

THE JUNIOR LEAGUE OF ATLANTA



A LEGACY OF PROVEN LEADERSHIP
• 1916-2016 •

2016-2017

CENTENNIAL ANNUAL REPORT

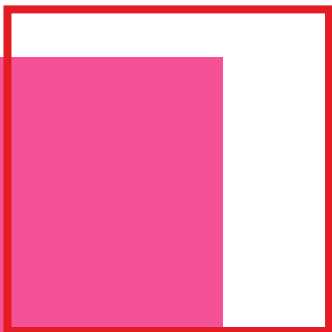
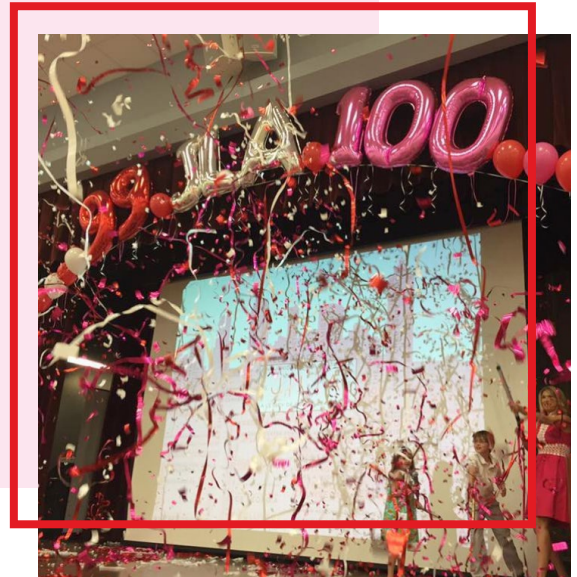


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Over the course of our Centennial year, we honored the JLA's history -- brought to life through pictures, video testimony, visiting speakers, archival publications and other historical treasures. We revisited how and why the JLA was formed -- and why we are going strong today; who joined hands with the JLA on our journey -- community partners and volunteers, corporate angels, those we've served, tens of thousands of fellow JLA members and the legacy of trained women leaders across Atlanta's business and nonprofit communities, fueled by their JLA experiences and training; just to name a few. We focused on a legacy of Proven Leadership built on the JLA's unique ability to connect our members and the community, act on tough issues and impact lasting change in Atlanta.

In the midst of celebrating where we came from, we also focused on where we are, that the face of the JLA has changed over its 100 years. We're enriched by the experiences, insights and heritage of a much more diverse membership than ever before. Our community and each of us reap the benefits of our diverse cultures and skin colors, ages and lifestages, careers and skills, upbringing and education.

Our founder, Isonline Campbell, said the JLA was established to "use (each member's) talents and resources to improve the lives of others." Our Centennial Grants celebrated 100 years of partnerships between the JLA and all of the courageous community builders who joined with tens of thousands of Junior League women to be the voice, the hands, the advocates of our city's underserved women and children. Together we honored a shared legacy of creating and supporting organizations and initiatives that would not exist without the transformational vision and action of individuals who saw a need and did something about it.

I have never been more proud to a member of the JLA than when I had the honor to stand with the Atlanta Community Food Bank, the partnership for Generational Poverty Law Project with the Atlanta Legal Aid Society, Georgia Heirs Property Law Center and Pro Bono Partnership of Atlanta and Children's Healthcare of Atlanta as they received the JLA Centennial Grants. The Centennial Grants launch our second century of service focused on our three key issue areas: Commercial Sexual Exploitation and Human Trafficking, Early Childhood Education and Generational Poverty. I believe those grants are living proof of the JLA's mission and the power of combining passion and purpose as Isonline and the tens of thousands of JLA women have done over the last 100 years to showcase our Legacy of Proven Leadership.

- Deanna Anderson, President 2016-2017



ABOUT THE JUNIOR LEAGUE OF ATLANTA



HISTORY

The Junior League of Atlanta was organized in 1916 by 45 women who wanted to train women to build better, stronger communities in the Atlanta area. Today, the mission remains constant. The Junior League of Atlanta is one of the largest leagues within the Association of Junior Leagues International with more than 3,500 members. The organization continues to support a wide variety of programs that empower women and children to become self-reliant and make Atlanta a better community.

MISSION

The Junior League of Atlanta, Inc. (JLA) 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. Its purpose is exclusively educational and charitable.

VISION

We have a shared vision of the organization, which is to be a catalyst for community change by empowering women who are passionately focused on the health, education and welfare of women and children.



COMMUNITY ADVISORY BOARD

Through an engaged and empowered leadership team and membership body, community partnerships, and high impact events the Junior League of Atlanta is committed to fostering connections and relationships within the Greater Atlanta Community.

BOBBI CLEVELAND
Chair

KIM ANDERSON
CEO | Families First

REPRESENTATIVE KATHY ASHE
82 Westminster Drive NE

MENDAL BOUKNIGHT
Community Foundation
Vice President, Philanthropy

JOHN DEUSHANE
WXIA/WATL (11 Alive)

KELLY DOLAN
Chief Executive Officer
Atlanta Women's Foundation

YVETTE JOHNSON HAGINS
Chief Executive Officer
Whitefoord Community Program

MILTON LITTLE
President | United Way

WONYA LUCAS
CEO | Public Broadcasting Atlanta

SUSAN O'FARRELL
CFO & Treasurer | BlueLinx

JOHN O'KANE
Georgia State University

EMILY PELTON
Executive Director | Georgia Voices

ALEX TROUTEAUD, PH.D
Executive Director | youthSpark

CHE WATKINS
Chief Executive Officer
The Center for Working Families, Inc.

COMER YATES
Executive Director





CONNECT



From the 45 women who first met on October 2, 1916, daring to form an organization in which they would stand up and make their voices heard, to the nearly 3500 members of the League today, the legacy of the women of the JLA is in tackling the tough issues of the day. Through generations of women, the JLA has created powerful connections, support networks and Partnerships.

“A SOCIETY GROWS GREAT WHEN LEADERS PLANT TREES WHOSE SHADE THEY KNOW THEY SHALL NEVER SIT IN.” -GREEK PROVERB



The Centennial Celebrations reminded Atlanta of the seed of an idea - the JLA - that was nurtured and has taken root and grown for 100 years. The Centennial Celebrations launched with the Centennial Documentary Premiere at the Atlanta History Center. The documentary highlighted the impact of the women and work of the JLA Atlanta over the last 100 years.

On the eve of the JLA's official birthday, JLA members, family and friends gathered at the Atlanta History Center and the Swan House to celebrate 100 years of JLA! The highlight of the evening was the recognition of all past-presidents of the JLA. Following a seated dinner, a troupe of dancers performed in a not do the first JLA Follies - an early fundraising tradition in the many Junior Leagues. The night ended with the Gala and Centennial Lawn Party merging for an evening of fun with a night ending Happy Birthday - complete with a birthday cake 100 years in the making.

Following the Gala, the JLA kicked off a social media and PR blitz that ran for 24 hours of the actual birthday, October 2.

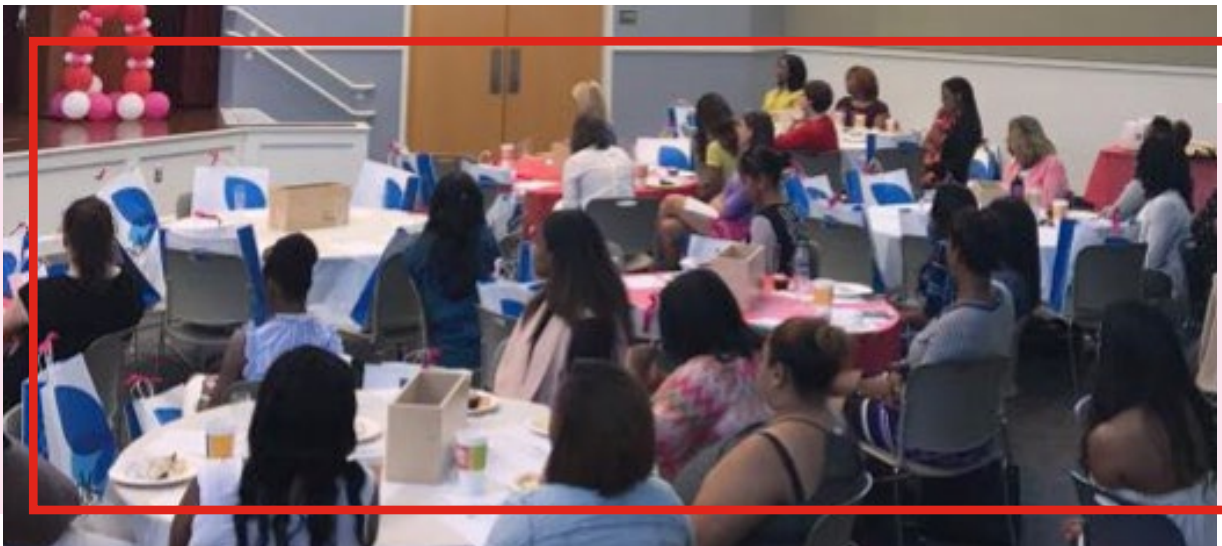


CAPACITY BUILDING

Capacity Building is offered free to all JLA Community Partners to strengthen their organization's ability to achieve their mission and have a lasting community impact!

Topics covered include:

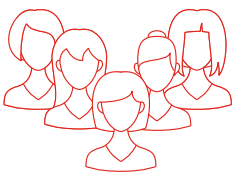
- Leveraging Your Brand
- Creating a Comprehensive Fundraising Plan
- Making the Ask: Communicating Your Mission Effectively
- Building Strategic Coalitions
- Social Enterprise



TRAINING

The JLA is a training organization, an organization devoted to developing trained women volunteers to tackle the tough issues in our city including our three focus areas **Early Childhood Education**, **Commercial Sexual Exploitation** and **Trafficking and Generational Poverty**.

In our 100th year, we continued to provide our members with a safe environment to learn new personal, professional and philanthropic skills and interact with leaders in our community.



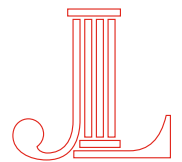
Reached more than **1100** Members via General Membership Meetings



150 Leadership Institute Certificates



92 women participated in our second IBCI training with the Center for Civil and Human Rights



12 Junior Leagues of Georgia came together for a day of networking and training for Leagues United

WOMEN'S LEADERSHIP FORUM

THE JUNIOR LEAGUE OF ATLANTA

WOMEN'S LEADERSHIP FORUM

connect. inspire. lead.

The 3rd annual JLA Women's Leadership Forum the city's only half day networking and training opportunity brought together over 250 of Atlanta's women from corporate, nonprofit, and civic sectors. The forum delivered speakers and tracks that "Connect. Inspire. Lead." Women at all points in their lives to develop their personal and professional potential and promote women leaders as the ones who make a difference in our community through volunteerism. Headlined by a keynote address from a veteran Fortune 500 executive challenging attendees to "dare more", breakout sessions designed for the young professional to senior management, and a luncheon panel on "Leadership Perspective: Why Women Civic Leaders must be the Critical Part of Philanthropy?".

PROVISIONALS



15 PARTICIPATED IN LITTLE BLACK DRESS INITIATIVE



17 COMPLETED IBCI TRAINING

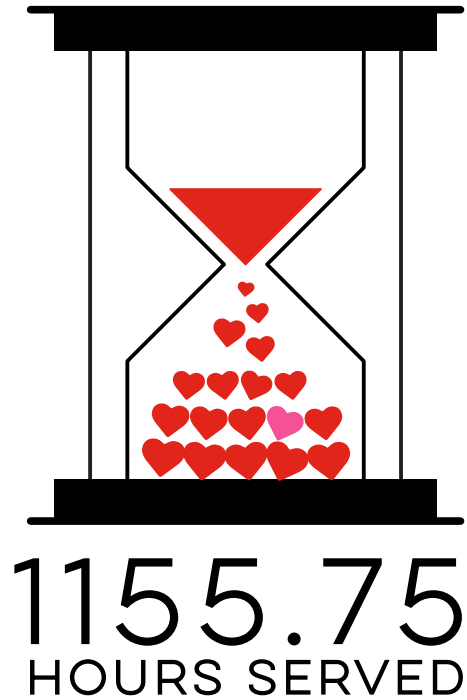


WORKED NEARLY **900** SERVICE HOURS ACROSS **17** COMMUNITY PARTNERS

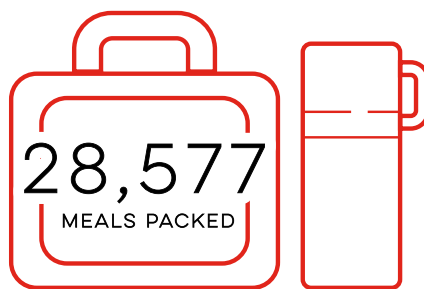
JLA SERVES



JLA SERVES WEEKEND • OCT 21-23, 2016



CENTENNIAL COMMUNITY HIGHLIGHTS





ACT



SAFE HARBOR YES

The voters of Georgia passed a constitutional amendment, establishing the Safe Harbor for Sexually Exploited Children Fund in November of 2016 and the JLA was part of a state-wide partnership with the United Way of Greater Atlanta and other organizations to convene a nonpartisan ballot committee: SafeHarbor YES. The SafeHarbor YES ballot committee was tasked with educating Georgia voters in support of the proposed state constitutional amendment that will appear on the November 2016 ballot to establishing a Safe Harbor Fund. And encouraging family, friends, neighbors and the community to VOTE YES were the almost 3,500 women of the JLA) leading grassroots advocacy initiatives..

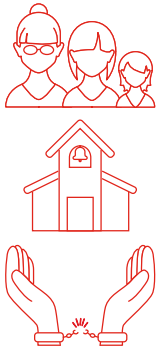


The passage of the Safe Harbor Fund during the JLA Centennial year serves as a reminder that advocacy is integral to the past century of service. Informing the membership on state and federal actions affecting women and children has been a part of the JLA mission going back to the founding days. Proceeds of the first JLA fundraiser in 1916 were used to establish a home for working women whose jobs did not pay a living wage – a conversation still relevant today.

CAPITAL DAY

The Junior League of Atlanta Inc.'s Political and Public Affairs Committee (PAC) is tasked with keeping our membership informed on issues affecting our community impact focus areas of Commercial Sexual Exploitation/ Human Trafficking, Early Childhood Education, and Generational Poverty; while also encouraging our members to advocate for policies that improve the lives of women and children.





The passionate women of the JLA have a history of acting in collaboration with the Atlanta community. JLA members have founded 12 non-profits including the Atlanta Speech School, Atlanta Children's Theater, CHRIS Kids, the Atlanta Children's Shelter and the Power Over Prejudice Summit. In our Centennial Year, the women of the JLA once again rolled up their sleeves to work on the issues of generational poverty, early childhood education and commercial sexual exploitation and human trafficking.

ISSUE BASED COMMUNITY IMPACT TRAINING

92 women participated in the second annual training with the Center for Civil and Human Rights. The training provides members with valuable training and insights into the JLA's three focus areas: Early Childhood Education, Generational Poverty and Commercial Sexual Exploitation and Human Trafficking.



LITTLE BLACK DRESS INITIATIVE

The Second Annual Little Black Dress Initiative brought together 85 LBDI advocates the week October 24-28, 2016 to shed light on the struggles of those living in poverty. In five days these women raised \$79,615.

Through this week, the LBDI Advocates wore the same black dress to illustrate the effects poverty can have on a woman's access to resources, her confidence and professional opportunities. By wearing a button that reads "Ask Me About My Dress", Advocates invite dialogue along colleagues, friends and strangers to raise awareness about generational poverty.

The dress may seem trivial, but it is a way to make the "small" struggles of poverty visible and initiate important conversations among our communities. All around us, neighbors struggle to afford housing, childcare and more.





TRANSFORM



The JLA's Centennial Year was about beginnings, ending and a continued transformation of the membership of the JLA and their community impact in early childhood education, commercial sexual exploitation/human trafficking and generational poverty.

NEARLY NEW SHOP



The Nearly New Shop opened its doors on September 1, 1945 to help the JLA fund community projects. Nearly New, or as she was affectionately called Nellie, played a significant role in the fundraising efforts of the JLA. Since its inception, Nearly New has raised more than \$4 million to fund JLA operations and programming. The Nearly New also provided leadership opportunities, training and a service to the community. The volunteer placement had thirty-four chairs who served by managing the committee of volunteers, marketing the store and creating new and interesting ways to increase revenue. More than 350 volunteers worked more than 7,000 hours each year.



After 68 years of service to the community Nearly New closed its doors on April 8, 2017. The decision was made over several years and due to multiple factors including increased competition, decreasing revenue and the need to meet the evolving needs of JLA volunteers. However, Nearly New will continue to live on in the Atlanta community through Nearly New Pop Up Shops to some of the JLA's 100 community partners. During the Centennial Year, the Nearly New committee began the transition to the community outreach initiative with a Nearly New Pop Up Shop with community partner Literacy Action where JLA volunteers led interview skill classes for the program's adult education students and then provided work clothes for the students.

DIVERSITY AND INCLUSION

In the midst of celebrating the JLA 100's year, we also celebrated that the face of the Junior League of Atlanta has changed over its 100 years. The JLA is enriched by the experiences, insights and heritage of a much more diverse membership than ever before. Our community and each of the JLA members reap the benefits of our diverse cultures and skin colors, ages and lifestyles, careers and skills, upbringing and education. During our Centennial Year, the Inclusion and Diversity Committee led the efforts to help ensure as we launched our second century of service the JLA is welcoming to all women. During the Centennial year the JLA focused on:



- Analysis of all existing governance to update language around diversity and inclusion
- Presented the new reaching out statement to over 1,100 members throughout the year resulting in the adoption of the Commitment to Diversity and Inclusion Statement.
- Started the conversations with members asking "Do you want to be included in JLA activities?" and "Have you ever felt excluded from JLA activities?" revealing that all members want the same when it comes to engagement and we have all felt like an outsider
- Participated in Courageous Conversation activities to bring members together to discuss tough topics and leading as servant leaders.

COMMITMENT TO DIVERSITY & INCLUSION



The Junior League of Atlanta respects, values and celebrates the unique attributes, characteristics and perspectives that make each person who they are. We welcome all women who value our Mission and aim to create and retain a membership representing all socio-demographic aspects of our community. We believe that bringing diverse women together allows us to collectively and more effectively address the issues that face our communities. We are committed to supporting inclusive environments and strive for Junior League of Atlanta's partners, strategies and investments to reflect these core values

CENTENNIAL GRANTS



To celebrate 100 years of service to the Atlanta community, the JLA Centennial Grants provided a total \$1 million to three nonprofits and targeted to assist residents struggling through food insecurity, generational poverty and the effects of sexual exploitation and human trafficking. The Centennial Grants will enable and encourage growth for the next three years in organizations aimed at helping some of the city's hardest hit communities.

WINNING ORGANIZATIONS



The grants were awarded as part of a year-long celebration of JLA's centennial anniversary and the organization's impact on Atlanta. Each grant recipient went through a rigorous, three-step application process.



ATLANTA COMMUNITY FOOD BANK

Child Nutrition Programs

The Atlanta Community Food Bank received a \$380,000 grant from JLA, and will use the money to expand its Child Nutrition Programs, which focus on elementary, middle and high school students in Clayton, Cobb, DeKalb, Fulton and Gwinnett counties. The grant will help the Food Bank implement a new School Breakfast Program, add new Summer Meal sites and expand its current School Mobile Food Pantry program, providing an additional 800,000 meals per year to students through these school focused programs.



ATLANTA LEGAL AID SOCIETY, GEORGIA HEIRS PROPERTY LAW CENTER AND PRO BONO PARTNERSHIP OF ATLANTA

Generational Poverty Law Project



The Generational Poverty Law Project received a \$380,000 grant from JLA, and is a 3-year joint venture between Atlanta Legal Aid Society, Georgia Heirs Property Law Center and the Pro Bono Partnership of Atlanta. With its grant, the partners plan to expand outreach to metro-Atlanta non-profits and collaborate to protect homes and families in the Atlanta area. In establishing the Generational Poverty Law Project, the collective hopes to use its work in Atlanta to create a national model for providing holistic legal services to multi-generational families. This

collaborative approach will help ensure that metro-Atlanta clients of all three organizations receive the legal help and social services support that make a significant difference.

CHILDREN'S HEALTHCARE OF ATLANTA

Institute for Healthcare and Human Trafficking

Children's Healthcare of Atlanta received a \$240,000 grant from JLA. Through its Institute for Healthcare and Human Trafficking, Children's will follow a public health approach to address the crisis of human trafficking. The grant will be used to provide training and education to healthcare providers and promote evidence-based research on trafficking. The Institute will:



- Establish a comprehensive online database of evidence-based research on child sex trafficking
- Train more healthcare providers how to recognize trafficking victims and effectively intervene on their behalf
- Evaluate the effectiveness of interventions for child sex trafficking.

JLA focuses its volunteer and training efforts on three impact areas in Atlanta: early childhood education, generational poverty and commercial sexual exploitation and human trafficking. Each grant recipient aligns with the League's mission and is now poised to create an even larger impact. In addition to the monetary award, each grant further deepens the partnership between organizations and JLA by committing additional volunteer hours and support to each program over the next three years.

The Opportunity Room has been made possible through the generous support of
The Junior League of Atlanta

IMPACT



YOUTHSPARK

In the Spring of 2016, the JLA committed to a \$100,000 investment in youthSpark's Building Better Futures campaign to fund a new Youth Services Center. Envisioned as a safe space for sexually exploited youth to disclose their abuse, the Youth Services Center would allow at-risk youth to be screened for signs of abuse or sexual exploitation while simultaneously connecting them with life-changing restorative services.

Eight months later, youthSpark's dream was a reality: the Youth Services Center debuted on Nov. 15. The formal ribbon-cutting ceremony also included the debut of JLA's room within the Center, the Opportunity Room.



KIDS IN THE KITCHEN



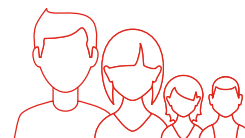
Kids in the Kitchen is the front line for early childhood education for over a dozen community partners. From small, recurring events to large scale events like Goblins in the Garden, this group prepares tailored snacks and lessons for every occasion. The committee works together to share recipe ideas, create lesson plans, pass off ingredients, grocery shop, snack prep and prepare other supplies every single week in order to ensure continuity of messaging and to streamline resources.



KITK SERVES 12
COMMUNITY PARTNERS



HAS PARTICIPATED
IN OVER 80 EVENTS



SERVED OVER 700
CHILDREN AND PARENTS

REACHING OUT STATEMENT

The JLA reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

VALUES

The JLA accomplishes its mission through the actions of women who share the same organizational values.

- We value continuous learning and believe in providing educational opportunities for personal growth and volunteer leadership in a supportive environment.
- We value respect and believe in affirming the importance of our members' diverse backgrounds, opinions, talents and skills.
- We value service and believe in every member's potential to make a difference in our community through voluntarism, community leadership and advocacy.
- We value collaboration and believe in maximizing community impact through effective external partnerships and internal relationships to attain our shared mission.

IMPACT

Since 1916, the Junior League of Atlanta has been instrumental in establishing many impactful organizations including:



Atlanta Children's Shelter
GUIDING HOMELESS FAMILIES TO INDEPENDENCE



TREES
ATLANTA



LITERACY ACTION

CHRIS180

Changing Directions.
Changing Lives.

**POWER
OVER
PREJUDICE**
The Anti-Prejudice Consortium



COMMUNITY PARTNERS



EGLESTON & SCOTTISH RITE



COMMUNITY SAMPLER • HANDMADE BY JLA
JOURNEY TO LITERACY • PEACH PIPES

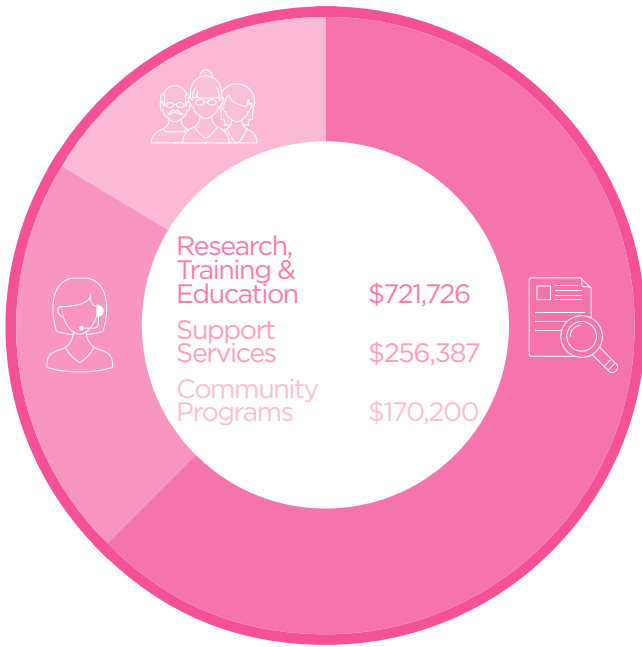
FINANCIALS



2016-2017

TOTAL EXPENSES

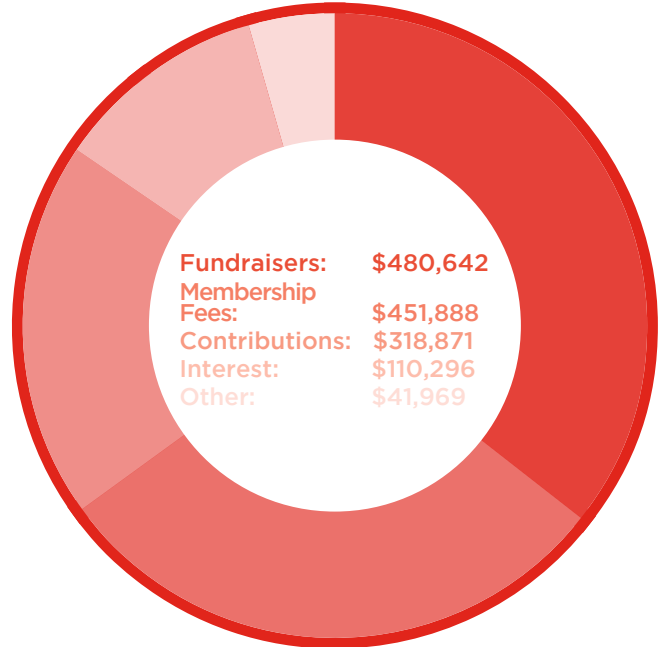
\$1,148,313



2016-2017

TOTAL REVENUE

\$1,403,666



A SPECIAL THANKS TO TOP SPONSORS:



\$65,000 Final
Contribution to the
League



**Northwestern
Mutual**

First Time Sponsor



Publix

Additional
Support of
Centennial

rochebobois
PARIS

Donation to Toast of
the Tour as an In-Kind
Sponsor

FUNDRAISERS



SHAMROCK 'N ROLL



More than 1300 runners enjoyed the 13th annual Shamrock 'N Roll Road Race. The event brought together runners, families and dogs for a fun filled day with the 5k and 10k followed by a healthy lifestyle fair. Proceeds from the 13th Annual Shamrock 'N Roll Road Race were used to financially aid projects and programs of the Junior League of Atlanta's area community partners, and to train and educate JLA members for effective community service.



TOUR OF KITCHENS

For two decades, the JLA Tour of Kitchens has allowed foodies from across the city to get a behind the scene glimpse at some of the most artistically designed private kitchen in Atlanta. The 20th anniversary celebrated the event raising more than \$2 million to support the JLA work in the community. The 2018 event included 99 host packages including 22 VIP which provided an intimate dinner at three of the kitchens. More than 1100 people enjoyed the event.



1916 SOCIETY

The Centennial Year provided members the opportunity to become part of the Legacy Leaders program as part of the 1916 Society which is for those women who contribute \$1,000 or more to the Annual Fund or the Sustainer Endowment Fund. The Legacy Leaders helped the 1916 Society reach an all time high of 102 members. The Legacy Leaders provided members with acceptance into the 1916 Society and offered the convenience of a single registration for entrance into a number of league events.

Jennifer Alewine	Joann Johnston	Susan Ruediger	Nancy Thigpen
Emily Allen	Zenda Jones	Molly Salatich	Macie Thompson
Deanna Anderson	Kelli Keb	Alexandra Seblatnigg	Erin Tollison
Christine Argo	Madelyn Kligora	Anupama Shetti	Lucy Vance
Sarah Barge	Rachel Kozloff	Kathryn Shotwell	Caroline Warren
Patrice Basanta-Henry	Amy Kuhmichel	Sekinat Small	Brooke Weinmann
Jane Batcheller	Diane Larche'	Andrea Smith	Vanessa Windham
Sarah Batts	Carolee Larsen	Carla Smith	Stephanie Wise
Jennifer Beaver	AJ Layo	Laura Smith	Rayna Wooden
Bonnie Bell	Liz Loreti	Cara Snow	Terre Wynne
Georgia Bentley	Jane MacKenna	Dorothy Snowden	Allyson Young
Katherine Bosio	Jatisha Marsh	(Isabel) Ashley Stafford	Lorin Young
Stacy Brees	Amy McClain	Leigh Strong	Ebonee Younger
Katharine Buckham	Maggie McClatchey	Charlotte Terrell	Caitlin Zygmunt
Amanda Byrd	Sally McDaniel	Yvette Terry	
Alyse Corcoran	Joanne Michaels		
Frances Cowart	Beth Miller		
Jennifer Coxen	Nicole Motsek		
Winifred Davis	Virginia Nickles		
Alessandra Day	Lori Nipp		
Karon Drewniak	Ryan O'Neill		
Joy Dyess	Marguerite Owens		
Heather Ewing	Lezlie Renee' Pipes		
Carolyn Fowler	Lauren Pittenger		
Mary Frances Garrett	Holly Portier		
Christine Gibson	Grayson Pratt		
Radha Gumidyala	Erika Preval		
Marie Hannon	Jenny Pruitt		
Meghan Harrison	Kelly Read		
Rebekah Henry Murphy	Elizabeth Redding		
Amy Hindman	Hogan		
Meekyung Hirst	Ursula Reynolds		
Heather Houston	Courtney Roberts		
Shamara Humbles	Edwina Robinson		
Kelley Ibuki	Jennifer Rose		
Jennifer Indyk	Elizabeth Rose		



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A LEGACY OF PROVEN LEADERSHIP

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