

FOUNDATION

OUR MISSION

The Junior League of Northern Virginia is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers.

VISION

Empowering women to be a driving force to improve our community.

VALUES

The Junior League of Northern Virginia is guided by the following values:

- Positively impacting the lives of children throughout our community
- Empowering community partners to continue the projects developed by the JLNV
- Providing dynamic volunteer opportunities
- Respecting the diverse lifestyles of our volunteers
- Training our volunteers to make a valuable impact in the community
- Recognizing the unique contributions of each volunteer
- Increasing financial spending that furthers our mission

FOCUS AREA

Preparing children for success by addressing childhood obesity through nutrition and physical activity education

COMMITMENT TO DIVERSITY & INCLUSION

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

COMPETITIVE ADVANTAGE

What we do best is developing a network of women empowered as leaders creating community change.

STRATEGIC PLAN CONTINUUM

As a League, we will establish and follow the plans as outline below:

- Strategic Plan - A 5-year rolling plan guiding the League's priorities
- Annual Objectives - Established by the incoming Board prior to the start of the League year. Outlines the objectives and actions to realize the League's priorities (formerly known as Annual Plan)
- Implementation Plans – Established by the incoming committee chairs and aligns with Annual Objectives through a three-point process of development, mid-year, and close out. (formerly known as Activity Plan)

STRATEGIC GOALS

MEMBER ENGAGEMENT

Strategic Goal:

By 2025, The Junior League of Northern Virginia will cultivate and sustain a diverse, inclusive, and equitable membership with a 95% retention rate and active role in the community

Impact/Results

1. Developed a plan to increase inclusiveness through outreach to diverse communities
2. Implemented effective communication strategy to educate members on JLNV Mission, Vision, Values, and Focus Area
3. Developed a system and process for membership accountability
4. Identified and implemented a uniform tool for obtaining and disseminating feedback from JLNV events and activities

COMMUNITY ENGAGEMENT

Strategic Goal:

By 2025, The Junior League of Northern Virginia will establish an issued-based approach to community impact, which consists of measurable community goals and a menu of strategies and activities that align with member learning interests and competencies, and stakeholder relationships

Impact/Results:

1. Scheduled consistent volunteer activities that promote food access in the community, nutrition education and physical activity
2. Developed sustainable community programming and relationships with community Stakeholders to increase awareness of the impact of childhood obesity
3. Executed a foundational process for measuring community impact

ORGANIZATION ENGAGEMENT (NEW)

Strategic Goal:

By 2025, The Junior League of Northern Virginia will be the leading diverse, inclusive, and equitable women's organization dedicated to improving the local community through building increased value for members via League-wide activities focused on leadership development and learning opportunities thus enabling members to serve as empowered volunteers in the community.

Impact/Results:

1. Implemented a leadership succession plan that aligns member competencies with leadership opportunities within the JLNV and/or community stakeholder organizations
2. Established a consistent Nominating and Placements schedule that identifies and creates diverse, inclusive, and equitable learning opportunities for members to transition into leadership positions
3. Formed a system that monitors JLNV members serving in leadership positions within the community

FINANCIAL ENGAGEMENT (NEW)

Strategic Goal:

By 2025, The Junior League of Northern Virginia will be a financially strong organization with diverse revenue sources and financial agility to mitigate risk

Impact/Results:

1. Reviewed and evaluated annual financial analysis of JLNV operations that will maintain financial strength
2. Maintained IRS 501c 3 status and sales tax exemption
3. Operated on a multi-year fund development plan and evaluation cycle

LEAGUE GROWTH & BRANDING (NEW)

Strategic Goal:

By 2025, The Junior League of Northern Virginia will expand the JLNV brand to local professional and community associations that foster opportunities for cross-branding with community stakeholders

Impact/Results:

1. Implemented a process in place to ensure membership has current and consistent JLNV Brand awareness
2. Established relationships with local professional and community associations that expand JLNV brand throughout the community
3. Created a sustainable marketing and communication strategy that includes member participation in branding opportunities throughout the JLNV year