

The Impact

JUNIOR LEAGUE of JACKSON
Winter 2018-2019

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From the President

Meredith Aldridge, 2018-2019 President

As we celebrate the successful completion of the 38th annual Mistletoe Marketplace and begin a new year with new opportunities to serve, we want to pause and thank you for your support of the Junior League of Jackson. Our organization's mission of developing the potential of women, promoting volunteerism, and improving communities through effective action is possible only through your generous support.

As you can see from the highlights below, we have been able to connect the resources you have provided to specific needs in tangible and meaningful ways. We hope that you will find the statistics of service a great return on your investment in the League.

In addition to our normal service and member development efforts, we are excited to announce the Connecting Communities Day of Service, a new initiative in 2019. On Monday, January 21, the League is inviting community partners, corporate sponsors, and community members to serve alongside us in a series of projects across Jackson. Our desire is to not only provide direct service opportunities to coincide with Martin Luther King, Jr., day of service efforts nationwide, but also to strengthen connections within our organization and our community. We hope you—or a team from your organization—will consider serving with us. Not only will you see how your support makes a difference in the community, you will have the opportunity to serve with us to improve our community. Please visit www.jljackson.org/connectingcommunities to learn more and register for this meaningful day of service.

Thank you for your support of the Junior League of Jackson, its mission, and our shared community.



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Community Impact

The Junior League of Jackson is honored to partner with many community organizations to host projects that focus on early literacy, children's health, and the social development of children and youth. All of our projects relate to at least one of these impact areas, which all help support our main goal of increasing the high school graduation rate in the Jackson area.

This year we have more than 30 community projects and initiatives, plus our Connecting Communities Day of Service. We volunteer an average of 1,057 hours a week! Those hours represent a lot of women doing a lot of hard work, and the results have been phenomenal. These projects and initiatives would not be possible without our corporate sponsors and community partners, and we want you to know the impact of your support.

Our programs impact early literacy, children's health, and the social development of children and youth.



A student creates his "superhero mask" at the 2018 JPS Summer Camp.

By the Numbers

608 pairs of uniform pants and shorts donated to Jackson Public Schools

1,500 pairs of "google eyes" used for art projects

357 miles traveled from Jackson to take students to tour college campuses around the state

3,390 meals served to students during the summer break

\$100,000 in grants given to Jackson Public School teachers

300 water balloons popped at summer camps as a "break" from learning

5,400 backpacks filled with food and given to students through the MS Food Network

Community Impact Project Highlights

Many of our community projects carry a heavy load in the first half of our League year, which began on June 1, 2018. Some are even completed in the first months of the year. Below are some highlights of what we have already accomplished with your help this 2018-2019 League year.



JPS Summer Camp

Campers became SUPERHEROES this summer at JPS Summer Camp. League volunteers provided enrichment activities for third and fourth grade students at Pecan Park Elementary School. The activities focused on improving reading, language arts, math, science, and social studies skills. Volunteers also provided activities focused on art, drama and physical education. Camp ended with a family celebration where each child shared his or her desired super power and was given a super hero cape and a backpack with all the tools necessary to have a super year.



BGCCM Library Makeover Project

Our League volunteers worked throughout the summer and fall to renovate the library at the Boys and Girls Club on Raymond Road. The updated room is beautiful, functional, and educational, with new built-in shelving, inspirational quotes, fun paintings, new carpet, blinds, furniture, and even a smart board! The volunteers held a cupcake party to unveil the finished product to the children at the BGCCM, and their eyes lit up with excitement as they saw their new space.



Camp Connections

Camp Connections, a new community project in 2018-2019, was a huge success! Designed with member flexibility in mind, Camp Connections allowed League volunteers the opportunity to work on several different initiatives throughout the summer with shifts at multiple camps. Camp Connections also provided support to community partners who need additional help in the summer months. This summer, volunteers stayed very busy as they helped Stewpot Lunch-n-Learn, Operation Shoestring Summer Reading Program, Backpack Buddies, and all of the JLJ-hosted summer camps.



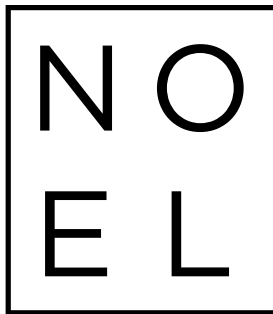
Public School Mini-Grants

In partnership with Community Foundation for Mississippi and JPS Partners in Education, JLJ volunteers evaluated teacher grant proposals and selected grant recipients in JPS elementary, middle, and high schools. In September, we were honored to present \$100,000 in mini-grants to enhance, enrich, and support the JPS educational curriculum, along with more than 600 pairs of NEW uniform pants and shorts for JPS students. This project has awarded more than \$1 million to JPS teachers since its inception in 1988.

Fund Development Highlights

The Junior League of Jackson maintains three fund development businesses: Mistletoe Marketplace, Junior League Jumble, and Touch a Truck® Jackson. Each year, these businesses bring in more than \$1 million to support our mission, which includes the development and training of our members and our work in the community. We are grateful for the support of our sponsors, and we want to be good stewards of your investment in our work. Our fund development businesses allow us to capitalize on your support by raising even more funds to support our mission.

Our three businesses bring in more than \$1 million in support of our mission.



MISTLETOE MARKETPLACE 2018

Mistletoe Marketplace kicks off our annual fund development efforts each November. Thank you for your support of this 38 year-old fundraiser, which is a massive undertaking. Planning begins more than 15 months in advance and almost every Active and Provisional member of the League volunteers at the event, in addition to her other volunteer responsibilities in the League.

Mistletoe Marketplace 2018 was held November 7-10 at the Mississippi Trade Mart in Jackson. This year, we sold over 20,000 general admission and special event tickets, and we estimate that more than 30,000 people attended. We should have final numbers in early 2019.



Above: Shoppers enjoy the convenience of a complementary shopping bag to help carry purchases. This year, 152 merchants from 20 different states offered unique and often exclusive products during the four days of Mistletoe Marketplace 2018. **Right:** A JLL volunteer pushes a beverage cart full of Coca-Cola beverages, presented by Clark Beverage Group, so that Mistletoe Marketplace shoppers can have refreshments while they shop.



Mistletoe Marketplace 2018 Event Highlights



A. NOEL-Preview Gala kicked off Mistletoe Marketplace 2018 with elegant French décor and the excitement of Live, Premier, and Silent Auctions. Guests walked the red carpet with C Spire, enjoyed cuisine by Fresh Cut Catering and Floral, and danced to the rhythm of "Southern Komfort," a Jackson, Mississippi band with New Orleans French Quarter flare. Present Pick offered guests the chance to select a surprise present containing a piece of jewelry courtesy of Lee Michaels Fine Jewelry, and these sparkly surprises quickly sold out! With the first and best access to Mistletoe merchants, Preview Gala attendees ate, danced, and shopped all night long.



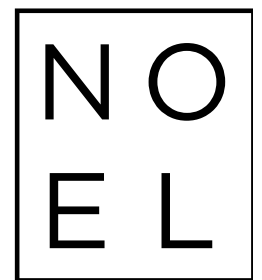
B. At A Time to Brunch & Browse, Thursday morning's event presented by Trustmark, guests enjoyed a delicious brunch and the soothing sounds of the David Keary Jazz Trio, all while enjoying exclusive access to more than 150 merchants before general admission doors opened to the public.



C. Mistle-TEAUX, our Girls' Night Out event, sold out this year! Guests enjoyed a dueling piano bar, sipped on specially crafted hurricanes, and dined on food with a New Orleans flair.



D. A Morning of Jazz & Shopping, Friday morning's brunch sponsored by Regions, gave attendees the chance to shop early before general admission doors opened to the public. Guests were swept into the holiday ambiance of Mistletoe with the jazz sounds of Jordan and Will Harding and enjoyed delectable brunch offerings as they kicked off the busiest day of Mistletoe Marketplace.



MISTLETOE MARKETPLACE 2018

Mistletoe Marketplace 2018 Event Highlights



E. CONNECT with Kirk Cameron: Luncheon & Style Show, presented by Mississippi Baptist Medical Center, featured the latest fashions by Renaissance on our Mistletoe runway. Guests enjoyed an elegant luncheon as nationally-recognized actor and speaker Kirk Cameron inspired us to connect with our kids in a social media world.



F. Presented by Southern Beverage Co., Inc., our Friday night event did not disappoint! At **Something's Brewing! A Night to Let the Good Times Roll**, guests hit the dance floor to tunes from Dr. Zarr's Amazing Funk Monsters and sipped on classic brews and new craft beers.



G. The Special Events Pavilion was packed for our **Let's Glow Crazy!** fashion show, presented by the University of Mississippi Medical Center. Tweens and teens walked the runway sporting fashionable outfits and accessories from Mistletoe merchants.



H. Kids of all ages loved meeting Santa at **Oh, What Fun!**, sponsored by Ergon. Children were invited to wear their PJs to this special children's event, where they built their own s'mores and even got to "Touch A Sleigh" courtesy of Touch A Truck® Jackson.

Thank
you!

Through your support of the Junior League of Jackson's oldest and largest fundraiser, you support our mission of direct service in our community and the development of women leaders. We are able to connect the funds raised at Mistletoe Marketplace to more than 30 community projects and initiatives, as well as quality training for our volunteers. Thank you for your continued support of the Junior League of Jackson, Mistletoe Marketplace, and our shared community.



Connecting Communities Day of Service **JANUARY 21, 2019**

- On January 21, the Junior League of Jackson will host a series of half-day service projects in the Jackson area. Open to anyone who would like to help us better our community, this day of service is designed to harness the strength that we have in connecting volunteer resources to specific needs.
- Volunteers can choose from a variety of service options that range from beautifying local neighborhoods to packing critical supplies for foster children and victims of domestic violence and much more.
- For more information visit www.jljackson.org/connectingcommunities.



Junior League Jumble **JANUARY 31 & FEBRUARY 2, 2019**

- The Junior League Jumble is the ULTIMATE rummage sale, where you can find new, almost-new and gently used items for sale at unbelievable prices!
- VIP Hour and Reveal Party will be held on Thursday, January 31, while Peek & Purchase and General Admission will be on Saturday, February 2. All events will be at the former downtown YMCA off Fortification Street. For details, please visit www.juniorleaguejumble.com.

Touch A Truck® Jackson **MARCH 29-30, 2019**



- Touch A Truck® Jackson is a fun family event that offers hands-on opportunities for children to EXPLORE, CLIMB and TOUCH trucks, emergency response vehicles, heavy machinery and other equipment.
- On Friday, March 29, we will again host Field Trip Friday, where selected second grade students from area Title I schools will be able to attend the event at no cost. The event will be open to the public on Saturday, March 30. For more information, visit www.touchatruckjackson.com.

