



JUNIOR LEAGUE OF **DULUTH**

2016-2017

ANNUAL REPORT





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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President's Letter

Dear Junior League of Duluth Members,

As I reflect on my tenure as President of Junior League Duluth I realize one of my strongest memories will always be the remarkable level of commitment you bring to our League. I recognize that many of you lead very busy lives, and have nearly limitless options for spending your free time. So I am continually amazed by, and so thankful for, your steadfast dedication to improving our community, promoting volunteerism, and helping women to grow and reach their full potential. Thank you for making this year a resounding success!

I like to think that this year was testament to our League "Staying the Course," a theme near and dear to my Navy heart. To me, staying the course means pursuing a goal regardless of obstacles or doubts. Over the last five years we have successfully identified an Issue Based Community Impact (IBCI) area, begun to address the quiet crisis of food insecurity in Duluth, aligned our efforts with community partners, and to have our hard work culminate in this summer's groundbreaking for the Deep Winter Greenhouse. Our commitment to addressing food insecurity is also reflected in our community funding grants, participation in Done in a Day and Done in a Meeting events, completing a poverty simulation exercise, and hosting training events focused on increasing JLD member diversity.

Leading this outstanding organization through its 96th year has been an honor, a privilege, and an experience I treasure always!



President: Karis Boerner*

President-Elect: Meagan Campbell Avery*

President Elect-Elect: Lynnea Emerson

Recording Secretary/Arrangements: Allison Garver*

Sustainer Reps: JoAnn Mattson and Barb Sheedy

Community Council

Director: Lisa Plachta*

Lead: (Let it Grow): Jennifer Webb

Lead: (Funding): Lori Peterson

Project Lead: Ashley Lindsey

Finance Council

Director: Leslie Brunfelt*

Treasurer: Kelly Pavlovich

FOT Leads:

2016 – Melissa LaTour

Brittany Liberty

2017 - Melissa LaTour

Angela Engblom

Fund/Resource: Tricia Norman

Endowment Chair: Lisa Mandelin

Membership Council

Director: Chelsea Loining*

Member Development Lead: Libby Socha

Training & Ed Lead: Amber Laura Young

Nominating/Placement Lead: Kate Kucinski

Nominating/Placement Assistant Lead:

Correne Jenson

Communications Council

Director: Angie Beichler*

External Lead: Jenn Moses

Internal Lead: Anne Whitworth

Website Lead: Tracy Morton

Office Manager: Sara Carlson

The Sustainer Advisors (formerly Shadow Board)

Board of Directors: Joann Mattson and Barb Sheedy

Communications Council: Suzanne Rauvola

Community Council: Denise Bussa

Finance: Lisa Mandelin

Membership Council: Patty Salo-Downs

Festival of Trees: Beth Ahrens

Let it Grow Project: Denise Bussa

*** denotes Board of Directors Member**

Community Projects

The Community Council organized the participation of JLD members in these projects:

- **October:** Packed Backpack for Kids at *Second Harvest*; Halloween candy collection for *Northern Expressions Arts Cooperative's* Haunted Happenings; Hosted Halloween celebration for kids at *Damiano Kid's Café*
- **December:** Stocked the *Big Red Bookshelf* in Duluth and the *Little Blue Bookshelf* in Superior with food-themed children's books collected at the JLD Holiday Social
- **February:** Assembled Tiny Window Greenhouses for distribution to *Duluth Children's Museum* visitors; GMM speaker, Claire Guidinger, UMD graduate student and intern at Essentia Health, presented her summer research project "Fighting Food Insecurity in Duluth"
- **March:** Collected non-perishable food and hygiene supplies for the *UW-Superior Student Food Shelf*
- **April:** Prepared garden beds for planting and made improvements to the *Lester Park Elementary School* outdoor classroom
- **May:** Held the first JLD Week of Giving in honor of our 95th Anniversary. Volunteer opportunities were coordinated with four organizations we have partnered with during our 95 year history.
 - *First Witness* (16)*: Sealed their blacktop parking lot
 - *Superior Boys & Girls Clubs of the Northland* (15)*: Prepared garden area for planting
 - *Lighthouse Center for Vision Loss* (formerly known as Lighthouse for the Blind): Unpacked boxes and organized their accessible apartment at Mount Royal Manor. One of the first organizations we partnered with, our relationship began in 1919.
 - *Tweed Museum of Art* (17)*: Private tour and discussion of the history of JLD and the Tweed by Dr. Jennifer Webb

* Number of times we have worked with / donated to this organization.



Community Funding

The Community Council reviewed five grant requests from area organizations and allocated funding as follows:

- \$1280 to *Boys & Girls Clubs of the Northland* to provide over 3800 nutritious meals and snacks.
- \$720 to *YMCA Little Treasures* to fund their Healthy Evening Dinners Program for families.

On April 13, the City of Duluth Treasurer's Office accepted a check from JLD for \$100,000, to be used for development of the Deep Winter Greenhouse site. These funds, under City of Duluth Resolution 17-0228R, will be accounted for in City of Duluth Fund 262-020-4700. Additional funds for the Deep Winter Greenhouse are being provided through previously approved Community Development Block Grant funds. The City of Duluth will serve as Project Manager for construction of the Deep Winter Greenhouse site. Recipients of Community Funding and Endowment grants, our Deep Winter Greenhouse partners, and the local media were invited to a Gifting Ceremony, held preceding the April GMM at the JLD office. Symbolic checks were presented, photos taken, and awardees spoke of their work, increasing public awareness of the community impact of JLD.

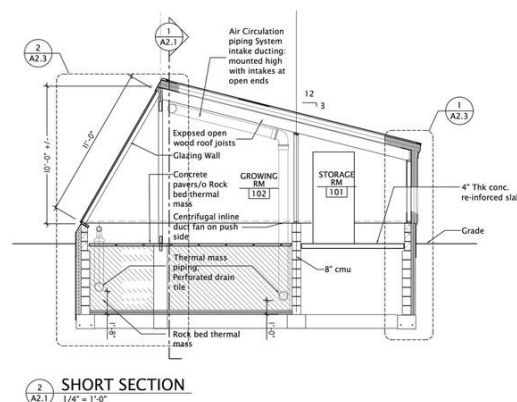


Let it Grow Project

The Let it Grow committee transitioned from full-time fund-raising for the Deep Winter Greenhouse to brainstorming additional tactics for addressing food insecurity in the Twin Ports.

Providing a Pantry: The committee revisited ideas generated at brain-storming session in past years in order to identify a new tactic to adopt and implement. The committee identified several possible areas and then returned to the wider membership to select one upon which to focus. Since the vote in September to “provide a pantry,” the committee has been working on implementation.

During the 2017 season of the Lincoln Park Farmers Market, we will be volunteering at the Market and offering “pantry” items to those customers using their SNAP benefits to make purchases. The “Providing a Pantry” idea emerged from feedback collected from a Fair Food Access neighborhood survey. Residents in Lincoln Park spoke about wanting more options available at the market. Some of the pantry items suggested by JLD members: olive oil, vinegar, rice, sesame oil, oats, beans, barley, and pasta; in addition, there is need for storage containers for freezing/extending shelf life.



Edible Duluth: Denfeld: Last summer, JLD assisted with building a huge bed and bark paths during construction of the Denfeld Food Forest and Victory Garden on the front half of the lot at 45th Ave West and Grand Ave. Transformation of the lot will continue this summer and fall with the building of the Deep Winter Greenhouse, a large hoop-house, a root “shed” (an above-ground root storage area), an outdoor classroom, and a community lawn. The plans for the site have evolved over the last year and the resulting vision is more affordable and better aligns with the needs of Seeds of Success (the organization running and using the built structures).

The realization of this large-scale project is made possible by the direct funding support of our JLD funding and grant-writing efforts, the support of the Twin Ports community, as well as the work of our partners: the City of Duluth and Zeitgeist Center for Arts and Community.

Project Funding Summary: **JLD direct funding support:** \$45,027; **Grants/Awards:** Duluth Soup \$700, Healthy Duluth Area Coalition \$15,000, Essentia Health \$10,000, Lloyd K Johnson Foundation \$10,000, Maurices \$5,000; **JLD events:** GoFundMe \$1,485, Vikre Distillery \$4,500, Duluth Yoga \$520, Carmody's Concert \$646, Rodan and Fields \$261, Pave the Path \$8,651

MEMBERSHIP COUNCIL

New Member Development

The Membership Council decided to hold one New Member Social and two New Member Classes in the fall in an effort to focus on retention as this worked well for the previous year. The New Member social was held in August at Midi Restaurant in Duluth, MN. The New Member Class was held in September at the Junior League of Duluth Office. Ten new members attended. Chelsea Loining, Director of Membership, led the class and was supported by several members of the Membership Council. Membership Council also held social activities throughout the year.

2016 -17 New Members

Lisa Goodfellow

Heather Schmidt

Ann Chouinard

Ligia Pueringer

Paige Johnson

Paula Gudmundson

Ali Bilden Camps

Kathy Jensen

Cheri Buraglio

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: Bri Waldoch

October: Correne Jensen

November: Brittany Liberty & Melissa LaTour

January: Jenn Reed Moses

February: Busy Bee-Community Council

March: Anne Whitworth



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 2017-18, 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 2017-2018 in March.



Sustainer Annual Report

Barbara Sheedy and JoAnn Mattson, Sustainer Representatives to the JLD Board

The Sustainer Representatives to the Junior League of Duluth Board were JoAnn Mattson and Barbara Sheedy. The Sustainer Advisory Board included Denise Bussa, Community Council; Beth Ahrens, FOT, Patty Salo-Downs, Membership Council; Suzanne Rauvola, Communications Council; and Lisa Mandelin, Finance Council. Sustainer Lisa Mandelin chaired the Endowment Fund Committee. Sustainer Barbara Sheedy served on the Let It Grow Greenhouse Project. JoAnn and Barb's year began with the JLD Board Retreat and the Old Board/New Board meeting. JoAnn and Barb attended the Board meetings and provided welcoming and registration at most of the General Membership Meetings.

At the May 2016 Annual Dinner, the 2016 Sustainer of the Year award was given to Suzanne Anderson, with a cute skit that Suzanne actually participated in presenting.

The Sustainer Fall Gathering was held late afternoon on September 29, 2016, at the lovely condominium of Marguerite Emanuel. Board members gave updates on the upcoming year and signup sheets for breaking toffee, volunteering at FOT and contributions to the FOT raffle basket were made available. Sustainers received instructions and screen shots on how to set up an access Seeing Spot, Junior League's app for communication, events, membership directory. They also received information on JLD's Facebook page where events and messages are posted. Over 30 Sustainers attended the event and many comments of delight were expressed. Photos of sustainers for the online JLD directory were taken. The Shadow Board provided a lovely and delicious display of food and wine.



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 10, 2016. Laughter and animated conversation filled the room as a number of actives and sustainers worked together. The FOT report will list the number of cases of toffee that were purchased at FOT. Most of the toffee was bagged by the Sustainers and Actives ahead of time. A few boxes of toffee were broken and bagged during FOT.

Sustainers Barb Sheedy and JoAnn Mattson organized the Festival of Trees' "Gardening" raffle basket with cash and merchandise donations from sustainers. The donations were plentiful and allowed for the creation of two overflowing Gardening baskets and the donation

of a composting bin. A number of sustainers also volunteered at the Festival of Trees fundraiser the weekend of November 11-12, 2016.

A "Done in a Day" volunteer activity on December 6, 2016, was attended by several sustainers. The DAID project was held the Second Harvest Food Bank and involved packing food back packs for students to take home on the weekends. Each week, thousands of children, who would otherwise go hungry on the weekends, receive a bag of food for breakfasts and lunches through the school system of Northern Minnesota.

A record number of sustainers attended the Holiday Social at Hotel Duluth's mezzanine. Along with laughter, conversation and good food, they enjoyed a treat of a bag of toffee for their Holiday celebration.

Sustainers continued to meet informally for "First Fridays" at the London Road Blackwood's Restaurant at Noon on the first Friday of every month. Sustainers continued to provide enthusiastic support and historical perspective to the active members. A new event was held on the second Thursday of the month called "Second Thursdays." A small group of sustainers gathered at BlackWater for conversation, laughter, and refreshments. The first gathering was held in January with hopes it will be moved outdoors during the summertime.

Several sustainers will attend the AJLI Annual Conference, called "The Next Chapter," in Minneapolis from May 18-20, 2017. The sustainer portion of the conference will focus on a program specifically designed for sustainers to help them stay connected with AJLI as well as provide inspiration, motivation and support on topics meaningful to one's life. The sustainer program includes speakers who are women involved in social issues, philanthropy and business interests.

The "Celebration of Spring" for sustainers will be the spring wine and tea in May. This event is not fully planned by the date the annual report was due, but suffice it to say that the Sustainers will visit with each other, laugh and eat good food. Other invited guests are current President, Karis Boerner, and President-Elect, Meagan Avery.



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

**CONTRIBUTIONS TO THE DALE HEIMBACH WHEELER
MEMORIAL FUND
(Received 3/31/2016 to 3/31/2017)**

Sherry DeWulf

Thomas Wheeler

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

**CONTRIBUTIONS TO THE JLD ENDOWMENT FUND
(Received 3/31/2016 to 3/31/2017)**

Beth Ahrens
Sherry DeWulf
Denise Bussa
Karis Boerner
Lynnea Emerson
Patricia Norman
Suzanne Rauvola
Angela Dougherty

Anne Whitworth
Correne Jenson
Jennifer Webb
Kathy Jensen
Katie Kuettel
Barb Sheedy
JoAnn Mattson
Delia Bujold

Julie Johnson in memory of Judy Salyards
Barb Sheedy in memory of Michael Sienko
Sally Buck in honor of Wava Warren

The Junior League of Duluth Endowment Fund Committee is proud to have awarded \$3,000 from the Dale Heimbach Wheeler Memorial Fund to Just Kids Dental and up to \$9,547 from the Endowment Fund to assist active and sustaining members to attend the 2017 AJLI Annual conference in Minneapolis.

King's Daughters Bequest Society was established in 1999 by the Endowment Fund Committee 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.

Strategic Plan

This was the final year of our 2014-2017 Strategic Plan. Over the past 3 years, much has been accomplished toward achieving the five goals of the strategic plan.

- **Goal 1: Develop the potential of women by providing meaningful training and leadership opportunities.**

- JLD continues to focus on providing members more internal training opportunities, as well as external experiences. In 2016-2017, internal trainings focused on issue based community impact, food-security and diversity and inclusion. JLD was represented at AJLI conferences and trainings, as well as Leadership Duluth, a program of the Duluth Chamber of Commerce.



- **Goal 2: To strengthen JLD's impact in the Twin Ports region by fostering collaboration and community partners.**

- Let It Grow- JLD partnered with the City of Duluth, Community Action Duluth and the Zeitgeist Center for Arts and Community to build a Deep Winter Greenhouse to help address issues of food access and insecurity in the Lincoln Park neighborhood. JLD donated \$100,000 to the project and will continue to be an advocate of food security in the Twin Ports community.

- **Goal 3: To promote and develop the brand of the Junior League of Duluth.**

- JLD received PR related to the Let It Grow project. Awareness of the project and the organization continues to increase.

- **Goal 4: Develop long-term strategies for sound financial and resource management.**

- Festival of Trees is the flagship fundraiser of JLD. While November 2016 was a record-breaking event, a particular focus has been placed on diversifying JLD's fundraising efforts. As a result, a second (spring) fundraiser is being explored.



- **Goal 5: Increase commitment to membership, membership satisfaction and inclusivity.**
 - JLD is focused on growth and retention of membership while recognizing and evaluating areas of opportunity. With Issue Based Community Impact at the forefront, membership continues to have direct impact in the Twin Ports community.

Training

2016 AJLI Annual Conference was held in Atlanta, Georgia. JLD was represented by Karis Boerner and Meagan Avery . The highlight of the conference was their participation in a poverty simulation and being active in the Association's discussion on diversity and inclusion.

2016 AJLI Fall Leadership Conference was held in Chicago, Illinois. JLD was represented by Karis Boerner, President and Meagan Avery, President-Elect.

2017 AJLI Winter Leadership Conference was held in Tampa, Florida. JLD was represented by Meagan Avery, President-Elect and Lynnea Emerson, President- Elect-Elect.

2017 Annual Conference will be held in Minneapolis, Minnesota. Due to a healthy budget year and a generous gift from Endowment a group of active and sustaining members will get the opportunity to attend alongside Meagan Avery, Incoming-President and Lynnea Emerson, Incoming-President- Elect.

Planning Council Events

- Summer Leadership Training, June 2016
- Holiday Social, December 2016 at Greysolon
- Gift Giving Ceremony, April General Membership Meeting



COMMUNICATIONS COUNCIL

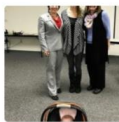
The Communications Council's 2016-2017 year has been a year of new improvements and change in our website, internal, and external communication areas. The council has worked hard to clarify processes and identify new opportunities to provide growth within the council and JLD.



Duluth to Receive Deep-Winter Greenhouse and More

March Volunteer of the Month

Sarah Crowell honored as March Volunteer of the Month



Pave the Path for Let it Grow

Help pave the path for Let it Grow! Engraved bricks will provide landscaping in a deep winter greenhouse in Lincoln...



Festival of Trees

Festival of Trees is November 11 & 12, 2017 at the DECC! The Northland's largest arts and crafts festival supporting...



The new Junior League of Duluth website is coming up on its first full year of use and has been undergoing small changes as the kinks are worked out. This will make it easier to maneuver as we move forward and get ready to hand it off to the new incoming council. Our website has once again become our main resource for event registrations as well as member and council communication. Most importantly it provides easy access with a nice clean design, not only for our members but also for the public, which offers a great opportunity to learn more about JLD and shine a light on who we are and what we do. We hope to continue to see increased use among the councils for sharing and storing of information to make each yearly transition even easier on the incoming councils. The Seeing Spot App is another great part of the new website and has been a big hit with our members by placing all the information at their fingertips. We've also added a Photo area for use by all members in hope of creating easier photo uploading and access to photos.

We've seen increased use of our internal Facebook page, "Junior League of Duluth-Active, Advisory and Sustaining Members" this year. It has been a great resource for reminding members of events, setting up casual and informal events, and just for sharing information between members. E-lights continued to be sent out twice a month this year, and two League Lights were published.

Our external communications increased greatly this year as well with our public Facebook page at "Junior League of Duluth." It has been updated regularly with insightful and well timed postings, and has been boosted by Members liking and sharing these posts. This has helped us to gain additional exposure and save in some advertising costs. We also had an increase of press releases this year to help put Junior League of Duluth, and all the good it accomplishes, more in the public eye.

The communications council has continued to work closely with other councils to accomplish the distribution of information, and help with advertising for events.



FINANCE COUNCIL

Fiscal Year 2016 - 2017

	Actual	Annual Budget
<u>Year-to-Date Income*</u>		
Contributions – Let It Grow	\$1821	\$0.00
Arrangements	\$3,362.71	\$1235.00
Fund Resource Development	\$0.00	\$0.00
Interest & Dividend Revenue	\$5.00	\$0.00
Membership Dues	\$11,576.00	\$15,130.00
Festival of Trees	\$75,212.35	\$60,000.00
Other Fundraising Revenue -Cookbooks	\$75.00	\$0.00
Total Income	\$90,164.00	\$79,365.00
<u>Year-to-Date Expenses*</u>		
Operations		\$21466.00
	\$10,167.00	
Planning Council Expenses	\$8,486.00	\$12,600.00
Community Council Expenses	\$2,000.00	\$12,100.00
Finance Council Expenses	\$13,773.00	\$14,780.00
Membership Council Expenses	\$4,358.00	\$9,400.00
Communications Council Expenses	\$2,496.00	\$4,395.00
Total Expenses	\$41,280.00	\$74,741.00
Net Income	\$48,884.00	\$4,624.00

*through March 31, 2017

	Mar-2017	Mar-2016
<u>Current Assets as of 2/29/2017</u>		
Republic Bank Checking – General Fund	\$61,663.00	\$49,569.00
Republic Bank Savings - Let It Grow	\$91,429.00	\$18,996
U.S. Bank- Money Market /Mutual Funds	\$77,298.00	\$4,854.00
Morgan Stanley – Money Market and Mutual Fund Investments		\$74,313.00
U.S. Bank Trust – Endowment/DHW	\$248,251.00	\$253,748.00
	\$478,641.00	\$401,480.00



	2016	2015
<u>Income</u>		
Sponsorship Revenue	\$3,383.00	\$3,390.00
Toffee Revenue	\$11,390.00	\$10,179.00
Auction/Trees Revenue	\$2,131.00	\$3,253.00
Gate Revenue	\$23,952.00	\$25,807.00
Vendor Revenue	\$58,102.00	\$50,753.00
Misc/Other Revenue	\$270.00	\$614.00
Total Income	\$101,617.00	\$94,042.00
<u>Expenses</u>		
Auction/Trees Expense	\$658.00	\$1,499.00
Toffee Expense	\$5,930.00	\$5,684.00
Vendor Expense	\$0.00	\$0.00
FOT Admin Expense	\$15,601.00	\$13,899.00
Promotion Expense	\$3,958.00	\$5,492.00
Misc/Other Expense	\$51.00	\$500.00
Total Expenses	\$26,405.00	\$27,074.00
Net Income	\$75,212.00	\$66,968.00

