

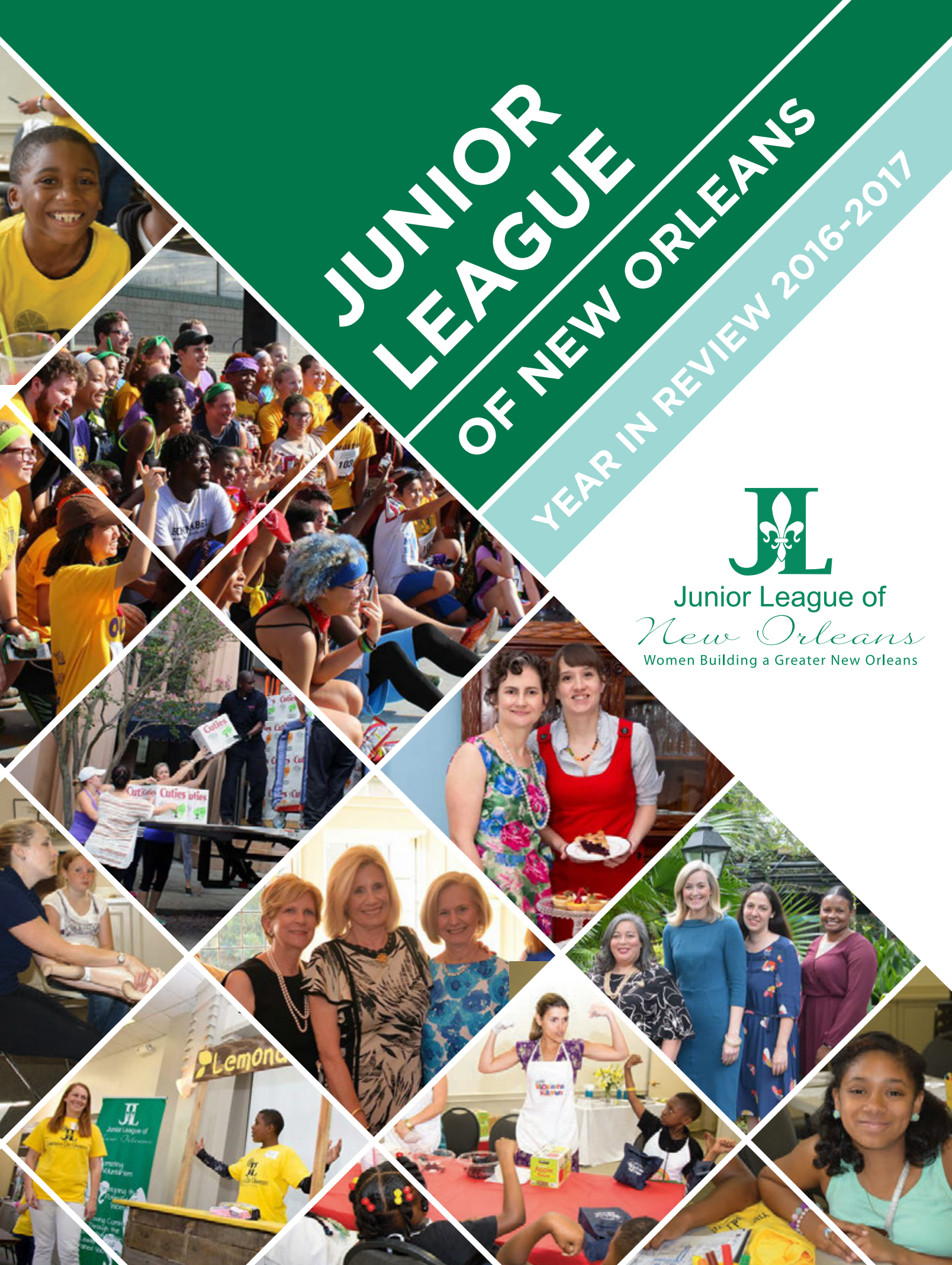
JUNIOR LEAGUE

OF NEW ORLEANS

YEAR IN REVIEW 2016-2017



Junior League of
New Orleans
Women Building a Greater New Orleans



HISTORY OF JLNO

In 1923, 10 New Orleans women dedicated to **IMPROVING NEW ORLEANS** recruited like-minded volunteers and joined the Association of Junior Leagues International.

The Junior League of New Orleans officially launched on March 31, 1924 with 40 members.

Now, JLNO is home to about **2,200 PROVISIONAL, ACTIVE, AND SUSTAINING MEMBERS**, making it the 8th largest League in the world.

Historically, JLNO has identified needs in the community and designed projects with an eye towards **MAXIMUM POSITIVE IMPACT**.



In 1973, JLNO used trained guides to lead monthly tours in historic neighborhoods, which prompted visitors to step in and preserve decaying properties. JLNO organized individuals involved in preservation and urban planning into a community group called the Preservation Alliance of New Orleans, which became what is known today as the **PRESERVATION RESOURCE CENTER**. The PRC now stands independent from JLNO, but JLNO is an ardent supporter, collaborating with the PRC through its revitalization project, **REBUILDING TOGETHER**.



In March 1978, JLNO dedicated \$90,000 over a four-year period toward the development of a parent resource and training center. Fourteen months later, JLNO and Children's Hospital joined forces to create **THE PARENTING CENTER AT CHILDREN'S HOSPITAL**. After dedicating seven years, over \$160,000 in funding, and thousands of volunteer hours, JLNO proudly turned this project over as a lasting resource for the community.



In May 1973, JLNO committed volunteers and funding to organize a community group to examine the feasibility of establishing an Environmental Study Center in or near New Orleans. This Environmental Study Center Steering Committee became the **LOUISIANA NATURE CENTER, INC.** in December of 1974. It opened to the public in 1980 as a facility for family recreation and environmental education.

To understand the value of an organization, one only has to imagine what a community would look like without it. The absence of experiential training for JLNO members would mean fewer nonprofit organizations improving the lives of others. New Orleans would have fewer founders conceiving of them, fewer board members leading them, fewer volunteers serving, and fewer donors valuing these causes through their financial support.



JLNO'S FOCUS AREA

Every woman in Metropolitan New Orleans should have the opportunity to live a **HEALTHY, HAPPY, and SUCCESSFUL** life. JLNO is committed to **ADVANCING THE WELLBEING OF WOMEN** through the use of trained volunteers providing direct service, educating the community, and advocating for issues that affect women. JLNO addresses its focus area within a portfolio of longstanding projects like **SAFE SITTER** and new initiatives, including its **DIAPER BANK** and its **WOMAN ENTREPRENEUR FELLOWSHIP**.

Our projects, programs, and partnerships relate to the areas of

women's health & wellness

leadership development

education

caregiver support

entrepreneurship &
professional development

We hope to help women increase their confidence, productivity, and income levels. Their mentoring of others and reinvesting in their children's education, family's health, and economic activity will contribute in a meaningful way to bettering Metropolitan New Orleans.

JLNO specifically works to tackle three strategic goals:

Increasing **ECONOMIC OPPORTUNITIES** for women and supporting their potential to seize those opportunities.

Providing needed **FAMILY SUPPORT** to alleviate the burdens on women caregivers.

Improving women's **HEALTH AND WELLNESS**, allowing them to live healthy and happy lives.



OUR IMPACT

JLNO PROJECTS & FUNDRAISERS



**BLOOMIN' DEALS
THRIFT SHOP**

**COMMUNITY ASSISTANCE
FUND GRANTS**

DIAPER BANK

EDUCATION SUPPORT SERVICES

FRERET 5K

GET ON BOARD

GIRLS NIGHT OUT

KIDS IN THE KITCHEN

GIVENOLA DAY

LEMONADE DAY UNIVERSITY

REBUILDING TOGETHER

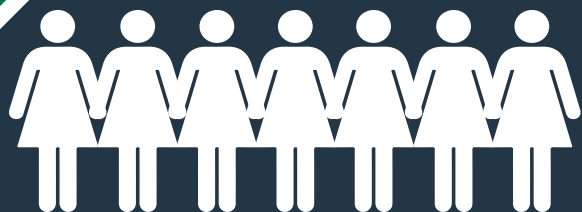
SAFE SITTER

SPEAKER SERIES

TOUCH A TRUCK

**WOMAN ENTREPRENEUR
FELLOWSHIP**

PROJECT HIGHLIGHTS



70 unique volunteer opportunities



25 training opportunities for members & public

250,000

diapers distributed to NOLA residents



NONPROFIT BOARD TRAINING

50  individuals trained

20  organizations served

50 

kids trained to run their lemonade stand



250 teens trained via the Safe Sitter program



LOUISIANA FLOOD RELIEF

When JLNO set out in August 2016 to assist those affected by the historic South Louisiana flooding, we could never have anticipated the awe-inspiring response to our call to action. The generosity of people throughout the U.S. and diligence of our membership combined to provide much needed comfort to those most in need.

 **1,400**

children served through literacy, STEM & arts education programs

176,000 baby wipes

334,000 diapers

53,000 feminine products

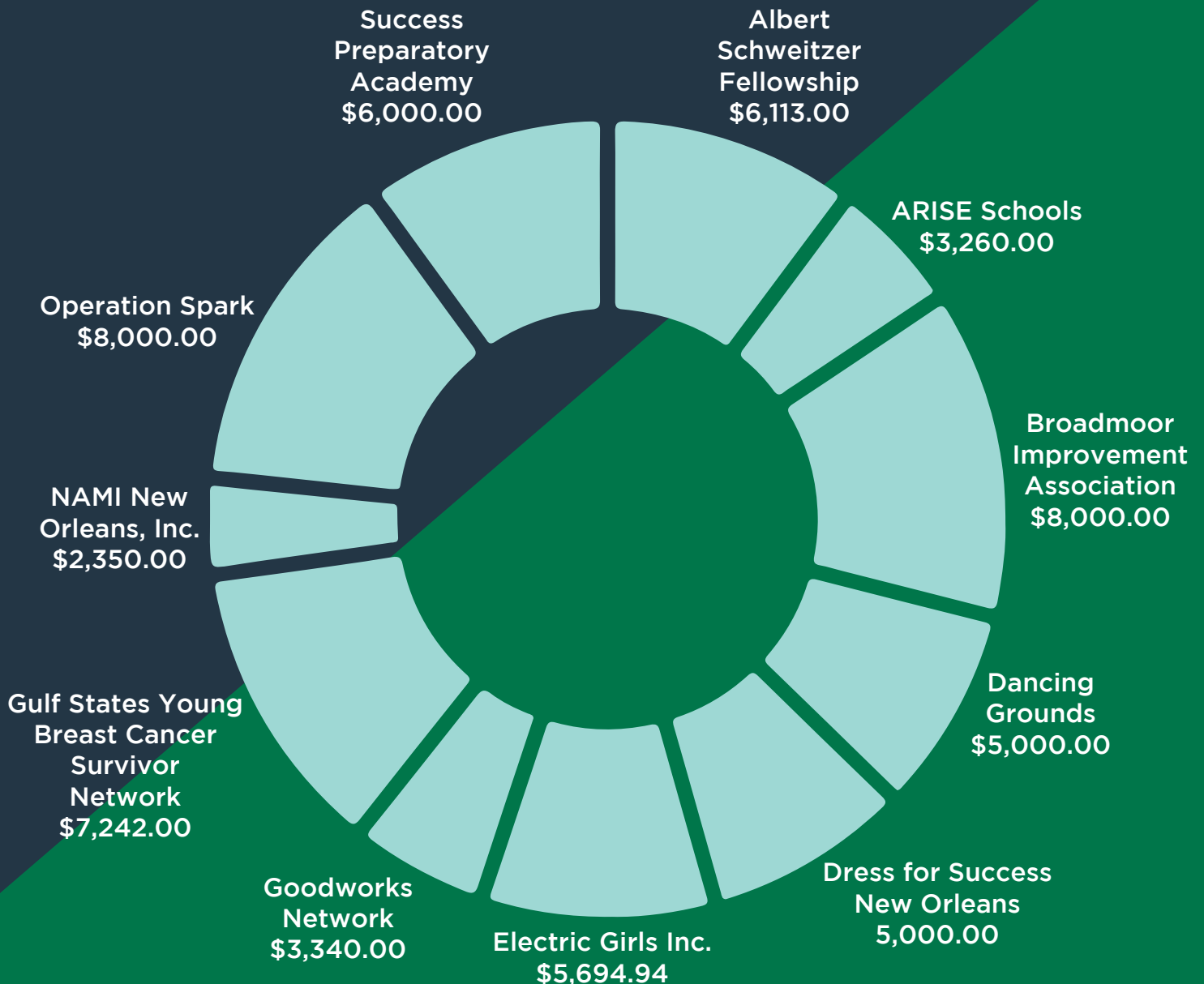
16,000 ounces of infant formula

\$16,000 gift cards

\$60,000

COMMUNITY ASSISTANCE FUND GRANTS

The Community Assistance Fund provides JLNO with a flexible means to grant money to nonprofit agencies that can effectively demonstrate that they have a dire need for funding and seek to advance the wellbeing of women.



MEMBERSHIP BREAKDOWN



PROVISIONAL
MEMBERS



ACTIVE
MEMBERS



SUSTAINING
MEMBERS

2,145
MEMBERS



JLNO's Active and Provisional Membership includes professional women with families and interests in other nonprofit and charitable work.

AVERAGE AGE IS BETWEEN 30 & 34



JUST OVER HALF ARE MARRIED 56%

1/3 HAVE AT LEAST ONE CHILD
UNDER THE AGE OF 18



59% OF THOSE HAVE MORE
THAN ONE CHILD



NEARLY ALL MEMBERS HAVE
RECEIVED A COLLEGE DEGREE 99%



OVER HALF HAVE RECEIVED
A POSTGRADUATE DEGREE 53%

89% EMPLOYED OUTSIDE THE HOME



82% INVOLVED IN VOLUNTEER
ORGANIZATIONS OUTSIDE OF JLNO



95%

MADE MONETARY DONATIONS WITHIN THE LAST 12 MONTHS
TO CHARITABLE ORGANIZATIONS OUTSIDE OF JLNO



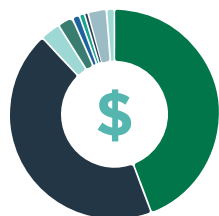
40,100 VOLUNTEER HOURS

10,500 TRAINING HOURS

2015-2016 FINANCIALS

INCOME FUNDRAISERS & BUSINESSES

◆ BLOOMIN' DEALS THRIFT SHOP	\$441,726
◆ DONATED GOODS-THRIFT SHOP	\$435,932
◆ TOUCH A TRUCK	\$30,913
◆ FRERET 5K	\$23,595
◆ GET ON BOARD	\$11,200
◆ RAFFLE	\$7,930
◆ FLEUR DE LEAGUE	\$5,799
◆ DOLLARS FOR DIAPERS	\$28,435
◆ MISCELLANEOUS	\$12,030



TOTAL INCOME
BUSINESSES & FUNDRAISERS

\$997,560

INCOME OTHER FUNDING

◆ MEMBERSHIP OBLIGATIONS	\$363,848
◆ UNREALIZED INCOME ON ENDOWMENT	\$92,399
◆ INVESTMENT INCOME	\$155,906
◆ AWARDS, GRANTS & CORPORATE SPONSORS	\$53,733
◆ ENDOWMENT CONTRIBUTIONS	\$13,138
◆ COST OF GOODS SOLD	\$457,964
◆ OTHER ADMINISTRATIVE REVENUE	\$175,484



TOTAL OTHER INCOME

\$1,312,472

COMBINED TOTAL INCOME

\$2,310,032

EXPENSES

COMMUNITY PROJECTS & MISSION	\$1,328,317
FUNDRAISING	\$106,286
MANAGEMENT & SUPPORT	\$224,368

TOTAL EXPENSES

\$1,658,971

NET INCOME (LOSS)

\$651,061

MISSION STATEMENT

The Junior League of New Orleans is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



CORPORATE SPONSORS

The Junior League of New Orleans appreciates the financial and in-kind donations from the following organizations. Their support enables us to pursue our mission and improve Metropolitan New Orleans.

Platinum

Capital One Bank
The Colston Project
Ella West Freeman
Foundation

The Helis Foundation
St. Charles Avenue
Presbyterian Church

Gold

Ochsner Baptist

Regions Bank

Silver

Actelion Pharmaceuticals
Barriere Construction
Chaffe McCall
Eugenie & Joseph Jones Family
Foundation
Greater New Orleans Foundation

Gulf Coast Bank
Gustaf W. McIlhenny Family
Foundation
Junior League of High Point
The Ruby Slipper Cafe
Waters, Parkerson & Co, LLC

Bronze

Bayou Tree Services
Benevity Community Impact Fund
Bright Eyes Optique
Brown Sims
Bryan Chevrolet
Interlinc Family Foundation
Jerome S. & Grace H. Murray
Foundation
King, Krebs & Jurgens, PLLC

Lee Michaels Fine Jewelry
Magnolia Fleet, LLC
Marsiglia Construction
Omni Air Transport
River Construction
Saks Fifth Avenue
Sweet & Spark
The New Orleans Advocate

OVER 250 SPONSORS

BUSINESSES & FOUNDATIONS

900 City Park Avenue
About Face of New Orleans
Academy Sports & Outdoors
Acadian Ambulance Service
Ace Hotel
Advanced Surgery Center of
Metairie
Albemarle Foundation
All American Healthcare
All My Sons
Angeline
Audubon Dermatology
Audubon Nature Institute
B Boutique & Beauty Bar
Baker Donelson
Baldwin Haspel
Barre3
Basics Underneath
Bella Bella
Blue Frog Chocolates
Blue Runner Foods
Bourbon Orleans Hotel
Bourgeois Bennett
Bra Genie
Branson Management Group
Brinks
Bureau of Alcohol, Tobacco and
Firearms
Cajun Spirits Distillery
Canal Street Bistro
Candy Apple
Carol Robinson Gallery
CEO & Founder Veterans
Resource Program
Chick-fil-A
Contemporary Arts Center

Cook Me Somethin' Mister
CORE Benefit Solutions
Creole Cuisine Restaurant
Concepts
Crepes A La Cart
Crescent City Strength
Cure
Daughters of Penelope, Itona
Chapter #177
Decro Development
Department of Justice
Dherya Inc.
Discovery Toys
Diva Dawg Truck
Domino's Pizza
Dorignac's Food Center
Drone Party Planet
Duracell Power Forward
Embassy Suites New Orleans
Embodiment Salon
Ergo Baby Carrier
European Wax Center
Evans Orthodontics
EY
F & M Patio Bar and Grill
Faas Enterprises
Facepainting by Maybella
Fasteners, Inc.
FBI New Orleans
Feet First
Felipes Taqueria
Fidelity National Title Company
French Market Coffee
Freret Street Bike Shop
Freret Street Poboy & Donuts
Freret Street Yoga

Galatoire's Restaurant
Gibbs Construction
GladRags
Green Bird Yoga
Gulf Coast Aviation
Guy Lyman Fine Art
H2O Salon and Spa
Hemline
High Hat Cafe
Hill & Associates
Homestead Title
Houghton Mifflin Carcourt
Hour Blast Downtown
Hour Blast Lakeview
Hour Blast Metairie
Hour Blast Uptown
IBERIABANK
Imperial Woodpecker
Sno-Balls
Iron Horse
Jefferson Parish Sheriff's
Office
Jennifer Ansardi Artist
Junior League of Greater
Orlando
Junior League of Boca Raton
Junior League of Durham and
Orange Counties
Junior League of Montgomery
Junior League of Morgan
County
Junior League of Oklahoma
City
Junior League of Tallahassee
JXW Ads

Kendra Scott
Kenner Police Department
Kilgore & Kilgore
Kushner LaGraize
LA DOTD
La Thai Uptown
LaBella's
Lafarge
Lancome
Law Office of W.A. "Chip"
Forstall, Jr.
Life Yoga
Limousine Livery
Liquid Surf and Sail
Loews Foundation
Louisiana Alarm Watch
Louisiana Cat
Louisiana Philharmonic Orchestra
Louisiana SPCA
Louisiana State Police
LSU School of Dentistry
Magnolia Physical Therapy
Market Umbrella
Maurice's French Pastries
Melissa's Fine Pastries
Mignon for Children
Mirabella
Morgan Stanley
Murray Law Firm
Neighborhood Housing Services
New Orleans Children's Dental
Center
New Orleans Coffee & Beignet
Co.
New Orleans Fire Department
New Orleans Macaroni Kid
New Orleans Museum of Art

New Orleans Paddlewheels
New Orleans Pelicans
New Orleans Private Patrol Service
NOLA Aikido
NOLA Couture
NOLA Girl Catering & Personal Chef
NOLA Restaurant
NOLA Snow Snoballs
Ogden Museum of Southern Art
Old Metairie Dermatology
Orleans Levee District
Origami
Papa John's Pizza
Pearl Wine Co.
Periodic, Inc.
Piccadilly
Pippen Lane
PJ's Coffee Magazine Street
Plum Street Snoballs
Plush Appeal
Polsinelli PC
Presidio
R&R Sports Collectibles
Raising Cane's
Ralph Brennan Restaurant Group
Reginelli's
Republic National Distributing
Company
Richard's Disposal, Inc
River Bar, LLC
River Parish Disposal
Robert's Fresh Market
Rock 'n Bowl
Romney Pilates Center
Saddles Blazin' LLC dba Blaze
Pizza
Sensible Portions
Shields Mott LLP
Sofas & Chairs

Spa Savoir Faire
St. James Cheese Company
Superior Grill
Superior Seafood and Oyster
Bar
Sybil M. & D. Blair Favrot
Family Fund
Talbot's
The Cosmopolitan of Las
Vegas
The Fresh Market
The Hay Group
The Midway on Freret
The National WWII Museum
The Old No 77 Hotel
The Ritz-Carlton, New Orleans
The Russell C. & Susan D.
Block Trust
The Spa at Windsor Court
The Wine Seller
ThenComesFamily.com
Theo's Neighborhood Pizza
Toso Orthodontics
Total Body Energy
Tulane University Athletics
Tulane University Police Dept.
Two Men & A Truck
Uptown Messenger
Uptown Pediatric
Urban South Brewery
Varsity Sports New Orleans
Vinson Guard Service, Inc.
Walgreen's #2640
Women Giving Back
Zara's Lil Giant Supermarket
Zuka Baby