# 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=mc2) 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

AventWest 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 Hertiage 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

# The Capitol Dome Society \$250,000+

Julia and Frank Daniels

The City of Oaks Society \$100,000+

Betty Blackwell and Vartan Davidian in honor of

Dianne Davidian

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### The Woodburn Guild \$50,000+

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## The Blount Street Circle \$25,000+

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# The Williamson Society \$10,000+

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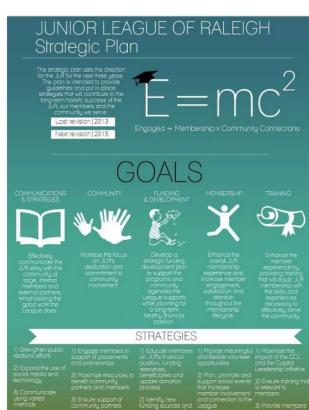
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