



JUNIOR LEAGUE OF DULUTH

Women building better communities®

ANNUAL REPORT

2018–2019

UNSTOPPABLE 
EMPOWERING
WOMEN to act as agents of
social change





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.

2711 W Superior St., Suite 205

Duluth, MN 55806

Phone: 218.727.0341

Email: info@juniorleagueduluth.org

www.juniorleagueduluth.org

President's Letter

Dear Junior League of Duluth Members,

As we close out our 98th year as a member of the Association of Junior Leagues International (AJLI) and I reflect upon my tenure as the 2018–2019 President of the Junior League of Duluth, I am so proud of all that JLD has embarked upon to ensure another impactful year. Our membership, Active and Sustaining, continued its strong tradition of commitment to voluntarism and the Twin Ports community.

Over the year, JLD continued its Issues Based Community Impact efforts with our food-insecurity focus through our Let It Grow programming. We started the year celebrating with many community partners the successful completion of a deep winter greenhouse in the Denfeld neighborhood, continued our Provide-a-Pantry efforts at the Harrison Farmers Market, and led numerous community chats to research likely opportunities for new projects and partnerships.

Our membership efforts allowed JLD to grow not only its active member base, but re-engaged former sustainers to return to JLD as well and allowed the development of our members' leadership skills through GMM and AJLI training opportunities. We also had JLD representation at the Association level on a 3-year Food Security Network pilot coalition and had a member appointed to a New Regional Meeting Task Force this spring.

2018–2019 was a successful year financially with our Festival of Trees surpassing fundraising goals by more than \$18,000 and community gift awards of more than \$33,000 were distributed between Community, Endowment and Dale Heimbach Wheeler gifting.

Finally, we were thrilled to kick-off of our JLD Centennial Committee efforts with initial planning well underway. There are so many exciting opportunities for membership to get involved in the coming months and we look forward to promoting our organization, recognizing our volunteers, and celebrating our history.

Impactful. Determined. Unstoppable. Words synonymous with the Junior League of Duluth. We have heard these words describe our work in the community, and our members, for nearly 100 years. This year has been no different. We have continued to build upon our legacy as an organization of UNSTOPPABLE women.

Thank you for your dedication and commitment to JLD and our community. Let's continue to be UNSTOPPABLE together!



Lynnea Emerson
President

LEADERSHIP

President: Lynnea Emerson*

President-Elect: Lisa Plachta*

President Elect-Elect: Jenn Reed Moses

Recording Secretary/Arrangements: Kelly Ohman*

Treasurer: Ann Chouinard

Sustainer Reps: Mickey Ferguson* and Lisa Mandelin*



Community Council

Director: Melissa La Tour*

Community Funding Lead: Bri Waldoch

Community Projects Lead: Sarah Crowell

Communications Council

Director: Kathy Jensen*

Internal Communications Lead: Julie Sevick

External Communications Lead: Ashley Lindsey

Web Lead: Jennifer Webb

Finance Council

Director: Anne Whitworth*

Endowment Chair: Julie Johnson

2018 FOT Lead: Brittany Liberty

2018 FOT Vendor Lead: Georgina Apodaca

2018 FOT Assistant Leads: Lauren

Sandbulte and Julie Molina

2019 FOT Lead: Julie Molina

2019 FOT Vendor Lead: Georgina Apodaca

Membership Council

Director: Patricia Norman*

Nominating/Placement Lead: Chelsea Loining*

Nominating/Placement Lead Elect: Angela

Engblom*

Nominating/Placement Advisors: Susan

Johnson, Elizabeth Villeneuve and Jen Berry

Member Development Lead: Cherie Buraglio

Training/Ed Lead: Heather Schmidt

Office Manager: Sara Carlson

The Sustainer Advisors (formerly Shadow Board)

Board of Directors: Mickey Ferguson* and Lisa Mandelin*

Communications Council: Sue Ellen Moore

Community Council: Dawn Kregness

Finance Council: Leslie Brunfelt

Membership Council: Angela Dougherty

Nominating/Placement: Suzanne Rauvola

Planning Council: Patty Salo Downs



* denotes Board of Directors Member

SUSTAINERS

Sustainer Annual Report

Mickey Ferguson and Lisa Mandelin, Sustainer Advisors to the JLD Board

The Sustainer Advisors to the Junior League of Duluth board were Lisa Mandelin and Mickey Ferguson. The Sustainer Advisory Board included: Sue Ellen Moore, Communications Council; Dawn Kregness, Community Council; Leslie Brunfelt, Finance Council; Angela Dougherty, Membership Council; Suzanne Rauvola, Nominating/Placement; and Patty Salo Downs, Planning Council. Sustainer Julie Johnson chaired the Endowment Fund Committee and Denise Busa served as the Sustainer Lead for the Centennial Celebration.

Our year began with the Board Retreat in April. We attended the Board meetings each month and offered our input as League and community members.

The 2018 Sustainer of the Year award was presented to Elaine Killen at the 2018 Annual Dinner. Her volunteer activities and accomplishments spanned a lifetime including PTA, Girl Scouts, the Tweed Museum and the Symphony to serving as President of the Lawyer Advocates of Minnesota.

A Sustainer/Active Social was held on August 23 at Lake Superior Beach Club at Glensheen. It was a great chance to encourage conversation between members. Newer Active members discussed ways to help them feel more at home during GMMs and Sustainers shared tales of their JLD experience and encouraged discussion of why each decided to join JLD.

The Sustainer Tea was held on October 10 at the home of Barbara Fischer. Twenty-one Sustainers attended the event despite the high winds and wintry weather. We are most grateful to Barbara Fischer for opening her home for the Tea and to the Sustainer Advisors for providing the food and beverages. Lynnea Emerson, President, welcomed the Sustainers and provided a brief update on the planned activities of League.

Sustainers and Actives once again broke, weighed and bagged 1,000 pounds of our famous toffee in the kitchen of the First Lutheran Church and also volunteered at the Festival of Trees fundraiser. Many Sustainers generously contributed to a raffle basket of spa items.

A Sustainers Spring Luncheon was held on March 27 at the Kitchi Gammi Club. In attendance were 19 Sustainers and two Actives. Lisa Plachta was introduced as President-Elect and Past President Karis Boerner gave an inspiring update on the plans of the Centennial Committee. We were pleased to welcome Sustainer Lail Beste-Michelson back to the League.

We continued to meet informally for "First Wednesdays" at the Blackwood's Restaurant on London Road.

As your Sustainer Representatives, we extend our sincere appreciation to all Sustainers for your continued commitment to the Junior League of Duluth. Your involvement helps in so many ways, including providing the Actives with advice, support and a historical perspective.



COMMUNITY COUNCIL

Community Projects

This year, Community Council Project Lead, Sarah Crowell, has been keeping us busy with projects that make a difference. We had participation from Junior League new members, actives and sustainers. For this participation, we are grateful!

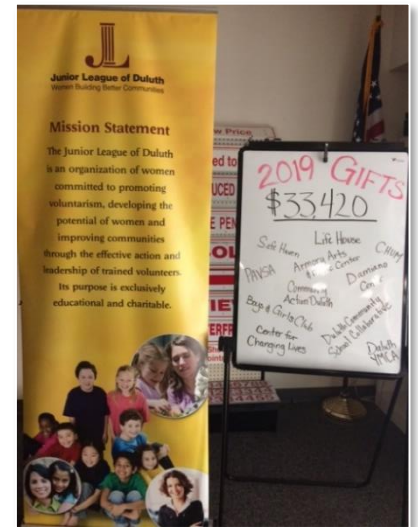
We had several DIAM/DIAD opportunities planned for membership to take part in throughout the year. It was a fulfilling feeling to see the excitement and fun we had as a team to complete projects that included stuffing meals-in-a-bag for Life House as well as preparing and serving dinners for families in the First Witness Reach Program! Back in October, we collected candy for Northern Expressions Arts Collective to use at their Haunted Happenings event and we collected unwanted jewelry donations for Urban Pearl Upcycling in April, part of the Legitimate Hustle Program through Life House, to name a few.

Community Funding

This year's Community Funding Lead, Bri Waldoch, has been guiding us through the application and selection process for candidates to receive grant funds from their proposed projects.

This year's funding recipients are:

- Armory Arts & Music Center: \$1,000 – Dale Heimbach Wheeler Fund
- Boys & Girls Club of the Northland: \$2,000 – Dale Heimbach Wheeler Fund
- Center for Changing Lives: \$4,920 – JLD
- CHUM: \$3,500 – JLD
- Community Action Duluth: \$4,000 – JLD
- Damiano Center: \$3,000 – JLD Endowment Fund
- Duluth Community School Collaborative: \$3,500 – JLD
- Life House: \$1,500 – JLD
- PAVSA: \$2,500 – JLD
- Safe Haven Shelter and Resource Center: \$5,000 – JLD Endowment Fund
- YMCA: \$2,500 – JLD Endowment Fund



Grand Gifting Total for 2019: \$33,420!

It's amazing what JLD can accomplish!

This year's Community Award goes to American Indian Community Housing Organization (AICHO). AICHO honors the resiliency of Native American people by strengthening communities and centering Indigenous values in all aspects of work; providing housing and supportive services while managing arts, cultural, and food sovereignty initiatives in Duluth, Minnesota.

COMMUNITY COUNCIL

The Next Big Thing

Community Council members divided and conquered! We met with many Twin Ports organizations and leaders to see what they thought our next project focuses could be. We visited with Mayor Emily Larson of Duluth, Mayor Jim Payne of Superior, Life House, AICHO, CHUM, Damiano Center, PAVSA, Feminist Action Collective, Zeitgeist, Essentia Community Health, First Witness, Family Freedom Center, and ISD 709!

We took those shares and narrowed the focus, presenting ideas to membership for a vote. We are excited to announce that we have two projects slated. We will move forward with the Twin Ports Insecurity Collaborative Gathering as well as construct a rooftop garden for Life House!



jazz hands

Director of Community, Melissa LaTour, wrapped up her first of three years as the JLD representative on AJLI's Junior League Food Security Coalition. On the horizon for next year will be learning and sharing with JLD how to effectively build engagement and membership through Service Learning Events. Through these learnings, JLD will combine learning goals and community service in ways that can enhance both volunteer growth and the common good.

More details for the upcoming year will be coming soon! Stay tuned!



MEMBERSHIP COUNCIL

New Member Development

This year the Membership Council held two New Member Socials and two New Member Classes to focus on member recruitment in the Twin Ports. The New Member Social was promoted through the JLD public and private FaceBook pages. Trish Norman, Director of Membership, and Cherie Buraglio, Membership Lead, led the training classes for new members.

Fall New Member Class: The Fall New Member Social was held in August at Barkers Island Inn in Superior, Wisconsin. About 35 were in attendance, with a mix of current members and potential members. The Fall New Member Classes were held in September, October, and November at the JLD meeting space. The Fall New Member Class finished with seven new members. For their project, the new members created crafts and decorated cookies with the children and mothers displaced and living at the Safe Haven shelter.

Spring New Member Class: A second New Member Social was held in February at Blackwoods in Duluth. About 20 were in attendance, with a mix of current members and potential members as a winter storm was bearing down on us. The Spring New Member classes were held in February, March, and April at the JLD Meeting space. The Spring New Member Class finished with two new members and created a collection drive to support PAVSA for their project.

2018–19 New Members

Natalie Burger	Liz Johnson	Natalie Stone
Karissa Hendricks	Madisson Simmons	Amanda Sutton
Kerstyn Hendricks	Addie Smith	Angie Zahn

Training and Education

Training and Education Lead, Heather Schmidt, was primarily responsible for coordinating training and education speakers and opportunities.

September:	Online Scavenger Hunt for JLD and AJLI Resources
October:	AJLI Leadership and Training Conferences Member Presentations
November:	Test Your FOT Knowledge
February:	Master Minds – Pam Solberg-Tapper, Coach for Success
March:	Emotional Intelligence – Maude Dornfeld, Lifehouse
April:	It's Just Been So Busy Lately – Kathlynn McConnell, Lifestyle Consulting



MEMBERSHIP COUNCIL

Nominating and Placement

The Junior League of Duluth sent Lynnea Emerson (President) and Lisa Plachta (President-Elect) to the AJLI Fall Leadership Conference in Sugarland, Texas, in September 2018, and Lisa Plachta (President-Elect) and Jen Moses (President-Elect-Elect) to the AJLI Winter Leadership Conference in New Orleans, Louisiana, in January 2019. The Junior League of Duluth also sent Anna Nelson and Anne Whitworth to Organizational Development Institute in St. Petersburg, Florida, in February 2019.

The Nominating Placement Team successfully changed bylaw, Article VIII, Section 3. Nomination. The intent and purpose behind this bylaw change were to open board positions to new members that have previous leadership experience that may not have been through Junior League. The official wording of the updated bylaw is: Candidates for Council Directors *are recommended* to have served at least one year in an appointed leadership position.

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

November: FOT Leads Brittany Liberty and Gina Apodaca
January: Alexis Elder
February: Julie Sevick
March: Beth Moncrief
April: Sarah Crowell and Bri Waldoch

Busy Bee Awards

September: Providing-a-Pantry volunteers:
Karis Boerner, Alexis Elder, Lynnea Emerson, Paula Gudmundson, Kathy Jensen, Ashley Lindsey, Beth Moncrief, Jenn Moses, Anna Nelson, Dana Varland and Jennifer Webb



PLANNING COUNCIL

New JLD Office

Renovations to the Lake Superior Area Realtors building resulted in loss of the JLD office space during February 2019, but we were fortunate that arrangements were made to continue holding our meetings in that space and to retain our storage space in the on-site garage. New office space was found a short drive away in the King Building at 2711 W Superior St., Duluth.



Strategic Plan

JLD continued the 2017-2010 Strategic Plan and worked on the following goal specific action items set forth at the 2018 Board Retreat:



- **Goal 1: Enhance Organizational Outreach.** Sponsored Duluth Chamber's "Ignite Your Fuse" event at Duluth Pack and committed to an August 2, 2019, sponsorship of the Chamber's "Finally Fridays" with Lake Superior Area Realtors. Social media was utilized and updated more frequently leading to increased views and engagements to website and Facebook, especially from new users, demonstrating an effective marketing strategy. Continued to provide pantry items, recipes, and coupons through our Provide a Pantry program. Twelve community partner meetings were held to discuss community needs and potential partnerships. FOT vendor numbers were maximized with an ongoing effort to monitor and maintain high vendor revenue. JLD was featured at The Deep Winter Greenhouse Ribbon Cutting Ceremony through our President's speech, posters and promotional items, and cake!
- **Goal 2: Cultivate Strategic Vision.** Chamber of Commerce information was listed in E-lights to encourage members who are interested can sign up for notifications. Diversity and inclusion language was included on all community partner communications. Strategic vision discussions were incorporated into our monthly board meetings.
- **Goal 3: Maximize Meeting Effectiveness.** Additional handouts were provided for new members and the presentations were sent out following each class. Celebration of our new office familiarized members with that space and post-GMM meetings were encouraged for all councils.
- **Goal 4: Increase Member Engagement.** AJLI Webinar Wednesdays were posted on the JLD internal calendar as well as internal Facebook page, and connections were made to other community calendars keeping members informed about events they could attend. Two Done-in-a-Meeting (Life House meals-in-a-bag) and three Done-in-a-Day (Deep-Winter Greenhouse site tree planting, and two First Witness REACH Program dinner service events) were completed. The Community Impact Project has worked to ensure membership engagement and buy-in and an April GMM vote approved ongoing initiatives. Finance Director has provided a JLD budget summary at GMMs to better inform members. New JLD members were featured in League Lights, filled out N/P forms, and were contacted directly for guidance concerning their first placements. The Sustainer/Active Social in August was well attended and JLD mini-directories were distributed at the Fall Sustainer Tea and mailed to those who could not attend. Outreach to

PLANNING COUNCIL

sustainers has been effective with more engagement, leading to two former sustainers rejoining JLD in the past 12 months.

Yearbook

Revisions were made to Section 3 Board Members and Committees, under Community, Communications, and Membership Council Job Descriptions. Changes were made to Section 6 Body of Law, Article VIII, Section 3.

Training

2018 AJLI Annual Conference was held in Memphis, Tennessee, in April and attended by President Meagan Avery and President-Elect Lynnea Emerson.

2018 AJLI Fall Leadership Conference was held in Sugar Land, Texas, and attended by President Lynnea Emerson and President-Elect Lisa Plachta.

2019 AJLI Winter Leadership Conference took place in New Orleans, Louisiana, during the coldest week in January and was attended by President-Elect Lisa Plachta and President-Elect-Elect Jenn Moses.

2019 AJLI Annual Conference took place in May in Denver, Colorado, and was attended by President Lynnea Emerson and President-Elect Lisa Plachta.



Planning Council Events

- Summer Leadership Training, June 23, 2018
- Deep Winter Greenhouse Ribbon Cutting Ceremony
- Sustainer/Active Social at Glensheen Beach Club
- Holiday Social, NorShore Theatre, December 18, 2018
- Gift Giving Ceremony, April General Membership Meeting
- New JLD Office Celebration, April 30, 2019
- JLD Annual Dinner, May 21, 2019



COMMUNICATIONS COUNCIL

For 2018–2019, the Communications Council focused on several aspects of the strategic plan:

- **Organizational Outreach**
 - Increased awareness of JLD brand and activities; for example, marketing through the Chamber reached in excess of 6K and 3K weekly and monthly, respectively, in both electronic and print media
 - Sponsored an Ignite Your Fuse luncheon event at Duluth Pack Store in March; committed to sponsorship of a Finally Fridays event in August, 2019
 - Completed contract with the Chamber resulting in 12 “Week at a Glance” ads over the course of 2018
- **Increase Member Engagement**
 - Communicated AJLI Webinar Wednesdays schedule to membership
 - Communicated Chamber networking and educational opportunities afforded to JLD members
 - Advertised New Member Socials and Classes in September and February on the JLD FB page; posts for the September event reached 4K, and the event page had 1.3K views and 104 responses
- **Cultivate Strategic Vision**
 - Incorporated AJLI diversity and inclusion language and policy into JLD outreach and activities including website, social media and other promotional material



In addition to the strategic plan goals, the Communications Council also completed:

- 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 to all members
- Yearbook printing; full copies for new members and updates for existing members
- Press releases announcing 2017–18 award winners, 2018–2019 board, and community gifting recipients
- FB promotions included Providing-a-Pantry, Lincoln Park Farmers Market, Deep Winter Greenhouse Ribbon Cutting Ceremony, DIAD, DIAM, New Member Socials, New Member Classes, National Nutrition Month, National Volunteer Month, and general member information
- Ongoing internal/external website content updates included League Lights, E-lights, Annual Report, JLD award winners, 2018–19 placements, Centennial Committee group share, community funding applications, directory/member status changes, FOT volunteer schedule, Holiday Social and Annual Dinner RSVPs, and council page revisions
- Festival of Trees: promoted event on FB and website; issued press release; sponsored “12 Days of FOT” FB campaign (reach, 30.4K and engagements, 1.8K); promoted sponsors; assisted FOT committee with signs, ads, and flyers; created JLD new member FB account to facilitate running FB ads; set up FOT volunteer shifts on website in addition to managing vendor applications, toffee pre-sales, and sponsorship acknowledgment

League Lights



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 3/31/18 to 3/31/19)

Mickey Ferguson in memory of Marguerite Emmanuel Ann Chouinard in memory of Sherry DeWulf
Katie Kuettel

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 3/31/18 to 3/31/19)

Gina Apodaca	Lynne Frigaard	Julie Johnson	Suzanne Rauvola
Denise Bussa	Liz Hanson	Katie Kuettel	Jeanine Schroer
Sherry DeWulf	Betsy Harmon	Melissa LaTour	Carolyn Sundquist
Lynnea Emerson	Kathy Jensen	Patricia Norman	Gretchen Takkunen

Karis Boerner in honor of Meagan Avery and in memory of Sherry DeWulf
Leslie Brunfelt in memory of Sherry DeWulf
Delia Bujold in honor of education
Mickey Ferguson in memory of Sherry DeWulf and in memory of Mary VanEvera
Kay Gower in memory of Sherry DeWulf
Michelle Hargrave in memory of Sherry DeWulf, Kenny Hanson and Mary VanEvera
Lori Huska in honor of Denise Bussa
Julie Johnson in memory of Judy Salyards
Susan Johnson in memory of Sherry DeWulf
Katie Kuettel in memory of Sherry DeWulf

Lisa Mandelin in honor of Lynnea Emerson
JoAnn Mattson in memory of her sister Pat Taly
Kelly Ohman in memory of Sherry DeWulf
Lisa Plachta in memory of Sherry DeWulf
Patricia Polzin in memory of Sherry DeWulf
Suzanne Rauvola in memory of Sherry DeWulf and in honor of the 2017-18 Board of Directors
Patty Salo Downs in memory of Sherry DeWulf
Debbie Swenson in memory of those who we have lost this year
Jennifer Webb in honor of Lynnea Emerson
Anne Whitworth in memory of her mother and in memory of Sherry DeWulf

The Junior League of Duluth Endowment Fund Committee is proud to have awarded a total of \$3,000 from the Dale Heimbach Wheeler Memorial Fund to Armory Arts and Music Center and The Boys and Girls Club of the Northland and a total of \$10,500 from the Endowment Fund to The Damiano Center, Safe Haven and the Duluth Area Family YMCA.

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 or other estate plan. This year we added Sherry DeWulf and Margaret Mitchell to the society's membership that includes Angela Dougherty, Kay Gower, Katie Kuettel, Mary Olin and Mollie Thibodeau.



FINANCE COUNCIL

Fiscal Year 2018–2019

	Actual	Annual Budget
<u>Year-to-Date Income*</u>		
Contributions - Let It Grow	–	–
Arrangements	\$1,330	\$3,735
Interest and Dividend Revenue	\$36	–
Membership Dues	\$556	\$13,030
Festival of Trees	\$81,483	\$63,000
Other Fundraising Revenue	\$226	–
Total Income	\$83,631	\$79,765
<u>Year-to-Date Expenses*</u>		
Operations	\$15,146	\$22,184
Planning Council Expenses	\$6,715	\$12,300
Community Council Expenses	\$20,759	\$22,100
Finance Council Expenses	\$12,654	\$14,570
Membership Council Expenses	\$3,701	\$9,580
Communications Council Expenses	\$7,557	\$9,392
Total Expenses	\$66,532	\$90,126
Change in Net Assets	\$17,099	\$(10,361)

*through March 31, 2019

	April-2019	April-2018
<u>Current Assets</u> (as of 4/18/19)		
Republic Bank Checking – General Fund	\$50,634	\$44,014
Republic Bank Savings – Let It Grow	\$11,687	\$11,669
U.S. Bank – Money Market /Mutual Funds	\$78,241	\$77,459
U.S. Bank Trust – Endowment/DHW	\$326,311	\$279,530
	\$466,873	\$412,672





	2018	2017
<u>Income</u>		
Sponsorship Revenue	\$1,750	\$3,000
Toffee Revenue	\$11,333	\$10,151
Trees Revenue	\$2,352	\$1,325
Raffle Revenue	\$1,964	\$2,553
Gate Revenue	\$26,658	\$26,721
Vendor Revenue	\$60,107	\$53,881
Miscellaneous/Other Revenue	\$1,005	
Total Income	\$105,169	\$97,630
<u>Expenses</u>		
Toffee Expenses	\$6,628	\$6,147
Trees Expense	\$1,628	\$393
Vendor Expense		\$98
FOT Admin Expense	\$13,259	\$12,668
Promotion Expense	\$1,907	\$4,144
Miscellaneous FOT Expense	\$351	
Total Expenses	\$23,773	\$23,450
Net Income	\$81,396	\$74,180



