



**JUNIOR LEAGUE OF  
KANSAS CITY, MISSOURI**  
*Women building better communities*

2010-2011

Annual Report



# Celebrating Our Strengths



Photo Credit: Strauss Peyton

What an incredible year! During these last 12 months, we have *Celebrated our Strengths*, especially the *Strength of Teamwork*. Collectively, we've given everything we can in terms of our time and talent to better the Kansas City community. We have spent long days and late nights working hard, creatively solving challenges and ultimately, celebrating victories together. That is the core of the Junior League. It is what drives us to succeed in the future: each woman giving what she can to this organization, supporting other members and helping those in need along the way.

As the Junior League of Kansas City, Missouri moves one year closer to its hundredth anniversary, we continue to be reminded that regardless of the community challenge, trained Junior League volunteers will collectively find a way to get the job done. Thank you for allowing me to help make Kansas City a stronger community.

*Deb Feder, 2010-2011 President,  
Junior League of Kansas City, Missouri*

## 2010-2011 Board of Directors

President - Deb Feder

President-Elect - Stacey Bishop

Director of Community Action - Emily Neeld

Director of Community Impact - Ashley DeVilbiss Bieck

Director of Finance - Megan Moriarty

Director of Fund Development - Marissa Schaffner

Director of Marketing - Kelly Hancox

Director of Membership - Lissa Haag

Director of Planning - Nikki Hokanson

Director of Sustainers - Jeanne Sosland

Director of Training - Maggie Kenefake

Director-at-Large Community Outreach - Dena Nash

Director-at-Large Leadership Education - Anne Stichnoth

Administrative Director - Mary Jo Saviano

Board Assistant - Katy Bleish

Bylaws Chair - Tara Wiley

Nominating Chair - Deanna Diebolt

## 2010-2011 Community Advisors

**Dr. Gary Baker**, Director of Community Bldg. Initiatives, UMKC Midwest Center for Nonprofit Leadership • **Gerry Brennehan**, Partner, Polsinelli Shughart PC • **Dr. Jim Caccamo**, Director, Department of Early Learning, Mid-America Regional Council • **Dr. Edward R. Christophersen**, Professor of Pediatrics, Children's Mercy Specialty Center • **Dr. Ann Davis**, Associate Professor of Pediatrics, University of Kansas Medical Center • **Christa Dubill**, News Anchor, NBC Action News Channel 41 • **Teresa Gerard**, Strategic Planning & Community Support, BlueCross BlueShield • **Dr. Sarah Hampl**, Medical Director of Weight Management Services, Children's Mercy Hospital • **Betty Keim**, Former Mayor of Mission Hills, Board of Directors, University of Kansas Hospital Authority, American Royal Board of Governors • **Gretchen Kunkel**, President and Founder, KC Healthy Kids • **Audrey Langworthy**, Former Kansas State Senator and JLKCMO Sustainer • **David Ross**, Vice President, KC Healthy Kids

# Our Mission, Vision, & Strategic Plan

The Junior League of Kansas City, Missouri reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

**OUR MISSION:** The Junior League of Kansas City, Missouri 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.

**OUR VISION:** The Junior League of Kansas City, Missouri will be a visible group of active volunteers focused on improving the quality of life in our community.

## Strategic Plan 2008-2012

### **PRIORITY ONE: MEMBERSHIP**

Increase the value of membership in the Junior League of Kansas City, Missouri:

- Communicate League success to current and prospective New Members to increase pride in our League.

Increase membership retention:

- Evaluate and enhance current offerings to optimize membership participation and retention.
- Keep Junior League members connected, and foster new connections among members.
- Communicate the value of being a Junior League member.

### **PRIORITY TWO: TRAINING**

Provide effective and valuable training for all members:

- Provide training that balances education, social opportunities, and community service.

Develop leaders within the Junior League of Kansas City, Missouri:

- Develop and implement a leadership curriculum.

### **PRIORITY THREE: FINANCE**

Maintain financial health:

- Evaluate current and potential fundraiser opportunities.
- Broaden awareness of the importance of financially supporting our League.

Spend with responsibility:

- Broaden awareness of the finances of the League and consistently educate the members about the budget process.

### **PRIORITY FOUR: COMMUNITY**

Improve the Kansas City community:

- Provide volunteer opportunities that create positive outcomes.

Transition effectively into our new Impact Area:

- Establish a workable philosophy for the Children's Nutrition and Fitness Impact Area.
- Communicate the efforts and value of the Junior League to the community.

# A New Year... A New Focus



Since 1914, the Junior League of Kansas City, Missouri has focused on finding and meeting the needs of those most at-risk in Kansas City. Its members have raised more than \$5.5 million and more than 7 million hours of trained volunteer time to meet the needs of the Kansas City community. Most recently, the JLKCMO spent 10 years committed to increasing children's literacy rates in Kansas City.



Today, tune in to the news and it's difficult to ignore the most recent epidemic: childhood obesity. Obesity now threatens the healthy future of nearly one-third of American children ages 6 to 19 years old<sup>1</sup> - a number that has tripled since 1980. It's putting kids in danger of weight-related diabetes, heart disease and other health problems.<sup>2</sup>

Kansas City is not immune. Locally in Jackson County, Missouri, obesity rates are 14 percent and in Johnson County, Kansas, they measure nearly 13 percent.<sup>3</sup> For the first-time in American history, children's life expectancy may be shorter than their parents'. These statistics are alarming.



## New Impact Area Announced: Children's Nutrition and Fitness

To help counteract this issue, during the 2010-2011 Junior League year, the JLKCMO launched its new, five-year impact area: Children's Nutrition and Fitness.

"Childhood obesity is such a hot topic right now, not only nationally, but locally, too," said 2010-2011 JLKCMO President Deb Feder. "We're committed to raising awareness and promoting healthy lifestyles in Kansas City."

Feder is hoping that the JLKCMO efforts will lead to sustained change. According to recent studies, when kids eat healthy food, schools have seen a 68 percent improvement in grades and behavior, as well as an 84 percent increase in attendance and an 83 percent improvement in self-esteem.<sup>4</sup>

"The Junior League of Kansas City, Missouri has a great opportunity to really make a difference," shared Feder. "We'd love to see those kind of results here in Kansas City."

<sup>1</sup>JAMA, 2009

<sup>2</sup>Obesity: Halting the Epidemic by Making Health Easier At a Glance 2011. <http://www.cdc.gov/chronicdisease/resources/publications/aag/obesity.htm>

<sup>3</sup>© 2010 KC Healthy Kids – Uniting Kansas City for Fit and Healthy Kids

<sup>4</sup>Harvesters Backsnack Program Midwest Center for Nonprofit Leadership Study

# JLKCMO Supports 18 Agencies

## JLKCMO Donates \$174,600 and 140 Volunteer Placements

Community Agency	Volunteers Granted	Amount Granted
American Red Cross, Greater Kansas City Chapter	-	\$ 4,000
Children's Center for the Visually Impaired	5	6,000
Children's Mercy Hospitals and Clinics	11	5,000
Community LINC	11	6,500
Girls on the Run of Jackson County	11	6,500
Girls on the Run of Johnson County	11	2,000
Hope House, Inc.	9	-
Kansas City Community Gardens	11	*
Mattie Rhodes Center	-	6,000
Miles of Smiles, Inc.	-	5,000
National Sports Center for the Disabled - Kansas City	11	2,500
Nutra-Net, Inc.	-	3,000
Operation Breakthrough, Inc.	6	-
Ozanam	6	5,000
Signature Project with Harvesters and University Academy	21	100,000
StandUp Blue Springs (formerly Blue Springs WellLink, Inc.)	-	5,000
The Humane Society of Greater Kansas City	11	-
The Shadow Buddies Foundation	-	5,500
University of Missouri Extension	-	5,000
Wayside Waifs, Inc.	16	-
Women's Employment Network	-	5,000
Young Survival Coalition Kansas City	-	2,600
<b>Total Amount Granted</b>	<b>140</b>	<b>\$ 174,600</b>

The JLKCMO supports impact area programs as well as other programs within the Kansas City community with both volunteers and funding. During the 2010-2011 year, the JLKCMO allocated \$174,600 to 18 community agencies. Additionally, the JLKCMO supported half of these agencies with trained volunteers to support their programs. The JLKCMO also supported four additional community agencies – Hope House, Operation Breakthrough, The Humane Society of Greater Kansas City and Wayside Waifs – with volunteers only.

\* Funding for Kansas City Community Gardens was included in the signature project.

# Time To Get Healthy

## Childhood Obesity Threatens Kansas City Youth

All across America, people are struggling with inactivity and fast-expanding waistlines. Who is most at risk? Children are, especially those with the highest rates of poverty.<sup>5</sup> To help combat this issue, the JLKCMO is committed to raising awareness and promoting healthy lifestyles.

In conjunction with the JLKCMO's new, five-year impact area, the JLKCMO announced its new Signature Project: Healthy U. Led by co-chairs Jennifer Ray and Jennifer VonFeldt, Healthy U includes several layers of programming focused on Nutrition and Undernourishment, Healthy Choices, Eating on a Budget and Fitness, all focused on building a healthier Kansas City community.

Through Healthy U, the JLKCMO is adopting University Academy, a K-12 college preparatory public charter school in Kansas City, which emphasizes college preparation, career development, community service and leadership.

"We want to make a distinct impact with a specific population," shared Ashley Bieck, Director of Impact (2010-2012). "University Academy was really willing to come on board and partner with us."

Over the next five years, the JLKCMO Healthy U signature project will focus its efforts on the University Academy school community, where over

80 percent of students receive free and reduced lunches. Many of these students are also food insecure, meaning they don't always have access to food, especially healthy food, at home.

"The one thing we realized right off the bat was that we couldn't focus on fitness, or the eventual goal of obesity prevention, if students aren't getting the nutrition they need at home," shared 2010-2011 JLKCMO President Deb Feder. "Some of our Healthy U programming is focused on giving these students and their families nutritional options at home."

<sup>5</sup> Sanchez, Mary. Nanny State, Schmanny State: Help School Meals. *The Kansas City Star*. 12/22/10.



JLKCMO volunteers spend time with University Academy students.

# Time For Healthy U

## JLKCMO Announces Signature Project; Adopts University Academy

Here are seven ways that the JLKCMO has impacted University Academy:

1. **Fighting Food Insecurity: BackSnack Program**—In conjunction with Harvesters, the JLKCMO provided 230 Lower School students with food for 34 weekends during the 2010-2011 school year, totaling 10,580 backpacks delivered.
2. **Making Healthy Food Choices: Teen Eats**—In partnership with Harvesters, the JLKCMO educated 200 Middle School students through a six-week cooking and nutrition program.
3. **Family Healthy Food Education: Side-by-Side**—Along with Harvesters, the JLKCMO trained 50 parents about cooking and nutrition on Sunday afternoons and evenings. While the parents attended classes, the JLKCMO organized activities for the school-aged children. The JLKCMO also provided weekly family dinners to all participants during this eight-week course.
4. **Healthy Food Education: Community Garden**—The JLKCMO built a community garden at University Academy.
5. **Healthy Lifestyle Programming: Fitness and Exercising Programming**—The JLKCMO provided innovative fitness programming to University Academy students.
6. **Healthy Cooking and Food Education: Kids in the Kitchen**—The JLKCMO shared additional nutrition and cooking education with University Academy students.

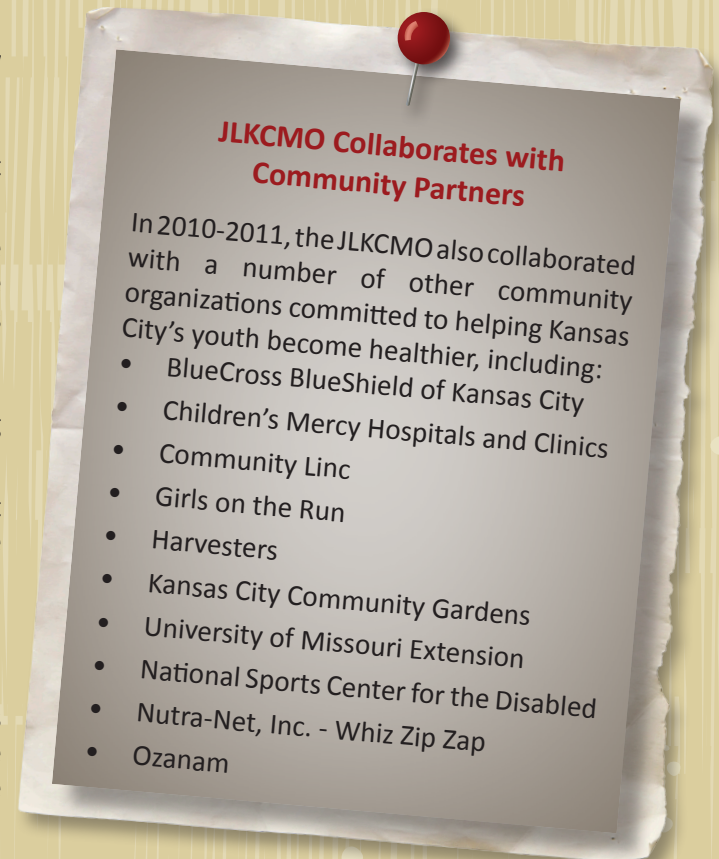
7. **Healthy Programming Integration: Classroom Adoption Program**—The JLKCMO new member class created 60-minute lesson plans to teach eleven first, second and third grade University Academy classes about nutrition and/or fitness.

According to Bush Helzberg, Chairman of the University Academy Board of Directors, he couldn't be more pleased with the JLKCMO's impact. "I feel like University Academy won the lottery," Helzberg shared. "Teachers are thrilled because students come in Monday morning ready to learn."

Those affiliated with University Academy aren't the only ones who feel lucky. JLKCMO Active Member Robin Rowland said it was one of the reasons she joined the Junior League. "So often you watch the news and see all these needs in the community and you want to do something," shared Rowland. "The Junior League brings together committed women who want to make a difference and makes it easy for them to be part of the solution."

Bieck agreed, "It's easy for us to come in because we have volunteers who are trained."

Feder couldn't agree more. "We're ready to do whatever we can to make this program a success," shared Feder, "one child, one family and one school at a time."



# Volunteers Change Kansas City

## JLKCMO Members Donate 18,630 Hours; Contribute Nearly \$610,000 to Mission

*"While most are looking for ways to take, the truly successful people are finding ways to give. With a giving attitude, every situation is an opportunity for success." - Unknown*

During the 2010-2011 year, JLKCMO leaders estimate that members donated 18,360 hours volunteering toward its mission, valued at \$392,169. Additionally, the JLKCMO donated more than \$215,000 to

support the community, including \$42,829 in one-time grants. In total, during the 2010-2011 year, the JLKCMO contributed nearly \$610,000 to its mission and bettering the Kansas City community.

"It has been an honor to work with so many amazing volunteers this year to make Kansas City a stronger community," recounted 2010-2011 JLKCMO President Deb Feder.



JLKCMO members take time out to pose for a photo.

### One-Time Grants Relieve 11 Community Agencies

During the 2010-2011 year, the JLKCMO Community Endowment Fund supported 11 community agencies with nearly \$43,000 in grants. The JLKCMO uses the Endowment Fund to provide one-time grants to Kansas City community-based not-for-profit agencies. These grants are specifically used to provide protection against the economic variations that affect fundraising on a year-to-year basis, as well as protect the agency from unexpected financial hardships.

Community Agency	Amount Granted
TLC for Children & Families, Inc.	\$2,500
The Family Conservancy	5,000
Girl Scouts of NE KS & NW MO, Inc.	5,000
Heartstrings Community Foundation	4,600
Hope House, Inc.	4,625
The Humane Society of Greater KC	1,228
Infant Toddler Services of Johnson Co.	4,576
Niles Home for Children	2,000
reStart, Inc.	5,000
Rose Brooks Center, Inc.	5,000
Wonderscope Children's Museum of KC	3,300
<b>Total Amount Granted</b>	<b>\$42,829</b>

# The Ultimate Volunteer

## Shawsie Branton Honored with International Lifetime Achievement Award at AJLI Convention

When you think of “the ultimate volunteer,” one name springs to mind: Mary Shaw “Shawsie” Branton. She has been a JLKCMO member for more than 65 years, assisted more than 60 organizations in the Kansas City area and served as a member of more than 30 Boards of Directors. Quite simply, Shawsie is a living legend who has made a significant and lasting impact on Kansas City.

And, in May 2011, at the AJLI Convention in Philadelphia, Delly Beekman, President of the Association of Junior Leagues International (AJLI), recognized Shawsie for her incredible volunteer efforts by presenting her with the Mary Harriman Community Leadership Award.

Named after the Junior League’s Founder, this distinguished lifetime achievement award recognizes just one woman each year out of more than 150,000 women in over 290 Junior Leagues throughout Canada, Mexico, the United Kingdom and the United States. The recipient must share and exhibit the Junior League Founder’s vast sense of social responsibility and have motivated others through effective volunteer service to improve social and economic conditions.

AJLI has given this lifetime achievement award to just 21 people, including notables like former U.S. Supreme Court Justice Sandra Day O’Connor and former Missouri State Senator Betty Sims.

Incidentally, of the 21 Mary Harriman award winners, Missouri is home to five – including two from St. Louis, one from Springfield and now two from Kansas City. The first Kansas City recipient was fellow JLKCMO Sustaining Member and Past President (1964-1965) Adele Hall who was recognized with this great distinction in 1996.

Like Adele, Shawsie has made it her life’s work to help others and has served as a role model to countless men and women. Shawsie has given a voice to those in need, serving as an advocate for children’s and women’s health, education and the preservation of arts and history. She championed ideas that were progressive and ahead of her time, breaking glass ceilings along the way. And in a time when women were less valued in society, Shawsie earned the respect of men with her no-nonsense approach to leadership and effective solutions.

Today, at 90 years old, Shawsie continues to actively volunteer in the Kansas City community. She firmly believes that volunteering all these years was just the “right thing” to do.

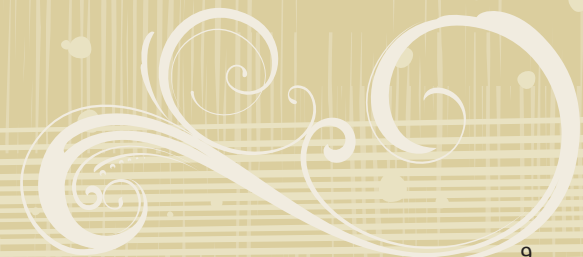
“I’m very humbled and flattered by this award, considering that the Junior League is all over the world,” says Shawsie. “I am grateful to have been a part of the Junior League of Kansas City, Missouri and to volunteer with so many great friends over the years.”



*AJLI President Delly Beekman Presents the Mary Harriman Community Leadership Award to Sustaining JLKCMO Member Shawsie Branton*

**“If someone was going to write a book about key Kansas City philanthropists, Shawsie Branton would be Chapter number 1.”**

*- Alex Burden, Executive Director of the Harry S. Truman Presidential Library*



# 100th Anniversary Nears

## Notable Impacts on Kansas City

Over the years, the JLKCMO has made a tremendous impact on Kansas City, including:

- Started the first public kindergarten in Kansas City
- Operated the Florence Crittenton Home for unwed mothers
- Volunteered at the Mattie Rhodes daycare nursery
- Organized bandage drives for the Red Cross
- Served families and young patients at Children's Mercy Hospital
- Operated the Girls' Advisory Bureau, an agency fostering mentoring relationships between women and young girls
- Helped create the Docent Program at the Nelson Atkins Museum
- Assisted in starting the CASA project of Jackson County
- Helped create the Children's Center for the Visually Impaired
- Helped start The Children's Place
- Helped fund the expansion and improvement of The Kansas City Zoo

## 50 Women Changed Kansas City in 1914

It's hard to imagine Kansas City without the famed Country Club Plaza or the Liberty Memorial. In 1914, neither landmark adorned this city, but what had been born that year on April 13th was the spirit of 50 women . . . 50 women who changed Kansas City and created a legacy of giving back.

After doing regular community service for two years, these 50 Kansas City women applied for and were granted status as the 14th Junior League in the United States. Since then, the Junior League of Kansas City, Missouri has grown to more than 1,400 members and has consistently worked to create and sustain organizations that address the issues of women and child health, education, domestic violence, mental health and physical disabilities.

To honor our founders and to celebrate the soon-to-be 100-year milestone, the Junior League of Kansas City, Missouri has been anxiously planning and setting aside funds since the 2005-2006 year. At the end of the 2010-2011 JLKCMO year, the 100th Anniversary fund balance was more than \$680,000.

The goal is to gift at least \$1 million. Previous JLKCMO anniversary gifts have included \$200,000 to create the Zoo Learning Fund for the 75th anniversary and \$7,500 for the beautification of Loose Park for the 50th anniversary.

During this past year, the 100th Anniversary Committee, led by Active Member Michelle McCune, has been hard at work researching and developing gift proposals in five focus areas: Fine Arts, Education, Women and Children, Beautification and Basic Needs and Public Services. Each gift proposal had to meet Board-approved gift criteria, including:

1. Visible impact
2. Self-sustaining
3. Celebrates voluntarism and is consistent with the JLKCMO mission
4. Recipient(s) has a history and relationship with the JLKCMO
5. Is relevant to all membership levels
6. Gift/Recipient has current and future viability

The 100th Anniversary Committee investigated more than 80 Kansas City agencies. "It's been such a rewarding process this year getting to know all about the wonderful non-profit organizations serving the Kansas City area," said Michelle McCune, 100th Anniversary Chair.

# JLKCMO Selects Gift Recipient

## JLKCMO To Help Kansas City Zoo Adopt Penguins

After much research, the 100th Anniversary Committee narrowed the selection to three agencies, including: The Nelson-Atkins Museum of Art (Project: Education Endowment Fund), The Kansas City Zoo (Project: Cold Weather Penguin Exhibit) and Children's Mercy Hospital (Project: Broadway Outpatient Clinic Building). "The 100th Anniversary Committee wanted the finalist organizations to serve the entire Kansas City area, all incomes and be open to all people in the community," shared McCune. I believe we really accomplished that goal."

During the April 2011 General Membership meeting, each of the three agencies had five minutes to share what the gift would be used for and why they should be chosen. Afterward, more than 300 Active Members in attendance cast their votes.

Finally, at the May 2011 General Membership Meeting, JLKCMO President Deb Feder announced the winning agency. "I am honored to share with all of you that our membership selected the Kansas City Zoo as the recipient of this magnificent gift," said Feder. "Please join me in welcoming and congratulating Randy Wisthoff, Executive Director of the Kansas City Zoo."

Wisthoff thanked JLKCMO members for the incredible gift and tossed stuffed penguins to audience members. "On behalf of the Kansas City Zoo, thank you, thank you, thank you," Wisthoff said. "This is a great honor. We can't wait to bring penguins to Kansas City!"

*The JLKCMO 100th Anniversary Gift will help fund the proposed Kansas City Zoo Penguin Plaza shown in this rendering.*



# Holiday Mart 2010

Holiday Mart Raises \$660,000; Increases Attendance by 10 Percent

**“It feels great to know our hard work will pay dividends in the community.”**

*- Karen Crnkovich, Holiday Mart 2010 Co-Chair*



*JLKCMO Member greets Holiday Mart shoppers.*

Talk with any seasoned Holiday Mart shopper and you will see firsthand how her eyes light up when she talks about Holiday Mart. Each year, she can hardly wait to grab her girlfriends and get to the shopping event of the year.

And this past year didn't disappoint, from October 21-24, 2010, the JLKCMO hosted its 23rd annual "Great Shopping for a Great Cause" extravaganza: Holiday Mart 2010. A planning committee of more than 55 JLKCMO women transformed the Overland Park Convention Center into a winter wonderland of shopping, featuring nearly 200 specialty retailers from across the country selling clothing and

handbags, home décor, jewelry, gourmet cuisine and much more.

Despite a lagging economy and a decreased marketing budget, Holiday Mart 2010 achieved record results, including an 18 percent increase in net revenue to an all-time high of \$660,000 and a 10 percent increase in traffic to a record attendance of more than 24,500 shoppers in just four days.

Holiday Mart 2010 co-chairs Karen Crnkovich and Jen Johnson attribute the success to a dedicated committee and increased marketing efforts. All four major Kansas City television stations covered the

# Achieving Record Results

event, along with two radio stations, *The Kansas City Star* and a number of magazines, including *Midwest Living*. The committee also extensively used social media to spread the message to 2,193 Facebook fans and 903 Twitter followers, creating even more buzz.

Each year, the amount of profit generated by Holiday Mart directly impacts the JLKCMO's ability to provide aid to underserved populations of the KC metro area. "We're thrilled with the results of Holiday Mart

2010," commented Crnkovich. "It feels great to know our hard work will pay dividends in the community."

*Since 1988, the Junior League of Kansas City, Missouri has delivered "Great Shopping for a Great Cause" with its signature fundraiser - Holiday Mart. Holiday Mart has raised more than \$8 million to support the JLKCMO's community projects. Approximately \$0.83 of every dollar raised supports the JLKCMO mission, programs and community impact project, which is currently Children's Nutrition and Fitness. Monies also support JLKCMO leadership development and training efforts to support the JLKCMO mission.*



*Holiday Mart 2010 co-chairs Karen Crnkovich and Jen Johnson pause for a quick photo.*

## **Holiday Mart 2011 Moves to Bartle Hall**

The Junior League of Kansas City, Missouri continues to cast a vision for fund development growth and the future of Holiday Mart. From 2004-2008, Holiday Mart was highly successful, raising an average of \$535,000 each year. However, this number has remained flat and the amount of retail floor space has been maximized.

With the Overland Park Convention Center contract ending in 2010, the JLKCMO wanted to explore all options.

"For nearly a year, the Junior League thoughtfully considered all options to grow Holiday Mart with the final conclusion to relocate to a larger venue," shared 2009-2010 JLKCMO President, Yvette Miceli. "This move will create top line revenue growth, bottom-line expense reduction, new partner opportunities and the potential for Holiday Mart to become a regional destination shopping event."



# The End of an Era

## The JLKCMO Resale Boutique Closed Its Doors After 77 Years

After serving the Kansas City community for 77 years, on April 30, 2011, the JLKCMO closed the Resale Boutique. For nearly eight decades, the Resale Boutique provided nice clothing at reasonable prices and raised money to support the JLKCMO mission. Although the original Thrift Shop changed its name, moved to various locations and changed its daily operations, the fundamental work and mission remained the same.

It all started back in 1934, when JLKCMO member Mrs. John Rhodes presented the concept for a Thrift Shop after her trip to the Junior League Convention in Toronto. At the time, this was a relatively new fundraiser concept that showed great promise. After the general membership voted about the idea in mid-September 1934, four short weeks later, the doors opened at 504 Westport Road. Junior League Members staffed the store full-time, sorting donations, performing marketing duties and acting as personal shoppers for each customer.

In the early years, the Thrift Shop could have closed when a fire destroyed much of the shop, but JLKCMO Members persevered and even turned a profit within three weeks of the fire. Since then, the Thrift Shop expanded its services and inventory, moved locations and added full-time staff, several of whom were customers.

Beyond serving the community, the Resale Boutique served as a great source of training and opportunity for Junior League Members. By working shifts at the Resale Boutique, JLKCMO Members learned first-hand about sales, management, marketing and finance. Beyond that, many lifelong Junior League friendships started at the Resale Boutique.

“Any venture that lasts more than 75 years is incredible,” reflected 2010-2011 JLKCMO President Deb Feder. “Even though we’re sad to see the Resale Boutique close its doors, it’s the right thing to do.”

At the May General Membership Meeting, Feder announced a new relationship with Big Brothers/Big Sisters. Based on weight, any donation to Big Brothers/Big Sisters, where the Junior League is mentioned, will result in dollars back to the JLKCMO.

“It’s a win-win for both organizations,” said Feder. To all who supported the Resale Boutique, as loyal customers, trained volunteers and dedicated staff members over its 77 year journey, we salute and thank each of you for making a difference.



*In 1954, the Thrift Shop, as it was then called, was located at 1017 Truman Road in Kansas City, Missouri.*

# The Start of a New Tradition

## Little Leaguers: JLKCMO Women Give Back Despite Being More Time-Pressed Than Ever

Today, more than ever, JLKCMO members are going to great lengths to balance the constant demands of being wives, working moms and active volunteers. Nearly 75 percent of JLKCMO volunteers work outside the home. Three out of every four JLKCMO members are married and almost half have children.

Colleen Goldblatt, a 10-year active of the JLKCMO, joined the Junior League in her early twenties as a young professional. “The Junior League has transitioned with me through every stage of life - being single, being married and now having kids.”

Today, Goldblatt is the proud mom of two little girls – Avery and Ellie. She still works full time outside the home, and in her spare time she runs a small start-up business with her husband. And, while Goldblatt meets the requirements to become a sustaining member, she’s not ready. “The Junior League is my “thing to do” and I’m not willing to give it up,” said Goldblatt. “I love it too much and still have a lot to give back!”

Occasionally over the years, Goldblatt would bring her older daughter, Avery, to a JLKCMO project. “Sometimes, I knew we could do the project together – like bag stuffings for Holiday Mart,” shared Goldblatt. “I wanted her to learn firsthand the importance of volunteering.”

Inspired by this, JLKCMO member Rachel Sexton thought of an idea . . . why not formally organize volunteer opportunities for moms and other JLKCMO members to do with their children/relatives? It would allow time pressed moms to continue to give back to the community and spend time with the kids, all while teaching them the value of giving back.

Sexton pitched the idea to the Membership Council, then to the JLKCMO Board of Directors. The Board unanimously approved the project and Sexton agreed to unofficially chair the new project named Little Leaguers.

Because funds were already budgeted for the 2010-2011 year, Sexton did not have a budget for this project, but that hardly slowed her down. She reached out to JLKCMO volunteers currently working on projects where young children may be able to help. As a result, Little Leaguers offered four volunteer events during its inaugural year, aimed at JLKCMO members and their families, including children ages 4-14.

**1. Helping Senior Citizens** – Little Leaguers worked with Brighton Gardens residents to paint and make fall crafts.

**2. Helping the Food Insecure** – Little Leaguers stuffed backpacks for Healthy U.

**3. Helping the Hungry** - Little Leaguers sorted and bagged oranges for Harvesters.

**4. Helping the Homeless** – Little Leaguers decorated 400 lunch bags for Reaching Out, Inc., which provides food to the homeless.

“I’m thrilled to be part of an organization where one member can create an idea and its leaders are willing to take a chance on it,” shared Sexton. “It was so incredibly rewarding to see the smiles on the little kids’ faces and know that we were helping make a difference in Kansas City.”

*Dinner Club Co-Chair Lindsay Weiss and her daughter Lauren display art created for the Little Leaguers sack decoration event.*



# More Than 1400 Members

## Hough & Wright Earn Above & Beyond Award

At the May Annual Meeting, President Deb Feder recognized Resale Boutique Co-Chairs Amy Hough and Sara Wright with the 2010-2011 Above and Beyond Award. Together, along with their committee, they spent hundreds, if not thousands, of hours strategizing and delivering an outstanding finish to the JLKCMO efforts in the rummage business. Congratulations, and thank you for a job well done!

2010-2011 Resale Boutique Co-Chairs Amy Hough (l) and Sara Wright (r) flank Resale Boutique Sustainer Advisor Nan Streen.



## JLKCMO Creates New Membership Option: Active Gold

During the 2010-2011 year, the JLKCMO had more than 1400 members, including more than 500 Active Members, nearly 100 New Members and roughly 800 Sustaining Members. Additionally, during its inaugural year, the JLKCMO had 7 Active Gold Members.

After three years of extensive research about membership options, the JLKCMO launched Active Gold during the 2010-2011 year.

According to Active Gold Chair, Amy Hill, this new membership option is perfect for the member who's thinking about going sustaining, but not quite ready yet. "What's best about Active Gold is that it gives members added flexibility to create their own placement by choosing the Junior League partners and programs they want," shared Hill. "We had a good time this year. It was a great group of women."

### JLKCMO Demographics

**Total Membership:** 1,414

**Age Range of Active Members:** 22-50

**Average Member Age:** 33

**Employment:** 74% full or part-time

**Status:** 73% married, 46% have children

799

SUSTAINERS

511

ACTIVE

97

NEW

7

GOLD

# Trainings Galore

## JLKCMO Offers More Than 25 Trainings

One of the cornerstones of the JLKCMO mission is training its members. Under the leadership of Director of Training, Maggie Kenefake, and Training Chair, Gina Stingley, the JLKCMO took its training efforts to a whole new level. During the 2010-2011 year, the JLKCMO offered more than 25 trainings, including 13 geared specifically for JLKCMO members to learn about the new impact area: Children's Fitness and Nutrition.

### Impact Area Trainings Included:

- Celebrating our Strengths: Children's Nutrition and Fitness Community Impact Area
- Make an Impact: Children's Nutrition and Fitness 101
- Pick a Peck of Pickled Peppers: Exploring Kansas City's City Market Farmer's Market
- Training Spectacular! KU Med #1
- Training Spectacular! Weighing In Collaborative
- Training Spectacular! NutraNet
- Training Spectacular! KC Community Gardens
- Training Spectacular! University of Missouri Extension Farm Food to Table Initiative
- Training Spectacular! Children's Mercy PHIT Kids
- Training Spectacular! KU Med #2
- Healthy U Challenge
- Hit the G-Y-M at the GMM: Training Event prior to the April Membership Meeting
- Insider Secrets about the Farmer's Market for Healthy Eating

### Other Trainings Included:

- Hitting a High Note: A Behind-the-Scenes Look at the Kansas City Lyric Opera
- So You Want to Join a Board? Tips, Tricks and an Inside Look on What it Takes
- Creative Design for Holiday Entertaining at the Webster House
- Secrets of a Coupon-holic: Tips for Saving with Coupons
- Antiques: Make New Friends But Keep the Old?
- Leadership Spectacular! Fundraising: Secrets of Fundraising and Grant Writing
- Leadership Spectacular! Minding Your P's and Q's
- Leadership Spectacular! Conflict Resolution
- Leadership Spectacular! Building Teams
- Leadership Spectacular! Creativity and Brainstorming
- Leadership Spectacular! Servant Leadership
- Boulevard Brewing Company Tour
- Me 2.0: Personal Branding in the Digital Age
- A Look Back in Time: The History of the Junior League of Kansas City, Missouri

### JLKCMO Honors Kimberly Craig As New Member Of The Year

At the May General Membership Meeting, Theresa Uchytel-Etler, New Member Education Chair announced the 2010-2011 New Member of the Year: Kimberly Craig. According to her New Member Advisor, Ann Walter, Kimberly is a joy and inspiration to those around her. "Kimberly completed all of her new member requirements early," said Walter. "She consistently went above and beyond to get the most out of her League experience and really enjoyed our involvement with Healthy U and University Academy."

# Award Winning Year

## JLKCMO Presented with Two Philly Awards

At the 8th Annual Philly Awards Luncheon in November 2010, NonProfit Connect awarded the JLKCMO with two Philly Awards for excellence in non-profit communications:

### 1st place award for the Children's Literacy Video -

This video celebrated the JLKCMO's 10-year commitment to improving Children's Literacy in Kansas City. Over the past 10 years, the JLKCMO has partnered with 33 Children's Literacy agencies, donated nearly 30,000 volunteer hours, collected and distributed more than 765,000 books and provided more than \$1.3 million in funding. The video demonstrated that through various efforts (television news broadcasts and other media

*Prairie Elementary School children and staff are excited to receive so many new books.*

highlights), the JLKCMO's community outreach was enhanced, further increasing the awareness of improving Children's Literacy in Kansas City.

### 2nd place award for the 2008-09 Annual Report -

In 2009, President Lisa Hoffman and the JLKCMO Marketing Council restructured the JLKCMO Annual Report and demonstrated that despite the dramatic

downturn of the nation's economy, the JLKCMO remained a vibrant organization. During the year, the JLKCMO responded to the needs of the Kansas City community with more than \$200,000 in grants to the community and an estimated 18,000 hours of volunteer service.

Congratulations!



# Community Service Award

## Sustainer Paget Higgins Named Community Service Award Winner

Each year since 1990, the JLKCMO has selected one recipient for the Junior League Community Service Award, the JLKCMO's highest honor. This award is presented annually to one exemplary Sustaining Member who has enriched the community at large through extraordinary public service.

At the May General Membership Meeting, Kristie Sigler, Community Endowment Fund Chair, recognized Sustaining Member Paget Higgins as the 2010-2011 Community Service Award winner. Higgins has been highly involved both in the JLKCMO and in the community.

Since its inception in 1978, she's volunteered at The Children's Place, a Kansas City agency committed to meeting the developmental and mental health needs of the very youngest survivors of abuse, neglect and other trauma. She has also served on The Children's Place Board of Directors.

Additionally, Paget has been an extremely active volunteer with not one, but two hospitals in town- Saint Luke's Hospital and The Children's Mercy Hospitals and Clinics. She has chaired the Jewel Ball,

is a member of BOTAR, the Society of Fellows at the Nelson-Atkins Museum of Art and the Westport Garden Club. She has served over a quarter century on the Harriman-Jewell Series Board, where she served as chair for four years, was instrumental in the foundation of the Society of Patrons, founded the Second Generation group of Young Art Supporters and chaired the memorable Pavarotti benefit. She serves on the Alumnae Board and scholarship committees for the Barstow School and is an active member of the Smith College Alumnae chapter in Kansas City.

Perhaps one of her nominees said it best, "She considers it a privilege to be involved in meaningful ways. It is her way to lead quietly by example."

In recognition of Paget's outstanding service, a \$1,500 donation has been made to The Children's Place.

Congratulations, Paget! Thank you for representing the Junior League so well in the Kansas City community!



**"I love volunteering in the classroom and seeing the impact that can be made on children's lives."**

*-Paget Higgins, Sustainer*



# Financial Reports 2010-2011

## Statement of Financial Position

May 31, 2011 with comparative totals for May 31, 2010

	2011 TOTALS	2010 TOTALS
<b>ASSETS</b>		
CASH & CASH EQUIVALENTS	\$ 749,965	\$ 686,138
INVESTMENTS	4,041,054	3,235,471
INVENTORY	-	194,547
PREPAID EXPENSES	26,360	55,514
PROPERTY & EQUIPMENT (at cost, less accumulated depreciation)	1,373,943	1,413,858
<b>TOTAL ASSETS</b>	<b>\$ 6,191,322</b>	<b>\$ 5,585,528</b>
<b>LIABILITIES</b>		
ACCOUNTS PAYABLE & ACCRUED EXPENSES	\$ 57,403	\$ 54,676
DEFERRED REVENUE	166,812	171,620
<b>TOTAL LIABILITIES</b>	<b>224,215</b>	<b>226,296</b>
<b>NET ASSETS</b>		
UNRESTRICTED		
GENERAL		
DESIG.: FUTURE COMMUNITY PROJECTS	983,712	1,088,754
DESIG.: FUTURE CAPITAL EXPENDITURES	52,838	45,374
DESIG.: FUTURE DEPRECIATION	54,187	53,652
UNDESIGNATED	774,381	734,749
DESIGNATED FOR BUILDING	2,215,561	1,905,369
DESIGNATED FOR QUASI-ENDOWMENT	1,190,360	916,231
DESIGNATED FOR 100TH ANNIVERSARY	696,068	615,103
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>5,967,107</b>	<b>5,359,232</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 6,191,322</b>	<b>\$ 5,585,528</b>

## Statement of Activities

Year Ended May 31, 2011 with comparative totals for the Year Ended May 31, 2010

	2011 TOTALS	2010 TOTALS
<b>SUPPORT AND REVENUE</b>		
PUBLIC PROGRAM SUPPORT & REVENUE	\$ 1,028,013	\$ 942,656
LESS: COST OF PUBLIC PROGRAM		
SUPPORT & REVENUE	(467,386)	(472,576)
<b>NET PUBLIC PROGRAM</b>		
<b>SUPPORT &amp; REVENUE</b>	<b>560,627</b>	<b>470,080</b>
MEMBERSHIP DUES & FEES	103,165	103,728
CONTRIBUTIONS	67,804	9,037
INVESTMENT INCOME	726,667	628,774
OTHER	14,884	10,679
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>1,473,147</b>	<b>1,222,298</b>
<b>EXPENSES</b>		
PROGRAM SERVICES	546,712	611,407
MANAGEMENT AND GENERAL	114,694	112,251
<b>TOTAL EXPENSES</b>	<b>661,406</b>	<b>723,658</b>
CHANGE IN NET ASSETS BEFORE		
DISCONTINUED OPERATIONS	811,741	498,640
<b>DISCONTINUED OPERATIONS</b>		
INCOME (LOSS) FROM OPERATIONS OF		
RESALE BOUTIQUE	(203,866)	24,134
CHANGE IN NET ASSETS	607,875	522,774
NET ASSETS, BEGINNING OF YEAR	5,359,232	4,836,458
TRANSFERS DURING THE YEAR	-	-
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 5,967,107</b>	<b>\$ 5,359,232</b>

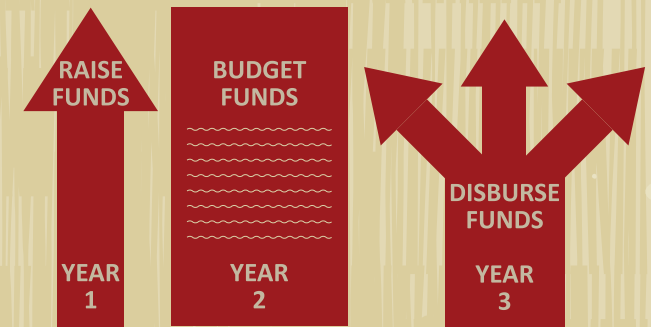
### Statement of Functional Expenses

Year Ended May 31, 2011 with comparative totals for the Year Ended May 31, 2010

	2011 PROGRAM SERVICES	2011 MANAGEMENT & GENERAL	2011 TOTAL EXPENSES	2010 TOTAL EXPENSES
SALARIES AND WAGES	\$ 122,018	\$ 77,415	\$ 199,433	\$ 193,245
PAYROLL TAXES & BENEFITS	28,697	18,366	47,063	44,035
TOTAL SALARIES & RELATED EXPENSES	150,715	95,781	246,496	237,280
COMMUNITY PROJECT FUNDING	190,604	-	190,604	230,367
COMMUNICATIONS	18,406	1,378	19,784	26,454
ADVERTISING & PROMOTIONS	37,580	50,631	88,211	112,011
PROFESSIONAL EXPENSES	11,381	39,264	50,645	46,101
OFFICE EXPENSES & PRINTING	526	11,761	12,287	12,875
POSTAGE	-	3,547	3,547	3,853
OCCUPANCY	21,539	102,704	124,243	129,824
TELEPHONE	-	2,049	2,049	350
REPAIRS	21,679	24,173	45,852	38,280
RAXES	-	12,796	12,796	9,567
CONFERENCES, CONVENTIONS, MEETINGS	46,628	160,043	206,671	246,848
MEMBERSHIP MEETINGS	7,373	4,916	12,289	11,352
RENTAL EXPENSE	-	36,015	36,015	30,471
MISCELLANEOUS	7,688	15,351	23,039	5,914
TOTAL EXPENSES BEFORE DEPRECIATION	514,119	560,409	1,074,528	1,141,547
DEPRECIATION OF PROPERTY & EQUIPMENT	32,593	21,728	54,321	54,687
TOTAL GROSS EXPENSES	546,712	582,137	1,128,849	1,196,234
LESS: COST OF PUBLIC PROGRAM SUPPORT & REVENUE	-	466,923	467,386	472,576
TOTAL NET EXPENSES	\$ 546,712	\$ 115,214	\$ 661,463	\$ 723,658

### Three Year Budget Process

The Junior League of Kansas City uses a three-year budgeting process. In year one, we raise the funds. In year two, we budget the dollars and finally, in year three, we spend the money. For example, the money spent during the 2010-2011 year was actually raised in 2008-2009. This process safeguards the JLKCMO against any unforeseen economic downturns.



If you would like to see a copy of the full audit of the fiscal year ending May 31, 2010, please contact the JLKCMO Treasurer at [info@jlk.org](mailto:info@jlk.org). You may also review a copy at JLKCMO Headquarters during normal business hours.



# Thank You For Your Generous Gifts

A special thank you to all those listed below who have given a financial gift to the Junior League of Kansas City, Missouri between April 1, 2010 and March 31, 2011. Your generous contributions have helped us to make Kansas City a better place to live. Thank you for your continued support!

## 100TH ANNIVERSARY FUND

Elizabeth Allen  
Suzanne Allen  
Mary Barlow  
Marque Ann Barton  
Ginny Beall  
Rebecca Benson  
Jody Beynon in honor of Christina Beynon  
Stacey Bishop  
Lucie Black  
Kay Bleakley  
Sharon Bold  
Mary Branton  
Pam Bruce  
Priscilla Calkins  
Sara Colt  
Laura Crowe in memory of Kathryn Crowe Koslowsky  
Jill Dean  
Ericka Duker  
Barbara Gattermeir  
Charlotte Gibson in memory of Kathleen Gibson  
Joanna Glaze in memory of Ruth O'Crowley  
Georgina Goetz  
Jeannette Goss in memory of Janice Woodbury Heller  
Carlene Hall  
Jean Hall  
Jo Hamilton in memory of Betsy Hamilton Rowley  
Marla Harper  
Marti Hatridge

Kathryn Heddens  
Judith Heeter  
Lisa Hickok  
Geri Higgins  
Lisa Hoffman in honor of 09-10 President Yvette Miceli  
Dianne Hogerty  
Carolyn Holden  
Lora Hopkins  
Hampton Hubbard  
Roberta Huddleston  
Susan Hughes  
Amy Hunkeler in honor of Nikki Hokanson's birthday  
Judy Hunt  
Trula Hunt  
Sudy Hurst in memory of Laddie Mann  
Jennifer Indyk  
Jen Johnson  
Nancy Jones  
Martha Julian  
Laura Kaiser  
Jean Kiene  
Linda Kornitzer  
Audrey Langworthy  
Florence Loomis in memory of Julia Shellabarger Porter  
Mary Mahon  
Virginia McCoy  
Ellen Merriman  
Virginia Moffett  
Patty Nicholson  
Lynne O'Connell  
Marilyn Patterson  
Marie Pawsat  
Carla Revare  
Mary Jo Saviano in memory of Vi Alexander  
Marissa Schaffner  
Katherine Schorgl in honor of Endowment Fund Chair  
Kristie Sigler  
Helen Shackelford  
Genie Shoffey  
Kristie Sigler  
Jeanne Sosland  
Jeanne Sosland in honor of 09-10 President Yvette Miceli  
Susan Spaulding

Toni Stancil  
Judy Stokes  
Jo Sullivan  
Ann Sundeen  
Davoren Tempel  
Ann Tinsman in memory of Carole Tinsman  
Mary Truog  
Amy Tysseling  
Jean Wagner  
Cami Walker  
Joan Wells  
Allison White  
Elizabeth Williams in honor of Peggy West  
Sally Wood

## COMMUNITY ENDOWMENT FUND

Barbara Adam in honor of Betty Goolsbee  
Marque Barton  
The Ross & Marianna Beach Foundation, Inc. in honor of  
Carrie Edwards  
Ginny Beall  
Joan Bellinghausen  
Jane Benson, Jan Bergeson, Jane Carver, Fran Gerritz,  
Martha Hiatt, Patricia Hudson, Lisa Leonard, Rusty  
Munyan, Sally Ott, Heather Ryan, Genie Shoffey, Helen  
Smith, Judy Stokes & Mary Jo Truog in memory  
of Ruth O'Crowley  
Jody Beynon  
Sharon Bold  
Mary Branton  
Mary Brink  
Elise Chapline  
Linda Cook  
Catherine Corey  
Linda Cozad in memory of John McCoy  
Elizabeth Dilworth  
Judy Donnelly  
Carrie Edwards  
Sue Esrey  
Barbara Gattermeir  
Carolyn Gibbs  
Kathy Hagen  
Marla Harper

# Friends of the JKCMO

Marti Hatridge

Lisa Hoffman in honor of 09-10 President Yvette Miceli

Lisa Hoffman in honor of the birth of Adeline Grace Johnson

Dianne Hogerty

Lora Hopkins

Hampton Hubbard

Roberta Huddleston

Judy Hunt

Trula Hunt

Nancy Jones

Martha Julian

Laura Kaiser

Christy LaHood

Natalie Larrabee in memory of Jean Hall Smart

Barbara Marshall

Susan McCann

Marilyn McConnell

Ellen Merriman

Yvette Miceli

Virginia Moffett

Sara Morgan

New Member Class of 09-10

Patty Nicholson

Lynne O'Connell

Marie Pawsat

Marina Samples in honor of Megan Samples

Becky Samuelson

Julie Schoemehl in honor of 09-10 New Member Class

Kristie Sigler

Jeanne Sosland in honor of 09-10 Sustainer Council

Toni Stancil

Susan Stannard

Cynthia Svec

Ann Tinsman in memory of Katherine Scarritt

Mary Jo Truog & Geraldine Vaughan in memory of Sally Beaver

Cami Walker

Patricia Wells

Rhea Winslow

Sally Wood

## GENERAL FUND

Armour Oaks Senior Living Community in honor of the Noteables

Bishop Spencer Place in honor of the Noteables

Elise Chapline in support of the Frindle event for

Children's Literacy

Deanna Diebolt

Hallmark Foundation in honor of Stacey Bishop, Jill Frasier,

Lissa Haag & Alexia Soukup

Jerry Glaser

Heather Gray in memory of Bud Roberts

Lissa Haag

Ben Harris in memory of Frances Webb Roosevelt &

Martha Witherspoon Harris

Nikki Hokanson in honor of 10-11 Planning Council

Maggie Kenefake

Izzi & Elliott Osman

JP Morgan Chase in honor of Julie Randolph & Vickie Herron

Kimberlee Ried

Mike and Karen Schaffner

Tara Wiley

## HEADQUARTERS BUILDING FUND

Barbara Backstrom

Ginny Beall

Mary Branton

Bunni Copaken in memory of Eileen Bell

Margaret Hall

Lora Hopkins

Trula Hunt

Nancy Jones

Martha Julian

Ellen Merriman

Virginia Moffett

Michelle Overstreet

Susan Stannard

## HOLIDAY MART 2010

Stacey Bishop

Lindsay Bowen

Karen Crnkovich

Mary Hunkeler

Trula Hunt

Jen Johnson

Martha Julian

Julie Lattimer

Caroline Lerro

Ellen Merriman

Virginia Moffett

Michelle Morse

Dena Nash

Marina Samples in honor of Megan Samples

Marissa Schaffner

Susan Stannard

## HEALTHY U SIGNATURE PROJECT

Anonymous Donor

Jennean Boeding

Jamie Botts

Cornerstone Bank

Ashley DeVilbiss-Bieck

Deb Feder & Andrew Osman

Harriet & Ron Feder

Kelly Hancox

Patty Karr

Susan & Steve Osman in honor of 10-11 President Deb Feder

Jen Ray

Julie Randolph & Stacey Bishop in honor of Marissa

Schaffner completing her MBA degree

Mike & Karen Schaffner

## HOLIDAY MART 2010 BENEFACTORS

Durrie Vision

Saint Luke's South

Dillard's

Associated Plastic Surgeons

Hen House Markets

Renewal by Anderson

Christmastreewarehouse.com

## HEALTHY U SPONSORS

Husch Blackwell Sanders LLP





**JUNIOR LEAGUE OF  
KANSAS CITY, MISSOURI**  
*Women building better communities*

[jlkc.org](http://jlkc.org)