



JUNIOR LEAGUE BIRMINGHAM

ANNUAL REPORT

2017-2018

OUR MISSION

The Junior League of Birmingham, Alabama, Inc. is an organization of approximately 2,300 women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

Engage.
Inspire.
Lead.



Engage.

The single most impactful part of voluntarism comes with the engagement it fosters with the community of Birmingham. It means that the women of our membership are given first-hand opportunities to be a part of uplifting our city through their individual and collective efforts.



Inspire.

Through engagement comes the opportunity to inspire those around us, from the people we are directly helping to those we hope will one day give back through their own volunteering efforts.



Lead.

Volunteers lead and leaders volunteer. These tenets are at the heart of the Junior League of Birmingham's mission. Our members are not only leading by example—we are leading our city to be a better place.



2017-2018 in Review



The 2017-2018 year was another incredibly impactful year for the Junior League of Birmingham as we completed our 96th year of service to the Birmingham community.

Through the work of our Fund Development team, we were able to raise nearly \$1 million combined. Each of our fundraising teams worked tirelessly to meet and exceed goals. In addition, they continued to evaluate and analyze their operations to ensure continued relevance and a bright future for the League. As a result, our Shop, Save & Share fundraiser moved to a digital platform and our Market Noel fundraiser moved to a new location at the Finley Center.

In addition to and complementing our more direct community impact, a key component of the League's mission is to develop the potential of women, including as trained volunteer leaders. This year, the League's Training and Membership teams evaluated and enhanced the training and support offered to our members and to the community. Thus, we held more than 20 different training opportunities on a wide range of topics with more than 575 people in attendance.

To ensure not just our viability, but even great success in the future and especially as we move towards our second century of service, the League undertook internal analysis to ensure long-term strength. That included a massive effort by our communications team. Not only did they publish a monthly e-newsletter and two significant magazines, but they led the effort in assessing the League's brands and taking the needed steps to build on that brand for the future. Thus, in May, the League was excited to unveil its new brand image.

And, as the culmination of all of these other parts of this incredible organization, we continued our deep and ever-present support of the community. We awarded more than \$400,000 to 10 deserving grant proposals across Birmingham, we awarded scholarships to 10 deserving women across the Birmingham area to help them attain their educational goals, and we operated 37 different projects across the Birmingham community. Those projects included two pilot programs—one designed to assess and address the needs of our aging population and the other to look at how the League could make a difference with respect to the human trafficking happening in our community. There can be no question that the work done by our members across the community helped to build a better Birmingham in 2017-2018 with long-lasting impact.

With deepest gratitude to our donors, members, and the community for making all of these things possible,

Katy Eldridge
President 2017-2018
Junior League Birmingham

DIRECT CONTRIBUTIONS
TO THE COMMUNITY

\$1,054,928

SCHOLARSHIPS

\$25,000

COMMUNITY
ASSISTANCE

\$11,685

55,000

VOLUNTEER HOURS

x

24.69

IRS RATE

=

\$1,357,950

TOTAL VOLUNTEER IMPACT



MEMBERSHIP NUMBERS

8th

LARGEST LEAGUE WORLDWIDE

2,297

MEMBERS TOTAL

845

ACTIVE MEMBERS

volunteering across our community

171

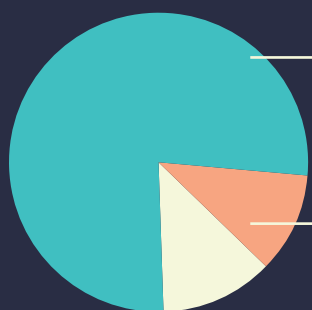
PROVISIONAL MEMBERS

actively engaged in learning about our community and being trained to effectively serve it

1,281

SUSTAINER MEMBERS

that have completed 10 or more years of active service and remain dedicated to the League



77%
full-time employed

11%
part-time employed



zip codes in greater
Birmingham area
where members live

23 to 61

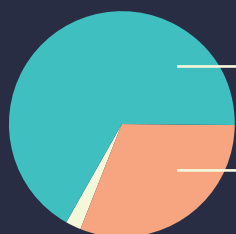
age range of active members



50% active members between
the age of 27 and 34

225

active members who also
serve on other Boards in
our community



67% married

31% not married

BARGAIN CAROUSEL

\$ 121,773

Over \$60,000 in merchandise
was donated

Approximately 684 mighty men hours
were donated in service of the event

Market Noel

\$ 185,909

Over \$70,500 was raised from general admission
and special event ticket sales alone

There was a record-breaking
attendance of over 6,700

Shop Save & Share

\$ 69,798

566 retailers
participated

1,687 people downloaded the SSS
card via the Planet Fundraiser app

Over 1,000 receipts were snapped
during the 12-day SSS period

COMMUNITY
OF LIGHTS

\$ 212,341

COMMUNITY DISH /
COOKBOOK / GIFT SHOP

\$ 7,151

CORPORATE
DONORS

\$ 259,017

PRESIDENT'S
SOCIETY

\$ 113,264

\$969,253

TOTAL FUNDS RAISED IN 2017-2018

JLB in the Community

2017-2018 COMMUNITY PROJECTS

Alabama Center for Law & Civic
Education - Teen Court

Better Basics - Birmingham Reads

Birmingham Botanical Gardens - Can You Dig It?

Birmingham Children's Theatre - From Page to Stage
Readers' Theatre

Birmingham Public Library - Family
Place Library

Children's Harbor Family Center at Children's of
Alabama - Prime Time & Weekends

Children's of Alabama - Family Fun Times

Community Food Bank of Central Alabama
- Mobile Food Pantry

Community Food Bank of Central Alabama
- Mothers' Milk Bank Alabama

Crisis Center—Rape Response
Advocate Program

The Exceptional Foundation
- Enrichment Activities

FOCUS On Recovery - Art as Therapy for Children of
Recovery Addicts

Girls, Inc. - Teen Leadership

JLB/Better Basics: Imagination Library

JLB Anti-Human Trafficking Pilot Program

JLB Choral Group

JLB Community Roundtables

JLB Corps of Volunteers

JLB Diaper Bank

JLB Essentials Pantry and Positive Behavior
Rewards Program

JLB Intergenerational/Aging Pilot Program

JLB Leadership Institute

JLB Project Fit Kids

JLB Project Yummy (Mobile Kitchen for the Kids)

JLB Second Helpings - Community Refrigerator

Magic Moments - Magic Moments Fulfillment

Meals on Wheels of Central Alabama

Neighborhood Academy - Summer Learning

Northstar Youth Ministries: Soccer
Club U6 Program

Pathways - Invest in You

Preschool Partners - Parents & Children's
Education Program

UAB at Children's of Alabama - Every
Moment Matters

Vineyard Family Services - Backpack Buddies

Vulcan Park and Museum - Learning
Adventures Fieldtrips

Youth Leadership Forum (YLF)

YWCA - Children in Crisis



28

schools supported throughout
Shelby County by Backpack Buddies

700

buddies served
every week

160+

people the JLB Mobile Food Pantry provided
produce to each month in Jefferson County

10,000+

ounces of milk pasteurized by JLB volunteers
through Mothers Milk Bank of Alabama

547

meals delivered through
Meals on Wheels

195

volunteer hours provided
to Meals on Wheels

40

children mentored and tutored through
Neighborhood Academy

1,960

households given food by the JLB
through the Community Food Bank

50,000

diapers distributed each month
through JLB Diaper Bank



The People of JLB

2017-2018 EXECUTIVE BOARD

PRESIDENT	Katy Eldridge
PRESIDENT-ELECT	Elizabeth Burgess
COMMUNICATIONS VP	Whitney Poole
COMMUNITY VP	Karen Grahn
FINANCE VP	Heather Brewer
FUND DEVELOPMENT VP	Alice Jackson
MEMBERSHIP VP	Emily Jensen
PLANNING VP	Wendy Johnson
VOLUNTEER VP	Lucy Anderson
NOMINATING DIRECTOR	Lauren Hayes
MEMBER LIAISON	Martina Winston
GOVERNANCE DIRECTOR	Angie Cameron Smith
RECORDING SECRETARY	Julie Pearce
SUSTAINER ADVISOR	Penney Hartline

2017-2018 COMMUNITY ADVISORS

DR. TOMMY BICE

Education Director, Mike & Gillian
Goodrich Foundation

ROBIN SPARKS DAVIS

JLB Immediate Past Sustaining Advisor and Director
of Legal Affairs for Stone River Company, LLC

HALLIE BRADLEY

Manager of Community Initiatives Alabama Power

J.W. CARPENTER

Executive Director, Birmingham
Education Foundation

ANN FLORIE

Executive Director, Leadership Birmingham

ANN FORNEY

Director of Corporate Contributions, Regions Bank

MIKE LUCAS

Legal Counsel, Burr & Forman, LLP

KOKO MACKIN

Vice President Corporate Communications &
Community Relations, Blue Cross Blue Shield
of Alabama

CHRISTOPHER NANNI

CEO – Community Foundation of Greater Birmingham

JOEY PIERSON

Executive Vice President & CFO – Tacala, LLC
and Boom Foods, LLC

ATTICUS ROMINGER

Chief Public & Investor Relations Officer,
REV Birmingham

LAUREN ROBERTS

JLB Immediate Past President

YOLANDA SULLIVAN

CEO, YWCA Central Alabama

JOEL WELKER

Publisher and President, Birmingham
Business Journal

AWARDS



2018 Marketing & Communications Award

96TH ANNUAL CONFERENCE OF THE ASSOCIATION
OF JUNIOR LEAGUES INTERNATIONAL

I Am the JLB PR Campaign

2017–2018 Corporate Sponsors

AMBASSADORS

Baptist Health Foundation

PARTNERS

Blue Cross Blue Shield/The Caring Foundation

Gigi's/The Lili Pad

PNC

Regions Bank

PATRONS

Maynard Cooper & Gale PC

SUPPORTERS

Alabama Outdoors

Children's of Alabama

EBSCO Industries, Inc.

Hill Crest Foundation

iBERIABANK

Publix Super Markets Charities, Inc.

Western Supermarkets

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HealthSouth Corporation

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Planet Fundraiser

Protective Life Corporation

Susan Mott Webb Charitable Trust

Three Sheets

Vulcan Materials Foundation



FRIENDS

Alabama Power Foundation
Dent Moses, LLP
Dunn-French Foundation
Hoover Metropolitan Complex
Learning Express Toys
Penske
ServisFirst Bank
Tacala, LLC
Wells Fargo

DONORS

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B. Prince
Baker Donelson
Birmingham Business Journal
CGI Group, Inc.
FlashBar
Good People Brewing Company
Jemison Investment Company, Inc.
Local Taco
Mauldin & Jenkins
Mobile Attic
Nothing Bundt Cakes
PropHouse Birmingham
Taco Mama
Tonya Jones Salon Spa
Vulcan Value Partners

JLB Then





JLB Now

Celebrating
96 Years
of Community
Engagement



JLBONLINE.COM