

COMMUNITY IMPACT



Junior League of
New Orleans

The Junior League of New Orleans (JLNO) believes that every woman in Metropolitan New Orleans should have the opportunity to live a healthy and successful life. We are committed to advancing the wellbeing of local women through the use of trained volunteers that provide direct service, educate the community, and advocate for issues that affect women.

JLNO specifically works to tackle three strategic goals:

- Improving economic opportunities for women and supporting women's potential to seize those opportunities
- Providing needed family support to alleviate the burdens on women caregivers
- Promoting information and resources for women's health, allowing them to live healthy and successful lives

OUR IMPACT

- 1665 members; 10th largest League of the 297 leagues in the Association of Junior Leagues International
- Founded in 1924
- Invests \$1 million in its community projects and mission
- Donates over 15,000 volunteer hours each year to the community
- **2024-2025 Highlights**
 - Awarded \$50,000 in Community Assistance Fund grants to 3 area nonprofit organizations
 - 4,895 people outside of membership and communications reached through JLNO programs/initiatives
 - 42 individuals trained through Get on Board
 - 150 attendees at Women's Leadership Summit
 - 125 Students trained through Safe Sitter®
 - Officially exceeded the 10 millionth product distributed through the JLNO Diaper Bank since inception
 - Celebrated over 114 resident birthdays at Covenant House
 - Awarded \$8,000.00 in Scholarships to nontraditional female students in the Greater New Orleans area
 - Raised awareness about how to recognize and report human trafficking to by distributing materials and soaps to 180 area hotels/motels.
 - 148 children served through Educare Gift Drive
- **Programs include:**
 - Community Assistance Fund - Investing in nonprofits to extend community impact
 - Covenant House Partnership - Giving meaningful experiences through monthly birthday celebrations for at-risk youth.
 - JLNO Diaper Bank - Addressing diaper need and period poverty for women and families.
 - Safe Sitter® - Preparing young people for the profound responsibilities of nurturing and protecting children
 - Scholarship - Awarding a non-traditional female student financial assistance to continue her education or change careers.
 - Woman Entrepreneur (WE) Fellowship - Promoting professional success and improving economic opportunities for women.

MARKETING EXPOSURE

JLNO utilizes a comprehensive marketing and communications plan with the following reach:

- Social media audience reaching more than 334,000 people
- 1,754 member email subscribers with a 43% open rate
- Open rate on external emails: 20%
- More than 2,300 website visitors per month
- Our *Lagniappe* quarterly magazine is published by the Junior League of New Orleans to educate the community about the organization's mission, projects and activities.

The Junior League of New Orleans is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.