# LEADING CHANGE





# TRANSFORMING COMMUNITIES

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

# MISSION

The Junior League of Richmond (JLR) 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.



#### Dear Members, Donors and Supporters:

# FROM THE PRESIDENT

"Leading change... transforming the community". For 93 years the Junior League of Richmond has shown how passionate women can lead change and transform a community.

What does transformative leadership in the community mean? It means a commitment to making a difference, rolling up your sleeves and taking action! As in years past, we have done just that and even more. A few highlights include:

- -The Clothes Rack turned 70! A new logo, a birthday party, and recognition from AJLI celebrated the impact The Clothes Rack has had and continues to have in Richmond to include the addition this year of pop up shops around the community.
- -The Public Affairs Committee was resurrected as a result of the relaunched State Political Action Committee (SPAC). The members in this placement will advocate for those who have been marginalized by human trafficking, a social issue that knows no boundaries.



Sue Patow 2017-2018 Presiden:

- -The Little Black Dress initiative is an example of the collective impact volunteer leaders and their network can make. Recognizing the lack of access to fresh vegetables in the East End, over seventy JLR members were the same Little Black Dress for a week to raise awareness of food deserts in our city. They raised \$35,000 to support the purchase of a hydroponic vegetable growing container which will provide fresh vegetables all year round in underserved areas of Richmond.
- -Diversity and Inclusion is at the very core of the League. This spring, Carol Goodman, AJLI Board of Directors member; Monica Brinkley Davis, Past President; and Myra Goodman Smith, CEO Leadership Metro Richmond; started the conversation about how we, as an organization and as community leaders, can ensure we are examples of openness and inclusion. As a result the Diversity and Inclusion Board Committee was re-formed.
- -Thousands of volunteer hours guaranteed the continued success of the annual Book & Author Event and Touch a Truck. Through these events and the support of individuals and corporate partners, we were able to deliver exceptional programs in the community.

With the sale of the Mayo Carter House in May, the League began a new chapter in its history. The bright red awning on our new Cary Street headquarters announces our presence in this evolving community. While bittersweet, the proceeds from the sale of the house afford the League new opportunities to make an even bigger impact in the community. A committee has been formed to thoughtfully and strategically distribute the sale proceeds to ensure a meaningful and long-lasting League impact. While the house will always be a part of our JLR history, the League is not defined by a building, but by our members, and our commitment to our community.

It has truly been my honor to serve as President of this amazing and inspiring group of volunteers who are dedicated to the Richmond community.

I can truly say that through our work and dedication we are leading change and transforming our community.

# COMMUNITY PROGRAM HIGHLIGHTS

### Community Programs Members Enjoy Touch A Truck

This year the Junior League of Richmond made sure that students and families who participated in our community programs were able to attend the 12th annual Touch a Truck at no cost to them or their families.

Youngsters from the FRIENDS Association, Woodville Elementary School, Church Hill Activities and Tutoring, the Salvation Army, the Richmond Public Schools Office of Family and Community Engagement and the Peter Paul Development Center all enjoyed a beautiful day at the Richmond Raceway.

Over 200 members of our community attended Touch a Truck and received a complimentary lunch while at the event. We are especially grateful to our friends and partners at Blue Sky Fund who allowed us the use of their buses and drivers to provide free transportation for these children and their families.



Thousands of people attend Touch a Truck each year and the Junior League of Richmond is making sure that members of the community we serve can have the same opportunity to enjoy the event and connect with the folks there that build, protect, and serve our Richmond community!

### Research, Evaluation, and Planning Committee

The Research, Evaluation, and Planning (REP) Committee was formed with the goal of increasing the internal accountability, momentum, and sustainability of the League by 2020. REP evaluates our community programs to ensure they meet the needs of our community partners and serves as the repository for the data collected from our committees. In the inaugural year of REP, members worked with committee chairs to create logic models with a collaborative monthly report. REP worked to define measurable goals for each committee as a format for assessing program effectiveness and optimizing the community experience for our members.

# COMMUNITY PROGRAM HIGHLIGHTS

### Virginia Junior Leagues Annual Leadership Summit

In mid-Fall 2017, twelve members of the Junior League of Richmond joined six other Virginia Leagues at the 2nd Annual Leadership Summit, held in Roanoke. The purpose of this event is to educate and inform members on advocacy techniques while relaunching the Virginia State Public Affairs Committee (SPAC). This year, the focus was on advocacy, membership, diversity, and next steps to rebuilding the Virginia SPAC.

The Summit started with a discussion on "The 'State' of Virginia." This session laid the foundation for all Leagues to have a high-level understanding of trends and challenges facing the communities other Leagues serve. Then, AJLI's high-energy speaker Vicki Clark grabbed our attention with thought-provoking comments on how Junior Leagues can be adaptable to their ever-growing and multi-generational membership.

Breakout sessions gave members a forum to discuss cross-League topics, successes, and best practices. This portion was very informative, as attendees were able to dive deeper into issues and learn how other Leagues handle matters such as recruitment strategy, number of new member classes, member obligations, and so much more.

The Summit concluded with AJLI's Janine Le Sueur and Vicki Clark, and JL Roanoke Valley's Mary Jean Levin sharing tips on the importance of building a statewide coalition and moving forward to relaunch the Virginia SPAC. There was a consensus that Virginia Leagues are ready to relaunch SPAC. The speakers charged each to return to their leadership and begin laying the foundation for SPAC by having a local Public Affairs Committee, discussing issues for advocacy, and selecting two representatives to be a part of the statewide committee.

The Norfolk/Virginia Beach League will host next year's Summit.

# WOMEN OF DISTINCTION

### Pinkie W. Smith Award Christa Schulenburg



The Pinkie W. Smith Award for Excellence in Volunteerism was established to commemorate the exemplary service and dedication to volunteerism that was so evident in the life of Pinkie Smith.

This year's recipient, Christa Schulenburg, has been

devoted to the JLR since 2013 when she first served as a Recruitment Committee Member. She now leads Recruitment as the Chair for the 2018-2019 League year and has also demonstrated her incredible dedication to the League through her service on the Donor Relations and 90th Anniversary Celebration Committees, as a New Member and Active Member Advisor, and as an outstanding Annual Fund Chair.

Fellow leaders describe Christa as "thoughtful, energetic, and committed to the Junior League of Richmond" and "always looking for additional ways to impact the League and to make a difference."

### Community Volunteerism Award Olivia Jenkins Langford



The Community Volunteerism Award recognizes an unsung hero who consistently performs above the average League requirements, demonstrates excellence in her volunteer work, and has a great impact on the community. This year's recipient was Olivia lenkins Langford.

Olivia has taken on numerous leadership roles within the League since her New Member year.

Olivia has served as a member on the Families First – Early Childhood Education Committee and Kids in the Kitchen Committee, and she is passionate about the League's involvement in the community. In 2018-19, she will be a New Member Advisor, welcoming our new members and helping them acclimate to the Junior League.

Last year, along with her other League commitments, Olivia served tirelessly on the Property Committee. She generously offered her professional expertise and knowledge as the Committee advised the League on different options for the future of the Mayo-Carter House.

Outside of the League, Olivia is Chair of the Central Virginia Regional Activities Committee for the Virginia Water Environment Association and the Young Professionals Committee for the American Water Works Association.

# WOMEN OF DISTINCTION

### Barbara Ransome Andrews Award Mary Catharine Ginn Kolbert



The Barbara Ransome Andrews Award commemorates the exemplary volunteer service to both the Junior League of Richmond and the community by former League President, Barbara Ransome Andrews. Each year this award recognizes a League member who not only is a passionate JLR leader but also has a strong commitment to other community causes .

This year's winner, Past President Mary Catharine Ginn Kolbert, is an example of a member who has been involved with many facets of the League. She chaired the Bizarre Bazaar committee (a JLR fundraiser of years past), chaired the Marketing and Promotions committee, was an enthusiastic member of the Nominating Committee and an Active Member Advisor. As a Sustainer, she remains active- she served as VP of the Sustainers and continues to volunteer for committees and DIADs.

Beyond the League, she is wife to Warren, mom to Grace and Charlie, and a friend to many. Mary Catharine is a JLR legacy. Her mother, Grace, was President when was Mary Catharine was in kindergarten, and a few years later, she, too, was honored with the Barbara Ransome Andrews Award. Mary Catharine not only grew up in a family of volunteers, but she has raised a family of volunteers herself, as her children are active in the Richmond community.

### **President's Awards**

Lurlene Barnes Outstanding New Member
Chelsi Bennett Assistant to the President

Martha Ware Bryan Office Manager

Joanne Frye Chair, Research, Evaluation and Planning Committee

Laura Jarrett Chair, House Sale and Relocation Committee

Lauren Morano Chair, State Public Affairs Committee

Brittney Quarles Communications Committee

Ann Michele Sweeney Controller

# CLOTHES RACK BY THE NUMBERS

\$601,337

Total Sales

126,250

Total Units Sold

34,492

Total Customers



**1,222**Volunteer Shifts

\$628,108 Merchandise to Floor from Shifts

The Clothes Rack celebrated our 70th anniversary this year and what better way to celebrate than by giving back to the community.

In the fall, we had our first community pop-up shop at the East End Field Day (pictured above). Vouchers were given to all attendees and they were able to shop for items using those vouchers. All unsold items from that day were donated to Richmond City Public Schools.

In February, we held a successful pop-up at the CBS Women's Health Expo with donated accessories and high-end clothing items. Our very own JLR members were models in a fashion show highlighting items from the store (pictured right).

We ended the year with a 70th Anniversary party. Carol Goodman from the AJLI was our guest of honor and she presented the League with an award for a successful 70 years.



# TOUCH A TRUCK

The 12th Annual Touch a Truck event raised over \$56,000 to support the Junior League Richmond's community programs. Children of all ages were able to see, climb, and explore over 40 trucks of various sizes. The weather was gorgeous, and 5,100 attendees joined us for a day filled with family fun, games, music and ...trucks! The record-breaking attendance equated to over \$26,000 in ticket sales for the League, including our first birthday party package!





Thanks to generous Family Sponsorships and our friends at Blue Sky Fund, over 200 attendees from our community programs had free transportation to the event. A big "thank you!" to Papa Johns for providing complimentary lunch for those families.

Over 75 corporate and event sponsors donated approximately \$22,000 to the Junior League of Richmond, including the following Top Sponsors: Children's Hospital of Richmond at VCU, Wells Fargo, Amerigas, New Market, Eagle Construction of VA, and Cranemasters

We are so thankful for the diligence and hard work of the women of the Touch a Truck committee, who guaranteed the event's success.

#### Tractor Trailer \$5,000

Children's Hospital of Richmond at VCU

#### Excavator \$2,500

Amerigas Wells Fargo

#### Car Carrier \$1,000

Cranemasters Inc. Eagle Construction of VA, LLC The NewMarket Foundation

#### Tow Truck \$500

Car Max
Carter Machinery
The Davey Tree Company
Hamnett Properties
Hy-Tech Property Service Inc.
Oriole Landscaping LLC
Peebles Golf Cars
Publix Super Markets, Inc.
S.B. Cox Ready-Mix, Inc.
Seibert's Towing
TFC Recycling
Timmons Group
Wegmans Food Markets Inc.

#### Pick Up Truck \$300

Commonwealth Curb Appeal Woodfin - Your Home Team

#### **Community Partners**

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#### **Media Partners**

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Madden Communications
Maxima 1320/ACTIVA 1480
NBC12 & CW Richmond
Richmond Family Magazine

## LITTLE BLACK DRESS INITIATIVE

This year the Junior League of Richmond embarked on its second annual Little Black Dress Initiative (LBDI). LBDI is week-long, social media-driven fundraising campaign that uses the iconic Little Black Dress (LBD) to raise awareness about poverty and its effects on women in society. Ambassadors wear one LBD for five consecutive days and harness the power of their social media platforms to drive online donations through a charitable fundraising site. This year's campaign focused on food deserts and healthy eating.

### 803 Donors | 38 Different States | 74 LBDI Ambassadors

Our goal was to raise \$35,000. Through the enthusiastic efforts of Ambassadors and support from League



members, we surpassed our goal, raising a total of \$36,567. Fundraiser proceeds purchased an EnviraGrow Mobile Learning Center at The City of Richmond's Virginia Cooperative Extension office in the East End. The EnviraGrow Mobile Learning Center will:

- -Provide more than 6,000 pounds of fresh produce annually
- -Provide Work Force Development
- -Reduce the Food Desert in the East End
- -Teach Health and Nutrition

We celebrated completion of the Mobile Learning Center on August 9, 2018. Mayor Levar Stoney attended the ribbon cutting and community celebration

### **Ambassadors**

Ashley Allen Elizabeth Anderson Jessamy Austin Alyssa Baran Frin Barnes Anedra Bourne Kathrvn Bradt Nicolé Brenner Kellv Cannon

Caroline Cardwell Katie Crowder Lara D'Antonio Rita Elaine Digges Erika Elliston Allyson Duffy Dawn Epley-Gotwals Blaire Hawkins Ashton Farrar Sarah Fernald Lauren Fisher White

Alexis Fisher-Rizk Molly Garnett Seay Susan Graham Alexandra Griffin Deanna Hathaway Victoria Hauser Lauren Hummel Frin Hurt Naureen Hyder

Jamille Jackson Amanda Jay Olivia Jenkins Kristen Johnson Shannon Jones Jayda Jusťus lenn Keegan Katie Kellam Mary Catharine Kolbert Lauren Moore Ginny Lawrence

Lauren Leggett Denise Leonard lone Liuzza Katie Markle Katie Marsh Stephanie Maynor Tiffany Metacarpa Heather Miller Sue Patow

Kayley Perkins Margaret Raymond Emily Rupertus Savon Sampson Molly Sauer Samántha Sedivy Martha Schley Smith Mary Carter Snidow Karén Spears Mary Cabell Sulc

Erin Taylor Lara Tódd Meghan Townes Caron Trumbo Mary Margaret Watson Amber Yancev

# BOOK & AUTHOR

The Junior League of Richmond hosted its 73rd Book & Author Event on Thursday, May 10, 2018. Pete and Betsy Gallagher, parents of JLR members Katie Gallagher and Erin Gallagher Barrar, hosted the authors for a beautiful Welcome Dinner at their home in Richmond on Wednesday evening. On Thursday morning, the authors spoke at local schools, including Anna Julia Cooper Episcopal School and Carver College and Career

Academy, interacting with children who participate in some of the League's community programs. Once again, Bob Deans served as Master of Ceremonies for the Event, leading the authors in a panel discussion at the luncheon at The Tuckahoe Woman's Club. After a brief respite, the authors joined over 800 guests and presenting sponsor Dominion Energy at the Greater Richmond Convention Center for cocktails, dinner, and most importantly — a discussion of their recent work.



This year's events featured: Edward Lee – Buttermilk Graffiti: A Chef's Journey to Discover America's New Melting-Pot Cuisine; Elaine Weiss – The Woman's Hour: The Great Fight to Win the Vote; Greer Hendricks & Sarah Pekkanen – The Wife Between Us; Holly Dunn – Sole Survivor: The Inspiring True Story of Coming Face to Face with the Infamous Railroad Killer; James Swanson – Chasing King's Killer: The Hunt for Martin Luther King, Jr.'s Assassin; Mary Kay Andrews – High Tide Club.

The JLR is very thankful for all of the sponsors, donors, and attendees who helped to raise over \$53,000 for the League's community programs and efforts.

Presenting Sponsor \$25,000 Dominion Energy

Presenting Lunch \$2,500 Dispatch Health

#### Mayo Carter Circle \$2,500

Arthem
Comp Recovery
KPMG
McGuireWoods
NewMarket
Troutman Sanders
(3 Tables)
Willis Towers Watson
(2 Tables)

#### Writer's Circle \$1,000

Blue Edge Capital Nora Crouch

#### Reader's Circle \$500

Anne Poarch & Eva Hartmann Cravens & Noll KDW Home

### Media Partners

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Wegman's

# MEMBER RECOGNITION

#### **New Members**

Danielle Adams Leslie Altaffer Christina Aquilina Caroline Armbruster Kendra Armstrona Lurlene Barnes Kristin Beaverson Whitney Berlina Brooke Berry Morgan Bloom Lateshia Brown Sarah Burgess Sidra Butt Michele Carter Deirdre Collins Ashlev Crane Meredith Croskev Brittnev Dandridge Flizabeth Musser Davis Brittany DeBord Meredith Deegan Traci Deshazor Ann Winifred DeWitt Katherine Dickinson Elaine Digges Kayla Diggs Brody Ellén Burain Serina Gaines Laura Garlock Raegan Gibson Rachel Giessel Lauren Gilbert Stacie Gordon Alexandra Griffin Amanda Gurin Morgan Hedley

Amanda lav Kristen Johnson Shannon Iones Flizabeth Kantlehner Whitney Kee Kvle Kina Kaitlyn Lowery Kelli Marakovits lenn Metcalf Melicent Miller Victoria Moore Tracy Moriconi Chelsea Moring Amanda Nielsen Meredith Nuttycombe Kerrigan O'Mallev Sydney Pender Whitney Pace Casev Padgett Kelly Pham Blakely Pond Margaret Raymond Celeste Reyna Rachel Rodnev Nadine Saint Frin Salum Kara Schrinel Arielle Siner Millicent Smith Kellie Smith Fatima Smith Shante Stevens lessica Taylor Kristin Taylor Sherease Thomas Allison Toney Kate Townsend

Kelly Turner Sotelo Sarah Wade Dawn Ward Amy Whitelaw Anna Zondlo

#### **New Sustainers** Kate Aliberti

Ada Marie Aman Iulia Avscue Dede Cox Catherine Crosby Cran Davis Robbi Davis Sibvl Falohn loanne Frve Lindsay Horning Pamelá Hutzler Laura larrett Katherine Jones Teresa Jordan Flizabeth Kerr Usha Kodura Michelle Miller Sarah Pennington Jill Perlmutter Amv Shutts Heidi Vaiksnoras Noelle Ward Flisha Wilkins

#### Transfers (Active)

Kerina Beazer Ellen Begley Jamie Blair-Walker Emily Burfoot Yevonne Chandler Christa Coleman Catrina Crowe Tiffany Ferriss Cathy Field Chervl Fields Iulia Foutz Allison Sherrod Molly Greene Katié Gurojan Morgan Hembarsky Kelly McPhaul Kemi Okeowo Ashlev Parks Amy Śmith Chélsev Summers lane Tingev Brooke Weeden Randee Lee Weingart Tiffannie Williams

#### **Transfers (Sustainers)**

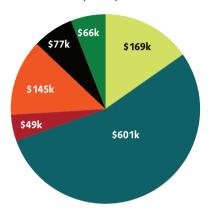
Gwen Burroughs-Beaver Catherine Bew Guszack Leslie Feldt Mare Lynn Fitch Theresa Nackley E. A. Ritter

#### In Memoriam

Willoughby Adams Betsy Berry Rachel Cottrell Frances Forsythe Maria Satterfield Gina Simpson Sally Williams

# YEAR AT A GLANCE





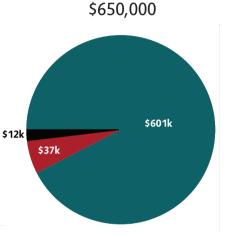
Clothes Rack SalesOther Merchandise SalesMembership IncomeSpecial EventsRent/Interest

Contribution & Sponsorships

## **Uses of Funds**



# **In-Kind Donations**



Retail Programs/Boots to Suits

\$521k

Management

\$132k

- Special Events/Outreach
- Community Programs

- Merchandise for Resale
- Goods/Services
- Publicity/Printing

# DONOR RECOGNITION

# President's Circle (\$1,000 or more)

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Jayda and J. Brent Justus Kindra Kirkeby Beth Miksa Lauren Zaller Moore Andrea Sheldon Jim and Bobbie Ukrop Emily Watkins

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Airen Adamonis

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#### In Honor Of

**The Monsters & Sue Patow** Joanne V. Frve

### **Talley Baratka**Patrick Leonard

**Pem Hall**Susan Brewer

# **True Luck**Mary McFaddin

### Clothes Rack 70th Anniversary

Paula O'Flaherty

### **All Sustainers**

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#### Mrs. Leila George Sikes Linday and Joel Horning

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Warren Ginn

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### Special Events \$250+

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