



JUNIOR LEAGUE OF DULUTH

2017-2018

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,

It has been an honor and privilege to serve as President of the Junior League of Duluth during our 97th year.

In alignment with the Association of Junior Leagues International, our theme for the year was *Disrupt Convention*. This year we continued to focus our attention on our Let It Grow project addressing food insecurity, but we also explored new ideas, initiatives, and trainings. I am proud of all that we have accomplished together.

Throughout the 2017-2018 year we have:

- Developed the 2017-2020 Strategic Plan
- Provided pantry items at the Harrison Farmers Market
- Broke ground and continue to watch the Deep Winter Greenhouse come to life
- Hosted another successful Festival of Trees fundraising event in November and raised over \$60,000
- Held engaging trainings at the General Membership Meetings on topics related to our history, nonprofit leadership, personal and professional development, and food insecurity
- Sponsored an active member to be in Leadership Duluth
- Sent six active members to the Association of Junior Leagues International (AJLI) Organizational Development Institute
- Awarded Community and Endowment Funds to local nonprofits
- Received social media shares and attention from AJLI leadership featuring our Let It Grow project
- Hosted a Community Open House at our office to connect with other nonprofits and potential members
- Piloted a new fundraiser in April called Festival of Spring
- Joined forces with the AJLI "Unstoppable" advertising campaign

Without all of you none of this would have been possible. Thank you for your dedication and commitment to this organization.

Remember, together we are UNSTOPPABLE!

Meagan Avery
President



LEADERSHIP

President: Meagan Avery*

President-Elect: Lynnea Emerson*

President Elect-Elect: Lisa Plachta

Recording Secretary/Arrangements: Kelly Pavlovich*

Treasurer: Michelle Hargrave

Sustainer Reps: Suzanne Rauvola* and Rita Rosenberger*

Community Council

Director: Ashley Lindsey*

Community Funding Lead: Bri Waldoch

Community Projects Lead: Lauryn Casady

Communications Council

Director: Jenn Moses*

Internal Lead: Kathy Jensen

External Communications Lead: Liz Villeneuve

Web Lead: Jennifer Webb

Finance Council

Director: Melissa La Tour*

Endowment Chair: Julie Johnson

FOT Lead: Melissa La Tour

FOT Vendor Lead: Angela Engblom

FOT Assistant Lead: Chelsea Loining

Fund/Resource Development: Libby Socha

Membership Council

Director: Brittany Liberty*

Nominating/Placement Lead: Correne Jenson*

Nominating/Placement Lead Elect: Allison Garver

Nominating/Placement Advisors: Karis Boerner and Kelly Ohman

Member Development Lead: Trish Norman

Training/Ed Lead: Julie Sevick

Office Manager: Sara Carlson

The Sustainer Advisors (formerly Shadow Board)

Board of Directors: Suzanne Rauvola and Rita Rosenberger

Communications Council: Laura Weintraub

Community Council: Mickey Ferguson

Finance Council: Cammy Hansen

Membership Council: Sue Ellen Moore

Nominating/Placement: Shevaun Stocker

Planning Council: Nicole Widdes

*** denotes Board of Directors Member**



COMMUNITY COUNCIL

Community Projects

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

- Collected candy for the Northern Expressions Arts Collective's Haunted Happenings
- Collected books for the Big Red Bookshelf located in The Children's Museum

Jennifer Webb represented the JLD in October at this year's regional Food Access Summit, hosted by Hunger Solutions. The theme of the meeting was "At the Crossroads: Broadening our Reach, Deepening our Impact." She presented the story of the Edible Duluth: Denfeld (including the Deep Winter Greenhouse project) as part of one of the story-telling sessions. Telling our story reminded Jennifer that the JLD project is part of a much wider movement, both locally and regionally, and a story of which we should be proud!

Community Funding

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

- Life House: \$2,500 for Meals in A Bag Program
- Damiano Center: \$2,000 for healthy, perishable foods for the soup kitchen program
- First Witness: \$1,792 for family dinners as part of REACH Program
- Duluth Community Garden Program: \$1,300 for two water catchment systems

The Community Council followed up with last year's Community Funding recipient, the Boys and Girls Club. JLD donated \$1,280 to go towards healthy snack and meals served at three locations. Here is the information we received:

- Lincoln Branch: 15,143 snacks and meals served
- Goldberg Branch: 8,016 snacks and meals served
- Superior Branch: 7,850 snacks and meals served
- Total of 31009 snacks and meals served

The 2017-2018 Community Award was given to the Damiano Center.

Let It Grow Project

During the 2017 season of the Lincoln Park Farmers Market, the JLD provided pantry items to customers taking advantage of SNAP benefits. A neighborhood survey by Fair Food Access indicated that many residents want more options available at the market.

Community funding monies were used to purchase organic pantry items—olive oil, brown rice, oats, black beans, pasta, and jarred pasta sauce—from the Whole Foods Co-op (provided to us at a deep discount). It was a great way to support a local business and a supporter of our Deep Winter Greenhouse project. The pantry items were distributed at no cost along with information from the Whole Foods Co-op, a Whole Foods *(continued on next page)*

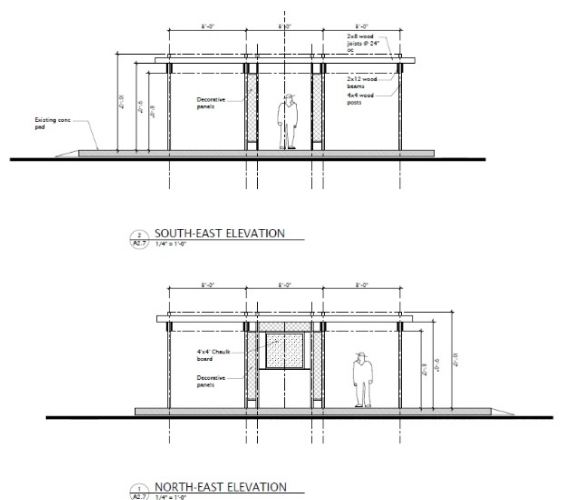
Let It Grow Project

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Co-op coupon, and a recipe provided by JLD. As the summer progressed, more and more regulars at the market took advantage of, and even looked for our pantry items. All the recipients were tremendously grateful and, on occasion, shared their recipe ideas.

The ground-breaking for the Deep Winter Greenhouse was on September 6, 2017. All partners in the project attended; speeches were given by Meagan Avery, Keith Hamre (City of Duluth) Angie Miller (Community Action Duluth/ Seeds of Success), Tony Cuneo (Zeitgeist Center for Arts and Community), and Mayor Emily Larson. In addition, many members and friends of the project were in attendance. It was a proud day to be a member of the JLD. Site preparation and building began in the Spring of 2018.

It's amazing what JLD can accomplish!



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 Blackwoods in Duluth. About 35 were in attendance, with a mix of current members and potential members. The New Member Social was promoted through the JLD public and private Facebook pages. The New Member Classes were held in September and October at the JLD office. The New Member Class finished with ten new members. Brittany Liberty, Director of Membership, and Trish Norman, Membership Lead, led the training classes for new members.

2017-18 New Members

Gina Apodaca	Beth Moncrief
Alexis Elder	Anna Nelson
Afton Gamst	Kristin Pillsbury
Jennifer Gomez Menjivar	Lauren Sandbulte
Julie Molina	Jeanine Schroer



Training and Education

Julie Sevic, Training and Education Lead, was primarily responsible for coordinating training and education speakers and opportunities.

September:	Sustainers Rita Rosenberger and Suzanne Rauvola
October:	Fundraising Best Practices – Tracy Marciniak, Essentia Health
November:	Networking – Angela Stocke, Refineline Coaching
January:	Fair Food Access – Emily Richey, Director of Duluth Community Garden Program and Brooke Wetmore, Zeitgeist
February:	Thinking Block – Wanda Grew-Jasken, EDGE Consulting
March:	Gardening of Glensheen – Emily Ford, Head Gardener, Glensheen
April:	E-mail Etiquette – Julie Gard, Associate Professor of Writing, UWS

The Junior League of Duluth sent six members to AJLI Organizational Development Institute (ODI) this year. In November, Chelsea Loining and Lisa Plachta attended ODI in Grapevine, Texas. In February, Jenn Moses and Trish Norman attended ODI in Orlando, Florida. With additional funding from Endowment, Kathy Jensen and Ashley Lindsey attended ODI in Memphis, Tennessee, in April.

Nominating and Placement

Nominating and Placement had a great year. The committee implemented the Individual Development Plan and met with individual members who completed their plans to assist them with reaching their goals. In addition to sending members to ODI, N/P selected one person as the JLD representative to the Leadership *(continued on next page)*

Nominating and Placement

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Duluth program, Heather Schmidt. There were three well-qualified candidates for President Elect-Elect (PEE) for the 2018-2019 year. Interviews were conducted and Jenn Moses was chosen. Because of the record number of candidates for PEE this year and the anticipation of more than one in future years, we are in the process of developing a more structured plan that will help guide future PEE selection.

Membership Awards

During the year, 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: Jennifer Webb
October: Sarah Crowell
November: FOT Leads Melissa La Tour,
Angela Engblom and Chelsea Loining
January: Kathy Jensen
March: Julie Sevick



Busy Bee Awards

February: N/P Committee
April: Festival of Spring Committee



SUSTAINERS

Sustainer Annual Report

Rita Rosenberger and Suzanne Rauvola, Sustainer Advisors to the JLD Board

The Sustainer Advisors to the Junior League of Duluth Board were Rita Rosenberger and Suzanne Rauvola. The Sustainer Advisory Board included Laura Weintraub, Communications Council; Mickey Ferguson, Community Council; Cammy Hansen, Finance Council; Sue Ellen Moore, Membership Council; Shevaun Stocker, Nominating/Placement; and Nicole Widdes, Planning Council. Sustainer Julie Johnson chaired the Endowment Fund Committee.

Our year began with the JLD Board Retreat in April and the Old Board/New Board meeting in May. We attended the Board meetings each month and offered our input as JLD and community members. We offered a presentation titled "Who Are the Sustainers" at both a JLD board meeting and a general membership meeting. Our focus for the presentation was all the ways JLD has funded our work over the last 90+ years.

At the May 2017 Annual Dinner, the 2017 Sustainer of the Year award was given to Sherry DeWulf, with a skit that re-lived the year Sherry was President of the JLD (1999-2000) in both world history and Junior League history. Sherry was unable to attend Annual Dinner so the skit was performed with Sherry on the phone!

The Sustainer Fall Gathering was held late afternoon on Thursday, October 26, 2017, at the home of Dana Varland. Over 25 sustainers from many different eras of Junior League attended the event. The Shadow Board provided delicious food and beverages. Meagan Avery, current JLD President, welcomed the sustainers and provided a brief update on the activities of JLD. Sustainers generously contributed items and money for the Festival of Trees Kitchen raffle basket.

Instead of breaking bread, sustainers and actives broke, weighed, and bagged over 1,000 lbs. of the famous JLD toffee in the kitchen at First Lutheran Church on November 9, 2017. Laughter and animated conversation filled the room as many actives and sustainers worked together.

Sustainers also volunteered at the Festival of Trees fundraiser the weekend of November 11-12, 2017. In addition, quite a few sustainers attended the Holiday Social at the Duluth Children's Museum on December 12, 2017. Along with laughter, conversation, and good food, they enjoyed meeting Actives and being a kid again.

On January 30, 2018, a group of sustainer advisors met to talk about the current JLD year and see what could be done to make our sustainer advisors job easier, connect to all sustainers, and connect sustainers and actives in service, friendship, and community. Out of this meeting came a new revision to the small "purse-sized" printed directory. We also talked about the website and the Yearbook as resources for Sustainer Advisors.

Sustainers continued to meet informally for "First Wednesday" at the London Road Blackwood's Restaurant at noon on the first Wednesday of every month.

As your Sustainer Representatives, we would like to thank each sustainer for your continued commitment to the Junior League of Duluth. Your involvement both personally and financially sets a firm foundation for the next 90+ years of giving back to our community.

ENDOWMENT

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 3/31/2017 to 3/31/2018)

Ann Chouinard

Katie Kuettel

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 3/31/2017 to 3/31/2018)

Karen Andresen
Ruth Ann Eaton
Lynnea Emerson
Mickey Ferguson

Kristen Haux
Correne Jenson
Kathy Jensen
Julie Johnson

Elaine Killen
Katie Kuettel
Lisa Mandelin
Patricia Norman

Kelly Pavlovich
Jennifer Webb
Ann Whitworth

Karis Boerner in memory of Elisabeth "Jane"
Diamond

Leslie Brunfelt in honor of Karis Boerner

Leslie Brunfelt in honor of the JLD 2017-2018 Board
of Directors

Denise Bussa in honor of Karis Boerner

Denise Bussa in honor of Meagan Avery

Angela Engblom in memory of Marianne Patton

Mary Evans in honor of Elaine Killen

Kay Gower in honor of Elaine Killen

Michelle Hargrave in memory of John Becker

Joann Mattson in honor of the JLD 2016-2017
Board of Directors

Kelly Ohman in honor of Junior League members

Lisa Plachta in honor of Susan Johnson

Patty Salo Downs in honor of Finland's 100 Years of
Independence

Barb Sheedy in memory of Michael Sienko

Debbie Swenson in honor of Kay Gower

Gail Tate in memory of Lois Schipper

Jennifer Webb in honor of Karis Boerner

The Junior League of Duluth Endowment Fund Committee is proud to have awarded \$2,350 from the Dale Heimbach Wheeler Memorial Fund to Life House and North Country RIDE and \$9,748 from the Endowment Fund to First Witness, the Girl Scouts, Great Lakes Aquarium, Life House, and JLD for Organizational Development Institute (ODI) training.

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.

PLANNING COUNCIL

Strategic Plan

This was the first year of our 2017-2020 Strategic Plan. During the 2017-2018 JLD Board Retreat, a lot of planning and discussion helped to develop and establish our JLD Strategic Plan to ensure we continue to build upon our previous goals and strategies. A lot of work has been accomplished toward building a foundation to achieve the four goals of our strategic plan:

Goal 1: Enhance Organizational Outreach

- JLD's issue-based community impact (IBCI) transformation rollout, Let It Grow, continued to make headway to improve food insecurity issues in the Twin Ports community. Specific successes and tactics included:
 - Implementing a successful initiative to provide pantry items, ingredients and recipes at the Harrison Farmers Market to SNAP recipients to improve the usability of the produce items made available each week at the market
 - Collecting more than 35,000 lbs of non-perishable food for Second Harvest Food Bank
 - Finalizing the fundraising of more than \$100,000 to build a Deep Winter Greenhouse in West Duluth which was completed over the winter and will be available for use in 2018
 - Piloting the JLD Festival of Spring, a free garden and spring-themed event to ensure inclusion of all community members while fundraising through sponsorships, educational classes, raffles, and auctions of donated goods and services

Goal 2: Cultivate Strategic Vision

- JLD continued with ongoing efforts to align with AJLI strategies and tactics by embracing the Disrupt Convention campaign and participation in the upcoming UNSTOPPABLE campaign, a PR campaign that will encompass web and print materials with images of Junior League members from around the world including our own JLD President, Meagan Avery
- JLD continued its work to embed Diversity and Inclusion efforts by formally approving a D&I Commitment Statement:

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

This commitment will drive future and strategic efforts to ensure all tactics include diversity and inclusion alignment.

Goal 3: Maximize Meeting Effectiveness

- As an organization that promotes voluntarism and improving communities, JLD is also committed to the development of women. We took the opportunity to develop and train our members at our monthly GMMs by partnering with individuals and organizations to lead some of the following development sessions:
 - JLD sustainer membership and history
 - Fundraising tactics

- Networking
- Communication
- Email etiquette
- IBCI food insecurity-related trainings

Goal 4: Increase Member Engagement

- The 2017 Festival of Trees planning efforts not only focused on fundraising but also pointed efforts to ensure the event was inclusive; volunteer efforts were available for both active members and sustaining members. The new member class project focused on fundraising for Animal Allies by hosting a coat check at FOT.
- A new fundraising event, the Festival of Spring, was piloted in April 2018. This event allowed JLD to diversify its fundraising efforts, engage members in an additional volunteer opportunity that aligns with our issue-based community impact area, food insecurity, and also provide access to all community members no matter what their economic situation.

Training

2017 AJLI Annual Conference was held in Minneapolis, Minnesota. JLD was formally represented by Meagan Avery and Lynnea Emerson. The highlight of the conference, though, was the additional participation of numerous active and sustaining JLD members at the conference. Our JLD Endowment graciously granted the funds to allow for multiple members to attend all or part of the conference. Some of these members included: Lisa Plachta, Jenn Moses, Anne Whitworth, Karis Boerner, Jenn Webb, Kelly Pavlovich, Trish Norman, Barb Carr, Patty Salo Downs and Denise Bussa.

2017 AJLI Fall Leadership Conference was held in Salt Lake City, Utah. JLD was represented by Meagan Avery, President, and Lynnea Emerson, President-Elect.

2018 AJLI Winter Leadership Conference was held in Long Beach, California. JLD was represented by Lynnea Emerson, President-Elect, and Lisa Plachta, President-Elect-Elect.

2018 Annual Conference was held in Memphis, Tennessee, in April. JLD was represented at the annual business meeting and award celebration by Meagan Avery, outgoing President, and Lynnea Emerson, incoming President.

Planning Council Events

- Summer Leadership Training, July 2017
- Holiday Social, December 2017 at Greysolon
- Gift Giving Ceremony, April General Membership Meeting



COMMUNICATIONS COUNCIL

For 2017-2018, the Communications Council focused on three aspects of the strategic plan:

- **Increasing community awareness of JLD.** From January – May, the Communications Council embarked on a campaign to increase broad awareness. A sponsored Facebook (FB) post reaching out to women 21+ in the Duluth area reached over 8,500 people. A new contract with the Chamber of Commerce resulted in nine “Week at a Glance” ads over the course of the year and renewal of relocation marketing on the chamber web site. JLD also sponsored a Fuse (young adult branch of the Chamber) event in May. In March, a Community Open House was held at the Junior League office, with invitations sent to community partners and information shared via social media. Information on JLD mission, history, community initiatives, membership opportunities, and funding opportunities were presented.
- **Marketing membership opportunities.** In August and September, the Council advertised the New Member Social on the web site as well as via the JLD FB page and through a sponsored FB ad. Posts and ad for the event received 1.1K-1.8K views and the event page had 387 views and 98 responses. Following the event, the Council also created a FB event for the New Member Class and added it to the web site.
- **Assisting with launch of Festival of Spring to diversify fundraising.** To promote Festival of Spring, the Council distributed a press release which resulted in a news story on KBJR and Fox21. In addition, FB posts were shared on the JLD page, and a sponsored FB ad targeted a Duluth area audience.

In addition to the strategic plan goals, ongoing work of the Communications Council included:

- E-Lights, emailed monthly to all members, September – May
- League Lights, published in fall, winter, spring, and mailed to all members
- “Take a Minute Monday” messages from the President emailed weekly to all members
- Compiled the Yearbook and printed full copies for new members and updates for existing members. New in 2018: Several rotating sustainer Yearbooks given to the sustainer reps and board members
- Festival of Trees: event page on FB and web site, press release, sponsored FB post (36k impressions, reach of 14.5k), “12 Days of FOT” FB campaign and posts promoting sponsors; assisted FOT committee with banners, ads, and flyers. Set up all FOT volunteer shifts on internal site. Television news coverage by Fox 21 and WDIO, and FB Live video from the event
- Ongoing FB posts included monthly Volunteers of the Month and Busy Bees, sharing posts from AJLI, Provide a Pantry updates, ODI and leadership and annual conferences, Lincoln Park Farmers Market, Deep Winter Greenhouse updates (including one with 1.7K reach), Junior League History, and International Day of Women
- Coordinated, advertised, and attended groundbreaking event for the Deep Winter Greenhouse, and published a FB Live video.

The JLD is completing the second full year of our new website. Over the last year, we have established practices that make information available to members on multiple platforms. For example, all E-lights and League Lights are posted and, in addition, the Yearbook is available both as a single document and as individual sections making it easier to access. The website was also used in the Nominating and Placement process. The website was used to manage our two fundraisers and the public-facing page was used both for FOT booth sales as well as pre-sale of Festival of Spring learning sessions. In addition, updates were made to the Let it Grow page as well as the Community Funding page. Posts on the main landing page highlighted the JLD Annual Report, the building of the Deep Winter Greenhouse, FOT, Festival of Spring, and more.

FINANCE COUNCIL

Fiscal Year 2017 - 2018

	Actual	Annual Budget
<u>Year-to-Date Income*</u>		
Contributions – Let It Grow	\$0.00	\$0.00
Arrangements	\$1,956.00	\$3,465.00
Fund Resource Development	\$0.00	\$0.00
Interest & Dividend Revenue	\$24.96	\$0.00
Membership Dues	\$11,252.25	\$11,745.00
Festival of Trees	\$75,143.52	\$62,500.00
Other Fundraising Revenue -Cookbooks	\$300.00	\$0.00
Total Income	\$87,297.82	\$77,710.00
<u>Year-to-Date Expenses*</u>		
Operations	\$14,398.13	\$23,859.00
Planning Council Expenses	\$7,854.54	\$13,200.00
Community Council Expenses	\$13,633.96	\$18,100.00
Finance Council Expenses	\$10,236.06	\$15,077.00
Membership Council Expenses	\$8,534.53	\$9,850.00
Communications Council Expenses	\$8,813.19	\$10,270.00
Total Expenses	\$63,470.41	\$90,356.00
Net Income	\$23,827.41	\$-12,646.00

*through April 30, 2018

	April-2018	April-2017
<u>Current Assets as of 2/29/2017</u>		
Republic Bank Checking – General Fund	\$44,013.95	\$59,309.37
Republic Bank Savings - Let It Grow	\$11,669.08	\$3,409.70
U.S. Bank- Money Market /Mutual Funds	\$77,459.12	\$74,110.17
Morgan Stanley – Money Market and Mutual Fund Investments		
U.S. Bank Trust – Endowment/DHW	\$279,529.76	\$252,343.39
	\$412,671.91	\$389,163.63



Income

	2017	2016
Sponsorship Revenue	\$3,000.00	\$3,383.00
Toffee Revenue	\$10,151.01	\$11,390.00
Raffle Revenue	\$2553.00	–
Auction/Trees Revenue	\$1,325.00	\$2,131.00
Gate Revenue	\$26,720.85	\$23,952.00
Vendor Revenue	\$53,880.50	\$58,102.00
Misc/Other Revenue	–	\$270.00
Total Income	\$97,630.36	\$101,617.00

Expenses

Auction/Trees Expense	–	\$658.00
Toffee Expense	\$6,147.26	\$5,930.00
Raffle Expense	\$393.36	–
Vendor Expense	\$98.00	\$0.00
FOT Admin Expense	\$12,668.47	\$15,601.00
Promotion Expense	\$4,143.75	\$3,958.00
Misc/Other Expense	–	\$51.00
Total Expenses	\$23,450.84	\$26,405.00

Net Income

\$74,179.52	\$75,212.00
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