



JUNIOR LEAGUE OF CEDAR RAPIDS
Women building better communities®

REPORT TO THE COMMUNITY

2012-2013



Message from Kristin Roberts 2012-2013 Junior League of Cedar Rapids President

Junior League member Eleanor Roosevelt once asked, "What could we accomplish if we knew we could not fail?" In 2012-13, Junior League of Cedar Rapids took on a number of different community initiatives with the assumption we would succeed. And succeed we did, thanks to your support and our dedicated members' work!

Our members got up close and personal with our Bridging the G.A.P. project, as Community Council recorded more than **650 hours for the Bridging the G.A.P.** Whether members helped make meals for the AMP (Achieving Maximum Potential) teens, shopped for items for apartment-in-a-suitcases for teens aging out of the foster system, or connected with our legislators to advocate for foster youth, JLCR made an impact on our community. It's clear our project has made an impact on our membership, too, as we *unanimously* approved to continue our work with the foster teens through the Bridging the G.A.P. project for another two years.

Of course, we couldn't have done any of this without our dedicated volunteer members. **Membership Council reworked its council** and its positions, allowing us to focus on both internal and external membership needs. The Nominations Committee began an interview process for all slated positions, while the Placement Committee helped members discover their skills and took us closer to mapping our JLCR future. Finally, the Education and Training Committee offered great opportunities for our members to expand their skills and knowledge.



Kristin Roberts

Our Marketing Council's **social media** efforts put us on the Association of Junior League International's (AJLI) radar. AJLI has re-Tweeted our content more than 50 times in the last six months! In addition, we developed an "official" fundraiser marketing plan for the first time in a long time as we told Eastern Iowa about JLCR: Fostering Strength. Beginning in 2013-14, this Council will be called the Communications Council, and its new structure mimics the organization of corporate and nonprofit communications.

Speaking of fundraisers, our Finance Council was amazing this past year as **Butterfly Kisses netted over \$13,000**, and **JLCR: Fostering Strength** set the ground work for future events. Our active and sustainer members have been fantastic supporters of our Annual Fund and Endowment, as we saw both grow this year.

Finally, our Planning Council was responsible for helping JLCR take the final step in **transiting to leadership by a governing Board of Directors**. Our bylaws were overhauled, our policies and procedures were separated from our bylaws. They also successfully passed the proposal to continue our JLCR: Fostering Strength fundraiser.

Wow! The amount of work that went behind all of these accomplishments is unbelievable, and it couldn't have happened without each and every JLCR member. We are all pulled in different directions. These 90 women choose to spend their time with JLCR, and it makes a great difference in our community.

We're also ever-grateful to you for your support of our work. We need your help to continue building a strong community. Thanks for helping JLCR do what we do best!

BRIDGING THE G.A.P.

Bridging the G.A.P. Connects Foster Youth, Politicians, & JLCR Members

Junior League of Cedar Rapids' Bridging the G.A.P. project turned two this year, and we are thrilled with what we accomplished. Here are a few highlights from the last year, thanks to your support.

GUIDE

It could be the start of a joke... *How many Junior Leaguers does it take to get a group of 30 hungry teens to eat their vegetables?* The answer: Sometimes six, provided they serve baked parsnip fries and black bean brownies (loved, until they learned about the black beans!).

In our second year of cooking at AMP (Achieving Maximum Potential) meetings, a twice-monthly support group for teens in the foster care system, it seemed we moved past the initial awkwardness we felt in 2011. While members prepped for the meal, talking about our work, our families, our lives, JLCR, and celebrity gossip, the teens began to join us. By the end of the year, our teen friends showed up 15-30 minutes early to help, share what they liked and didn't like—and tell us about what was new in their own lives.

It was magical. We connected with AMP because JLCR believes teens in foster care shouldn't have to choose between their support group and eating dinner. What these teens have helped us create since is a happy, safe, family-like atmosphere where regulars and new participants are welcomed with open arms.

ADVOCATE

Choosing an issue area allows our members to develop a deep understanding of an issue. JLCR's Speaker Series focused our advocacy efforts on capacity building for members, as we continued to learn about the incredibly complex issues teens face in foster care.

JLCR members are smart, but that doesn't mean that we knew much about teens in foster care at the beginning of the year. Open and honest speakers answered our many



questions and shared their experiences with “the system.” Hearing from teens approaching their 18th birthdays and young adults who had “aged out” personalized the information and only increased our commitment to Bridging the G.A.P.

We opened the Speaker Series to the community, and were happy to see foster parents, community members, and Sustainers in the audience with us. Education is an ongoing process, so we expect to continue our Speaker Series through the next phase of the project.

PROVIDE

Throughout this first year of our new project, JLCR members were often reminded of just how lucky we are. The Provide portion of our project reinforces that feeling. The vast majority of us turned 18 in a supportive environment and moved out for the first time with the help of family (and often with a set of Mom's old dishes). The “apartments in a suitcase” (*below right*) we put together for 25 youth aging out of the foster care system are full of “stuff” – everything you need to set up an apartment – but they also tell those 25 young adults they matter.



JLCR FUNDRAISERS

JLCR: Fostering Strength Hosts Bestselling Author at Coe

The first annual Fostering Strength fundraiser was held at Coe College's Sinclair Auditorium on May 30, 2013 and was a wonderful success.

Vanessa Diffenbaugh, *New York Times*' bestselling author of *The Language of Flowers*, headlined the event. The evening began with a meet-the-author reception for JLCR Sustaining members and event sponsors. The event as a whole contributed nearly \$8,000 to JLCR's budget, including nearly \$1,000 raised with a silent auction.

We were pleased and excited to have a number of the AMP (Achieving Maximum Potential) foster youth join us for the night. They had the opportunity to connect with Diffenbaugh on a very personal level.

Diffenbaugh's talk detailed her own story of becoming a foster parent, how the experience changed her family's life—and led to the founding of the Camellia Network. The Camellia Network is a network intended to provide material support, emotional support, and encouragement to the 80 foster youth across the nation who age out of the foster care system every day.

JLCR: FOSTERING STRENGTH



Vanessa Diffenbaugh & AMP teens at Fostering Strength



Butterfly Kisses Celebrates 11th Birthday at CR Marriott

Little girls giggled, dads, uncles, and grandpas beamed, and the two created a lifetime of memories at Butterfly Kisses in March 2013. The 11th gathering for JLCR's father-daughter dance and fundraiser was held for the first time at the Cedar Rapids Marriott. This year, it included something for everyone in attendance.

Was there dancing? You bet there was dancing! Girls and their guys tore up the dance floor, and took a break from all that dancing with a performance from the Kennedy High School cheerleaders. The Butterfly Kisses committee thanks each of the sponsors and volunteers who made the afternoon a memorable one.

Was there craft-making? Of course there was craft-making! Girls and their guys were able to create a special art project to take home with them.

We are proud that our annual Butterfly Kisses fundraiser reaches far beyond our Junior League of Cedar Rapids families. Of the approximately 220 people in attendance each year, at least 70 percent are individuals who do not have a direct connection to an Active or Sustaining member. Reaching beyond our JLCR family means that we are able to spread the word about JLCR and how our work adds to our community.

The 2013 event as a whole raised more than \$13,000, which will support JLCR's Bridging the G.A.P. project, opportunities for training and growing our membership's leadership skills and knowledge, and will continue to support JLCR's work in the greater Cedar Rapids area.

BUTTERFLY KISSES



PROVISIONAL MEMBERS

JLCR's 2012-13 New Member Class Updates Foundation2 Family Room

Each year, Junior League of Cedar Rapids' Provisional class takes on a project as part of orientation. These projects are typically larger in size, related to JLCR's project focus, and serve as an example of the impact that JLCR can have. In the past, these projects have included packing suitcases for foster youth aging out of the foster care system (*sound familiar? It was the impetus for Bridging the G.A.P.!*).

When the Provisional class arrived at Foundation2 youth shelter, the family room's furniture was outdated and damaged. Their goal was to update the room to make it a place where the teens would *want* to spend time at the end of a day.

After all, the Foundation2 Youth Shelter is a place where some of our friends from Bridging the G.A.P. have spent time. It is a 17-bed facility that provides basic necessities, structured supervision, counseling, and education programming to youth between the ages of 11-17. Being in shelter is not where most teens want to find themselves. We wanted to give them a place that felt comfortable and home-like.

The shelter's family room serves a multitude of purposes, including as a recreational space to watch television, read, play games and as a place to hold staff and family meetings. The class raised \$2,500 over the course of two months. They used the money to buy two sofas, chairs, games, DVDs, curtains, decorations, and even found a third donated sofa in Solon. Members painted and decorated the room over two days, and got to share in the excitement when the teens entered for the "big reveal."



Top photo shows the family room before JLCR. The bottom photo is after renovation.

SPECIAL THANKS

to our fundraiser sponsors

Alliant Energy
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COMMUNITY IMPACT

Symetra Tour's 4th Ladies Titan Tire Challenge Ends Run at Hunter's Ridge

The fourth Ladies Titan Tire Challenge, a 54-hole tournament on the Symetra Tour, took place in early June 2012. The Symetra Tour is the developmental tournament tour for the women who are trying to receive their pro card and earn the opportunity to compete in LPGA Tour events. Events surrounding the tournament included a pre-tournament charity golf outing, a Pro-Am event, a Junior Clinic, a Women's Clinic, and an evening LTTC Golf Gala, held at CSPA.

As in previous years, the total tournament purse was \$110,000, and the 2012 winner, Lauren Doughtie, took home \$16,500. She shot a 4-under 212 for the win.

JLCR Impacts 11 Separate Nonprofit Agencies in the Corridor in 14 Events

Every month throughout the League year, members have the opportunity to spend a day working in conjunction with various nonprofit organizations in the Cedar Rapids area as part of our Done-in-a-Day projects. In 2012-13, we offered members 14 different Done-In-A-Day activities, and supported 11 area nonprofit agencies, including:

- Families Helping Families
- Foundation2
- Ronald McDonald House Charities of Eastern Iowa and Western Illinois
- The ARC of East Central Iowa
- Waypoint Services
- Friends of Cedar Rapids Public Library
- Horizons/Family Treatment Court



Endowment Fund Held at Greater Cedar Rapids Community Foundation

By Megan Moran

In 2012, JLCR's endowment fund moved to its new home at the Greater Cedar Rapids Community Foundation (GCRCF), and it continues to grow. Maintaining our endowment through the GCRCF allows donors who make eligible gifts to the fund to receive a 25% Iowa tax credit in addition to the federal charitable income tax deduction.

The endowment fund helps ensure long-term continuity and sustainability for the JLCR Organization. It is how we announce to our donors that JLCR will continue to fulfill our mission of promoting volunteerism, developing the potential of women, and improving communities through effective action and leadership or trained volunteers for decades to come.

With all of the amazing events that happened this year through Bridging the G.A.P., JLCR thanks current donors for their continued support. We hope that the growth inspires new donors to step forward to continue JLCR's legacy.

STATEMENT OF FINANCIAL POSITION



ASSETS

Cash	\$	162,698
Prepaid Expenses		0
Investments		173,279
Certificate of Deposit		26,266
Equipment		244

TOTAL ASSETS

\$ 369,327

LIABILITIES AND NET ASSETS

Liabilities

Accounts Payable	\$	34,796
Deferred Revenue—Dues		27,880
Payroll Liabilities		1,643
Sales Tax Payable		75
Total liabilities	\$	39,052

Net Assets

Unrestricted	\$	330,275
Total net assets	\$	330,275

TOTAL LIABILITIES AND NET ASSETS

\$ 369,327

LEADERSHIP



2012-2013 Board of Directors

President	Kristin Roberts
Sustainer Presidents	Jen Neumann & Diane Stefani
President-Elect, VP Planning	Maria Sanchez-Masi
Vice President of Administration	Nicole Ridge
Vice President of Finance	Megan Moran
Vice President of Membership	Molly Baynes
Vice President of Community	Crystal Hardinger
Vice President of Marketing	Lis Erickson
At-Large Board Member	Kathy Crosby

Our JLCR Board of Directors are chosen each year through an application and interview process. Their charge is to govern JLCR in the way that they best see fit, keeping in mind the organization's mission, by-laws, history, and future.

Members of the JLCR Board of Directors are to uphold three responsibilities: Duty of Care, which requires attentive, informed, diligent participation and stewardship, including fiduciary duty; Duty of Loyalty, which requires each Board member to act in good faith, in the best interests of the organization, heed confidentiality, and excuse herself from a situation in which she has a conflict of interest; and Duty of Obedience, which requires each Board member to act in accordance with JLCR's mission and bylaws, as well as all laws that govern its location.

THANK YOU!

**Junior League of
Cedar Rapids' 2012-2013
General Membership
Meeting
Corporate Sponsors**

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**Mary Kay Cosmetics:
Michelle Foley**

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CEDAR RAPIDS**
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2012-2013

Report to the Community

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.

Junior League of Cedar Rapids was founded in 1934, and has been an important part of the Cedar Rapids community for the nearly eight decades since.

We sincerely thank you for your support.



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