



JUNIOR LEAGUE OF PUEBLO

Women building better communities®

2015-2016 Annual Report



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.

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.

Table of Contents

Leadership	4
Membership	5
Community Impact	8
Fundraising	10
Communications	12
Financial Summary	13
Sponsors	15
990 Club	16

Leadership

Board of Directors

President

Amber Hertneky

President Elect

Mande Mathews

Secretary

Brooke Williams

Treasurer

Rebecca Diaz

Past President

Sandra Proud

Committee Chairs

Communications

Kimberly Hinkle

Community Impact

Trish Pocius

Fundraising

Lacy Desmond

Funds Development

Michelle Gallina

Membership

Laura Heberly

Sustainer

Representative

Kris Hartman



Amber Hertneky
2015-2016 President

What an amazing year this has been! I am humbled by all the great women that help make the Junior League of Pueblo an amazing organization to be a part of.

For the last 79 years, the women of the Service League/Junior League of Pueblo have been dedicated to developing the lives of women and children in Pueblo County by promoting our mission of volunteerism and working tirelessly to improve our community.

It is truly incredible the number of ladies that sustain the league year in and year out and what they have accomplished for the city of Pueblo. Developing the Pueblo Day Nursery, Pueblo Art Works (Buell Children's Museum), the YWCA crisis center and much, much more! When I look back on this last year and all we have accomplished it truly is an awesome sight to see!

We challenge each other every year to grow as leaders and pillars in the community. This year we could not have done that without our members and the amazing time and dedication they show to the league. Each and every member played an integral part of the league and is truly appreciated! We also could not have accomplished what we have in the last year if it was not for our community partners. These partnerships truly help us grow a lasting impact on the children of Pueblo County.

This league year we tasked ourselves with revisiting our community impact focus and programs. What an amazing experience it has been! The community impact focus group worked throughout the year to provide the league with all the information possible pertaining to the greater need of Pueblo County. It was a humbling experience for myself and all that were involved. The membership approved three area's to focus on for the next 5 years. Wellness, literacy and basic survival needs were at the top of the list. The community impact focus group will now be working to develop well rounded programs that continue to fit the mission of our league and support the areas of focus. I can't wait to show the citizens of Pueblo County what we are about!

Best Regards,

Amber Hertneky

"Leaders become great, not because of their power, but their ability to empower others."

Membership

2015-2016 Member Statistics

49
Members

13
New Members

61
**Sustainers
& Emeritus**

The 2015-16 League year delivered an extraordinary list of accomplishments thanks to our amazing League force – our members! From beginning to end, members provide time, talent and energy to graciously support the JLP mission, and serve the needs in our community. Through service, members develop as leaders, and in sharing in service, members connect.

To stay true to our mission of empowering women leaders, our members engaged in League-centric training at monthly GMM's, with several new initiatives launched this year. A few sessions focused on the new website and member portal. These new applications are an invaluable tool that will help increase the League's overall efficiency. Members also participated in event-specific training for Monster Dash, Kids' in the Kitchen and Girls' Night Out events. Additionally, members received education and training in the following areas: updated Bylaws and Policies approved in Fall 2015, Nominating Committee function and updated elections process with reinstitution of Nominating Committee, funds development training on annual sponsorship program, communications training on JLP elevator speech, and new membership model and 2016/17 pilot program presentation.



Membership



Social Events

Membership committee hosts several events, including annual Summer and Fall Socials, while continuing *Ladies Who...*, a series of mini-socials introduced in League year 2014/15, connecting members throughout the year. Members enjoyed catching up and meeting new members at the annual Summer Social, hosted on a Sunday afternoon at the Pueblo Country Club pool. Little ones enjoyed seeing old friends and many took a dip, with a diving/belly flop contest ending the evening with laughter. Members also met at City Park for a festive, fun Fall Social held in conjunction with Haunted City Park Rides, enjoying tasty treats and time with JLP pals. JLP members cheered on their favorite contender and enjoyed traditional derby fare at the 3rd Annual Kentucky Derby Party - *Horse-shoes, Heels & Hats* at the Pueblo Country Club. Several members competed for Ladies Best Hat title, with a JLP member taking the title for the 3rd year running!

Ladies Who... events:

Ladies Who Learn - Prosperity Picture Workshop

Interactive event featuring female Invesco VP discussing the unique financial needs of women. Members were challenged and inspired to realize their future and work to achieve financial goals.

Ladies Who Lunch at the Pueblo Country Club

First-ever *Ladies Who Lunch* held with JLP friends enjoying mid-day social time.

Ladies Who Lounge

Following JLP-hosted Latino Chamber Business After Hours, members met, shared and laughed along with a few potential new members.

Ladies Who Library

Members enjoyed time together at this sassy event with Karen Abbott, author of *Liar, Temptress, Soldier, Spy* at the Rawlings Library.

Ladies Who Lounge - 2nd Annual Prospective Member's Night

Members mingled and shared with prospective members about JLP, connecting

New Member Experience



Welcoming another large new member group this year, the women hit the ground running and created an event that is sure to make a lasting impact on the children of Pueblo. This group of new members worked tirelessly to organize a record-setting event, *We Create*, raising funds to ensure attendees could enjoy the event at no cost. Held during Thanksgiving Break at the Buell Children's Museum, this interactive event boasted a fantastic turnout thanks to marvelous marketing efforts by new members. 905 attendees, including 368 adults young and old and 537 children, enjoyed exhibits and vendors focusing on literacy, healthy lifestyles and active living, fostering creativity and environmental responsibility. Additionally, participants enjoyed access to the amazing Michelangelo exhibition and Arts Center galleries. This event was excitedly welcomed by sponsors, vendors, partners, participants and League members.

Representing the spirit of the League, many new members adopted other leading roles including Fit4Fun and Girls' Night Out events, representing the League in Leadership Pueblo 2015/16, and committing to leadership positions in League year 2016/17.

Membership committee enhanced new member connections through creation of the JLP Pal Program. This program pairs an Active and Provisional member, providing new members an additional contact, resource and support within the League. Members frequently reference the friendships and connections they have made as a great benefit of serving in the League. We support opportunities for new members to experience this same sense of camaraderie in serving with other League members.



Community Impact

Impact at a Glance

5,132

Number of
Children served
in Pueblo County
through JLP
events

30+

Outreach
programs
serving community
organizations

225

Books distributed to
children in Pueblo
County last year



The Junior League of Pueblo was hard at work this year ensuring we made a direct and indirect impact on the women and children of Pueblo County. We partnered with various community leaders to ensure we impacted as many children as we could.

To kick the year off we participated in the Newspaper in Education initiative which is Pueblo Chieftain's "Adopt-a-Class." In doing this, a classroom in Pueblo County received 30 copies of the Pueblo Chieftain for 30 weeks of the school year, as a result of our sponsorship! The program provided teachers with curriculum that meets Colorado State Standards and uses the newspaper as a valuable teaching resource weekly in the classroom.

We then moved on to put books in the hands of many children by partnering with the Epic Group and at two of our events, Touch-a-Truck and Monster Dash. Every child that came through was able to take home multiple books to further their love for reading and education. At our Touch-a-Truck event we gave away 150 copies of Ender's Game in collaboration with the Pueblo City-County Library District's All Pueblo Reads event. During our Monster Dash event we gave away books to kids who attended the 5k run/walk event.

One impact area that is near and dear to our hearts is volunteering to assist the Salvation Army in their Toy and Joy Shop. The event was held on December 19-21 at the former Salvation Army Thrift Store. Referred families had the opportunity to pick out items needed for their family to wrap gifts and children were able to pick out a toy. Members assisted families throughout the day in picking out items to give their children for the upcoming holiday, collected wrapping paper and toys at the Junior League Holiday Party on December 18 to assist the Salvation Army in their efforts. We were able to assist in servicing over 5,100 children in Pueblo County.

Community Impact

This year's Kids in the Kitchen event was once again a huge success!! The event offered about 12 exhibitors and participation from the CSU-Pueblo Dance team and Women's' Lacrosse Team. We utilized the upstairs and downstairs space at Pueblo Community College. The Cooking Camp, by PCC Culinary students, was once again a HUGE hit, and served about 50 kids! Prizes were offered to help children stay active and healthy, such as bikes, a trampoline and basketball hoop, scooters, gift certificates and more! To see the look on each child's face as they left the event was priceless. It goes to show what a little hard work can do to impact our future!

This was the third year for JLP's Fit 4 Fun and what a lasting impact each and every lady made in assisting make this event a success! The event was hosted at the Pueblo Mall. We had many new vendors attend the free event including, the Pueblo Library, LEAP Program from Xcel Energy, and Evolution Baseball. The vendors were there to educate the public in ways to get involved, government programs available to them, ways to get active, and there were demonstrations throughout the day including dances from the Centennial Cheerleaders, zumba and yoga.

In addition to annual community impact events, members contributed to local needs through our Done In A Meetings (DIAM). To kick off the year, backpack and school supplies were collected for the Boys & Girls Club. Our League donated half of their school supplies this year impacting over 200 kids at the Club. This is an effort the League is involved in every year to support low income families with school supplies. For a second year, we collected donations of coats (25 total) for children at El Centro del Quinto Sol. Board members continued an annual tradition of providing new book donations (40 books) to the Pueblo Child Advocacy Center. Members rounded out the year with a sock drive for Pueblo Cooperative Care Center (63 pairs of socks donated), and a diaper/baby formula drive for Catholic Charities of Pueblo.



Fundraising

Total Funding Raised:
\$73,236

Touch-A-Truck

The 2nd Annual Touch a Truck Event took place on October 3, 2015 at the State Fair Grounds. Not only did we see 799 children and families come through the door, but we also connected with other community volunteers who generously supplied their service vehicles for the event. People of all ages were encouraged to explore and educate themselves among the various vehicles, vendor booths and fun, active activities for the children. Kids had the opportunity to get behind the wheel and rub elbows with their hometown heroes, climb on and explore their favorite vehicles including big rigs, fire engines, police cars, construction trucks, tractors and much more. The day hosted 14 vehicles, 2 food vendors, and 9 vendors/activity booths. Thanks to the partnership with Kiwanis and EPIC, children also were given a free book.

Monster Dash

Monster Dash is one of the communities favorite 5K's. After the Provisional class of 2013/14 put together this 5k run for their Provisional project with great success and support from the community, the League decided to continue the race as its Fall Fundraiser. The 2015 Monster Dash was held on Saturday, October 31, 2015 at Disanti Farms. This unique 5K Run/Walk features a costume contest, a free mini-monsters 50 yard dash, and free pumpkins for children participants. Participants were encouraged to dress in costumes as they ran through the challenging course filled with ghosts and goblins. As a stroller friendly race, families were invited to spend the afternoon in the pumpkin patch and enjoy spooky activities in preparation for Halloween Eve. In addition, the 2015 race had the exciting addition of scholarship prizes in the youth categories. This addition emphasizes our dedication to the education of youth in Pueblo.



Fundraising

Girl's Night Out- A Roaring Soirée

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. This year's theme, "A Roaring Soiree", celebrated the defining decade of the 1920's, an era that embodied the empowerment of women stepping out of traditional societal standards.

The 12th Annual GNO was held on Friday, April 15, 2016 at the Pueblo Convention Center from 5 to 9 pm. The night featured more than 60 vendors from throughout Colorado, an inspired fashion show, free "Fizzy Flapper" cocktail, dessert bar, complimentary photo booth and the jazz stylings of Andy, Brooke and Ryan of the Martini Shot Band.

The 2016 Girls Night Out WAS a Roaring Soiree – but it was also so much more, it was an opportunity for the voice of the Junior League of Pueblo to be heard, AND it raised record funds to support the Pueblo community and our efforts to assist women to grow as leaders in our community as well as impact the lives of every child in Pueblo.



Communications



Communications committee was hard at work this year ensuring that our presence was seen and heard around Pueblo. They worked effortlessly to communicate with League members and the community to spread the word about the Junior League of Pueblo. This year the committee focused on promoting the brand of Junior League of Pueblo through branding efforts of various marketing pieces to visually appeal to all.



Public engagement was the focus of this year's communications committee. They did this through our "Pueblcation" newsletter, which is one avenue used to keep the members and community engaged. It is distributed on a monthly basis from July through May. Another avenue new to JLP this year was the implantation of a new website. We needed a facelift and boy did we get one! The new JLP website through Digital Cheetah was updated with all the valuable information the community and the ladies of the league might need. With the new features provided by the new interface, we are able to upload not only future meetings but public events as well to keep not only members informed of the event but visitors to the site as well. The new website will allow easy access to information with at your fingertips with the mobile app.



To continue our social media efforts Facebook continues to be a valuable form of communication for The Junior League of Pueblo. With Facebook being one of the fastest and most popular ways of communication these days we are proud to be keeping up with the times. Our Instagram and Twitter accounts also continue to help spread the word about our events to the general public. Community partners and Members share and like the events to spread the word about our programs we offer.

Statement of Financial Position

As of May 31, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Legacy - Advantage Checking	13,014.99
Legacy - Cook Book	12,408.54
Legacy - Money Market	62,482.05
Legacy - Raffle Account	4,530.25
Total Bank Accounts	\$92,435.83
Accounts Receivable	
Accounts Receivable	-1,066.00
Total Accounts Receivable	\$ -1,066.00
Other current assets	
Office Space Deposit	200.00
Total Other current assets	\$200.00
Total Current Assets	\$91,569.83
TOTAL ASSETS	\$91,569.83
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
CITY OF PUEBLO Payable	0.23
Sales Tax Payable	-50.33
Total CITY OF PUEBLO Payable	-50.10
COLORADO DEPT OF REVENUE Payable	-226.00
Sales Tax Payable	-63.00
Total COLORADO DEPT OF REVENUE Payable	-289.00
DEFERRED DUES - PROVISIONAL	2,550.00
DEFERRED DUES - ACTIVE	5,320.00
DEFERRED DUES - SUSTAINER	4,550.00
PAYROLL LIABILITIES	0.00
CO Income Tax	-52.00
Federal Taxes (941/944)	420.99
Total PAYROLL LIABILITIES	368.99
PUEBLO HEALTH CHALLENGE	411.28
Total Other Current Liabilities	\$12,861.17
Total Current Liabilities	\$12,861.17
Total Liabilities	\$12,861.17
Equity	
RETAINED EARNINGS	28,070.05
UNRESTRICTED NET ASSETS	42,449.75
Net Revenue	8,188.86
Total Equity	\$78,708.66
TOTAL LIABILITIES AND EQUITY	\$91,569.83

Statement of Activity

As of May 31, 2016

	TOTAL
REVENUE	
Board Meeting Meal Income	550.00
Communications Income	1,125.00
COOKBOOK INCOME	269.91
DONATIONS	25.11
Fundraiser Income	50,332.84
Funds Development Income	9,604.50
INTEREST INCOME	54.52
Membership Income	16,893.86
Non Profit Revenue	250.00
President's Fund Income	80.50
Uncategorized Revenue	12.27
Total Revenue	\$79,198.51
COST OF GOODS SOLD	
Cost of Sales	250.00
Total Cost of Goods Sold	\$250.00
GROSS PROFIT	\$78,948.51
EXPENDITURES	
Administrative	13,776.43
AJLI Share Dues	5,310.50
BOARD EDUCATON AND DEVELOPMENT	1,663.35
Board Meeting Meal Expense	493.01
Communications Expense	1,826.35
Community Impact Expense	5,663.50
CONFERENCES & TRAINING	13,660.00
Fundraiser Expense	16,207.96
Funds Development Expense	256.20
MEMBERSHIP	8,728.41
Misc. Expenses	74.17
Payroll Expenses	5,038.37
PRESIDENT' FUND	890.66
Reimbursements	5.60
Uncategorized Expenditure	110.00
Total Expenditures	\$73,704.51
NET OPERATING REVENUE	\$5,244.00
OTHER REVENUE	
INTEREST INCOME	0.72
Total Other Revenue	\$0.72
OTHER EXPENDITURES	
Reconciliation Discrepancies-1	-2,944.14
Total Other Expenditures	\$ -2,944.14
NET OTHER REVENUE	\$2,944.86
	TOTAL
NET REVENUE	\$8,188.86

Sponsors

Thank you

Special thank you to our amazing sponsors who helped us exceed our 2015-2016 goals!

Proceeds from all of our events go towards building a better Pueblo

Corporate Sponsors:

Epic
Legacy Bank
Loaf N Jug
Maxim Home Health Care
Park West Dental
Pueblo Convention Center
Pueblo Insurance
Pueblo City-County Library
RMC Distributing

Monster Dash Sponsors:

Big Daddy's Bowling
Big R
Desert Hawk Dental
DiSantis Farms
Little Caesar's
Major Mortgage
Mike and Judy Carroll
Pueblo Athletic Club
Reps
Trigger

Touch A Truck Sponsors

A-Affordable Disposal
Colorado East Bank and Trust
SOL Granite
Work Zone Traffic Control

Girl's Night Out Sponsors

Advocare
American Vein and Vascular Institute
Discount Limousine
Dr. Phillip Marin & Dr. Charles Kessler
KPHT
Mathews Brothers Electric
Oscar's Liquor
Planet Fitness
Rocky Mountain Eye Center
Spradley Auto Network
The Pueblo Chieftain
The Thrifty Nickel

990 Club

Thank You!

We appreciate the donors that supported our start of our endowment this year!
You are all part of our special 990 Club!

Mona Askwig
Jennifer Gallagher
Laura Heberly
Corrine Koehler
Kelly McLean
MaraBeth Rheaume