

# JUNIOR LEAGUE OF NEW ORLEANS

## YEAR IN REVIEW 2018-2019



Junior League of  
*New Orleans*  
Women Building a Greater New Orleans



# Women *LEADING* for a Greater New Orleans

One civic-minded woman can start a movement. When she observes a need within a community, she can envision a way to address it and find others with which to collaborate. The 10 original members of the Junior League of New Orleans established this organization over 95 years ago by combining their compassionate natures with creativity and diligence to help those that needed it most.

Today, JLNO remains a proud, thriving organization where any woman can realize her commitment to voluntarism in a way that is impactful and relevant to her and the community she serves. Our members are change-makers that contribute to a variety of industries, develop their potential through our infrastructure and implement our organization's impact. These inspiring and diverse individuals are empowering the next generation of women leaders.

JLNO's values of leadership, diversity, empowerment, training and impact further guide our platform of voluntarism that goes beyond teaching safety skills to a child or providing diapers for families. Our experiential training increases the effectiveness of our community impact.

Because of what our members learn from the Junior League, New Orleans has:

- more women founding organizations and starting businesses
- more leaders serving on boards
- more volunteers giving their time and effort
- more donors valuing these causes through their financial support

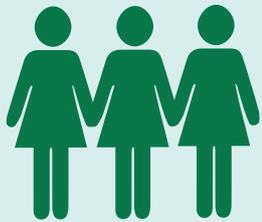
Thousands of Greater New Orleans area residents have benefited from the work of Junior League volunteers, and helping others has immeasurably enriched those volunteers' lives. As its legacy, JLNO founded several well-known organizations, including the Preservation Resource Center and the Parenting Center at Children's Hospital. JLNO has also supported many of the city's major cultural institutions including the New Orleans Museum of Art, the Louisiana State Museum at the Cabildo and the Louisiana Children's Museum.

The infrastructure our members build and maintain ensures we help someone not just in the present but far into the future as well. JLNO is excited to discover what the next 95 years holds for our volunteers and celebrate the positive impact they will make on our community.



# JLNO BY THE NUMBERS

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**2,100**  
Members



**35,000**  
Hours in  
Volunteer Service



**190 Unique**  
Volunteer  
Opportunities



**80 Nonprofit**  
Partners



**55 Training**  
Opportunities



**71**  
Business  
Partners



**95,000**  
Members of the  
Community Served

# Programming



Distributed 750,000 diapers to 22 distribution partners through its DIAPER BANK to help alleviate diaper need for families



Distributed 77,000 pads, liners and tampons to 12 distribution partners through its PERIOD PRODUCTS program to help address period poverty for women



Gave meaningful experiences to 175 at-risk young adults and children at COVENANT HOUSE to make their residents feel valued and hopeful



Administered 12 sessions preparing 240 young people through the SAFE SITTER program for the profound responsibilities of nurturing and protecting children



Educated 600 girls and 100 women on FINANCIAL LITERACY topics of budgeting, saving and investing



Awarded 3 non-traditional female students with \$15,000 in SCHOLARSHIP funding



Trained 50 people in nonprofit board and staff leadership skills through its award-winning GET ON BOARD program



Awarded a \$7,500 grant, member-delivered in-kind services and mentoring to grow the business of its fourth WOMAN ENTREPRENEUR FELLOW

In its seventh year, JLNO's Touch a Truck continues to grow. Two days in the Pontchartrain Center provided a fun, interactive and educational opportunity for families throughout the region.

- 37 vehicles highlighting various transportation methods across numerous professional sectors participated
- 3,100 people of all ages attended
- 625 students from partner schools visited for free as a part of JLNO's Field Trip Friday
- \$50,000 from the event's ticket sales, business sponsorships and donations support JLNO's mission and volunteer efforts



For the first time, JLNO participated as an Official Charity Partner with the Allstate Sugar Bowl Crescent City Classic.

- 26 people participated in the race on JLNO's behalf
- 30 volunteers supported the April 20th race at both the starting and finish lines
- 310 donors gave in support of JLNO's #runningforJLNO team
- \$16,000 from the participant's peer-to-peer fundraising campaigns supported JLNO's mission and volunteer efforts



# JLNO's Members

JLNO's members range from 26 to 101 years old, with an average age of

43

92% of JLNO's Active membership works outside of the home

64% of JLNO's members are parents

61% of JLNO's members have previously served or are currently serving on boards of another nonprofit organization

96%

of JLNO's members received a post-secondary degree, with over half having received a postgraduate degree of a Masters, PhD, M.D. or J.D.

76%

of JLNO's members are married

75%

of JLNO's members are volunteering with other nonprofit organizations outside their Junior League service

"Being a part of Junior League has made me more confident. Working collaboratively with successful women raised my awareness of what I can bring to the table. It's also empowering to be surrounded by an army of like-minded women working to improve our community."

- Sarah Peltier, JLNO Active Member

"The Junior League has reaffirmed my belief that when women come together, great things happen, and the possibilities are endless! It has allowed me to further develop my leadership skills, as well as have a more active voice in the community."

- Kisha Gaudin Laurent, JLNO Active Member

"I really do consider what I learned at Junior League to be as formative as going to law school was."

- Melanee Usdin, JLNO Sustaining Member

# THE COMMUNITY ASSISTANCE FUND GRANTED OVER \$52,000 TO LOCAL NONPROFITS

Started over 30 years ago, the Community Assistance Fund provides JLNO with a flexible means to grant money to nonprofit organizations that effectively demonstrate they have a dire need for funding. These agencies seek to advance the wellbeing of women in the areas of economic opportunity, physical and mental health and family assistance. The CAF Committee thoroughly examines requests for funding before submitting them to JLNO's Community Council and Board of Directors for final approval.

**\$12,500** to Luke's House: A Clinic for Healing and Hope for services to women, particularly Latina women, who are in need of primary gynecologic health care

**\$10,500** to Mercy Endeavors to enhance the current programs it offers and add more meaningful programs concentrating on the Physical and Mental Health of its members

**\$7,110** to Girl Scouts Louisiana East for Girl Scouts Beyond Bars, an existing program, and the launch of a Girl Scouting program in partnership with the New Orleans Women and Children's Shelter

**\$6,000** to Operation Spark to expand the Immersion program to increase its student numbers, with special emphasis on removing barriers that can make participation prohibitive for single mothers entering into its programs

**\$5,000** to Odyssey House Louisiana, Inc. to provide at least 250 women in its Adult Residential Program with soap and shampoo, feminine hygiene products and other supplies that support physical and mental health

**\$3,000** to Sexual Trauma Awareness and Response for its Survivor Assistance Fund

**\$2,770** to Southern Rep for its "School to Stage Pipeline" arts education programs

**\$620** to Louisiana Books 2 Prisoners for the purchase of GED/HiSet study guides, dictionaries and composition books, as well as books regarding job skills, trade instruction, financial planning and small business entrepreneurship

# 2018-2019 FINANCIALS

## Support & Revenue

Membership Dues.....	\$323,152
Discontinued Operations.....	\$2,193,574
Contributions & Support.....	\$260,289
Special Events.....	\$117,127
Investment Income.....	\$87,470
Other .....	\$5,259
Change in Value of Beneficial Interest In Charitable Remainder Trust .....	(\$1,534)

**Total Support & Revenue**  
**\$2,985,337**

## Expenses

Programming & Mission-Related .....	\$653,330
Supporting Services	
Management & General .....	\$149,107
Fundraising .....	\$85,345

**Total Expenses**  
**\$887,782**

## Allocation of Expenses



FOR EVERY \$1.00 SPENT:



**Change in Net Assets**  
**\$2,097,555**

## Mission

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.

## Focus Area

The Junior League of New Orleans believes every woman in Metropolitan New Orleans should have the opportunity to live a healthy, happy 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 happy lives