

JUNIOR LEAGUE

OF NEW ORLEANS

ANNUAL REPORT 2014-2015



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 less 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 **WOMEN ENTREPRENEURS** program.

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 health and happy lives.

OUR IMPACT

JLNO PROJECTS & FUNDRAISERS



**BLOOMIN' DEALS
THRIFT SHOP**

**COMMUNITY ASSISTANCE
FUND GRANTS**

DIAPER BANK

EDUCATION SUPPORT SERVICES

FLEUR DE LEAGUE

FRERET 5K

GET ON BOARD

KIDS IN THE KITCHEN

GIVENOLA

LEMONADE DAY UNIVERSITY

REBUILDING TOGETHER

SAFE SITTER

SENIOR OUTREACH

TOUCH A TRUCK

**WOMEN IN
ENTREPRENEURSHIP**



BLOOMIN' DEALS THRIFT SHOP

Bloomin' Deals Thrift Shop is JLNO's largest source of funding with just over \$500,000 in annual gross revenue. JLNO established the thrift shop as a permanent fundraiser in 1927 on Royal Street in the French Quarter. Having moved to Freret Street in 1960, the thrift store is the second oldest business in a thriving neighborhood. Members volunteer nearly 6,100 hours annually to staffing the store. Bloomin' Deals stocks a large selection of new and gently-used clothing and shoes in all sizes, housewares, and seasonal items. It is consistently recognized by *Gambit Weekly* readers as one of the top three thrift shops in New Orleans.

DIAPER BANK



When JLNO began developing projects to support its focus on Advancing the Wellbeing of Women, diaper need and its ripple effects on families drew its attention. One in three U.S. families struggles to provide its babies with clean, dry diapers. Because diapers are often a child care and early education program requirement, women who are unable to meet this necessity are not able to pursue career or educational goals. A stable supply of diapers enables parents to break the cycle of poverty and provide for their families. JLNO founded its Diaper Bank to educate our community about diaper need while hosting diaper drives, buying highly discounted diapers, and sorting, packing, and storing diapers.



TOUCH A TRUCK

JLNO rolls out construction equipment, utility trucks, trolleys, race cars, boats, emergency vehicles, and tractors for Touch a Truck. This engaging and educational events allows children and adults an up-close look at their favorite "big trucks" and the opportunity to meet the people that protect, serve, and build Metro New Orleans. Since 2013, JLNO's Touch a Truck event has grown from a single airport hangar with about 800 attendees to a large parking area with over 1,900 attendees and 55 participating vehicles and vendors. In addition to traditional ticket sales, donors purchase classroom sponsorships, enabling local school children and their families to attend the event.

GET ON BOARD



Following Hurricane Katrina, the number of nonprofit organizations in the Greater New Orleans area surged as groups mobilized to improve and revitalize the community. JLNO recognized the growing need for energetic, talented, and well-trained volunteers and developed the Get on Board program in response. This two-day workshop provides information on financial policies and fiduciary duties, legal considerations, meeting and committee management, strategic planning effective leadership development, and fundraising to current and potential nonprofit board members and staff. Over 700 individuals have participated in the program, and they have been placed with over 80 nonprofit organizations. In 2012, the Association of Junior Leagues International (AJLI) awarded JLNO its Community Impact Award for this program.

JLNO BY THE NUMBERS



PROVISIONAL MEMBERS



ACTIVE MEMBERS



SUSTAINING MEMBERS

2,171 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

2014-2015 FINANCIALS

INCOME FUNDRAISERS & BUSINESSES

| | |
|-----------------------------------|--------------|
| ◆ BLOOMIN' DEALS THRIFT SHOP..... | \$504,270.37 |
| ◆ DONATED GOODS-THRIFT SHOP..... | \$477,795.00 |
| ◆ BUY,SAVE AND SERVE CARD | \$35,131.00 |
| ◆ TOUCH A TRUCK | \$27,722.75 |
| ◆ KITCHEN TOUR | \$26,389.00 |
| ◆ GET ON BOARD | \$21,725.00 |
| ◆ FRERET 5K | \$14,300.50 |
| ◆ COOKBOOKS | \$11,198.69 |
| ◆ FLEUR DE LEAGUE | \$9,975.61 |
| ◆ MISCELLANEOUS..... | \$6,010.19 |



TOTAL INCOME
BUSINESSES & FUNDRAISERS

\$1,134,518.11

INCOME OTHER FUNDING

| | |
|---|--------------|
| ◆ MEMBERSHIP OBLIGATIONS | \$364,093.73 |
| ◆ UNREALIZED INCOME ON ENDOWMENT | \$217,094.35 |
| ◆ INVESTMENT INCOME | \$64,087.27 |
| ◆ AWARDS, GRANTS & CORPORATE SPONSORS. | \$50,000.00 |
| ◆ ENDOWMENT CONTRIBUTIONS | \$21,725.00 |
| ◆ COST OF GOODS SOLD | \$16,036.43 |
| ◆ OTHER ADMINISTRATIVE REVENUE | \$11,198.69 |
| ◆ RETIRE THE DEBT ON FRERET | \$1,431.00 |



TOTAL OTHER INCOME
\$747,498.89

COMBINED TOTAL INCOME

\$1,882,017.00

EXPENSES

| | |
|-----------------------------------|--------------|
| COMMUNITY PROJECTS & MISSION..... | \$595,436.14 |
| FUNDRAISING..... | \$384,639.85 |
| MANAGEMENT & SUPPORT | \$561,781.75 |

TOTAL EXPENSES

\$1,541,857.74

NET INCOME (LOSS)

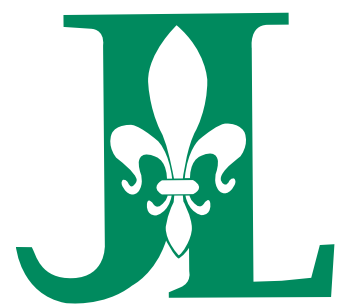
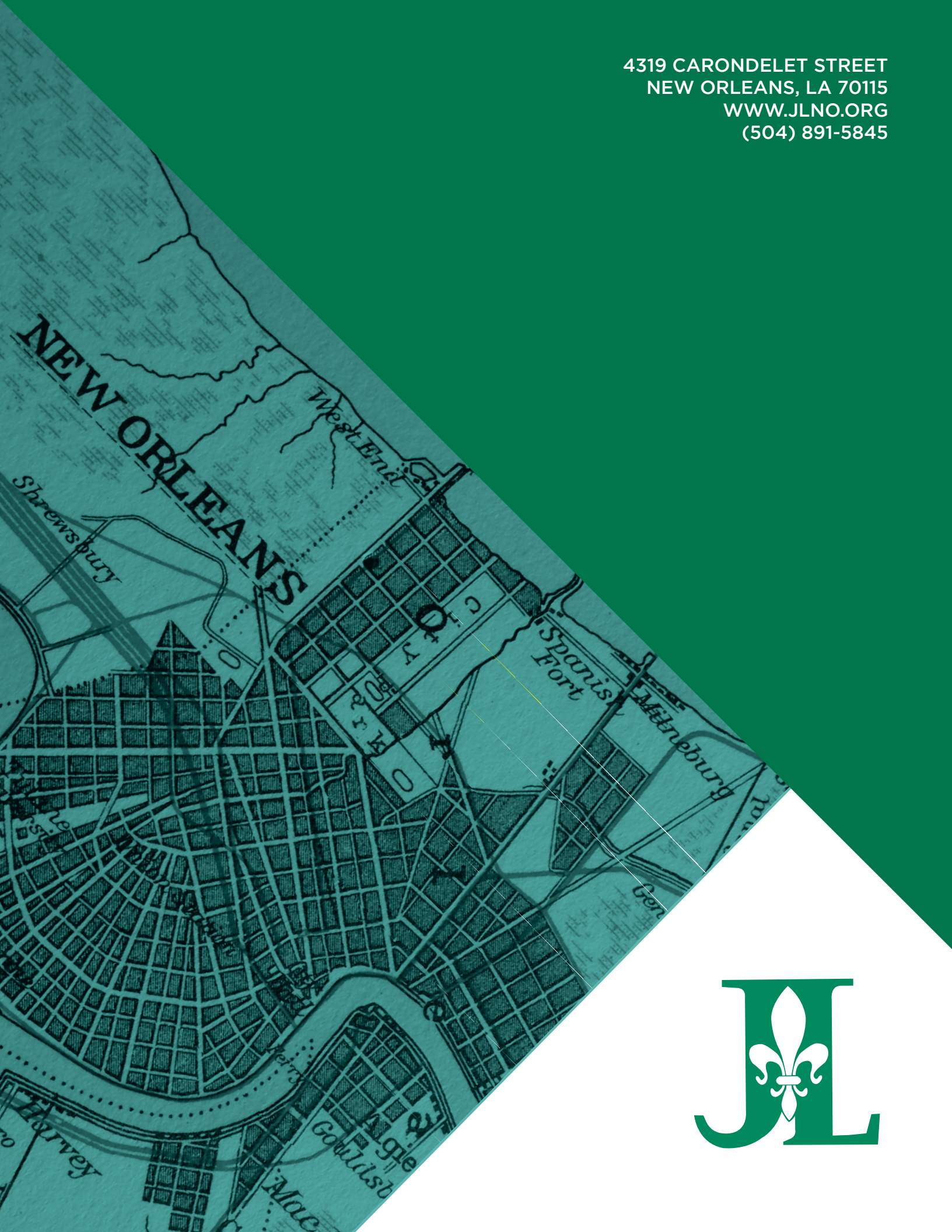
\$340,159.26

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.



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