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
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100%

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

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*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*
Sustaining Member of the Year
Kay Hawthorne

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.

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.

GEM Award
Vanessa Lafleur
The G.E.M. (“Going the Extra Mile”) Award is given for outstanding service in a community project placement.
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
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
Fruege’ 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
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
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
Chocolage
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
New Orleans Saints Community Affair
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
Shoeffe' 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
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
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.
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

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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
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.
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**

Celine Afeman
Beth Aguilar
Jo Dale Ales
Vicki Anderson
Jennifer Artigue
Kelly Ashworth
Karen Austin
Anita Rodrigue Bankston
Julie Barfield
Brooke Barnett
Erin Belleau
Leslie Berg
Sharon Bethea
Susan Billings
Susan Black
Leila Blumberg
Virginia P. Bogan
Louann Bommet
Gale Bonaventure
Dawn Bonnecaze
Robin A. Bonnette
Maradith Boone
Tam Bourgeois
Mary Elizabeth Bowden
Maria Bowen
Lori Boyce
Frances Broussard Coleman
Lisa Broussard
Gale Brown
Celeste Brustowicz
Crystal Burkhalter
Allison Bush
Kelley Butler
Leslie Campbell
Mary Carmouche
Michaelle Carnaggio
Carolyn Carnahan
Claire Cashio
Katie Cheatham
Jennifer Chrestman
Meredith Cinman
Bridgette Coleman
Gwen Cotton
Ashley Cowart
Kristie Culpepper
Blair Cunningham
Susan Dampf
Cathy Dardenne
Leslie Day
Colette Dean
Erin DeBosier
Julie Dickinson
Michelle Dow
Sara Margaret Downing
Mary Kathryn Drago
Karen Duplechin
Emily Dykes
Amy Gagliano
Betsy Edwards
Monique Edwards
Joyce Elliott
Donna Ennis
Erin Enright
Cam Eversberg
Shelly Fallin
Shelley Favre
Karen Feigley
Michelle Fisher
Sharon Forrester
Monique Franklin
Stacey Fruge'
Peggy Gammill
Alyssa Gautreau
Vickie Giamalva
Cathy Giering
Teal Glover
Devera Goss
Tegan Graham
Cynthia Graves
Kismet Gray
Ce Ce Green
Kristy Gregg
Lesley Gremillion
Charlene Guarisco
May Gutierrez
Lauren Haddox
Dianne Hall
Liz Harris
Cupid Hart-James
D Thomas Head
Melissa Healy
Daina Hebert
Kellee Hennessy
Heather Herman
Amanda Herring
Michelle Hewes
Kay Hoffpauri
Rachel Howell
Debbie Hurlbert
Robyn Jenkins-King
Louise Jeter
Firstname Lastname
Donna Jolly
Leigh Kean
Cary Kearny
Sarah Gaar Keller
Lynn Kilgore
Molly Kimble
Cheryl Kirchoff
Megan Knapp
Dawn Knight
Jennifer Knight
Vanessa LaFleur
Deanna Lafont
Kimberly LaMotte
Kathryn Liberty
Connie Lieux
Amy Groves Lowe
Krista Madere
Ladette Magee
Michelle Marini
Ellen Martin
Cheryl Mauffray
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
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

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-For-All, 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

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

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
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
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
Return on Investment

The Little Bookshelf

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
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

**MANSHP 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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**Community Assistance Fund**


$68,328