



JUNIOR LEAGUE OF
DULUTH

2015-2016

ANNUAL REPORT



CELEBRATING



JUNIOR LEAGUE OF
DULUTH

95th Annual Report
2015-2016

President's Letter

Dear Fellow League Members,

I'd like to begin by thanking the Board of Directors, the Sustainer Advisors, as well as each and every member who made the 2015-2016 League year such a success. It is an honor to be a member of this organization and being President is a privilege I will cherish always.

At Annual Dinner, I presented my goal for the year which was to "Come together" as a membership but also to come together around our Issue-based community impact (IBCI) area. In the second full year of IBCI, our funding, trainings, and meetings were all focused on the issue of food insecurity. Over the course of this year, we concentrated a great deal of our collective efforts on raising money for a community-built Deep-Winter Greenhouse. Our efforts have been tremendously successful and have given us the opportunity to speak with a number of groups about this project and the issues. In addition, through our Done in a Days and Done in a Meetings, we worked with and supported the initiatives of other non-profits serving the population in Lincoln Park and we learned more about the true meaning of food insecurity; this has made us all better advocates for a food sovereign community. Our "Let it Grow" program is producing an abundance of results!

As a Board, we worked together to articulate strategic planning goals that helped us to meet our larger vision. I'm proud to say that we were able to meet most of our goals and have outlined a plan to transition others into the 2016-17 year. One of the key ways in which we achieved some of the outlined goals was to invite Vicki Clark to Duluth in July of 2015. Over the course of 2 days, she offered a keynote on our mission, a sustainer-only session, as well as a day of sequenced trainings designed to help each member realize her own potential and to think carefully about personal Junior League of Duluth goals. I invite all of you, as we head into the 2016-17 year, to think about personal goals and how your "place" and League opportunities will help you to grow.

I want to thank everyone for your continued commitment to this incredible organization. Over the last 95 years we have made such a difference in this community thanks to each and every member.





Mission:

The Junior League of Duluth 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.

Our Commitment to Diversity and Inclusion

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

Vision:

The Junior League: Women Around the World as Catalysts for Lasting Community Change

Junior League of Duluth, Inc.

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Duluth, MN 55807

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President: Jennifer Webb*

President-Elect: Karis Boerner*

President Elect-Elect: Meagan Campbell Avery

Recording Sec/Arrangements: Lynnea Emerson*

Sustainer Reps: Katie Kuettel and Sherry DeWulf*

Community Council

Director: Michelle Hargrave*

Lead: Open

Lead: Open

Project Lead: Lisa Plachta

Finance Council

Director: Kelly Ohman*

Lead: Open

Lead: Open

Treasurer: Leslie Hanna

FOT Leads:

**2015 - Kelly Pavlovich and
Brittany Liberty**

**2016 - Melissa LaTour and
Brittany Liberty**

Fund/Resource: Open

Endowment Chair: Lisa Mandelin

Membership Council

Director: Ashley Lindsey*

Member Development Lead:

Chelsea Loining

Training & Ed Lead: Jamie Kumbera

Nominating/Placement Lead:

Susan Johnson

Nominating/Placement Assistant

Lead: Kate Kucinski

Communications Council

Director: Anne Whitworth*

External Lead: Angie Beichler

Internal Lead: Nicole Widdes

Website Designer: Tracy Morton

Office Manager: Sara Carlson

The Sustainer Advisors (formerly Shadow Board)

Board of Directors: Sherry DeWulf and Katie Kuettel

Communications Council: Jane Worley

Community Council: Suzanne Rauvola

Finance/FOT: Beth Ahrens

Membership Council: Rita Rosenberger

Planning Council:

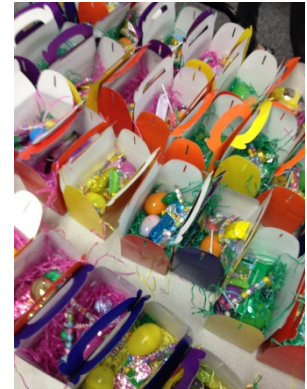
Let it Grow Project: Denise Bussa

*** denotes Board of Directors Member**

Community Projects

The Community Council organized the participation of all JLD members in the following community projects:

- October: Candy Drive for Northern Expressions Art Collective's "Haunted Happenings" Event
- November: Re-wrapped the FOT gifts that decorate the DECC for FOT
- February: Food Collection for the Lincoln Park Church Food Shelf and Speaker, Ruth McCaully from the Lincoln Park Church spoke at the February GMM
- March: Food Drive Distribution and Food Shelf DIAD project with the Lincoln Park Church
- March: Easter Baskets for the Seniors at Lincoln Park Community Center
- May: Gardening projects with the Community Garden Program



Community Funding

- Junior League of Duluth donated \$1,097 to Let it Grow

Let It Grow Project

The Project Committee played an active role in the further development of the greenhouse project. We convened a Facilitated Meeting of partners involved in food-centered projects under development near Denfeld High School and identified common goals and how these three separate projects could collaborate to amplify our community impact. JLD and partners chose "Deep Winter Greenhouse" as the official name for the greenhouse and "Edible Duluth: Denfeld" for the overall site encompassing both the greenhouse and "Denfeld Food Forest and Victory Garden". We hosted a field trip for the 2015 Food Access Summit and, alongside SoS, presented the Deep Winter Greenhouse project to enthusiastic attendees. JLD, our partners, and District 7B Representative Erik Simonson presented the Deep Winter Greenhouse for State funding of the unmet greenhouse budget gap under Governor Dayton's Supplemental Budget. We testified to Minnesota House Bill HF3358 and Minnesota Senate Bill SF3032, each proposing State funding for greenhouse construction.

Fundraising events arranged by the Project Committee included the Bent Paddle Fundraising Kickoff, Gobble for a Greenhouse, Duluth Soup, Vikre, Duluth Yoga, and Carmody's Concert, raised over \$11,000 towards our \$100,000 funding commitment. Grants received for the Project include \$12,000 from JLD Endowment, \$10,000 from Lloyd K Johnson Foundation, \$10,000 from Essentia Health Foundation, and \$15,000 from Healthy Duluth Ideas Festival: Part 2. We are very close to our goal with over \$80,000 raised so far, with JLD serving as our largest funder with \$34,000 in contributions.

MEMBERSHIP COUNCIL

New Member Development

This year, the Membership Council decided to hold one New Member Social and one New Member Class to focus on retention for the rest of the year. The New Member social was held in August at Ace's in Superior Wisconsin. 10 potential New Members Attended. The New Member Class was held in September at the Junior League of Duluth Office. 10 New Members Attended. Ashley Lindsey, Director of Membership led the class and was supported by several members of the Membership Council. Membership Council also held several social activities throughout the year.

2015 -16 New Members

Jennifer Moses
Amy DeLong
Lauryn Casady
Cristi Gordon

Julie Sevick
Bri Waldoch
Lindsay Dean
Sarah Crowell

Amber Laura Young
Maude Dornfield
Jenna Herbig



Membership Awards

As our year progresses, we recognize the accomplishment of members with different awards. The Volunteer of the Month award is given to members who have gone above and beyond in their contributions either to JLD or to the community. The Busy Bee award is presented to members who have been instrumental in accomplishing their council's goals.

Volunteers of the Month

September: Nicole Widdes and Tracy Morton
October: Julie Sarkela
November: Kelly Pavlovich and Brittany Liberty
January: Michelle Hargrave, Trish Norman, Lisa Plachta, Shevaun Stocker, Cathy Wolff, and Liz Villeneuve
February: Leslie Hanna
March: Tracy Morton and Krista Lohse

Busy Bee Awards

October: Membership Committee
March: The Let it Grow Committee

Training

Due to budget constraints The Junior League of Duluth did not send members to the AJLI Organization Development Institute (ODI.)

Nominating and Placement

The Nominating Placement committee worked conscientiously this year to reach out to advisees and create a worthy list of JLD members to serve in leadership positions. Placement meetings were held in October and January during the General Membership meetings. The Board, Nominating/Placement for 2016-17, and all Lead positions were slated in January. JLD members voted on the Board and N/P positions in February. All members of JLD knew Council positions for 2016-2017 in March. Members had their pictures taken and a "Who's Who" wall was created of all active members at the JLD office. We are fortunate to have an organization that consists of passionate members who want to make a difference in our community.



The sustainer representatives to the Junior League of Duluth Board were Sherry DeWulf and Katie Kuettel. The Sustainer Advisory Board included Denise Bussa, Let It Grow Greenhouse Project; Beth Ahrens, Finance Council; Jane Worley, Communications Council; Suzanne Rauvola, Community Council; and Rita Rosenberger, Membership Council. Sustainer Lisa Mandelin chaired the Endowment Fund Committee.

The Sustainer of the Year award was given to Janet Stone at the May 2015 Annual Dinner.

Sustainers attended the presentation “The Eleven Commandments of Highly Successful Women” by an AJLI favorite presenter, Vicki Clark, on July 10th.

The Sustainer Fall Gathering was held late afternoon on September 30th, 2015 at the Duluth Preservation Alliance award-winning home and gardens of Laura Weintraub. President Jennifer Webb and Board members gave updates on the upcoming year.

Sustainers broke and bagged over 1,000 lbs. of the famous Junior League of Duluth toffee in the kitchen at First Lutheran Church on November 12th. Laughter and animated conversation filled the room as 12 actives and 19 sustainers worked together, in record time.

Sustainers Barb Sheedy and Gail Tate organized the Festival of Trees’ “Beer” raffle basket with cash and merchandise donations from 10 sustainers. Nine sustainers also volunteered at the Festival of Trees fundraiser the weekend of November 14 and 15th.

A record number of sustainers attend the Holiday Social on December 15th at Glensheen.

The year ended with a “Let’s Celebrate Spring” luncheon on April 27th at the Kitchi Gammi Club. Special musical entertainment was provided by the Marshall Chamber Singers from Duluth Marshall High School. Sustainers visited with incoming President Karis Boerner, and President-Elect Meagan Avery.

Sustainers continued to meet informally for “First Fridays” at the London Road Blackwoods at 12 Noon on the first Friday of every month. Sustainers continued to provide enthusiastic support and historical perspective to the active members.



The Dale Heimbach Wheeler Memorial Fund was established in 1983 in memory of Dale Heimbach Wheeler, who died while an active member of the Junior League of Duluth. Management of the Fund is the responsibility of the Endowment Fund Committee.

CONTRIBUTIONS TO THE DALE HEIMBACH WHEELER MEMORIAL FUND

(Received 3/31/2015 to 3/31/2016)

Lynne Bauer	Sherry DeWulf
Katie Kuettel	Anne Whitworth

The JLD Endowment Fund was initially funded by a bequest from the estate of Margaret Mitchell, a sustainer of JLD, and the Fund was established shortly thereafter in 1992.

CONTRIBUTIONS TO THE JLD ENDOWMENT FUND

(Received 3/31/2015 to 3/31/2016)

Mary Ann Ulishney	Sherry DeWulf	Ann Fleming
Libby Socha	Beth Ahrens	Patricia Robinette
Lisa Mandelin	Julie Johnson	Lynnea Emerson
Kelly Ohman	Delia Bujold	State Farm
Deb Mitchell	Suzanne Rauvola	Merrill Lynch
Nicole Widdes	Shevan Stocker	Nancy Westman
Mickey Ferguson	Liz Villeneuve	
Katie Kuettel		

Anne Whitworth in honor of Martha B. Whitworth
Jennifer Webb in honor of JL of Philadelphia Thrifty shop
Karen White in honor of all JLD members
Barbara Fischer in honor of Peggy Mason
Sally Buck in honor of Margaret Thomas
Barbara Sheedy in memory of Michael Sienko
Cary A. Thompson Gilbert in memory of Judy Salyards
Karis Boerner in honor of Mary Boerner
Mickey Ferguson in honor of Angela Dougherty
Lori Huska in honor of Denise Bussa
Leslie Hanna in honor of Jennifer Webb
Denise Bussa in honor of Jennifer Webb
Brenda Sproat in memory of Nancy Fifield
Patty Salo Downs in memory of JoAnn Jokinen Salo
Lynne Frigaard in memory of Nancy Fifield
Lynnea Emerson in memory of Elisabeth Congdon

The Junior League of Duluth Endowment Fund Committee is proud to have awarded \$3,000 from the Dale Heimbach Wheeler Memorial Fund and \$9,000 from the JLD Endowment Fund to support the JLD project – Let It Grow.

King's Daughters Bequest Society was established in 1999 by the JLD Endowment Fund to honor those who have made a significant commitment to the future of JLD by remembering us in their will, trust, life insurance policy or other estate plan. Current members are: Angela Dougherty, Kay Gower, Katie Kuettel, Mary Olin and Mollie Thibodeau.



August 2015 marked our first full year at our new location, 4031 Grand Avenue in the Duluth Area Association of Realtor's Building! As tenants of the building, we were able to offer the space to other community partner organizations – Alzheimer's Association Duluth and Duluth Community Garden Program – at no cost.

Strategic Plan

JLD continued the Strategic Plan for 2014-2017 and worked on goal specific action items set forth at the Board retreat.

- **Goal #1 Develop the potential of women by providing meaningful training and leadership opportunities.** Action items included: increase internal trainings, servant leadership, and leverage skills in councils.
- **Goal #2 To strengthen JLD's impact in the Twin Ports region by fostering collaboration and community partners.** Action items included: Done in a Day around community partners; strategic partnerships around expertise in food insecurity.
- **Goal #3 To promote and develop the brand of the Junior League of Duluth.** Action items included: Be more visible/attend community events; President to submit opinion piece to Duluth News Tribune.
- **Goal #4 Develop long term strategies for sound financial and resource management.** Action items included: Investigate grant opportunities; diversify fundraising opportunities.
- **Goal #5 Increase commitment to membership, member satisfaction, and inclusivity.** Action items included: foster diversity and inclusivity; better knowledge of membership; foster 1-on-1 relationships.

Yearbook

Yearbook changes included adding the AJLI "Reaching out Statement", Section II-1 and JLD "Behavior Policy", Risk Management Section VI-54.

Training

Training consultant, Vicki Clark, conducted a half-day training session Friday, July 10, 2015 and a full day training session on Saturday, July 11, 2015. This was joint summer leadership training with Junior League of Duluth and the Junior League of Fargo-Moorhead.

Friday afternoon, Vicki presented, "Living the Mission: The Ten Commandments of Wildly Successful Women", at a session for JLD Sustainers only. Friday evening was the keynote "Living the Mission" session for all members and sustainers at Midi Restaurant.

Saturday consisted of four sessions open to all members and sustainers: The Junior League: A Superior Investment; Conflict Resolution; Navigating Change; and Avoiding Burn-Out. All sessions were very well attended.

Fall Leadership training was held in New Orleans, LA. Due to budget constraints, this training was not attended by President Jennifer Webb or President-Elect Karis Boerner.

Winter Leadership training was held in Austin, TX and attended by President-Elect-Elect Meagan Avery. Winter Leadership topics included: Servant Leadership; Rights, Roles, and Responsibilities; and Power, Privilege and Community Impact.

Annual Conference will be in Atlanta, GA in May where JLD will be recognized for its 95th year as a League. Then President Karis Boerner and President-Elect Meagan Avery plan to attend.

The JLD continued to participate in the AJLI Transformation Roll-Out focused on Issue Based Community Impact by being part of the AJLI Food Security Network for Leagues working in food security.

Planning Council events included: Summer Leadership training July 10 -11, 2015; Holiday Social December 15, 2015 at Glensheen; Board Retreat (for the 2016-17 year) April 30 - May 1st, 2016; and JLD's Annual Dinner will occur on May 10, 2016.



COMMUNICATIONS COUNCIL

This year the Communications Council made significant changes with both internal and external communications. This past fall the council presented a new red book in a new standard size. This will make updates much easier in the future.

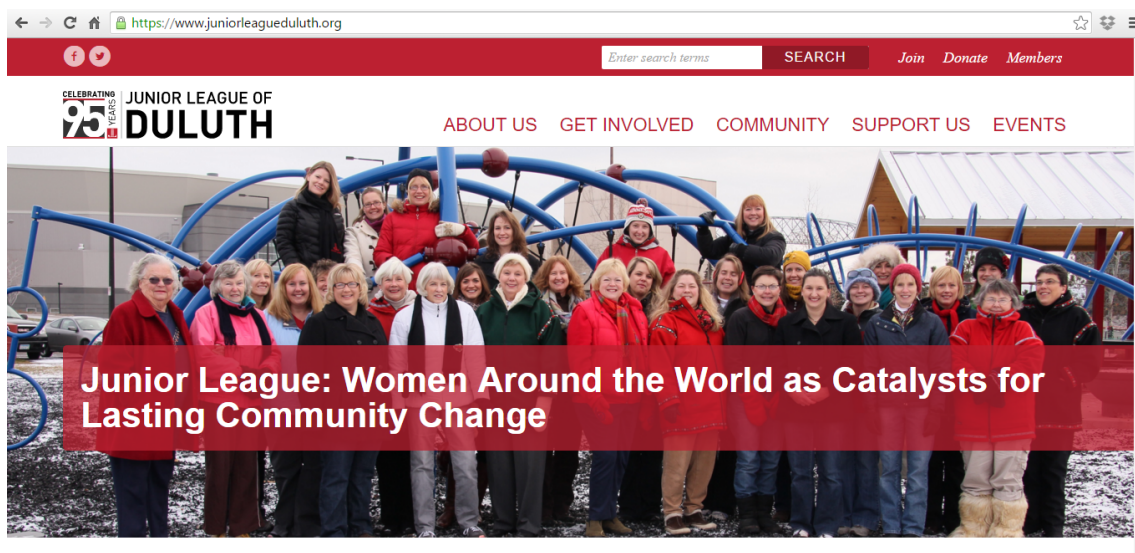
The website for Junior League of Duluth was due for an upgrade through the current contract. The council took this opportunity to review other options for our website, as it was in need of a cleaner design and a friendlier interface for frequent updates. The board approved an upgrade to a new company, Digital Cheetah, to create our website. This past March the website was successfully transferred to the new platform. The website, www.juniorleagueduluth.org, has a brand new clean look, with easy navigation. The Member area has tools for sharing folders and files amongst committee members. The council is excited about the new design and options.

Members can sign in to the member area with their email. Please sign in and update your personal information in the member area, this ensures communication to membership for involvement in activities and events. In addition to the website update there is also an app for your smart phone called "Seeing Spot" that is very useful for member contacts and updates.

The council did decrease the number of League Lights published this year for cost savings, and continues to send out e-lights twice a month.

The communications council continues to work with other councils for distribution of press releases as well as other advertising for events. The advertising for Festival of Trees included radio, TV, digital media, posters, magazines and press releases in the paper.

The council also worked to keep the Facebook page active with timely updates of events. There is a now a private Facebook group for members only, look for it: "Junior League of Duluth-Active, Advisory and Sustaining Members".



FINANCE COUNCIL

Fiscal Year 2015 - 2016

	Actual	Annual Budget
<u>Year-to-Date Income*</u>		
Contributions – Let It Grow	\$2,568.58	\$0.00
Arrangements	\$3,362.71	\$615.00
Fund Resource Development	\$0.00	\$0.00
Interest & Dividend Revenue	\$7.96	\$0.00
Membership Dues	\$12,610.60	\$10,635.00
Festival of Trees	\$66,923.35	\$57,500.00
Other Fundraising Revenue -Cookbooks	\$135.00	\$0.00
Other Revenue	\$330.00	\$75.00
Total Income	\$85,938.20	\$68,825.00
<u>Year-to-Date Expenses*</u>		
Operations	\$15,162.41	\$17,510.00
Planning Council Expenses	\$6,962.33	\$11,435.00
Community Council Expenses	\$0.00	\$1,147.00
Finance Council Expenses	\$12,702.44	\$11,369.00
Membership Council Expenses	\$971.83	\$2,350.00
Communications Council Expenses	\$8,474.98	\$11,650.00
Total Expenses	\$44,273.99	\$55,461.00
Net Income	\$41,664.21	\$13,364.00

*through March 31, 2016

	Feb-2016	Feb-2015
<u>Current Assets as of 2/29/2016</u>		
Republic Bank Checking – General Fund	\$50,825.21	\$34,118.02
Republic Bank Savings - Let It Grow	\$14,059.40	\$0.00
Morgan Stanley – Money Market and Mutual Fund Investments	\$74,160.93	\$74,744.01
U.S. Bank Trust – Endowment/DHW	\$248,003.94	\$272,237.82
	\$387,049.48	\$381,099.85



	2015	2014
<u>Income</u>		
Sponsorship Revenue	\$3,390.00	\$4,250.00
Toffee Revenue	\$10,179.00	\$12,985.00
Auction/Trees Revenue	\$3,253.00	\$1,920.00
Gate Revenue	\$25,807.07	\$20,890.75
Vendor Revenue	\$50,753.45	\$46,408.67
Misc/Other Revenue	\$614.00	\$2,123.50
Total Income	\$93,996.52	\$88,577.92
<u>Expenses</u>		
Auction/Trees Expense	\$1,498.68	\$292.88
Toffee Expense	\$5,683.94	\$6,708.34
Vendor Expense	\$0.00	\$96.13
FOT Admin Expense	\$13,898.85	\$13,826.13
Promotion Expense	\$5,491.70	\$6,503.32
Misc/Other Expense	\$500.00	\$721.13
Total Expenses	\$27,073.17	\$28,147.93
Net Income	\$66,923.35	\$60,429.99

