

SYRACUSE 2015-2016 REPORT TO THE **COMMUNITY**

FROM THE PRESIDENT

The 2015-2016 Junior League of Syracuse (JLS) year emphasized the philanthropic efforts of our members and their dedication to the mission and vision of the JLS. The year was FULL of events, with great attendance and major successes. We kicked the year off with 95 for 95, where 55 members impacted the lives of 400+ citizens through six projects. 2015 Holiday Shoppes hosted over 5,000 attendees, the largest attendance in JLS history and helped secure the funding for future JLS projects. March brought the Leadership and Regional Training, where Syracuse hosted 75 members from surrounding Leagues to further develop their leadership skills. April was filled with activity including National Volunteer Week, where our volunteers made a difference in six projects, including building a book nook for children on the west side. April also contained one of our most publicized and impactful projects, STEM Expo. This year the STEM Expo focused on empowering young girls by offering a special opportunity to learn from local and national speakers. Finally, May introduced a new fundraiser, the first JLS Annual Wine Pull, Corks and Forks. The 2015-2016 Board of Directors and leadership team did an amazing job of bringing members together to develop their skills, make a lasting difference and have fun.

Besides our community and leadership work, the JLS focused on internal relationship building, member recruitment and satisfaction. In May, the League welcomed 11 new members. Throughout the year, book clubs for Actives and Sustainers continued as well as R&Rs and Lunch and Learns. This year also introduced JLS Women on the Move, periodic workout sessions held especially for JLS members, and JLS After Dark, the Actives interpretation of a R&R.

ALL members have pushed the Mission and Vision forward, by getting involved and making lifelong friends along the way. I am so grateful and proud to have had the opportunity to serve as JLS President. I have found inspiration in all of you, that despite having jobs, families, pets, obligations and commitments, you've found time to make the JLS a priority in your life. That speaks to members' dedication and enthusiasm to the League- contagious and insanely empowering.

Jenny Jackson Donahoe



COMMUNITY

NATIONAL VOLUNTEER WEEK

During April 10-16, 2016, we participated in the annual and nationwide event known as National Volunteer Week. It was our second volunteer blitz of the year. Our budget was set at \$1,000 and by the end of the week we came in under that. While there was no income earned during this time, everyone who participated walked away feeling as though they greatly impacted and contributed to the community. At least 32 members volunteered over the course of the week, contributing at least 65 hours total. This blitz had a tremendous impact on the community. A large part of the week was spent creating a book nook for the “Little White House of Hope.” This event brought members closer together and changed at least 30 youths’ access to books.

PUBLIC POLICY

As of June 2014 “The Trafficking Victims Protection and Justice Act” was passed, making great strides towards preventing human trafficking. Since NYSPAC lobbying efforts were achieved, a new bill is being pursued.

This year, NYSPAC is supporting crucial social justice legislation, the “Raise the Age” bills. Raise the Age changes the minimum mandatory age at which one is tried as an adult in NYS from 16 to 18. Currently, NYS is one of only two states where the mandatory minimum age to be tried as an adult is 16.

While we greatly appreciate their effort, we found that this does not connect back to our league, so during the 2015-16 year we had minimal participation.

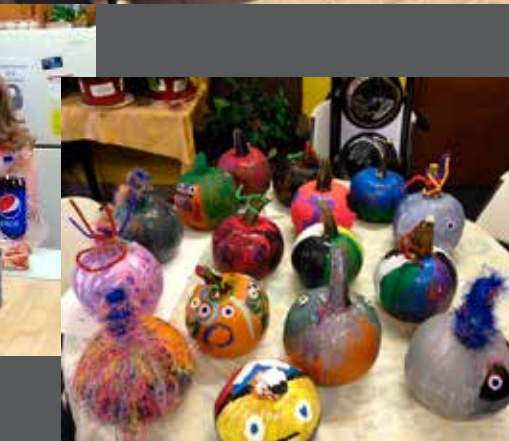
WESTSIDE FAMILY RESOURCE CENTER

The second annual Blodgett Thanksgiving dinner took place November 18th. While only our time was needed, this was an opportunity that was priceless. Very few of JLS community activities are those that you just show up and work, but this was a very special event for the Little White House of Hope. Over 13 women, including some children and spouses, showed up to help set up, serve and clean up from serving over 200 people a Thanksgiving dinner they wouldn’t otherwise afford to have. We cumulatively spent at least 45 hours working at the event. Other organizations also offered their assistance during this event, but the JLS had the largest presence. Members to this day are still talking about the tremendous feeling we walked away with. Blodgett Thanksgiving Dinner will be an event in which the JLS participates each year.

CHADWICK RESIDENCE

On Sunday December 6, 2015 12 Junior Leaguers went to Chadwick Residence to help create gingerbread creations. The committee budgeted around \$400 dollars to do this event and ended up spending near \$350. While we did create gingerbread homes, we also brought them meal packages. These packages





included recipes and ingredients for cooking in the microwave, the only source of cooking for these residents. Four women and children came to the rec hall to participate but 12 packages were left for other residents who couldn't make it. A fun activity for all that helped contribute to health and happiness for at least 20 people.

YMCA ANGEL TREE PROJECT

During the holidays there are many people that are especially in need. One of these groups are the elderly community at the YMCA downtown. On December 15th, six people helped shop and wrap gifts that were preselected from the YMCA holiday tree. These gifts were then put under their tree so this population had their basic needs met for the holidays. For under \$600 the committee was able to bring holiday joy to approximately 20 people.

CATHOLIC CHARITIES SHELTER FOR MEN

A population that isn't frequently reached through our organization are men. Between that and the new law that was passed to open homeless shelter doors longer, it was important to share our time. In late January we did just that by bringing a hot meal to Catholic Charities Emergency Shelter. Reaching over 100 men while just spending under \$300, it was a great success. Along with hot meals, we included a pair of fresh clean socks for every participant.

VALENTINE'S DAY PARTY

Sometimes JLS partners with organizations to help impact the community in a very serious fashion, and sometimes our volunteers do this to bring smiles to those who need it. Around Valentine's Day we did just that. Bringing Valentine's Day card making supplies and snacks to the Little White House of Hope, we enjoyed making Valentine day cards with 15 teens. This is such a great organization to work with, that any event is such a joy. After this event we heard feedback from the teens that the people they distributed the cards to really appreciated the gesture. For just under \$100 we brought fun to over 20 people.

WE CAN MAKE A DIFFERENCE

An important detail that was brought to our committee attention was the lack of can openers available at the food bank. In early May not only did we purchase 198 can openers for donation but collected about 250 cans of food from the membership. After the food and can openers were paired by 12 members, they were then distributed to four local food banks. From the generosity of members with their donation of time and money, JLS brought a much needed supply to 200 community members. This ended up costing \$200.

THE 3RD ANNUAL STEM EXPO

On April 22, 2016, the STEM committee brought the fourth annual STEM Expo to Danforth Middle School. While spending \$2,500 JLS brought an astronaut to Syracuse touching the minds and hearts of countless people. This committee of eight spent over 50 hours of their time planning and executing this immensely successful event. This Expo impacts the community by encouraging young women to remain in school, to follow their passion, that they too can go onto college no matter what the circumstance, and that they can do anything to which they put their mind to and for which they seek support.



95 for 95 was a membership project designed to increase JLS visibility in the community, recruit new members, increase member participation and celebrate our 95th year in operation, all while bettering the local community. The initiative was a huge success; 55 members donated 95 minutes of their time to six organizations. As a part of each project, we learned about what the organization does, who they serve and what their needs are. Just one example of this education in action: members donated a bassinet, diapers and wipes to a mother in need.

Members used the Social Media Toolkit to promote the event, increasing our social media visibility and engagement. Additionally we had a spotlight on the local news!

During the four day span, 55 JLS members touched the lives of:

- **18** women and 3 children at Dorothy Day, with a hot meal, game night and donating yoga pants
- **250** clients at the Rescue Mission by preparing and serving a meal
- **16** children at Westside Family Resource Center, participating in painting pumpkins
- **5** women and 4 children at Chadwick Residence, providing culinary instruction and kids crafts
- **10+** families at Golisano Children's Hospital brightening their day with crafts and pizza
- **100** men at Men's Emergency Shelter, supplying a hot meal and 150 pairs of socks

This event moved forward the mission of the JLS as a catalyst for change in the CNY community. It was a perfect way to kick start the JLS year!

95 *for* 95

REGIONAL *training*

March- Leadership and Regional Training, where Syracuse hosted 75 members from surrounding leagues to learn about AJLI's new membership model, facilitated by AJLI trainer Anne Tishkoff. Leadership had the opportunity to meet with Anne Friday night to have open discussions about membership recruiting and retention, fund development and nominating processes.

SUSTAINERS

The year began with a mailed survey to determine members' interest in a variety of programming ideas. For the most part, Sustainers who responded wished to retain the "traditional" activities: the fall golf/dinner outing, December apple pie making for the Rescue Mission, the spring Cocktail Party and ongoing Lunch'n Learn events. The monthly social R&R get-togethers drew significant comments on change, including both the "day" and venue. That response triggered a move to different restaurants, locations and alternating between Wednesday and Thursday. These changes brought some new faces and increased attendance at the gatherings!

It was suggested for the Lunch 'n Learn that we revisit some of the projects the JLS has assisted & funded over the years. In April there was good attendance for the LNL event held at the Erie Canal Museum to meet the new Director and tour the facility. Another event is being considered for the MOST.

The annual Sustainer Cocktail Party in late April was a wonderful event, thanks to our hosts, Dr. Raja & Margaret Karim and Sustainer VP assistant, Maria Miller.

At the annual dinner and meeting in June, JLS honored Sustainer Mary-Pat Northrup with the Spirit of Mary Harriman Award, Donna Hamilton with the Sustainer of the Year Award and recognized Joan Poorman, Sustainer Emeritus, for 50+ years of activity in Junior League. Also in June, a mailing was sent to Sustainers for an update on each individual's volunteer activity and service on community organizations and boards.

Throughout the year, Sustainers joined with active members in volunteering for JLS projects including the 95th year celebration of the Syracuse League and the 20th anniversary of Holiday Shoppes. For the JLS initiative for National Volunteer Week, we produced 120 bag lunches for the local Men's Shelter. The 200 strong Sustaining Members continue their support of the Mission and Vision of the Junior League of Syracuse with their service to the Central New York community.



FUND DEVELOPMENT



WINE PULL

The Junior League of Syracuse's 1st annual Wine Pull, Corks & Forks, was held on Thursday, May 19 at Laci's Tapas Bar. The event was a big hit! An evening of playing a little game of chance for a good cause turned out to be very successful. There were 57 people in attendance, and the JLS netted \$1,714 from the event.

The goal of the annual wine pull event is to raise awareness about the Junior League of Syracuse's mission and membership, and provide an additional way of raising funds other than from Holiday Shoppes. The idea of a "wine pull" fundraiser originally came about from our Active members who attended the Philadelphia Regional Training. We had new members, potential new members, actives and Sustainers all mingling together for a fun night of food, wine and winning!

Thank you to all of the companies that donated to the event: Sky Armory; OneGroup NY, Inc.; Beak and Skiff Apple Orchard; Chocolate Pizza Company; and Laci's Tapas Bar. And a huge thank you to all the members who donated wine to the event and participated in the wine pull. It wouldn't have been a successful fundraiser without your contributions!

ANNUAL APPEAL

Almost 100 members contributed to this year's Annual Appeal! The donors included Provisionals, Actives and Sustainers. We surpassed our goal of \$5,000 by raising \$5,584! Thank you to all the supporters of the Junior League of Syracuse! Without your contributions, we wouldn't be able to have a meaningful impact on the Central New York community.

HOLIDAY SHOPPES

This year we celebrated the 20th Anniversary of our main fundraiser, Holiday Shoppes. In the fall of 1996, after four years of research and development, we opened the doors to the Horticulture Building at the NYS fairgrounds, making the start of the Junior League of Syracuse's annual Holiday Shoppes. The Holiday Shoppes has grown and flourished, expanding from 67 to 145 merchants and to an attendance of more than 5,000 annually. The Holiday Shoppes has provided training for our members, assisted with member relationship building and increased visibility of the Junior League of Syracuse throughout the community, all while raising funds to further underwrite and support the League's mission.

Beginning in October, The Holiday Shoppes buzz begins; billboards, advertisements, TV appearances and more show the excitement that the JLS



Holiday Shoppes brings to our community. In 2015, The CNY Business Journal recognized our accomplishments with the “Outstanding Fundraising Event” award.

On November 13, 2015, we opened the doors to the 20th annual Holiday Shoppes, set in the same Horticulture Building that was home to our first event 20 years ago. This year, we featured a boulevard of park benches and brightly-lit trees, which provided a resting and meeting spot for shoppers. The raffle table caught everyone’s eyes as they walked in, and thanks to an exciting array of spectacular grand raffle prizes, we helped raise more money in the raffle this year than last year. We also had more than 50 new merchants attend Holiday Shoppes this year – with the total number of merchants resulting in more than any other previous Holiday Shoppes! The event this year brought together members who were involved in the very beginning with members that are having an impact on the event now. It was an incredible way to celebrate our 20 years of success! Every member of the JLS has had a hand in the success of this event. From proposing the initial idea or serving on the committee to working at the event, we all have something to be proud of. The 20th anniversary of the Holiday Shoppes is a huge accomplishment. Thank you to all our members and friends in the community who have helped make this event a continued success with overwhelming support of our event.



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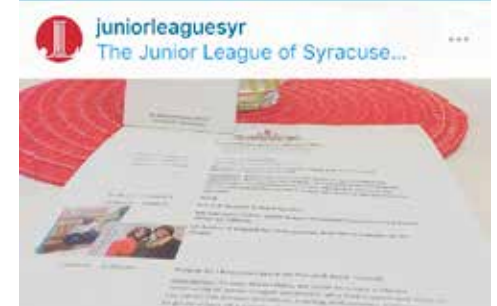
The JLS Communications Council continued to play a crucial role in supporting community, membership, and fund development activities across the League.

The continuation of the JLS' 95th anniversary year with the "95 for 95" initiative provided an opportunity to share the Junior League's ongoing impact within the Syracuse community. The PR Committee secured media coverage of the community service project, including an onsite interview during the "95 for 95" weekend. The Online Engagement team developed and rolled out the #95for95 social media campaign, allowing members to participate in raising awareness of the meaningful way in which the JLS commemorated this important milestone.

Later in the year, outreach by the PR Committee resulted in numerous media mentions of the JLS' April STEM events, including the STEM Expo and appearances at area schools. Dr. Jeanette Epps' visit to Syracuse and role as keynote speaker at the Expo was covered by television, radio, and print and online outlets.

Throughout the year, the Online Engagement team promoted Junior League activities including Holiday Shoppes and National Volunteer Week. The NOTES continued to inform members of League news and events, and the first-ever infographic highlighted at annual dinner the cumulative impact of JLS efforts during the League year.

The 2015-2016 year was the first full League year during which the new public and members' websites were utilized. Several education and training opportunities were offered at GMMs and a February sectional. Benefits of our new sites were realized across the League as members could register for events, access online resources, and monitor their participation in JLS activities.



15 likes

juniorleaguesyr It's a beautiful morning for a regional training. We at the Junior League of Syracuse are so happy to welcome AJLI trainer, Anne Tishkoff as well as the Junior Leagues of Binghamton, Schenectady, Buffalo, Rochester, and Elmira! #WomenWhoLead #JuniorLeague @juniorleague

MARCH 19



MEMBERSHIP

MEMBERSHIP AND RECRUITMENT

We welcomed a wonderful group of 14 women this past recruitment year! We started with a variety of recruitment activities in the summer and early fall and kicked off our new member class in October. Over the course of the year, the new members were able to get to know and understand how the JLS operates.

In November new members toured Holiday Shoppes at the state fairgrounds and learned about how we have successfully managed Holiday Shoppes for 20 years! In December the new members served lunch on two separate days at the Rescue Mission. In January the new members went to Dorothy Day House to provide meals, play bingo and provide goodie bags to the families. The February new member meeting was held at Vera House and the class learned about this community organization, which has a long-standing relationship with JLS. In March there was a “speed networking” event where active members from each JLS council educated the new members about the respective councils and how all the committees work together to carry out the League’s Mission and Vision. In April we had a new member social at Sharkeys Restaurant and engaged in a trivia teambuilding event.

We had a year full of learning and fun and successfully presented the wonderful group of 14 women for active membership in May. Thank you to all of the new members for actively engaging throughout the year. Also a big thank you to all of the committee members who helped lead the monthly activities.

TRAINING & EDUCATION

The Training & Education committee is responsible for organizing guest presentations at GMMs and logistics for the annual dinner. In the 2015-2016 year, T&E hosted five trainings at GMMs, three sectionals, two ODI presentations, and the annual dinner. In addition, a special regional training was hosted in Syracuse by JLS leadership.

GMM PRESENTATIONS:

SEPTEMBER: Kate Holmes from Northside CYO (Catholic Charities)

OCTOBER: Mary Alice Smothers from Westside Family Resource Center (P.E.A.C.E., Inc.)

JANUARY: Mike Sullivan from Emergency Men’s Shelter (Catholic Charities)

APRIL: Lt. Jon Anderson from Onondaga County Sheriff’s Office

MAY: Nora Putman from My Sister’s Closet (YMCA)

SECTIONALS: “How To: Navigating the JLS Website & App” presented by Jessica Murray, Heather Wallace, and Sarah Weber

Women & Heart Health presented by the Crouse Hospital Spirit of Women Serving Understanding our Community - Presentation from The Gifford Foundation plus volunteer activity at Dorothy Day House.

ODI

Four JLS members attended ODI trainings:

Christie Novak and Beth Edward attended ODI in October and presented about their trip at the December GMM. Katie Corbishley and Lindsay LaRocque attended ODI in January and presented on their trip at the March GMM.

ANNUAL DINNER

The committee planned the JLS annual dinner at the DoubleTree on June 14 where we hosted 96 guests.





JUNIOR LEAGUE OF
SYRACUSE

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MISSION

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

VISION

The Junior League of Syracuse will be an organization of diverse women committed to enriching the quality of life for women, children and their families in the Central New York Community.

FINOTES



JUNIOR LEAGUE OF
SYRACUSE

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