- 2012-2013 - **ANNUAL REPORT**



Training Community Leaders the Junior League of Raleigh





From the President

PAT WILKINS 2012-2013 JLR President

As immediate past president, I bring to you the 2012-2013 Annual Report and highlights from June 1, 2012 - May 31, 2013.

As members of the Junior League of Raleigh, we realize our success not so much in audit numbers but rather in the rich tradition of providing **Trained Community Leaders** to support Wake County children and families, and helping to

make our growing community a great place to live and work. I am proud to say our membership of 1800 volunteers is ranked ninth largest among 294 Junior Leagues internationally. As they say, to whom much is given, much is expected. Our effectiveness is based on training volunteers and service to our community. Our program partners are primarily focused on social services and education, with an emphasis on promising youth and supporting families and children.

As community leaders, our trained members are involved in problem solving critical social issues such as bullying, homelessness, hunger, mental health and child abuse. Our members provide mentoring and education programs through teams at Heritage Park Community Learning

Center, the Brentwood Boys & Girls Club and Avent West Children's Mentoring. In parallel, we provide support for interactive programs such as BackPack Buddies, Helping Horse and Kids on the Block.

Each year, the Junior League of Raleigh offers a broad range of opportunities for members. 2012-2013 was no different; our members accomplished many tasks from managing projects, recruiting new members and leading fundraisers to creating online and hard-copy publications and providing training not only to our members but to leaders at other non-profits. Members honed and developed new skills which can be used in every facet of their lives in their career, their home and their community.

And a fantastic year it was! Each of our councils worked diligently to meet goals and strategies set for the 2012-2013 year.

Communications and Strategies Council –

- » Quadrupled social media through training members and increased our reach to 1,100 Twitter followers and 1,000 Facebook fans.
- » Delivered 20 press releases, were mentioned in 50 articles and had more than 20 TV spots including media presence at our September 9/11 General Membership Meeting and the Governor's Inaugural Ball.
- » Produced three issues of the Link magazine (including a special Inaugural Ball issue) and 52 eLink issues.
- » Conducted a judicial panel highlighting 19 candidates who debated critical issues to our community.
- » Hosted a leadership breakfast featuring Raleigh Police Chief Cassandra Deck-Brown.
- » Developed a new JLR Strategic Plan to be implemented 2013-2016.

Community Council -

- » Engaged 336 League volunteer leaders in our 13 community placements.
- » Polled members to identify JLR members, both Active and Sustainers, working to enable and lead more than 150 community agencies in our community.
- » Performed more than 30 Quick Impact projects in collaboration with other community non-profits.
- » Collected gifts for 87 SAFEchild households, children and families.
- » Mentored and provided learning opportunities for hundreds of Wake County children
- » Worked to collect and distribute food to 50 food insecure children at Lacy Elementary School through BackPack Buddies program.

Funding and Development Council –

- » Broke records at the 28th annual A Shopping SPREE! with more than 150 vendors and 30% more floor space for shopping.
- » Hosted the 20th North Carolina Governor's Inaugural Ball with 5 events in 2 days for newly elected Governor Pat McCrory.
- » Renovated the Bargain Box for the first time in 20 years, providing more space and better access for shoppers.
- » Held second annual Belk Fashion Forward event featuring designer Karen Kane.
- » Tripled member participation in the Capital Campaign while bringing in \$1 million in gifts to support the Center for Community Leadership.
- » Developed Meet Train Grow marketing materials to support major gifts and to engage community support for our training facility.

Membership Council -

- » Provided support to our members through 130 member requests with help from Team Taking Care of Members.
- » Engaged and energized members and their families through activities such as JLR book club, lunch bunch outings, trunk or treat, Easter egg hunts, bridge lessons and Girls Night Out after our membership meetings.
- » Instituted first full online placement sign up.
- » Provided engagement for Sustainers at JLR events such as A Shopping SPREE! and the N.C. Governor's Inaugural Ball.

Training Council -

- » Awarded Leadership Development award for Capital Leadership Initiative by the Association of Junior Leagues International.
- » Welcomed 175 new Provisional members with more than 2,400 training hours, eight community projects, raising \$27,000 in fundraising efforts.
- » Trained JLR members and community partners on diversity, social media, leadership skills, organization, grant writing and community impact.

These accomplishments are highlights from a fantastic year of successful engagement that our members experienced as trained leaders in our community. I appreciate the opportunity to serve as your President and to be a part of the amazing legacy of women leaders in the Junior League of Raleigh.

My Sincere thanks,







We are...

An organization of more than 1800 women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

Since 1930 the Junior League of Raleigh has given more than \$5 million to education and health services for women and children in Raleigh. We have given more than one million volunteer hours in service to our community.

Since 2000, the target area of the Junior League of Raleigh has been promising youth. Our members positively impact the lives of children in our community through strategic partnerships and collaborations with other community agencies, volunteer placements and community grants we give annually.

2012-2013 JLR Board of Directors

Tricia Ellen, Kathryn West, Pat Wilkins, Samantha Hatem, Selene Brent, Heather Beiza, Virginia Parker, Jennifer Gottsegen, Meredith Keyes, Lindsay Beth Gunter, Brooke Schmidt, Linda Douglas and Whitney von Haam





2010-2013 JLR Strategic Plan

Vision: Through the power of our association, Junior Leagues strengthen communities by embracing diverse perspectives, building partnerships and inspiring shared solutions.

- Communications Increase internal and external awareness and recognition of the JLR.
- Community Maximize our League's community impact by promoting volunteerism through trained leaders.
- Financial Strengthen the financial position of the Junior League of Raleigh.
- Membership Optimize membership, growth, satisfaction and retention.
- Training Provide meaningful opportunities for training for membership development using a variety of training mediums.

2012-2013 Leadership Team Goals

- Effectively communicate the mission of the JLR to promote and train volunteer members to be leaders in our community. Engage a public relations plan and work on a marketing calendar.
- Be visible in our community and demonstrate support for all community partners.
- Strengthen the League's financial forecast by lessening the obligation of the JLR. Raise as many dollars as possible through grants, sponsorships and donations. Be excellent stewards of the League's finances.
- Promote rewarding and purposeful volunteer, leadership, social, and training opportunities that increase member satisfaction and engagement.
- Ensure all League members are aware of training opportunities (and increase participation in these opportunities) to train leaders for the community.



JLR by the Numbers...

1,837 members

150 Wake County non-profits where JLR members serve as volunteer leaders

336 JLR members volunteering at our 13 Community placements

\$28,000 in Bargain Box vouchers donated to support families in need

175 New Provisional members

32 Quick Impact projects

2112 social media posts on Facebook and Twitter

28th Annual A Shopping SPREE!

20th North Carolina Governor's Inaugural Ball

2012-2013 Community Placements

- Avent West Children's Mentoring
- BackPack Buddies
- Bargain Box
- Brentwood Boys & Girls Club
- Chorus
- Community Connect
- Girls on the Run

- Helping Horse
- Heritage Park Community Learning Center
- Kids on the Block
- Quick Impact
- SAFEchild
- StepUp Ministry







JLR Awards

Anheuser-Busch:

Fund the Future Award

Association of Junior Leagues International:

Leadership Development Award:

Capital Leadership Initiative Program

Boys & Girls Club:

Hall of Fame Inductee

BMW:

Merit Award, Inaugural Ball

BMW:

Merit Award, SAFEchild

Governor's Volunteer Service Award:

SAFEchild

Triangle Chapter of Fundraising Professionals:

Philanthropic Organization of the Year

Raleigh Hall of Fame:

Inductee

SAFEchild:

Commitment Award

Triangle Commercial

Real Estate Women:

Best Redevelopment Project,

711 Hillsborough Street

2012-2013 Legacy Awards

March of Dimes - Eastern Carolina Division Boys & Girls Clubs of Wake County











Junior League of Raleigh

Leadership & Councils



2012-13 BOARD OF DIRECTORSPat Wilkins

Whitney von Haam Samantha Hatem Kathryn West Brooke Schmidt Selene Brent Jennifer Gottsegen Lindsay Beth Gunter Tricia Ellen

Meredith Keyes Linda Brown Douglas & Virginia Parker President-elect
Communications & Strategies VP
Community VP
Funding VP
Membership VP
Training VP
Nominating Captain
Secretary

President

Sustaining Advisors

Treasurer



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Elizabeth Woodrome Chasta Calhoun Leah Catherine Stout Lizzie Graybill & Kimbe

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Anne Hogewood

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Boys & Girls Club
Chorus
Community Connect
Community Funding
Girls on the Run
Heritage Park
Helping Horse
Kids on the Block
Placement Assistant
Quick Impact
SAFEchild
StepUp
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Sustaining Advisor

Sustaining Advisor

AventWest Children's Mentoring

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Inaugural Ball
Inauqural Ball

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Lanier McRee Ashley Parker Anna Baird Choi Bargain Box
Capital Campaign
Cookbook
Fashion Forward
Inaugural Ball
Inaugural Ball Sustaining Advisor
A Shopping SPREE!
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Secretary





Junior League of Raleigh

Leadership & Councils Continued

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Astra Barnes Christy Knight Brittany Bass Jamie Martin

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Sustaining Advisor

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York Properties











Junior League of Raleigh

Financial position for the year ended May 31, 2013

REVENUES	Current Year Actual
Admin Fund	513,141
Bargain Box Fund	839,412
Cookbook Fund	18,727
Community Fund	155,574
Capital Campaign	254,187
Inaugural Ball Fund	1,493,698
A Shopping SPREE! Fund	822,977
Endowment	28,674
Legacy Fund	155
Total REVENUES	\$ 4,126,547
EXPENSES	
Admin Fund	991,806
Bargain Box Fund	725,330
Cookbook Fund	15,781
Community Fund	252,710
Capital Campaign	64,957
Inaugural Ball Fund	755,535
A Shopping SPREE! Fund	486,380
Endowment	2,365
Legacy Fund	155
Total EXPENSES	\$ 3,295,018
OPERATING PROFIT OR (LOSS)	\$ 831.529
Change in Net Assets	\$ 831,529
Net Assets - beginning of year	\$ 3,820,758
Net Assets - end of year	\$ 4,652,287

The Junior League of Raleigh's financial statements are audited annually. The condensed financial statements presented above are derived from the 2012-2013 audited financial statements prepared by the firm of Boyce, Furr & Company, LLP. A complete copy of such financial statements and auditor's report may be obtained at League headquarters located at 711 Hillsborough Street in Raleigh or by calling 919-787-7480. In addition, ongoing planning and monitoring of Junior League of Raleigh's income and expenditures are conducted by several in-League volunteer entities. The League's Finance Committee is responsible for advising the Board of Directors and leadership councils on financial matters, assisting in the preparation of the annual budget, examining budgets of proposed projects, reviewing the League's investment portfolio, and reviewing and approving the various reserved funds. Finance Committee members are also designated as liaisons to each Junior League of Raleigh committee. As liaisons, these Finance volunteers serve as information resources on financial matters, assisting committee Chairs in understanding their current year budgets and developing a budget for the next fiscal year. These efforts help assure sound financial management and adherence to the Junior League of Raleigh's fiscal and community service strategies.





Thank you for your Annual Fund gifts!

Community Leader

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Community Advocate

Victor E. Bell Jr. & Jane McNair Bell Family Foundation

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Triangle United Way

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Nancy Hamm Jennifer M. Hammond Anna W. Hattaway

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Father-in-law and Holly Laird's father

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Evette D. Pettus

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Elizabeth B. Qualls

Leslie C. Rand-Pickett

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Violet B. Rhinehart in memory of

Marge Rutherford

Cattie Ritter

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Funderburk and Shayla Bradshaw

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Cherilyn G. Sammis

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Triangle Tycoons Investment Club

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Kathryn Williams

Vachelle D. Willis Julie Wood in honor of Virginia Yopp

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Thank you to our BackPack Buddies Sponsors!

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BackPack Buddies Team

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The News & Observer
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Village Realty of Nags Head



Belk Fashion Forward team





Thank you to our 2012-2013 Capital Campaign Donors!

The Capitol Dome Society (\$200,000+)

Julia and Frank Daniels

The Woodburn Guild (\$50.000+)

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