



# JUNIOR LEAGUE OF RICHMOND

## ANNUAL REPORT 2021-2022



**VOLUNTEER. LEAD. INSPIRE.**

# PRESIDENT'S LETTER



It was a dynamic year for our organization, our country, and our world. There were obstacles, course corrections, constant changes, and with each new challenge, our membership rose to meet it and helped us continue our path forward. Through our second year of the pandemic, we held one of our most successful Touch a Truck events in JLR history, rolled out four new community committee placements, welcomed 24 new members to active status in addition to several new transfers, raised over \$15,000 in one week with our Little Black Dress Initiative, showcased our Rolling Rack throughout Richmond at various for- and nonprofit events, and welcomed our membership and the community back to our first in person Book & Author Event since 2019.

My focus for the 2021-2022 League year was to take us back to basics. My hope was that over the course of the year our membership remembered their 'why': why they joined our organization, and what they ultimately wanted to get out of the experience. I asked them to evaluate if that had happened yet, and if not, what changes needed to be made so that they could fully appreciate the opportunities in front of them.

While the JLR focused on reengaging our membership and establishing our new normal, we also continued the focus on our long-term vision. We implemented the second year of our 2020-2023 strategic plan by executing goals to ensure the success and longevity of our organization. We were also able to begin distribution of funding from the sale of our former headquarters to several community partners who align with our focus of Women Helping Women, as well as our mission. Based on recommendations from our Research, Evaluation, and Planning Committee (REP), as well as our Community Advisory Board (CAB), the Board of Directors was able to approve three grant partnerships, as well as fully fund our community committee placement budgets for both the 2021-2022 and 2022-2023 League years. REAL Life received a \$45,000 grant to fund two recovery homes for women coming out of incarceration. The YWCA Sprout School received a \$180,000 grant (over the course of 3 years) to go towards a scholarship fund for a child of a woman in the domestic violence program and to cover the cost for one teacher at the Sprout School. The YMCA Woodman West Health and Learning Equity Initiative received a \$250,000 grant (over the course of 3 years) to establish a health and learning equity program for women led families living in the Woodman West community, a majority of which are refugees. Membership was able to hear from these partners at our end of year general membership meeting and learn how the funds will impact these organizations for years to come.

Our vision for 2021-2022 was simple, to honor our past while pushing forward to our future. I promised our membership that we would be on this journey together, making mistakes and learning, while holding each other accountable. I am so proud of all they were able to accomplish. Please enjoy this year's annual report, it highlights that incredible journey. The experience of leading this organization has been the very best of my life.

Forever yours in service,

*Christa Schulenburg*

Christa Schulenburg  
2021-2022 JLR President



# ABOUT THE JUNIOR LEAGUE OF RICHMOND

Founded as a nonprofit group in 1926 by 59 young women, the Junior League of Richmond was affiliated in 1927 with the Association of Junior Leagues International (AJLI), which currently serves in a resource and advisory capacity.

Since its beginning in 1926, the Junior League has set its sights on the Richmond community, and its commitment to children, women, and families has remained steadfast. The volunteer spirit is what the Junior League is all about. Trained by the League and on the job, volunteers give their time and talents to help others in need...without pay, but not without rewards. Every moment shared in the spirit of community is both priceless and timeless.



# MISSION

The Junior League of Richmond is an organization of women committed to the mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

# VISION

An inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families, striving for collective impact through collaboration and advocacy.

# FOCUS AREA

In 2019, the Junior League of Richmond voted to change its community focus area to Women Helping Women within the greater Richmond community.

# DIVERSITY & INCLUSION

The Junior League of Richmond welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.

## BOARD OF DIRECTORS

Christa Schulenburg  
*President*

Jenn Keegan  
*President Elect*

Emma Barone  
*Vice President, Community*

Emily Janto  
*Vice President, Fund Development*

Allison Webster  
*Vice President, Membership*

Laura Weisiger  
*Vice President, Sustainers*

Liz Anderson  
*Director, Communications*

Lisa Irby  
*Director, Finance*

Erin Hurt  
*Director, Nominating*

Jill Markey  
*Director, TILI*

Olivia Langford  
*Assistant to the President*

At-Large Board Members  
*Kelly Cannon*

*Kristen Johnson*

*Lauren Leggett*

*Krystal Minor*

*Samantha Sedivy*

## COMMUNITY ADVISORY BOARD

Alexa Beavers, PMP, ACC  
*The Axela Group, LLC.*

Stephanie Beck  
*Genworth Financial*

Kim Dean-Anderson  
*University of Richmond Bonner  
Center for Civic Engagement*

Patricia H. Gallagher  
*Sonabank*

Chimere Miles  
*Peter Paul Development Center*

Mia Mimms  
*Mimms Funeral Home*

Dr. Lynn Pelco  
*VCU, Division of Community  
Engagement*

Jonti Simmons  
*Community in Schools of Richmond*

Andy Thornton  
*LaDiff*

Linda Wilkinson  
*ReBuild VA*

## JUNIOR LEAGUE OF RICHMOND STAFF

Ashley Hepp *Finance and Operations Manager*

Mary Moncure Spivey *Office Administrator & Social Media Coordinator*

Jenna Casebolt *The Clothes Rack, Store Manager*



# PROMOTING VOLUNTARISM

membership

798 members

394 sustainers

404 actives

34 new members



recruitment events  
3 in-person and 1 virtual

13

affinity group events

**ONE neighborhood GMM &  
ONE Clothes Rack GMM**



in person  
General  
Membership with  
Meetings

668

attendance  
across all  
GMM's

League members provided over 2,223  
volunteer hours, with 994 volunteers over  
61 community events

15 *Training Institute for Leadership  
Impact (TILI) with 40+members for over  
1,000 hours of training for our members*

**BROUGHT ON TWO NEW STAFF  
MEMBERS TO JOIN OUR TEAM**

# COMMUNITY COMMITTEES

Two years ago, the Research, Evaluation, and Planning (REP) committee recommended that the League adopt a focus of Women Helping Women. Last year, based on significant research, and in consultation with members, community leaders, and our Community Advisory Board (CAB), REP narrowed the focus of Women Helping Women to the empowerment of women ages 17-34 and recommended the creation of new committees aligned with our focus. Our committees are:

## **Career Jumpstart:**

Career Jumpstart will present programs to young women from local high schools and community colleges to share information about resume writing, networking, career exploration, and developing skills for employment.

## **Clothes Rack Committee:**

Clothes Rack Committee is an existing committee that will shift focus to be in service of our new Rolling Rack. This will increase community engagement and ensure that JLR and the Clothes Rack are utilizing the Rolling Rack as a resource to educate women, provide quality no-or-low-cost clothing, and enhance our relationships with partner organizations.

## **Cooking with JLR:**

This new committee will be a partnership between JLR, Shalom Farms, and the YWCA. JLR will purchase fresh produce from Shalom Farms and create HelloFresh-style meal kits (all ingredients, tools, and recipes) for women who are served by the YWCA.

## **Done in a Day:**

DIAD is an existing committee that will continue to provide opportunities for JLR members to volunteer in the community and engage with a variety of local nonprofits.

## **Reading Carnival:**

Reading Carnival will encourage family engagement, provide access to books at home, increase caregiver literacy, and build community engagement through family events at area community centers.

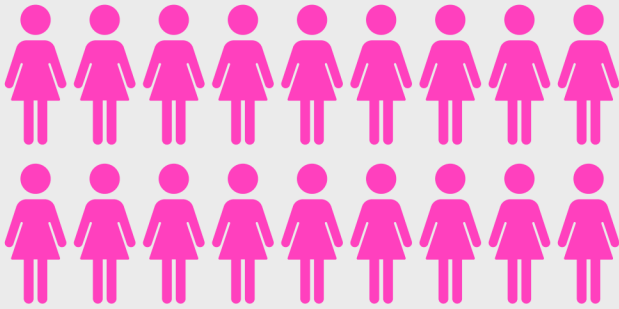
## **Women RISE (Resources, Inspiration, Support, and Empowerment):**

Women RISE will be a partnership between JLR and REAL LIFE where we collaborate to increase engagement with women who are struggling with prior incarceration and/or addiction.

# COMMUNITY IMPACT

In FY22,

JLR Provided the Following Impact to the Richmond Community



700 WOMEN  
STRONG



JUNIOR LEAGUE OF  
**RICHMOND**

**38**  
VOLUNTEERS  
RAISED  
**\$15,586**  
towards our mission

**2,233**  
HOURS  
VOLUNTEERED IN  
DIRECT SERVICE



Rolling  
Rack  
*mobile boutique*



**7**  
Pop Up  
Shops

across the  
city with



**5**  
Community  
Partners

**62**  
COMMUNITY  
PROGRAMS  
HELD



**\$1,619**  
WORTH OF CLOTHING  
DONATED TO  
COMMUNITY  
PARTNERS



**1,011**  
VOLUNTEERS WHO PARTICIPATED IN  
COMMUNITY PROGRAMMING



# COMMUNITY IMPACT

In FY22,

JLR provided the following grants to the Richmond community:

**\$180,000  
over  
3 years**

eliminating racism  
empowering women  
**ywca**  
Richmond

## Scholarship Fund

One open door scholarship for a child of a woman in the YWCA's domestic violence program. Provides critical early childhood care.

## Teaching Fellowship Position

Covers the cost of the salary and benefits of one teacher at The Sprout School. Provides the opportunity for another classroom to be staffed, allowing more childcare opportunities for mothers.

**\$250,000  
over  
3 years**



## Woodman West Health and Learning Equity Initiative

Establishes a health and learning equity program for women-led families living in the Woodman West Community. Supports four programs: women's empowerment, youth development, transportation, and social needs navigation.

**\$45,000**

**REAL LIFE**  
A New Day. A New Life. A New Beginning.

## Two Recovery Homes

Funding of two recovery homes for women coming out of incarceration. Gift covered the start up costs of the homes, including rent, furnishings, utilities, start up/move in costs, and programming costs for women

# 16TH TOUCH A TRUCK EVENT

The 16th Annual Touch a Truck was held on Saturday, October 9, 2021 at the Richmond Raceway. Presented by St. Christopher's School, this event raised funds to train League volunteers and support programs aimed at women and girls, including those in underserved areas of Richmond.

With over 50 vehicles on site, children were able to explore fire trucks, police cars, construction equipment, and trucks of all shapes and sizes.

Thanks to the support of our sponsors, our members and the community, the event was a success, enjoyed by over 5,000 guests and raising over \$40,000.



## SPONSORS

### PRESENTING SPONSOR

St. Christopher's School

### TRACTOR TRAILER SPONSOR

VCU Health System

### BUCKET TRUCK SPONSORS

Sunbelt Rentals  
CarMax

### EXCAVATOR SPONSORS

Vulcan Materials Company  
Woodfin

### CAR CARRIER SPONSORS

Entec Systems  
Patient First  
Penske Truck Leasing  
Publix  
Quarles Petroleum, Inc  
Waste Management  
Wegmans Food Markets, Inc

### TOW TRUCK SPONSORS

Bartlett Tree Experts  
CSE, Inc.  
Oriole Landscaping, Inc.  
Peebles Golf Cars  
S.B. Cox Ready Mix, Inc.  
Wawa  
Welton Motor Freight, Inc.

### NONPROFIT PARTNERS

Chesterfield County Sheriff's Office  
GRTC Transit System  
Richmond Ambulance Authority  
Richmond Department of  
Emergency Communications  
Richmond City Sheriff's Office  
The Rolling Rack/The Clothes Rack  
VDOT  
Virginia Marine Police  
Virginia State Police

### IN KIND SUPPORT

Chick-fil-A  
El Caporal  
Genia Johnson Dance Company  
James River Printing

16th Annual

**touch  
a TRUCK**  
Est. 2006

# 77TH BOOK & AUTHOR EVENT

The Junior League of Richmond held its 77th Book & Author Event on Thursday, May 12, 2022. Presented by Dominion Energy, this iconic literary event, the longest running of its kind in the nation, raised funds to train League volunteers and support programs aimed at women, including those in under-resourced areas of Richmond.

This year, sponsors and guests attended the event both in-person and virtually and heard from seven acclaimed authors talk about their new books and their writing processes. Authors included:

Chris Bohjalian *The Lioness*

Sheri Castle *The New Southern Garden Cookbook*

Emily Henry *Book Lovers*

Martha Holmberg *Grains for Every Season: Rethinking Our Way with Grains*

Dolen Perkins-Valdez *Take My Hand*

Betsy Prileau *Diamonds and Deadlines: A Tale of Greed, Deceit, and a Female Tycoon in the Gilded Age*

Brendan Slocumb *The Violin Conspiracy*

For the second year in a row, we also partnered with RichWine, a Richmond based boutique online wine retailer with a focus on low intervention wine.

Thanks to the support of our sponsors, our members and the community, the event was a success, enjoyed by over 320 guests and raising over \$42,000. Also, continued thanks to Fountain Bookstore for their help with this event every year.



## SPONSORS

### PRESENTING SPONSOR

Dominion Energy

### MAYO CARTER CIRCLE

McGuireWoods

Stephen G. & Nora N. Crouch

Troutman Pepper Hamilton Sanders, LLP

### LEADERSHIP CIRCLE

Blue Edge Capital, LLC

The NewMarket Foundation



— THE JUNIOR LEAGUE OF RICHMOND —  
**BOOK & AUTHOR**  
EVENT

### READER'S CIRCLE

Basket & Bike

Brizzolara Properties

Dr. Lloyd J. & Mrs. Kathy H. Kellam

Dr. Russell R. & Mrs. Michele L. Moores

KPMG, LLP

Lott Realty Group

Michael S. Godin, MD, PLC

Stevenson CPA, etc.

TowneBank Richmond

### MEDIA PARTNERS

Richmond Times-Dispatch

WTVR CBS6



# MEMBER RECOGNITION

## New Members

Caroline Buscaglia  
Devon Cabot  
Emily Cox  
Nicole Denney  
Elise Duke  
Rachel Gonzalo  
Candice Harris  
Meredith Hill  
Sarah Kramer  
Katelyn Lewis  
Courtney Messersmith  
Aja Moore  
Sarah Payne  
Kristina Ramsey  
Savannah Reeves  
Nicole Robinson  
Melissa Rogers  
Tiffini Sharifi  
Kari Smith  
Megan Thaler  
Doris Thompson  
Consuela Van Seters  
Jessica Walczak

## New Sustainers

Allison Beasley  
Kelly Cannon  
Erika Elliston  
Lara D'Antonio  
Tamarah Holmes  
Erin Hurt  
Jennifer Johnson  
Rebecca Jones  
Krystal Minor  
Megan Mullinix  
Christa Schulenburg

## Reinstated

Bronwyn Anderson  
Tyeshia Coles  
Alice Duerson  
Michelle Moock  
Becky Page

## Transfers

Dani Adkins  
Alexandra Bashkoff  
Chantelle Britton  
Elizabeth Brown  
Lindsey Clark  
Cheyenne Cox  
Lauren Crain  
Ashley Davoli  
Meghan Harr  
Ann Iniguez  
Margaret Johnson  
Carla Jordan-Detamore  
Hannah Kozusko  
Susan Lewis  
Kaitlyn Little  
Haley Loflin  
Shannon Lucas  
Maggi Marshall  
Sashia Moore  
Lori Murphy  
Molly Olson  
Elizabeth Rawlings  
Toni Sperry  
Jessica Taylor  
Rainey Wilson  
Marianne Zinzarella

## 2021-2022 President's Awards

Kelly Cannon  
Alex Denny  
Ashley Hepp  
Emily Janto  
Whitney Kee  
Olivia Langford  
Lauren Morano  
Mary Moncure Spivey

# DONOR RECOGNITION

The Junior League of Richmond greatly appreciates the financial and in-kind donations from the following individuals and organizations. Their support enables the JLR to pursue its mission and improve the Greater Richmond community. The following donor list represents those corporations, foundations, and individuals who contributed to the JLR at Mission Supporter level (\$100) or higher. Those donors who contribute \$250 or more are invited to an exclusive Donor Party in appreciation for their generosity. Proudly, in 2021-2022, over 28% of all JLR members donated to the Annual Fund.

## **President's Circle - \$1,000 or more**

Edie Cabaniss  
Laura Boland  
Swedish Match

## **Advocate - \$500-\$999**

Caroline Buscaglia  
Erin Hurt  
Jayda Justus  
Jenn Keegan  
Jill Markey  
Kathy Smallwood  
Kroger  
Krystal Minor  
Minted, LLC  
Mr. and Mrs. James E. Ukrop

## **Supporter - \$250-\$499**

AmazonSmile  
Beth Miksa  
Betsy Blevins  
David Schulenburg  
Debra Pollock  
Emily Janto  
Eugenia Roper  
Jessica Harris  
Kathleen Demro  
Kathryn Knollman  
Kathy Mack  
Katie Kellam  
Kelly Cannon  
Kindra Kirkeby  
Mary Catharine Kolbert  
Paula Dennison  
Peter & Jakie Bowles  
Sally Bagley  
Susan Drean  
Terry Long  
Warren Ginn

## **Friend - \$100-\$249**

Alley LaMont  
Bobbie Ukrop  
Cara Hartle  
Clare Trow  
Connie Garrett  
Deirdre Aldridge  
Diane Flannery  
Elizabeth Ford  
Emma Barone  
Emma Breeden  
Ginnie Moncol  
Jane Barber  
Jane Helfrich  
Janie Sellers  
Kristen Johnson  
Kristen Kiewiet de Jonge  
Lauren Leggett  
Libby Marth  
Libby Robertson  
Lucille Lindamood  
Lynda Beck  
M. Thomson  
Maggie Tomlin  
Margaret Hampton Gouldin  
Melissa Murchison  
Melissa Tyler  
Michele Pugh  
Pam Palmore  
Peggy Brown  
Rachel Harrell  
Sarah Pennington  
SherylAnne Hamza

## **Matching Gift Companies**

Abbott Laboratories  
Andersen Tax  
CarMax Foundation  
Dominion Energy  
ICF  
McGraw Hill  
McKesson  
Truist  
VMware Foundation

## **In Memory Of:**

Tatus K. Hurt by Erin Hurt

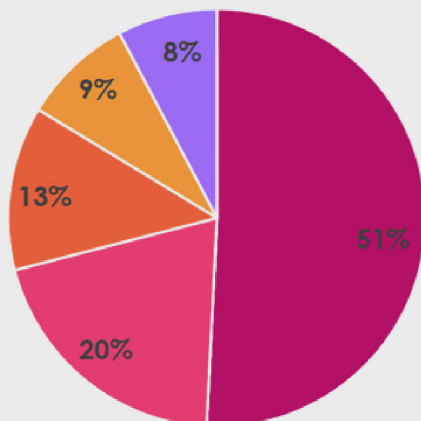
## **In Kind Supporters - \$250+**

Blue Bee Cider  
Champagne Taste  
Kathy Kellam  
James River Printing  
Richmond Family Magazine  
Richmond Times-Dispatch  
WTVR

# YEAR AT A GLANCE

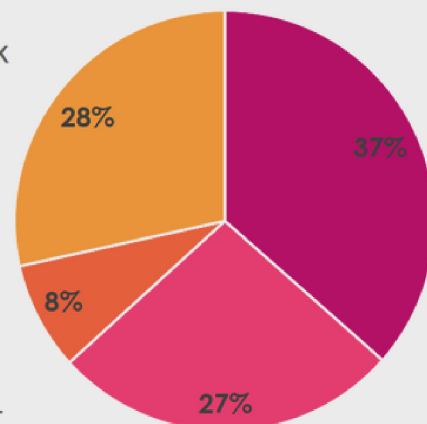
## Total Revenue

- Clothes Rack - \$420K
- Contributions and Sponsors - \$167K
- Membership Income - \$105K
- Rent/Interest - \$71K
- Special Events - \$64K



## Total Expenses

- Retails Program - \$299K
- Management - \$219K
- Special Events/Development - \$68K
- Community Programs - \$233K



## A SPECIAL THANKS TO TOP SPONSORS



**St. Christopher's School**

*Educating Boys For Life*

**Presenting Sponsor of the  
17th Annual Touch a Truck**



**Dominion  
Energy®**

**Actions Speak Louder**

**Presenting Sponsor of the  
77th Annual Book & Author**