



## Impact in Action: Leadership Reflects on the New Governance Structure

**On Nov.10, 2015, the JLR membership voted to adopt a new Governance Structure, effective June 1, 2016. The culmination of years of efforts by a dedicated task force of 12 members, the governance proposal was meant to change part of how the League operates - specifically, our leadership structure.**

**This was a landmark event for our League and the start of an exciting new era. As we head into the second half of the year, we asked our President, Rebecca Ayers, and first-ever EVP, Jen Reel, to reflect on this new structure and what it has meant so far.**

### **What is the role of the President and EVP today?**

**Rebecca:** The role of the President has undergone a fundamental shift as we move from a president-led League to a board-led League. This is intentional to capitalize on the continuity we now have with multi-year and staggered board members via the At-Large-Directors and the stability a board brings for nonprofit organizations. While still the chief officer and communicator of the League, the president shepherds the board, keeping an eye to the strategic direction of the League. More than ever before, the president (and the board) has the freedom and time to consider strategic issues facing the League, as well as spend more time in the community. On a practical level, having served on the board twice before, under the original structure, the topics we now discuss are fundamentally different. Today, we spend more time on the why. For the first time we can fully discuss underlying assumptions and values held by the League, all important discussions for positioning the League in the long-term.

**Jen:** The best analogy I can provide for the EVP role is to think of what most people used to know as the President's role in the League, minus being the public face for our organization. With the President and Board focused on the long-term, the EVP and Management Council are focused

on day-to-day operations. From planning and executing fundraisers to engaging community teams in volunteer efforts to planning and hosting training events for our members to messaging and membership support, the EVP is responsible for shepherding our League's operations. The EVP also has a role on the Board, which means there are opportunities to contribute to and support strategic plans. I view the EVP role as a leader of our members and for our members. Being present and involved both within League activities and in our community is paramount to the EVP's success in our new structure.

### **What has surprised you by the transition and the structure?**

**Rebecca:** It is hard to shake old habits. We are a League of women who are good at doing things, executing on plans. We love to talk about the day-to-day and have a lot of opinions about how to do fundraisers or community outreach. This has been hard to break at the board level. I consider myself a strategic thinker, yet find myself wanting to discuss the how with each topic. I thought it would be easy to jump into strategy planning for the League, so I am surprised that it is hard to focus on the strategic. Fortunately the board members are good at holding each other accountable when we get too much in the weeds.

**Jen:** An area that I knew had the potential to be difficult is the level of communication between the president and the EVP, and the board and the management council. The structure works when these positions work in tandem. At AJLI conferences, I have heard other Leagues talk about the challenges with communication between those parties. I have been very pleased with our level of communication and we have been able to share some of our best practices with AJLI and other Leagues. While complimenting personalities help, Rebecca and I have spent time thinking through and implementing organizational norms and practices to help communication. We've also

figured out the 15 different ways we can contact each other.

### **How has this made a difference for the League?**

**Rebecca:** One of the fundamental reasons for the governance transition was to provide more leadership opportunities to members. Personally, I wanted to increase our leadership pipeline as well. I have framed the year of transition as the year of opportunity. This year we have more leadership opportunities for our members than ever before, and for an organization whose mission is to develop the potential of women, I could not be more excited by the developmental opportunity for our members with each of these positions. Our Leadership Council has more than 100 members, that is almost 15% of our members serving in some leadership capacity.

**Jen:** One of the biggest differences I have experienced this year is that we are making progress on effecting significant change. At an operational level, we have implemented new technologies to help us collaborate and share information responsibly. The new structure has afforded us the capacity to take this important step in moving toward the future. Our Board has also kicked off some exciting task forces that are evaluating membership, fundraising and community engagement, in addition to updating our strategic plan. These ideas and ultimately recommendations will shape key aspects of our League in years to come. It is exciting to see ideas that have been tossed around for years coming to life under our new structure.

**This year is really a year of transition. We all started the League with a blank piece of paper and together are crafting the roles and responsibilities that govern how we operate in a new structure. We will continue to learn and evolve together - ultimately impacting our community.**





2017

# NORTH CAROLINA GOVERNOR'S INAUGURAL BALL

For the 21st time in our 87-year history, the Junior League of Raleigh hosted the 2017 N.C. Governor's Inaugural Ball Jan. 5-6, honoring the newly elected N.C. Governor, lieutenant governor and the members of the Council of State. Through the hard work of many, a successful Rock the Ball, First Lady's Luncheon and Inaugural Ball took place despite questionable weather. Want to know how they did it? Stay tuned for a "behind the scenes" look at how the Inaugural Ball was planned and executed in the Spring Link.



1. Daughters Hilary, Claire and Natalie celebrate their mother, Kristin Cooper, at the First Lady's Luncheon
2. Mipso entertains the crowd at Rock the Ball.
3. Rebecca Ayers recognizing IB chairs Astra Ball, Samantha Hatem, Melissa Hayes and Whitney von Haam for a job well done.
4. Jen Reel, Amber Frasketi, Liz Riley-Young and Amy Davis take a break from the concert to snap a photo at Rock the Ball.
5. League members, Katie Lennon and Ann Mailly, pose with ABC 11's Tisha Powell, emcee of the N.C. Inaugural Ball.
6. Governor Roy Cooper and Mrs. Cooper enjoy a dance at the N.C. Inaugural Ball at Marbles Kids Museum.

## IN THE LEAGUE CALENDAR

### FEBRUARY 2017

Feb 17 | JLR Night at the Carolina Hurricanes, 7:30 p.m.  
Feb 27 | TCOM | String Art  
Feb 28 | Heritage Park Strides Event

### MARCH 2017

Mar 14 | GMM @ McKimmon Center, 7 p.m.

### APRIL 2017

Apr 4 | Kids in the Kitchen @ White Memorial Church  
(StepUP and AWCM)  
Apr 13 | Kids in the Kitchen @ Brentwood Boys & Girls Club  
Apr 15 | Cuegrass

Apr 22 | SAFEChild Gala

Apr 22 | Brentwood Boys & Girls Club Spring Carnival

Apr 27 | AWCM Spring Fling

Apr 27 | Sustainers Annual Luncheon, Noon - 2 p.m.

Apr 29 | Women's Empowerment Conference

### MAY 2017

May 6 | Boys & Girls Club 50 Year Anniversary Gala

May 6 | Touch a Truck

May 13 | Helping Horse Spring Fling

May 9 | GMM, Talley Center, 7p.m.





# InterAct and JLR Join Forces for Safer Futures

The Junior League of Raleigh (JLR) is thrilled to announce a new partnership with InterAct of Wake County. For more than 85 years, JLR has served at-risk women and children in Wake County. A partnership with InterAct is a natural fit for continuing to evolve our service to the community, supporting women and children affected by domestic violence.

As the only provider of comprehensive domestic violence and sexual assault services in Wake County, InterAct provides a 24-hour crisis line, group and individualized therapy and sexual assault kit collection. Through these services, InterAct helps save and rebuild lives by securing safer futures for individuals and families in the community. Nationally, more than half of all domestic violence shelter residents return to their abusers. Last year, more than **90 percent** of InterAct's shelter residents did not return.

Together, InterAct and JLR will help reach almost **49,000** Wake County residents yearly. 8,200 of those are direct victims of

domestic or sexual violence. JLR is currently supporting the children's group therapy sessions. JLR volunteers help facilitate weekly children's group sessions with a focus on topics such as anger management, good touching, healthy relationships and dating.

InterAct hosts events around holidays to ensure that families receiving services through the organization have access to everyday, normal activities for their children and are supported during difficult life transitions. The annual Trunk-Or-Treat festival, held during late October, offered children the opportunity to select their Halloween costume and then trick or treat through a safe area with cars decorated in different themes. From Spiderman and Minions to Frozen and the JLR's own Mickey Mouse-themed car, children delighted in the sights and treats of this special event.

The annual Holiday Bazaar is a truly magical way to kick off the holiday season. Through generous donations from individual and corporate donors across the community, InterAct hosts a truly special shopping event

that allows moms and children to shop for their children for the holidays. The care with which each parent lovingly selects gifts for their children and the selflessness they display in thinking not only of their family, but also other families in need, is the true embodiment of a season of giving. Children have the opportunity to select a gift for their parent and enjoy crafts and games while mom shops. For JLR volunteers, serving as elves during the 2016 Holiday Bazaar was the merriest gift of all!

Ninety cents of each dollar invested in the InterAct goes directly back into their programs. If you would like to make donations to help in supporting InterAct you may do so at one of the following locations:

**Pass It On** - Raleigh; 1012 Oberlin Road; Raleigh, NC 27605, 919-865-1601

**Pass It On** - Fuquay-Varina; 309 South Main Street, Fuquay-Varina, NC 27526, 919-557-8020.

## A PARTNERSHIP TO FIGHT HUNGER



Food for thought: Over the last year, approximately **650,000** people in 34 counties of central and eastern North Carolina did not have enough food to eat. In 2016, the Junior League of Raleigh (JLR) responded to this community need by partnering with the Food Bank of Central and Eastern North Carolina. Through this partnership, almost two million people now have nutritious meals that give them a chance at maintaining a healthy lifestyle.

On Wednesday evenings at the Food Bank's new 108,000 square foot facility, JLR women work diligently to organize and distribute fresh food to those in need. 7,109 pounds of sweet

potatoes bagged into 5-lb bags. 14,400 pounds of cucumbers packed and shipped to support disaster relief trucks supporting Hurricane Matthew victims. 515 meals supported in a single hour of JLR-focused fundraising. 164 relief boxes packed and ready to support people during the holiday season.

The numbers are staggering. **1 in 7** Americans are hungry. They are the employed, the young and the old, our neighbors and our friends. Together, we are making an impact. For more information about The Food Bank of Eastern and Central North Carolina, visit <http://www.foodbankcenc.org>.



JLR At-Large-Director, Virginia Parker, addresses the ODI delegates.



League members from across the country join the JLR in Raleigh for ODI.

# LEAGUE DELEGATES GATHER IN RALEIGH FOR TRAINING

On October 21, 250 women from across the United States gathered at the Raleigh Convention to kick off the 2016 Association of Junior Leagues International (AJLI) Organization Development Institute (ODI).

ODI is a three-day workshop that provides an opportunity for participants from Junior Leagues across the country to come together and share knowledge and best practices. Through trainings provided by AJLI, participants learn new strategies and skills to grow as leaders and to help them enhance their organizations' internal and external impact.

JLR was also honored to have our past president and sustainer, Virginia Parker, as an ODI keynote speaker. She spoke candidly to delegates about her life and time in the Junior League. She emphasized how each League placement enriched her skills as an organizational leader and lead to her career advancement.

In addition to four group lectures, attendees participated in concentration courses that allowed them to explore their interests and grow in targeted areas. Concentrations included:

- **Achieving Community Impact:** *Creating Lasting Changes for Healthier Communities*

- **Building Internal Capacity:** *Strengthening Your League's Operating Infrastructure*

- **Diversified Fund Development:** *From Fundraising to Comprehensive Funding*

- **Governing for Excellence:** *Achieving the League's Mission Through Effective Governance Strategies*

- **Membership Development:** *Creating Tomorrow's Community Leaders*

Junior League of Raleigh member Elizabeth Outten said "Participating Leagues left with new relationships with other members from around the country. In addition to the skills training provided by AJLI, these new friends will be our best resources for forming new ideas, learning how to address challenges and sharing ways we can each grow as leaders to impact our communities."

Ten Junior League of Raleigh members attended the training and will build on this experience as they continue their work in the community. Outten said, "Our members are doing incredible things across Wake County and opportunities like ODI can help us to keep those activities fresh, engaging, and successful for the organization and the communities we serve."

## Taking Care of Members



All She Wrote Notes



Book Swap Discussion



Christmas Parade Viewing Party



Paper Source



# a shopping SPREE!

JLR JUNIOR LEAGUE OF RALEIGH  
the best gifts give back



In early November, the women of the Junior League of Raleigh hosted our annual A Shopping SPREE! at the Raleigh Convention Center. As one of our League's most prominent events, this year's annual fundraiser showcased more than 150 regional and national exhibitors and welcomed over twelve thousand shoppers eager to kick off the holiday season!

A Shopping SPREE! has come to be an annual tradition for Triangle shoppers, but for the League, SPREE! means we can offer more to local programs that we support. "As our largest annual fundraiser, money raised at SPREE! gives another evening of tutoring to a local student or fills the backpack of a child in need with food they might not otherwise have", said President Rebecca Ayers.

During Preview Gala, the 2016 Legacy Fund Awards were presented to nonprofits offering a diverse group of services to Wake County. Funded through proceeds from A Shopping SPREE!, the Legacy Fund recognizes nonprofits offering services to

women and children in the Wake County community. This year's recipients - Haven House, Transitions LifeCare and Carroll's Kitchen - each offer unique perspective and support to our community. Funds from this year's grants will support Haven House's Outreach Center, the GriefCare programs at Transitions LifeCare and women's training and empowerment at Carroll's Kitchen. The Legacy Fund has awarded more than \$175,000 in grants to nonprofit agencies since its launch in 2004. Also new this year was a "community cafe" concept. While guests enjoyed delicious meals from our League's Cookbook, they were also exposed to facts, photos and videos of JLR community teams in action. Additionally, a special table placed near ticketing offered shoppers the opportunity to donate to the League's Hurricane Matthew relief support efforts.

To round out this exciting week, a new event at A Shopping SPREE! offered an exclusive, high-end fashion show to raise money for a local nonprofit volunteer

center, Couture for a Cause benefitting Activate Good. Guests enjoyed a fashion show featuring custom couture outfits inspired by local causes. Activate Good connects individuals, groups and companies to volunteer needs with nonprofits around the Triangle and activating volunteers to help charitable causes in our local community.

Over the years our League has donated more than \$2.5 million and more than 237,000 volunteer hours to programs and projects that impact at-risk youth in our community. We look forward to seeing you at the 2017 A Shopping SPREE! event where together, the best gifts will continue to give back.





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## METRO DINER OPENING

### *A Big Hit for the League*

Raleigh's newest diner is already a big hit with JLR members. Metro Diner – as featured in Diners, Drive-Ins and Dives – opened in October. Junior League members were given the first opportunity to check out the location and the menu. Metro Diner held a trial run before the business opened to the public.

In addition to holding a special event for the JLR, the owners of Metro Diner also generously donated a portion of the proceeds of the event to the Annual Fund. Dozens of familiar faces came out on October 2nd for a great meal and to support the League. The food was delicious and the service was impeccable. For \$10 at the door, diners received an entrée and beverage. The partnership event from JLR and Metro Diner earned \$3,500 in contributions to the League's Annual Fund.

Metro Diner serves breakfast, lunch and dinner seven days a week. Be sure to check out their website, [metrodiner.com](http://metrodiner.com), where you can catch Guy Fieri's Food Network mention! The Raleigh branch is located on Falls of Neuse Road. Stop by for a meal and thank them for being such a wonderful resource to raise funds for the Junior League.



## TOUCH a TRUCK



## Save the date

# MAY 6 2017



## JUNIOR LEAGUE OF RALEIGH NIGHT WITH THE CAROLINA HURRICANES

Friday, February 17  
7:30PM

**ORDER YOUR TICKETS ONLINE!**

[www.carolinahurricanes.com/JuniorLeague](http://www.carolinahurricanes.com/JuniorLeague)

Promo Code: JLR