



Embracing Diversity  
and Inclusion  
to Build Better  
Communities



**JUNIOR LEAGUE OF  
NORTHERN VIRGINIA**

*Women building better communities®*

## *Our Mission*

The Junior League of Northern Virginia (JLNV) 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 Vision*

Women around the world as catalysts for lasting community change.

**Focus Area:** Preparing Children for Success

The Junior League of Northern Virginia is committed to preparing children in Northern Virginia for success. Through our programs, we help children achieve their full potential as we work to remove barriers to academic success, promote a love of learning, and foster self-esteem.

## *Reaching Out Statement*

The Junior League of Northern Virginia reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

Collaborative relationships are a key prerequisite of successful community impact.....



## *Diversity*

Diversity is leveraging our unique experiences and contributions because they add value and contribute to the success of our organization.

## *Inclusion*

Through inclusion we connect all those who support the mission, vision and values of the Junior League of Northern Virginia.

## Message from the President

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Our community is experiencing dramatic demographic changes. To effectively address these changes the Junior League of Northern Virginia (JLNV) must internalize a diversity and inclusion strategy that clearly relates to our mission and vision. We embody our reaching out statement - The Junior League of Northern Virginia reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism – in all that we do.

In support of our diversity and inclusion strategy the JLNV focuses on initiatives that address internal and external audiences:

- Strengthen current partnerships and create new strategic alliances with diverse organizations that support our mission
- Continue to increase the diversity of our membership to accurately reflect the demographics of our community
- Promote the positive image of the League as a place of diversity and inclusion where women become trained volunteers and experience rewarding opportunities to serve in the community

Our commitment to diversity and inclusion is a contributing factor to the League's future viability and success. We are a stronger organization with a broad reach and impact when we embrace the differences of our membership, the community and our partners.

Our League's theme this year, Journey to Innovation, stands not only for developing innovative technology to carry out our mission but also for innovation in how we continually improve and expand our diversity and inclusion strategy. Analyzing data about our membership and community is one way we are refining our strategy and strengthening our commitment to achieving our diversity and inclusion goals.

Erica C. McCants  
2011-2012 President



**Erica C. McCants, Junior League of Northern Virginia President 2011-2012**

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## History - Association of Junior Leagues International

### 1901: The Junior League is Founded

In 1901, Mary Harriman, a 19-year-old New York City debutante with a social conscience, forms the Junior League for the Promotion of Settlement Movements. Harriman mobilizes a group of 80 other young women, hence the name "Junior" League, to work to improve child health, nutrition and literacy among immigrants living on the Lower East Side of Manhattan. Inspired by her friend Mary, Eleanor Roosevelt joins the Junior League of The City of New York in 1903, teaching calisthenics and dancing to young girls at the College Settlement House.

### 1907- The Movement Expands

The second Junior League is formed in Boston, MA in 1907 and is soon followed by the founding of the Brooklyn, NY Junior League in 1910. In 1912, The Junior League of Montreal becomes the first League in Canada.

Junior Leagues shift their focus from settlement house work to social, health and educational issues that affect the community at large. The Junior League of Brooklyn successfully petitions the Board of Education to provide free lunches in city schools. In 1914, the founders of the Junior League of St. Louis march for women's suffrage.

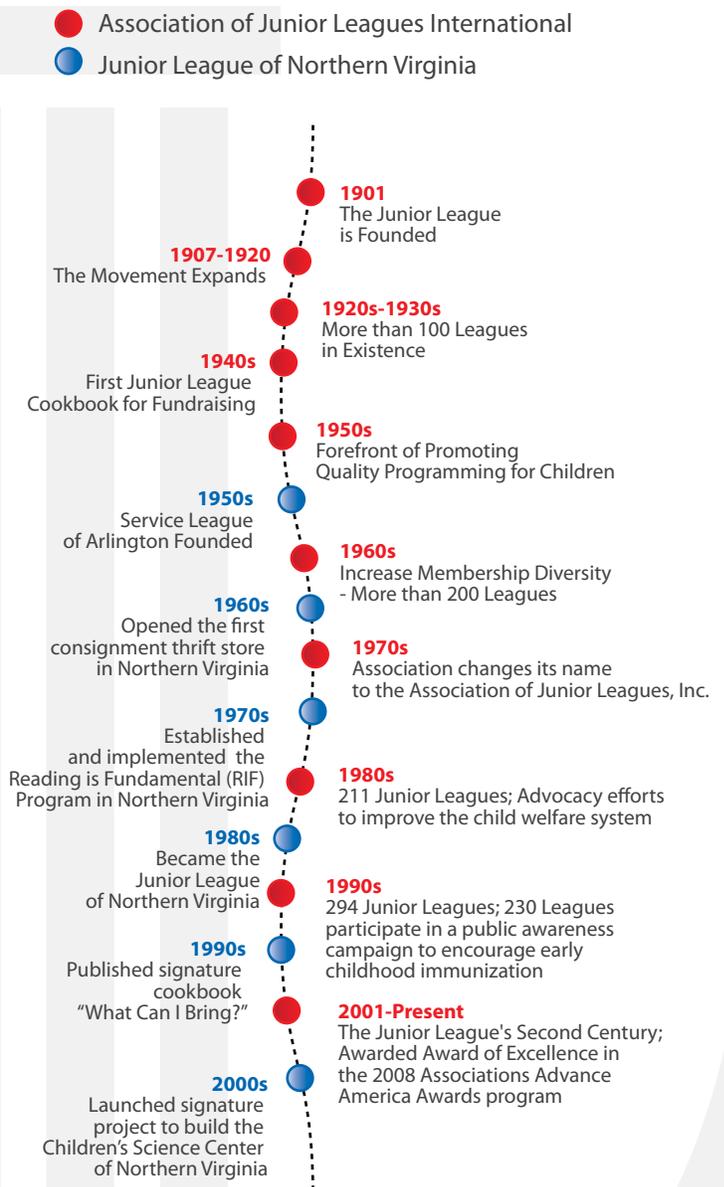
During World War I, Junior Leagues play an active role, selling bonds and working in Army hospitals. The San Francisco Junior League forms a motor delivery service that serves as a model for the nationwide Red Cross Motor Corps.

### 1920s-1930s:

In 1921, approximately 30 Junior Leagues create the Association of Junior Leagues of America (AJLA) to provide professional support to the Leagues. Dorothy Whitney Straight becomes the first AJLA President.

During the 1920s, the Junior League of Chicago pioneers children's theater, an idea that is subsequently taken up by more than 100 Leagues across the country. Junior Leagues respond to the Great Depression by opening nutrition centers and milk stations. They operate baby clinics, day nurseries for working mothers, birth control clinics and training schools for nurses. Junior Leagues also establish volunteer bureaus to recruit, train and place much-needed volunteers in the community. Many Leagues create State Public Affairs Committees (SPACs) to influence public welfare policy.

The Junior League of Mexico City joins the Association in 1930, further expanding the international nature of the organization. By this time more than 100 Leagues are in existence.



**1940s:** During World War II, Junior League members play a major role in the war effort by chairing hundreds of war-related organizations in virtually every city where Junior Leagues operate. Canadian and American League members serve overseas. Oveta Culp Hobby, a Houston League member, leads the Women's Army Corps.

In 1940, the first Junior League cookbook, a compilation of recipes by The Junior League Augusta titled *Recipes from Southern Kitchens*, appears and begins a tradition of fundraising through cookbook publishing.

**1950s:** By the 1950s, nearly 150 Junior Leagues are volunteering in remedial reading centers, diagnostic testing programs and programs for gifted and challenged children. Leagues collaborate in the development of educational television and are on the forefront of promoting quality programming for children. In 1952, the Mexico City League establishes the *Comité Internacional Pro Ciegos*, a comprehensive, international center for the blind.

By the end of the decade, Junior Leagues are involved in over 300 arts projects and multiple partnerships in many cities to establish children's museums. The 1950s also marks the growth of regional Junior League cookbooks as a key fundraising tool, spearheaded by the Charleston League who aggressively and successfully markets its *Charleston Receipts* cookbooks to food editors and critics around the country.

### **1960s: A Time for Great Change and Increasing Membership Diversity**

In this period of great turbulence and social change, Junior Leagues rise to meet many challenges. As the decade progressed, nearly half the Leagues had health and welfare projects, including alcohol programs, adoption services, clinics, convalescent care and hospital services, and many Junior Leagues begin to add environmental issues to their agendas. The Junior League of Toledo produces the educational film, *Fate of a River*, a report on the devastating effects of water pollution. Leagues also establish programs addressing the education, housing, social services and employment needs of urban residents.

By now, more than 200 Leagues are part of the Association, which dedicates itself anew to building leadership skills and increasing membership diversity.

**1970s:** In 1971, the Association changes its name to the Association of Junior Leagues, Inc. (AJL). Throughout the 1970s, Leagues expand their participation in public affairs issues, especially in the areas of child health and juvenile justice. In 1973, almost 200 Leagues work with the National Commission on Crime and Delinquency and the U.S. Justice Department on a four-year program seeking to improve the criminal justice system. In Canada, the Canadian Federation is formed to promote public issues among the Canadian Leagues.

In 1978, the first Junior League outside North America is established in London.

### **1980s: 211 Junior Leagues**

During the 1980s, Junior Leagues in the U.S. gain recognition for advocacy efforts to improve the child welfare system. U.S. Leagues also help gain passage of the first federal legislation to address domestic violence. More than 100 Leagues develop the "Woman to Woman" campaign that actively and comprehensively tackles the impact of alcohol abuse on women. The Canadian Federation holds its first national conference focusing on violence against women and the negative impact of pornography.

In 1981, Junior League of Phoenix member, Sandra Day O'Connor, becomes the first woman to be appointed a Supreme Court Justice of the United States.

In 1988, the Association officially becomes the Association of Junior Leagues International, Inc. (AJLI), better reflecting the international scope of the member Leagues.

In 1989, the Association is presented with the prestigious U.S. President's Volunteer Action Award.

## 1990s: 294 Junior Leagues

In the early 1990s, 230 Leagues participate in a public awareness campaign to encourage early childhood immunization called "Don't Wait to Vaccinate." In 1998, Clotilde Perez-Bode Dedecker becomes the first Hispanic President of the Association.

The Junior Leagues renew their dedication to the Junior League Mission. The Association's Board adopts goals to guide and position the Association for its second century. The goals stress the importance of the Association in helping Junior Leagues develop women for community leadership, achieve a shared, positive identity, and function as strong, viable and healthy organizations, consistent with The Junior League Mission.

## 2001-Present: The Junior League's Second Century

In 2001, Deborah Brittain, the Association's first African-American President and a member of the Junior League of Northern Virginia, presides over The Junior League's centennial celebration. Maya Angelou, Nane Annan, and Gloria Steinem, among others, address the members at the Association's Annual Conference in New York City, site of the first Junior League.

AJLI co-chairs the U.S. Steering Committee for the United Nations' International Year of the Volunteer (IYV) with the Points of Light Foundation. As part of IYV activities, President Vicente Fox recognizes the Junior League of Mexico City's members for their "high level of social leadership and human quality."

In 2002, the Association launches the Junior League PR/Marketing Campaign, which includes a new brand logo and tagline. The Association's Board of Directors also launches its "Healthy League Initiative," a formal self-evaluation process designed to ensure that each League continues to achieve its full potential in its community by assessing its strengths and weaknesses.

In 2006, over 225 Junior Leagues participated in the launch of Junior Leagues' Kids in the Kitchen, an initiative to address the problems associated with childhood obesity and poor nutrition. The initiative was taken on long-term in 2007, with over 255 Junior Leagues participating across four countries.

In 2008, The Association of Junior Leagues International won the Award of Excellence in the 2008 Associations Advance America Awards program, a national competition sponsored by the American Society of Association Executives (ASAE) & The Center for Leadership, Washington, D.C. for its Kids in the Kitchen program.



Educating children and their families about healthy eating habits at the Kids in the Kitchen Children's Health Fair

# Kids in the Kitchen .....

## *History - Junior League of Northern Virginia*

The JLNV's roots run deep into the community and have for more than 50 years. Our heritage began in 1958 when a small group of women, vowing to make a difference in the community, met and formed the Service League. Three years later, with the same dedication and commitment, the organization changed its name to the Service League of Arlington in an effort to gain wider visibility and to be more community oriented. The League's goal, consistent with JLNv today, was to foster the interest among its members with regards to the social, educational, and civic conditions of the community. The League, through affiliation with the worldwide AJLI, became the Junior League of Northern Virginia in 1985.



**Celebrating Diversity: JLNv Presidents through the years. Top Row L-R: Kim Sanz, J.J. Newby Ketzle, Nene Spivy Bottom Row L-R: Jill Corso McNabb, Ashley Parker, Erica McCants, Katharine Powell, Molly Sims, Emily Oehler, Tamara Ashford**

### **1960s:**

- Established and operated a Volunteer Office at National Orthopedic Hospital.
- Developed the Docent Program at Arlington House (the Custis-Lee Mansion).
- Opened the first consignment thrift store in Northern Virginia, The Junior League Shop in 1960.
- Funded and established a secured facility for mental patients awaiting commitment after in-depth probing and research.
- Funded a pilot Extended Day program in the Arlington County Elementary Schools and subsequently undertook the evaluation of the program.

### **1970s:**

- Joined with the citizens of Arlington to establish the Community Services Board (CSB), which created, funded and monitored programs and services for mental health, mental retardation, drugs and alcohol treatment
- Established and implemented the Reading is Fundamental (RIF) Program in Northern Virginia
- Provided seed money for 2 group homes: one for persons returned to the community from mental hospitals and the other for youngsters who required short-term separation from their family environments.
- Produced the award-winning film, The Glug, on early teenage alcoholism.
- Began a scholarship Program for Northern Virginia women over the age of 30 to continue their education.
- Developed an Infant Stimulation Program at St. Coletta's School.

## 1980s:

- Developed the Court Appointed Special Advocate (CASA) program in the Alexandria court system to recruit and train volunteers to represent the interests of children involved in child abuse cases.
- Developed the Prescription for Fun Kit for long-term pediatric cancer patients. The American Cancer Society now distributes these kits to pediatric oncology patients in hospitals throughout Virginia
- Implemented phases of Community Research and Public Service Announcement of the Woman-to-Woman program urging women alcoholics to seek treatment.
- Underwrote and collaborated with the Virginia Polytechnic Institute and State University to sponsor a Family Violence Conference.
- Sponsored Children's Hospital "Great Kids" Seminar for parents in the workplace.

## 1990s:

- JLNv's signature cookbook debuted, What Can I Bring? Proceeds from the first printing generated \$37,000.
- Implemented a Homeless Database System in 15 area homeless shelters
- Developed the Family Resource Center (FRC) with Shelter House and assisted with the center's programming for homeless families. Established an endowment for the FRC with the Arlington Community Foundation to ensure the long-term viability of FRC programs.
- JamPacks program provided backpacks "jammed" with school supplies to area children living in shelters

## 2000s:

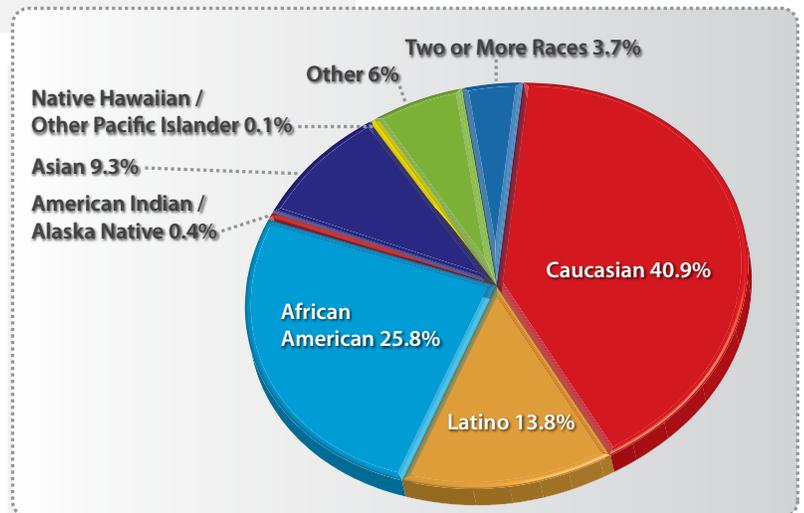
- Sponsored a regional Job Preparation and Placement Fair to serve the homeless in Northern Virginia, with collaborative efforts from corporate sponsors throughout Northern Virginia
- Launched signature project to build the Children's Science Center of Northern Virginia
- Created a Career Fair at Carlin Springs Elementary School
- Received a grant to create Kid's Can program to foster self-esteem in youth
- Developed Back-to-School Health Fairs in Arlandria, Herndon, and Leesburg which provided immunizations and physicals to medically underserved children so they could attend school
- Partnered with Fairfax County on the Katherine K. Hanley Family Shelter to provide multi-purpose rooms
- Expanded Kids in the Kitchen to a fully staffed committee providing a variety of outreach activities to educate children and parents about sound nutritional practices
- Participated in the Huggies® Every Little Bottom diaper drives to combat diaper need throughout Northern Virginia.

## Building the Case for Diversity

The changing demographics of our community elevate the importance of maintaining a diverse membership among the JLNV.

Our diversity enables us to more effectively address Northern Virginia's unique challenges related to homelessness and health and educational disparities spread across a large geographical area and partner with likeminded organizations that share our values. With a diverse membership that lives throughout Northern Virginia, the JLNV is positioned to:

- Develop solutions targeted to specific populations' needs
- Attract partners that promote diversity and inclusion
- Continue to recruit a diverse membership better equipped to affect change in the communities in which they live
- Promote the JLNV and Junior League brands as diverse and inclusive women's organizations that make a difference



## Health Disparities

While much of Northern Virginia as part of the Washington, DC Metro area is one of the most affluent in the country, there are pockets with high levels of poverty and health disparities. The JLNV and its community partners reach out to these areas in need. The City of Alexandria, located within the JLNV's service area and home to many of its members, is one such pocket of Northern Virginia with noted health disparities<sup>1</sup>:

- 10 percent of the City of Alexandria's population is in fair to poor health
- 21 percent of its adult population is obese
- 20 percent are uninsured
- 14 percent of children live in poverty; more than 50 percent of children participate in the free lunch program at school
- 32 percent of children live in single parent households
- 52 out of every 1,000 women are teen mothers

Even though Fairfax County has the highest overall health rating in Virginia, it still came in last — 132nd — this year, the same as last year, for poor air quality because of its traffic pollution.<sup>2</sup> Air pollution has a direct affect on children by exacerbating or causing asthma.

<sup>1</sup> Source: <http://www.countyhealthrankings.org/virginia/fairfax/compare?compare2=510&compare3=013>

<sup>2</sup> Source: [http://www.washingtonpost.com/local/washington-area-counties-reflect-health-disparities/2011/03/29/AF0VplzB\\_story.html?hpid=z2](http://www.washingtonpost.com/local/washington-area-counties-reflect-health-disparities/2011/03/29/AF0VplzB_story.html?hpid=z2)

## Education Disparities

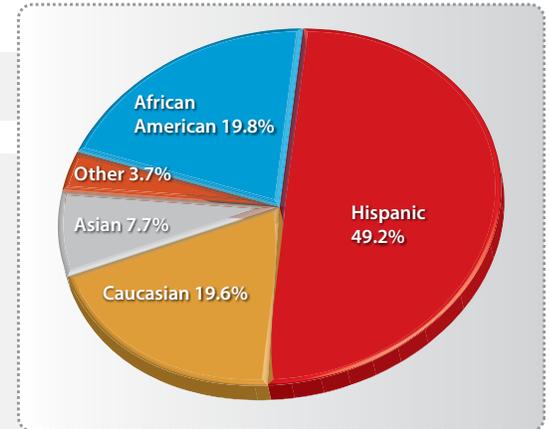
Once again the City of Alexandria fares far worse in the highest level of education achieved when compared with Fairfax County and the entire state of Virginia. The high school graduation rate for Alexandria is 65 percent vs. 85 percent for Fairfax County and 76 percent for the state of Virginia. In Northern Virginia the majority of high school dropouts are Hispanic and African American.

In Northern Virginia, three other areas in addition to the City of Alexandria exceed the statewide dropout rate: Arlington County (9.4%), Manassas City (14.8%), and Prince William County (9.4%).

According to VAKids.org, Limited English Proficiency (LEP) among Northern Virginia public school students is much higher than statewide and nationally. The number of students not proficient in English increased substantially in all local jurisdictions during the last decade. In 2008 there were more than 62,000 students with limited English proficiency in the region.

Children who live in poverty during preschool and early school years have lower rates of school completion than those who first experience poverty during late childhood or adolescence. Poverty that persists into adolescence and adulthood is associated with increased incidence of teen childbearing and lower earnings for young adults. These findings, and related research, suggest that intervention during early childhood is important in mitigating the negative effects of poverty on children.

The JLNV is committed to helping prepare children for success by empowering them through self-esteem and learning activities that promote interest in Science, Technology, Engineering and Math (STEM) education and providing necessary school supplies.



## *Diversity and Inclusion Strategy*

To continue to evolve and effectively serve our communities and help prepare children for success, the JLNV ties its diversity and inclusion strategy to its mission and vision. We have identified five strategies that will enable the JLNV to continually evolve to meet the needs of our members and the community:

- Meet the needs of our community by creating culturally sensitive programming
- Recruit and retain a diverse and inclusive membership
- Enable members to flourish in our organization through diversity and inclusive training, leadership development and volunteer opportunities
- Cultivate partnerships with like-minded organizations that support diversity and inclusion
- Promote the JLNV brand to grow our membership, sponsors, and partners as a means to further our community outreach

## Meeting Community Needs through Culturally Sensitive Programming

The JLNV's diversity and inclusion community programming includes a focus on children's health and wellness and STEM education. When planning our programs, the JLNV takes into careful consideration the diversity of our audience, cultural considerations, sustainability, and the overall needs of the community. The following programs highlight where the JLNV has addressed community needs for children and their families throughout Northern Virginia.

Successful community impact can be defined as understanding, equal status, creative cooperation and goal attainment.

## Back to School Health Fairs for Uninsured and Underinsured Children

The JLNV, in association with our community partners, sponsors Back-to-School health fairs to help uninsured children in need in Alexandria, Herndon and Leesburg. Each year 300-400 children receive physical exams in order to enter Virginia schools for the first time. Additionally, the JLNV provides each child with a backpack filled with school supplies – alleviating the financial burden many parents face at the start of the school year and helping children confidently start the school year. . . . .

**Kids in the Kitchen – Empowering Youth to Make Healthy Food Choices** The JLNV’s Kids in the Kitchen program helps raise awareness with children and their families about the importance of sound nutrition and regular physical activity for a healthy lifestyle to combat the growing epidemic of childhood obesity. According to the Centers for Disease Control and Prevention (CDC), one-third of American children are overweight or obese before their fifth birthday. CDC notes that there are significant racial and ethnic disparities in obesity prevalence among U.S. children and adolescents. The JLNV has created Kids in the Kitchen programming to specifically reach children in areas with racial and ethnic disparities. We distribute materials in English and Spanish and research culturally appropriate, affordable recipes from ingredients easily found locally to ensure that the information we provide is easy to follow and likely to result in positive changes in the home.

The program’s marquee event is an annual health fair in partnership with community organizations and businesses held in a grocery store parking lot in an area that is in close proximity to families living in subsidized housing. In only its second year, the event has grown to include 16 vendors featuring interactive exhibits that promote healthy nutrition and fitness with attendance of more than 200 children and their parents.



**Registering children to receive free physicals at the Loudoun Community Health Center**

At our Arlandria Health Center health fair I spoke with a gentleman, a military veteran, who had lost his job and his home. His family spent time in a shelter and was now living in transitional housing. He had a temporary job with an employer that did not provide health insurance. His income was more than 200% above the poverty level, so his children could not qualify for CHIP. Yet, purchasing health insurance to cover his family was well beyond his means. For him, the health fair where his daughter could get a free physical to attend school was invaluable. The magnitude of his gratitude for the JLNV volunteers, doctors, nurses, and clinic staff made the day all the more worthwhile for me.

-Jeri Kirschner, JLN Member

“Let me start by thanking you for the collaboration provided in making the event a success. The volunteers were key with translations and guiding the families to where they needed to be, reason why the patient flow was smooth and without delay making our medical staff’s job less stressful. I’m very glad to inform you that 46 children were provided a physical exam and dental screening; some of them also received immunizations. On behalf of ANHSI, I would like extend my most sincere gratitude for your commitment and partnership assisting our community.”

-Eduardo Mantilla-Torres, Program Coordinator, Alexandria Neighborhood Health Services

### Career Fair- Promoting Education and Career Choices

Carlin Springs is a community school in Arlington that seeks to educate and enrich the whole child, which complements the JLNV's focus on preparing children in Northern Virginia for success. For the last several years, the JLNV has partnered with Carlin Springs to present a career fair for students at the school. With a significant population of students from immigrant families, the career fair presents numerous job opportunities to the children. The fair, which is presented in a similar format to a job fair an adult jobseeker might attend, allows the students to approach, interact with and ask questions of professionals from a variety of fields, including those that require STEM education. This opportunity exposes the students to a broad range of career fields and allows them to explore and envision themselves as successful professionals in a myriad of careers.

## build



A JLNV volunteer helps children participating in the Kids Can program hone their photography skills.

### Kids Can-Fostering Self-Esteem in Area Youth

Kids Can is a monthly program for children living in area shelters to build character and promote a high standard of ethics as supported by the Virginia Standards of Learning. Each month's program features a different theme such as honesty, anti-bullying, integrity, goal setting and motivation, and healthy eating.

According to Home Aid Northern Virginia, the state of Virginia has approximately 40,000 homeless persons, with close to 13 percent living in Northern Virginia – in their cars, on the street, in wooded areas, or abandoned buildings. One-quarter of the homeless population are children. The JLNV offers its Kids Can monthly programming in shelters located in Arlington, Alexandria, Falls Church and Reston.

### Diaper Drives-Making a Difference in the Community

To date the JLNV has collected and donated more than 20,000 diapers through ongoing Northern Virginia-wide diaper drives. What began in the fall of 2010 with a goal of 10,000, has exceeded expectations of local area charities. The JLNV held the diaper drives as a participating organization in the partnership between the Association of Junior Leagues International and Huggies® Every Little Bottom campaign.

According to a study commissioned by Kimberly Clark and Huggies®, one in three American mothers is in

## self-esteem



JLNV members collect diapers for the Every Little Bottom® diaper drive during a new member training.

diaper need – they struggle to provide diapers for their babies. These mothers have had to cut back on food, utilities like heat or electricity, or child care in order to provide diapers. Other basic needs like food are covered under government-sponsored programs; however, moms and babies who need diapers fall into a coverage gap. Additionally, cloth diapers are not an option for many of these families as they do not have their own laundry machines and coin-operated laundromats often forbid washing cloth diapers for hygienic reasons.

The JLNv diaper drives benefitted Borromeo Housing which successfully operates Elizabeth House of Arlington, a residential program for homeless adolescent mothers and their children; the Arlington-Alexandria Coalition for the Homeless (AACH), a homeless shelter in Arlington; Embry Rucker Community Shelter, a homeless shelter in Reston; the Katherine K. Hanley Family Shelter, a homeless shelter in Fairfax; the Good Shepherd Alliance, a homeless shelter in Leesburg; and the Loudoun Abused Women's shelter in Leesburg.

### Strategic Partnerships That Build Diversity

There is strength in numbers. In order to meet the growing need for health and wellness programs and STEM education to the most vulnerable in the community, the JLNv seeks out strategic partners that prioritize diversity and inclusion within their organizations and those they serve. Additionally, the JLNv continually researches potential partners for community assets, issues and program areas and takes into consideration those partners that will enable us to have the broadest reach into the community.

Our partners' missions, goals, and program interests complement the JLNv's. The following organizations reflect a sampling of our community partners:

**Shelters:** Embry Rucker in Reston, Shelter House in Falls Church, Katherine K. Hanley Family Shelter in Fairfax, Arlington-Alexandria Coalition for the Homeless (AACH), Borromeo Housing – Elizabeth House in Arlington

**Grocery:** Giant Food, Wegmans

**Health Care:** Arlandria Community Health Center, Jeannie Schmidt Free Clinic, Loudoun Community Health Center, Northern Virginia Healthy Kids Coalition, Amerigroup, Anthem HealthKeepers, Alfred Street Baptist Church

**STEM Education:** SAIC Dollars for Doers, Carlin Springs Elementary School

**Event Entertainment:** Loudtone, Inc.

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“This effort was one that grew out of a realistic, though perhaps not glamorous, existing need and took on an energy of its own. The JLNv donated nearly 3,000 diapers for us. In my five years here at Borromeo Housing, I have not been as touched, as impressed, and as overwhelmed by a volunteer effort.”

-Joy Myers, Executive Director of Borromeo Housing, Inc.

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

### Growing a Diverse and Inclusive Membership

The JLNV's recruitment strategy includes the recruitment, engagement, personal and professional growth, and retention of all members. We have created an inclusive culture where our members' diversity is valued and parlayed into programming that engages all members and increases voluntarism.

### Statement of Purpose

The JLNV is committed to a membership that reflects the rich diversity of the communities it serves. We welcome and value the unique backgrounds and perspectives of our members in an endeavor to foster an environment in which no individual will be advantaged or disadvantaged because of race, religion, national origin, age or any other real or perceived differences. The JLNV is confident that diversity and inclusiveness within our League enhances the quality and reach of our programs in the community.

### Membership Recruitment and Engagement Strategy

The JLNV targets opportunities to attract new members with diverse backgrounds. Our recruitment specialists manage and implement recruitment activities for the JLNV. The recruitment specialists maintain a database to effectively track information and communication with women interested in joining the JLNV. Through this database, prospective members are notified about recruitment events, membership packets, and other JLNV activities. The League selects interested members that represent a cross-section of the League's membership with regard to race and age to serve as recruitment specialists and encourages all members to attend recruitment events to share their League experiences with potential members. Active members are strongly encouraged to invite friends, family, and associates to participate in recruitment events and JLNV activities.

To increase member diversity, our recruitment strategy entails hosting informational events that are targeted to specific groups including: sorority and service organizations, 'mommy and me' groups, local county/city community boards, trade and professional associations, corporations, and JLNV community events. As a result of research and targeted

value



Done in a Meeting: JLNV members fill packs of weekend lunches for area children.

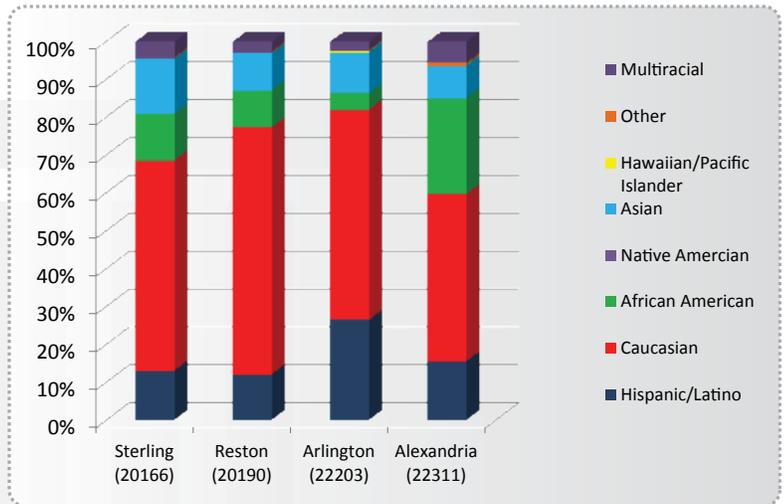
diversity



JLNV members distribute more than 300 free backpacks filled with school supplies to children in need.

recruitment to specific groups and geographic locations, we have not only increased diversity with regard to race but with age as well. Over the past couple of years, we have experienced an increase in new members over the age of 40 – many of whom are joining the JLNV with their adult daughters.

The bar chart reflects the demographics for areas where the JLNV typically holds recruitment events.

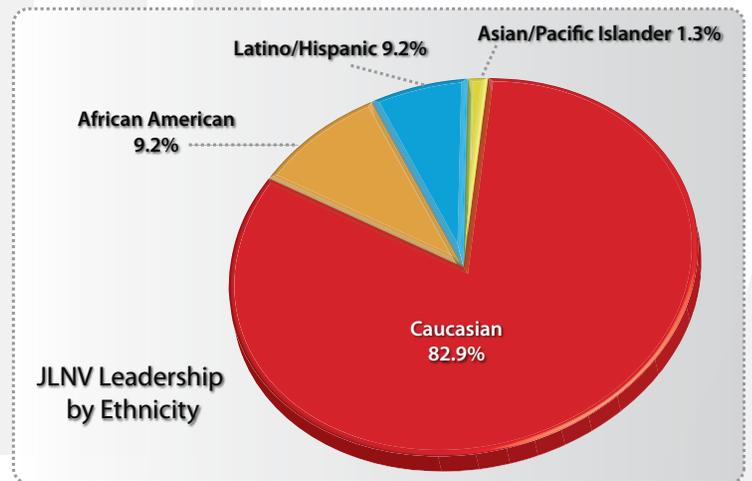
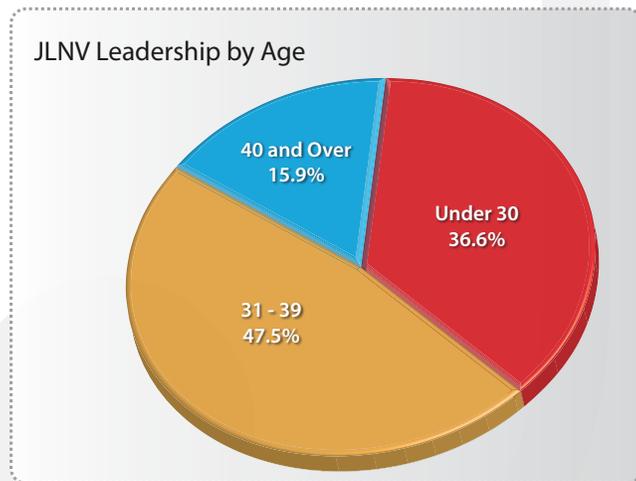


**Diverse and Inclusive Leadership Development**

The JLNV strives to provide outstanding training opportunities to our members and to develop a diverse leadership pool. We seek motivated women who inspire others and live the League’s mission and vision to engage, inspire, and lead our organization. By cultivating a diverse and inclusive leadership, the JLNV improves its overall member retention and ensures its future as a leading force of community change. Our diverse leadership has contributed new perspectives and ideas that have improved our programs from member recruitment to community outreach.

**For our diversity efforts to make a difference, we must internalize the message.**

**Junior League of Northern Virginia Leadership Demographics**

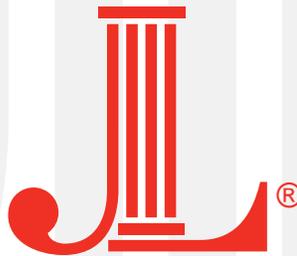


## *Conclusion*

Diversity is the only option open to organizations that seek to remain relevant in a constantly changing world.

The JLNv is committed to remaining a diverse and inclusive organization that is welcoming to all women with a passion for voluntarism. We are constantly evolving and strive to continually improve in order to attract the most motivated members who will not only lead our organizations but become true agents of change in the community. We are inspired by our members, community partners, and the children and families we serve. That inspiration provides the spark to continue our focus on diversity and inclusion as a major part of our strategic growth strategy and to ensure the successful future of our League and the families of Northern Virginia.

For more information about the Junior League of Northern Virginia's diversity and inclusion strategy or to learn more about partnership opportunities, contact [info@jlnv.org](mailto:info@jlnv.org) or call 703-442-4163.



**JUNIOR LEAGUE OF  
NORTHERN VIRGINIA**  
*Women building better communities®*