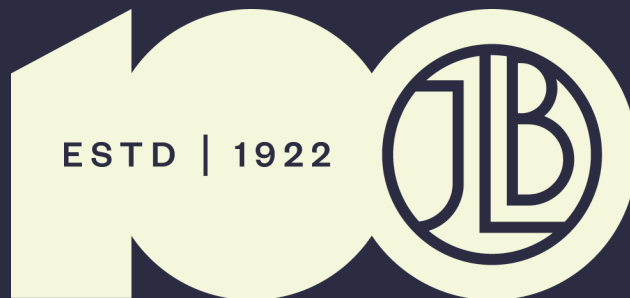




JUNIOR LEAGUE
BIRMINGHAM



ANNUAL REPORT 2021-2022

OUR MISSION

The Junior League of Birmingham, Alabama, Inc., is an organization of approximately 2,000 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 become a better place.



2021-2022 In Review



**“If you find it in your heart to care for somebody else, you will have succeeded.”
– Maya Angelou**

As Covid finally began to wane and Zoom fatigue was real, Junior League of Birmingham (JLB) members were eager to reunite in person and continue their commitment to build a better Birmingham. The JLB was transitioning to its second century of service with organizational changes, enhanced technology, and revised and newly implemented processes and procedures. Fundraisers, events, trainings, planning meetings, and community outreach were our outlets and the excitement was contagious.

Our fund development team was dedicated to the success of our annual events by working diligently to ensure these were heavily supported both financially and in attendance. New to JLB was Little Black Dress Initiative, a week-long social media campaign that shared our impact through the eyes of our members. Dressed in black and wearing “Ask Me Why I Wear Black” buttons during the campaign, our members encouraged questions and conversations about the differences we collectively make through the JLB.

Mayor Randall Woodfin and Birmingham City Councilwoman Crystal Smitherman, a JLB member, presented the League with proclamations in recognition of the league’s century of service to Birmingham. On May 10, 2022, the league’s 100th birthday, Representative David Faulkner presented a proclamation from Governor Kay Ivey declaring May 10th Junior League of Birmingham Day in Alabama.

In the first six months of our centennial celebrations, our members participated in a wide variety of 100 Acts of Service (done in a day type events) with other Birmingham nonprofits. We also proudly attended the ribbon cutting for our centennial gift - a new facility for One Place Metro Alabama Family Justice Center, a center providing coordinated services to victims of domestic violence and sexual assault all under one roof. We surprised four area women with life changing scholarships while also inviting past scholarship recipients to share how their lives were affected by these gifts. We highlighted our history, our contributions, our stakeholders and our successes, and all were artfully portrayed through a beautifully produced short film which ultimately made its way to Sidewalk Film Festival. We lifted up our members, past and present, and reminded them that we are the Junior League of Birmingham.

Amy M. Jackson

Amy McCorkle Jackson

President, 2021-2022

JLB BY THE NUMBERS

DIRECT
CONTRIBUTIONS
TO THE COMMUNITY

\$384,823

ACADEMIC
SCHOLARSHIPS

\$17,500

COMMUNITY
ASSISTANCE FUND

\$5,000

40,000

VOLUNTEER HOURS

X

\$29.95

IRS RATE

=

\$1,198,000

TOTAL VOLUNTEER IMPACT



MEMBERSHIP NUMBERS

9th

LARGEST LEAGUE WORLDWIDE

1,931

MEMBERS TOTAL

771

ACTIVE MEMBERS

volunteering across our community

64

PROVISIONAL MEMBERS

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

1,097

SUSTAINER MEMBERS

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

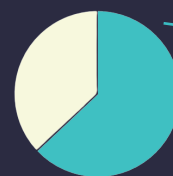


92%

Active and Provisional members work outside the home

63%

Active and Provisional members have children



61%

of those have children under 18 years old



Jefferson

Shelby

30 of 50

municipalities in Jefferson and Shelby counties represented in our membership

23 to 70

age range of Active and Provisional Members

36

average age of Active and Provisional members

25%

of Active and Provisional members are women of color

Corporate Sponsors

Partners

Blue Cross Blue Shield of Alabama
Regions Bank

Patron

PNC

Supporters

Children's of Alabama
Hill Crest Foundation
Publix Super Markets Charities
Robert R. Meyer Foundation
Valley National Bank

Sponsors

Encompass Health Corporation
Harvey Hubbell Foundation

Contributors

Altec/Styslinger Foundation
BBVA USA
Brasfield & Gorrie
Burr & Forman LLP
Dunn-French Foundation
Grandview Medical
Hugh Kaul Foundation
Medical Properties Trust, Inc.
Oakworth Capital Bank
Vulcan Materials Company Foundation

Friends

America's First Federal Credit Union
Cobbs Allen
Dent Moses
Enterprise Holdings Foundation
iBERIA Bank
Jackson & Tucker, P.C.
Maynard Copper & Gale
ProAssurance
Protective Life
ServisFirst Bank
Tacala, LLC
Warren Averett

Donors

CGI
EBSCO Industries
Honda Manufacturing of Alabama
Mauldin & Jenkins
O'Neal Steel
Progress Bank
UAB Medical West
Wade Sand & Gravel Company
Walmart Neighborhood Grants

\$844,403.27

TOTAL FUNDS RAISED IN 2021-2022



LITTLE BLACK
DRESS INITIATIVE

\$111,447

TOTAL RAISED IN ITS
INAUGURAL YEAR

100 ACTS
OF SERVICE

\$26,418

FUNDED CENTENNIAL
COMMUNITY
PROJECTS

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 to 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.

Foundry Ministries – Hope Inspired Ministries

Impact Alabama – SaveFirst, 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 all children should have access to a quality education that sparks and unlocks that potential. We also believe 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.

Birmingham Botanical Gardens – Can You Dig It?

Cornerstone Schools of Alabama – Taking Steps for Success

Girls, Inc. of Central Alabama – Teen Leadership Program

Junior League of Birmingham – Leadership Institute

Junior League of Birmingham – Community Roundtables

McWane Science Center – Kitchen Science Community Program

The Literacy Council – Teaching English for Speakers of Other Languages

Youth Leadership Forum – YLF Logistics Committee

Youth Serve – Community Service Project Coordinators Program

3,200

bags of food sent home to
children through Backpack
Buddies

31

women served in 12-week
transformational program
through Hope Inspired Ministries

892

students served through
Essentials Pantry program

914

hours served through 100
Acts of Service centennial
projects



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 Policy Cooperative – Family Reunification Program

Collat Jewish Family Services – Senior Grocery Delivery Initiative

Community Food Bank of Central Alabama – Mobile Food Pantry

Crisis Center – Senior Talk Line

Founders Place at St. Luke's – Founders Place

Junior League of Birmingham – Choral Group

Junior League of Birmingham – Diaper Bank

Junior League of Birmingham – Essentials Pantry

Junior League of Birmingham – Project FIT Kids

Junior League of Birmingham – Second Servings

Magic Moments – Magic Moments Fulfillment

Meals on Wheels of Central Alabama – Meals on Wheels

Mothers' Milk Bank – Nourish Alabama Babies

NorthStar Youth Ministries – Soccer Club U6 Program

The Exceptional Foundation – Enrichment Activities

UAB Visual and Performing Arts – Institute for Arts 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.

Crisis Center – Rape Response Advocate Program

Junior League of Birmingham – Anti-Human Trafficking Program

YWCA – Healthy Relationships

300

children and families served through
Children's of Alabama Family Fun
Times

70,400

pounds of food delivered in Tarrant
in partnership with Community
Food Bank of Central Alabama

259

active JLB members served
through Health & Wellness
projects

27

community nonprofit events
supported through Corps of
Volunteers



The People of JLB

2021-2022 Executive Board

PRESIDENT	Amy Jackson
PRESIDENT-ELECT	Martina Winston
COMMUNICATIONS VP	Cameron Estes
COMMUNITY VP	Laura Bartlett
FINANCE VP	Rebecca Yerby
FUND DEVELOPMENT VP	Ellen King
GOVERNANCE DIRECTOR	Denise Hill
MEMBER LIAISON	Melody Harrington
MEMBERSHIP VP	Theresa Ryals
NOMINATING DIRECTOR	Hilary Harrison
PLANNING VP	Megan Bell
RECORDING SECRETARY	Laura Catherine Mason
TRAINING VP	Shanika Gibson
VOLUNTEER VP	Kaitlin Schaeffer
SUSTAINER ADVISOR	Valerie Ramsbacher

2021-2022 Community Advisory Board

DR. MICHELLE ALLEN
Diversity Education Officer, UAB

TONI LEETH
Immediate Past President, Junior League of Birmingham

DR. TARIKA BHUTA
Owner, McCool & Bhuta ENT Specialists

DR. MORISSA LADINSKY
Associate Professor, Department of Pediatrics, UAB

J. W. CARPENTER
Executive Director, Prosper Birmingham

ALISON SCOTT
Immediate Past Sustaining Advisor, Junior League of Birmingham

GUS HEARD-HUGHES
Director of Programs, Community Foundation of Greater Birmingham

SUSANA SCHULER
President and GM, WVTM 13

AWARDS

**2022 Leaders in
Diversity Awards**
BIRMINGHAM BUSINESS JOURNAL

Junior League of Birmingham (finalist)

Martina Winston (finalist), JLB President-Elect

**2022 Who's Who
in Non-Profit**
BIRMINGHAM BUSINESS JOURNAL

Amy M. Jackson, JLB President



JLBONLINE.COM