

OUR VISION

The Junior League of Pueblo is a recognized leader in the community, committed to fulfilling the need of the child. Volunteers nurture the individual, advocate for the rights of the child and strive to empower the children of Pueblo to reach their full potential.

OUR MISSION

The Junior League of Pueblo 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. Its purpose is exclusively educational and charitable.

COMMUNITY IMPACT
VOLUNTEER OPPORTUNITIES
CREATING CHANGE



ANNUAL REPORT

2016-2017

OUR GOALS

- | Provide volunteers and funds to support programs that address the needs of families and children
- | Provide training that prepares women to be effective volunteers and leaders in the community
- | Provide an environment that incorporates diversity in its membership
- | Create community awareness about the needs of young children

2016-2017 JLP LEADERSHIP

PRESIDENT

Mande Mathews

PRESIDENT ELECT

Kimberly Hinkle

SECRETARY

Brooke Williams

TREASURER

Rebecca Diaz

PAST PRESIDENT

Amber Hertneky

Committee Chairs

COMMUNICATIONS

Lacy Desmond

COMMUNITY IMPACT

Erica Watts | Kelly McLean

FUNDRAISING

Melissa Hodges

FUNDS
DEVELOPMENT

Michelle Gallina

MEMBERSHIP

Jessi Ones

PARLIAMENTARIAN

Laura Heberly

SUSTAINER
REPRESENTATIVE

Sommer Street

PRESIDENT'S LETTER

MANDE MATHEWS

Since 1977, the women of the Junior League of Pueblo (JLP) have been an instrumental force of positive change through both our own initiatives and our collaborations with other groups and institutions in our community. Made up of 135 women, our JLP membership is diverse with a vast variety of personal and professional backgrounds, interest, and life stages. However diverse this group of women may be, we all share the same commitment to our mission: to promote volunteerism, develop the potential of women, and improve the community through the effective action and leadership of trained volunteers.

The Junior League of Pueblo is a place...**Where change happens.** The Junior League, by its very nature, is an organization of change. Each year we change our placements, and we change as a natural result of the experiences we have. For me, I have found that one of the greatest change agents in the Junior League is embedded at the heart of our mission...training. This year's training initiative has not only produced individual change for many of our members, but it has bolstered our organization's capacity. Through it we have learned skills and competencies and are now better equipped to facilitate change ourselves. Since last May, change has been researched by the Board of Directors through a true shift from our current Membership model to a new and (possibly) improved New Membership model. This practice will be lined out in the upcoming year after the membership voted to trial the recommendations that the board has designed based on the visions of our members for the future of JLP. To say the least, we've covered some ground. **Change has been and will continue to be difficult.** But I thank our members for taking some major risks, as the potential for positive change has outweighed the status quo. Junior League of Pueblo women are serving as catalysts for lasting change.

The Junior League of Pueblo is also a place...Where celebrations happen. We celebrate...change, training, the work of our Committees, our 40th Anniversary with the Association of Junior Leagues International, our place in the community, the collaboration between committees which has helped to solidify a true sense of community, the involvement of sustainers, 20 new Active members, and life-changing friendships. On a larger external scope, we celebrate our many efforts within the community. Through our work, lives have been changed in ways we may never know. To me, that's the most amazing celebration!

The Junior League of Pueblo is a place...**Where commendation happens.** It's been quite a year. And, it has taken **ALL** of us to make it happen. I feel confident that we have created a strong legacy for the future, and I thank each of you for the part you played; members, sponsors and community supporters.

And finally, the Junior League of Pueblo is a place...Where new chapters happen. In looking forward, the 2017-2018 team under the direction of a new Board of Directors is eager for their opportunity to lead us into the future to be an even stronger and more successful organization. There is much work to be done, and others are counting on us to do it. **As we continue our work towards our Mission, we will all ensure that now and for future years, the Junior League of Pueblo will be a place Where Amazing Happens.**

Blessings,
Mande Mathews





JUNIOR LEAGUE OF PUEBLO
Women building better communities®

2016-2017

AT A GLANCE

MAKING AN IMPACT ON THE COMMUNITY

6,061

Children served in the Pueblo Community through JLP events

30+

Outreach projects serving community organizations throughout Pueblo, including at least one through our Done in a Day Program

854

Books distributed to children in the Pueblo Community to support and encourage children's literacy



5,243

diapers distributed through the JLP Inaugural Diaper Drive.



\$74,418

Total funds raised from JLP Signature Fundraising Events to support children in Pueblo

JLP MEMBER FACTS

133

diverse women

21-55

active member age range

1,000

more than hours volunteered

Junior League of Pueblo's trained and talented members serve women, youth, and families for the purpose of providing support in the community. The League was made up 52 Actives, 13 New Members, and 68 Sustainers.



ABOUT JLP

SERVICE LEAGUE OF PUEBLO

The Pueblo Day Nursery was its signature project which served working mothers and their children.

223RD LEAGUE IN THE AJLI

In February 1977, the Service League joined the National membership of the Association of Junior Leagues

BUELL CHILDREN'S MUSEUM

One of JLP's most distinguished accomplishments was the opening of the state-of-the-art museum in Pueblo

WOMEN AND CHILDREN

Training women to make a difference in their community and meeting the needs of the child became the Leagues focus in 1992



501(C)3

AFTERTHOUGHTS

The inception of Afterthoughts, a program at the Lucero Library, reached children entering a pivotal age where many high-risk teens turn away from education and reading.



Kids in the Kitchen is a free event for families to learn about healthy eating habits and cooking healthy food.

BACKPACK AND DIAPER DRIVE



Annual community drives to meet the basic needs of Pueblo's children.

FIT4FUN



Free event hosted monthly by JLP to promote healthy lifestyles. League members interact with children and promote healthy habits through physical activities.

JUNIOR LEAGUE COMMUNITY IMPACT



KIDS IN THE KITCHEN

Junior League Signature Event

Kids in the Kitchen focus was narrowed to nutrition and healthy eating habits in the 2016-2017 League Year. It was a wonderful event with great success.

- **200 children in attendance**
- **Hands on cooking and demonstrations**
- **Community partners: Care and Share Food Bank, Health department, Family Kids Dental, and the Pueblo WIC office** (*brought awareness to programs we have in our great city for families*)
- **Prizes allowed kids to participate in cooking and healthy choices made in their households** (*Cooking Sets, Cookbooks, Grocery Gift-Cards and Aprons*)

This year brought new changes to the League and to the Community Impact chair position. The new focus of basic needs was added along to our three pillars of change: literacy, and the fight against childhood obesity.

LITERACY

- Our focus on literacy has taken an exciting new twist! This year, Erica Watts worked alongside Tammi Moe to create a reading and poetry group for 6th grade boys called "**After Thoughts**" at the Lucero Library. This is a pivotal age group where many high-risk teens turn away from education and reading. Along with a small group of women and community leaders, this was a huge success and we look forward to expanding this groundwork in years to come.
- Our partnership with EPIC and the Pueblo City-County Library remained strong, and we gave away **Out of the Dust** for the All Pueblo Reads event.
- There were 852 books given away by the end of January at our great events: Touch a Truck and Monster Dash. Every child who participated in each event were able to take home books to further their love of reading and education.
- We were able to partner with St. John Neumann and provide their school with 50 books.

COMMUNITY IMPACT

CHILD WELFARE

The League had a wonderful opportunity this year to learn from Ms. Vickie Clark, and everyone became further energized about the vital support we provide to our community. To begin our mission of basic needs, Ms. Vickie relayed the extreme impact of donating diapers, and at her discussion held at the library, we began our collection of diapers for our Diaper Drive. The Catholic Charities in Pueblo, has the largest Diaper Bank in Southern Colorado and donations go directly to mothers in need in our community.

At the end of the League year we were fortunate enough to donate funds to Destination Imagination, the Boys & Girls Club and gave away \$1,000.00 to the winner of the diaper drive. The winner of the diaper drive chose to use the money for EPIC and also CASA of Pueblo.

The tide of change continued for our **Fit 4 Fun** event, each month a different committee planned a fun workout and fitness routine at the Sprague center Boys and Girls club. Our connection and impact on the kids there, along with our partnership were strengthened by this change. The one on one experience with kids was amazing and so much fun. Our fundraising throughout the year, went directly to each of these children through gifts of Uno, jump ropes, footballs, hoola-hoops, and paddle boards. **We reached over 100 children in these events each month.** Kids and JLP members alike got in their 30 minutes of play!

NONPROFIT & COMMUNITY SUPPORT

In addition to annual community impact events, members contributed to local needs through our Done In A Meeting (DIAM) and Done In A Day (DIAD) programs.

- Backpacks and school supplies were collected for the Parkview Elementary and Risley Middle School. This is an effort the League is involved in every year to support low income families with school supplies.
- Salvation Army's Angel Tree Toy and Joy shop: This event is incredibly impactful, not only for our members who participate but for the community. Held during the week of Christmas, Salvation Army helped 874 families and 3,026 children were given toys for Christmas. JLP collected wrapping paper, wrapping supplies, and toys at our annual Holiday party. Members were then able to participate in all three days, to assist families shop for their children to fill the Christmas tree with presents.
- Shower supplies for POSADA for their mobile shower for homeless families.
- Prom dresses and suits were collected to donate to Pueblo Diversified Industries annual prom, ladies also volunteered to staff the photobooth.
- Ameritown is another new opportunity that members staffed as volunteers. This is a fun event that allows children to take on for the day important community roles such as: mayor, police officers, bankers, store managers, etc.

JUNIOR LEAGUE MEMBERSHIP



NEW MEMBERSHIP CLASS

The year began with our largest New Member Class, with a total of 24 women participating in the New Member Orientation in July. In December, the New Members hosted its "Holiday with Heroes" community impact/fundraising event, raising nearly \$6,000 in only two short months -- the largest net in the past five years.

- A community impact success, with nearly 10 community agencies participating as "Heroes", and more than 400 people in attendance.
- The event goal was two-fold; to provide a safe and fun holiday event for Pueblo's foster kids, and to provide those same kids and their foster families with resources and education in relation to drug prevention and education.
- Funds raised resulted in three separate donations to the community that included: Sweet Cases (travel bags) for kids in both foster agencies, \$1,500 donation to a new D.A.R.E community-wide drug awareness and education event, and two brand-new \$1,000 "Hope After Addiction" scholarships offered through the CSU-Pueblo Foundation Office.

Record-breaking, forward thinking, and personally connected best describe Membership Committee's many successes during the 2016-2017 League Year. From an overwhelmingly received New Member Class and its Project, to a further developed Ladies Who and JLP Pal program and trialed a New Membership Model -- the Membership Committee had one of its most active and progressive years.

NEW MEMBERSHIP MODEL

Membership compiled an Advisor Team, comprised of three past presidents and Chair, to trial Association of Junior League International (AJLI's) New Membership Model.

- The trial tested a new model that replaces a standardized point-based system with an individual contract or "Compact" in which each member makes her own commitment for participation based on her talents, interests, and partnerships with related organization.
- After an extensive trial, four very clear final recommendations were presented to the Board to improve the membership experience, far beyond the individual compact that was originally proposed.
 1. Trialing a "Weighted Personalized Points Program"
 2. Reevaluate number of large-scale events
 3. Reformat General Membership Meetings
 4. Create a member-wide Advisor Program
- In May, the membership voted in favor of the considerations above and to trial the modified member program with all Active members during the following 2017-2018 League Year.

MEMBERSHIP

PROGRAM DEVELOPMENT

The **Ladies Who** program began two years ago, with a handful of social/training events:

"Ladies Who Learn" with AJLI Speaker Vicki Clark

"Ladies Who Lounge" yoga session with 1-Year Active Tara Beck

"Ladies Who Livingroom Lecture" on Speaking to Inspire with 5-Year Active and CSU-Pueblo Dept. Director Dr. Donna Souder Hodge

"Ladies Who Lunch and Learn: Our Greatest Community Needs" with CEO and 3-Year Active Andrea Aragon

"Ladies Who Lounge: New Member Recruitment Social."

Membership IS the very heart of the League, and it pumped fast and loudly during the 2016-17 League year. But the aggressive agenda far from prevented the personal connections and the progressive approaches that will most certainly create a stronger, more connected, and sustainable League.

JLP Pal Program

A total of 12 JLP Pals Advisors met one-on-one with their assigned New Member in a personalized social setting, separate from a sanctioned JL event, i.e. coffee/after-work dinner/playdate

MULTIPLE MEANINGFUL CONNECTIONS & MEMBER RECOGNITION

Two socials | A Summer Family Social and a Fall Family Social

The personal atmospheres provided for a friendly, family environment that encouraged networking and relationship-building among the more than 75 in total attendance.

End-of-Year Celebration

70+ members and their spouse/guest present to celebrate the many achievements of the 2016-17 League Year.

30 women were recognized with anniversary pins, including 45-Year Member and Sustainer/Past President Sandy Stein.

Recognition to; New Member of the Year Janessa Gallegos, Active of the Year Brooke Stimac, and the Sustainer of the Year Juliana Rothbaum.

Throughout the year total of 10 women were recognized through its Good as Gold program



JUNIOR LEAGUE FUNDS



3RD ANNUAL TOUCH-A-TRUCK

Touch a Truck serves as the kick-off fundraiser for children of all ages get to explore and educate themselves among various vehicles, vendor booths and fun, active activities. Children get to put their imagination in gear and go! Kids have the opportunity to get behind the wheel and rub elbows with their hometown heroes and climb on and explore their favorite vehicles.

- **751 Families attended**
- **30+ vehicles for the children to explore**
- **Thanks to a donation of over 400 books by EPIC, each child left with a free, brand new book**

FUNDS RAISED: \$4,851.72

4TH ANNUAL MONSTER DASH

The Monster Dash 5K Run/Walk has become the signature fall fundraiser for the League. This unique 5K Run/Walk features a costume contest, a free mini-monsters 50-yard dash, and a free pumpkin to the children who participate with the newly added addition of carnival games for our younger attendees. The race is also stroller and pet-friendly.

- **103 adults and 23 children participated**

FUNDS RAISED: \$4,149.43

13TH ANNUAL GIRLS NIGHT OUT

Girls' Night Out (GNO) serves as the signature event for the Junior League of Pueblo. As the largest and primary fundraiser for the League, this tradeshow solicits funds from vendors, ticket sales, sponsors, and a silent auction. The event encourages women to grab their gals and come out for a night shopping, sipping signature cocktails, peruse silent auction items, view a fashion show, and support a good cause!

60+ vendors

Largest tradeshow in Pueblo

400+ attendees

FUNDS RAISED: \$26,742.94

THANK YOU to our 2016-2017 Sponsors and Partners

A-Affordable	Party Lite
Disposal of Pueblo	Peterson & Fonda
ABC Bank	Planet Fitness
Accelerated Wealth	Platinum & CO
Alter Image	Property Craft
American Vein & Vascular Institute	Pueblo Plex
AMR	Pueblo Pulmonary Associates
Baba & Pop's Handmade Pierogi	Quantum Media
Benefits Broker	Remax
Big Bear Liquor	Renew Medical
Black Hills	Aesthetics
Brandon Payne	RMC Distributing
Colorado Eagle	RMEC
Complete Chiropractic Center	Rocky Mountain Boat Co.
DD Marketing	Rocky Mountain Eye Center
Desert Hawk Dental	Rodan & Fields Dermatologist
Disanti Farms	Scentsy
Discount Limo	Segurs Entertainment
El Paso Floors	Sit Mean Sit
Golden Girls Design	Southern Colorado Oral & Facial Surgery
Ilan Sales	Springbok Health
Just Digital	St. Mary Corwin
Land Title	Steel City Solar
Le-Vel	Studio Share
Legacy Bank	Sweet Peas
Little Ceasar's	Swerdfeger Construction
Mary Mac	The Realty Post
Design House	The Shandy Clinic
Mathews Brother Electric	Thirty One Gifts
Meadowlark	Touchstone Crystal by Swarovski
Healing Arts	US Bank
Midtown Center	Vern Larson
Northshore	Workzone Traffic Control
Oscar's Liquor	
PAC	
Park West Dental	

JUNIOR LEAGUE COMMUNICATIONS



The main initiative the 2016/2017 Communications Committee was a rebranding of our communications collateral. This included:

- **Pueblification – monthly publication of the League for our membership**
- **Stay on Your Heels – electronic weekly newsletter to update members on upcoming activities, community events, and volunteer opportunities**
- **Sponsorship Package – print document for potential sponsors highlighting sponsorship opportunities at Junior League Events**
- **At a Glance – infographic stating Junior League Statistics**
- **JLP Information Card – informational postcard for potential new members and community members interested about the League**

NETWORKING

The communications committee hosted the Annual Latino Chamber of Commerce after hours. JLP partnered with Legacy Bank (host and sponsor) in addition to PuebloPlex. The event was well attended by more than 100 community leaders, Junior League members, and Latino Chamber Members.

COMMUNICATING TO THE COMMUNITY

JLP Communication's Committee maintained the public image to the community by informing through:

- **Website:** The communications committee was also pivotal in the continuation of building the newly implemented Junior League of Pueblo website. This online tool provided historical information, event calendars, leadership biography's, annual reports, past Pueblifications, as well as other pertinent information to the community and its members
- **Social Media:** Facebook continues to be a relevant form of communication to highlight events and social engagements
- **Press:** Junior League of Pueblo continued to work with local media to promote upcoming events and highlight work within the community



2016-2017 BY THE NUMBERS

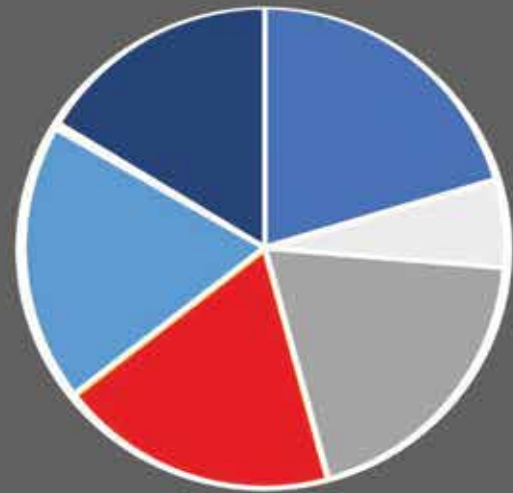
JUNIOR LEAGUE OF PUEBLO AUDITED FINANCIALS ENDING MAY 31, 2017



Revenue:

- Fundraising Income* \$55,540
- Membership Dues \$15,213
- 990 Club Income \$927
- Grant Income \$2,000
- Miscellaneous Income \$4,474

Total Revenue \$78,154



Expenses:

- Fundraising Expense* \$18,035
- AJLI Membership Dues \$5,171
- Training and Education \$17,139
- Programming and Charitable Contributions \$16,592
- Administration \$16,504
- Community Membership Dues \$325
- Miscellaneous Expenses \$14,447

Total Expenses \$88,213

*Includes New Member project + scholarship expenses

Net Operating Income -\$7,060

Note that it was the intention of the league to operate at a deficit for the 2016-2017 league year. Budgeted to operate at -\$2,888.