



# JUNIOR LEAGUE OF NEW ORLEANS ANNUAL REPORT

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## 2024-2025



Junior League of  
*New Orleans*  
Women Leading for a Greater New Orleans

# PRESIDENT'S MESSAGE

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Since 1924, the Junior League of New Orleans (JLNO) has played a vibrant role in the region as its volunteers have helped rebuild a city devastated by disasters, promote healthy families, develop the potential of women, educate our youth and protect the city's youngest residents. During the 2024-2025 year, JLNO added two significant mechanisms to embody our mission of advancing "women's leadership for meaningful community impact through volunteer action, collaboration, and training."

First, commissioned by JLNO in partnership with the Newcomb Institute at Tulane University, in August of 2024 JLNO released a new benchmark report that offers a comprehensive overview of the current state of women in New Orleans post-COVID across various dimensions, including health, wages, access to housing, crime and gender-based violence, climate and political representation.

Then, in September 2024, Junior League of New Orleans released its updated strategic plan-- an actionable roadmap for organizational capacity building, membership engagement and continued service to our community. By clarifying our value proposition, fostering inclusivity and optimizing our operations, we position JLNO as a dynamic and enduring force for good in greater New Orleans.

These two mechanisms are being utilized to hone the focus of future programming and events for Junior League of New Orleans and the Greater New Orleans area as we work to ensure the most positive impacts possible. We invite you to learn more about our organization's efforts and consider how we can collaborate to advance our mission and our collective impact.

I am so proud to be part of the Junior League of New Orleans. I am so proud of what our volunteer-led, staff-supported organization accomplished during the 2024-2025 year. However, I am most proud of who we are — women who give, women who lead, and women who show up again and again whenever our community is in need.

## Tara Waldron

JLNO PRESIDENT, 2024-25



# OUR MISSION

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.

# OUR FOCUS AREA

Our vision is a New Orleans where every woman can reach her full potential, driving transformative community impact. 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 address 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 and caregivers.
- Promoting information and resources for women's health, allowing them to live healthy and productive lives.

# OUR PROJECTS & FUNDRAISERS

**The ABOLISH Movement**  
**Community Assistance Fund**  
**Covenant House Partnership**  
**Get on Board**  
**Holly Jolly Market**  
**JLNO Diaper Bank**  
**JLNO Scholarship**

**Run, Walk, Give**  
**Safe Sitter®**  
**Status of Women Study**  
**TOUCH-A-TRUCK®**  
**Woman Entrepreneur Fellowship**  
**Women's Leadership Summit**



In 2024, JLNO partnered with the Newcomb Institute at Tulane University to commission The Status of Women in New Orleans report, a benchmark study designed to deepen our understanding of the challenges and opportunities facing women in our community.

The report offers a comprehensive look at post COVID realities across key areas including health, wages, housing, safety, climate, and political representation. Findings highlight meaningful progress for women in education, access to health care, and political leadership, while also underscoring persistent racial and economic disparities, particularly among Black and Hispanic women.

The study identifies critical priorities for continued action, including improving health outcomes for women of color, expanding access to affordable child care, preventing intimate partner violence, and addressing the disproportionate impacts of climate change on women and families.





# 2024-2025 BY THE NUMBERS

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**\$50,000**

Community Assistance  
Funds awarded to 3  
area non-profits

**20,960**

Volunteer hours  
provided to our  
community

**57**

Nonprofit partners  
supported with  
volunteers and resources

**\$38,000+**

Raised through  
Run, Walk, Give

**10M+**

Products distributed  
through the JLNO Diaper  
Bank since inception

**4,748**

People reached  
monthly through  
JLNO Programs

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## COMMUNITY IMPACT

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**148** children served  
through our Educare  
Gift Drive

**114** resident birthdays  
celebrated at  
Covenant House

**\$8,000.00** in  
scholarships awarded to  
2 local female students

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## ENGAGEMENT AND EVENTS

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**31** local vendors  
featured at our annual  
Holly Jolly Market

**731** Tickets sold for  
TOUCH-A-TRUCK®

**117** participants on our  
Run, Walk, Give team

**180** Hotels/motels  
reached with anti-human  
trafficking materials

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## LEADERSHIP AND TRAINING

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**2,841** total training  
hours completed

**57** training  
opportunities provided

**42** individuals trained for  
board leadership through  
Get on Board

**150** attendees at the  
Women's Leadership  
Summit

**547** volunteer  
opportunities offered  
to our members

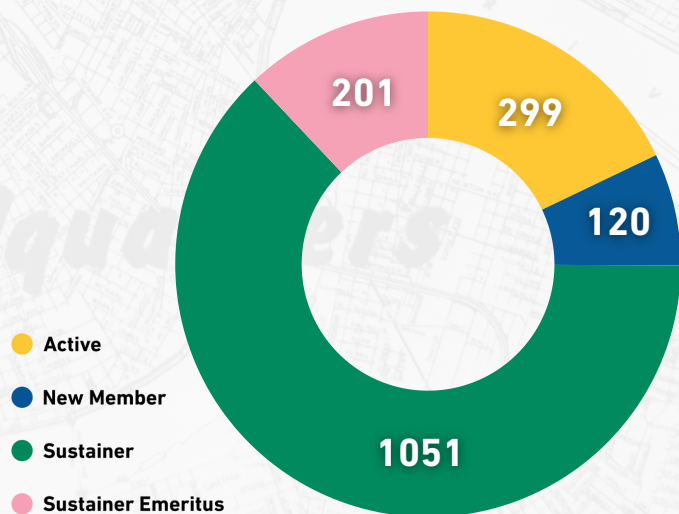
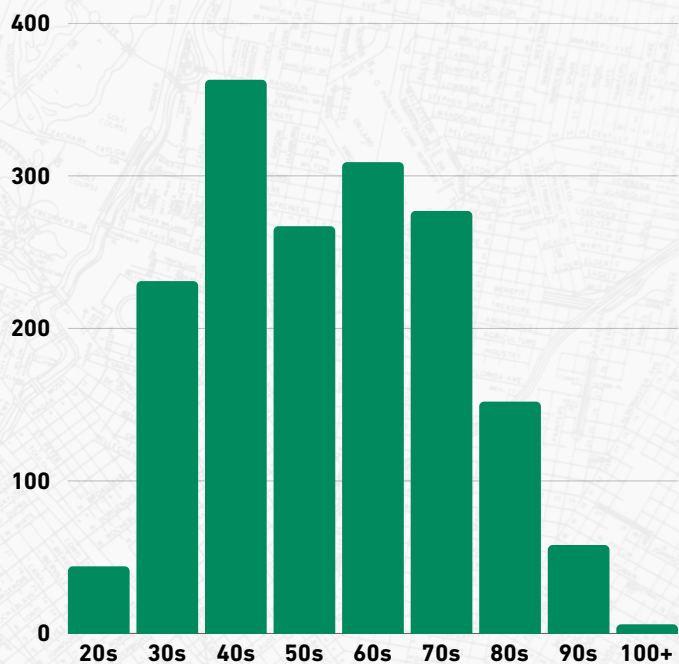
**125** Safe Sitter® students  
completed safety and  
babysitting training

# 2024-2025 MEMBERSHIP

## MEMBERSHIP BY CITY

Abita Springs	2
Arabi	3
Belle Chasse	3
Chalmette	6
Covington	36
Des Allemands	1
Destrehan	6
Gretna	15
Harahan	9
Harvey	7
Jefferson	15
Kenner	13
LaPlace	2
Lafitte	1
Luling	2
Madisonville	1
Mandeville	16
Marrero	7
Metairie	316
New Orleans	1157
River Ridge	19
St. Rose	1
Slidell	10
Thibodaux	2
Violet	1
Other	103

Membership by Decade





## **2024-2025 JLNO Board of Directors**

Tara Waldron

**President**

Michelle Clarke Payne

**President-Elect**

Melissa Nunn

**Secretary**

Paige Farrell

**Treasurer**

Genevieve Anderson

**Assistant Treasurer**

Shelby Wynne

**Business Council Director**

Carol O'Connor

**Communications Council  
Director**

Catherine Rigby

**Community Council Director**

Tabitha Mangano

**Membership Council  
Director**

Erica Washington

**Nominating Chair**

LeeAnn Moss

**Planning & Development  
Council Director**

Christine Rigamer

**Ways & Means Council  
Director**

Brandy Whisnant

**Sustaining Advisor to the  
Board**

**Preferred Partner**  
**of**  *Junior League of  
New Orleans*

**The Times-Picayune**

