

# 2013-2014 Annual Report



"THE ONLY ONES AMONG YOU WHO WILL BE REALLY HAPPY ARE THOSE WHO HAVE SOUGHT AND FOUND HOW TO SERVE."

- ALBERT SCHWEITZER

*Celebrating 81 years of service*



JUNIOR LEAGUE OF  
SHREVEPORT-BOSSIER, INC.  
*Women Building Better Communities*

# YEAR AT A GLANCE

On behalf of the Junior League of Shreveport-Bossier, Inc., I am pleased to share this annual report with you. For over 81 years, the JLSB has played a vital role in shaping our community. It is difficult to drive through town and see a nonprofit organization that has not been touched by the Junior League of Shreveport-Bossier. We take our mission seriously and strive not only to improve the community around us, but also to develop our internal community through training, educational, and leadership opportunities provided to our members.

Through our Project Research and Development initiative, we are continually evaluating the needs of our community as well as the effectiveness of our current programs. Our community impact achieved through nine current community projects is far reaching. During the 2013-2014 year, 237 Junior League members spent 16,296 hours in their placements. This generous investment, coupled with JLSB money expended in support of our mission, resulted in a value given to the community of \$390,583! Whether playing Bingo at University Health with hospitalized children, reading with an incarcerated parent at the Bossier Parish Medium Security Facility, providing normalcy and sincere support to victims of domestic violence and their children, or instructing middle school kids on proper childcare techniques, Junior League volunteers are achieving our goal of promoting voluntarism and improving communities.

Our membership is strong, engaged, and committed to our mission. This commitment is evidenced by the fact that although 90 percent of our members work outside the home, they still find the time and enthusiasm to support the mission of the JLSB. The JLSB in return offers many opportunities for the development of our members. These opportunities

include leadership building and personal development through strategic planning, management, budgeting, public relations, marketing, event planning, fund development, research, and community activism. Through hands-on training as well as formal educational seminars and conferences, Junior League volunteers are indeed developing the potential of women. The skills learned within the confines of the Junior League will most assuredly be multiplied as League members take these skills into their personal, professional, and other volunteer-based circles of influence.

As I look back on the 2013-2014 year, I am humbled by what this amazing group of women has accomplished. Our financial position is strong and leaves us poised for much success as we transition to the 2014-2015 leadership team. The successes of the JLSB would not be possible without the support of our members, community partners, and financial contributors. Thank you for entrusting us with your support and investing in our mission as we seek to continue the rich legacy of the Junior League. As we look back at the successes of the 2013-2014 year as presented in this Annual Report, I invite you to look forward to the year ahead and to once again partner with us as we strive to fulfill the mission of the Junior League of Shreveport-Bossier. It has truly been an honor and a privilege to be a part of this organization.

With sincere appreciation,

*Melanie*

Melanie Peacock  
President, 2013-2014



## SERVICE AWARDS

Sustainer of the Year:

Julia Blewer

Volunteer of the Year:

Lauren Anthony

President's Award:

Emily Nickelson



Cover: 2013-2014 Board of Directors: (front left) Elba Hamilton, President-Elect; Melanie Peacock, President; Lila Knicely, Secretary and President-Elect-Elect (back left) Susie Stinson, Ways & Means VP; Katie Baker, Nominating Chair; Emily Nickelson, Communications VP; Tiffany Paine, Assistant Treasurer; Diane Libro, Community VP; Ginger Lukacs, Sustainer Advisor; Katie Loomis, Placement Chair; Heather Fulco, PR&D Chair. Not pictured: Molly McInnis, Membership VP and Emily Rice, Treasurer

# LEADERSHIP & MEMBERSHIP

## 2013-2014 BOARD OF DIRECTORS

President	Melanie Peacock
President Elect	Elba Hamilton
Secretary	Lila Knicely
Treasurer	Emily Rice
Community Vice President	Diane Libro
Membership Vice President	Molly McInnis
Communications Vice President	Emily Nickelson
Ways & Means Vice President	Susie Stinson
Nominating Chairman	Katie Baker
PR&D Chairman	Heather Fulco
Placement Chairman	Katie Loomis
Assistant Treasurer	Tiffany Paine
Sustainer Advisor	Ginger Lukacs



## COMMUNITY ADVISORY BOARD

The JLSB seeks out members of the community to serve as advisors lending their expertise in a variety of areas to the League. The JLSB was fortunate to have the following distinguished community leaders provide guidance for the 2013-2014 League year.

Sonja Bailes	Jim Henderson
Richard Corbett	Norann Planchock
Tom Harrison	Shelly Taylor



## 2013-2014 SUSTAINER PANEL

Special thanks to the 2013-2014 Sustainer Panel led by Sustainer Advisor Ginger Lukacs. Members include: Mary Boggs, Susan Hardtner, Sara Herrington, Monica Lawrence, Jeanne Long, Vickie Meadows, Claudia Oliver, Michele Q=Petersen; Maura Pugh, Sara Margaret White, and Sustainer Panel Liaison Katherine Douthitt.



## ABOUT OUR MEMBERS

Our membership resides in a geographic area including Caddo, Bossier, DeSoto, and Bienville parishes. 80% of our members live in Caddo Parish (76% in Shreveport); 19% live in Bossier Parish (15% in Bossier City); and 1% live in outlying parishes.

**204** actives + **33** provisionals + **516** sustainers = **753** members strong

**98%** hold college degrees  
**90%** are employed outside of the home

**55%** hold graduate degrees  
**77%** are married

**64%** volunteer at other organizations in our community in addition to JLSB  
**56%** have children

# COMMUNITY IMPACT



## 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 recorded readings are then sent to the children in a CD format along with a new gift-wrapped book. Books are donated by Junior League members and other local organizations. Over 75 families have been impacted by the Between the Lines Program.



## DOMESTIC VIOLENCE

One in four women will experience domestic violence during her lifetime. In partnership with Providence House, the Domestic Violence Program aims to educate the public and to provide information about services provided by Providence House. Domestic Violence volunteers participated in an outreach project at the Louisiana Boardwalk doing just that. Throughout the remainder of the year, volunteers worked directly with the residents of Providence House "Safe House." Our volunteers were welcomed by the children living with their mothers at the safe house as they helped them create trick-or-treat bags for Halloween and ornaments at Christmastime. For Valentines Day, the safe house residents received flowers and their children made valentines—small gestures to ensure each of them knows how precious they are to our volunteers. This program touched the lives of approximately 100 women and children during the current year.



## 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 the Shreveport-Bossier Rescue Mission, the Northwest Louisiana Food Bank, Susan's Closet, the Renesting Project, Volunteers of America, Heart of Hope, Girls on the Run, and the Cinderella Project.



## 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 coincide with the theme of the session. The Junior League partnered with the Boys and Girls Clubs to bring this program to over 50 fourth- and fifth-graders each Tuesday and Thursday for seven 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. Each child was given an outdoor play ball, a water bottle, a daily menu sheet, and a healthy snack.

"THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS."  
- MAHATMA GANDHI

## LSUHSC BINGO

Once a month, Junior League volunteers spend a Thursday evening playing Bingo with the children hospitalized at LSUHSC (now University Health). These volunteers are instrumental in making a positive difference in a child's hospital stay. The children are invited to play Bingo in the Child Life Playroom. If they are not able to leave their rooms, the game is broadcast on a closed-circuit television system on the pediatric floor of the hospital and winners can call in when they win. 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. Win or lose, every child is able to choose a prize from our prize bucket. Since the closing of Sutton Children's Hospital, the number of pediatric patients has greatly increased, allowing this project to have even greater impact in our community.



## RED RIVER REVEL ARTIST FOR A DAY

Each weeknight and all day on 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 very often led by local artists volunteering their time to be a part of this project. One of the only free activities for children at the Revel, each child is able to show his or her creativity by painting, making puppets, sculpting model magic monsters, making Mod Podge frames, and creating sun catchers. Not even the rainy days at the Revel could keep over 3,000 children from visiting the Artist for a Day tent.



## SAFE SITTER

Brand new this year, the Safe Sitter program prepares middle-school-age 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 for even the simplest of tasks. Volunteers in this program teach the participants about the basics of child care, first aid, the Heimlich maneuver, general safety, and even how to start their own business. This program was rolled out by being taught to members' children and grandchildren and was then taught twice free of charge at the Boys & Girls Clubs and Community Renewal. We look forward to expanding this program to include more participants in the upcoming year.



## SUPER SAFETY SATURDAY

In partnership with Sheriff's Safety Town, the Junior League of Shreveport-Bossier coordinated our fourth 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 hand-outs given at each station. 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. Bicycle, storm, and water safety were presented by deputies in the kid-sized "city" of Safety Town. The event was rounded out with a child seat inspection and bike rodeo hosted by the Caddo Parish Sheriff's Office.



237  
WOMEN  
16,296  
VOLUNTEER HOURS  
\$390,583  
DONATED

# 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 cookbook *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. *A Cook's Tour* turned 50 this year! Published in 1964, it features dishes elegant enough for fine dinner parties and casual enough for picnics and is truly a journey back into your grandmother's kitchen. Sales of our three outstanding cookbooks allow the JLSB to move our mission forward.

**Total Sales: \$10,536**



## REVEL PEPSI SALES

The now world-famous Red River Revel Arts Festival was founded by the Junior League of Shreveport-Bossier 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 to the area. The Junior League continues to support the Revel by providing over 600 volunteer hours selling Pepsi products during the festival.

**Total Sales: \$8,232**



## JUNIOR LEAGUE MARKET

The Junior League Market celebrated its 13th anniversary this year and it was "lucky 13" indeed. The three-day spring shopping extravaganza 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 provided something for the whole family—Girl's Night Out for the ladies, Breakfast with the Bunnies for children, and a Patron Party where party-goers enjoyed food, friends, and fun. The men were treated to the "Man Cave" while the ladies purchased chances to win a 1-carat diamond in our champagne raffle. The Market is the JLSB's largest fundraiser. Its success ensures that the JLSB will continue to touch the lives of families at risk in our community for years to come.

**Total Sales: \$163,965**



## GLOW IN THE DARK 5K

The Glow in the Dark 5K was extremely successful with over 500 runners in attendance. Runners of all abilities from the very seasoned to elementary school running club members came out to enjoy an evening run. Held just before dark on Clyde Fant Parkway, the family fun run and 5K finished up just in time for the participants to get their glow on. Donned in neon attire and glow necklaces and bracelets, participants enjoyed wonderful food, music, and fun at the after-dark after party. The JLSB is proud to have combined a fundraiser and an opportunity to promote healthy lifestyles.

**Total Sales: \$3,757**

## GIVE FOR GOOD DAY

The Junior League partnered with the Community Foundation and participated in the first annual Give for Good Day. This 24-hour online giving challenge was hosted to build the next generation of philanthropists for the Shreveport-Bossier area. It raised awareness of the many services nonprofits provide in our community. It was an honor to be a part of such a successful regional philanthropic event.

**Total Donations: \$8,593**

**giveFORgoodnla.com**  
05.06.14 **CHOOSE** your cause **GIVE** your best **TRANSFORM** your community

# FINANCIAL REPORT

## TREASURER'S REPORT

### ASSETS

Cash and cash equivalents	\$444,353
Accounts receivable	\$9,147
Inventory	\$81,682
Property and equipment	\$544,795

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<b>TOTAL ASSETS</b>	<b>\$1,079,977</b>
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### LIABILITIES AND NET ASSETS

Long term debt	\$100,000
Accounts payable and accrued expenses	\$3,782
Deferred revenue	\$65,460
Liability for security deposit	\$833

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<b>TOTAL LIABILITIES</b>	<b>\$170,075</b>
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<b>NET ASSETS</b>	<b>\$909,902</b>
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<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,079,977</b>
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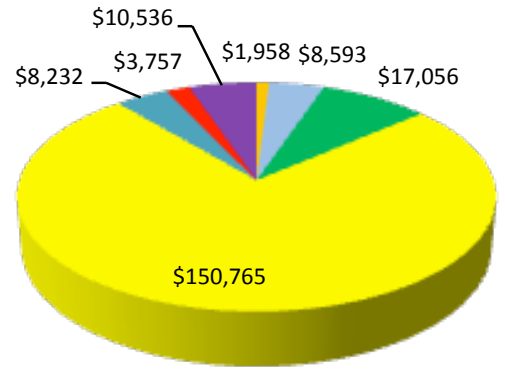
### CAP GRANTS

The Junior League of Shreveport-Bossier operates a Community Assistance Program (CAP) whose purpose is to provide monetary grants for short-term critical needs of nonprofits in the Shreveport-Bossier area.

### 2013-2014 CAP GRANT RECIPIENTS

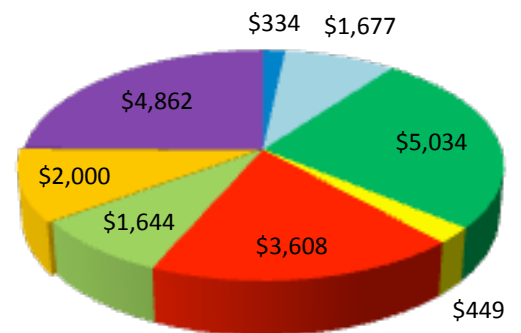
Louisiana State Exhibit Museum	\$ 500
The Center for Families	\$3,000
	<hr/>
	\$3,500

## Fund Development



- Individual Donations ..... \$1,958
- Give for Good Donations ..... \$8,593
- Corporate & Market Donations..... \$17,056
- Junior League Market Sales..... \$150,765
- Red River Revel Pepsi Commission..... \$8,232
- Glow in the Dark 5K..... \$3,757
- Cookbook Sales..... \$10,536

## Community Projects



- Domestic Violence Education..... \$334
- Health Literacy Initiative ..... \$1,677
- Kids in the Kitchen..... \$5,034
- LSUHSC Bingo..... \$449
- Red River Revel Artist for a Day..... \$3,608
- Safe Sitter..... \$1,644
- Scholarships..... \$2,000
- Super Safety Saturday..... \$4,862

**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.

**REACHING OUT:** The Association of Junior Leagues International, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.

## THANK YOU THOSE WHO MAKE IT POSSIBLE

### MARKET SPONSORS

Red River Bank  
Sid Potts, Inc.  
McCary's Jewelers  
Eagle Distributing  
Suddenlink  
The Times  
Ellis Home and Garden  
KVKI  
SB Magazine  
Sales Recruiting Consultants  
Frito Lay  
Christus Health Shreveport-Bossier  
Aly B's Bakery  
Patina Thrift Store  
Le Rivage  
Southern Soul  
Heart of Hope  
Ashley Palmer  
Pepsi  
Corner Collection on Line  
Graf Orthodontics  
Wine Country  
Progressive Bank  
FitzGerald Contractors, LLC  
Fairfield Studios  
North East Sales  
Marshall Rice, Attorney at Law  
Brookshires  
Kroger  
Corporate One  
Sound Minds  
Drake Valet  
Bistro Byronz

### MARKET PATRONS

Susan & Mike Adams  
Air Hygiene International  
Dr. Michael & Debbie Angelo  
Lauren Anthony & Shannon Lucas  
Greg & Jessica Bennett  
Julia Blewer  
Mary McGee Boggs  
Bridgett & David Bushnell  
Heather & Jeff Brown  
Brandon & Mollie Chelette  
Mary Vay & Rodney Cobb  
Courtney & Savage, APLC  
Elizabeth Crafts  
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Minou Fritze  
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Ginny & Brian Homza

Cindy & Jim Irvine  
Lila & Jeremy Knickey  
Monica & Todd Lawrence  
Diane & Joey Libro  
Katie & Johnny Loomis  
Mr. & Mrs. Patrick Lukacs  
Lusk Eye Specialists  
Britney McDow  
Maggie & Tem McElroy  
Molly & Kyle McInnis  
Vickie & David Meadows  
Kendra & Gabe Meiki  
Shelley & Craig Miller  
Peggy & David Murphy  
Allison & Billy Murray  
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Clare & George Nelson  
Emily & John Nickelson  
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Lynn & Armand Roos  
Martha & Lew Ross  
Alice Sample - Coldwell Banker Gosslee  
Susan Schroeder  
Leslie & Tommy Scott  
Scuba Ventures - Leah & Jason Feldt  
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Shannon & Scott Smith  
Aimee & Joshua Smith  
Stacey Smith and Kelly Focht  
Jane Snyder  
Jennifer & Chris Steadman  
Susie & Ford Stinson, III  
Jennifer Taylor & Kila Bobier  
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Brittany Turner  
Kelley & Ben Vosburg  
Dr. and Mrs. Buddy Vosburg  
Emilie Wallace  
Charlotte Webb  
Susan & Steve Whitelaw  
Martha & Alan Yarbrough  
Caitlin Yarbrough

### GIVE FOR GOOD DONORS

Melissa Airhart  
Katie Baker  
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Nancy Cosse  
Donna Curtis  
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Molly McInnis  
Beth Ann Menger  
Tiffany Paine  
Melanie Peacock  
Lamont Pearson  
Jodi Penn  
Angie Phares  
Connie Pierson  
Elizabeth Pippin  
Hannah Pixley  
Kelly Powell  
Heather Price  
Paige Reagan  
Martha Ross  
Leslie & Tommy Scott  
Jennifer Steadman  
Brandon Stephens  
Jennifer Stephens  
Toni Thompson  
Carolyn Tillman  
Brittany Turner  
Nicole Wilhite  
Holly Witte

### GLOW IN THE DARK

5K SPONSORS  
Camp Gladiator  
Sci-Port: Louisiana's Science Center  
McDonald Lighting  
Green Home Advantage  
LA House of Props - Jim Hayes  
Jason McElveen  
Perot Plumbing  
Candice Williams  
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### SUPER SAFETY SATURDAY SPONSORS

Advanced Diagnostics  
Best Yet Builders  
Blue Cross Blue Shield  
BNB Systems  
Caddo Parish Sheriff's Office  
Dr. Chris Cossee  
Diesel Driving Academy  
Graf Orthodontics  
Healthcare Express  
Jazzercise  
K-9 Search and Rescue  
KVKI  
Metro Aviation  
Ocean Dental  
PEP

Powell Photography  
Red Cross  
Robinson's Rescue  
Sheriff's Safety Town  
Shreveport Fire Department  
Shreveport Parks & Recreation  
Shreveport Police Department  
Dr. Jeff Silmon  
Soccer Shots  
Southern Hills Animal Hospital  
Southern Hills HOA  
SWEPCO  
Swim School  
Sylvan Learning  
Think First of Arklatex  
Jennifer Thurmon, State Farm  
YMCA of NWLA

### FRIENDS OF THE JLSB

Leigh & Robert Bowman  
Nancy Broyles  
Mikey Carlisle  
Donna Cavanaugh  
Kathy Charley  
Carolyn Copeland  
Helen Debeaux  
Kay deBerardinis  
Donna Dunn  
Lory Rosen Evensky  
Paula Frierson  
Clarence Frierson, Jr.  
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Jan Querbes  
Peggy Rhodes  
Patricia Scarborough  
Susan Schroeder  
Southern Hills Animal Hospital  
SWEPCO  
Margaret Teague  
Janie Tipton  
Edith Broyles Williams

IN MEMORY OF  
Betty Lane Q. Kayser by Betsy C. Peatross  
Donna Beard Dunn by Sid Potts, Inc.  
Sandra Harper  
by Dr. Spiro & Nancy Cosse



JUNIOR LEAGUE OF  
SHREVEPORT-BOSSIER, INC.

Women Building Better Communities