



# Media Kit

## 2019-2020

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### OUR MISSION

The Junior League of Jackson 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.

### FOR INQUIRIES, PLEASE CONTACT THE FOLLOWING:

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### JUNIOR LEAGUE OF JACKSON

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# A Letter from the President



**LAKEYSHA ISAAC GREER**  
2019-2020 President

## Mission Statement

The Junior League of Jackson 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.

## Vision Statement

The Junior League of Jackson will make a measurable impact by enriching our community through building partnerships and inspiring shared solutions.

## Purpose Statement

The Junior League of Jackson is a charitable organization whose purpose is to improve the quality of life of those in our community.

*The Junior League of Jackson is a member organization of the Association of Junior Leagues International. To learn more about AJLI, visit their website at [www.ajli.com](http://www.ajli.com).*

The Junior League of Jackson 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. With nearly 2,400 diverse and passionate members, we have learned that when we provide leadership training to women while unlocking their talents and hearts for service, the possibilities for meeting the needs of our community are infinite!

More than 79 years ago, the phenomenal women of our League began devoting their time and resources to make an impact in the lives of others in need. We focus our **IMPACT-BASED SERVICE** in the areas of **EARLY LITERACY**, **CHILDREN'S HEALTH**, and **SOCIAL DEVELOPMENT** of children and youth through more than 30 initiatives each year. Throughout the summer, we host multiple summer camps for children and stuff backpacks to help students get ready for the new school year. In the fall and winter, we work with children, youth, and families in a variety of ways, doing everything from reading to students on a weekly basis, to providing healthy food choices at a monthly pantry, to mentoring teens for future success.

In addition to these initiatives, we will host two signature events this year that are open to the community at large. First, the **WOMEN'S LEADERSHIP AND ADVOCACY SERIES** provides participants with the tools to achieve, maintain and maximize their impact as leaders while recognizing and celebrating the strengths of women and giving them strategies for success. Next, we will host our **SECOND ANNUAL DAY OF SERVICE** on January 20, 2020. The Day of Service provides an opportunity for our members and supporters to work together on volunteer activities that can be completed in a single day but that will foster meaningful connections between the participants and will unlock infinite possibilities for impacting our community.

All of these initiatives are possible through the hard work of our volunteers in planning and hosting three large fundraising events each year, as well as through the generous support of our corporate sponsors. In the fall, the League hosts our largest fund development event, **MISTLETOE MARKETPLACE**, a wonderful tradition that kicks off the holiday season and provides unique shopping and entertainment experiences. In the winter, we host **JUNIOR LEAGUE JUMBLE**, another opportunity to find a bargain at what has become known as the ultimate rummage sale. Finally, in the spring, we host **TOUCH A TRUCK® JACKSON**, which includes a day of fun for students at local Title I schools at no cost to them.

The Junior League of Jackson is grateful for the opportunity to partner with like-minded businesses and individuals, who are joined by a mutual desire to be of service to the larger community. We invite you to Unlock the Possibilities with us!

Sincerely,

LaKeysha Greer Isaac  
2019-2020 President



# Leadership



## BOARD OF DIRECTORS 2019-2020

PRESIDENT LaKeysha Greer Isaac

PRESIDENT-ELECT Staci McNinch

COMMUNICATIONS VICE PRESIDENT Dana Wilson

COMMUNITY VICE PRESIDENT Susan Rockoff

FUND DEVELOPMENT VICE PRESIDENT Katie Browning

MEMBER-AT-LARGE Kacey Matthews

MEMBERSHIP VICE PRESIDENT Ellie Word

NOMINATING CHAIR Elizabeth Paine

OPERATIONS VICE PRESIDENT Allison Simpson

PLACEMENT CHAIR Adriane Louie

SECRETARY Julia Wise

TRAINING & ORGANIZATIONAL DEVELOPMENT VICE PRESIDENT Erin Pickens

TREASURER Missy Heidelberg

TREASURER-ELECT Jaime Stein

SUSTAINING ADVISORS Beth Hansen, Melanie Hataway, Donna Josey



## COMMUNITY ADVISORY COUNCIL

Holmes Adams Adams and Reese, LLP

Katie Blount MS Department of Archives and History

Stephen Brown Education Services Foundation

John Damon Canopy Children's Services

Tracy DeVries Women's Foundation of Mississippi

Sister Karina Dickey St Dominic Health System

Rabbi Matt Dreffin Goldring/Woldenberg Institute of Southern Jewish Life

Thea Faulkner JPS Partners in Education

Guy Giesecke Batson Children's Hospital

Wesley Goings Telapex, Inc

Von Gordon William Winter Institute

Wilson Hood JWH Holdings

Edith Kennedy BankPlus

Valerie Linn Magnolia Speech School

Kurt Metzner Baptist Health Systems

Candie Simmons Regions Bank

Latrice Westbrooks Mississippi Court of Appeals

Neddie Winter Mission Mississippi





JUNIOR LEAGUE OF JACKSON IS THE  
**6<sup>th</sup> largest Junior League**  
OUT OF **291** JUNIOR LEAGUES IN **4** COUNTRIES

NEARLY  
**2,400**  
MEMBERS  
TOTAL

**55,000**

VOLUNTEER HOURS  
CONTRIBUTED TO SUPPORT  
OUR COMMUNITY



UP TO **175** PROVISIONAL MEMBERS EACH YEAR  
MORE THAN **750** ACTIVE MEMBERS  
ALMOST **1,500** SUSTAINING MEMBERS

## AREAS OF Community Impact

- EARLY LITERACY
- CHILDREN'S HEALTH
- SOCIAL DEVELOPMENT

**9,000**

HOURS OF LEADERSHIP  
TRAINING FOR JLJ  
MEMBERS EACH YEAR



## Our Mission

The Junior League of Jackson 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.

## A Few of Our Recent Accomplishments:

**923** CHILDREN **IMPACTED** BY JLJ SUMMER PROJECTS

**608** PAIRS OF NEW **UNIFORM PANTS** AND **SHORTS**  
DONATED TO JACKSON PUBLIC SCHOOL STUDENTS

**5,400** BACKPACKS FILLED WITH **FOOD** GIVEN TO STUDENTS  
TO TAKE HOME OVER THE WEEKENDS AND HOLIDAYS

**480** BACKPACKS FILLED WITH **SCHOOL SUPPLIES**  
GIVEN TO JACKSON PUBLIC SCHOOL STUDENTS

2018 RECIPIENT OF THE **Diversity & Inclusion Award**  
FROM THE **ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL**

IN 2018, OUR FUNDRAISERS RAISED  
OVER **\$1.2 million**

**100%** OF OUR FUNDRAISING  
STAYS IN  
METRO JACKSON



**\$3.4 million**

IN GRANTS AWARDED TO OTHER  
NONPROFIT ORGANIZATIONS SINCE 2013

# Community AT A GLANCE

The Junior League of Jackson is a volunteer organization consisting of women committed to improving and enriching the community by supporting projects and opportunities that provide better health, education, welfare, and safety for children and youth. We do this by building partnerships with community organizations and working together to develop solutions and concepts to improve the quality of life of those in our community.

The hard work of our League members, coupled with the generosity of our corporate sponsors, means that the League devotes approximately \$800,000 annually toward specific support of more than 30 select community projects and initiatives and—through other gifts and pledges—toward general support of the metro Jackson community. The League annually directs approximately \$400,000 in further support of its mission to promote volunteerism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers.

We want our efforts to have measurable impacts and to make a true difference. To do that we have focused on an **ISSUE BASED COMMUNITY IMPACT MODEL** for the selection and evaluation of all community projects.

**THE ULTIMATE GOAL OF THE  
ISSUE BASED COMMUNITY  
IMPACT MODEL IS TO IMPROVE  
THE HIGH SCHOOL GRADUATION  
RATE IN OUR COMMUNITY.**

To do this, the Junior League of Jackson has identified the following three community areas that need our support:

## ► **EARLY LITERACY**

## ► **CHILDREN'S HEALTH**

## ► **SOCIAL DEVELOPMENT**

### **EARLY LITERACY**

Consistent with the Junior League of Jackson's focus on children and youth, Early Literacy volunteers work primarily with elementary school students, exposing them to language and print resources to help students read at grade level. Along with our community partners, we also provide support to teachers. This support ranges from tutoring students to awarding grants for classroom needs.

#### **AIM-ARTS IN MOTION SUMMER CAMP**

Junior League volunteers conduct an arts camp on the campus of Mission First, exposing the children to all types of arts experiences including crafts, drama, and music. They also engage in physical activity and outdoor play activities.

#### **BGCCM POETRY CAFÉ MAKEOVER PROJECT**

Junior League volunteers will design and transform the junior academy room of the Capitol Unit of the Boys & Girls Club into a Poetry Café for its Youth Development Programs.

#### **CAMP CONNECTIONS**

Week-long summer camps are a large time commitment, so the Camp Connections project allows Junior League volunteers the opportunity to work on several different initiatives throughout the summer with shifts at multiple projects. Camp Connections also provides support to community partners who need additional help in the summer months. Initiatives include: Stewpot Lunch-n-Learn, Operation Shoestring Summer Reading Program, Backpack Buddies, and all the summer camps.

#### **HELPING HANDS**

Junior League volunteers assist in filling the volunteer needs of a variety of community partners. Volunteers assist with staffing events, help with day-to-day operational needs, and provide extra support for the partners' existing volunteers and staff.

#### **I READ WITH MY BUDDY**

Our volunteers conduct one-on-one reading sessions with second and third grade students selected by their teachers to help students build fluency and comprehension skills. Volunteers also coordinate a book drive to collect reading materials to give back to the school.

#### **JPS SUMMER CAMP**

In partnership with Jackson Public Schools, League volunteers provide enrichment activities for rising third and fourth grade JPS students at Pecan Park Elementary School. The activities focus on improving reading, language arts, math, science, and social studies skills, to prepare students for the Mississippi Curriculum Tests, as well as art, drama, and physical education.

#### **THE LANGUAGE OF ART**

Our volunteers work in conjunction with the teachers at Magnolia Speech School to create a memorable, enriching art experience for the children attending the school. Volunteers use a variety of materials and methods to teach phonological awareness and vocabulary development through art projects, rhyming games, shared book experiences, and conversation.

#### **OUR READING FAMILY**

Junior League volunteers work with the Institute of Southern Jewish Life (ISJL) to promote literacy with children and their families. The program offers opportunities to work with both parents and children. The volunteers may offer enrichment opportunities for parents to learn how to instill a love of reading in their children and participate in fun and creative activities with children.







## CHILDREN'S HEALTH

The Children's Health impact area uses strategies that provide access to nutritional foods and increase knowledge on the benefits of healthy eating and being physically active. Projects in this area provide healthy snacks, meals, community gardens, a pantry program providing fresh foods, and education on preparing healthy meals. Projects in this area also focus on education about activities that promote movement and provide access to facilities and physical activities.

### E3: EDUCATING, EMPOWERING, ENGAGING

This new project combines our former Wholesome and Healthy and Food for Thought projects, while introducing new initiatives. Our volunteers assist with monthly events for families of patients seen in the Center for Advancement of Youth clinic, Operation Shoestring, Canopy Children's Solutions, and Jackson Public Schools. Junior League volunteers will greet families, provide and serve dinner, and engage the children of these families while the parents attend educational sessions. Volunteers work to find speakers and develop innovative, engaging activities that teach skills families need to lead healthy lives and prevent childhood obesity.

### MIDTOWN BACKPACK PROGRAM & SCHOOL PANTRY PROGRAM

Junior League volunteers partner with the Mississippi Food Network to provide backpacks filled with nutritious food to 150 mid-town school children from Brown and Johnson Elementary Schools to take home each weekend—over 34 weeks! Meals are also provided for these families during extended school breaks like Thanksgiving, Christmas, Spring Break, and Easter. This program includes a school food pantry component, which provides fresh produce and staple foods to students' families once a month. At school pantry events, volunteers distribute food while teaching families about the importance of nutritious meals and healthy lifestyle choices.

### RECREATION, ENRICHMENT & ASSISTANCE FOR CHILDREN'S HEALTH (REACH)

REACH volunteers staff the playrooms on the third and fourth floors of the Batson Children's Hospital at UMMC. Their companionship enriches the lives of children receiving extensive medical care at the University of Mississippi Medical Center. They also support the children's families, who are often unable to stay with them at all times. Through play, parties, games, and activities, volunteers make the patients' time in the hospital more comfortable.

## SOCIAL DEVELOPMENT

The Social Development impact area employs strategies designed to improve problem solving skills, coping skills, and self-esteem, as well as provide access to information that will support positive life choices. Volunteers work on projects that help promote team building, self-esteem and making responsible choices.

### ARTS EXPLOSION CAMP

Children age 5 to 10 engage in activities centered around art, music, movement, dance, and drama at this week-long summer camp hosted by Junior League Volunteers and HIS Heart at Calvary Baptist Church. Volunteers also help teach nutritious eating habits and serve breakfast and lunch. Camp ends with a showcase for parents to attend.

### CAMP JUNIOR LEADERSHIP JUMPSTART

Our volunteers partner with Woodward Hines Education Foundation, Get2College, and Operation Shoestring to provide a week-long camp targeting middle school students. The camp increases middle school participants' awareness of the college admission and financial aid processes. Our volunteers emphasize the importance of high school and the development of social skills and personal well-being techniques for long-term academic and life success.

### GRACE—GIRLS RULE! ACCEPTING, CARING, EMPOWERING

Junior League volunteers mentor at-risk girls, ages 12 to 18, in partnership with the Methodist Children's Home. The goals are to build the girls' self-esteem, self-respect, and values to promote healthy choices and encourage steps toward independent living.

## IMAGINATION CELEBRATION

Junior League volunteers conduct a summer camp for nominated Jackson Public School students at the Mississippi Children's Museum. The week-long camp provides a memorable, interactive, and educational summer experience that fosters leadership skills for rising first and second grade students.

## MAKING CONNECTIONS & REWARDING SUCCESS

Our volunteers operate a merit-based store for students inside the CARES School at Mississippi Children's Home Services. The store recognizes and rewards students, ages 6 to 18, who are working to achieve individual behavior and therapy goals. Volunteers welcome new students with a care package and assist with holiday gatherings. Junior League volunteers have broadened the scope of the project to include special outings and field trips for CARES students.

## MCCLEAN FLETCHER CENTER OUTREACH, GRIEF SUPPORT & FOOD PROJECTS

Professionals at the McClean Fletcher Grief Center train League volunteers to assist in providing grief support to families who have experienced the death of a significant person in their lives. Volunteers work to encourage caregivers and children, ages 4-18 years, to process their grief in positive ways and grow through their experiences.

## SENSORY FUN AND LEARNING

Volunteers provide sensory activities for children with special needs, from six weeks to six years of age, at the Little Light House during the school year. The Junior League members incorporate various learning experiences into play and fun projects, allowing the children to focus on social, emotional, and educational development.

## EMERGING LEADERS PROJECT

### PUBLIC SCHOOL MINI-GRANTS

In partnership with the Community Foundation of Greater Jackson and JPS Partners in Education, volunteers evaluate grant proposals and award grants to teachers in elementary, middle, and high school to enhance, enrich, and support the JPS educational curriculum. Volunteers also host a reception for the teachers and principals selected to receive grants.

## PROVISIONAL PROJECT

### SECOND ANNUAL DAY OF SERVICE

The Day of Service provides an opportunity for our members and supporters to work together on volunteer activities that can be completed in a single day but that will foster meaningful connections between the participants and will unlock infinite possibilities for impacting our community.

## SUSTAINING MEMBER PROJECTS

### ROCKIN' MAMAS

In addition to the projects led and staffed by Active volunteers, our Sustaining Members have taken the lead in continuing our long-standing project with University of Mississippi Medical Center in the Newborn Intensive Care Unit at the Winfred L. Wiser Hospital for Women and Infants. Volunteers rock and stimulate infants in the NICU, which ensures that each child is provided the opportunity to be nurtured and given interactive attention seven days a week. This project, now in its thirty-seventh year, is treasured by all.

### JOYFUL NOISE

Through Joyful Noise, our Sustaining Members share the joy of music with residents of local nursing homes around Jackson. With cheery costumes and tunes, Joyful Noise helps light up the community and those it serves.

### FEED A FAMILY

Feed a Family was an active project with the Junior League for many years and now it has returned as a Sustainer initiative. Sustainers volunteer to cook and provide meals for families at the Ronald McDonald house. They also spend time with the families and guests, building friendships within the community.

# Fund Development AT A GLANCE



## **MISTLETOE MARKETPLACE** **NOVEMBER 6-9, 2019**

Mistletoe Marketplace is the Junior League of Jackson's largest fund development business and the South's premier annual holiday shopping experience. Since the first Mistletoe Marketplace in 1980, the event has raised more than \$20 million which has been used to sustain the Junior League in its mission and in its support of Jackson area community projects. More than 150 retailers offer unique and often exclusive products, while 30,000 shoppers and special event attendees spend almost \$7 million at Mistletoe Marketplace each year. The Mistletoe event is kicked off each November with a Preview Gala and special events follow each day including parties, brunches, children's events, and fashion shows.

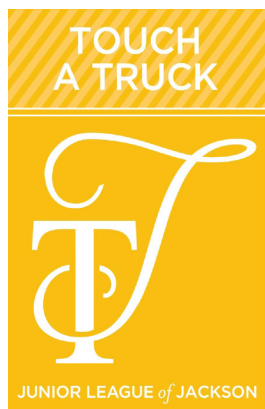
Corporate Sponsor levels range between \$5,000 and \$100,000



## **JUNIOR LEAGUE JUMBLE** **JANUARY 30 & FEBRUARY 1, 2020**

Junior League Jumble is the **ULTIMATE** rummage sale that acts as both a community project and fund development opportunity. Junior League Jumble serves the Jackson metro community through targeted community donations as well as through the massive rummage sale. Proceeds from the event support the mission of the Junior League of Jackson, which includes more than 30 community projects and initiatives. The JL Jumble also enhances our community by offering a wide variety of high quality goods at very affordable prices. All unsold merchandise is donated to the League's community partners at the end of the event!

Corporate Sponsor levels range between \$250 and \$5,000+



## **TOUCH A TRUCK JACKSON®** **MARCH 27-28, 2020**

Touch A Truck® Jackson is a family-friendly, hands-on event that offers opportunities for children to EXPLORE, CLIMB and TOUCH trucks, emergency response vehicles, heavy machinery and other equipment. Children also get to meet the personnel who protect, serve, and build our community. TAT also offers FIELD TRIP FRIDAY, an opportunity for students from select public schools in the Jackson metro area to attend the event at no cost, as well as new SENSORY FRIENDLY hours for children with sensitivities and their families. In addition to the hands-on learning and exploration of exhibits, students attending Touch A Truck® Jackson will enjoy S.T.R.E.A.M. interactive booths that support science, technology, reading, engineering, art, and mathematics education.

Corporate Sponsor levels range between \$500 and \$20,000+



## **THE KEYSTONE FUND**

The Keystone Fund serves as the keystone for JLJ projects yet to come, and is literally something to build upon for the future – not only for the future of the Junior League of Jackson, but for the future of each life the League will touch. It ensures that permanent funding exists to support the League's work. The ultimate objective is to grow a fund that will be substantial enough to help support the League in the event of a decline in sponsorships or a shortfall in the League's fund development businesses. The Junior League of Jackson hopes to steadily grow the Keystone Fund through tax-deductible donations and tax-wise planned giving, including gifts made to the Keystone Fund through wills and estate planning. While certain giving levels have been designated for special recognition, there is no minimum donation.