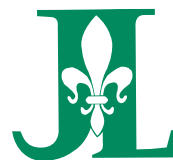


# JUNIOR LEAGUE OF NEW ORLEANS ANNUAL REPORT



Junior League of  
*New Orleans*



# HISTORY OF JLNO

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In 1923, ten New Orleans women dedicated to **IMPROVING NEW ORLEANS** recruited like-minded volunteers and joined the Association of Junior Leagues International.

The Junior League of New Orleans officially launched on March 31, 1924 with 40 women. Now, JLNO is home to more than **2,300 PROVISIONAL,**

**ACTIVE, AND SUSTAINING MEMBERS**, making it the 12th largest League in the world.

Historically, JLNO has identified needs in the community and designed projects with an eye towards **MAXIMUM COMMUNITY IMPACT**. A few examples of JLNO projects over the years are:

◆ In 1973, JLNO used trained guides to lead monthly tours in historic neighborhoods, which prompted visitors to step in and preserve decaying properties. JLNO organized individuals involved in preservation and urban planning into a community group called the Preservation Alliance of New Orleans, which became what is known today as the **PRESERVATION RESOURCE CENTER**. The PRC now stands independent from JLNO, but JLNO is an ardent supporter, collaborating with the PRC through its revitalization project, **REBUILDING TOGETHER**.

◆ In March 1978, JLNO dedicated \$90,000 over a four-year period toward the development of a parent resource and training center. Fourteen months later, JLNO and Children's Hospital joined forces to create **THE PARENTING CENTER AT CHILDREN'S HOSPITAL**. After dedicating seven years, over \$160,000 in funding, and thousands of volunteer hours, JLNO proudly turned this project over as a lasting resource for the community.

◆ In May 1973, JLNO committed volunteers and funding to organize a community group to study the feasibility of establishing an Environmental Study Center in or near New Orleans. This Environmental Study Center Steering Committee became the **LOUISIANA NATURE CENTER, INC.** in December of 1974. It opened to the public in 1980 as a facility for family recreation and environmental education.

◆ A grant received in 2011 from attorney Randy Smith enabled JLNO to bring an innovative national course for civic leadership to middle school students. **JUDGMENT CALL** is an incentive-based enrichment program that specifically focuses on legal education and juvenile justice issues. A key focus of the program is to promote thoughtful problem-solving and good decision-making.

# FUTURE OF JLNO

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In 2013, JLNO embarked on a year-long extensive **STRATEGIC PLANNING PROCESS** to assess the state of our League and plan for its future. The women spearheading this effort worked with past and present board members, ad hoc committees, representatives from the general membership, and the community at large, and enlisted the help of a professional strategy leader.

## JLNO sought to develop a plan that would

1. Increase measurable community impact
2. Strengthen the JLNO brand, both internally among our members and externally in the community
3. Ensure member satisfaction
4. Position the League operationally, organizationally, and financially for the long-term future



## Moving forward, JLNO is committed to advancing the wellbeing of women by:

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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.

Improving women's health, allowing them to **LIVE HEALTHY AND HAPPY LIVES.**

# OUR IMPACT

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## JLNO PROJECTS & FUNDRAISERS



### PROJECTS

- COMMUNITY ASSISTANCE
- FUND GRANTS
- DIAPER BANK
- EDUCARE
- GET ON BOARD
- JUDGMENT CALL
- KIDS IN THE KITCHEN
- LAFAYETTE CHARTER SCHOOL SUPPORT
- LEMONADE DAY
- REBUILDING TOGETHER
- SAFE SITTER
- SENIOR LEAGUE

### FUNDRAISERS

- BLOOMIN' DEALS THRIFT SHOP
- BRIDAL BOUTIQUE
- BUY, SAVE AND SERVE
- FRERET 5K
- FLEUR DE LEAGUE
- KITCHEN TOUR
- TOUCH A TRUCK



## BLOOMIN' DEALS THRIFT SHOP

Bloomin' Deals Thrift Shop is JLNO's largest source of funding with just over \$500,000 in annual gross revenue. JLNO established the thrift shop as a permanent fundraiser in 1927. The shop was initially located on Royal Street in the French Quarter and found its current home on Freret Street in 1960. Members volunteer approximately 6,100 hours per year to assist with staffing the store. The store stocks a large selection of new and gently-used adult and children's clothing and shoes, housewares, and seasonal items. Bloomin' Deals was recently recognized by Gambit Weekly as one of the top three thrift shops in New Orleans.

## TOUCH A TRUCK



JLNO rolls out construction equipment, utility trucks, trolleys, race cars, boats, emergency vehicles, and tractors for Touch a Truck. The 2014 event expanded to a larger venue, Zephyr Field, and tripled the number of vehicles available for children to touch. The event is both exciting and educational for attendees as they get to see their favorite trucks up close and meet the community helpers and workers in the area. In addition to traditional ticket sales, donors purchase classroom sponsorships, enabling children and their families from local schools to attend the event.



## SAFE SITTER

Safe Sitter is a long-standing community project of JLNO that provides babysitting training for boys and girls ages 11-13. The program is taught in conjunction with The Parenting Center at Children's Hospital, a valued JLNO partner. The two-day course provides participants with childcare skills and includes infant and child CPR training, basic first aid, safety precautions to prevent accidents, and information on how to successfully establish a babysitting business. Over 150 adolescents participate in the program each year.

## GET ON BOARD



Following Hurricane Katrina, the number of nonprofit organizations in the Greater New Orleans area surged as groups mobilized to improve and revitalize the community. JLNO recognized the growing need for energetic, talented, and well-trained volunteers and developed the Get on Board program in response. Get on Board is a two-day workshop which provides training on financial policies and fiduciary duties, legal considerations, meeting and committee management, strategic planning, effective leadership development, and fundraising to current and potential non-profit board members and staff. Over 500 individuals have participated in the program, and they have been placed with over 70 non-profit organizations. In 2012, the Association of Junior Leagues International awarded JLNO its Community Impact Award for this program.

# JLNO BY THE NUMBERS



PROVISIONAL MEMBERS



ACTIVE MEMBERS



SUSTAINING MEMBERS

2,270 MEMBERS



JLNO's Active and Provisional Membership includes professional women with families and interests in other non-profit and charitable work.

AVERAGE AGE IS BETWEEN 30 & 34  JUST OVER HALF ARE MARRIED 56%

1/3 HAVE AT LEAST ONE CHILD UNDER THE AGE OF 18   59% OF THOSE HAVE MORE THAN ONE CHILD

 NEARLY ALL MEMEBERS HAVE RECEIVED A COLLEGE DEGREE 99%  OVER HALF HAVE RECEIVED A POSTGRADUATE DEGREE 53%

89% EMPLOYED OUTSIDE THE HOME  82% INVOLVED IN VOLUNTEER ORGANIZATIONS OUTSIDE OF JLNO

  95% MADE MONETARY DONATIONS WITHIN THE LAST 12 MONTHS TO CHARITABLE ORGANIZATIONS OUTSIDE OF JLNO



32,718 VOLUNTEER HOURS

7,150 TRAINING HOURS



**\$3,143**

CAF FALL 2013 GRANT  
LOWERNINE.ORG

**\$1,500**

CAF FALL 2013 GRANT  
NEW ORLEANS AREA  
HABITAT FOR HUMANITY

**\$4,000**

CAF FALL 2013 GRANT  
BASTION COMMUNITY  
OF RESILIENCE

**\$4,000**

CAF SPRING 2014 GRANT  
SOUTH BROAD  
COMMUNITY HEALTH

**\$4,000**

CAF FALL 2013 GRANT  
MERCY ENDEAVORS  
SENIOR CENTER

**\$25,151**

COMMUNITY  
ASSISTANCE  
FUND GRANTS

**\$2,058**

CAF SPRING 2014 GRANT  
ST. MICHAEL  
SPECIAL SCHOOL

**\$1,200**

CAF SPRING 2014 GRANT  
BOYS AND GIRLS CLUB  
OF SOUTHEAST LA

**\$2,000**

CAF SPRING 2014 GRANT  
PROVIDENCE  
COMMUNITY HOUSING

**\$3,250**

CAF SPRING 2014 GRANT  
FIRST TEE OF  
GREATER NEW ORLEANS

358 Individual Donors

266 Corporate Donors

**2,675 People Participated in JLNO Fundraising Events**



People have asked me why the Diaper Bank is important to me.

The first article I read about diaper need featured a Hispanic woman who spoke about her hope that she could use one diaper all day for her son. It broke my heart because that could have been my mom. She came here with a basic education, no profession, and a desire to make it.

She kept my siblings and me meticulously clean on a threadbare budget. I saw my mother's face in that article, and I am trying to pay it forward somehow. Diaper Bank is

for all women like my mom.

-Maria Pardo Huete, Active Member



# MISSION STATEMENT

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.

## WHY JLNO MATTERS

To understand the value of an organization, one only has to imagine what a community would look like without it. At JLNO, a yearlong "Strategic Thinking and Planning" initiative in 2013-2014 confirmed that not only is JLNO's work impactful, but the absence of experiential training for our members would mean less nonprofit organizations in our community. New Orleans would have fewer founders conceiving of these organizations, fewer board members leading them, fewer volunteers serving, and fewer donors valuing these causes through their financial support.

In addition to the numerous meaningful interactions we have with those that need our help, our Strategic Thinking refines and multiplies our activities to ensure lasting impact.

- A single focus to **Advance the Wellbeing of Women** aligns our volunteer efforts into a principle that reflects our current membership.
- The JLNO **Diaper Bank** as an example of the new focus provides diapers for children so the parent has flexibility in the home and workplace to meet her needs.
- Financial donations to our organization multiply our mission of **Voluntarism**. At JLNO, our platform of **Voluntarism** goes beyond reading to a child or providing food for the hungry.

**Guided by our mission and focus, our members identify a need, envision a solution, and then administrate, staff, and execute projects that improve the lives of the under-served in our community.**

One civic-minded woman can start a movement. JLNO is proud to have a thriving organization where one such woman or all 2,300 of our members can envision and execute her commitment to voluntarism in a way that is impactful and relevant to both that member and the community in which she serves.



# 2013-2014 BOARD OF DIRECTORS

**President** - *Jeanne Harang Boughton*

**President-Elect** - *Katherine Kleinpeter Raymond*

**Secretary** - *Sarah Lodwick Chancellor*

**Treasurer** - *Allison Lane Plaisance*

**Assistant Treasurer** - *Erin Clayton Mouledoux*

**Business and Communications Council Director** - *Enid Patterson Fahrenholt*

**Community Council Director** - *Celeste Flower Eustis*

**Membership Council Director** - *Sarah Spaulding Abbott*

**Planning and Development Council Director** - *Mary Beth Wallace Green*

**Ways and Means Council Director** - *Sarah Martzolf*

**Nominating Chair** - *Hallie Lanier Boh*

**Sustaining Advisor** - *Katherine Andry Crosby*

## 2013-2014 FINANCIALS

### INCOME FUNDRAISERS & BUSINESSES

◆ BLOOMIN' DEALS THRIFT SHOP . . . . .	\$504,270.37
◆ DONATED GOODS-THRIFT SHOP . . . . .	\$477,795.00
◆ BUY, SAVE AND SERVE CARD . . . . .	\$35,131.00
◆ TOUCH A TRUCK . . . . .	\$27,722.75
◆ KITCHEN TOUR . . . . .	\$26,389.00
◆ GET ON BOARD . . . . .	\$21,725.00
◆ FRERET 5K . . . . .	\$14,300.50
◆ COOKBOOKS . . . . .	\$11,198.69
◆ FLEUR DE LEAGUE ONLINE MARKETPLACE . . .	\$9,975.61
◆ MISCELLANEOUS . . . . .	\$6,010.19



TOTAL INCOME  
BUSINESSES & FUNDRAISERS

**\$1,134,518.11**

### INCOME OTHER FUNDING

◆ MEMBERSHIP OBLIGATIONS . . . . .	\$364,093.73
◆ UNREALIZED INCOME ON ENDOWMENT . . . . .	\$217,094.35
◆ INVESTMENT INCOME . . . . .	\$64,087.27
◆ AWARDS, GRANTS & PREFERRED PARTNERS . .	\$50,000.00
◆ ENDOWMENT CONTRIBUTIONS . . . . .	\$21,725.00
◆ COST OF GOODS SOLD . . . . .	\$16,036.43
◆ OTHER ADMINISTRATIVE REVENUE . . . . .	\$11,198.69
◆ RETIRE THE DEBT ON FRERET CONTRIBUTIONS .	\$1,431.00



TOTAL OTHER INCOME

**\$747,498.89**

COMBINED TOTAL INCOME

**\$1,882,017.00**

### EXPENSES

COMMUNITY PROJECTS/NISSION . . . . .	\$595,436.14
FUNDRAISING . . . . .	\$384,639.85
MANAGEMENT & SUPPORT . . . . .	\$561,781.75

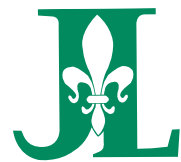
TOTAL EXPENSES

**\$1,541,857.74**

NET INCOME (LOSS)

**\$340,159.26**

4319 CARONDELET STREET  
NEW ORLEANS, LA 70115  
WWW.JLNO.ORG  
(504) 891-5845



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JLNO thanks the following  
special businesses:

