



**JUNIOR LEAGUE OF
CEDAR RAPIDS**

Women building better communities®

2007-2008

Report to the Community

A look back...



In 2007-08, I took the baton as President of Junior League of Cedar Rapids, as we began our preparations to celebrate 75 years of service in Cedar Rapids. Samuel Butler said that life is like playing a violin in public and learning the instrument as one goes on. Being President of Junior League is a little of the same. Despite all of the training that we receive prior to starting the position, there is nothing that can fully prepare one for all of the various things that can happen, but each serves as an opportunity to learn and to grow.

We were blessed with some wonderful opportunities. We began the year working on our last Under the Harvest Moon Fundraiser. We partnered with Theatre Cedar Rapids for a wonderful performance of the *Rocky Horror Show*, in which our own member Lindsey Prince performed. It was a great start to the year.

We continued our work with Cedar Valley Habitat for Humanity. Our team created a Dump Your Truck event, which gathered several truckloads of useable materials for the Cedar Valley Habitat's ReStore in Hiawatha.

We were also approached with an opportunity of epic proportions, which our League accepted in stride. In January, we began talks with the Cedar Rapids Area Convention and Visitors Bureau regarding the possibility of bringing a Duramed FUTURES golf tournament to Cedar Rapids. This is the developmental tour for future LPGA golfers. Our membership was overwhelmed with excitement over the prospect of a group of young women competing in a tournament in Cedar Rapids and having an opportunity to earn their LPGA card. The membership voted overwhelmingly to accept this opportunity and plans began immediately for a local stop on the Duramed FUTURES Tour. The Ladies Titan Tire Challenge is now scheduled for the first week of June 2009.

I also had the opportunity to accept, on behalf of Junior League of Cedar Rapids, the Growing Strong award from the Girl Scouts of Eastern Iowa and Western Illinois. It was amazing to hear about the achievements of the other individuals who were honored with Growing Strong Awards. But the best part was Liz Mathis' introduction of Junior League of Cedar Rapids outlining its accomplishments. It was with gratitude that I accepted the award on behalf of Junior League of Cedar Rapids. It was one of those moments in which the spark of voluntarism was relit and the energy was re-captured.

Through it all, I experienced the rewards of working 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.

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.

A handwritten signature in black ink that reads "Ellen Ramsey-Kacena". The signature is fluid and cursive.

Ellen Ramsey-Kacena
President, 2007-08

Mission

Junior League of Cedar Rapids, Inc. is an organization of women committed to promoting voluntarism, 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 voluntarism.

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

Fundraising

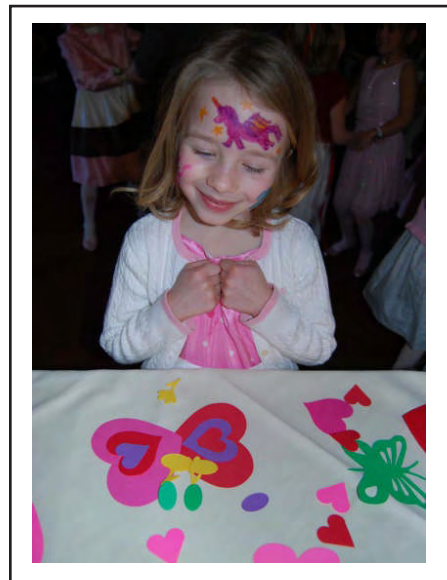
Fundraising is an important component of Junior League of Cedar Rapids' activities. The organization's mission is to promote voluntarism, develop the potential of women and improve communities through the effective action and leadership of trained volunteers. The different fundraisers allow JLCR to financially support the causes and projects to which it commits. During the past year, JLCR coordinated three major fundraising events: Under the Harvest Moon, Butterfly Kisses and Iron Chef Cedar Rapids. 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 2007 and 2008!

Under the Harvest Moon

JLCR did the "Time Warp Under the Harvest Moon!" Thank you to members and guests who attended Under the Harvest Moon at Theatre Cedar Rapids on Thursday, Nov. 8. Because of them, Junior League of Cedar Rapids' mission of improving our community will continue, as the proceeds help to fund both our organization and our great projects. Guests enjoyed appetizers and desserts from Kristeena's Catering and a fun production of "The Rocky Horror Show" presented by some of our area's finest actors. Most of all, our guests helped by purchasing auction items, thus raising funds for Junior League of Cedar Rapids and all of our great projects.

Butterfly Kisses

Even in its sixth year, the annual Father/Daughter dance was entirely fresh, exciting and thoroughly enjoyable! The sold out event was held once again at the Cedar Rapids Country Club on Sunday, Feb. 10. The attention to detail and the desire to add value for everyone: dads, daughters, League members and community partners, really shined, and will continue to shine in everyone's memories. Participants enjoyed a fabulous afternoon of dancing, refreshments, "Glitter and Glitz" face painting, unique bracelets in the perfect size, crafty activities and keepsake photographs. Special raffle prizes included an American Girl Weekend in Chicago and more. Butterfly Kisses is truly a magical day for fathers and daughters alike. Thank you to our sponsors and partners for helping us continue to make little girls' dreams come true.



Iron Chef Cedar Rapids

Kirkwood College Culinary Department was once again the site of JLCR's exciting Iron Chef event. Local chefs from Zins, Daniel Arthur's, Vino's and Kirkwood College Culinary Department competed for the coveted title of "Iron Chef" as Junior League of Cedar Rapids (JLCR) held its second annual competition on Wednesday, March 12 at the Kirkwood College Culinary Department. For two years running this event has taken place before a sold-out crowd. As the competition began, the chefs were told of a surprise ingredient, which was white chocolate. The chefs then faced-off in a frenetic, culinary battle against each other and the clock. The judges, Ian Cummings, Anne Kapler, Tony Aguiar, Mark Dunn and Ron Hall, presented the "Iron Chef" award to Kirkwood College Culinary Department. The Iron Chef secret ingredient champion was Vino's. Beckett's Public House won the People's Choice Award. Other People's Choice contestants included chefs from Marriott and CR Chophouse. In addition to watching chefs transform a secret ingredient into an award winning delicacy, guests enjoyed hors d'oeuvres, a beer tasting by Dale Lee Distributing, a wine tasting by First Avenue Wine House and The Secret Cellar, and live music by guitarists Adam Beck and Mark Moss. All attendees received a free cookbook and great door prizes were awarded throughout the night.

Community Impact

“SHE BLINDED ME WITH SCIENCE” Thomas Dolby

Many Junior League inspired changes happened at the Science Station during the '07-'08 League year. JLCR's plan included improvements that increased revenue and brought families into the Science Station.

JLCR's first initiative was to help the Science Station establish a gift shop. The Science Station gift shop should now be a “go-to” for educational and inspirational children's gifts unique to Cedar Rapids. JLCR also helped the Science Station with the cleaning and reorganizing of the basement. Beyond this manual labor, JLCR members used their knowledge to act as docents and museum assistants throughout the year.

Finally, JLCR helped the Science Station out financially with a membership drive. All new membership dues were matched by an anonymous donor, up to \$20,000. Not only did members of our community experience the benefits of the Science Station, but the organization received a donation equal to the dues collected. Truly, everyone won in this situation.



GIRL SCOUTS “uniquelyME!” PROJECT

It took just two facts to make the 2008 JLCR provisional class project an easy choice: first, 90% of eating disorders are found in girls; second, one prong of JLCR's mission focuses on developing women. Based on this information, the provisional class chose to work with the Girls Scouts of Eastern Iowa and Western Illinois' “uniquelyME!” program.

Created in 2002, this program addresses the nationwide problem of low self-esteem among adolescent and pre-adolescent girls. The “uniquelyME!” program helps girls recognize their strengths and best attributes, allows them to handle peer pressure in a positive way, teaches them the importance of healthy eating habits, hygiene, general wellness and exercise, and it identifies the core values of being a confident women.

In May of 2008, the JLCR provisional class presented a check for over \$2500 to the Girl Scouts of Eastern Iowa and Western Illinois to help continue this important program in Cedar Rapids. With the help of JLCR, the Girl Scouts were able to plan a day full of education, training and fun for girls ages 8-17. The provisional class is proud to have assisted with this program and show the importance of being a self-confident female in today's world.

COMMUNITY GRANT RECIPIENTS

The Public Policy Committee received 19 applications for a total amount of \$29,332.25 in grant requests. This year, JLCR awarded grants totaling \$3,000.00 to the following programs:

Taylor Mentoring Program: Access Iowa, \$500.00

KidSight Vision Program: Cedar Rapids Noon Lions Club, \$300.00

Sleepout for the Homeless: Community Circle of Care, \$500.00

Workbooks for Divorce Workshops: Kids First Law Center, \$975.75

Smoking Cessation Program: Metro High School, \$724.25

Grant recipients were announced to the public at the **Community Awareness Breakfast** on Saturday, Nov. 10. The focus of this year's awareness breakfast was the United Way of East Central Iowa's Community Agenda for Action plan. Our guest speaker was Leslie Wright, Director of Community Impact for the United Way of East Central Iowa. Hy-Vee was a contributing sponsor for the breakfast.

DURAMED FUTURES TOUR

Junior League of Cedar Rapids (JLCR) was approached by the Cedar Rapids Convention and Visitors Bureau (CRCVB) in January 2008 about a new opportunity. The CRCVB had been researching the possibility of bringing a women's golf tournament for future LPGA golfers, the Duramed Futures Tour, to Cedar Rapids. Duramed aligns itself with a nonprofit organization in each city to hold its tournaments. The Cedar Rapids Convention and Visitors Bureau approached Junior League of Cedar Rapids about the tour, because the CRCVB believed JLCR to be the best fit.

*The Cedar Rapids
Convention and
Visitors Bureau believed
JLCR to be the best fit.*

The proposed LPGA tour will host 18 tournaments and Cedar Rapids is being considered as the stop for the 2009 and 2010 tour with a third-year option. JLCR would be involved in all the aspects of planning the six-day event with 12 committee chairs from our active and sustaining members, the CRCVB and other volunteers.

When initially approached, JLCR put together an ad-hoc committee to perform due diligence.. Their findings concur that this event aligns with our mission and would provide JLCR the potential for great monetary gains. Specifics on the proposed tournament include an event budget of \$292,000 (the purse is \$110,000), and more than 40 sponsors. Hunters Ridge Golf Course located in Marion has agreed to hold the event, and the CRCVB has agreed to give JLCR \$11,000 needed to provide the down payment required for contract signing and to provide the new committee with office space. Look for more details on this exciting opportunity for JLCR and our community in the near future.

HABITAT FOR HUMANITY

Junior League of Cedar Rapids partnered with the Cedar Valley Habitat for Humanity (CVHH) in 2007. JLCR members had a tremendous experience in working with CVHH, through many events that Junior League either assisted with or created. In October of 2007, JLCR began helping CVHH raise awareness for the ReStore, with all profits benefiting CVHH. The ReStore is the CVHH's retail store



for home building supplies and furnishings. JLCR invited over 500 contractors and businesses to the ReStore for a social hour that helped community members understand what the ReStore was and how it could benefit from their talents and knowledge..

In April of 2008, JLCR also organized a "Dump Your Truck" event. This event saw Junior League members at area Hy-Vee stores collecting gently-used building materials, scraps and supplies from community members and donating all the collected items to the ReStore. JLCR collected over three moving trucks full of supplies, diverting nearly five tons of trash from our community's landfill, and unloaded it into the ReStore.

JLCR's partnership with CVHH helped raise awareness in the community about ReStore. We are very thankful for the opportunity to work with an amazing organization with such a worthy cause.

Statement of Financial Position

May 31, 2008

ASSETS	
Cash	\$ 118,512
Prepaid Expenses	798
Accounts Receivable	0
Investments	152,694
Cash Restricted for Bever Park Project	35,199
Equipment, net of accumulated depreciation of \$714	<u>713</u>

TOTAL	<u><u>\$ 307,916</u></u>
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LIABILITIES AND NET ASSETS

Liabilities:

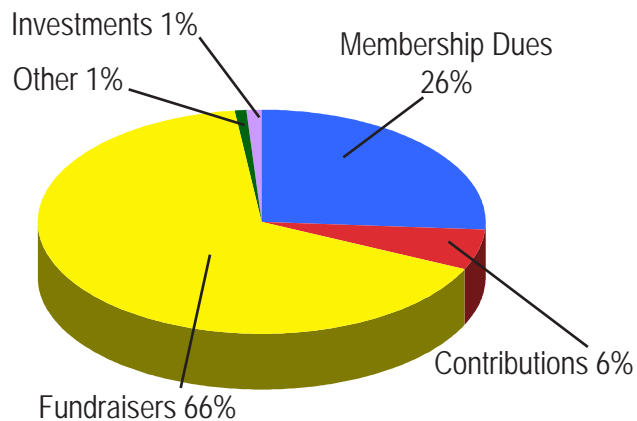
Accounts Payable	\$ 0
Pledge Payable	32,323
Deferred Revenue	29,038
Total Liabilities	<u>61,361</u>

Net Assets:

Unrestricted	<u>246,555</u>
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TOTAL	<u><u>\$ 307,916</u></u>
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Revenue



Expenses



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, 2008. These statements are available upon request.

A Look Forward....



Going into my President-Elect year, I knew I had much to learn about Junior League of Cedar Rapids (JLCR). Also serving as Vice President of Planning, however, meant that I was tasked with exploring potential organizational changes in addition to gaining a thorough understanding of JLCR's daily operations. This learning curve required me to think strategically about where JLCR wants to be five, ten and even twenty years from now, and caused me to seriously consider the impact that JLCR will have on the community as we grow.

I approached the year with caution and, with another league member's help, a lot of information gathering. We found that JLCR's current organizational (board) structure created conversations and decisions derived from a managing style of leadership, one where the board members have as much conversation about the details of an event as the event chairs themselves. It soon became clear that if JLCR is to move forward and continue to grow, we would need to reconsider how and why we have these types of conversations so that we could change and become a more

productive and forward-thinking group of leaders. In the spirit of strategic growth, we proposed, and our membership approved, a governing style board structure. We reduced the number of board positions and streamlined our processes giving more decision making power to our general members and committee chairs who are the life blood of this organization. This exciting step was only the first of many that will help JLCR move forward and continue to grow strategically.

A very unique growth opportunity presented itself in January 2008 when the Cedar Rapids Area Convention and Visitors Bureau proposed that JLCR host a LPGA developmental golf tournament. For several weeks, a team of JLCR leaders met and digested vast amounts of information about the Duramed FUTURES Tour and the potential to host this type of tournament in the Cedar Rapids area. After presenting our proposal to the membership, it was approved with great enthusiasm and plans for what is now known as the Ladies Titan Tire Challenge began in earnest.

We ended the '07-'08 League year with much excitement and enthusiasm. Our new board structure gave us a renewed vision for JLCR's future, and the Duramed FUTURES Tournament planning gave us the chance to reach out into the community and collaborate with new partners to provide lowans with a professional event like none other in the state.

With all of these exciting changes taking place, it is with great anticipation that I look forward to serving as JLCR president during the 2008-2009 year.

Charity Tyler
President-elect/VP Planning, 07-08

2007-2008 JLCR Board of Directors

- President
- President-Elect, VP Planning
- Vice President Administration
- Vice President Finance
- Vice President Membership
- Vice President Community
- Vice President Marketing
- Advisory Future Planning Chair
- Membership Development Chair
- Project Research Chair
- Ways and Means Chair
- At Large

- Ellen Ramsey-Kacena
- Charity Tyler
- Joanne Nolte
- Kari Cooling
- Shantelle Smrha
- Nancy Almasi
- Susie Weinacht
- Lona Moore
- Marcy Dent
- Hollie Trenary
- Karen Pelletier
- Kristin Roberts





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