

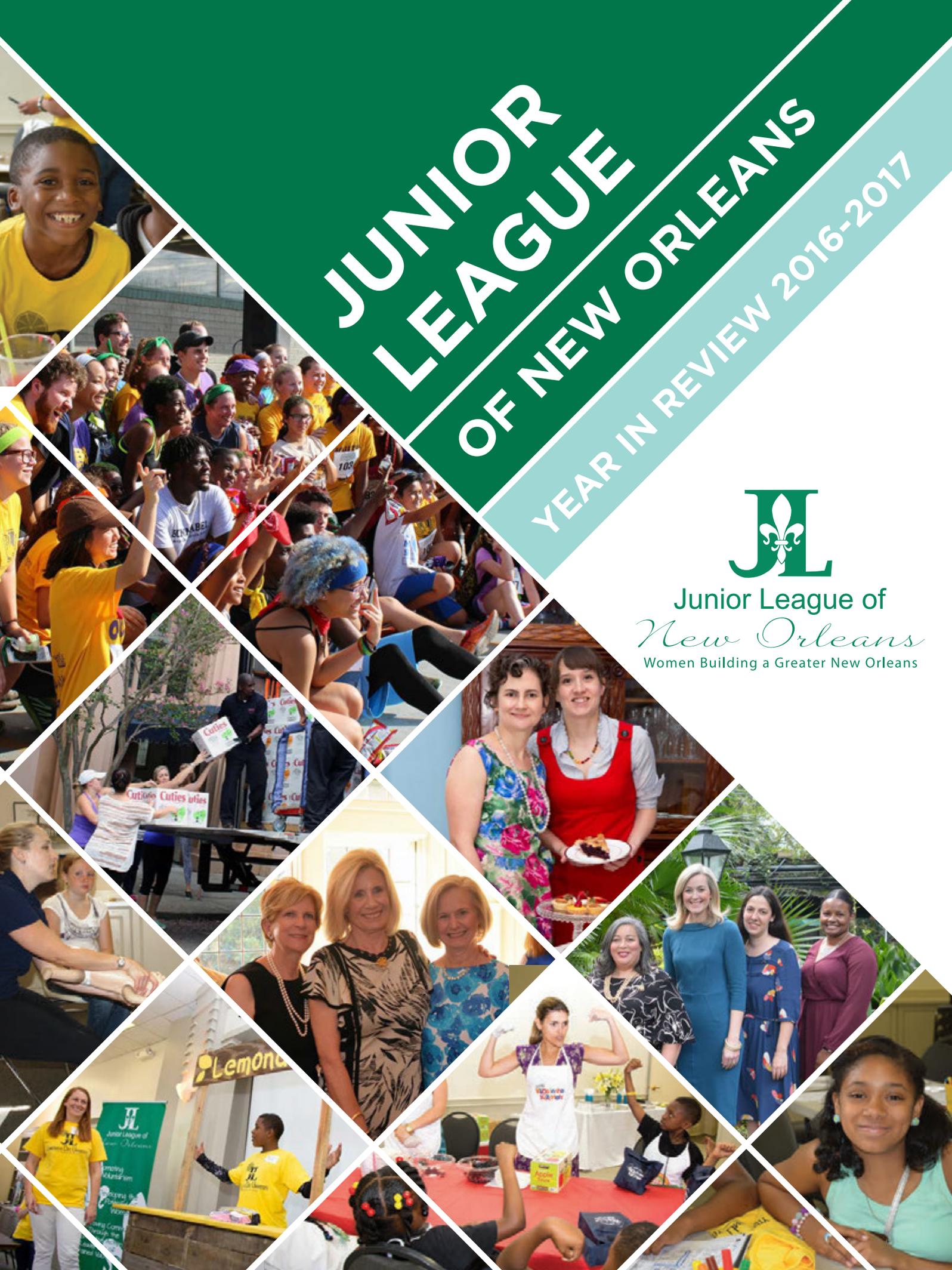
# JUNIOR LEAGUE

# 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

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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:

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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**

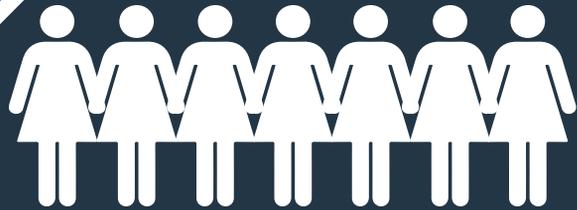
**SAFE SITTER**

**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

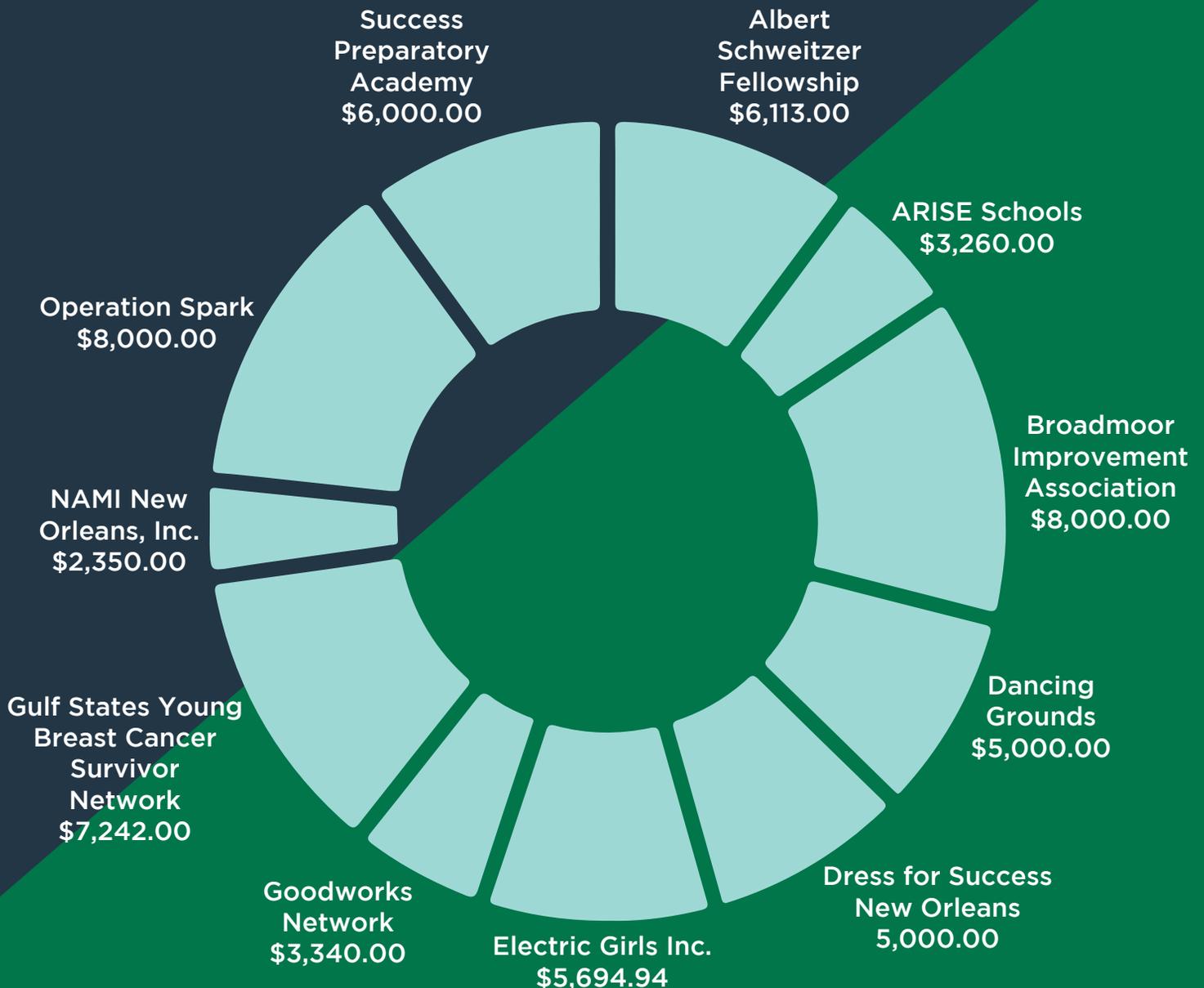
**16,000** ounces of infant formula

**\$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

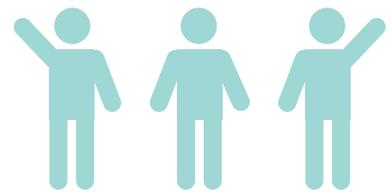


ACTIVE  
MEMBERS



SUSTAINING  
MEMBERS

2,145  
MEMBERS



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

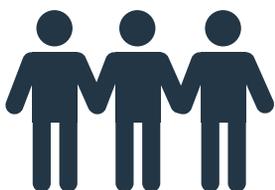
AVERAGE AGE IS BETWEEN 30 & 34  JUST OVER HALF ARE MARRIED 56%

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

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Capital One Bank  
The Colston Project  
Ella West Freeman  
Foundation

The Helis Foundation  
St. Charles Avenue  
Presbyterian Church

## Gold

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Ochsner Baptist

Regions Bank

## Silver

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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

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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

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## 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