

ANNUAL REPORT

It was a privilege and honor to serve the Junior League of Raleigh as president for the 2013-2014 fiscal year. My theme was Empowering Women, Effecting Change, and I challenged our membership to explore what empowered them in their work in the League. There is no doubt the change that our League has made on our community, but my hope is that each member recognized how her work impacted that change.

Perhaps the biggest accomplishment of the year was the completion of the Capital Campaign to support the work of our Center for Community Leadership. When the campaign was re-launched in spring 2013, only 18 percent of members had given, but by the completion of the campaign in December 2013, members had participated in record numbers with more than 55 percent making gifts and pledges. The most significant gifts to the Campaign were made by families in honor of some of most accomplished and beloved past presidents: Julia Daniels, Margie Johnson and Dianne Davidian. And, I was so proud to have 100 percent participation by our Board of Directors and Leadership Council. At completion, the Capital Campaign totaled more than \$1.5 million.

Our Strategic Plan had been created and adopted in spring 2013, so its message of Engagement=Members*Community Connections (or $E=mc^2$) was prevalent throughout the League. From our community placements to our training for members and the community, the Junior League of Raleigh made an impact throughout Wake County, with out-of-the-box thinking and creativity encouraged. Our work with promising youth continues to be a driving force, and more than 200 members served our community directly. The change we effect by providing volunteers is paramount to the 10 organizations with whom we partner, and the countless other groups we serve through our Quick Impact team. For serving our members, we offered new options for noon-time meetings, brought back training focused for members and continued tweaking the online placement process.

"There is no doubt the change that our League has made on our community, but my hope is that each member recognized how her work impacted that change."

When I look back on the 2013-2014 league year, the memories that will burn the brightest were the chances to see our members doing what they do best: working hard and having fun. Our Empowered Women are Effecting Change in our community and world. Thank you for the honor of serving you.

With gratitude,



Whitney von Haam



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Belk, Inc.
William Trent Ragland Jr.



COUNCIL HIGHLIGHTS

COMMUNITY

- Aventura Children's Mentoring - restructured team to double the nights JLR volunteers are present
- Backpack Buddies - increased children served per week from 30 to 65, and received grants from Empire Eats, RTI and CapTrust to support program
- Boys & Girls Club - completed more than 600 volunteer hours, including the spring carnival
- Chorus - sang their way through 20 performances
- Girls on the Run - logged more than 260 volunteer hours at numerous running events
- Helping Horse - completed 585 volunteer hours, and met the needs of Helping Horse by providing volunteers on Sunday and Monday nights
- Heritage Park - provided weekly tutoring and mentoring for children at the Heritage Park Learning Center
- Kids on the Block - reached more than 1,000 children through nine puppet performances
- Quick Impact - logged more than 700 volunteer hours for more than 50 nonprofits
- SAFEchild - With the help of many Junior League teams and members, donated more than 125 fleece blankets for the Advocacy Center
- StepUp - completed 386 shifts equating to 770 volunteer hours

COMMUNICATIONS & STRATEGIES

- Engaged = Membership * Community Connections
 - Expanded use of social and traditional media
 - Spotlighted members and their impact on the community in *the Link* and on Facebook
 - Engaged with bloggers to promote Fashion Forward
 - Reached out to local press to cover community events
- Broadened government relations awareness efforts
 - Partnered with the community teams to invite elected officials to co-volunteer at community placements
- Optimized use of digital media
 - Developed a plan and laid foundation for website redesign
 - Deployed weekly *eLink* newsletters with updated template
 - Created the *pinkLink* for Sustainers and E=mc2 infographic

FUNDING & DEVELOPMENT

- Finished the membership portion of the Capital Campaign, raising more than \$1 million from members, and completing the Campaign with a total of more than \$1.5 million.
- Achieved 100 percent participation of the Board and Leadership Council in the Capital Campaign
- Raised member participation in the Campaign from 18 percent to 55 percent
- Met revenue goals with record-breaking special events at A Shopping SPREE!
- Surpassed revenue goals by more than 165 percent for Fashion Forward event, in conjunction with Belk
- Received \$8,000 in grants through efforts of the Community Funding team

MEMBERSHIP

- Trained 140 Provisional members in two classes who planned seven special events for our community partners
- Hosted 20 TCOM events and responded to 117 requests to support members
- Confirmed 725 members with in-League and community placements and hosted a very successful First-year active social
- Welcomed and trained 49 Transfer members
- Hosted five Sustainer events and donated more than \$1,500 in gift cards to local agencies in need

TRAINING

- Hosted five exciting training events geared to our members
- Graduated the fifth class of the Capital Leadership and celebrated the AJLI award
- Held the inaugural Empowering Women of the Community Conference, as well as an additional five training events for community agencies
- Listened to member needs and offered new GMM options, including lunch time Small Group Meetings, and a hybrid GMM at the Center for Community Leadership, saving members money

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JUNIOR LEAGUE OF RALEIGH Strategic Plan

The strategic plan sets the direction for the JLR for the next three years. The plan is intended to provide guidelines and put in place strategies that will contribute to the long-term holistic success of the JLR, our members and the community we serve.

Last revision | 2013

Next revision | 2015

$$E = mc^2$$

Engaged = Membership x Community Connections

GOALS

COMMUNICATIONS & STRATEGIES



Effectively communicate the JLR story with the community of large, internal members and external partners, emphasizing the good work the League does.

COMMUNITY



Increase the focus on JLR's dedication and commitment to community involvement.

FUNDING & DEVELOPMENT



Develop a strategic funding development plan to support the programs and community agencies the League supports while planning for a long-term healthy financial position.

MEMBERSHIP



Enhance the overall JLR membership experience and increase member engagement, satisfaction and retention throughout the membership lifecycle.

TRAINING



Enhance the member experience by providing training that will equip JLR membership with the skills and experiences necessary to effectively serve the community.

STRATEGIES

- 1) Strengthen public relations efforts
- 2) Expand the use of social media and technology
- 3) Communicate using varied methods
- 4) Develop a speakers bureau

- 1) Engage members in support of placements and partnerships
- 2) Maximize resources to benefit community partners and members
- 3) Ensure support of community partners through evaluations
- 4) Expand outreach to the community

- 1) Educate members on JLR's financial position, funding resources, beneficiaries and update donation process
- 2) Identify new funding sources and evaluate successful fundraisers
- 3) Increase corporate sponsorships

- 1) Provide meaningful and flexible volunteer opportunities
- 2) Plan, promote and support social events that increase member involvement and connection to the League
- 3) Encourage retention and diversity

- 1) Maximize the impact of the CCL and the Capital Leadership Initiative
- 2) Ensure training that is relevant to members
- 3) Provide members more opportunities to learn from each other
- 4) Optimize the Provisional process

2013-2014 Community Teams & SPREE! Sponsors

2013-2014 Community Teams

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BackPack Buddies
Boys & Girls Club
Chorus
Girls on the Run
Heritage Park
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Kids on the Block
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