



JUNIOR LEAGUE OF NEW ORLEANS ANNUAL REPORT

2024-2025



PRESIDENT'S MESSAGE

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

\$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

COMMUNITY IMPACT

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

ENGAGEMENT AND EVENTS

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

LEADERSHIP AND TRAINING

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

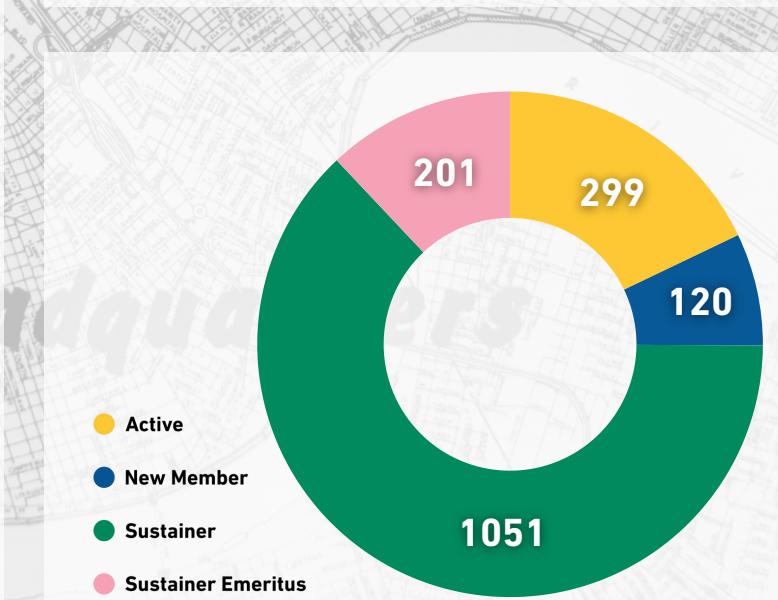
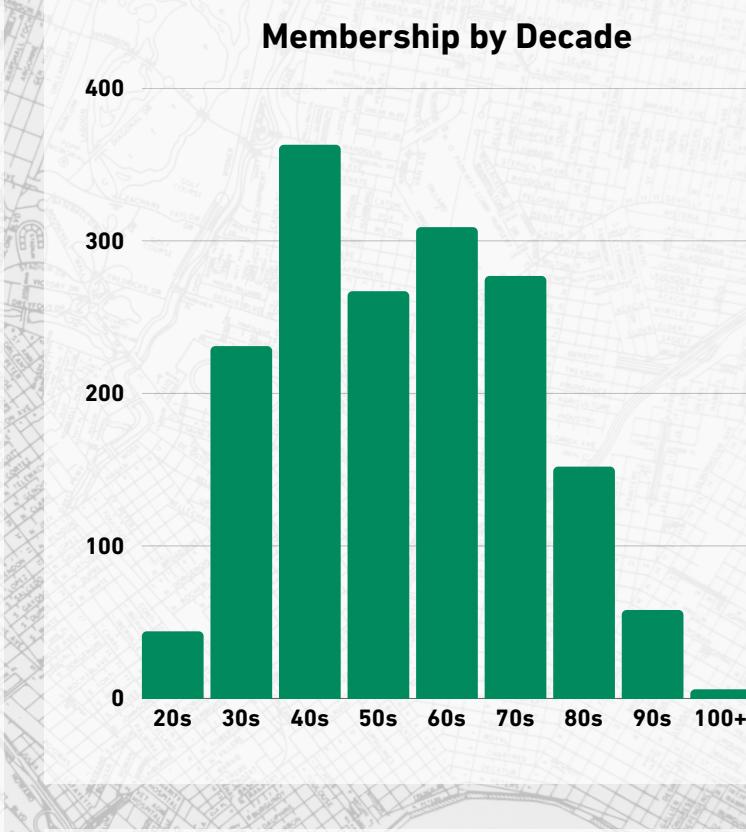
547 volunteer
opportunities offered
to our members

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



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 JLNO

Junior League of
New Orleans

The Times-Picayune

