



President's Message

What an adventure our 99th year was!

Our League continued to serve the Louisville community in the area of kindergarten readiness. One of our proudest accomplishments was the launch of Imagination Library of Louisville as its own sustainable non-profit. When we brought Dolly Parton's Imagination Library to Louisville in 2016 with our partners at WAVE 3 News and Jefferson County Public Education Foundation, we were optimistic this program would thrive in our city and it certainly has. The program has distributed over 40,000 free books to children in eight zip codes that are at risk for low kindergarten readiness. We are proud of our part in launching this program in Louisville and ensuring its sustainable success.

Looking toward the future, we engaged in community research to determine our next focus area for our issue based community impact. Our membership selected Youth Homelessness, which allows us to deepen existing relationships with community partners as well as develop new ones. I look forward to the advocacy and service work JLL will engage in to meet the needs our community has in this critical area.

In January we officially opened our new office at Distillery Commons! This office features several workspaces, including a large training room, board room, two smaller meeting rooms, on-site storage, a kitchen, and a dedicated workspace for our administrative assistant, Kirstin Jackson. We are proud of our new office home and look forward to the great work we will do there. We are so grateful to Metro United Way, for generously donating office space for Kirstin's use during office renovations.

Finally, we are ending this 99th year in the most unexpected way: navigating our way through a global pandemic. The COVID-19 outbreak brought a lot of disappointment. Our spring provisional members have been deferred to the fall provisional class, ODI scheduled in Louisville in June was canceled, and one of the greatest benefits of JLL membership, being a community of women, has been strained by social distancing. However, as always, the resilience of our League and our members continues to awe me. Zoom meetings kept us connected socially and kept our League operations moving forward. The Executive Management Team took Chair Recruitment to YouTube. The Risk Management Response Team was enacted and met immediate needs facing our members and community. We found new ways to advance our mission in these difficult, uncertain times.

I have never been more proud to be a member of the Junior League of Louisville. Whether you are currently a JLL member, thinking about joining the JLL, or are a friend of JLL, I sincerely thank you for your support. I hope you'll join us in celebrating our Centennial year as we reflect on 100 years of service and begin our next 100 year investment in our community.

Sincerely,
Jessica Dunleavy
2019-2021 President



BY THE NUMBERS

23
Fall New Members

13
Transfers

191
Actives

252
Sustainers

17
Spring New Members transitioning to Fall

1,330
Instagram Followers

3,306
Facebook Followers

2,605
Twitter Followers

125+
Member Emails Sent



5 Recruitment Events



9 Membership Enhancement Events



1 New Cookbook Account (Biscuit Belly St. Matthews)



13 General Membership or In Home Meetings



1 Emotional Intelligence Training & Book Study



6 Fundraising Give Back Events



5 Dynamic Speakers:
Dr. Kevin Cosby
Jennifer Hancock
Marcus Stubbs
Vitale Buford
Amy Neal



1 Office Grand Opening



3600 Books distributed via 12 shifts at our 6 Little Free Libraries





3

Blessings in a Backpack shifts at Engelhard Elementary



1

Community Round Table Discussion about local needs

- Dolly Parton's Imagination Library Louisville
- Free 2 Hope
- Metro United Way
- PATH
- St. Vincent de Paul
- Coalition for the Homeless
- Boys & Girls Haven
- Maryhurst
- TrueUp



6

Immediate Impact Shifts including events at Maryhurst, Boys and Girls Haven, Ronald McDonald House, West End School, and Susan G. Komen Race for the Cure



After six months of evaluating the needs of the Louisville Community, our membership voted on Youth Homelessness and Development as our focus for the next three to five years! We are so excited to begin making an impact in this area of great need with our new partners, Saint Vincent de Paul, Coalition for the Homeless, and TrueUp. These partners have extensive knowledge in this issue space, and we have worked together to find out where JLL can fill the gaps in their programming. The result is a detailed plan for the next five years for our Community Committees and projects that align with the Youth Homelessness Demonstration Project.

Fundraising Snapshot



*From the Estate of Cynthia Shaw

Save the Date: Give for Good 9/17/2020 & Giving Tuesday 12/1/2020

If you have a business or connection that would like to partner in a share or give back opportunity with the JLL, please email fundraising@juniorleaguelouisville.org. We would like to thank Work the Metal, Grassa Gramma, Tory Burch, Blaze Pizza, Kendra Scott, and Shred 415 for hosting give back events with us this year.



LITTLE BLACK DRESS INITIATIVE

A PROGRAM OF THE JUNIOR LEAGUE



This year's LBDI Week was definitely one for the books! This year, JLL focused on raising awareness about challenges our local youth face as well as generating funds needed for the League to continue making a difference in the Louisville community. JLL kicked off LBDI Week with a lovely Advocate Brunch at Sullivan University hosted by our membership council. Throughout the week, League members helped restock some Little Free Library locations and pack up Blessings in a Backpack for some local youth. Members also took part in a training that highlighted the effects of poverty on Louisville youth. The week wrapped up with an After Party held at Ice House, featuring a silent auction and a wine and bourbon. At this event alone, over 160 tickets were sold and more than \$8,000 was raised! At the end of the week, our 60+ Advocates raised over \$17,000 from hundreds of contributors! We greatly appreciated the support of Advocates from Wave 3 News, TOPS Louisville, Alpha Media, and the Kentucky Performing Arts Center that helped highlight awareness on an even bigger platform.

COVID-19 OUTBREAK RESPONSE

In March 2020, Junior League of Louisville, along with many others around our city, state, country, and world, closed our doors and halted all in-person events to reduce the spread of COVID-19. Because our important work does not stop in times of hardship, the Risk Management Response Team was enacted to meet the immediate needs of our members and our community. This team, with Project Manager Hannah Cobine leading the charge, effectively and efficiently achieved the following goals:

- Phone calls to check on all sustainers in the 65+ year at-risk age group.
- Member Needs Assessment to determine immediate needs facing membership as well as determine members' expectations of JLL during this time of social distancing.
- Community Needs Assessment was sent to organizations serving the Louisville community. To respond to the immediate needs facing our community, in honor of our Centennial, JLL made the following contributions:
 - \$1,000 to Louisville Central Community Center
 - \$1,000 to Free2Hope
 - \$1,000 to Boys and Girls Haven, as well as handwritten notes of encouragement to foster care youth living at their facility
 - \$500 in supplies to Family Scholar House
 - \$250 to Ronald McDonald House
 - 500 ponchos to St. John's Center
- Development of a comprehensive COVID-19 Resource Guide including a wealth of information for Kentucky and Southern Indiana. The guide is located on our public-facing website for League and community members to access.
- Collaborated with Communications Council to plan and execute a COVID-19 Communications strategy to include posts on the internal and external social media platforms to keep stakeholders informed and engaged in responding to member and community needs.
- Creation of a Risk Management Document containing recommendations for future crisis management, including what worked well and improvement opportunities from the League's COVID-19 response.

Additionally, the Board of Directors adjusted the membership dues timeline, offering flexible, extended payment plans to make the financial obligation of dues more accessible. We also heavily advertised the dues scholarship program and awarded full dues scholarships to all six applicants.

We know our work responding to the COVID-19 outbreak is not done, but we also know our League will endure this crisis and, together with our community partners, work to rebuild a strong and healthy community.

Congratulations Excellence Award Winners

Founders Award: Mary Ellen Wiederwohl

Spirit of the League Award: Kirstin Jackson

Community Partner Award: Metro United Way

Member of Achievement Awards

Outstanding Provisional Award: Deirdre Weber

JLL Leadership Award : Katie Rountree

Community Leadership Award: Tiffany Cardwell

Community Outreach Award: Annie Gregory

Member Enhancement Award: Sarah Melander

Philanthropist Award: Heather Cunningham

Pia Posadas Miller

Personal Development Award: Jade Jensen

A League of Their Own Award: LBDI Communications
(Katie Rountree) & Special Events (Caitlyn Hulls)

2020-2021 Board of Directors

President: Jessica Dunleavy

President-elect: Michelle Black White

Executive Vice President: Lauren Songer

Treasurer: Sarah Barker

Secretary: Jade Jensen

Board Members at Large: Nicole Gallahue, Julia Minotti, Jennifer Spear, & Janna Woodfork

2020-2021 Executive Management Team

Executive Vice President: Lauren Songer

Secretary: Jade Jensen

VP of Civic Development: Keshia Swan

VP of Communications: Allie Martin

VP of Community Impact: Kate Ritter

VP of Finance: Lee Daley

VP of Fund Development: Kelci Webb

VP of Membership: Amanda Freibert

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