



**Annual Report | 2010-2011**



## **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.

## **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.

This annual report reflects the June 2010-May 2011  
Fiscal Year of the Junior League of Baton Rouge

# 100%

Percentage of Junior League members who serve the community and have a positive impact on the lives of our residents.

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When I considered themes for my year as president of this wonderful organization, I wanted to pay homage to what Junior League is really all about: women who care, who strive to keep learning and growing and who are committed to making this world a better place. I wanted each and every one of our now nearly 2,000 members to know

2 million copies in print, River Road Recipes has generated millions of dollars in revenue. To date, we have been able to give back more than \$3 million to the greater Baton Rouge community.

Hollydays raised more than \$418,000 and the Triple Crown Event raised \$21,000 in just its second year. While the community sees the glitter and fun of these events, I know the behind-the-scenes story. Without your hard work, your dedication and your teamwork, these events simply wouldn't be possible. In 2010-2011, we also began strengthening our grant writing capabilities. With additional training and volunteers, we were able to increase the number of grants we received and set a course for future growth. These are the engines that make it possible for us to do the work that's at the heart of the Junior League of Baton Rouge: support for community projects and organizations.

Throughout this year, you could see league members working side-by-side in their red t-shirts on more than 15 community projects. Our members gave more than 47,100 hours to community projects from the Cinderella Project to Junior Master Gardeners to the Little Bookshelf. Watching you touch the lives of the men, women and children of our community was a privilege I will never forget.

Our Opening Doors for Autism (ODA) project is just one story, but it captures much of what the Junior League does. The Baton Rouge Autism Speaker Series has brought renowned experts to Baton Rouge to help educate families

## A Message from Julie Dickinson

*President, Junior League of Baton Rouge*

how valued you are. That's how 2010-2011 came to be "Wild About You."

I can't help but be wild about the things we accomplished together.

One of our proudest moments must be earning the Association of Junior Leagues International's Diversity and Inclusion Award for our "top-to-bottom approach to diversity and cultural inclusion." With the help of Dr. Katrice Albert, our board and the Diversity and Cultural Inclusion Committee, we developed interactive training, enhanced our operations and made diversity and inclusion a core value of this organization.

We didn't stop there. River Road Recipes was in the spotlight also, earning the first FRP Lifetime Achievement Award, given by the publisher to a group that demonstrates outstanding sales success, longevity, multiple titles, multiple awards and ongoing marketing efforts. With

and healthcare professionals. The response since we started the project several years ago has been overwhelming. Blue Cross Blue Shield of Louisiana applauded our work this year with a \$20,000 grant. The project also earned an Enlightenment Award from the Family Road of Greater Baton Rouge. It's exciting to think about what ODA might become in another 10 or 20 years.

It says something about the power of JLBR that we continue to be one of the only leagues in the country that is growing in membership. 2010-2011 saw our largest provisional class ever. Nearly 200 women stepped up to volunteer their time and talents to help JLBR live its mission of developing the potential of women, promoting volunteerism and improving the community.

I am honored and grateful to have served as your president. I thank each of you, and especially my leadership team, for your hard work, your unwillingness to compromise on the things that are truly important and your ability to come together and create change in our community. I am, in fact, wild about you.



## **The Junior League of Baton Rouge Receives the Favorite Recipes Press Lifetime Achievement Award from the Association of Junior Leagues International, Inc.**

The Junior League of Baton Rouge received the Lifetime Achievement Award for their River Road Recipes cookbook series at AJLI's annual conference in Philadelphia on May 14, 2011. This was the first year in which the Favorite Recipes Press (FRP) Lifetime Achievement Award was bestowed. The purpose of the award is to enhance awareness and recognition of the success of Junior League cookbooks and the contributions provided to their communities.

Recipients are selected based upon outstanding sales success, longevity, multiple titles, multiple awards and ongoing marketing efforts. Based on the success and impact of the River Road Recipes series, Favorite Recipes Press (FRP) awarded The Junior League of Baton Rouge with this prestigious award. We received a \$1000 cash prize along with free attendance at the AJLI Cookbook University seminar in Nashville. The Junior League of Baton Rouge has been in the cookbook business for over 52 years and produced four cookbooks, all of which have won awards. The first three titles are Walter S. McIlhenny Hall of Fame winners representing sales of over 100,000 copies each. In total, the League has over 2 million copies in print. Through the sales of these books, our League has given over \$3 million to our community. The New York Times writes "If there were community cookbook awards, the Oscar for best performance would go hands down to RIVER ROAD RECIPES." Thank you to the many members that have worked with River Road Recipes over the years and our membership for your ongoing support to our community.

Receiving the FRP Lifetime Achievement Award pictured from left to right:

2011-2012 JLBR President Anita Bankston, 2010-2011 JLBR President Julie Dickinson, FRP Vice President Roger Conner, 2011-2012 JLBR President-Elect Leslie Campbell, and AJLI Vice President & JLBR Sustaining Member Jan Breen.

## History of the Junior League of Baton Rouge

In 1932, a group of 25 young women met at the home of Nita Sims Breazeale and organized the The Junior League of Baton Rouge, Inc. Today, we are the 14th largest league out of 293 leagues around the world. For the past 79 years, the Junior League of Baton Rouge has developed the potential of women, promoted volunteerism and improved the community through the effective action and leadership of trained volunteers. The Junior League of Baton Rouge has been involved in over 160 community projects since founded, and has contributed over \$6 million back to the Greater Baton Rouge area. Annually, we impact more than 203,000 lives through our community projects and partnerships. The Junior League of Baton Rouge, Inc. is a nonprofit organization of over 1900 women.

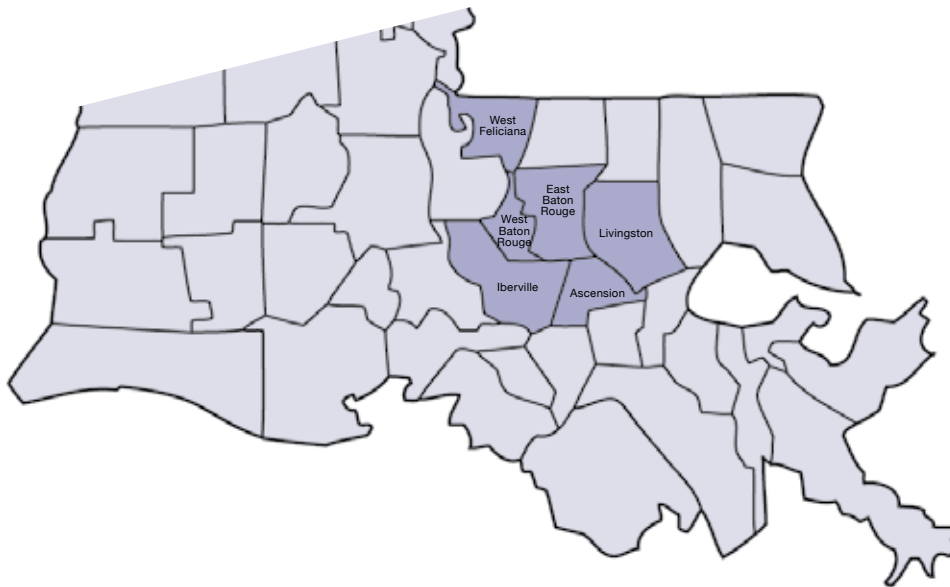
Our organization is a member of the Association of Junior Leagues International, Inc. (AJLI) which was founded in 1901 and is comprised of 296 organizations in four countries with a membership over 193,000.

### **The Junior League of Baton Rouge, Inc. has been instrumental in founding and funding many of Baton Rouge's institutions, including:**

- Louisiana Arts and Science Museum
- Baton Rouge Speech and Hearing Foundation
- Volunteers in Public Schools
- Adopt-A-School
- Magnolia Mound Kitchen
- East Baton Rouge Parish Library Information Service
- Volunteer! Baton Rouge
- Parenting Center, currently Family Services of Greater Baton Rouge
- Playmakers
- Peer Helpers
- Excellence in Teaching, from which the Academic Distinction Fund was modeled
- Arts Council of Greater Baton Rouge

## History of the Junior League of Baton Rouge

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.



**577**

Active members  
this year

**192**

Provisional members  
this year

**1151**

Sustaining members  
this year



## Junior League of Baton Rouge Board and Executive Management

### 2010 - 2011 Community Advisory Board

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



### 2010-2011 Board of Directors and Executive Management

*Seated left to right:* Nicole Gould, Financial Vice President; Julie Dickinson, President; Anita Bankston, President-Elect; Tish O' Connor, Chief Financial Officer; Maria Davis, Executive Coordinator; Kathy Liberty, Strategic Initiatives Director.

*Standing left to right:* Marylea Fears, Communications Chairman; Leslie Campbell, Director-At-Large; Catherine Van Hook, Long Range Planning Chairman; Melissa Dotson, Community Vice President; Lesley Gremillion, Fund Development Vice President; Kate Seba, Nominating Chairman; Lori Boyce, Long Range Sustaining Development; Connie Lieux, Director-At-Large; Cathy Giering, Policy Governance; Lisa Longmire, Membership Vice President; Leslie Berg, Annual Planning Chairman; Lorren Rhea, Marketing & Communications Vice President; Leila Blumberg, Secretary.



## Junior League Sustaining Member Report 2010-2011

**For the sustaining members of the Junior League, the 2010-2011 year proved to be busy and rewarding.**

Their year began with the annual informational meeting and social where sustaining members were informed of all of the year's events as well as everything they needed to know about Holidays, River Road Recipes, and the League's community projects.

In December 2010, sustaining members gathered for the annual holiday party, which was hosted by Mrs. Judy Powers. They gathered for the spring sustaining member luncheon at the home of Mary Frey Eaton in March, 2011. The Sustaining Member of the Year Award luncheon marked the end of the sustaining members' year. Mrs. Kay Hawthorne was honored in April at the City Club of Baton Rouge.

Our sustaining members participate in a number of clubs throughout the year including River Road Ramblers, Philanthropy, Wine & Cheese, Book Club, Bridge Club, and Garden Club. The River Road Ramblers is a singing troupe that began as an active placement in the Junior League and was resurrected about eleven years ago by sustaining member SuSu Rosenthal. Members of the River Road Ramblers sing and step their way across the Baton Rouge area, delighting residents of retirement and nursing homes and proudly executing the League's vision of enhancing the quality of life in the community through cultural development.

The Philanthropy, Wine & Cheese (PWC) group was founded in the fall of 2009 by Lissa Weston, past president, and Lisa Ann Moore.



Mary Frey Eaton (seated),  
with Susan Eaton, Mary Jane  
Howell, Donna Ennis, and  
Barbara Anne Eaton

PWC focuses on short-term, local philanthropic efforts with special attention to those organizations once touched by the Junior League of Baton Rouge, all while enjoying the company of friends. In the 2010-2011 League year, PWC contributed to the efforts of Yelp!BR, The Cinderella Project in connection with Pretty in Pink, a current community project, and the Louisiana School for the Visually Impaired.

The sustaining member Book and Garden Clubs are equally successful, having dedicated members who share common interests.

Our sustaining members continue to exemplify the mission of the Junior League of Baton Rouge. They translate the volunteer training and education received during their active years into outstanding community commitment and involvement. They repeatedly demonstrate their interest in the Junior League and are role-models to our provisional and active membership.

**Cultural competence is a necessary and vital leadership characteristic and is a priority for the Junior League of Baton Rouge.** As we build upon the common threads of the Association of Junior League's International's (AJLI) Building Blocks for Diversity & Inclusion, we must be urgent in our mission of creating an inclusive, leadership focused, community-driven League that enables all members to be culturally competent, socially conscious, and personally reflective. The Diversity & Cultural Inclusion (DCI) Committee was assembled in 2009 by the Board of Directors and Executive Management to drive the diversity efforts. The committee represented a cross section of the League membership and worked in association with the diversity management consultant, Dr. Katrice Albert.

### **Accomplishments in 2010-2011:**

- Leadership Training for "Southern Regional Presidents' Fly-In"
- Provisionals introduction to cultural responsive, servant leadership
- Community Partners Continuing Education
- In Service on leveraging community partnership to achieve inclusive excellence

This extraordinary work was recognized by AJLI by receiving the 2011 Award for Building Diversity.

“**As I reflect on the meaning of the diversity in the Junior League of Baton Rouge, one saying comes to mind, “You’ve come a long way, baby!” This league has evolved both in our definition of diversity and in our approach to this critical issue.**

— Kim Hunter Reed, *JLBR Sustainer*

### **The Junior League of Baton Rouge Receives 2011 Award for Building Diversity from the Association of Junior Leagues International, Inc.**

The Junior League of Baton Rouge received the 2011 Award for Building Diversity on May 14, 2011 at the Association of Junior Leagues International, Inc. meeting held in Philadelphia for its top-to-bottom approach to diversity and cultural inclusion, which has strengthened its programs, its membership and broadened its community outreach. At the conference, delegates from 292 individual Junior Leagues from the United States, Canada, Mexico and the United Kingdom came together to celebrate the organization's diversity, renewal and community impact. "It's no secret that diversity is a central goal of The Junior League movement. It's important to our growth strategy, our community positioning and our commitment to the Mary Harriman legacy," said Delly Beckman, AJLI President. "Baton Rouge has created a model that instills cultural competence into every element of its activities, benefitting the League as well as the Baton Rouge community." Using AJLI's "Building Blocks for Diversity and Inclusion" as a guide, the League created a diversity and inclusion plan with several key elements. First, it introduced the basics of cultural competence at League events, including training meetings and exercises for members to build cultural competency skills through training, dialogue and coaching. Second, it reviewed the League's policies and procedures to ensure that cultural competency leadership traits are positively impacting member recruitment,

community programs and the overall functioning of the League. Third, it further engaged members with an extensive questionnaire to gather more information from them as well as involving the League's Community Advisory Board to obtain their feedback.

The task of the Junior League of Baton Rouge Diversity & Cultural Inclusion (DCI) Committee was to create a more inclusive organization in all realms of servant leadership grounded in embracing individual differences. Cultural competence is of highest priority. The DCI Committee endorses a broad definition of diversity and seeks to provide high quality training opportunities and resources that enhance awareness, knowledge, and skills building. The DCI committee strives to provide leadership for the JLBR as well as other Junior Leagues in the region that cultivates open dialogue, cooperation, shared responsibility, and mutual respect of all we serve.

The Junior League of Baton Rouge, Inc. offered to its members training opportunities for the League year 2010-2011 in the following impact areas:

### **Leadership**

*The Challenges and Opportunities of Moving from Peer to Leader*, Kerry S. Sauley, PhD. LSU

### **Diversity and Culture Inclusion**

*How to be a Culturally Competent Junior League Member*, Katrice Albert, PhD. LSU

### **Technology**

*Cyber Safety and Cyber Bullying*, Monica Ford, Forensic Examiner, LA. Attorney General Office

### **Economic**

*The Movie Industry and Economic Growth in Baton Rouge*, Richie Adams, River Road Creative, Owner

### **Parenting**

*Raising Unselfish Children in a Self-Absorbed World*, Jill Rigby Garner, Manners of the Heart, Founder/ Executive Director

### **Environmental**

*The BP Oil Spill and the Effects on the Gulf*, Louis Thibodeaux, PhD. LSU

### **Self Help**

*It's Easy to be Excellent*, Anne Barab, Motivational Speaker, Dallas, Texas



**Providing quality training opportunities to our Junior League members is a key component to our organization and mission statement.**

—Angelique Barrow, *Training Chairman 2010-2011*

## Membership Service Awards



**Sustaining Member of the Year**  
Kay Hawthorne



**Mary Frey Eaton  
Community Service Award**  
Erin Monroe Wesley

The Mary Frey Eaton Community Service Award honors the life and legacy of Mrs. Eaton, who continues to excel in service in the Baton Rouge community through her volunteerism.



**Nita Sims Breazeale  
League Service Award**  
Anne Williams

The Nita Sims Breazeale League Service Award honors the life and legacy of Mrs. Breazeale who excelled in service to the community through volunteerism.



**GEM Award**  
Vanessa Lafleur

The G.E.M. ("Going the Extra Mile") Award is given for outstanding service in a community project placement.

## Funding Our Mission — Hollydays



Left to Right: Kyle Talbert of Mercedes-Benz of Baton Rouge, with Shannon Thaxton, Ashley LaBorde, and Brooke Barnett

**Hollydays 2010 was an overwhelming success** including the introduction of the Hollydays Hustle. The Hustle included a 5K and one-mile fun run through downtown Baton Rouge for over 600 participants. The gentlemen were able to get into the holiday spirit in the Camelot Club Gentleman's Lounge. A Toast to the Town Preview Gala, Preferred Shopping, Tailgate, Wine Tasting and the Rolex raffles did not disappoint. Children were able to enjoy "Gingerbread Goodies" and the new "Candyland Christmas." This year two sessions of gingerbread decorating were available due to the overwhelming response. Candyland Christmas allowed children to go through a Candyland board with activity stations, including a visit with Santa.

### The true value of your Hollydays purchase

Listed are examples of money raised from Hollydays that impact our community.

#### ❖ One Hollydays General Admission Ticket

Two children can participate in an activity at OLOL Children's Hospital through Patient Activity Days.

#### ❖ Two Hollydays General Admission Tickets

Twenty resource packets can be distributed in a 30 minute activity on preparing nutritious meals

#### ❖ One Rolex Raffle Ticket

Forty homeless people can receive brown bag lunches

#### ❖ Eight Rolex Raffle Tickets

The Baton Rouge Autism Speaker Series can host one nationally renowned speaker on Autism Spectrum Disorder

#### ❖ Two Preferred Shopping Passes

One needy youth can receive a prom dress through the Pretty in Pink project





## Funding Our Mission — Hollydays



“

Hollydays is an amazing opportunity for the Junior League of Baton Rouge to fulfill our mission. As one of the largest fundraisers in Louisiana, we are able to fund the mission while exposing over 12,500 shoppers to our initiatives. Hollydays 2010 expanded the reach of the Junior League to a larger segment of the community with the first ever ‘Hollydays Hustle’. This new event was a huge success. I am proud to have worked with a committee of dedicated women to Shop and Run for a Cause.

— Brooke Barnett, 2010 Hollydays Chair





## Funding Our Mission — Hollydays Donors 2010

### HOLLYDAYS 2010 DONORS

#### PLATINUM UNDERWRITER

**\$75,000 & OVER**

Guaranty Broadcasting, LLC

#### GOLD UNDERWRITER

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

Mercedes Benz of Baton Rouge  
Otey White & Associates

#### SILVER UNDERWRITER

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

Baton Rouge River Center  
Clear Channel Radio  
Cox Cable  
Lee Michael's Fine Jewelry  
The Advocate  
WAFB 9 News Louisiana's News Channel

#### UNDERWRITER

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

Camelot Club  
EMS  
Sullivan's Steakhouse  
WBRZ Channel 2

#### BENEFACTOR

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

Belle of Baton Rouge Casino & Hotel  
Broussard Paper  
IBERIABANK  
Lamar Advertising  
Red Door Interiors  
Sign Express

#### PATRON-\$5,000-\$9,999

Anonymous  
Baton Rouge Coca Cola Bottling Co.  
Chip & Anita Bankston  
City Social Magazine  
Creative Video Productions  
Don Parker  
Entergy  
Mockler Beverage  
Ned Fasullo and the Fabulous  
Big Band Orchestra  
Peregrin's Florist & Decorative

Services, Inc.  
Ruffino's Italian Restaurant  
See-Hear Productions  
The Dermatology Clinic  
The Mall of Louisiana  
The Recycling Foundation  
Thee Heavenly Donut  
Town Favorites Magazine  
Transformynx, Inc  
Varsity Sports

#### SPONSOR-\$2,500-\$4,999

Baton Rouge Metropolitan Airport  
Baton Rouge Parent's Magazine  
Blue Cross/Blue Shield of Louisiana  
BR Printing  
Climastor  
Culinary Productions  
Fallin & Fallin Family Dentistry  
Fleming's Prime Steakhouse & Wine Bar  
Frugé' Orthodontics  
Greystone Golf & Country Club  
Kleinpeter Photography  
Jambalaya Shoppe  
Julie and Travis Dickenson  
Louisiana Lottery  
Lux Salon and Spa  
Mansur's on the Boulevard  
North Shore Parent's Magazine  
Sammy's Grill  
Superior Grill  
Sweet Impressions Bakery and Café  
The Ambrosia Bakery

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

225 Magazine  
AAA  
Adler's  
Amedysis  
Anton's Fine Jewelry  
Baton Rouge Recycling  
Recycling  
Blumberg & Associates  
Capital One Bank  
City Club of Baton Rouge  
C.J. Brown Realtors



College Drive Mini Storage  
Country Roads  
Cracker Barrel  
Crump Wilson Architects, LLC  
Custom Linens  
District Design  
EMCO  
Episcopal High School  
Galatoire's Bistro  
Hilton Baton Rouge Capital Center  
"Hollydays Girls"-Brooke, Shirley, Sharon, & Cinman  
Hollywood Casino  
Home Bank  
Houmas House  
Jennifer Oliver  
Jon Traxler  
Kean's Fine Dry Cleaning  
Lance Hayes  
Lauren Barksdale Fine Art  
Lindsey's  
Louisiana Nursery  
LSU/LSU Foundation  
McMillan Interiors  
McDonald's  
Mestizo's  
Michael J. LeBlanc Family Dentistry  
Michelle Conques  
Nancy Trahan - House and Home Magazine

Nancy Trahan - The Retreat Spa  
Niche Bar & Grill  
Ninfa's  
Performance Contractors  
Playdates  
Prestone's Catering  
Recycling Foundation of Baton Rouge  
Republic  
Reynolds Law Firm/Legacy Title  
Robert Roth Jewelers  
SEMS, Inc  
Smoothie King  
Sydney and Sealann Longwell  
The Artful Home by Daina Tate  
Zippy's Burritos, Tacos & More  
Zoe's Kitchen

#### DONOR-\$500-\$999

Anonymous  
Bethdale's Fine Lamp & Home Accessories  
Bonanno's Fine Catering  
Capital City Grill  
Currie  
DJ Triz-A  
Dr. Galliano, Family Dentistry  
Felder's Collision Parts, Inc  
Geaux Bronz  
Happy Note Lounge  
Head Over Heels Shoe Boutique  
JMR Commercial Real Estate

## Funding Our Mission — Hollydays donors 2010

Juban's  
Lake After Hours  
Mike Wampold  
Mud Pies & Masterpieces  
Murals by Tara  
Oh Baby!  
Paper N Things  
Prive' Lingerie Boutique  
Simon Baxter  
Splendido! Frozen Yogurt Bar  
Stafford Tile & Stone  
Windsor Court Hotel  
Zea Rotisserie and Grill

### **SUPPORTER-\$250-\$499**

Anonymous  
Acadian Frame and Art  
Baton Rouge Clinic Department  
of Dermatology  
Beau Rivage  
Billy Heroman's  
Bowie Outfitters  
Bumble Lane  
Candice Alexander Art Studios  
Chocollage  
Community Coffee  
Crowne Plaza Baton Rouge  
Debbie Roussel  
ESOM Gallery art by Tony Mose  
Faux and Decorative Finishes  
Fleur Du Jour, LLC  
Geaux Bronz Mobile Tanning  
Harper's Haberdashery  
Hemline  
Jeannie Frey Rhodes  
Katie Bonner Photography  
Martin's Wine Cellar  
Oh Baby!  
Olinde's Furniture  
Pandocchi's  
Pearson's Luggage & Travel  
Perfect Choice Catering  
R. Michael Lee, DDS  
Rage Hair Salon  
Raising Cane's  
Rocco's  
Sage Photography  
Southern Eye Center - Drs. Ann  
& Roger Shaw  
Stella Boutique  
Taylor Clark Gallery

Top Tier Turf & Ornamental, LLC  
Victoria's Toy Station

### **FRIEND-\$100-\$249**

Anne Underwood  
Audubon Nature Institute  
Baker Avon Center  
Banbury Cross  
Baton Rouge Little Theatre  
BD Kitchen Co.  
Bear's Bar and Grill  
BNC Group  
Body Mechanics Personal  
Fitness  
Bountiful Blessings  
Photography  
BR Beer  
BREC's Baton Rouge Zoo  
Cabot Creamery Cooperative  
Capitol City Produce  
Carriages Ladies Fine Clothier  
Celebration Station  
Chick Fil A Mall of Louisiana  
Christian Street Furniture  
Circa 1857  
Circle Bowl  
Claire Sanchez  
Classic Jewelers  
Cohn Turner  
Corks N Canvas  
Denise Lee  
Edwin Watts Golf  
Enterprise Commercial Trucks  
For Any Event  
Friends of Hilltop Arboretum  
Gabriel J. King & Mary Lee S.  
King  
Game Day Daiquiris  
Games 2 U  
Global Wildlife  
Gregory White  
Guarantee Girls, Inc  
Gymboree  
Helen Bolin Designs  
Honey Baked Ham  
I-Catcher's Hari and Body Spa  
Imelda's Fine Shoes, Inc  
In Register  
Karen Austin  
Katherine Landry Photography  
Kleinpeter Farms Dairy

LA Boxing  
LaLou's  
LASM  
Learning  
Express  
Linda M.  
Brown - Mary  
Kay  
Louisiana  
Office Supply  
Martin Wine Cellar  
Massage Emporium  
Massage Envy  
Meghan's Closet/Murals by Tara  
Merci Beaucoup  
Mignon Faget  
Miles Photography, LLC  
Monjuni's Italian Café'  
New Orleans Saints Coaching  
Department  
New Orleans Saints Community  
Affairs  
NK Boutique  
Noelie Harmon, an eco-  
conscious boutique  
Our Business Scents  
Pelican Point  
Pigtails & Crewcuts  
Portobello's Grill  
Randi Deaton-Arbonne  
Red Beans Children's Clothiers  
Red Stick Sports  
SAM's Club  
Shannon Barksdale Mahon  
Sharmooz  
Shoeffle'  
Southern University Athletics  
Stephanie Cascio Photography  
The Chimes on Highland  
The Courtyard Gifts and  
Interiors  
The Face Place  
The Glass Slipper  
The Keeping Room  
The Medical Spa of Baton  
Rouge  
The Queen Bee  
The Red Cake Event Planning  
The Wine Loft  
Theresa Guidry Doran Painting  
and Lifecasting



Tiger Aquatic Diving, LLC  
Tiger Mania  
Tsunami  
Unique Cuisine  
Via Veneto Salon  
Virtuous Creations by KBJ  
Whole Foods Market

## Funding Our Mission — River Road Recipes



**50 Years and Still Full of Surprises:** 2009-2010 RRR Chair Holly Sides and 2010-2011 RRR Chair Cheryl Payne make an amusing discovery while reviewing a mockup of the River Road Recipes I cookbook reprint—a recipe that calls for six squirrels!

This was an exciting year for River Road Recipes. *River Road Recipes* was recognized by the Association of Junior Leagues International, Inc. with the Favorite Recipes Press Lifetime Achievement Award. The national best-selling cookbook series was voted by *Country Roads* readers as a winner of the magazine's 2011 Favorite Things for Best Cookbook. In December 2010, *The Advocate's* Food Section named the Italian Cream Cake recipe from *RRR II, A Second Helping*, as the Best of 2010. The 77th printing of *River Road Recipes I: The Textbook of Louisiana Cuisine* and our best seller as well as the well-known and much-loved *RRR II, A Second Helping* was delivered. A new event was held at Hollydays, Rolling on the River Gingerbread Cookie Contest for high school students. Alexandra "Alex" Brakin, a junior at Woodlawn High School, created a gingerbread cookie recipe and was announced the winner receiving the opportunity to have her recipe published.



“

River Road Recipes started 2011 with the same momentum and success that we ended in 2010. In August, we sold out of the Golden Anniversary Reprint of RRR I, selling 10,000 copies in less than one year! In October, we were named Favorite Cookbook Series by the readers of Country Roads Magazine. In January, The Advocate named several of our recipes 'Favorites of 2010'. We began the process to reprint RRR II in the spring, which has been out of print for two years. The books were received at the end of the year, ready to begin 2012 with a bang! And, we finished our year by winning the first ever Lifetime Achievement Award from Favorite Recipes Press, our cookbook producer. What a fantastic year! Thank you for all of your support!

— Cheryl Payne, 2010-2011 River Road Recipes Chair



## Funding Our Mission — Triple Crown



**Junior League of Baton Rouge's newest fundraiser, The Triple Crown... Win, Place, Show for Baton Rouge**, held their second annual Kentucky Derby Extravaganza on Saturday, May 7, 2011, at the Stadium Club at LSU. With the help of generous sponsors and a motivated committee, Triple Crown proved to be uniquely entertaining, while successfully raising funds for our community. Ruffin Rodrigue served as honorary chair. Guests arrived in their finest Derby attire, sipped mint juleps, participated in the Best Hat contest or Best Dressed Male and tried to win a bottle of wine or bourbon in the ring toss contest.



Derby Divine! Jessica Gagliano, Kristen Spring, Erin DeBosier and the late Matthew DeBosier.



## Funding Our Mission — Triple Crown

### TRIPLE CROWN 2011 DONORS:

#### PLATINUM UNDERWRITER

**\$75,000 & OVER**

Guaranty Broadcasting

#### PATRON-\$5,000-\$9,999

Glazier

Albermarle Foundation

Team Toyota

#### SPONSOR-\$2,500-\$4,999

Ashley Manor

Reilly Foundation

Lee Michaels

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

Star Investments

Amedysis

Dr. Jon Traxler

Jim & Susan Nickel

Womak

Norman Duemite

Julie Dickinson

Mockler Beverage

#### DONOR-\$500-\$999

Moniotte Investments

Marucci Sports

Prime Insurance

Cake Goddess

Ma Maison

Heroman's

Coca Cola

#### SUPPORTER-\$250-\$499

Black Castle

Honorary Chair,  
Ruffin Rodrigue,  
with Junior League  
President,  
Julie Dickinson



I was truly honored to chair the Triple Crown, Win, Place, Show for Baton Rouge fundraiser held in May of 2011. The forward thinking of the league and the gracious support of our community made for a very successful venture. It is quite exciting to know the potential of something that will have such an impact in future charitable endeavors in our capital city!

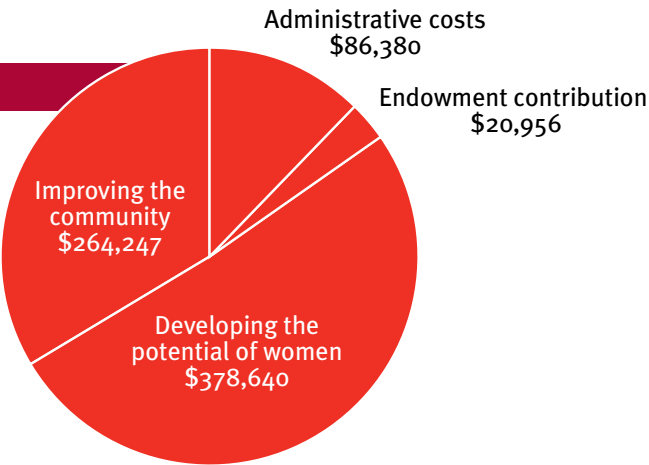
—Robin Bonette, 2011 Triple Crown Chair

# Funding Our Misson — Allocation of Funds/Balance Sheet

2011

Every year, Junior League of Baton Rouge raises over \$425,000 from Hollydays-Shopping for a Cause, River Road Recipes and the Triple Crown events. These funds are put to work to assist our community partners and to provide training and development for Junior League of Baton Rouge members.

In 2010-2011, we invested more than \$640,000 in community programs, training and development and other activities that support the mission of the Junior League of Baton Rouge.



## BALANCE SHEET

Revenue	2011	2010
Membership and Dues	199,856	180,913
Events and Programs	907,056	942,572
Contributions		
General Fund	20,956	21,062
Donations and		
Underwriter Support	31,652	5,667
Other	32,889	7,473
Investment Income	183,861	132,851
Miscellaneous	3,980	6,365
	1,380,250	1,296,903



## Funding Our Mission—Allocation of Funds/Balance Sheet



Junior League of Baton Rouge members gave an astonishing **47,100 COMMUNITY HOURS**—A VALUE OF OVER **\$871,000**—through work with community projects and league activities. That work **HELPED 15 BATON ROUGE ORGANIZATIONS** improve the lives of men, women, children and families across Baton Rouge.



**47 thousand hours**  
in our community

**\$871 thousand dollars**  
worth of service

**15 organizations**  
helped improve lives

Our Endowment fund is a way to strengthen the League's ability to remain an essential part of the community and culture of the Greater Baton Rouge Area. An organization that establishes an Endowment Fund is raising money to invest rather than to spend. The following contributors have chosen to be a leader, become a legend, and leave a legacy for generations to come!

### ENDOWMENT FUND DONORS

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## CLUB 900 DONORS

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 Eileen Brisco Thompson  
 Genevieve Tucci  
 Cherish Van Mullen  
 Jessica Warner  
 Audrey Wascome  
 Whitney Weber

“

**I had the great honor of being Endowment Chairman over the 2010—2011 year. Our Endowment Committee had many wonderful accomplishments this year. We created a new club, known as the Club 900. Club 900 allows our Provisional members to pledge \$100/year over their entire 9 years of active service. We also introduced the 1932 Society. This program allows anyone the opportunity to leave the Junior League of Baton Rouge in their estate planning.**

—Suzanna Ney, 2010-2011 Endowment Chair



## Return on Investment — 2010-2011 Community Projects



Fest For All Children's Village

### APPROPRIATE FOR ALL OCCASIONS

Appropriate for All Occasions helps 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 for teenaged visually impaired girls.

**ANNUAL IMPACT:** 40 visually impaired young women

**IMPACT SINCE INCEPTION**  
80 visually impaired young women

**ANNUAL VOLUNTEER HOURS:**  
600 hours

### 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** 16,800 people

**ANNUAL VOLUNTEER HOURS:** 456 hours

### FEST FOR ALL CHILDREN'S VILLAGE

In partnership with the Arts Council of Greater Baton Rouge, volunteers create and operate Children's Village, always a mainstay at Fest-ForAll, Baton Rouge's Downtown Arts Festival.

FestForAll Children's Village allows the kids at the festival to experience art in multiple forms and in an entertaining way. Our entertainment includes musicians, dancers, martial arts and storytellers.

**ANNUAL IMPACT:** 1,500 people

**IMPACT SINCE INCEPTION:** 25,500 people

**ANNUAL VOLUNTEER HOURS:** 800 hours

### JUNIOR MASTER GARDNERS

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 Gardner curriculum to teach the fundamentals of gardening as well as the environment and ecology.

**ANNUAL IMPACT:** 125 children

**IMPACT SINCE INCEPTION:** 525 people

**ANNUAL VOLUNTEER HOURS:** 800 hours

## Return on Investment — 2010-2011 Community Projects

### GEAUX KIDS HEALTH

Getting the message of health and hygiene to the children of Baton Rouge! Working with Health Care Centers in Schools, volunteers work to dispense the message of important health concerns to children and their families through all available media with the goal of teaching healthier choices and creating healthier families.

ANNUAL VOLUNTEER HOURS: 400 hours

### KIDS IN THE KITCHEN

*(new)* Junior League of Baton Rouge members fulfill the Association of Junior League Internationals award-winning “Kids in the Kitchen” initiative of building awareness of childhood obesity. This program empowers kids to adopt healthy habits through hands-on cooking activities, healthy recipes and food control, learning how to read food labels and studying the United States Department of Agriculture’s Food Pyramid.

ANNUAL VOLUNTEER HOURS: 600 hours

### OPENING DOORS FOR AUTISM

Unlocking the resources of the Baton Rouge community for families of children diagnosed with Autism Spectrum Disorder (ASD), our volunteers work to update the Resource Center for Autism and to organize three all day educational sessions delivered by national experts and speakers on ASD. The mission of the Baton Rouge Autism Speaker Series (BRASS) is to provide timely and useful education and

information to parents, caregivers, family members, and professionals affected by ASD. The Baton Rouge Autism Speaker Series is a collaboration between the Junior League of Baton Rouge, Baton Rouge Speech and Hearing Foundation, Families Helping Families of Greater Baton Rouge, and Our Lady of the Lake Pediatric Residency Program.

ANNUAL IMPACT: 3600+ families

IMPACT SINCE INCEPTION: 3,600+ autistic children, parents and service providers

ANNUAL VOLUNTEER HOURS: 1400 hours

### PATIENT ACTIVITY DAY

Junior League volunteers provide 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. The activities take place on alternating Thursday and Saturday mornings fall and spring. Through these four activities, the children gain a better understanding of the arts and are exposed to ideas and concepts that will enrich their cultural development.

ANNUAL IMPACT: 1680 people

IMPACT SINCE INCEPTION: 6,180 people

ANNUAL VOLUNTEER HOURS: 800 hours



## Return on Investment



Youth Unite!

### PRETTY IN PINK

*(new)* Volunteers work with the Susan B. Komen Foundation in the fall to help organize their annual luncheon for survivors and in the spring, volunteers will take the message of breast cancer prevention and detection to the Cinderella Project and help the ladies in choosing a prom dress of their dreams.

ANNUAL IMPACT: 1,650 people

ANNUAL VOLUNTEER HOURS:  
800 hours

### PREVENT, PREPARE, PROMOTE!

Previously collecting Amber Alert kids for families with children from 2004-2008, the committee revamped its mission to focus on technology needs and a safety manual analyzing internet dangers such as predators and cyber bullying. Through collaboration with federal and state law enforcement officials, parents were armed with the facts, and how-to's of prevention. This safety manual was provided in hard copy to all East Baton Rouge Schools and provided through the Junior League of Baton Rouge web site for free.

IMPACT SINCE INCEPTION: 15,890 people

ANNUAL VOLUNTEER HOURS: 500 hours

### 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 27 separate events throughout the Baton Rouge area.

ANNUAL IMPACT: 50,000 people

IMPACT SINCE INCEPTION: 165,917 people

ANNUAL VOLUNTEER HOURS: 2,000 hours

### READY, SET, DANCE!

Junior League Volunteers assist the dance company Of Moving Colors in dance productions and events for 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, with rehearsals to be held on Sundays.

ANNUAL IMPACT: 24,000 people

IMPACT SINCE INCEPTION: 40,500 people

ANNUAL VOLUNTEER HOURS: 600 hours

### THE LITTLE BOOKSHELF

The Little Bookshelf is the result of a partnership between the Junior League of Baton Rouge and the LSU Ag Center to educate and motivate new parents in their role as their baby's first and most important teacher during their early years of life. The Mid-City Pediatric Clinic identifies qualifying families who will receive a book a month for the first year of a child's life. JLBR volunteers prepare

joint radio Public Service Announcements to distribute to local radio stations, contact and deliver Little Bookshelf information to Baton Rouge pediatricians, prepare Little Bookshelf materials for distribution at the clinics along with subsequent monthly mail out material, and also conduct other literacy-related projects throughout the community, such as reading storybooks at local bookstores.

**ANNUAL IMPACT:** 1000+ Families

**IMPACT SINCE INCEPTION:** 2000+ Families

**ANNUAL VOLUNTEER HOURS:** 600 Hours

### TLC FOR CAREGIVERS

Healing the spirits of the caregivers of Alzheimer's patients, the Junior League of Baton Rouge partnered with Alzheimer's Services of Capital Area. Our 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:** 200 people

**IMPACT SINCE INCEPTION:** 3,000 people

**ANNUAL VOLUNTEER HOURS:** 600 hours

### YOUTH UNITE!

In the fall, volunteers work with Junior Achievement to plan and run "Connecting to Success", a one-day conference for 150 East Baton Rouge Parish High School students. At this high energy seminar, participants work with local business leaders to develop basic business skills focusing on career and leadership skills.

In the spring volunteers join the Boys & Girls Club to plan and conduct a S.M.A.R.T. girls conference designed to install self-esteem and confidence in middle school- aged girls. The events caters to 100+ East Baton Rouge Parish girls, ages 8 - 14, covering relevant female and teen issues. The goal is to empower young ladies to be the best they can be, regardless of the vocation they choose in life.

**ANNUAL IMPACT:** 250 people

**IMPACT SINCE INCEPTION:** 7,306 people

**ANNUAL VOLUNTEER HOURS:** 800 hours



The Little Bookshelf



## 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 funds has distributed almost \$680,000 including this year's grants totaling \$68,328. During the 2010-2011 year, Community Assistance Fund grants were awarded to 30 organizations for projects contributing to our vision of improving physical health, education and cultural development.

**BARANCO-CLARK YMCA:** purchase materials to install an organic edible garden in the backyard of the YMCA

**BATON ROUGE CHILDREN'S ADVOCACY CENTER:** purchase educational literature for child victims of sexual and severe physical abuse

**BATON ROUGE CRIME STOPPERS:** to purchase educational literature for child victims of sexual and severe physical abuse

**BATON ROUGE CRISIS INTERVENTION CENTER:** to purchase puppets, stage and costs for therapy

**BATON ROUGE GENERAL PENNINGTON CANCER CENTER:** upgrade the satellite radio for the Baton Rouge General Mid-City's Radiation Treatment rooms

**BATON ROUGE LITTLE THEATER:** support the Young Actors Program

**BATON ROUGE SYMPHONY LEAGUE:** to purchase musical instruments and pay musicians stipends for Culture Camp

**BETTER BATON ROUGE ADVISORY BOARD:** to support the creation of community gardens and the eradication of food deserts within the Baton Rouge area

**BIG BUDDY PROGRAM:** support costume and production portion of Big Buddy on Broadway

**BURDEN HORTICULTURE SOCIETY, LSU FOUNDATION:** support Project Learning Tree

**DREAM TEACHERS:** to sponsor a continuing education seminar for teachers and principals

**GREATER BATON ROUGE LITERACY COALITION:** to provide training focused on math instructional strategies

**GIRLS ON THE RUN OF GREATER BATON ROUGE:** provide 15 scholarships for 3rd, 4th and 5th grade girls at Bernard Terrace Elementary

**HABITAT FOR HUMANITY OF GREATER BATON ROUGE:** purchase building supplies for a home

**JACK & JILL, BATON ROUGE CHAPTER:** purchase a photo printer, photo processing supplies and arts & craft supplies for Breakfast with Santa, a community service project

**JL FOUNDATION:** assist leukemia patients and their families with monthly reimbursement for gas, meals, lodging and airline tickets while being treated for leukemia

**LOUISIANA OLD STATE CAPITOL FOUNDATION:** assess, catalog, document and store artifacts to meet museum collection standards

**LOUISIANA PUBLIC HEALTH INSTITUTE:** support the Louisiana Community AIDS Partnership in Baton Rouge

**LOUISIANA STATE UNIVERSITY HEALTH SCIENCES CENTER:** to purchase materials for summer camps for partnership between Baton Rouge Children’s Health Project and Big Buddy

**LSU WOMEN’S CENTER:** support women experiencing success through academics, resources and training

**MANNERS OF THE HEART:** support 2-hour parenting programs at two elementary schools

**MANSHIP THEATRE:** support “An Evening of Theatre” for twenty-five underserved women in Baton Rouge

**THE SALVATION ARMY:** support the School for the Performing Arts program by purchasing art supplies and instruments

**SOUTHEAST MINISTRIES ASSOCIATION, INC.:** replace and expand four computers in a food pantry

**ST. JAMES PLACE FOUNDATION:** to assist in aesthetics for arts and culture events

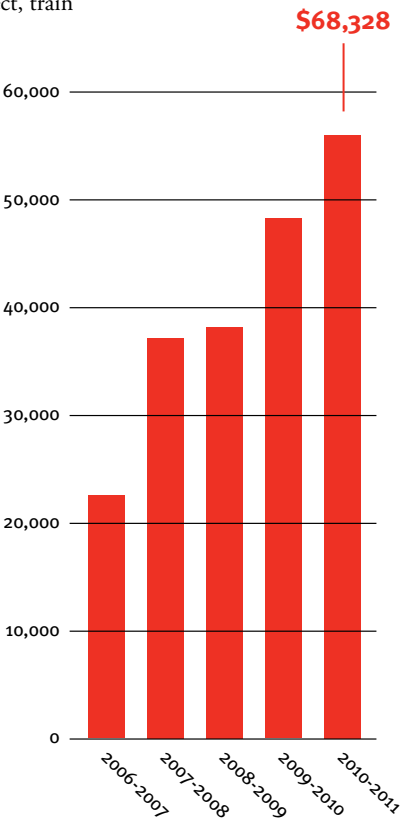
**TEACH FOR AMERICA:** to recruit, select, train and support corps members

**WILDWOOD ELEMENTARY SCHOOL:** partnership between the Boys Scouts of America and the PTA; working together to build a playground for lower grades and special needs children

**WOMEN’S COMMUNITY REHABILITATION CENTER:** provide bus transportation for their residents due to unbudgeted price increase with CATS

**YOUNG LEADERS’ ACADEMY:** to support 2011 Summer Academy programs

**YOUTH OASIS:** purchase larger bureaus and dressers for residents of youth shelter to assist in meeting state regulations





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