


# JUNIOR LEAGUE OF NEW ORLEANS

## ANNUAL REPORT 2017-2018



Junior League of  
*New Orleans*  
Women Building a Greater New Orleans





As the Junior League of New Orleans heads into its 95th year, it remains a steadfast training organization dedicated to understanding the community's needs, envisioning ways to better others' lives, and bringing forth lasting change. JLNO's platform of voluntarism goes beyond teaching entrepreneurial skills to a child or providing diapers for families.

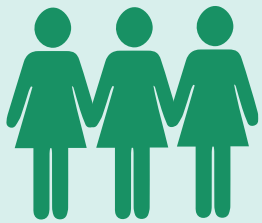
Our experiential training creates more effective community impact. Because of what our members learned from the Junior League, New Orleans has more women founding organizations and starting businesses, more leaders serving on boards, more volunteers giving their time and effort, and more donors valuing these causes through their financial support.

One civic-minded woman can start a movement. Guided by our mission and focus, JLNO is a proud, thriving organization where any woman can realize her commitment to voluntarism in a way that is impactful and relevant to her and the community she serves.

The infrastructure our members build and maintain not only ensures we help someone now but far into the future. In fact, we founded several well-known organizations, including the Preservation Resource Center and the Parenting Center at Children's Hospital. We've also supported many of city's major cultural institutions including the New Orleans Museum of Art, the Louisiana State Museum at the Cabildo, and the Louisiana Children's Museum.

# JLNO BY THE NUMBERS

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**2100**  
Members



**40,000**  
Hours in  
Volunteer Service



**80 Unique**  
Volunteer  
Opportunities



**40 Nonprofit**  
Partners



**50 Training**  
Opportunities



**150**  
Business  
Partners



**13,000**  
Members of the  
Community Served

# Programming

## JLNO'S 2017-2018 PROJECTS EXPANDED THROUGHOUT THE CITY:



Delivered 185,000 **DIAPERS**, 166,000 **BABY WIPES**, and 49,000 **FEMININE PRODUCTS** to those affected by Hurricanes Harvey, Irma and Maria



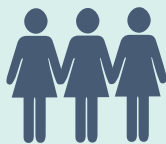
Supported its third **WOMAN ENTREPRENEUR FELLOW** with a \$7,500 grant and member-delivered in-kind services and mentoring to grow her business



Trained 40 people in nonprofit board and staff leadership skills through its award-winning **GET ON BOARD** program



Marked the historic occasion of New Orleans electing its first female mayor by presenting a **MAYORAL CANDIDATE FORUM** for 70 members and their guests



Partnered with The National Council of Jewish Women and The National WWII Museum to welcome over 600 attendees at **WOMEN OF COURAGE**



Hosted over 540 runners in its **FRERET 5K** to promote the health and wellness of the city's citizens and businesses along Freret Street



Administered 11 **SAFE SITTER** sessions preparing 275 young people for the profound responsibilities of nurturing and protecting children



Narrowed the achievement gap for 1,300 children at three different schools with **EDUCATION SUPPORT SERVICES**



Staffed over 20 events and provided information on healthy eating to the families of over 600 children through **KIDS IN THE KITCHEN**



Taught over 40 children entrepreneurial skills to run their own lemonade stands through **LEMONADE DAY UNIVERSITY**



Worked more than 600 hours over 3.5 days to make building improvements in the Hollygrove neighborhood through **REBUILDING TOGETHER**

Nonprofit organizations have long been essential threads in the tapestry that is the Crescent City. In its 94-year history, JLNO has played a vibrant role in that story by developing the potential of women, helping rebuild a city devastated by natural disasters, promoting healthy families and educating and protecting the city's youngest residents. We remain grateful to all of our volunteers, partners and donors and look forward to many more collaborative opportunities that identify and address urgent needs with meaningful and relevant programs to not only improve lives but also to change the way people think.

# Highlights

## Covenant House

**A partnership with Covenant House gave meaningful experiences to 175 at-risk children and young adults.**

Most young people Covenant House serves have never experienced healthy family time, and many residents have never had what we think of as a “typical birthday party.” In the first year of a partnership with Covenant House, JLNO hosted monthly celebrations where they shared joy and love with these young residents. Covenant House’s young residents gained improved behavioral health, increased interpersonal and relationship skills, and appropriate expressive skills along with self-confidence while transitioning to independent lives filled with hope. JLNO also hosted a screening of “Shelter,” a powerful documentary telling the raw and emotional stories of brave young people as they seek help and hope.

## Diaper Bank

**JLNO’s Diaper Bank served hundreds of families by distributing over 550,000 diapers from its expanded warehouse.**

In its fourth year, JLNO’s Diaper Bank continued to grow its distribution and reach throughout the greater New Orleans area. It began a partnership with Agenda for Children, which serves as the Louisiana Department of Education’s contracted child care resource referral agency for Southeast Louisiana and works to improve the quality of early care and education. The addition of ten early childcare centers as distribution partners doubled the number of places families can receive diapers to 20. The Diaper Bank also moved to a new Elmwood facility enabling an increase in donations and distribution.

## Financial Literacy

**The Financial Literacy for Women curriculum presented 10 workshops serving over 120 people.**

Financial literacy can be the tool that transforms women’s lives with information about developing a household budget, creating an emergency savings account, and purchasing a first home. To increase financial literacy and in alignment with our focus on Advancing the Wellbeing of Women, JLNO has developed a Financial Literacy for Women curriculum which focuses on the five key financial topics of banking, borrowing, budgeting, saving and investing. All events in this program were free and open to the public.

## Scholarship

**JLNO’s inaugural Scholarship fund provided financial assistance to three women.**

JLNO’s inaugural Scholarship fund provided much needed financial support to non-traditional female students seeking to start or complete their post-secondary degrees. The costs of higher education are increasing, and the prospect of student loans may be too burdensome for some, particularly if they are supporting families or working to further their educations. Through a generous donation from Maria and David Huete, JLNO was able to start its Scholarship fund and award \$15,000 in funding to help three women.

## Touch a Truck

**Touch a Truck welcomed over 3000 attendees and held its first Field Trip Friday that provided free entry for 500 students.**

JLNO held its 6th Annual Touch a Truck in the fall of 2017 inside the Pontchartrain Center. All ages thoroughly enjoyed the wide array of vehicles and activities, and participation helped continue our efforts to make this a marquee event for years to come. Through ticket sales, business sponsorships and donations, the event raised over \$45,000 for JLNO’s community projects that advance the wellbeing of women in the New Orleans area.

# 2017-2018 FINANCIALS

## Support & Revenue

Membership Dues .....	\$327,607
Thrift Shop Sales .....	\$459,923
Thrift Shop Donated Goods .....	\$451,438
Contributions & Support .....	\$155,043
Special Events .....	\$86,182
Investment Income .....	\$192,366
Other .....	\$91,817
Change in Value of Beneficial Interest In Charitable Remainder Trust .....	(\$3,537)

**Total Support & Revenue**  
**\$1,760,839**

## Expenses

Programming & Mission-Related .....	\$1,303,181
Supporting Services	
Management & General .....	\$196,735
Fundraising .....	\$106,704

**Total Expenses**  
**\$1,606,620**

## Allocation of Expenses



**FOR EVERY \$1.00 SPENT:**

**81¢**

goes to  
Programming &  
Mission-Related

**12¢**

goes to  
Management &  
General

**7¢**

goes to  
Fundraising

**Change in Net Assets**  
**\$154,219**

## Mission

The Junior League of New Orleans is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## Focus Area

The Junior League of New Orleans believes that every woman in Metropolitan New Orleans should have the opportunity to live a healthy, happy, and successful life.

We are committed to **advancing the wellbeing of local women** through the use of trained volunteers that provide direct service, educate the community, and advocate for issues that affect women.

JLNO specifically works toward three strategic goals:

- Improving economic opportunities for women and supporting women's potential to seize those opportunities
- Providing needed family support to alleviate the burdens on women caregivers
- Promoting information and resources for women's health, allowing them to live healthy and happy lives

# COMMUNITY ASSISTANCE FUND OVER \$52,000 GRANTED TO LOCAL NONPROFITS

Started over 34 years ago, the Community Assistance Fund provides JLNO with a flexible means to grant money to nonprofit agencies that can effectively demonstrate that they have a dire need for funding. These agencies seek to advance the wellbeing of women in the areas of economic opportunity, physical and mental health, and family assistance. The CAF Committee thoroughly examines requests for funding before submitting them to JLNO's Community Council and Board of Directors for final approval.

**\$8,000** to New Orleans Family Justice Center in support of their Alternative Healing Program, which provides safe access to a multitude of trauma-informed healing modalities.

**\$7,500** to SisterHearts, Inc. in support of their S.H.E.R.O. program, which provides transitional housing for women who are being released from prison or in the midst of a detrimental crisis.

**\$10,000** to Spirit of Charity Foundation to support their UMCNO Forensic programs in their effort to help survivors of assault begin their journey of healing.

**\$7,500** to Start The Adventure in Reading to purchase 500 books containing strong female main characters.

**\$5,450** to The New Orleans Women and Children's Shelter to help homeless women and children stabilize, develop personal capacity, transition to their own homes and remain independent.

**\$12,750** to the Touro Infirmary Foundation in support of their Sleep Sack program to aid in ensuring safe sleep, which is critical to the growth, development, and wellbeing of babies and mothers.

**\$1,125** to unCommon Construction to use the building process to empower youth in a real-world learning environment, preparing them to lead the workforce after high school or college.

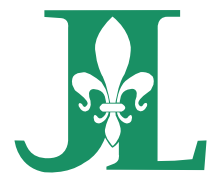


Our projects, programs and partnerships are focused in the areas of women's health and wellness, education, entrepreneurship and professional development, leadership development, and caregiver support. Our work, both in fund development and service, seeks to heighten women's participation in our community and address those issues uniquely facing women.

We hope that we can help women increase their confidence, productivity and income levels. Their mentoring of others and reinvesting in their children's education, family's health, and economic activity will contribute in a meaningful way to bettering Metropolitan New Orleans.

**By supporting women, JLNO elevates the entire local community.**

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