



JUNIOR LEAGUE BIRMINGHAM

ANNUAL REPORT

2020-2021

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.

A black and white photograph showing two women and two young children gathered around a large glass bowl. One woman is holding the bowl, and the others are looking at it with interest. They appear to be in a community or educational setting.

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.

A black and white photograph of a woman with blonde hair speaking at a podium. Behind her are two large informational signs. The sign on the left is titled "Someone might need help who..." and lists various scenarios where someone might need assistance. The sign on the right is titled "Alguien podría neces..." and provides information in Spanish. The podium has a microphone and a sign that reads "BIRMINGHAM SHUTTLESWORTH".

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.

A black and white group photograph of approximately 20 women of various ages and ethnicities. They are posed in two rows, with some standing in the back and others sitting or kneeling in the front. They are all smiling and looking towards the camera. A "MASK REQUIRED" sign is visible on the wall behind them.

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 become a better place.



2020-2021 In Review



“If you’re going to live, leave a legacy. Make a mark on the world that can’t be erased.”

Maya Angelou

Someone recently asked me what was the one thing I was proudest of this year. When I stopped to reflect on the last twelve months, a lot of things came to mind. The creativity of our members in reinventing the “what” to deliver value around the “why”. We saw this in so many ways, from virtual trainings that created greater accessibility for our members and partners, to the significant transformation of our fundraisers to support financial sustainability of our mission, to community projects that used an online format to extend their reach, all while ensuring we kept our members, our staff, and those we serve safe in a global pandemic. And, there was the connection among members even when we couldn’t meet together in-person. From the JLBBeConnected program Zoom sessions, to a fun member welcome week to kick-off the league year, to the thoughtful outreach of our Sustainer Relations and TLC Committee, to engaging breakout room conversations in General Membership Meetings, our members encouraged and supported one another, coming together around our common commitment to make a positive impact in our community. And, there was the way we leaned into conversations about belongingness, committing to cultivate a culture that values our differences as assets and draws on those differences to inspire and empower positive change – in our city, in the organizations we are a part of, in the lives of those we come alongside, and in our own lives. The 21-Day Racial Equity Challenge and the unconscious bias trainings provided a forum for us to learn and grow as individuals and as a community within the league. And, there was the way we took inspiration from one of our own to inspire a community to serve. Lee Ann Petty showed us what it meant to live with intention, kindness, and heart, and when we lost her at the end of 2020 to cancer, the JLB responded with 100 Acts of Service to #LiveLikeLeeAnn. And, there was the way we said “yes and”, creating new resources and programs to deliver our mission. We saw this in the return of Go The Extra Mile, to launching our new podcast Birmingham Change Makers, to implementing the Placement Matching Tool for an improved member experience in placement selection, to introducing the Little Black Dress Initiative as the newest fundraiser for the JLB. And, there was the way our partners – other non-profit organizations, municipalities, corporate sponsors, individual donors – stood with us as we forged ahead, committed to our vision of Building Partnerships for a Better Birmingham. Twenty-one torchbearers followed the lineage of the 80 before them to conclude our 5-year Community of Lights campaign to raise more than \$1.25 million for our centennial gift to Birmingham, a new home for One Place Metro Alabama Family Justice Center. They demonstrated the power of partnership in creating significant and sustainable change, joining with JLB to not only raise money for the gift but also to share the story of One Place’s mission of creating hope and healing for survivors of domestic violence and sexual assault. But, that has been our legacy for nearly 100 years – engaging, empowering, and developing civic leaders; inspiring service, advocacy, and generosity; leading positive change in our community through partnership. Just like the century of JLB members who have come before us, together we powerfully contributed to this legacy of the JLB – making a mark on the world that can’t be erased. That is what I am proudest of.

A handwritten signature in black ink that reads 'Toni Leeth'.

Toni Leeth

President, 2020-2021

JLB BY THE NUMBERS

DIRECT CONTRIBUTIONS
TO THE COMMUNITY

\$1,629,780

ACADEMIC
SCHOLARSHIPS

\$15,000

COMMUNITY
ASSISTANCE

\$5,000

45,000

VOLUNTEER HOURS

X

\$28.54

IRS RATE



\$1,284,300

TOTAL VOLUNTEER IMPACT



MEMBERSHIP NUMBERS

8th

LARGEST LEAGUE WORLDWIDE

2,200

MEMBERS TOTAL

860

ACTIVE MEMBERS

volunteering across our community

122

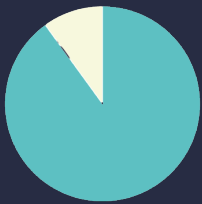
PROVISIONAL MEMBERS

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

1,218

SUSTAINER MEMBERS

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

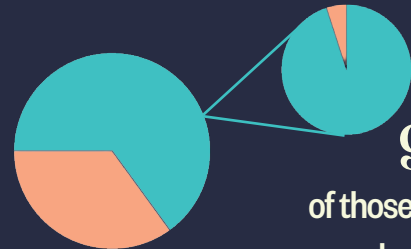


90%

Active and Provisional
members work outside
the home

65%

Active and Provisional
members have children



95%

of those have children
under 18 years old



Jefferson

Shelby

39 of 41

municipalities in Jefferson and
Shelby Counties represented in
our membership

23 to 65

age range of Active and
Provisional members

35

average age of Active and
Provisional members

23%

of Active and Provisional
members are women of color

Corporate Sponsors

Partners

Blue Cross Blue Shield of Alabama
PNC
Regions Bank

Benefactors

Valley National Bank

Supporters

Community Foundation of Greater Birmingham
The Daniel Foundation
Hill Crest Foundation
Publix Super Markets Charities
Robert R. Meyer Foundation

Sponsors

Encompass Health Corporation
iBERIABANK/First Horizons Bank

Contributors

Alabama Outdoors
Altec/Styslinger Foundation
At Home
BBVA USA
Brasfield & Gorrie
Burr & Forman LLP
Children's of Alabama
Diamonds Direct
Dunn-French Foundation
Hugh Kaul Foundation
IPC Foundation
Medical Properties Trust, Inc.
Planet Fundraiser
Three Sheets
Vulcan Materials Company Foundation

Friends

America's First Federal Credit Union
Buffalo Rock-Pepsi
EBSCO
Enterprise Holdings Foundation
Hoover Metropolitan Complex
Learning Express Toys
Penske
Protective Life
Tacala, LLC
Wells Fargo Foundation

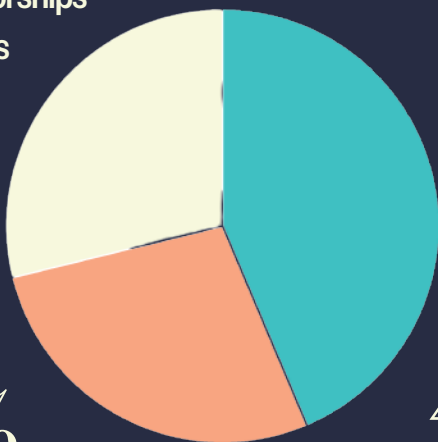
Donors

American Family Care
Avani Rupa Fine Jewelers
The Flash Bar
Good People Brewing Company
Jemison Investment Company
LBYD Engineers
Mauldin & Jenkins
Nothing Bundt Cakes
Oakworth Capital Bank
O'Neal Steel
Southminster Presbyterian Church Foundation
Taco Mama
Tonya Jones SalonSpa
UAB Medical West
Vulcan Value Partners

\$842,699

TOTAL FUNDS RAISED IN 2020-2021

29%
Corporate Sponsorships
and Grants



28%
Fundraisers and
Individual Gifts

43%
Community of Lights
Campaign Year 5

Community of Lights

\$1.28M

TOTAL RAISED DURING
CENTENNIAL CAMPAIGN
2017 - 2021

JLB in the Community

Impact Area: Economic Security & Financial Stability

The Junior League of Birmingham believes that every individual should have the training, support services, and employment opportunities necessary to be economically secure. We believe these resources are necessary to strengthen our economy and the well-being of our community as a whole. We are currently supporting initiatives that address financial and economic security through personal finance skills training and workforce development.

East Lake Initiative: Thrive Together

Foundry Ministries: Hope Inspired Ministries

Impact Alabama: SaveFirst, A High-Quality Tax Preparation Initiative

Impact Area: Education & Culture

The Junior League of Birmingham believes that education is the foundation to achieve one's full potential and that all children should have access to a quality education that sparks and unlocks their potential. We also believe that all individuals should have the opportunity to develop cultural competence by learning history, values, beliefs, and perspectives of people from different backgrounds. We are currently supporting initiatives that promote literacy, success in school, and school readiness.

Better Basics Dolly Parton's Imagination Library

Birmingham Botanical Gardens: Can You Dig It?

Birmingham Children's Theatre: From Page to Stage

Birmingham Education Foundation: Educate Local

Cornerstone Schools: Taking Steps for Success: Preparing Students for Success in School, College and Citizenship

Girl Scouts of North-Central Alabama: Girl Scout Super Troop

Girls, Inc.: Teen Leadership Program

JLB: Positive Behavior Incentive Program

McWane Science Center: Kitchen Service Community Program

PreSchool Partners: Parent & Children's Education Program

The Literacy Council of Central Alabama: Teaching English for Speakers of Other Languages

Vulcan Park & Museum: Learning Adventures Field Trips

Youth Leadership Forum*: YLF Logistics Committee

YouthServe: Community Service Project Coordinators Program

*YLF was cancelled for the 2020-2021 academic year due to COVID-19, so the JLB members were reassigned to other projects.

2,560

backpacks of food sent home to children through Backpack Buddies

682

volunteer hours at the COVID-19 vaccination sites

500

art kits delivered to Children's of Alabama and Children's Harbor

458

children's books distributed through 100 Acts of Service



Impact Area: Health & Wellness

The Junior League of Birmingham recognizes improving health outcomes and overall well-being is fundamental to creating a vibrant community to live, learn, work, worship and play. Healthy children and adults are better able to learn and work productively. We believe preventive health care and healthy lifestyle choices are critical components of an individual's overall health. We are currently supporting initiatives in mental and physical health care education, access, and delivery.

Children's of Alabama: Family Fun Times

Children's Harbor Family Center: Prime Times & Weekends

Collat Jewish Family Services: Senior Grocery Delivery Initiative

Community Food Bank of Central Alabama: Mobile Food Pantry

Crisis Center: Senior Talk Line

Greater Birmingham Friends of AMBUCS: Children's AmTryke Bike Delivery & Community Bike Rides

JLB: Aging Community Program

JLB: Diaper Bank

JLB: Essentials Pantry

JLB: Project Fit Kids

JLB: Second Servings

Magic Moments: Magic Moments Fulfillment

Meals on Wheels of Central Alabama: Strengthening Meals on Wheels of Central Alabama

Mothers' Milk Bank of Central Alabama: Nourish Alabama Babies

NorthStar Soccer Club: U6 Program

The Exceptional Foundation: Enrichment Activities

UAB Visual and Performing Arts: Institute for Art in Medicine

Vineyard Family Services: Backpack Buddies

Impact Area: Safety & Crisis

The Junior League of Birmingham recognizes safety and crisis intervention as an integral factor to the well-being of our community. We believe prevention, preparedness, and readiness are critical to ensuring successful response and intervention. We are currently supporting safety and crisis intervention initiatives that address domestic violence, juvenile crime and emergency and disaster relief.

Children's Policy Cooperative of Jefferson County: Family Reunification Program

Crisis Center: Rape Response Advocacy

JLB: Anti-Human Trafficking Program

Crisis Center: Senior Talk Line

JLB: Corps of Volunteers

YWCA Central Alabama: Children in Crisis

3,500

units of food rescued through
JLB Second Servings

125,000

diapers distributed through
JLB Diaper Bank

1,600

signs posted across AL as a resource
to individuals being trafficked

50,000

period products
collected



The People of JLB

2020-2021 Executive Board

PRESIDENT	Toni Leeth
PRESIDENT-ELECT	Amy Jackson
COMMUNITY VP (JUNE - DECEMBER 2020)	Lee Ann Petty
COMMUNITY VP (JANUARY - MAY 2021)	Laura Bartlett
COMMUNICATIONS VP	Stacey Summerville
FINANCE VP	Terri Lynn Wallace
FUND DEVELOPMENT VP	Cindy Bryan
GOVERNANCE DIRECTOR	Whitney Poole
MEMBER LIAISON	Hilary Beason
MEMBERSHIP VP	Christy Christian
NOMINATING DIRECTOR	Jean Noojin
PLANNING VP	Mary Anne King
RECORDING SECRETARY	LaDonna Gaines
VOLUNTEER VP	Elizabeth Mann
SUSTAINER ADVISOR	Alison Scott

2020-2021 Community Advisory Board

DR. MICHELLE ALLEN

Diversity Education Officer, UAB

JW CARPENTER

Executive Director, Prosper Birmingham

TONYA JONES COMBS

Founder and Owner, Tonya Jones Salon Spa

GUS HEARD-HUGHES

Director of Programs, Community Foundation of Greater Birmingham

BECKY HOLT

Immediate Past President, Junior League of Birmingham

DR. MORISSA LADINSKY

Associate Professor, Department of Pediatrics, UAB

KOKO MACKIN

Vice President of Corporate Communications and Community Relations, Blue Cross Blue Shield of Alabama (retired)

THE HONORABLE TERESA PULLIAM

Circuit Court Judge, Criminal Division 10th Judicial District, State of Alabama

KRISTIN RITTER

Immediate Past Sustaining Advisor, Junior League of Birmingham

SUSANA SCHULER

President and GM, WVTM 13

ERIN STEPHENSON

Vice President of Client and Community Relations, PNC

LIBBA VAUGHAN

Executive Director, Leadership Birmingham

AWARDS

2020 Leaders in Diversity Awards

BIRMINGHAM BUSINESS JOURNAL

Nikki Ming-White, JLB DE&I Chair

Junior League of Birmingham (finalist)

2021 Who's Who in Non-Profit

BIRMINGHAM BUSINESS JOURNAL

Toni Leeth, JLB President

Junior League of Birmingham Beeson Fund

2021 Policy & Advocacy Award

99th ANNUAL CONFERENCE OF THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL

JLB'S Anti-Human Trafficking Program

10 Years of Service Award

VINEYARD FAMILY SERVICES

JLB's Backpack Buddies Program



JLBONLINE.COM