. Here were some of our favorites from each month: Trivia Night, Huber's Orchard, Friendsgiving, Glass Ornament Blowing, Nutcracker Barre-dio, Little Hats Little Hearts Knitting, Resin Art Event, Movie Night, and Axe Throwing

We wrapped up the year with our amazing April and May events. These include: an Old Louisville Mansions Tour, a Board and Brush Event, and our Louisville City Soccer Night on May 19th!! We look forward to seeing you all at these upcoming events.



# TRANSFERS

The Transfer Committee has had a great year welcoming 8 new transfer women into the Junior League of Louisville! They each moved to Louisville from different parts of the country, although three were all from Texas! We have had fun cultivating relationships with one another with backyard socials, holiday parties, dinners out and about in their new city, a painting party, bunco and bar trivia! The transfer women have been warmly welcomed into the league and have begun engagement within their committee placements and across the many social and volunteer opportunities the JLL offered throughout the year. We are excited to invite the entire league to officially welcome the ladies at our End of the Year Transfer Party.

# READ-LITTLE LIBRARIES

The READ committee is proud to have put THOUSANDS of books into the hands of Louisville readers this year! Through our two programs, Imagination Library and Little Free Libraries, we have made getting books into families hands as easy as opening a mailbox or visiting a well-stocked Little Free Library in the community.

Junior League of Louisville sponsors five Little Free Libraries in the Russell Neighborhood in the West End of Louisville. Our goal for these Libraries is for readers to have free, convenient, and safe access to books. We are proud to report that since July 2017 we have put over 3,000 books

into the community through our Libraries and special events with Metro United Way and Roosevelt Perry Elementary School! These books have come from generous donations from book drives sponsored by our members as well as individual donors. We are always accepting book donations, especially children's books.

Donations of gently used books can be coordinated by emailing [littlelibraries@juniorleaguelouisville.org](mailto:littlelibraries@juniorleaguelouisville.org) or Amazon shoppers can search Amazon's Lists for JLL Little Libraries to purchase new books that will be delivered directly to our office.



# TULIPS & JULEPS

The JLL hosted its 12th annual Tulips & Juleps art and gift market on February 23-24 at Slugger Field. This year's market featured 55 vendors with merchandise ranging from clothing and accessories, to home goods, gifts, and art. The rainy weather didn't keep the crowd away as we had nearly 1,300 attendees across the event and surpassed our ticket sales goal by 126%. We kicked off the market on Friday afternoon and hosted Juleps After Dark in the evening which featured wine tastings with Old 502 Winery, the popular wine and bourbon pull and new this year we partnered with Kendra Scott for a jewelry pull. The jewelry pull was so popular the line was out the door! The silent auction was a huge success this year raising nearly \$13,000.

The market continued on Saturday and we hosted several special events across the day beginning with a barre class with B.You Fitness Boutique followed by shopping and mimosas. Usborne Books and Shannon Cogan from WAVE3 news hosted a story time session for kids and the ladies from Nanz & Kraft conducted two floral arranging classes which yielded some beautiful spring arrangements for attendees to take home. More than 4,000 volunteer hours went into the planning and execution of this event. We'd like to thank the JLL members and Louisville community for their support of Tulips & Juleps which raised an estimated \$25,000. These funds will be used to continue the JLL mission and support various projects within the community.



# GRANTS AND SPECIAL EVENTS COMMITTEE

The members of the Grants and Special Events Committee worked so hard this year implementing new fundraising opportunities for the JLL. We appreciated all of the additional events and funds generated from their innovative ideas. You'll find just a few listed below.

**Give for Good Louisville** - September 14, 2017 - This is a one day event (formerly known as Give Local Louisville) where local non-profits encourage their members and supporters to make donations around the clock. Several additional prizes are given away - Junior League won additional funds for having a large number of unique donors! We raised approximately \$4,500 in one day between our donations and a bonus prize.

**Target Grant** - \$500 was granted to help fund Little Libraries from Target

**Halloween-themed Spooktacular Dinner Fundraiser** at The Melting Pot - We partnered with the Melting Pot to put together a spooky-themed girls night out in late October where 15% of all sales from the evening went back to the League. We raised over \$400 and had a really fun Membership Enhancement event at The Melting Pot, costumes included!

**LouVino Fundraising Dinner** - We held a fundraising dinner at LouVino in November where a percentage of food sales from JLL members and supporters went back to the League.

**Tis the Season** - We scheduled several holiday shopping themed events with Junior League small business owners, as well as an

in-store membership enhancement/fundraising event at Bevello. Percentages of all sales during these events were donated back to the League. It was a great way to support our members while also supporting the League

**Giving Tuesday** - Like many other non-profits across the country, we participated in Giving Tuesday, a way to encourage our supporters to give back during the holiday season.

**Le Moo “Celebrity Host” Fundraising Dinner** - In March, we partnered with Le Moo as part of their “Celebrity Host” program to greet supporters and diners at the door for dinner and to spread the word about all of the great things that JLL does in the community. In addition to being a phenomenal marketing opportunity, Le Moo donated 10% of sales from anyone who identified themselves as a Junior League supporter - we had over 115 attendees throughout the course of a Monday night, which was an excellent turnout.

**We enjoyed a Sustainer and Community Luncheon in April where the following awards we given:**

***Michelle Black White - Founder’s Award***

The most prestigious award given by the Junior League of Louisville, the Founders’ Award is presented to a Sustainer that has demonstrated continued Civic and Charitable Leadership on behalf of the League and the Community. The member must be community-minded, lives the mission of the Junior League through her actions and services, and inspires others to reach their dreams with courage, strength, and love to others.

***Robin Jennings – Community Partner Award***

An award presented to a corporation or community organization that has shown tremendous support to the League and its mission.

***Wendy Kennedy- Spirit of the League Award***

An award that recognizes a group or individual (outside of the League) who not only supports the Junior League of Louisville but who also exemplifies the League’s mission and provides a significant and sustained commitment to the Louisville community through service and leadership.





Website: [www.juniorleagueoflouisville.org](http://www.juniorleagueoflouisville.org)  
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