



JUNIOR LEAGUE OF
SHREVEPORT-BOSSIER



Annual Report

2015-2016





YEAR AT A GLANCE

Serving as the president of the Junior League of Shreveport-Bossier for the 2015-2016 League Year was truly an honor and a privilege. The JLSB has been working to meet the needs of our community for 83 years and while much has changed over that time, the League has remained committed to the fundamental principles espoused in its mission statement: promoting voluntarism, developing the potential of women, and improving our community through the effective action and leadership of trained volunteers. This year, just as in past years, our League has accomplished much as we have worked to embody this mission.

Over the 2015-16 League Year, our Board worked hard to revitalize the infrastructure that supports our League.

With help from our parent organization, AJLI, and with much research and planning, we adopted a new management structure that divides the responsibility

for leading the JLSB between a Board of Directors and a newly created Management Team. We also completely overhauled our Bylaws and drafted an additional governing document, our Policies and Procedures.

Since its creation, the JLSB has continued to identify the critical needs of our community and address those needs through a wide variety of projects planned, led, and staffed by our trained volunteers. Currently, these projects, among other things, foster improvements in literacy, childhood obesity, family life skills, and the cultural enrichment of youth, resulting in a better quality of life for all in our community. During the 2015-16 League Year, our members contributed over 15,000 volunteer hours to staffing these projects and otherwise serving the Shreveport-Bossier Community.

Thanks to the tireless hours worked by the members of

our Ways & Means council, our fundraisers realized a net profit of over \$92,000 this year, which allowed our League to continue to carry out the business of its mission. This year we also began the work of researching new fundraisers to help ensure that our League remains a catalyst for lasting community change for another 83 years. This research will continue next year with the help of a newly developed Ways & Means Research Committee.

In addition to serving and investing in our community, the JLSB also continued its commitment to investing in the development and training of our members. This year our Education team put together two great workshops to help develop the potential of our members, and empower them to find their ideal League career path. We also hosted

an exciting and informative day-long Regional Training which brought together members of the JLSB and seven other leagues for a unique leadership training

opportunity.

As we conclude this year of service, we are pleased to share our 2015-2016 Annual Report with you. We invite you to review it and learn more about the impact our organization has had on our community this year. These accomplishments were only possible because of the dedication and the generosity of our donors, sponsors, community partners, and members. Thank you for investing in our mission!

With sincerest thanks,

Lila Knicely
President, 2015-2016



226 Volunteers spent over 15,000 hours serving our community through their JLSB Placements.



SCHOLARSHIP RECIPIENTS

Jasmine Wallace, Airline High School
Miranda Weddleton, C.E. Byrd High School

Cover photo: 2015-2016 Board by Kathryn Gaiennie Fine Photography

LEADERSHIP & MEMBERSHIP



2015-2016 BOARD OF DIRECTORS

President	Lila Knicely
President-Elect	Melissa Flores
Communications Vice President	Kelly Powell
Community Vice President	Lauren Lea
Membership Vice President	Laurel Brightwell
Ways and Means Vice President	Heather Fulco
Secretary	Katie Baker
Treasurer	Leah Feldt
Assistant Treasurer	Heather Price
Nominating Chairman	Emily Nickelson
Placement Chairman	Kendra Meiki
PR&D Chairman	Rachel James
Sustainer Advisor	Toni Thompson

2015-2016 SUSTAINER PANEL

Special thanks to the 2015-2016 Sustainer Panel led by Sustainer Advisor Toni Thompson. Members include: Debbie Angelo, Lee Davis, Vicki Franks, Melinda Hernandez, Terri Madison, Ginny Murphy, Angie Phares, Tracy Prestwood, and Jane West.

2015-2016 COMMUNITY ADVISORY BOARD

The JLSB seeks out members of the community to serve as advisors lending their expertise to the League in a variety of areas. The JLSB was fortunate to have the following distinguished community leaders provide guidance for the 2015-2016 League year.

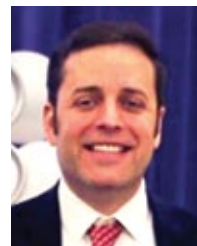


SERVICE AWARDS

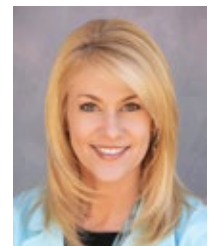
Sustainer of the Year: Eddie Williams
 Volunteer of the Year: Anna Brown
 President's Award: Amy King and Ashley Rudd



Laura Lane
Alderman



Billy
Snow



Sonja
Bales



Clay
Walker



Chuck
Meehan



Norann
Planchock

COMMUNITY IMPACT

ARTIST FOR A DAY AT THE RED RIVER REVEL

Each weeknight and all day on the weekends during the Red River Revel, Junior League Volunteers can be found in the Artist for a Day tent in the children's area. Members assist children with fun and creative projects that are often led by local artists volunteering their time to be a part of this project. The Artist for a Day project provides one of the free activities for children at the Revel and helps ensure that children in our community have an opportunity to participate directly in the arts.

BETWEEN THE LINES

Children of incarcerated parents are the focus of this project. Started in 2012, Between the Lines promotes literacy and strengthens family bonds between incarcerated parents and their children. Through our partnership with the Bossier Parish Medium Security Facility, parents choose a book for their child, and a Junior League volunteer makes a recording of each parent reading the book aloud. The readings are then sent to the children in a CD format along with a new gift-wrapped book.

BINGO AT UNIVERSITY HEALTH

Once a month, Junior League volunteers spend a Thursday evening playing Bingo with the children hospitalized at University Health. These volunteers are instrumental in making a positive difference in a child's hospital stay. This program is a wonderful way to relieve the anxiety and fear often associated with a hospital stay—especially through the eyes of a child. After Bingo, volunteers lead the children in a themed craft project.

DONE IN A DAY

Done in a Day offers JLSB volunteers the opportunity to provide volunteer support for community projects and events that can be accomplished in a one-time evening or weekend effort. All projects selected fit our mission. During the current year, our Done in a Day volunteers worked with Shop with a Doc, The Cinderella Project, Westwood Elementary School's Back to School Night, and The Renesting Project.

GIRLS' AND WOMEN'S INSTITUTE: MAGIC

The Girls and Women's Institute: Mentoring Ambitious Girls to Inspire Change (MAGIC) provides opportunities for our members to interact with girls in our community on a monthly basis and educate them on a variety of topics including financial literacy, healthy relationships, nutrition, etiquette, and voluntarism. These interactive programs help the girls, members of the Volunteers of America Teen Club, navigate society, encourage study, and show them more of the world around them.

HEALTH LITERACY INITIATIVE

This summer project promotes healthy lifestyle choices to school-age children. Members act as health educators teaching children about fitness, tobacco use prevention, animal safety, nutrition, stranger danger, fire prevention, table manners, good financial practices, and oral health. Volunteers also provide crafts and healthy, fun snacks that are related to the theme of the session. This year the Junior League partnered with the Boys and Clubs to bring this program to over 25 children over six weeks throughout the summer.





KIDS IN THE KITCHEN

The goal of Kids in the Kitchen is to reverse the trend of childhood obesity by empowering youth to make healthy lifestyle choices. Volunteers educate children about exercise and nutrition with a hands-on program that includes making healthy snacks and playing games to get them moving. At the Red River Revel, about 7,000 4th grade students participate in this program during field trips. In the spring, JLSB volunteers take the program to various community centers during after-school programs.

MEETING WITH A MISSION - MOORETOWN ELEMENTARY

With the help of Caddo School administrators, the JLSB selected Mooretown Elementary as the school to partner with for the 2015-16 school year. All items donated by our members through Meeting with a Mission went to support the needs of the students, teachers, and staff at Mooretown. League volunteers were also able to support Mooretown throughout the year at a variety of special events including Back to School Night, Teacher Appreciation Week, Reading Day, and March "Mathness" Night.

SAFE SITTER

The Safe Sitter Program prepares middle-school children to be effectively trained babysitters. All too often, older children are left home to look after other children of all ages with little or no training to do so. Volunteers in this program teach the participants about the basics of child-care, first aid, Heimlich maneuver, general safety, and even how to start their own babysitting business. This program was taught to members' children and grandchildren at the beginning of the year and then taught several times during the year, free of charge, in partnership with Community Renewal and other community organizations.

SUPER SAFETY SATURDAY

In partnership with Sheriff's Safety Town, the Junior League of Shreveport-Bossier coordinated our fifth annual Super Safety Saturday event. Over 1,000 people including children and families, local nonprofit organizations, government agencies, and members of law enforcement attended this free community event. In the Health and Safety Fair tents, participants learned about various health and safety issues through interactive games and handouts. The Touch-a-Truck area included a helicopter and bookmobile as well as many other emergency, construction, transport, waterway, and military vehicles. Participants were able to see these vehicles up close and climb in for an even closer look. The Family Fun Zone was filled with bounce houses, games, prizes, and music, bringing the fun to the safety fair. The event was rounded out with a child seat inspection and bike rodeo hosted by the Caddo Parish Sheriff's Office.



JUNIOR LEAGUE OF
SHREVEPORT-BOSSIER

FUND DEVELOPMENT

COOKBOOK SALES

Our longest running source of income comes from cookbook sales. We are pleased to offer three unique books including the award-winning *Mardi Gras to Mistletoe* featuring 12 months of festivals, events, and more than 200 seasonal recipes. *Revel*, originally published in 1980 and then reissued in a 20th anniversary edition in 2000, has sold over 50,000 copies and includes party menus for each of the four seasons. Finally, *A Cook's Tour*, originally published in 1964, features dishes elegant enough for fine dinner parties and casual enough for picnics, and is truly a journey back into your grandmother's kitchen. **Net Profit: \$6,079**

REVEL PEPSI SALES

The now world-famous Red River Revel Arts Festival was founded by the Junior League of Shreveport-Bossier, Inc. and given to the City of Shreveport in 1976 as a bicentennial gift. The Revel is held annually in October on the Shreveport riverfront and attracts thousands of visitors to the area. The Junior League continues to support the Revel by providing over 600 volunteer hours selling Pepsi products during the festival. **Net Profit: \$10,115**

JUNIOR LEAGUE KITCHEN TOUR

The Junior League hosted its second Kitchen Tour fundraiser this year. The self-guided tour of kitchens featured ten new or newly remodeled kitchens around the Shreveport area. Participants were able to see the latest in kitchen design as well as new trends in appliances and interior design. The tour started with a brunch held at the Kitchen & Bath Cottage and reconvened there for cocktails and dessert after the tour as well as for the drawings of the winners of 16 amazing raffle items including a custom made kitchen table from Custom-Bilt Cabinet and Supply, a complete kitchen makeover, and a Lee Michaels Shopping Spree. **Net Profit: \$22,391**

JUNIOR LEAGUE SPRING MARKET

The Junior League Market celebrated its 15th anniversary this year. The three-day spring shopping event held at the Shreveport Convention Center attracted merchants from all over the country providing shoppers with a vast array of unique products and services. In addition to the general shopping activities, this year's Market had two great special events and featured the raffle of three beautiful pieces of jewelry and an exciting shopping spree from Sid Potts. While our Market has served as the JLSB's largest fundraiser for many years, the 15th year of the Spring Market will be its last. We are excited to debut some exciting new fundraisers over the course of the 2016-17 League Year. **Net Profit: \$42,899**

JLSB 5K: RUNNING FOR A CAUSE

This year the JLSB was excited to host its first ever Saturday race on a new course through the Broadmoor and South Highlands Neighborhoods. Participants were able to enjoy an after party at Marilyn's Place that included nutritious snacks and drinks, entertainment for the kids, as well as special food and beverage offers from Marilyn's Place. Unfortunately severe storms moved through the area over the course of the race weekend and greatly impacted participation. **Net Profit: -\$39**

GIVE FOR GOOD DAY

The Junior League partnered with the Community Foundation and participated in Give for Good Day. The 24-hour online giving challenge raises unrestricted funds for nonprofits in our community. This day of giving celebrates local nonprofits and allows the community an opportunity to support these valuable programs and organizations. Part of the JLSB's mission is to promote voluntarism and improve communities, and participating in Give for Good is one way we celebrated generosity and elevated the conversation about philanthropy in the Shreveport-Bossier community. **Net Profit: \$2,812**

SID POTTS HOLIDAY RAFFLE

This year, thanks to the generosity of Sid Potts, the JLSB offered a special, members only, raffle of three beautiful pieces of jewelry and a Sid Potts shopping spree. **Net Profit: \$1,380**



FINANCIAL REPORT

TREASURER'S REPORT

ASSETS

Cash and cash equivalents	\$481,643
Inventory	\$70,211
Property and equipment	\$519,057

TOTAL ASSETS \$1,070,911

LIABILITIES AND NET ASSETS

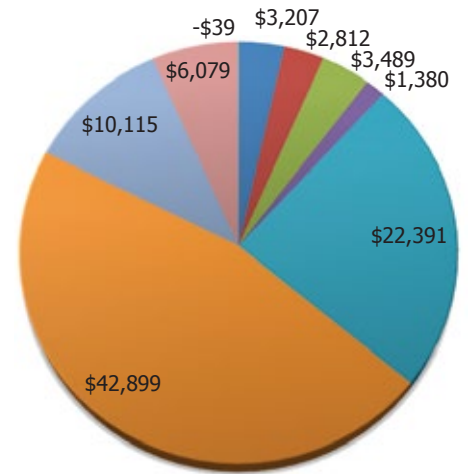
Current portion of long-term debt	\$11,247
Accounts payable and accrued expenses	\$3,133
Deferred revenue	\$64,351

TOTAL LIABILITIES \$78,731

NET ASSETS \$954,317

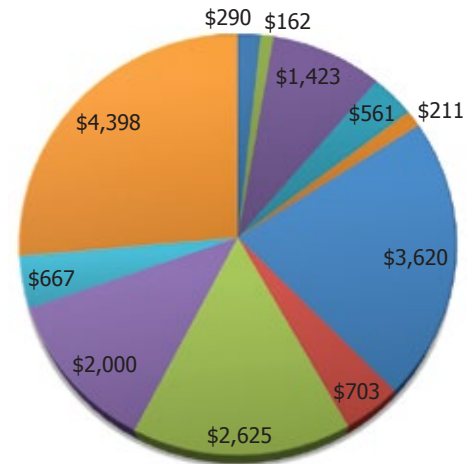
TOTAL LIABILITIES AND NET ASSETS \$1,070,911

Fund Development



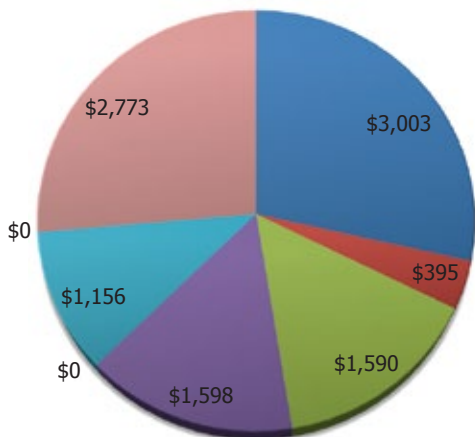
Individual Donations	\$3,207
Give for Good Donations	\$2,812
Corporate Donations	\$3,489
Sid Potts Holiday Raffle	\$1,380
Junior League Kitchen Tour (net)	\$22,391
Junior League Market Income (net)	\$42,899
Red River Revel Pepsi Commission	\$10,115
Cookbook Sales (net)	\$6,079
JLSB 5K: Running for a Cause	-\$39

Community Projects



Between the Lines	\$290
Community Assistance Grants	\$0
Done in a Day	\$162
Girl's/Women's Institute (MAGIC)	\$1,423
Health Literacy Initiative	\$561
Junior League Bingo	\$211
Kids in the Kitchen	\$3,620
Meeting with a Mission	\$703
Red River Revel Arts Education	\$2,625
Scholarships	\$2,000
Safe Sitter	\$667
Super Safety Saturday	\$4,398

Member Training & Education



AJLI Annual Conference	\$3,003
AJLI Organizational Development Institute	\$395
AJLI Fall P/PE Conference	\$1,590
AJLI Winter Conference	\$1,598
JLSB Regional Training	\$1,156
JLSB Board Trainings	\$0
JLSB Education Workshops	\$0
JLSB New Member Training	\$2,773

Thank You TO THOSE WHO MAKE IT POSSIBLE

YEAR-LONG SPONSORS

Lee Michaels Fine Jewelry
Sid Potts, Inc.

KITCHEN TOUR SPONSORS

The W Group
Kitchen & Bath Cottage
Custom-Bilt Cabinet & Supply
Imelda's
The Point at Cross Lake
Porters Carpet Cleaners
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Iberia Bank
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Progressive Bank
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Cheesecakes and More
Frito Lay
Jason's Deli
Nothing Bundt Cakes
Pepsi
Silver Star

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Stacey Smith
Jane Snyder
Calli & Dhu Thompson
The Honorable & Mrs. Jeff R. Thompson
Marie & Scott Vanderlick
Dr. Lacy & Edie Williams

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Mollie Chelette
Teresa Dean
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Leigh Flood
Melissa Flores
Heather Fulco
Levette Fuller
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Lacy Williams

JLSB 5K: RUNNING FOR A CAUSE SPONSORS

Pediatric Dental Partners
The Point at Cross Lake
UL Coleman
Marilynn's Place
Gymboree Play & Music
Magnolia Creative Co.

SUPER SAFETY SATURDAY SPONSORS

Abbot Promotional Products
Caddo Parish Sheriff's Office
KVKI
Sheriff's Safety Town
SPAR
Summer Grove Baptist Church

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Lynne Allen
Nancy Beauvais
Mrs. Bess Black
Mrs. William Broyles, II
Donna Cavanaugh
Carolyn Copeland
Pamela Cowen
Teresa Dean
Helen Debeaux
Lory Evensky
Paula Frierson
Jennifer Frierson
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Mary Virginia Hill
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Betty Turner
Alexis Wedgeworth
Laurin Wilkinson
Eddie Williams
Geraldine Wray
Melissa Wyss

GIFT & REMEMBRANCE FUND DONORS

In Memory of MiMi Hussey by Nancy Cosse
In Memory of Sara Margaret White

MISSION: The Junior League of Shreveport-Bossier, Inc. 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. Its purpose is exclusively educational and charitable.

VISION: The Junior League: Women Around the World as Catalysts for Lasting Community Change.

OUR COMMITMENT TO DIVERSITY AND INCLUSION: The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.

