

# CREATING INITIATING EXECUTING

2008-2012

REPORT TO THE COMMUNITY



**JUNIOR LEAGUE OF NORTHERN VIRGINIA**

*Women building better communities®*



## **JUNIOR LEAGUE OF NORTHERN VIRGINIA**

*Women building better communities*®

*The Junior League of Northern Virginia is proud to be a vital force in the Northern Virginia area. It is through members' energy, enthusiasm, hard work, creativity, resourcefulness and talent that the JLNv has been able to grow and thrive for over 54 years.*

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*For more than 54 years, the Junior League of Northern Virginia (JLNV) has been a steadfast leader supporting the diverse communities of Northern Virginia. The JLNV has trained thousands of women to be active leaders promoting voluntarism, improving the community, and developing the potential of women.*

*Through the years, in collaboration with our community partners, the JLNV has addressed critical community issues: underage drinking, mental illness, illiteracy, affordable housing, and homelessness. Currently, our work focuses on preparing children for success through a variety of developmental programs including: family nutrition education to combat childhood obesity, school readiness health fairs, a self-esteem and character-building series, and activities that promote science and math competency.*

*We thank the supporters of our mission and community programs. They have played an essential role in this legacy of community change. Their donation of time, talent, and resources has made improvements, today and will impact lives for years to come.*

*In the words of Isaac Newton, "If I have seen further, it is by standing on the shoulders of giants." We salute those who have joined us in our efforts, and we are grateful to be among a community of giants who inspire our leadership and service to far greater heights.*

*Each year the president of the Junior League of Northern Virginia begins her year with a theme, which carries throughout her term. While each theme is unique, there are definite similarities – action and change. Each president strives to motivate members and make a call to action in hopes of catalyzing change for the better in the Northern Virginia communities and enriching the lives of its members.*

## 2008-2009 TAMARA ASHFORD, *PRESIDENT*



**IMPACT**



**CHANGE!**

We kick off the 2008 League year striving to Impact Change – to Impact Change in ourselves, in our League, and in our community. As members, we know that as trained volunteers, we can improve communities. With everything we do, we create and impact (even if it may be a small one). The 2008 League year marks our 50th anniversary of service to the Northern Virginia community, but we cannot stop at 50 years. We must continue to carry on the legacy of making an “impact.”

A handwritten signature in black ink that reads "Tamara Ashford".

## 2009-2010 ADALENE SPIVY, *PRESIDENT*



“The theme for the 2009-10 League year was ‘Get Connected’ . . . to our mission, to other League members, and to the community.”

A handwritten signature in black ink that reads "Adalene Spivy".

## 2010-2011 JJ NEWBY KETZLE, *PRESIDENT*



The theme for the 2010-2011 League year was “Aspire to Inspire.” Because every accomplishment begins with a goal, and every goal begins with a dream, and every dream begins with inspiration. Success rarely is accidental. Nor is it purely from hard work, as there are many people who work hard but do not achieve success. A consulting firm set out to discover what made for the highest achieving corporations. Their research was set up to capture quantifiable data about elements of leadership that resulted in business success. They were surprised that one of the real keys was a skill they considered soft and squishy – inspiration.

*JJ Newby Ketzle*

## 2011-2012 ERICA MCCANTS, *PRESIDENT*



The theme for the 2011-2012 League year was “Journey to Innovation.” Innovation is the result of inspiration and perspiration. Innovation happens everywhere, every day, and every time we improve upon the way we do something. Innovative thinking is what enables us to be a catalyst for great change. But the kind of innovation that drives real growth takes more than just a fresh idea; it requires the right strategy.

*Erica C. McCants*

## OUR VISION

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

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## OUR MISSION

The Junior League of Northern Virginia 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. Our purpose is exclusively educational and charitable. We reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

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## OUR MEMBERSHIP

Nearly 500 Active and Sustaining League members live throughout Northern Virginia, Maryland, and Washington, D.C. Women join the League with a desire to provide a positive change in the community. In alignment with our mission, the League provides members with training and skills that will benefit them in their personal and professional lives. Training opportunities include project management, our Leadership Development Speaker series, seminars, workshops, meetings featuring guest lecturers and external training opportunities. The League focuses on member recruitment to bring more volunteers to projects. In turn, the League provides an opportunity for training, development, affiliation with an international organization, and networking opportunities. During 2008-2012, 315 women joined the organization. The League also welcomed more than 140 transfer members from other affiliates of the Association of Junior Leagues International, Inc.

The Junior League of Northern Virginia is part of the Association of Junior Leagues International Inc. (AJLI, [www.ajli.org](http://www.ajli.org)). Founded in 1901, AJLI is one of the largest international volunteer organizations for women who are interested in making an impact in their communities. The affiliation with AJLI provides the Junior League of Northern Virginia national recognition as well as resources from AJLI and other affiliated Leagues. AJLI won the Award of Excellence in the 2008 Associations Advance America Awards program, a national competition sponsored by the American Society of Association Executives and The Center for Leadership, for the Kids in the Kitchen program. In 2011, AJLI recognized JLV for its groundbreaking and comprehensive report titled "Embracing Diversity and Inclusion to Build Better Communities," which is used as a reference material at AJLI meetings across the country to encourage leagues to better understand their changing demographics.

**Five decades of active community leaders promoting voluntarism, improving the community and developing the potential of women throughout Northern Virginia.**

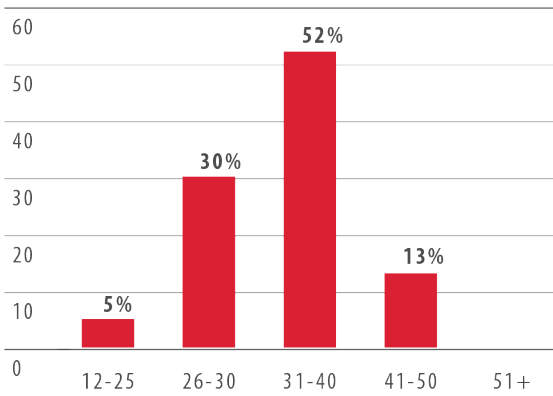
**Partnerships that include and serve people from diverse races, religions, and ethnicities strengthen our role in the community.**

**The JLV serves Arlington, Fairfax and Loudoun Counties and the Cities of Alexandria, Fairfax and Falls Church.**

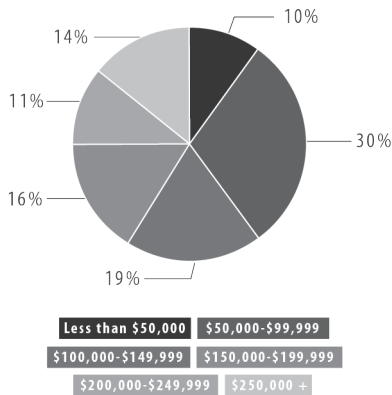




## AGE: TWO-THIRDS OF MEMBERS ARE OVER 30



## MEDIAN HOUSEHOLD INCOME \$126,000



## OUR MEMBERS ARE BUSY AND ALWAYS ON-THE-GO



## SUPPORT US

### JOIN THE JUNIOR LEAGUE

All women who are at least 21 years of age are invited to join the Junior League. The JLNv is committed to remaining a diverse and inclusive organization that is welcoming to all women with a passion for voluntarism. Joining the JLNv provides an opportunity to make a positive change in the Northern Virginia community and to gain skills and training that will prove beneficial outside of the JLNv experience. League members make friendships that last a lifetime. Visit [www.jlnv.org](http://www.jlnv.org), or contact the JLNv at [join@jlnv.org](mailto:join@jlnv.org) for more information.

#### WHY DO WOMEN JOIN THE JUNIOR LEAGUE?

THE DESIRE TO CONTRIBUTE TO POSITIVE  
CHANGE IN THE COMMUNITY.

THE PERSONAL FULFILLMENT THEY  
CAN GAIN FROM VOLUNTEERING.

THE OPPORTUNITY TO PARTICIPATE IN A  
WELL-RUN AND EFFICIENT ORGANIZATION.

THE CHANCE TO DEVELOP FRIENDSHIPS  
WITH OTHER WOMEN.

THE SKILLS AND TRAINING THAT PROVE  
BENEFICIAL OUTSIDE OF THE LEAGUE.

### PARTICIPATE

Participate in a Junior League event or program. Support the Strides For Success 5K run/1K fun run and walk in the spring. Attend The Enchanted Forest in the fall, a community Health Fair, the Governor's Ball, or the American Girl Doll Fashion Show. Visit [www.jlnv.org](http://www.jlnv.org) for a calendar of events.

## DONATE

Your support will help expand the reach of the wide array of Junior League programs and services. The League appreciates financial contributions of any amount. Interested individuals or organizations may donate their talents, products or services to a Junior League event or program. Needs range from weekend meal packs to decorated holiday trees at The Enchanted Forest to school supplies. To inquire about donations email [funddevelopment@jlnv.org](mailto:funddevelopment@jlnv.org). To make a donation go to [www.jlnv.org](http://www.jlnv.org) and click on the “donate now” button.

## PARTNER

The Junior League of Northern Virginia (JLNV) was established in 1958 as the Service League of Arlington, and celebrated its 50th anniversary in 2008. Women in the JLNV have given countless hours of service to the community for more than five decades. The League continues to work toward building a stronger community in our Northern Virginia home. The JLNV has partnered with several local shelters as community partners and provides volunteers, programming and other resources as needed. Our current community partners include:

Embry Rucker Community Shelter (Reston)  
 Shelter House (Falls Church)  
 Arlington-Alexandria Coalition for the Homeless – Sullivan House (Arlington)  
 Arlington Community Temporary Shelter, Inc. (TACTS) (Arlington)  
 Borromeo Housing – Elizabeth House (Arlington)  
 Katherine K. Hanley Family Shelter (Fairfax)  
 Northern Virginia Healthy Kids Coalition (Inova Health System)

To inquire about becoming a community partner email [opportunities@jlnv.org](mailto:opportunities@jlnv.org)

JLNV has also been able to work with many corporate partners through sponsorships and donations which aid in our mission. Some of our past and present corporate partners include:

Dandelion Patch	Sheraton Arlington
DJ Loud Tone	Swirl and Sip
Freddie Mac	Verisign
Ford Motor Company	Westin, Tysons Corner
Hilton, McLean Tysons Corner	

To inquire about how you and your company can strategically partner with JLNV email [donorrelations@jlnv.org](mailto:donorrelations@jlnv.org)

## OUR FINANCIAL MODEL

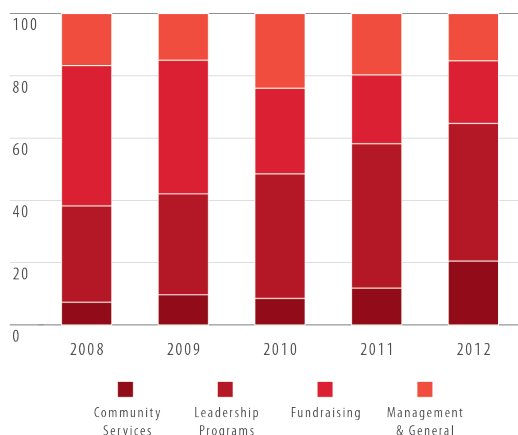
*The JLVN raises funds to support its mission and community programs through a variety of revenue-generating events and charitable donations. During 2008-2012, the JLVN held several fundraisers and continued to sell its signature cookbook, What Can I Bring?*

## OUR FINANCIAL IMPACT

Fundraising is a focus of the JLVN's mission and a part of the League's history. Through the effective action and leadership of trained volunteers, the JLVN creates and operates several fundraisers, solicits donations, and applies for grants.

By the 1970s, JLVN had contributed \$215,000 to the community. In the 1980s, the League increased its financial contributions by adding new fundraising activities and securing an additional \$1,200 in grants and scholarships. In the 1990s, the League surpassed the \$2 million mark in total funds returned to the Northern Virginia community through continued fundraising activities and the publication of the *What Can I Bring?* cookbook, which generated proceeds of \$37,000 in its first printing. In 2006, the JLVN pledged \$250,000 to the Children's Science Center over the course of a six-year partnership along with 3,000 volunteer hours valued at \$225,000 to assist in the establishment of the children's museum. The League continues to increase its financial impact on the community and today has recently surpassed \$2.6 million in aid to the Northern Virginia community.

THE JLVN EXPENSES



In 2009 the JLVN moved to a forward funding policy. By implementing a forward funding methodology, we were able to introduce greater financial conservatism as well as support efforts to develop a more structured community development process for making funding and volunteer commitments to the community based upon a defined set of financial resources that has already been earned.

The JLVN is a 501(c)(3) not-for-profit organization. All of the JLVN's programs and activities are supported by individual and corporate donations, grants, membership dues, fundraising events, and other revenue-producing efforts. The League is a volunteer-managed organization that is supported by one part-time staff member. A large portion of the League's community efforts are expanded by the volunteer hours and in-kind donations that we solicit and distribute.

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## THE ENCHANTED FOREST

The Enchanted Forest, which debuted as an annual fundraiser in 2001, is a festival featuring theme-decorated holiday trees available for purchase through a silent auction, handmade gingerbread homes, holiday shopping, and fun activities for the entire family. Each year, approximately 1,500 – 3,000 people from across the Washington, D.C. metro area experience the magic of The Enchanted Forest.



*Making Gingerbread Houses*

In 2011, AJLI honored the JLVN with the Marketing Award for The Enchanted Forest. With a limited marketing budget, the JLVN communications team focused on mastering social media and developing relationships with “mom bloggers,” including a ticket giveaway promotion. They also leveraged Twitter and Facebook to drive traffic to the League website, and measured the strength of their messaging alongside traditional media such as free online calendars for all D.C.-area television and radio stations, discount media ads, and coverage in local newspapers, such as the *Reston Connection* and the *Fairfax Times*. The JLVN showed what can be accomplished on even a modest budget when social media is factored into the equation.

Numerous celebrity chefs – such as master sugar artist and award-winning chocolatier Norman Davis; Bravo’s Top Chef contestant and owner of Good Stuff Eatery Spike Mendelsohn; and Chef Geoff Tracy, owner of Lia’s and the Chef Geoff’s restaurant chain, and co-author of the *New York Times* bestselling cookbook, *Baby Love* – have appeared on the The Enchanted Forest main stage for cooking demonstrations.

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## STRIDES FOR SUCCESS

According to a recent report from the Trust for America’s Health and the Robert Wood Johnson Foundation, the childhood obesity rate in Virginia is an astounding 31 percent. LetsMove.gov reports that nearly 40 percent of the children in the African American and Hispanic communities are overweight or obese. Studies have



Strides For Success 5k



long shown that regular exercise, such as running or walking, help children and adults maintain a healthy weight when combined with proper nutrition. Strides For Success is the JLV's annual 5K run/1K fun run and walk held each spring. Because far too many children lack a regular fitness program, this event seeks to bring awareness to the importance of physical activity in children's overall wellbeing. Since its launch in 2006, Strides For Success has gained popularity among experienced and amateur runners of all ages in Northern Virginia.

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## WHAT CAN I BRING?

The JLV first published *What Can I Bring?* in 1999 as its signature cookbook. The cookbook, which includes more than 230 double-tested recipes, went into its fourth printing in 2006. One of the recipes even grabbed the attention of a former White House pastry chef Roland Mesnier. After tasting the Black Russian Cake and discovering the secret ingredients – Kahlua and vodka – Mesnier exclaimed, "The Junior League of Northern Virginia's Black Russian cake is so good, you can almost serve it on the rocks!" Our cookbook serves not only as a vehicle to delight cooks and their families, but as a means to educate the public about the JLV's community involvement, development of women leaders, and fundraising for future JLV programs. In 2009, the JLV celebrated the 10-year anniversary of *What Can I Bring?* and the news that it has raised more than \$150,000 for community initiatives and programs supporting the JLV mission.

## What Can I Bring?



## OUR COMMUNITY

### COMMUNITY REVIEW 2008–2012

Driving change in the community is at the core of the JLNv. Every year, JLNv members directly provide more than 1,000 volunteer hours through the organization's community projects. Through its programs, the JLNv helps children achieve their full potential by working to remove barriers to academic success, promote a love of learning, and foster self-esteem.

#### NOTABLE ACHIEVEMENTS FROM 2008–2012:

- Expanded the school readiness program from 1 to 4 shelters reaching more than 650 children.
- Provided more than 1,500 backpacks with school supplies, and more than 1,100 free health screenings and immunizations to uninsured and underinsured children in Northern Virginia to prepare them for school.
- Engaged in dozens of Done in a Day projects ranging from hundreds of weekend food packs for students, more than 250 pounds of food for Thanksgiving meals, clothing drives, elementary-school career fairs, support for area walk-a-thons and road races, and other volunteer support for community-driven projects.
- Donated more than 21,000 diapers to local moms experiencing diaper need.
- Published a diversity report entitled, "Embracing Diversity and Inclusion to Build Better Communities," which was selected by AJLI as a model for all Leagues.
- Made inaugural appearance at the NBC4 Health and Fitness Expo, reaching 2,000 people in two days.
- Partnered with the Children's Science Center and participated in the inaugural USA Science & Engineering Festival held on the National Mall in Washington, D.C. reaching more than 250,000 visitors.
- Completed our donation of \$250,000 and 3,000 volunteer hours to the Children's Science Center.



## SIGNATURE PROJECT: THE CHILDREN'S SCIENCE CENTER



According to the National Science Foundation, in 2007, only about one-third of 4th and 8th grade students and fewer than 20 percent of 12th graders in the United States reach proficiency on mathematics and science tests. Furthermore, 80 percent of children have lost interest in Science, Technology, Engineering and Math – or STEM – subjects by the 8th grade. In 2006, the JLVN made a commitment of \$250,000 in addition to 3,000 volunteer hours to be given to the Children's Science Center over the course of a six-year partnership (formerly the Children's Museum of Northern Virginia) to build an interactive, hands-on, science- and technology-focused children's museum in Northern Virginia. The museum will provide an informal learning environment to excite children about science, technology, engineering, and math by making these subjects fun and enabling children to learn through play. During 2008–2010, the JLVN targeted the League's current partners in underserved populations and forged new community connections to help potentially at-risk youth experience the wonder of learning through play. Additionally, the JLVN provided volunteers to support the Children's Science Center in general community outreach efforts, raising the visibility of both the Children's Science Center and the JLVN. JLVN members continue to serve on subcommittees of the Children's Science Center including serving on their Board and subcommittees.



In October 2010, the JLVN and the Children's Science Center partnered to exhibit at the inaugural USA Science & Engineering Festival held on the National Mall in Washington, D.C. More than 250,000 visitors attended the event and had an opportunity to explore "Energy for Today: Renewable Wind Power," a demonstration that showcased the potential of wind power, windmills, and the fundamentals behind this technology. We returned for the second annual festival, with an exhibit featuring a 15-foot mini tsunami wave flume that children used to

design, build, and test the effects of tidal wave activity on Lego people. Children were also able to use an IRIS Seismic Monitor to observe earthquakes happening in virtual real-time.

The JLVN led the Children's Science Center's educational programming, also known as "Museum Without Walls." JLVN volunteers developed content, supported execution, and helped expand the programming to reach local school audiences through Mobile Labs Family Science Nights. JLVN support was responsible for exposing thousands of children to STEM during this four year period.

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## EDUCATION AND ENRICHMENT

During 2008-2012, the JLVN continued its Kids Can program and its My Life photography program in area homeless shelters. Kids Can provides children with monthly craft activities enhanced by a theme designed to build character and promote a high standard of ethics, as supported by the Virginia Standards of Learning.

**...working to remove barriers to  
academic success, promote a love  
of learning and foster self-esteem.**

Through a contribution provided by Walter Phillips, Inc. in Falls Church, Virginia, the My Life photography program was created and launched in 2008. My Life offers children at Shelter House, a community-based, non-profit organization serving homeless families in Fairfax County, Virginia, the opportunity to integrate multimedia technology, learn basic digital photography and photo organization, and memorialize their lives. During 2008-2012, My Life and Kids Can reached more than 650 children.

## BACK-TO-SCHOOL HEALTH FAIRS & JAMPACKS

More than 1 million Virginians lack health insurance coverage. According to the 2008 State of the Poor report published by the Fairfax County Community Action Advisory Board, an estimated 100,000 of those live in Fairfax County. Of the uninsured in Fairfax County, 35,000 - 40,000 have incomes 250 percent below the national poverty level. For the past five years, the JLVN, in association with its community partners, sponsored Back-to-School Health Fairs in the City of Alexandria, Herndon, and Loudon County for uninsured and underinsured children in need of physicals and immunizations to enter school for the first time. By partnering with other like-minded community organizations, the JLVN is able to make positive changes by introducing underserved families to resources for health education and care year-round. From 2008-2012, this program provided more than 1,100 children with free health screenings, immunizations, and school supplies. The JLVN's JamPacks program, which collects donated backpacks and school supplies, provided more than 1,500 backpacks filled with essential school supplies to underserved children at the Health Fairs and local area shelters from 2008-2012.



JLVN Health FUN!



JamPacks!



JLVN Health Fair



So Many Backpacks

## KIDS IN THE KITCHEN



According to the Centers for Disease Control and Prevention, surveys (1976–1980 and 2003–2004) show that the prevalence of overweight children is increasing: for children aged 2–5 years, prevalence increased from 5 to 13.9 percent; for children aged 6–11 years, prevalence increased from 6.5 to 18.8 percent; and for adolescents aged 12–19 years, prevalence increased from 5.0 to 18.4 percent. Overweight children and adolescents are at risk for life-threatening health problems during their youth and as adults. According to Virginia.org, Virginia ranks 23rd highest in the country for childhood obesity and has the 14th highest obesity-related health care costs in the 50 states.

The Kids in the Kitchen program, a childhood obesity and nutrition initiative from AJLI, is designed to help communities address the urgent issues surrounding childhood obesity and poor nutrition, while empowering youth to make healthy lifestyle choices and help reverse the growth of childhood obesity and its associated health issues. More than 255 Leagues in Canada, Mexico, the United Kingdom, and the United States are conducting Kids in the Kitchen programs in their communities. The JLNv is proud to bring this program to the Northern Virginia community. In March 2010, the JLNv expanded its Kids in the Kitchen programming and hosted its first annual Kids in the Kitchen Children's Health Fair in recognition of National Nutrition Month. The health fairs, which are free to attend, include fitness demonstrations, cooking demos, healthy take-home recipes, interactive booths from like-minded community partners, and many other educational activities designed to encourage kids and their parents to live



Kids in the Kitchen



Kids in the Kitchen

healthy lifestyles through exercise and proper nutrition. By educating the public at a grassroots level, the Junior League of Northern Virginia offers practical solutions that families might easily adopt.

## HUGGIES® EVERY LITTLE BOTTOM CAMPAIGN

The JLVN participated in an awareness-building and diaper collection program through a new partnership between AJLI and the Huggies® Every Little Bottom campaign.

A 2010 study commissioned by Kimberly Clark and Huggies® reported that one in three American moms struggled with diaper needs, forcing them to cut back on basics such as food, utilities, or even child care in order to provide enough diapers for their babies, because diapers are not covered as part of the Women, Infants, and Children Program from the U.S. Department of Agriculture. Keeping babies in wet, dirty diapers for extended periods of time has both health and emotional implications. Furthermore, moms and families may be forced to miss work or school because some day care centers do not accept children without an adequate supply of diapers. The majority of licensed day care centers require a full day's supply of disposable, not cloth, diapers. Many Laundromats do not allow cloth diapers to be washed for sanitary reasons, making them an unrealistic option for mothers who do not have access to private laundry facilities.

The JLVN donated more than 21,000 diapers from 2010-2012 to ease the burden of diaper need among local moms.



every little bottom



Diaper Drive!

*"This effort was one that grew out of a realistic, though perhaps not glamorous, existing need and took on an energy of its own," said Joy Myers, Executive Director of Borromeo Housing, Inc. "The JLVN donated nearly 3,000 diapers to us. In my five years here at Borromeo Housing, I have not been as touched, as impressed, or as overwhelmed by a volunteer effort."*

## DONE IN A DAY

Done in a Day projects are community service projects completed in one day that produce immediate, measurable results. The JLVN launched the program in 2003 as a way to help the community while offering its members more service opportunities. During 2008-2012, the JLVN volunteers coordinated dozens of different projects, which included food and clothing drives, elementary-school career fairs, support for area walk-a-thons and road races, and other volunteer support for community-driven projects.

In addition to the core community programs JLVN also conducts one day service projects that produce immediate, measurable results for a current and specific need in our communities. JLVN launched "Done in a Day" projects in 2003 to help the community and offer more service opportunities to our members. Here are some examples from 2008-2012 which included dozens of projects coordinated by our volunteers:



*Career Fair Fun!*

Organized an annual career fair at Carlin Springs Elementary School. At the time these fairs were organized, Carlin Springs Elementary School was located in one of the most ethnically diverse neighborhoods in the Washington, D.C., metro area. Ninety percent of the students come from immigrant families representing 45 countries. Of the 485 students, 63 percent were designated with limited English proficiency; 76 percent of the children at Carlin Springs are eligible for free or reduced lunches. According to the 2000 census report, the poverty rate for the children ages 4-18 in one of the census tracts served by Carlin Springs is 45 percent.

Created foster care packaged for "Packed with Hope" a Provisional class program which provided care packages for children in foster care. Often times children are moved into foster care very quickly and do not have personal items to take with them. These care packages included items such as duffel bags, backpacks, and toiletries, blankets, stuffed animals, and photo albums for them to fill.

Gave more than \$6,000 of donation valued business attire, shoes, and accessories to Dress for Success providing professional attire, a support network, and career development tools for disadvantaged women.



*Prom Dresses*

Gathered evening dresses from members for Centreville High School's Fair Oaks Prom Dress Shop which provides prom dresses for free to students in need.



**children's**  
**science center**

EXPLORE. CREATE. INSPIRE.

## KEEP UP WITH US AT



Facebook: /JuniorLeagueNorthernVirginia



Twitter: @jlnv



Pinterest: /JLNV



<http://www.jlnv.org>

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