



**JUNIOR LEAGUE**  
—BATON ROUGE—

CELEBRATING **80** YEARS

THE JUNIOR LEAGUE OF BATON ROUGE, INC.

**ANNUAL REPORT 2011-2012**

*80 Years of Helping Hands for the Baton Rouge Community*

SPECIAL ADVERTISING SUPPLEMENT

We congratulate  
Junior League of Baton Rouge  
on their 80<sup>th</sup> anniversary!



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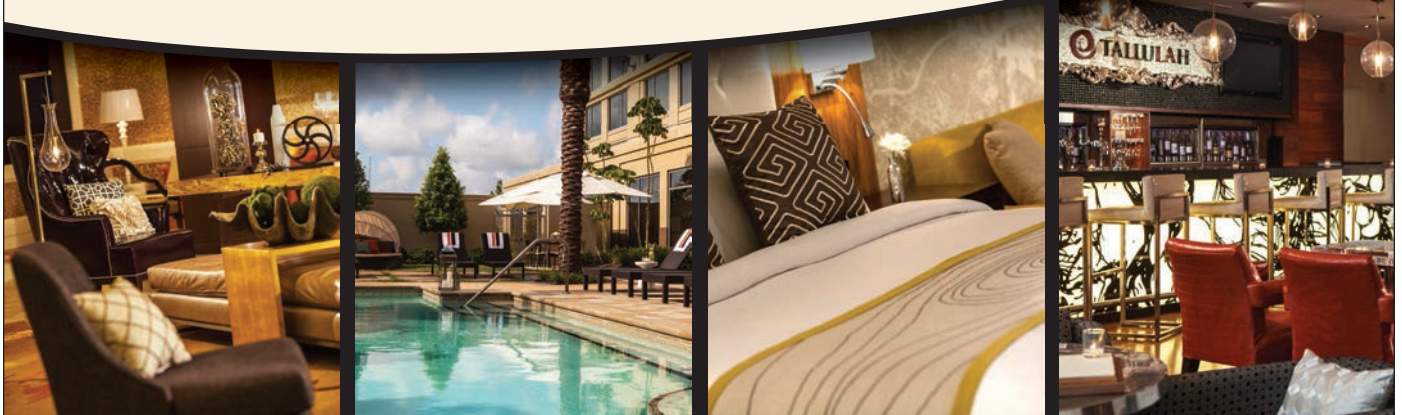
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# WELCOME TO THE JUNIOR LEAGUE OF BATON ROUGE

**AS THE JUNIOR LEAGUE** of Baton Rouge celebrated our 80th year in the Baton Rouge community, we looked to both our past and our future while continually striving to positively impact Baton Rouge. We looked to our mission that has sustained us, kept us focused and reminded us of why, as members, we are part of this organization. We have demonstrated each year that we are an organization of women committed to:

- promoting volunteerism
- developing the potential of women
- improving the community through the effective action and leadership of trained volunteers

For 80 years, the Junior League of Baton Rouge has been **HELPING HANDS** for the Baton Rouge community. “Women Building a Better Baton Rouge” is not only the tagline of our logo; it’s who we are. Our rich history of improving our community is evidenced by the many programs and organizations we have helped establish. This year alone the Junior League of Baton Rouge touched more than 60,000 lives in all areas of our vision, which is to enhance the quality of life in Baton Rouge in the areas of health, education and cultural development. Our members gave more than 47,000 volunteer hours, which injected a market value of over \$880,000 into our community.

In addition to celebrating the incredible service provided to our community, the 2011-2012 year included many noteworthy moments. The Junior League of Baton Rouge entered into a future partnership with Our Lady of the Lake

Children’s Hospital, making our largest philanthropic donation ever: a pledge of cash and volunteer hours valued at **ONE MILLION DOLLARS**, naming the Junior League of Baton Rouge Family Resource Center at the future Our Lady of the Lake Children’s Hospital. Also, we joined the future Knock Knock Children’s Museum as a founding member and selected the museum’s Imagination Playground as a new community project partner for 2012-2013. We also established new community project partnerships for 2012-2013 with Girls on the Run and HOPE Ministries. Our Kids in the Kitchen community project was recognized for its work in fighting the childhood obesity epidemic by Kashi Foods with a \$2,500 grant. We hosted a free Diversity & Cultural Inclusion training, facilitated by Dr. Katrice Albert, for all our community project partners. While we offered many trainings to our membership, the one that stands out is the Stewards of Children certification training, which resulted in 65 JLBR members receiving certification in the prevention of child sexual abuse. Further, in our efforts to fund our mission, we celebrated great success with our three fundraisers: Hollydays, The Triple Crown and *River Road Recipes* cookbooks, as well as the JLBR Endowment Fund.



It has been an honor and a privilege to serve as the 80th Junior League of Baton Rouge president. It is with great pride and appreciation that I invite you to review the 2011-2012 year. I hope my passion for this organization and the work we do to improve our community inspires you.

With best regards,

**ANITA BANKSTON**

*President, Junior League of Baton Rouge  
2011-2012*

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# BOARDS



PHOTOGRAPHY BY O'HALLORAN'S DESIGNER PORTRAITS.

## The 2011-2012 Board of Directors and Executive Management visiting the Louisiana Old State Capitol

*Front row, left to right:* Cheryl Payne, Financial Vice President; Suzanna Ney, Fund Development Vice President; Anita Bankston, President.  
*Second row, left to right:* Amanda LeBlanc, Strategic Initiatives Director; Angelique Barrow, Executive Coordinator; Erin Monroe Wesley, Policy Governance; Leslie Campbell, President-Elect; Brooke Barnett, Annual Planning Chairman.  
*Back row, left to right:* Monica Odom, Marketing & Communications Vice President; Kate Seba, Membership Initiatives Director; Melissa Dotson, Recording Secretary; Anne Williams, Community Vice President; Summer Steib, Director at Large; Catherine Giering, Chief Financial Officer; Melanie Montanaro, Membership Vice President; Tish O'Connor, Long Range Planning Chairman; Jan Breen, Sustaining Advisor to the Board; Gina Tharp, Nominating Chairman; Leila Blumberg, Director-at-Large.

### BOARD OF DIRECTORS

- Anita Bankston:** *President*
- Leslie Campbell:** *President-Elect*
- Angelique Barrow:** *Executive Coordinator*
- Leila Blumberg:** *Director-at-Large*
- Jan Breen:** *Board Sustaining Advisor*
- Melissa Dotson:** *Recording Secretary*
- Catherine Giering:** *Chief Financial Officer*
- Amanda LeBlanc:** *Strategic Initiatives Director*
- Tish O'Connor:** *Long Range Planning Chairman*
- Summer Steib:** *Director-at-Large*
- Gina Tharp:** *Nominating Chairman*
- Erin Monroe Wesley:** *Policy Governance*

### EXECUTIVE MANAGEMENT

- Brooke Barnett:** *Annual Planning Chairman*
- Melanie Montanaro:** *Membership V.P.*
- Suzanna Ney:** *Fund Development V.P.*
- Monica Odom:** *Marketing & Communications V.P.*
- Cheryl Payne:** *Financial V.P.*
- Kate Seba:** *Membership Initiatives Director*
- Lissa Weston:** *Executive Management Sustaining Advisor*
- Anne Williams:** *Community V.P.*

*President-Elect, Nominating Chairman and Recording Secretary serve on this committee as well.*



# BOARDS

## COMMUNITY ADVISORY BOARD

*The Community Advisory Board is a diverse group of Baton Rouge's leaders. We count on their expertise and perspective to provide us with direction regarding our community's needs and where our members' efforts might have the greatest impact.*

Scott Berg  
David Boneno  
Marvin Borgmeyer  
Congressman Bill Cassidy  
Darian Chustz (deceased)  
Mary Beth Chevalier  
Lt. Gov. Jay Dardenne  
Julie Dickinson  
Mary Durusau  
BeBe Facundus  
Derek Gordon (deceased)

Gerri Hobdy  
Walter Monsour  
Jake Netterville  
Shunn Phillips  
Jennifer Eplett Reilly  
Samuel Sanders  
Donna Saurage  
Peggy Scott  
Jon Traxler, M.D.  
Whitney Vann

## SUSTAINING ADVISORS

*Sustaining Advisors have developed an area of expertise and have a historical perspective, invaluable to the active membership.*

Board of Directors: **Jan Breen**  
Executive Management: **Lissa Weston**

## COUNCILS

Community: **Lisa Moore**  
Financial: **Gwen Fairchild**  
Fund Development: **Renee Willis**  
Marketing & Communications: **Colette Dean**  
Membership: **Kathleen Howell**

## COMMUNITY PROJECTS

Ghost of the Castle: **Alice Greer**  
Kids in the Kitchen:  
Charlene Guarisco Montelaro  
Stirring Up Hope: **Susan Bankston, M.D.**

## COMMITTEES

Archives: **Evelyn Knobles**  
Endowment: **Michelle Reimsnyder**  
Hollydays: **Chris Jackson**  
Nominating: **Ann Monroe**  
Provisional Class Advisors:  
**Mary Boston**  
Research and Development:  
**Amy Groves Lowe**  
River Road Recipes: **Suzette Say**  
Sustaining Members Relations:  
**Jon Blumberg & Julie Wright**

**"The collective woman-power of the Junior League is incredible. I support them because their ongoing contributions to the arts, education and health of this city are invaluable."**

**-SCOTT BERG**

*Vice President, Lee Michaels Fine Jewelry and member of Community Advisory Board*



Thank you **Junior League of Baton Rouge** for selflessly giving your time to help the children we treat at OLOL Children's Hospital.



You truly believe, as we do, in **making things better for children.**

[ololchildrens.org](http://ololchildrens.org) A Not-For-Profit Children's Hospital



## 2011-2012 MAKING HISTORY: ANNOUNCING NEW PARTNERSHIPS

### OUR LADY OF THE LAKE CHILDREN'S HOSPITAL

**THE JUNIOR LEAGUE** of Baton Rouge entered into a future partnership with Our Lady of the Lake Children's Hospital, making our largest philanthropic donation ever: a pledge of cash and volunteer hours valued at ONE MILLION dollars, naming the Junior League of Baton Rouge Family Resource Center at the future **Our Lady of the Lake Children's Hospital**.

Our Lady of the Lake Foundation is in the early stages of securing commitments to help fund a future freestanding children's hospital. They will announce our donation sometime in the future when they kick off their public giving campaign.

Once the new hospital opens, volunteer staffing opportunities at the **Junior League of Baton Rouge Family Resource Center** will be open to all member statuses: Provisionals, Actives and Sustaining Members.

For the past three years, this partnership has been explored. Our research of other children's hospitals across the country revealed that local Junior Leagues or Junior Auxiliaries have played prominent roles in establishing resource centers and/or libraries within freestanding children's hospitals to serve the families and the children treated at the facility and throughout the community. We are excited that the board of directors of Our Lady of the Lake Foundation desires to replicate this type of partnership in their new children's hospital. It is proven that our members have a strong desire for more "bricks and mortar" projects like the JLBR of the past. By partnering with Our Lady of the Lake Children's Hospital, we will join other organizations and families who

support this facility as a beacon of hope and a center of healing for children. Together, we have a common shared community interest in our children and their wellness.

Since 2008, the League has been a community project partner with the OLOL Children's Hospital. At **Patient Activity Days**, our volunteers provide a weekly offering of four activities—music/singing, painting, reading and creative arts—to pediatric patients throughout their hospital stay.



**OUR LADY OF THE LAKE**  
REGIONAL MEDICAL CENTER

*Franciscan Missionaries of Our Lady Health System*

### KNOCK KNOCK CHILDREN'S MUSEUM

**THE JUNIOR LEAGUE** of Baton Rouge is proud to be a founding member of an emerging children's museum with a focus on early literacy. The **Knock Knock Children's Museum** will make a positive difference in Baton Rouge by providing opportunities for young children (birth to age 8), their families and their caretakers to connect play with learning and education. The mission of Knock Knock Children's Museum is to create a best-in-class museum, delivering extraordinary play experiences and programs to inspire and promote young children's intellectual curiosity, self-expression and early literacy development.

In 2008, the League partnered with Knock Knock, providing a Community Assistance Fund grant to begin their **Raising A Reader** program, an evidence-based early literacy and parent engagement program that focuses on fostering healthy brain development, parent-child bonding and early literacy skills critical for school success. In 2011-2012, besides this pledge, the JLBR selected Knock Knock Children's Museum's Imagination Playground as a community project partner for 2012-2013.



# JUNIOR LEAGUE MEMBERS TODAY



Members at the May 2012 Annual Meeting & Luncheon

"Some people talk about making a difference in our community. Junior Leaguers **do make a difference.** An excellent leadership training program **enables women** from all walks of life to **make Baton Rouge a better place** to live, work and play."

**-JAY DARDENNE**

*Lieutenant Governor and member of Community Advisory Board*

Our membership geographic area includes East Baton Rouge, Ascension, Iberville, Livingston, West Baton Rouge and West Feliciana parishes. 93.5% of our members live in East Baton Rouge Parish and 7.5% reside in outlying parishes.

**649** Active members this year      **136** Provisional members this year      **1167** Sustaining members this year

**≈ 2000 MEMBERS STRONG**

## ABOUT OUR MEMBERS >>>

**96%**  
hold college degrees

**43%**  
hold graduate degrees

**92%**  
join to serve the community and have a positive impact on lives

**93%**  
volunteer at other organizations in our community, in addition to their JLBR service

**78%**  
are employed outside of the home

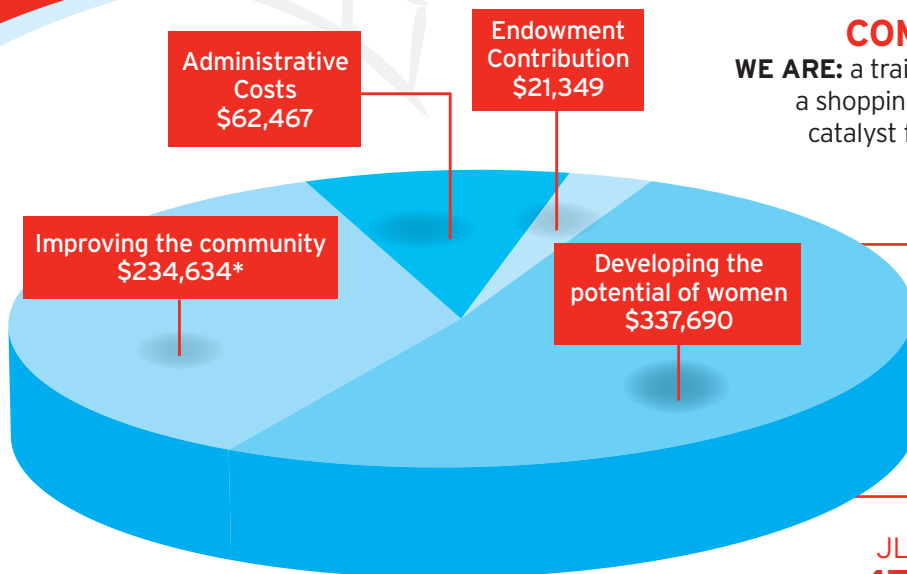
**41%**  
serve in a board/leadership capacity at the other organizations where they volunteer



**THE JUNIOR LEAGUE OF BATON ROUGE IS THE 13TH LARGEST OUT OF 293 LEAGUES AROUND THE WORLD.**



# COMMUNITY INVESTMENT



\* Includes administrative costs of community and fund development programming. The JLBR has a Community Reserve Fund of \$162,444.85 (as of May 31, 2012), which may be used for community initiatives in the future and/or in the event of the cancellation of fundraising events due to emergencies or natural disasters.

## COMMUNITY IS OUR BUSINESS!

**WE ARE:** a training institution, a book publisher/distributor, a shopping center, a panel of event coordinators and a catalyst for systemic and positive community impact.

**WE ARE WOMEN BUILDING A BETTER BATON ROUGE SINCE 1932.**

The money we raise is used not only to financially support the initiatives and programs of our community partners, but also to train and educate our members for effective civic leadership and community service.

## JLBR MEMBERS GAVE AN ASTONISHING 47,000 COMMUNITY HOURS

**-a value of over \$880,000-**

through work with community projects and league activities. That work helped **18 Baton Rouge organizations** improve the lives of men, women, children and families across Baton Rouge.

### ENDOWMENT FUND DONORS

Angela Adolph	Erin Credo	Melissa Healy	Leslie McLaughlin	Kimberly Robinson
Celine Afeman	Susan Dampf	Rachael Higginbotham	Kelli McNulty	Shikira Ross
Kathy Allen	Janet Daniel	Kay Hoffpauir	Christie Miles	Adelaide Russo
Jennifer Artigue	Cathy Dardenne	Debbie Hurlbert	Micheline Millender	Shannon Saunier
Karen Austin	Leslie Day	Wendy Johnson	Ann Miller	Laurie Saurage
Nancy Austin	Colette Dean	JP Morgan Chase	Jerry Lynn Mills	Allison Sceroler
Joy Banks	Julie Dickinson	Vicki Kellum	Ann Switzer Monroe	Valerie Schexnayder
Anita Bankston	Sara Margaret Downing	Trudy Kiggans	Pamela Moore	Kate Seba
BD Kitchen	Karen Duplechin	Lynn Kilgore	Jenny Morales	Kenyetta Sewell
Erin Belleau	Emily Dykes	Michele Killen	Renee' Myer	Shelia Sterling
Leslie Berg	Amy Echols	Molly Kimble	Suzanna Ney	Jill Stokeld
Sharon Bethea	Betsy Edwards	Megan Knapp	Leslie Nichols	The Queen Bee
Susan Black	Lauren Eglin	Dawn Knight	Ninfa's Mexican Restaurant	Laura Thomas
Leila Blumberg	Joyce Elliott	Bridget LaBorde	Jane Norwood	Kathryn Tillson
Virginia P. Bogan	Shelley Favre Zeringue	Deanna Lafont	Karen Novak	Paula Touns
Louann Bombet	Karen Feigley	Kimberly LaMotte	Monica Odom	Allison Traxler
Gale Bonaventure	Michelle Fisher	Debbie Landry	Stafford Palmieri	Turner Industries
David Boneno	Michelle Flechas	Linda Laughlin	Pam Parker	Krista Valluzzo
Michelle Booth	Kyra Fontenot	Connie Lieux	Cheryl Payne	Catherine Van Hook
Maria Bowen	Sharon Forrester	Amy Groves Lowe	Kizzy Payton	Cherish Van Mullem
Lori Boyce	Monique Franklin	Krista Madere	Elizabeth Phillips	Janet Vidrine
Lisa Broussard	Lisa Freeman-Guidry	Colleen Magee	Jill Pike	Lauren Walker
Debbie Brown	Stacey Fruge'	Ladette Magee	Piperfields	Paulette Ward
Marcy Brown	Peggy Gammill	Becky Maher	Laura Poche'	Kate Waters
Crystal Burkhalter	Meg Gerald	Erica Malone	Glenda Pollard	Lynn Welch
Allison Bush	Linda Gibson	Michelle Marino	Taylor Powers	Lissa Weston
Leslie Campbell	Tegan Graham	Ellen Martin	Gail Pryor	Emily Wilbert
Carolyn Carnahan	Cynthia Graves	Lucy Mayfield	Gretchen Qvistgaard-Petersen	Katherine Wilkinson
Kelly Clements	Charlene Guarisco	Valerie Mayhall	Najla Rashadeen-Foulcard	Robin Williams
Bridgette Coleman	Montelaro	Tawayla McCoy	Cindy Rice	Renee Willis
Melanie Counce	Lauren Haddox	Jill McDermott	Nancy Roberts	N. Renee Woods
Ashley Cowart	Elizabeth Harris	Ami McGucken	Tonya Robertson	Lauren Wright
				Laura Zeitler

### CLUB 900

Christina Anderson
Michelle Chenevert
Anna Dearmon
Kathryn Edmonds
Heather Folks
Crystal French
Amanda Gustavson
Stacey Halphen
Kristi Hammatt
Renee Haydel
Rebecca Hinton
Theresa Jones
Karen Kennedy
Candice Kidder
Emily McDonald
Catherine Moore
Aimee' Page
Nadirah Rashadeen
Aleria Reed
Sarah Rhodes
Elizabeth Sandeman
Valerie Schexnayder
Jennifer Stephens
Cherish Van Mullem
Audrey M. Wascome
Whitney Weber



# COMMUNITY OUTREACH

**THE JUNIOR LEAGUE** of Baton Rouge’s vision is to enhance the quality of life in the Baton Rouge community in the areas of health, education and cultural development.

The Junior League is able to carry out and promote this vision through the volunteerism and involvement of its membership in its Community Outreach Projects.

## HEALTH >>>

### KIDS IN THE KITCHEN

15 volunteers | \$6,000

Fighting the obesity epidemic in our community through the Association of Junior Leagues International’s award-winning Kids in the Kitchen initiative! Kids in the Kitchen moved out of the planning phase and partnered with Healthy Heartbeats, a program through Baton Rouge General that provides services to families.

### PATIENT ACTIVITY DAYS

20 volunteers | \$5,000

(Our Lady of the Lake Children’s Hospital)

Healing through the arts! Volunteers provided a weekly offering of four activities—music/singing, painting, reading and creative arts—to pediatric patients at Our Lady of the Lake Children’s Hospital throughout their hospital stay.

### PRETTY IN PINK

20 volunteers | \$5,000

(\$1,500 Susan G. Komen and \$3,500 The Cinderella Project)

Enhancing the beauty and body awareness of the young ladies in our community! Volunteers worked with the Susan B. Komen Foundation in the fall to help organize their annual luncheon for survivors; in the spring, volunteers took the message of breast cancer prevention and detection to The Cinderella Project—and assisted the young ladies in choosing a prom dress of their dreams.

### TLC FOR CAREGIVERS

15 volunteers | \$7,000

(Alzheimer’s Services of the Capital Area)

Healing the spirits of the caretakers of Alzheimer’s patients! Often sandwiched between children and aging parents, caregivers need a chance to unwind and network with fellow caregivers. Volunteers planned and implemented four events over the fall and spring to give the caregivers and their charges a day or night out.



### JLBR KIDS IN THE KITCHEN AWARDED \$2,500 GRANT FROM KASHI FOODS

Our Kids in the Kitchen community project was awarded a \$2,500 grant from Kashi Foods on April 21, 2012, at the Association of Junior Leagues International (AJLI) Conference. Kids in the Kitchen is the AJLI’s award-winning initiative to fight the childhood obesity epidemic. Our local Kids in the Kitchen is partnered with Healthy Heartbeats, a program through Baton Rouge General that provides services to families who want to learn how to become healthy and maintain being healthy. The program is taught by a dietitian, physical therapist and social worker. The families are educated on healthy eating and the importance of being physically and mentally fit. Winning applicants were selected based on their ability to demonstrate that funds will be used for Kids in the Kitchen programs that make a measurable and sustainable impact.



**“The Junior League of Baton Rouge empowers women to improve our community through their volunteerism.”**

Peggy Grant with her daughter, Tammy Grant, and Junior League member Allison Bush at the Cinderella Project Dress Give-Away.

**—DAVID BONENO**  
General Counsel at Louisiana Bankers Association and member of Community Advisory Board

# COMMUNITY OUTREACH

## EDUCATION >>>

### CAMP ARC

15 volunteers | \$5,000  
(\$1,000 Changing Attitudes and \$4,000 Camp ARC)

Empowering and protecting our children with disabilities with The ARC of Baton Rouge! Volunteers helped plan and implement a one-day camp for children. Volunteers also worked with The ARC of Baton Rouge to educate parents and the public on the particular challenges and perils faced by persons with disabilities.

### JUNIOR MASTER GARDENERS

20 volunteers | \$7,000 (Louisiana Hilltop Arboretum)

Exposing children to the joys of nature and gardening! This program, developed by the University Cooperative Extension Network and held at Baton Rouge's Hilltop Arboretum, introduced young gardeners (ages 7-10) from all backgrounds and their families to the fun of working and playing in the soil. Our volunteers used the Junior Master Gardener curriculum to teach the fundamentals of gardening as well as of the environment and ecology.

### OPENING DOORS FOR AUTISM: BATON ROUGE AUTISM SPEAKER SERIES AND RESOURCE CENTER FOR AUTISM SPECTRUM DISORDERS

35 volunteers | \$28,000  
(\$5,000 Center and \$23,000 Speaker Series)

Unlocking resources for the families of children with autism spectrum disorder in the Baton Rouge community! With the Baton Rouge Autism Speakers Series, volunteers worked with three different community partners to organize and implement presentations by knowledgeable speakers, designed to give practical guidance for the families of children with ASD. With the Resource Center, volunteers continued to maintain and expand a one-stop location for information on the resources available in the Baton Rouge community.

### PROJECT LEARNING TREE

15 volunteers | \$4,000  
(LSU Burden Horticulture Center)

**NEW PROJECT  
FOR 2011-2012**

Working with Burden Horticulture to implement an award-winning, multidisciplinary environmental education program! Volunteers assisted with the implementation of the Project Learning Tree curriculum. Volunteers worked both in planning and hands-on with students participating in the program. Junior League members networked with the teachers in order to schedule the field trips.

### THE LITTLE BOOKSHELF

15 volunteers | \$7,000 (LSU AgCenter)

Instilling the importance of reading in our children! Volunteers worked with the LSU AgCenter and local pediatricians to identify qualifying families, who received a little bookshelf and a book a month for the first year of the child's life. Volunteers also helped out at Little Bookshelf events throughout the community, including PowWOW! The PowWOW! event featured international storyteller Angela Davis, the Yarnspinner, and Alfred Womble, Mardi Gras Big Chief of the Cheyenne Indians, at the Mall of Louisiana.

### YOUTH UNITE

20 volunteers | \$13,000  
(\$6,000 Junior Achievement of Greater Baton Rouge; \$7,000 Boys & Girls Club of Greater Baton Rouge)

Developing leadership and confidence in our teenagers! In the fall, volunteers worked with Junior Achievement to plan and run a one-day conference for high school students focusing on career and leadership skills. In the spring, volunteers planned and conducted a Saturday S.M.A.R.T. girls conference with the Boys and Girls Club designed to instill self-esteem and confidence in middle school-aged girls.

International storyteller Angela Davis, the Yarnspinner, and Alfred Womble, Mardi Gras Big Chief of the Cheyenne Indians, at The PowWOW! at the Mall of Louisiana. This event was sponsored by the League's Little Bookshelf committee and the LSU AgCenter.





# COMMUNITY OUTREACH

## CULTURAL DEVELOPMENT >>>

### APPROPRIATE FOR ALL OCCASIONS

15 volunteers | \$4,000

(Louisiana School for the Visually Impaired)

Helping the visually impaired explore the social world! Volunteers worked with students from the Louisiana School for the Visually Impaired to increase their interaction skills in social and professional settings by organizing and implementing social events and opportunities.

### FESTFORALL CHILDREN'S VILLAGE

20 volunteers | \$9,000 (Arts Council of Greater Baton Rouge)

Bringing literature and arts to our community! Volunteers planned and hosted the Children's Village at FestForAll in May by organizing storytelling events and other arts and crafts. Volunteers visited area schools in the week before FestForAll to promote reading and storytelling.

### GHOST OF THE CASTLE

20 volunteers | \$4,000

(Old State Capitol Foundation)

Partnering with the Old State Capitol to give children and adults a chance to reflect on the rich political history of Louisiana. Volunteers assisted with the Ghost in the Castle program/tour at the Old State Capitol.

## ALL THREE AREAS TOGETHER >>>

### KEEPING KIDS SAFE

15 volunteers | \$6,000 (\$3,000

CASA; \$3,000 Volunteers of America)

**NEW PROJECT  
FOR 2011-2012**

Volunteers planned and assisted with CASA's annual Volunteer Recognition events in November and April that included volunteers, children and some family members. Volunteers assisted our local Volunteers of America with its "Matter of Minutes" campaign to raise awareness about child safety by identifying local events where information could be disbursed and working these events.



Junior League member Nancy Roberts promotes reading to Little Bookshelf participants.

### READY, SET, DANCE

15 volunteers | \$8,000

(Of Moving Colors Productions)

**NEW PROJECT  
FOR 2011-2012**

Bringing fitness through art to Baton Rouge children! Volunteers assisted the dance company Of Moving Colors in three programs: 1) National Dance Week, which features performances, lectures and educational lectures in Baton Rouge schools; 2) Dance for Health, a sponsorship event for youth modeled on the Jump Rope for Heart event; and 3) a community kids' performance with training in modern dance.



Junior League volunteers with community project Ready, Set, Dance students.

### READY HANDS

55 volunteers | \$7,000

Working with local community partners, volunteers responded to the immediate needs of the Baton Rouge community as they arose during the League year. The committee received volunteer opportunities to work in projects that affect all three prongs of our vision statement!

### STIRRING UP HOPE

15 volunteers | \$3,000

(Boys Hope/Girls Hope)

**NEW PROJECT  
FOR 2011-2012**

Home as a refuge. Opportunities to soar. Parents who care. Education to open doors. Hopefully these are things you could take for granted growing up. Not so for all kids. But for some of them, there is hope—Boys Hope Girls Hope! Volunteers worked directly with Boys Hope/Girls Hope scholars to develop a nutrition education program that encompassed menu planning, nutrition education, budgeting and etiquette. The goal was to take the food bank items and USDA products their program receives and then show the kids how to research the Internet based on the ingredients they have available to find recipes to turn those ingredients into a meal.

# COMMUNITY ASSISTANCE FUND

**IN 1980**, Junior League of Baton Rouge established the Community Assistance Fund (CAF) to help other nonprofit organizations in our community with specific, short-term monetary needs. Since its inception, the fund has distributed more than \$725,000, including this year's grants totaling \$36,012. During the 2011-2012 year, CAF grants were awarded to 22 organizations for projects contributing to our vision of improving health, education and cultural development.



Representatives of the Baton Rouge Ballet Theatre Gayle Beard, Nicole Naquin and Brad Blanchard (on the left), receiving a Community Assistance Fund grant from Junior League President Anita Bankston and President-Elect Leslie Campbell (on the right).

**After careful review, the committee awarded funding to the following agencies/projects:**

American Heart Association	to purchase Awareness Lapel Pins and wristbands to raise awareness about the No. 1 killer of Americans: heart disease	<b>\$1,000</b>
Baton Rouge Ballet Theatre	to underwrite tickets for the spring performance	<b>\$2,500</b>
Baton Rouge Chapter of Jack & Jill of America	to provide healthy snacks, arts & crafts, and photo paper for Breakfast with Santa event	<b>\$2,000</b>
Baton Rouge Children's Advocacy Center	support for purchase of books containing literature for the non-offending caregiver and age-appropriate information to provide to their children for use in therapy with family	<b>\$1,000</b>
Baton Rouge Hops/Manship Theatre	to support Baton Rouge Hops, a multidisciplinary arts and education program created with the goal of introducing BR to the burgeoning genre of Hip Hop Theatre	<b>\$2,500</b>
Baton Rouge Symphony League	to fund leaders for music appreciation event	<b>\$1,200</b>
Capital Area Family Violence Intervention Center Inc./The Battered Women's Program	to purchase 2 new washers and 2 new dryers and a stackable washer/dryer unit for the Zonta House Shelter	<b>\$1,000</b>
Early Learning Center	to purchase promethean board	<b>\$1,500</b>
East Baton Rouge Laboratory Academy	to purchase uniforms and equipment for their high school athletic program in its second year	<b>\$1,000</b>
Glenn Oaks Park Elementary School	to purchase 12 netbook computers for a class of 17 gifted low-income students	<b>\$2,430</b>
Greenbrier Elementary	to expand organic gardening and school grounds landscape	<b>\$500</b>
Habitat for Humanity - Women Build Program	to purchase building supplies for a single mother to purchase her first home	<b>\$2,500</b>
HOPE Academy	to purchase 4 iPads and 4 Apple care programs to protect the iPads for interactive communication	<b>\$2,312</b>
Mental Health Association for Greater Baton Rouge	to support the Arts for Wellness Program, which provides clients with an artistic means of self-expression, keeping clients mentally stable and out of the hospital	<b>\$2,000</b>
Mirror of Grace Outreach	to purchase projector and software	<b>\$1,250</b>
Opera Louisiane	funds for the professional orchestra used to accompany professional singers and the community chorus	<b>\$1,000</b>
Playmakers of Baton Rouge	to provide costumes, set and props for 2012 tour	<b>\$1,200</b>
Sexual Trauma Awareness & Response Center	to host survivor retreats	<b>\$1,250</b>
Shiloh Baptist Church Charitable Foundation	for student field trips	<b>\$1,200</b>
St. Lillian Academy	to purchase enrichment materials for Pathways to Learning, their early learning and developmental program	<b>\$2,464</b>
Thrive	funds for technology in new charter school	<b>\$1,700</b>
Trafficking Hope	to purchase a traveling display used to promote awareness at various community events, colleges, conferences and continuing education for professionals	<b>\$2,500</b>



# FUNDING OUR MISSION

## Hollydays

SHOPPING FOR A CAUSE



**12,500+** visitors per year

**21.9%** of Hollydays visitors live outside of Baton Rouge

**\$424.98** average spending per shopper

**\$1.1 MILLION** amount injected into economy by our 2,644 out-of-town guests that attended the 2009 Hollydays event

**\$5.1 MILLION** total economic impact excluding ticket price

*Source: "Audience Survey of the 2009 Hollydays Festival, Oct. 15-17, 2009," conducted by Christopher Kenny, The Public Policy Research Lab, Louisiana State University*



## RIVER ROAD RECIPES

JUNIOR LEAGUE OF BATON ROUGE, INC.

River Road Recipes completed another successful and exciting year. The committee partnered with local businesses to promote River Road Recipes cookbooks by hosting wine dinners at Matherne's Grocery and participating in a cooking series at Whole Foods. The committee also promoted the books at local real estate offices and at Barnes & Noble bookstores during the holidays. This award-winning cookbook series began in 1959 with the publication of *Road Recipes I, The Textbook of Louisiana Cuisine*. JLBR has donated more than \$3 million derived from cookbook sales to local charitable and educational organizations across the city. A portion of the cookbook sales supports the Junior League in funding administrative overhead costs, keeping the League office in operation.



WIN, PLACE, SHOW FOR BATON ROUGE

## TRIPLE CROWN

Presented by the Junior League of Baton Rouge, Inc.

On May 5, 2012, JLBR presented the third annual Triple Crown. This newest JLBR fundraiser has been designed to generate funds and awareness for all of our communitywide enrichment programs. The lavish event, held at the LSU Stadium Club, was a true Southern affair, filled with Baton Rouge ladies and gents dressed in their Derby best. Helping to ensure a great time for all were the 2012 Honorary Chairs, Ricky Blanton and Johnny Jones. This year, Aria, Amie's, Carriages and NK Boutique all participated in a fashion show, giving us a taste of the hot, new summer fashions. Enjoyed by all, the fashion show is already a Triple Crown favorite.



# HOLLYDAYS 2011 DONORS

**PLATINUM UNDERWRITER  
\$75,000 & OVER**

Guaranty Broadcasting  
100.7 FM The Tiger  
104.5 FM ESPN  
Country Legends 104.9 FM  
Eagle 98.1 Classic Rock  
Talk 107.3 FM

**GOLD UNDERWRITER  
\$50,000-\$74,999**

Otey White and Associates  
Mercedes-Benz of Baton Rouge  
Unique Cuisine Catering

**SILVER UNDERWRITER  
\$25,000-\$49,999**

Baton Rouge River Center  
Camelot Club  
Clear Channel Radio  
Cox Communications  
Lee Michaels Fine Jewelry  
The Advocate  
WAFB 9 News

**UNDERWRITER  
\$15,000-\$24,999**

Baton Rouge EMS  
Belle of Baton Rouge Hotel & Casino  
Blue Cross and Blue Shield of Louisiana  
Sullivan's Steakhouse  
WBRZ Channel 2

**BENEFACTOR  
\$10,000-\$14,999**

Broussard Paper  
City Social Magazine  
Corporate Green  
IBERIABANK  
Jeannie Frey Rhodes Photography  
LAMAR Advertising  
Peregrin's Florist & Decorative Services, Inc.  
Red Door Interiors  
Sign Express

**PATRON | \$5,000-\$9,999**

Baton Rouge Police Department  
Dermatology Clinic  
Entergy  
Mall of Louisiana  
Mark Goldstein/Creative Video  
Mockler Beverage

Ruffino's Restaurant  
Smoothie King  
Thee Heavenly Donut  
Town Favorites Magazine

**SPONSOR | \$2,500-\$4,999**

225 Magazine  
Alexander Art Studio  
Ambrosia Bakery  
Baton Rouge Coca-Cola  
Baton Rouge Metro Airport  
Capital Area Transit System - CATS  
Capital One Bank  
Capital City Produce  
Climastor  
Julie and Travis Dickinson  
Flemings Prime Steakhouse & Wine Bar  
Frugé Orthodontics  
Greystone Golf and Country Club  
InRegister  
Fredrick & Elizabeth Laborde  
Louisiana Lottery Corporation  
Le Creole  
Linda Vise  
Lux Salon and Spa  
Reliant Transportation  
See Hear Productions  
Superior Grill  
Sweet Impressions Bakery & Café  
Texas de Brazil  
The Artful Home by Diana  
Turner Industries  
Victoria's Toy Station  
Warren Conerly Photography

**CONTRIBUTOR  
\$1,000-\$2,499**

AAA Rent all  
Adler's  
Amedisys  
Beausoleil Restaurant and Bar  
Blumberg & Associates  
David Boneno  
Brew Ha-Ha!  
CJ Brown Realtor, Inc.  
College Drive Mini Storage  
Community Coffee Co.  
Cosmetic Health and Laser Center  
Country Roads Magazine  
Couyon's  
Coventry Healthcare of Louisiana  
Cracker Barrel Convenience Stores  
Culinary Productions

Custom Linens  
EMCO  
Esom Gallery Art by Tony Mose  
George Rodrigue Foundation of the Arts  
Hilton Baton Rouge Capitol Center  
Home Bank  
Juban's Restaurant and Catering  
Kristen Cascio Extraordinary Events  
Lance Hayes Flowers  
Michael J. LeBlanc Family Dentistry  
R. Michael Lee, DDS, APDC  
William and Michelle Loftin  
Sidney and Sealann Longwell  
Matherne's  
Mansour on the Boulevard  
Mestizo  
Party Time  
Reynolds Law Firm/Legacy Title  
Sammy's Grill  
Stephanie Cascio Photography  
Stroubes  
Tony's Seafood  
Dr. & Mrs. Jon Traxler  
WRKF 89.3  
Ann C. Zedlitz, MD - Board Certified Dermatologist  
Zoës Kitchen

**DONOR | \$500-\$999**

Brew-Bacher's  
California Pizza Kitchen  
Chef Don Bergeron Enterprises  
Currie  
Fallin & Fallin Family Dentistry  
Geaux Bronz Mobile Tanning  
Hancock Bank  
Kadair's  
Kadair Advertising  
Cary Kearny  
Kleinpeter Music  
Lauren Haddox Design  
Louisiana Machinery  
Pearson's Luggage and Travel  
Privé Lingerie  
Raising Cane's  
Robert Roth Jewelers  
Taylor Clark Gallery  
The Recycling Foundation/ESI  
Top Tier Turf and Ornamental, LLC  
Towne Center  
Varsity Sports  
Windsor Court Hotel  
Whole Foods Market

**SUPPORTER | \$250-\$499**

Acadian Frame and Art  
Alexander Art Studio  
Anytime Fitness  
Linda Blooming  
Chocollage  
Community Coffee  
Jeff D. Ellard, DDS  
Heather Folks/Mary Kay  
Emily Monroe Godfrey  
Hampton Inn and Suites, Port Allen  
Hollywood Casino Baton Rouge  
Katie Bonner Photography  
Kiki  
LA Boxing  
Louisiana Art and Science Museum  
Louisiana Woman's Center for Aesthetics  
McDonald's - McBR Management  
McMillin Interiors  
Massage Envy Citiplace  
Mud Pies and Masterpieces  
O'Neill's Music House  
Paige Family Dentistry  
Paper N' Things  
Odoba's Mexican Grill  
Silly Gilly Desserts  
Southern Eye Center  
Transitions Organized  
Zea Rotisserie and Grill

**FRIEND | \$249 & UNDER**

Audubon Nature Institute  
Associates in Pediatric Dentistry  
Barnes and Noble Bookstore  
Baton Rouge Little Theatre  
BD Kitchen  
BREC's Baton Rouge Zoo  
Bumble Lane  
Cabot Creamery Cooperative  
Carriages  
Chick-fil-A  
Christian Street Furniture  
Circle Bowl  
Classic Jewelers  
Cohn Turner  
Cuttin' Up Haircare for Kids  
Daryl & Sons Custom Framing  
Denver Benton Fitness Services  
EROS  
Fetzer's Interiors and Fine Antiques  
Guarantee Girls, Inc.  
I Catchers Hair and Body Spa  
Imelda's Fine Shoes

Jimmy John's  
Katherine Landry Photography  
Jennifer Johnson Keith  
Gabriel and Mary Lee King  
Lagniappe Frame Shoppe  
La Rouge Nursery  
Carol Latour  
Lauren Barksdale Fine Art  
Learning Express  
LSU Theatre  
Marucci Sports  
Massage Emporium  
Massey's  
Meghan's Closet  
Mercer Studios  
Merci Beaucoup  
Mignon Faget  
Murals by Tara  
My Louise  
Pampo's Dance & Swim  
Pet Butler  
Pigtails & Crewcuts  
Piperfield's  
On the Half Shell  
Rage Hair Salon  
Randi Deaton  
Red Stick Sports  
Rigsby Frederick Salon  
Rock-N-Sake  
Romance by Eilleen  
Sally Conklin  
Salon Raybon  
Shammy's Car Wash  
Shoeflie  
Swine Palace  
Kelli Temple  
The Queen Bee  
The BNC Group  
Tiger Aquatic Diving  
Tina Marie Designs  
Tin Roof Brewing Company  
Tomato  
Tsunami  
Underwood Illustrations  
Via Veneto Salon  
Virtuous Creations by KBJ  
Walmart Neighborhood Market - Highland Road  
Walsh Pilates  
Willow House- Aleria Cyrus Reed  
Yoglates II  
Yoglates II South

# 2012 TRIPLE CROWN DONORS

Action Audio and Security  
Ashley Manor  
Aria Boutique  
Amies Boutique  
Baton Rouge Coca-Cola Bottling Co.  
Carriages Fine Clothier  
Erin Mixson Interiors

Guaranty Broadcasting  
100.7 FM The Tiger  
104.5 FM ESPN  
Country Legends 104.9 FM  
Eagle 98.1 Classic Rock  
Talk 107.3 FM  
Haute Dames  
Ichiban Japanese Grill & Sushi Bar

Karna Fitness  
Katherine Landry Photography  
Lee Michaels Fine Jewelry  
MBC Signs  
Ma Maison of Beaute  
Marucci Sports  
Mockler Beverage Company  
NK Boutique

Raising Cane's Chicken Fingers  
Republic National Distributing Co.  
Stephen Michel Land Design Group, LLC  
Team Automotive Group  
"The Original" Heroman's Florist  
Tiger Athletic Foundation Stadium Club





Congratulations on 80 wonderful years  
of serving our community!



We are proud of our continuing partnership with the  
Junior League of Baton Rouge for over 30 years.  
Congratulations on 80 years of promoting volunteerism, developing  
the potential of women and improving the community through the  
effective action and leadership of trained volunteers.

*Lee Michaels*

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### **OUR MISSION**

The Junior League of Baton Rouge, Inc., is an organization of women committed to promoting volunteerism, 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 Baton Rouge, Inc., will enhance the quality of life in the Baton Rouge community in the areas of health, education and cultural development.

### **OUR REACHING OUT STATEMENT**

The Junior League of Baton Rouge, Inc., reaches out to all races, religions and national origins who demonstrate an interest in and commitment to volunteerism.

This annual report reflects the June 2011-May 2012 Fiscal Year of the Junior League of Baton Rouge, Inc., a 501(c)(3) not-for-profit organization.



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