2009-2010 Annual Report
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.

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.
A Message from Laura Claverie Poche’
President, Junior League of Baton Rouge

Junior League of Baton Rouge embarked upon a journey in 2009-2010 to discover how our MISSION IS POSSIBLE by Empowering Women Through Opportunity. Our valued membership - almost 2,000 women strong - discovered the many ways each woman accomplishes our mission when she embraces and promotes volunteerism in her daily work; develops her potential as a dynamic, loving and civically-minded woman, mother, daughter, friend, worker and citizen; and improves our community by touching lives as an effective leader and volunteer.

The JLBR impacted over 60,000 men, women and children in our community this year by working over 40,000 volunteer hours and investing over $6,300,000 to improve education, health and cultural development through our training programs, community projects and Community Assistance Fund grants! We raised over $425,000 through the 2009 Hollydays market, record-breaking sales of the River Road Recipes cookbook series, the inaugural Triple Crown: Win, Place, Show for Baton Rouge event and social enterprise ventures including the Baton Rouge Autism Speakers Series and The Little Bookshelf. Our “sweat equity” of 40,000 volunteer hours injected a market value of over $775,000 into our community, and Hollydays had a documented economic impact to our region of over $5,100,000! WOW!

My active years in the JLBR, particularly this past year as your President, have shown me how each member, without monetary compensation, offers her time, treasure and talents - regardless of personal schedules and commitments. You are, by far, our most valuable asset and investment. The primary reason that over 95% of our members join the JLBR is to “make a positive difference” in our community and “network” with exceptional women. On average, each JLBR member spends 68 hours per year volunteering through JLBR. This is three times the average for Baton Rouge and almost twice the national average! Our membership’s care for others is a measure of its greatness. Trust me when I say that our membership is GREAT!

Much of our mission focuses on developing the potential of women, and that doesn't happen automatically. I thank you for your commitment to personal growth, and for investing your mind, body and soul into JLBR’s programs and opportunities for the benefit of yourself, your family, your friends and our community. As a diverse group of women effectively trained by the JLBR, we serve as volunteers, collaborators, leaders and catalysts for lasting, relevant impact. It’s our mission in action!

Our 2009-2010 accomplishments are impressive: increased membership; decreased resignations; best attended membership and training meetings ever; largest provisional class ever; happy and fulfilled members; and development of the Speaker’s Fund. We celebrated another outstanding Hollydays market; the first Triple Crown: Win, Place, Show for Baton Rouge event; and the 50th anniversary of the River Road Recipes cookbook series.

We achieved solid management results with an outstanding external audit, a membership survey to set our strategic course, resource analysis, new business systems, implementation of the AJLI’s Building Blocks for Diversity and Inclusion, strategic training initiatives and expanding membership eligibility to three additional parishes. Our strategic planning in eight areas included training, role of league advisors, diversity and cultural inclusion, membership satisfaction, communications, social enterprise, community impact/outcomes and resource management. I could go on and on! None of it would have been possible without each of you. Thank you!

“Community Is Our Business!” Through learning about unmet needs in our community, we become passionate leaders and volunteers supporting worthy causes and serving others in our vision areas of education (“mind”), health (“body”) and cultural development (“soul”). We are a powerful and relevant force for good as evidenced by the kind and inspirational words of Mayor Kip Holden, Lt. Governor Mitch Landrieu, Police Chief Jeff LeDuff, Louisiana’s First Lady Supriya Jindal and other community leaders at our membership and training meetings.

I express my sincerest gratitude to the 2009-10 board, executive management, leadership, Sustaining Advisory Board, Community Advisory Board, Community Partners, committees and every one who collaborated with us and challenged us to improve ourselves and our organization. My JLBR service has proven to me again that if you want to lead, you have to serve. The JLBR has done just that for over 78 years and will for many years to come. In sum, MISSION ACCOMPLISHED!
BOARD OF DIRECTORS
PRESIDENT  Laura Poche’
PRESIDENT ELECT  Julie Dickinson
STRATEGIC INITIATIVES DIRECTOR  Angele Davis Kelley
LONG RANGE PLANNING  Kathryn Liberty
POLICY GOVERNANCE  Ann Michele Logan
CHIEF FINANCIAL OFFICER  Tish O’Connor
DIRECTOR AT LARGE  Anita Bankston
DIRECTOR AT LARGE  Bridgette Coleman
NOMINATING CHAIRMAN  Maria Davis
RECORDING SECRETARY  Betsy Edwards
SUSTAINING ADVISOR  Jan Breen
SUSTAINING ADVISOR  Yolanda Dixon

MANAGEMENT COMMITTEE
PRESIDENT ELECT  Julie Dickinson
COMMUNITY VICE PRESIDENT  Catherine Van Hook
COMMUNITY IMPACT DIRECTOR  Courtney Newbill
FINANCIAL VICE PRESIDENT  Lesley Gremillion
FUND DEVELOPMENT VICE PRESIDENT  Connie Lieux
MARKETING & COMMUNICATIONS VICE PRESIDENT  Lori Boyce
MEMBERSHIP VICE PRESIDENT  Gina Tharp
NOMINATING CHAIRMAN  Maria Davis
PLANNING DIRECTOR  Leslie Campbell
RECORDING SECRETARY  Betsy Edwards
SUSTAINING ADVISOR  Sara Downing
MUCH HAS CHANGED SINCE THE JUNIOR LEAGUE OF BATON ROUGE STARTED NEARLY 73 YEARS AGO. Women are working full-time jobs while maintaining their commitment to volunteerism. The continued use of advanced technological means of communication is a sure sign of change. And though the society in which we live has become more complex, the JLBR is still home to a group of dedicated, enthusiastic women continuously making our community a better place. We still provide opportunities for learning, growing and personal development. We still are committed to putting our power and resources to work for our community.

We are proud to celebrate all of our accomplishments, and some significant milestones for the 2009-2010 year included:

**HOLLYDAYS** had another smashing year. This event requires every the help of every JLBR member, and the hard work pays off. Hollydays Market 2009-2010 **RAISED MORE THAN $450,000**.

The inaugural **WIN, PLACE, SHOW** for Baton Rouge celebrated the Kentucky Derby in style and helped **RAISE MORE MONEY FOR JLBR ACTIVITIES AND WORK**.

**RIVER ROADS RECIPES** celebrated continued success after its **50TH ANNIVERSARY** in the 2008-2009 year.

JLBR members gave an amazing **40,000 VOLUNTEER HOURS TO 15 COMMUNITY PROJECTS** at a market value of more than $740,000. The 2009-2010 provisional class – 190 women strong – was the largest class ever for JLBR. We are one of the only leagues in AJLI with a membership growing this rapidly.

More than **23 COMMUNITY AGENCIES PROVIDED SERVICES** from literacy to help for caregivers to arts for children with help from the JLBR Community Assistance Fund.
COUNCIL
BOARD OF DIRECTORS  Jan Breen & Yolanda Dixon
EXECUTIVE MANAGEMENT  Sara Downing
COMMUNITY  Copper Alvarez
FINANCIAL  Cathy Dardenne
FUND DEVELOPMENT  Emily Distefano
MARKETING  Kim Hunter Reed
MEMBERSHIP  Louise Bruce
AJLI  Jan Breen & Liz Harris

COMMITTEE
ADMISSIONS/TRANSFERS  Rose Hudson
ADVISORY PLANNING  Dovie Brady
DONOR/GRANT RESEARCH  Nancy Crawford
ENDOWMENT  Gwen Fairchild
HOLLYDAYS  Michelle Reimsnyder & Ann Conway
NOMINATING  Shelia Sterling
PLACEMENT  Meg Gerald
PROVISIONAL ADVISORS  Cindy Rice, Kathleen Howell
PUBLIC AFFAIRS  Dawn Watson
R&D  Seal Ann Longwell
RRR  Tanja Foil
SUSTAINER RELATIONS  Cynthia Graves, Chris Jackson
TRAINING  Renee Craft
WAYS AND MEANS  Boo Thomas
RRR 50TH ANNIVERSARY  Donna Saurage
TRIPLE CROWN: WIN, PLACE, SHOW FOR BATON ROUGE  Kim Morgan

OTHER
COMMUNITY IMPACT DIRECTOR  Janet Pace

PROJECT
JUNIOR MASTER GARDENERS  Janet Forbes
OPENING DOORS FOR AUTISM  Rachel Howell
PATIENT ACTIVITY DAYS  Char Joanne Roberts
LITTLE BOOKSHELF  Susan Bankston
EVERY YEAR, JLBR RAISES OVER $420,000 from Hollydays: Shopping for a Cause, River Road Recipes, and the new Win, Place, Show for Baton Rouge event. These funds are put to work to help our community partners and to provide training and development for JLBR members.

In 2009-2010, WE INVESTED MORE THAN $600,000 in community programs, training and development and other activities that support the mission of JLBR.

(*) Includes administrative costs of community and fund development programming. The JLBR has a Community Reserve Fund of $119,704.02 (as of November 30, 2010) 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.

Junior League is...

“Diverse.”

– Jan Sumrall
Business Manager, Old State Capitol

2009-2010 ALLOCATIONS

$237,544 IMPROVING THE COMMUNITY*

$363,666 DEVELOPING THE POTENTIAL OF WOMEN*

$88,853 ADMINISTRATIVE COSTS

$21,062 ENDOWMENT CONTRIBUTION

CONNECTING MISSION & FUNDING
JLBR members gave an astonishing 40,000 COMMUNITY HOURS – A VALUE OF OVER $740,000 –through work with community projects and league activities. That work HELPED 14 BATON ROUGE ORGANIZATIONS improve the lives of men, women, children and families across Baton Rouge.
**ATHLETE IN ALL OF US**  In keeping with the spirit of athleticism and achievement in our physically disabled and senior citizens! Our volunteers worked with the contestants at the Senior Olympics in the fall and the Baton Rouge Wheelchair Tennis Tournament in the spring.

**ANNUAL IMPACT**  2,400 PEOPLE  
**IMPACT SINCE INCEPTION**  14,400 PEOPLE

**CAPABLE ARTS**  Helping all kids have fun! Our volunteers worked with McMains Children’s Developmental Center to plan and run a one-week summer camp that allows kids with disabilities to learn and grow through the fun of the arts.

**ANNUAL IMPACT**  110 CHILDREN AT THE 2009-2010 EVENT  
**IMPACT SINCE INCEPTION**  880 PEOPLE

**KIDS’ KORNER**  Instilling lifelong habits of good health! Our volunteers planned and taught fun, educational nutrition lessons on Saturday mornings to children housed at the Battered Women’s Shelter.

**ANNUAL IMPACT**  410 PEOPLE  
**IMPACT SINCE INCEPTION**  2,870 PEOPLE

**READY HANDS**  Addressing our pressing needs! Our volunteers developed and executed grassroots community projects at a moment’s notice. This year we participated in or coordinated 30 separate events throughout the Baton Rouge area.

**ANNUAL IMPACT**  54,000 PEOPLE  
**IMPACT SINCE INCEPTION**  115,917 PEOPLE

**MID-CITY DANCE PROJECT**  Making children’s dreams of stardom come true! Our volunteers worked with dancers participating in Mid City Dance Project’s production of the Inner City Nutcracker in December and its spring performance.

**ANNUAL IMPACT**  5,500 PEOPLE  
**IMPACT SINCE INCEPTION**  20,500 PEOPLE

ONGOING COMMUNITY PROJECTS
LA BOOK FEST AND FESTFORALL CHILDREN’S VILLAGE  Bringing literature and arts to our community! Our volunteers assisted in the preparation for the Louisiana Book Festival in October. In spring, our volunteers planned and executed the “Children’s Village” at FestForAll in the first weekend in May by organizing storytelling events and other arts and crafts.

ANNUAL IMPACT  1,500 PEOPLE
IMPACT SINCE INCEPTION  24,000 PEOPLE

OPENING DOORS FOR AUTISM  Unlocking the resources of the Baton Rouge community for the families of children diagnosed with Autism Spectrum Disorder. Our volunteers worked to update our Resource Guide for Autism while planning the future Resource Center for Autism and to organize the inaugural year of the Baton Rouge Autism Speakers Series, lovingly known as “BRASS”.

ANNUAL IMPACT  3,600 AUTISTIC CHILDREN, PARENTS AND SERVICE PROVIDERS THROUGH BRASS, WITH THE ABILITY TO REACH EVERYONE IN THE WORLD THROUGH THE ONLINE RESOURCE CENTER

PREVENT, PREPARE, PROMOTE!  Previously collecting Amber Alert kits for families with children from 2004 until 2008. Since then, the committee is revamped to technological needs and is drafting a safety manual analyzing internet dangers such as predators and cyberbullying. Through collaboration with federal and state law enforcement officials, parents will be armed with the facts, and how-to’s of prevention. This safety manual will be provided in hard copy to all EBR Schools and provided through the Junior League of Baton Rouge website for free.

IMPACT SINCE INCEPTION  15,890 PEOPLE

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

ANNUAL IMPACT  288 PEOPLE
IMPACT SINCE INCEPTION  7,056 PEOPLE
TLC FOR CAREGIVERS  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.

ANNUAL IMPACT  400 PEOPLE
IMPACT SINCE INCEPTION  1,673 PEOPLE

SUSTAINING MEMBERSHIP’S “RIVER ROAD RAMBLERS”  Healing the spirit of residents residing at local retirement communities and nursing homes! Over 50 sustaining members of the JLBR brought the joy and hope of song and dance to the Baton Rouge community.

ANNUAL IMPACT  MULTIPLE RETIREMENT COMMUNITIES

APPROPRIATE FOR ALL OCCASIONS  Appropriate for All Occasions Helping the visually impaired young women explore the social world! Volunteers worked monthly 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.

IMPACT SINCE INCEPTION  40 VISUALLY IMPAIRED YOUNG WOMEN

JUNIOR MASTER GARDENERS  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 the environment and ecology.

ANNUAL IMPACT  200+ PEOPLE
IMPACT SINCE INCEPTION  400 PEOPLE

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

ANNUAL IMPACT  1200 PEOPLE
IMPACT SINCE INCEPTION  4,500 PEOPLE
The Community Advisory Board brings their valuable insight and guidance to help us direct the work we do. Their expertise helps us identify needs, develop solutions and leverage our resources in the community.

- Mrs. Laura Poche’
- Mr. Samuel Sanders
- Mrs. Mary Beth Chevalier
- Mr. Darian Chustz
- Ms. Donna Saurage
- Ms. Gerri Hobdy
- Mr. Scott Berg
- Mrs. BeBe Facundus
- Mr. Derek Gordon
- Congressman Bill Cassidy
- Mr. Marvin Borgmeyer
- Mr. Chris Valluzzo
- Mrs. Jennifer Eplett Reilly
- Mr. David Boneno
- Mrs. Sylvia Weatherspoon
- Dr. Jack L. Breaux
- Mr. Jake Netterville
- Ms. Mary Durusau
- Ms. Peggy Scott
- Mr. Walter Monsour
- Mr. Jay Dardenne

Junior League is... **A Resource.**

- Samuel Sanders
  Executive Director, Mid City Redevelopment Alliance

Junior League is... **Volunteerism.**

- Walter Monsour
  President and CEO, East Baton Rouge Redevelopment Authority

Junior League is... **ENERGY!**

- Derek Gordon
  CEO, Arts Council of Greater Baton Rouge
The JLBR Community Assistance Fund (CAF) provides short-term financial support to local nonprofit organizations. Since 1981, more than 200 organizations have used CAF grants to fulfill their missions and improve the lives of people in the greater Baton Rouge area.

$48,145 IN DIRECT FINANCIAL SUPPORT TO 24 COMMUNITY AGENCIES AND ORGANIZATIONS IN 2009-2010.
After careful review, the committee awarded funding to the following agencies/projects:

**BATON ROUGE AREA ALCOHOL & DRUG CENTER, INC.** Short-term inpatient detoxification and referral services. **$2,500.00**

**BATON ROUGE AIDS SOCIETY** HIV/AIDS education, referrals, counseling services, technical assistance, community education and volunteer training. **$1,000.00**

**BATON ROUGE CHILDREN'S HEALTH PROJECT** Medical and mental health services for underserved children and families. **$2,500.00**

**BEST BUDDIES LOUISIANA** Volunteers programs for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities. **$2,500.00**

**THE CINDERELLA PROJECT OF BATON ROUGE** Providing prom dresses for young women in the Greater Baton Rouge community. **$2,500.00**

**CITY YEAR LOUISIANA** School-based tutoring and mentoring for underserved children and service projects for the community. **$1,681.00**

**DISTRICT ATTORNEY’S RAPE CRISIS CENTER** Support services including hotline, counseling and referrals and hospital advocates for victims of rape. **$2,500.00**

**FAMILY ROAD OF GREATER BATON ROUGE** Classes, workshops, services and support groups for over 108 agencies serving families. **$2,500.00**

**GREATER BATON ROUGE FOOD BANK** Providing food for people in need. **$2,500.00**

**GAIT WAY THERAPEUTIC HORSEMANSHIP** Certified instruction for adults and children with special needs. **$2,116.95**

**GRANDPARENTS RAISING GRANDCHILDREN INFORMATION CENTER** Information and support to kinship caregivers and their families. **$1,886.80**

**HERITAGE RANCH** Life skills, mentoring, and service learning programs in the public school system and in the community through summer camp programs. **$2,000.00**
HOPE ACADEMY  A K-8 school for children with social and academic difficulties.  $973.41

MARY BIRD PERKINS CANCER CENTER  Cancer care for patients and families.  $2,500.00

MENTAL HEALTH ASSOCIATION FOR GBR  Services to help people with or at-risk for mental health and substance abuse issues.  $1,587.00

THE NHP FOUNDATION  Affordable multifamily housing for families and seniors and programs and services to enhance residents’ quality of life.  $2,500.00

PLAYMAKERS OF BATON ROUGE, INC.  Bringing educational experiences to young audiences through professional productions and locally-produced touring shows.  $2,400.00

PREVENT CHILD ABUSE LOUISIANA, INC.  Programs and activities to prevent the abuse and neglect of Louisiana’s children.  $2,500.00

THE SALVATION ARMY  Programs that provide basic needs, youth services and more for the community.  $2,000.00

THE SUNSHINE FOUNDATION  Providing kindergarteners in public, private and parochial schools with the esteem-building book You Are Sunshine, along with teacher guides.  $1,500.00

SWINE PALACE PRODUCTIONS  Theater on the LSU campus that brings professional productions to Baton Rouge and serves as a training ground for students in LSU’s theater programs.  $1,000.00

TEACH FOR AMERICA - SOUTH LOUISIANA  Training and providing teachers to serve low-income communities.  $2,500.00

UNITED METHODIST HOPE MINISTRIES, INC.  Family mentoring programs, client-choice food bank and other services to prevent homelessness and promote self-sufficiency and dignity.  $2,500.00

Junior League is…

“Giving.”

– Melissa Dotson
Active Volunteer, Junior League of Baton Rouge
PLATINUM UNDERWRITER
$75,000 & OVER
Guarantee Broadcasting

GOLD UNDERWRITER
$50,000-$74,999
Mercedes-Benz of Baton Rouge

SILVER UNDERWRITER
$25,000-$49,999
Baton Rouge River Center
Clear Channel
Cox Communications
Otey White and Associates
The Advocate
WAFB 9 News...
Louisiana's News Channel

UNDERWRITER
$15,000-$24,000
EMS
Lee Michaels Fine Jewelry
Sullivan's Steakhouse
WBRZ Channel 2

BENEFACTOR
$10,000-$14,000
225 Magazine
Belle of Baton Rouge Casino

SPONSOR
$2,500-$4,999
Baton Rouge Coca-Cola Bottling Co.
Baton Rouge Metro Airport
Blue Cross Blue Shield
Creative Video Productions
Don Parker
Entergy
Esopi
Ruffino's Italian Restaurant
Mall of Louisiana
Ned Vasullo and the Fabulous Big Band Orchestra
Paul Naquin
See-Hear Productions
The Wine Loft
Town Favorites
Walk-Ons Bistreaux & Bar

CONTRIBUTOR
$1,000-$2,499
AAA Rent All
Adler's
Amedysis
Anton's Fine Jewelry
Blumberg & Associates
Cajun Contractors
Camelot Club
Capitol City Produce
City Social Magazine

DONOR
$500-$999
Acadian Frame & Art
Alvarez Construction
Angelique and Victoria's
Bowie Outfitters
Carter Plantation
Currie

SUPPORTER
$250-$499
Alexander Art Studio
Bethdales
Body Mechanics
Belle Gray Home Décor
Cheryl Payne
Junior League is...

“Empowering.”

– Sylvia Weatherspoon
Anchor, WBRZ-TV
Since 1932 our corps of woman volunteers has been singularly focused on improving life for our friends and neighbors throughout Baton Rouge. But we can’t do it alone. Your gift to the Junior League of Baton Rouge Endowment is a contribution to the future of the women, children and community culture of the Greater Baton Rouge Area.

To make a gift or for more information visit us at www.juniorleaguebr.org
Women Building a Better Baton Rouge Since 1932
www.JuniorLeagueBR.org