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Junior League of Cedar Rapids (JLCR) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. JLCR reaches out to women of all races, religions and national origins who demonstrate an interest in and a commitment to voluntarism.



2009-2010

Report to the Community

 **A member of The Association of Junior Leagues International Inc.**

REPORT TO THE COMMUNITY

2009-2010



Message from the President
2009-10 League President, Mindy Sorg

How many times has a stranger told you, “appreciate your little ones while you can, they grow up before you know it.” Depending on that moment you may *WISH* they would grow up, but more times than not you suddenly find yourself in that moment and you *DO* realize what you have and how incredible it is. We are given many opportunities in life, some more important than others, but I am sure you would agree that being a parent is probably at the top. You get one shot and if you screw it up, there is no “undo” button to start over and try again. It is a lifelong commitment that is one of the hardest but most rewarding opportunities some of us will ever experience.

Although serving as President for Junior League of Cedar Rapids (JLCR) has nowhere near the responsibilities of being a parent, there is still a lot of pressure and a lot of people depending on your guidance. There is also no way to undo the direction that you will lead 95 women within that twelve month period. I continued to remind myself to take in every minute of this experience, learn from every situation and appreciate this moment in my life because it will be over before I know it.

Each General Membership Meeting (GMM) started with the question “Why are you here?”. I wanted to truly understand why each of the 95 women chose to be a member of this organization and how it was different than others they may be involved in. It is easy to show up to committee meetings once a month, volunteer at events, donate materials needed for a Done in A Day and meet your minimum

attendance requirement for GMM's, but once you have done all of that, if you asked yourself “Why?”, what would you say?

I asked members to submit a story, experience or just thoughts on why they were members of JLCR. As I shared these stories, during our GMM's, it was hard for me to not cry as I felt a personal connection with parts of each story. Each time I began to laugh off my emotions or apologize for crying, I'd look out starring back at me were eyes filled tears experiencing the same emotion as I.

Those five minutes were my favorite part of my Presidency. I believe that this tiny portion of the agenda was the most meaningful to many of the members. It wasn't about the changes to the by-laws, revamping the website, or even the



type of community focus project that would be voted in. It was all about that moment when each member would truly realize or appreciate what JLCR means to them. As I looked out upon the membership it was then that I was able to put myself in that place that allowed me to take it all in and realize what an incredible group of women this was and that together we make this community an amazing place to live. At the end of the year, after all the meetings, educational learning opportunities and all the personal connections that were made, the answer to “Why are you here?” becomes clearer and clearer; they are all here because they really want to be.

Thank you for allowing me to take in each moment of this twelve month journey. It was truly amazing and something that I will continue to build from in my personal and professional life.



Duramed FUTURES Tour

Ladies Titan Tire Challenge
by Charity Tyler



2010 Winner
Christine Song



Two words describe the June 2010 Ladies Titan Tire Challenge: Huge Success! Like the 2009 event, success would not have been possible without the support of many others. More than 300 volunteers logged over 3800 hours to create an experience unlike any other found in Iowa. Professional golfer participation increased from 144 in 2009 to 150 in 2010, and JLCR saw a boost in financial support from local sponsors as well.

Those who were impressed with last year's large tents and farm implements were awed again by title sponsor Titan Tire's increased presence at Hunters Ridge Golf Course. Tires large and small were placed throughout Hunters Ridge Golf Course as tee markers or flower boxes, and more than 20 tractors and other farm implements were on display sporting Titan Tires.

The 2010 Ladies Titan Tire Challenge Week was jam-packed with activities for golfers, volunteers, and sponsors alike. The week's festivities began Tuesday, June 1 with an on-course junior golf clinic, volunteer orientation at the Cedar Rapids Marriott and a chance for amateur golfers and sponsors to meet the professionals at Titan Tire's "Meet the Pros Party" held at the Cedar Rapids Country Club. Fun-filled activities continued Wednesday with two Pro Am golf tournaments and a private professional golf clinic. Pre-tournament week activities came to a close on Thursday, June 3 with a morning Pro Am golf event and a VIP professional golf clinic for local sponsors.

Ladies Titan Tire Challenge officially began early Friday, June 4 with the first round of professional play. Since daybreak, golfers had been honing their skills on the driving range as committee chairs began setting up the course for volunteer arrival. Volunteer-filled shuttles began arriving around 7:00 am, giving plenty of time to get volunteers registered and sent out on-course for a successful morning round. The next shift of volunteers arrived shortly before noon and was sent out in a similar fashion for the afternoon's round of play.

Lessons learned about volunteer support and shift transitions in 2009 were implemented in this year's volunteer plan with much success. Floaters and extra electric golf carts were made available to give volunteers bathroom breaks or bring them food and beverages. Additionally, a food-filled volunteer tent was made available to all volunteers before, after and during their shifts. JLCR's goal is to make sure our volunteers know that they are appreciated! We would not be successful without their support!

Saturday's second round of professional play went off without a hitch, but just barely. Morning and afternoon thunderstorms containing hail and lightening seemed to surround the course. Luckily, emergency horns were never sounded, rain never fell, play continued and the carefully-prepared evacuation plan never had to be carried out. The Ladies Titan Tire Challenge Championship Round was met with warmth and sunshine and ended with rookie Christine Song of Fullerton, CA winning her first professional tournament just one week shy of her 19th birthday. Golfers, volunteers, spectators and Tour staff could not have asked for a more perfect day.

As organizers reflected on the success of the 2010 tournament, JLCR was pleased to learn that Ladies Titan Tire Challenge was ranked the number one tournament on the 2010 Duramed FUTURES Tour by Tour staff and the professional golfers based on course hospitality and operations. This sets sights high for the 2011 event scheduled for May 31 through June 5, 2011 at Hunters Ridge Golf Course in Marion, IA. Volunteers and sponsors are already reaching out to get more involved in the 2011 event and fresh ideas are already flowing to make 2011 bigger and better than ever before!

LEADERSHIP



2009-2010 Board of Directors

| | |
|----------------------------------|-----------------|
| President | Mindy Sorg |
| President-elect, VP Planning | Karen Pelletier |
| Vice President of Administration | Abbie Covenah |
| Vice President of Finance | Kymm Barnes |
| Vice President of Membership | Anne Parmley |
| Vice President of Community | Marcy Dent |
| Vice President of Marketing | Ann Oleson |
| At Large | Ashley Felder |

THANK YOU

to Junior League of Cedar Rapids'
2009-10 Corporate Sponsors

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STATEMENT OF FINANCIAL POSITION

SAVE, PLAN, SPEND by Kristin Roberts

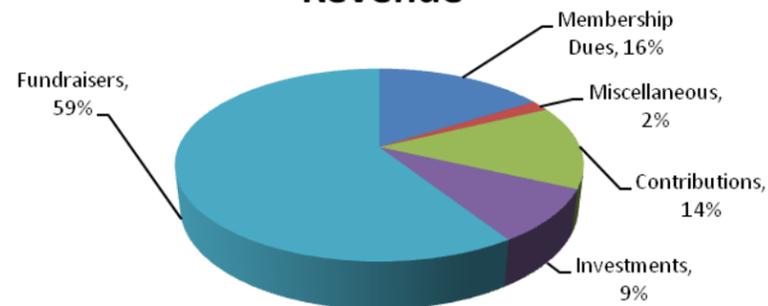
Junior League of Cedar Rapids decided to take a new and more responsible approach to its finances as fundraising in our community becomes more and more competitive. The Save, Plan, Spend philosophy calls for JLCR to save its money over the coming years, plan for an upcoming project, and then use the saved funds on the named project. This allows JLCR the ability to make a substantial impact on a large project in a short amount of time.

Despite the rocky road our economy had in 2009-2010, JLCR had a fantastic year financially and sits well ahead of its goal in the Save, Plan, Spend philosophy. Originally, JLCR predicted it would have roughly \$38,000 in its Community Outreach Account at the end of the 2009-2010 fiscal year. By the end of the fiscal year, the organization had nearly double that amount, or had \$60,418 in its Community Outreach Account.

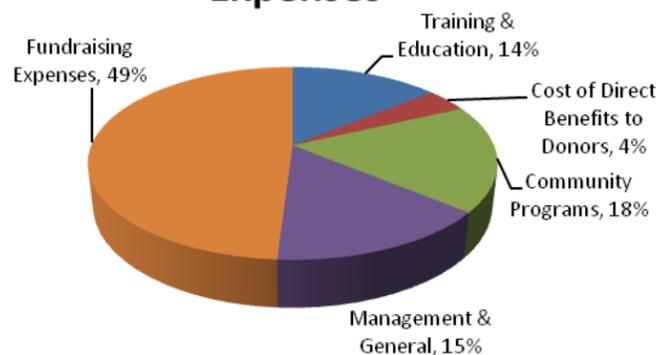
This ability to be ahead of schedule was largely due to the wonderful outpouring of support of JLCR's Annual Fund from both sustainers and actives during the fiscal year, as well as the success of JLCR's fundraisers. Thank you for your support; it makes a difference!

| | |
|--|------------------------------|
| ASSETS | |
| Cash | \$ 118,512 |
| Prepaid Expenses | 797 |
| Accounts Receivable | 311 |
| Investments | 120,227 |
| Equipment, net of accumulate depreciation of \$999 | <u>428</u> |
| TOTAL | <u>\$ 303,646</u> |
| LIABILITIES AND NET ASSETS | |
| Liabilities: | |
| Accounts Payable | \$ 3,185 |
| Deferred Revenue | <u>50,800</u> |
| Total Liabilities | <u>\$ 53,985</u> |
| Net Assets | |
| Unrestricted | <u>249,661</u> |
| Total net assets | <u>249,661</u> |
| TOTAL LIABILITIES AND NET ASSETS | <u>\$ 303,646</u> |

Revenue



Expenses



FUNDRAISING

Lil' Kids & Big Rigs by Kären Wilson

Sunny, warm weather...CHECK. 53 vehicles in place...CHECK. Oodles of smiling children...CHECK! What's the checklist for? It was the requirements for JLCR's second annual fall fundraiser, Lil' Kids & Big Rigs, held on Sunday September 27, 2009, at Hawkeye Downs.

Lil' Kids & Big Rigs was a unique, family friendly event that allowed kids of all ages to get up close and personal with different types of trucks and vehicles including race cars, semi-trucks, fire trucks, a helicopter, and more. Food, entertainment, and a carnival-like atmosphere made the event enjoyable for everyone.

Over 1600 people attended the event, an increase of three times more than the previous year. At \$5 per ticket, the event raised approximately \$8,000 for JLCR.



Butterfly Kisses by Kathy Buckner



A little girl's smile...a father's memory...a community's opportunity to raise funds to build a stronger Cedar Rapids while brining family's closer together. Butterfly Kisses is Junior League Cedar Rapids (JLCR) annual winter fundraiser. In 2010, approximately 500 fathers and daughters spent an afternoon together to dance, laugh and create a special memory.

Even through challenging economic times, the generosity of Cedar Rapids' business community helped to make the event a great success. Through donations of silent auction items ranging from spa experiences, to fabulous dinners and exciting rounds of golf at the best courses, the business community showed tremendous support and a warm heart. However, the success of an event like Butterfly Kisses can best be measured by the number of smiles and memories created for fathers and daughters that attend and the volunteers that have the opportunity to be a part of the occasion.

While Butterfly Kisses holds a special place in the hearts of all fathers and daughters that attend, the two girls from the community that are sponsored by JLCR truly become a princess for the day. Prior to Butterfly Kisses, the girls receive a shopping trip to purchase a beautiful dress for the dance. At the dance, the girl's become the center of their proud father's attention...and for an afternoon, the most special person in the world.

Iron Chef Competition by Danielle McCoy

In this year's Iron Chef silent auction, we had four auction items that allowed two people to taste the final meal from the competitors. The parents of one of the Kirkwood student competitors won and they got the chance to taste their daughters creation. The pride her parents must feel to see their daughters hard work and education paying off in a unique way like this. To top it off, Kirkwood won the competition!



COMMUNITY IMPACT

Junior League of Cedar Rapids New Members Making a Difference! by Jennifer Bleil

The New Member class of 2009-2010 was comprised of 20 dedicated and enthusiastic women who made the decision to help two community partners meet the needs of their clientele. The community partners the new member class worked with were Kids First and Hawkeye Area Community Action Plan (HACAP). The new members split into two groups to ensure the project parameters were met.



Kids First, an organization that helps children whose families are experiencing a divorce, needed assistance with resources for the children as well as assistance the classes for kids. The new member class dedicated time and materials. Members assisted the facilitator with classes for kids whose parents are going through a divorce. In addition, members raised money and collected donations of gift cards and other resources, such as books and movies that are able to be used by the kids and their counselor to help them learn to cope with a challenging divorce.

The second project was with HACAP, a local agency that had programming that focuses on five primary areas of self-sufficiency: Advocacy; Early Childhood Development; Family Resources; Health & Nutrition; and Housing. Through the partnership with HACAP, the new members collected 175 bags of toiletries for the 175 residents of Geneva Towers who have cognitive and/or other related disabilities. Many of these residents live on a limited income and only receive one bag of food per month from HACAP. Given that toiletries are expensive the new members helped the residents by providing the following items: Shampoo, toilet paper, paper



towels, Kleenex, toothbrush, toothpaste, soap and deodorant. Almost half of the items were donated by the St. Ludmila and Immaculate Conception CCD Lenten Service Project. The other items were purchased with the funds raised from selling Butter Braids. Each of the bags was also decorated by a student in a member's class.



Our new members truly learned what it was to give and receive this year. The HACAP residents and children who participate in courses and therapies at Kids First are ever grateful for the generous work by the new members. Each person made a difference in the life of another person!

COMMUNITY IMPACT

JLCR Awards \$9,000 in Grants During the Annual Community Breakfast

More than 60 people attended the Community Awareness Breakfast on Dec. 5, 2009, at Four Oaks in Cedar Rapids.

JLCR awarded more than \$9,000 in Community Grants to the following local non-profit organizations:

- African American Museum (Learning Safari)
- Catherine McAuley Center (Substance Abuse Evaluations)
- Community Corrections Improvement Association (Tiger Cub Kids Club at Taylor)
- Kid's First Law Center (Counseling Hours for Children in High Conflict Dissolution Cases)
- Old Creamery Theater (The Right Stuff)
- Olivet Neighborhood Mission (Food Pantry)
- St. Luke's Health Care Foundation- Ties (Teaching Interventions to Empower and Strengthen Families Program)
- Theater Cedar Rapids Spotlight on Kids (Still Life with Iris)



CONGRATULATIONS!!!

