



ANNUAL REPORT
2016-2017

LIGHT TOMORROW
WITH TODAY



2016-2017 EXECUTIVE BOARD

President, Lauren Roberts
President-Elect, Katy Eldridge
Centennial Campaign Chair, Lindsey Tanner
Communications VP, Tori Reid
Community VP, Whitney Saunders
Finance VP, Kelly Taylor
Fund Development VP, Becky Holt
Governance/Bylaws, Abigail Morrow

Member Liaison, Amanda Saint
Membership VP, Laura Brooks Bright
Nominating Director, Claire Puckett
Planning VP, Elizabeth Burgess
Recording Secretary, Shelly Brockwell
Sustainer Advisor, Robin Davis
Volunteer VP, Shelley Gentle

2016-2017 COMMUNITY ADVISORS

Dr. Tommy Bice, Education Director, Mike & Gillian Goodrich Foundation
Caroline Bolvig, Vice President Major Donors, United Way of Central Alabama
Hallie Bradley, Manager of Community Initiatives, Alabama Power Company
J.W. Carpenter, Executive Director, Birmingham Education Foundation
Ann Florie, Executive Director, Leadership Birmingham
Ann Forney, Senior VP, Corporate Contributions Director, Regions Bank
Leigh Haver, Immediate Past President, JLB, Retail Market Manager, IberiaBank
Mike Lucas, JLB Legal Counsel, Partner, Burr & Forman LLP
Koko Mackin, VP, Corporate Communications & Community Relations, BCBS of Alabama
Christopher Nanni, President & CEO, Community Foundation of Greater Birmingham
Joey Pierson, Executive VP & CFO, Tacala LLC and Boom Foods LLC
Atticus Rominger, Chief Public & Investor Relations Officer, REV Birmingham
Yolanda N. Sullivan, CEO YWCA Central Alabama
Joel Welker, Market President & Publisher, Birmingham Business Journal



LETTER FROM THE PRESIDENT

For 95 years and counting, the Junior League of Birmingham has been lighting the future of our community by contributing millions of dollars and hundreds of thousands of volunteer hours, not to mention a great deal of the magic found in our Magic City! Our mission is to promote voluntarism, by developing and training our membership to lead change and improve the lives of women and children in the greater Birmingham community. This year alone, the JLB's active and sustaining members contributed more than 55,000 hours of service in Jefferson and Shelby Counties, accompanied by approximately \$1,300,000 in grants and funding.

Through the dedication of our members and our community partnerships, the JLB accomplished a great deal during the 2016-2017 year. We launched the JLB Diaper Bank, providing 100,000 diapers a month to families in need. We also launched the Helping Hands Essentials Pantry and Positive Behavior Reward Program at Bush K-8, providing clothing and toiletries to children, as well as prizes for their Bush Bucks program, resulting in an increase in attendance and a 50% decrease in out of school suspensions.

We hosted five Community Roundtables on cutting edge topics, leading our community in sometimes difficult but always crucial conversations, and launched the JLB's latest promotional piece: "I Am the Junior League of Birmingham," highlighting the diversity of our membership, our training, and our areas of service and increasing our social media reach by 170%. Our biggest achievement this year, however, was the announcement of the \$1.25 million Centennial Gift to One Place Metro Alabama Family Justice Center, joining five other agencies in the fight against domestic violence. In conjunction with this announcement we created a new, innovative fundraiser, Community of Lights, enlisting the assistance of 20 diverse Torchbearers who raised \$236,000 in the first year alone! The Torchbearers received 849 individual donations, 624 of which were new donors to the League. Each of these community leaders will pass their torch to someone new next year, creating 20 strings of lights over the next five years.

This Centennial Gift and the Community of Lights campaign were selected because they align with who the JLB is and has been since 1922: Collaborative, Innovative, Strategic, Effective, Hard-Hitting, Game-Changing. Our vision at the JLB is "Building Partnerships for a Better Birmingham." Whether you are a member, a community partner, or a donor, we are grateful for your support.

LAUREN ROBERTS,
2016.2017 PRESIDENT
JUNIOR LEAGUE OF BIRMINGHAM

**Building Partnerships
for a Better Birmingham.**

MEMBERSHIP

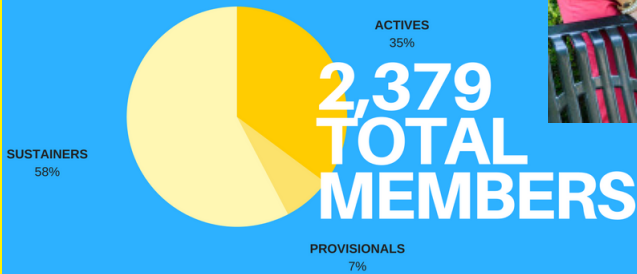
By the numbers

source: January 2017 YTD



Types of members

- 88% work outside the home
- 72% married
- 42 Zip Codes in 4 Counties



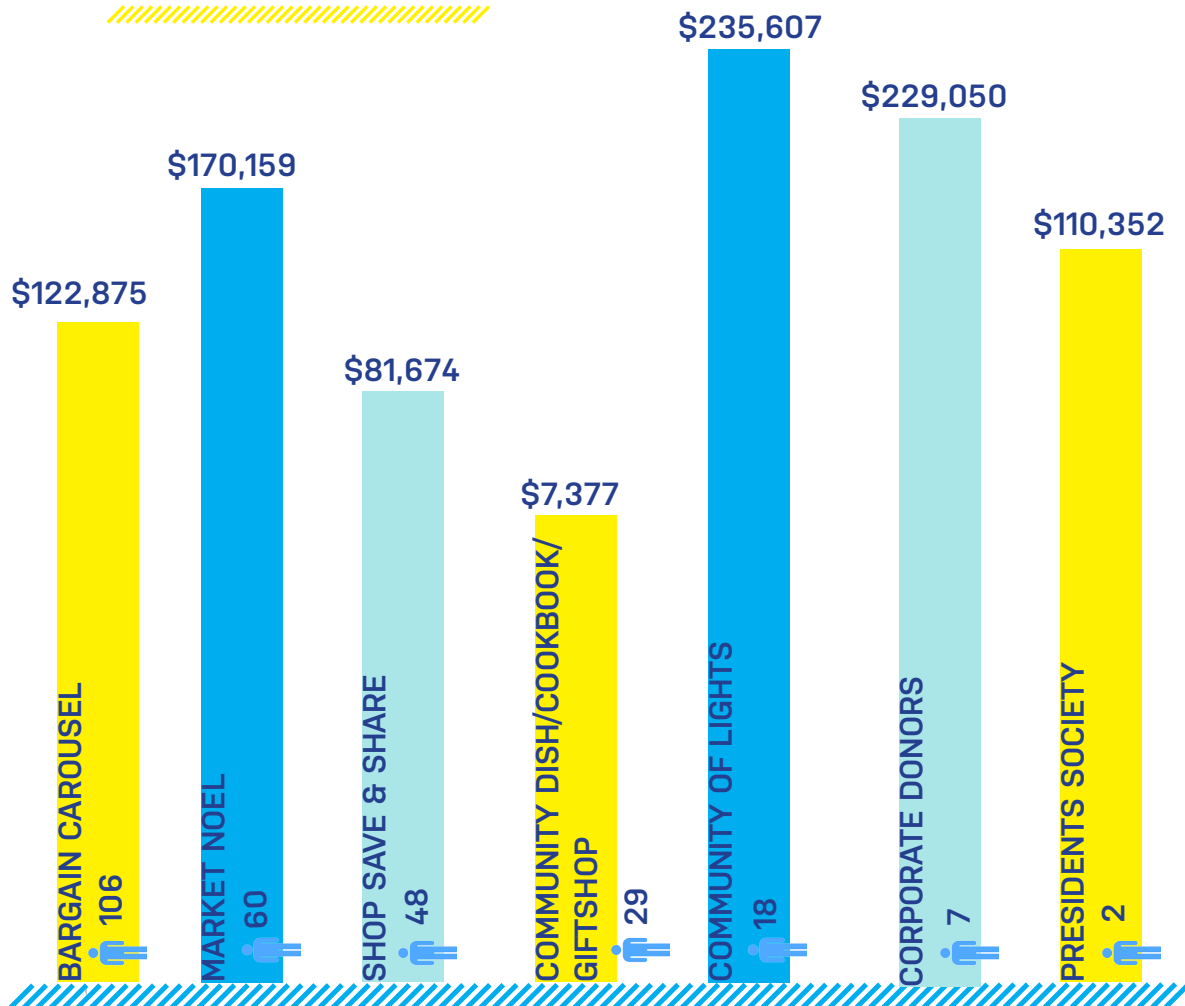
2016-2017 membership numbers

5th Largest League worldwide



FUNDRAISERS

\$957,094



TOTAL

\$ 12,739,385

JLB BEESON
TRUST VALUE
\$8,913,985

MEMBER
DUES & FEES
\$306,613

JLB ENDOWED
INVESTMENTS
\$2,561,693

2016 • 2017

JLB SUPPORT & REVENUE

COMMUNITY GIVING

\$1,227,128

Dollars directly contributed
to the community by JLB
in 2016-2017

Community Programs

\$802,128

Beeson Grants

\$425,000

Volunteer Training

\$44,345



VOLUNTEER
+ 55,000 HOURS
at \$24.14 =

\$1,327,700

TOTAL \$2,554,828

COMMUNITY PROJECTS

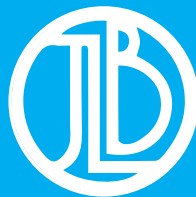
COMMUNITY PROJECT VOLUNTEERS	
Alabama Center for Law—Teen Court	18
Better Basics—Birmingham Reads	6
Better Basics—Imagination Library	6
Birmingham Botanical Gardens—Can You Dig It?	20
Birmingham Children’s Theatre—From Page to Stage	12
Birmingham Public Library—Family Place Library	16
Children’s Harbor at Children’s of AL—Prime Time and Weekends	12
Children’s of Alabama—Family Fun Times	12
Mother’s Milk Bank of Central Al.	14
Expanding Mobile Food Bank	20
Crisis Center—Rape Response Advocate	10
Exceptional Foundation—Enrichment Activities	32
Focus On Recovery—Art as Therapy	10
Girls, Inc. of Central Alabama—Teen Leadership Program	8
Girl Scouts of North Central Alabama	10
JLB Bargain Carousel	106
JLB Corps of Volunteers	35
JLB Choral Group	55
JLB Community Roundtables	2
JLB Diaper Bank	20
JLB Helping Hands Essentials Pantry	2
JLB Leadership Institute	3
JLB Project Fit Kids	16
JLB Project Yummy	15
JLB Second Helpings	8
Magic Moments—Magic Moments Fulfillment	4
McWane Science Center—Summer Junior League Programs	11
Neighborhood Academy – After School and Summer Learning	4
Pathways—Fiscally Fit/Employment Readiness	12
Preschool Partners—Parent and Children’s Education Program	14
UAB Division of Hematology & Oncology—Every Moment Matters	12
United Way of Central Alabama —Meals on Wheels	15
Vineyard Family Services—Backpack Buddies	8
Vulcan Park and Museum – EDventures Field Trips	11
Youth Leadership Forum—YLF	6
YWCA—Children in Crisis	27

TOTAL 592



our mission

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



Thank you for supporting the Junior League of Birmingham.
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