



**JUNIOR LEAGUE OF  
CEDAR RAPIDS**

*Women building better communities®*

# **2006-2007**

## **Report to the Community**

# A look back...



Although 2006-2007 seems like the distant past, it wasn't that long ago that we were "Standing-Up for Science," expanding our palate with the first "Iron Chef" and wrapping up the award winning EIEIO project.

2006-2007 is a year I will never forget – and I'm sure every past-president feels that way. The leadership team of board members and committee chairs met every challenge set before them. As a team, all the members of Junior League of Cedar Rapids worked hard and collectively succeeded in advancing our mission in the community and meeting our strategic objectives.

Earlier, in the fall of 2006, we struggled with the news of the failing Science Station. Well, I've said it before and I'll say it again – when you get the Junior League involved, something magical happens. And the Cents for Science/Stand Up for Science initiatives raised \$40,000 in two weeks to literally keep the doors open to the public while the organization planned its comeback. We continue to partner with the Science Station to bring quality science programs to the children of the community.

And yet one more thing to be proud of, in 2007 we welcomed nearly 50 women into new active membership. Not only did they activate, but they received a high quality provisional training from our membership development team. Nearly 50 women, who will carry Junior League forward into the future. They are the faces of leadership in League - and I can't wait to see what they will do!

I am grateful to each and every member for affording me the opportunity to serve, to grow and to experience League at the leadership level. I joined the ranks of past presidents with pride, and I look to the future with hope and admiration for those yet to come.

Best regards,

A handwritten signature in cursive script that reads "Jennifer A. Neumann".

Jennifer A. Neumann  
President, 2006-2007  
Junior League of Cedar Rapids

## **Mission**

Junior League of Cedar Rapids, Inc. is an organization of women committed to promoting volunteerism, developing the potential of women, and to improving the community through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## **Reaching Out**

Junior League of Cedar Rapids, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and a commitment to volunteerism.

Junior League of Cedar Rapids is a member of the Association of Junior Leagues International.

# Community Impact

## Cents for Science/Stand up for Science

In the fall of 2006, the Science Station announced that it was in jeopardy – without the community's help in erasing \$1.3 million in debt, it would surely close its doors. With long ties since the organization's inception as a JLCR project, and a renewed commitment from League as a project focus in 2006 and 2007, JLCR members quickly sprang into action.

Within a week of the announcement, ad hoc JLCR committees had partnered with local groups to form two campaigns that would rally local interest and inspire an ultimate solution to the Science Station's immediate problems. Cents for Science, a partnership between JLCR and the Grant Wood Area Education Agency, challenged local teachers, parents, and children to collect coins and sponsored a "Tally Rally" to recognize schools as they presented monies raised to the Science Station.



JLCR also partnered with the Cedar Rapids Chamber of Commerce and the City of Cedar Rapids to promote a "Stand Up for Science" day. Local businesses supported employees who purchased Stand Up for Science buttons by allowing them to dress casually at work that day. Money raised through button sales as well as employer's matching gifts were all donated to the Science Station.

In just two short weeks, Cents for Science and Stand Up for Science raised over \$40,000 for the Science Station. A large part of the campaigns' success was due to JLCR's Marketing Council, who did a phenomenal job coordinating media coverage, including 11 newspaper articles, 76 television broadcasts, 3 live remotes by radio stations, 3 radio interviews, and over 400 radio promos, in a very short period of time. In addition, Cumulus Media (KHAK 98.1, KDAT 104.5, KRNA 94.1, KRQN 107.1) played a large role in sponsoring and promoting the two-pronged initiative.

The media efforts paid off. As Dan Thies, Science Station Board President, said at the time, "Cents for Science and Stand Up for Science sent a clear message. This community wants the Science Station to stay open. Children are our biggest stakeholders. They stand to lose the most if the Science Station closes and they showed just how much it means to them this week with their pennies, nickels, dimes, and quarters."

With the community's help, the Cents for Science and Stand Up for Science campaigns were able to raise a substantial amount of money in a creative way, quickly. Those funds enabled the Science Station to keep its doors open long enough for the organization's leadership and the community to develop a long-term solution for its challenges.

***When we all give a little, it can make a big difference!***

## JLCR Recognized Nationally for Marketing Efforts



Each year, The Association of Junior Leagues International (AJLI) honors individual Leagues for their outstanding efforts in key areas of Junior League programming and operations. In 2007, JLCR was honored with the “**JL**” **Award for Marketing** and \$3,000 for the publicity and brand development surrounding our recent project, **EIEIO**. This ALJI award recognizes the effective planning and execution of a successful marketing program that delivers measurable results, as well as utilizes creative and thoughtful integrated communication strategies.

Every one of JLCR’s members owns a piece of this award – EIEIO was truly a team effort! The marketing campaign began with a slogan: **Expand and Improve Educational and Interactive Opportunities (EIEIO)** at Old MacDonald’s Farm in Bever Park. With the help of Chris Moore from Noggin, JLCR developed a logo that branded the project. That logo graced every printed piece of material produced for the project, and is on display on every sign in the park. Furthermore, the enthusiasm that the brand image portrays came through loud and clear during the many print media stories, news stories, radio interviews and public service announcements that advertised EIEIO’s new look. Thank you to all of you who had a hand in supporting this project, thus preserving Old MacDonald’s Farm for future generations.

## Largest Provisional Class in JLCR History!

The Membership Development Committee shepherded a phenomenal provisional class this year – fifty women participated in a substantial training program, designed to familiarize the soon-to-be actives with the structure of League, develop team-building skills, and hone fundraising efforts. The Provisionals did not disappoint!

These ladies quickly focused on organizing not one, but three outreach projects, partnering with Hy-Vee to coordinate a Kids in the Kitchen event, McKinley Middle School in Cedar Rapids for a Band and Orchestra Pancake Breakfast fundraiser, and the African American Museum to raise funds for and help promote the museum’s Learning Safari program. In total, the group raised more than \$5,500 for these three organizations and left a positive mark on the community. JLCR is looking forward to the creative energy and leadership skills that this group of talented women have to offer our organization!

## Endowment Surpasses \$100,000 Mark, Now Giving Back to JLCR

In 2005, the JLCR Endowment Fund reached an important milestone by rolling over the \$100,000 mark. At May 31, 2007, the fund has reached \$136,841. Established in 1983, the JLCR Endowment Fund has quietly grown over the years through generous donations, gifts, memorials and bequests from members and friends of League.

The 2006-2007 fiscal year marked the first time a portion of the interest earned from the Endowment’s principal was used in JLCR’s operating budget – all those years of hard work are beginning to pay off! That interest income was used this year to fund JLCR’s Community Grants program. While JLCR is retaining an overall growth strategy for the Endowment Fund, we are very pleased to see this valuable asset directly affecting our organization and our community. It’s a trend we expect to see continue – and grow – in the future.

# A Look Forward....



In 2006-07, I was the President-Elect, preparing to become the President of Junior League of Cedar Rapids, a historic organization in Cedar Rapids. It was a year of training and contemplation of what might be. What a year for such an education.

I learned how quickly our membership could come together to support a former project and great community asset, the Science Station. In less than a month, our membership was able to organize a phenomenal media campaign to raise community awareness that resulted in a one-day fundraising event netting more than \$40,000 in support.

I learned how passionate our membership was about improving our community, one family at a time, when the membership voted in a women-lead build in partnership with Habitat for Humanity.

I learned how rewarding it could be to work with well trained volunteers and community leaders who believe in the mission of Junior League. It was such a rich experience to learn more about the women in our organization and to work side by side with them.

These lessons have served me well as I have taken on the leadership of our organization. I know that as long as I am a member of this organization, I will continue to grow as a woman, a volunteer, a leader, and a community member. As I look forward to joining the ranks of past presidents, I will do so with pride and with knowledge that this organization will continue to make a difference in the face of our community as it has for the last seventy-five years. I will turn over leadership with confidence that our incoming leadership team remains ready to meet any challenge this organization might face.

Best Regards,

A handwritten signature in cursive script that reads "Ellen Ramsey-Kacena".

Ellen Ramsey-Kacena  
President-Elect, 2006-07  
Junior League of Cedar Rapids

## 2006-2007 JLCR Board of Directors

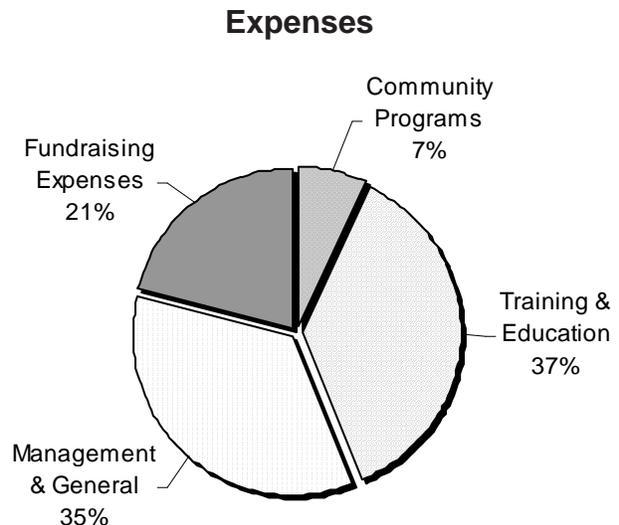
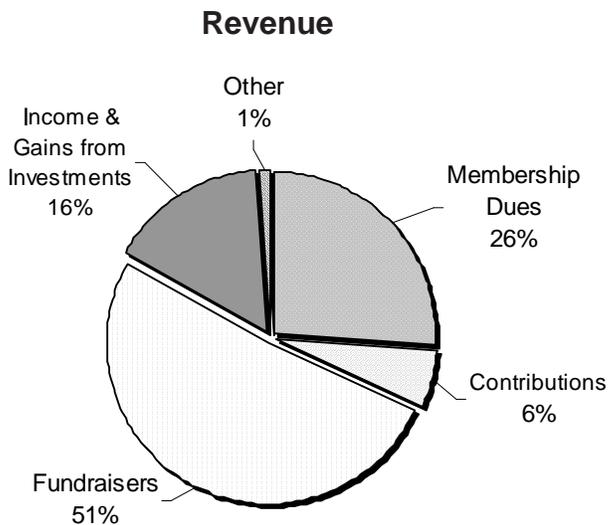
President	Jennifer Neumann
President-Elect, VP Planning	Ellen Ramsey-Kacena
Vice President Administration	Nancy Almasi
Vice President Finance	Allison Noonan
Vice President Membership	Amy Reasner
Vice President Community	Joanne Nolte
Vice President Marketing	Mindy Sorg
Advisory Future Planning Chair	Stacy Friedman
Membership Development Chair	Shantelle Smrha
Project Research Chair	Hollie Trenary
Ways and Means Chair	Kristine Chifafos



# Statement of Financial Position

May 31, 2007

ASSETS	
Cash	\$ 98,999
Prepaid Expenses	825
Accounts Receivable	615
Investments	136,841
Cash Restricted for Bever Pak Project	47,699
Equipment, net of accumulated depreciation of \$428	<u>999</u>
<b>TOTAL</b>	<b><u>\$ 285,978</u></b>
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts Payable	\$ 1,755
Pledge Payable	32,323
Deferred Revenue	29,906
Total Liabilities	<u>63,984</u>
Net Assets:	
Unrestricted	<u>221,994</u>
<b>TOTAL</b>	<b><u>\$ 285,978</u></b>



The Junior League of Cedar Rapids' financial statements are audited annually by a professional accounting firm. The above information has been summarized from the audited financial statements for the year ended May 31, 2007. These statements are available upon request.

# Fundraising

Fundraising is an important component of the Junior League of Cedar Rapids' activities. The organization's goal is to serve the community through volunteerism and financial support to the causes and projects to which we commit. During the past year, JLCR coordinated three major fundraising events: Under the Harvest Moon, Iron Chef Cedar Rapids, and Butterfly Kisses.

These events would not have been successful without large and consistent support from many individual and corporate sponsors – Junior League of Cedar Rapids thanks all of its sponsors and partners throughout 2006 and 2007!

## Under the Harvest Moon

In October, JLCR hosted another successful Under the Harvest Moon event at the Science Station in downtown Cedar Rapids. This year, the organizing committee did not have to look far from home to find great wines to feature – wine tastings were sponsored by various Iowa wineries, including John Ernst Vineyards, Cedar Ridge Vineyards, Jasper Winery and Wallace Winery. Silent auction items were staged throughout the museum, while attendees battled over live auction items in the McLeod-Busse IMAX theatre. The location this year provided an exciting backdrop to a memorable evening full of good food, great wine and fabulous company!

## Butterfly Kisses

The 5<sup>th</sup> annual “Butterfly Kisses” father-daughter dance was held on February 11, 2007 at the Cedar Rapids Country Club. Each year, this successful event draws families with daughters of all ages – most of whom are not “related” to the Junior League! With a record number in attendance, 515 fathers and daughters enjoyed a fabulous afternoon of dancing, refreshments, “Glitter and Glitz” face painting, special raffle prizes including an elaborate dollhouse and an American Girl Weekend in Chicago and more! Butterfly Kisses is truly a magical day for fathers and daughters alike ... one that families (and JLCR members!) look forward to every year.



## Iron Chef Cedar Rapids

This year's first Iron Chef Cedar Rapids event was an exciting debut into the world of local culinary competition! On January 17, 2007 at the Kirkwood culinary center, chefs from Biaggi's, Daniel Arthur's, Blend and Kirkwood competed for the coveted “Iron Chef” award from the celebrity judges, as well as the “People's Choice” award from those in attendance. Attendees were delighted to taste wine and “judge” hors d'ouvres while watching cooks make magic happen in the kitchen. When all was said and done – fennel fried and brie baked – Biaggi's walked away with the Iron Chef title, and Blend won the People's Choice Award. With the success of the inaugural sold-out Iron Chef event, JLCR is excited to watch this new tradition continue.



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