

2013 to 2014

# ANNUAL Report

Junior League of Waterloo-Cedar Falls

**LEADERSHIP** **ENERGETIC**  
PUTTING INTUITION & EXPERIENCE TO WORK  
**JUNIOR LEAGUE** REIMAGINED  
POSITIVE HANDS-ON HELP  
INTELLIGENT AWARENESS  
**INVOLVEMENT** NETWORK SUPPORT  
ENLIGHTENED MEMBERSHIP **RELEVANT**  
**VOLUNTEER**  
**BRIGHT** LIVELY UNDERSTANDING  
ACTIVE FOCUSED HELP  
**ISSUE-BASED** HIGH-IMPACT  
INVESTING IN THE FUTURE



# President's MESSAGE

Last year was our 75th anniversary, and we celebrated our past – those who came before us and the multitude of ways that they have touched our community over the years. This year, we look to the future. In many ways, this year can be summed up in a single word: change.

While remaining conscious of those who came before us and all the work that they did to help the Junior League of Waterloo – Cedar Falls become a long standing fixture in the Cedar Valley, we have reworked many aspects within our organization. We began the year by implementing a new hours structure, a redesigned New Member program, and a fresh approach to Community Impact.

Our new hours structure helps to focus our energies more equitably over the different areas of our mission. As we are an organization that aims to enrich our members' lives as well as our community, a Membership category was added. We also created more flexibility between Fund Development and Community Impact requirements as we felt that both are equally important to what we do.

This fall, we returned to one New Member class, and welcomed eight new ladies. The New Member class took over Prom's Closet as their project. This allows them to 1) plan a fundraiser, 2) plan a community event, and 3) work on a project that is well established, low risk, and high reward. The event was wonderful and they demolished their fundraising goal!

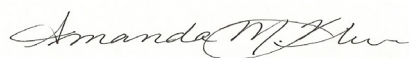
Perhaps our biggest change this year was in the area of Community Impact. Last year an ad-hoc committee was tasked with finding out what needs were not being met in our community and which of those needs our Members were most passionate about. This year we piloted several opportunities and events within the two major areas of "Teen Issues" and "Healthy Teen Living." However, over the course of this year, the two areas seemed to merge, and as a Membership we decided to make a midcourse correction. From there we had more detailed discussions and brain storming sessions and came out with "Career Building for Women" giving us a very different issue to pilot a project from.

We piloted a "Teen Night Out," a "Teen Service Day," and at the end of May a "Women's Career Conference". We have also done a lot of work with local foster care organizations and the Department of Human Services. We rolled out the "Apartment in a Suitcase" project which gives teens aging out of foster care a suitcase filled with everything they need to move into their first apartment.

We again joined with the Junior League of Cedar Rapids for our winter leadership training, bringing in organizational trainer Gale Mote. We have had a speaker at nearly every General Membership Meeting. We sent our President to the Fall Leadership Conference in Detroit, our President-Elect to the Winter Leadership Conference in Scottsdale, and our President-Elect, President-Elect-Elect, and two other Members to the Annual Conference in St. Louis.

None of this would be possible without our Members and our donors. Thank you to everyone for creating such a wonderful year!

Yours in Volunteerism,



## 2013-2014 EXECUTIVE COMMITTEE

President .....	Amanda Kline
President Elect .....	Jess Krogh
Executive Secretary .....	Kristi Tibben
Treasurer .....	Leah Reiter
Assistant Treasurer .....	Molly Morris
Director at Large .....	Sarah Pauls

## Financial REPORT

For the 2013-2014 League year, we set an operating budget of \$64,970 and are on track to meet that budget. The Treasurer and Assistant Treasurer reported on League's finances at the monthly Board meetings and General Membership Meetings and as questions arose. Monthly financials were completed by Bergan, Paulsen & Company, P.C. and are available at the League Office to review. Training was provided during Leadership Training sessions for Committee

Chairs to familiarize themselves with the financial procedures of League. Committee budgets were distributed, along with proper procedures for requesting reimbursement through expense authorization forms. Procedures for handling cash and preparing revenue receipts and cash batch reports were also discussed. The 2013-2014 financial budgets allowed more Members to attend conferences and Leadership trainings that included influential speakers. Active Member dues increased to \$111 and Sustainer dues increased to \$80 for the 2014-2015 League year.

## Marketing DEVELOPMENT

Marketing for our 76th year has been an exciting one! A new t-shirt design with bold graphics that promotes what Junior League of Waterloo-Cedar Falls is all about was made available for Members to purchase. Be sure to wear your shirt around town as it's a great Marketing tool!

A total of three League Logs will be mailed out this year. The first edition arrived in mailboxes after the Touch-A-Truck event, a second edition arrived to homes after Charity Ball, and the third League Log will hit the street sometime in June. The League Log is twelve eye-catching pages packed full of event coverage, images, and information that reaches approximately 500 recipients, sponsors, and donors. Bravo Printing in Cedar Falls has continued to print and mail the Log.

Weekly Updates go to our Membership every Friday to keep everyone up-to-date with any Fund Development and Community Impact Opportunities. We continue to use Facebook as a way to keep Membership and the community informed about League happenings.

Muse Photo Design provided photography services for Touch-A-Truck and Charity Ball, all other event photography were covered by the Marketing Committee. The Waterloo Courier, KWWL, and Q92.3 provided various coverage for our events throughout the year. We reached out to surrounding town and county newspapers for event coverage, such as Prom's Closet.

An ad-hoc committee was created for the selection of the two recipients for the \$750 scholarships as well as selection for the Golden Rose recipient. We had thirty highly qualified young ladies apply for one of the two \$750 scholarships that we awarded.

## FINANCE COMMITTEE

Leah Reiter, Treasurer (Chair)  
Molly Morris, Assistant Treasurer  
Jess Krogh, President-Elect  
Lori Beckman, VP of Fund Development  
Autumn Hurley, VP of Community Impact



## MARKETING DEVELOPMENT COMMITTEE

Vice President .....Jill Becker  
Assistant VP/League Log Editor .....Megan Hannam  
Communications Director .....Sara Moore  
Asst. Communications Director .....Julie Gardner

Committee Members  
Emily Cabbage  
Amy Miede

# Community Impact

The Junior League of Waterloo Cedar Falls continues on its journey to transfer our Community Impact from Project based community impact (IE – 3 year projects) to Issue based (IE – long term focus area). In the 2012-2013 League year, we put together a cohesive group consisting of community and League members to identify major issues within our community and provide a prioritized list of suggested issues to the Junior League Community Impact Council. The Community Impact Council and ADHOC committee worked together to present these issues to our Membership, preparing them for discussions regarding the actual issues of our community, and then allowing the membership to vote on the issues they felt the most passion to support. This exercise produced League support for Teen Issues and Healthy Teen Living as our pilot projects for this year. As the year has progressed, our Membership asked to consider adding a distinctly separate Issue Based Community Impact area to pilot as Teen Issues and Healthy Teen Living were considered too related in nature. The Board decided to take the Membership through the same activity of re-presenting the major issues Community Impact Council and ADHOC committee worked to present and had the Membership re-vote for a second issue area to focus efforts. Women's Career Development rose to the top and the Membership is now piloting two issues – Teen Issues and Women's Career Development this year. To support piloting Teen Issues, the Junior League focused on a Teen Night Out event, a Suitcase Project, and a Teen Service Day. To support piloting Women's Career Development, on May 30 we will be hosting our first ever Women's Career Development Conference!

## Teen NIGHT OUT

The Teen Night Out was held in January at the new Cedar Valley SportsPlex. This was a great opportunity to provide a fun and safe environment in the midst of the cold winter. Attendees were teens from The Boys and Girls Club, The Salvation Army, and throughout our community. "Minute to Win It" themed games from the television game show were created such as: "Face the Cookie" and "Temper Tantrum". Along with the opportunity to win an iPod Touch, day-passes to the SportsPlex, gift cards and other prizes. The Women's Philanthropy Connection partnered with our Members to volunteer at the event. Overall our Members, the teens and volunteers had a blast at the event! We heard from several of the teens that attended, that they had a great time and would love for us to do this again!



## Suitcase PROJECT

Our Suitcase project was kicked off after learning that there is a need in our community for suitcases or "Apartments in a bag" to be provided to Teens that are aging out of Foster Care and are moving out on their own into adulthood. Whether or not it be moving into an apartment or going off to college, they sometimes need everyday basics like towels, sheets, detergent and other basic necessities. Our Members shopped and put together eight suitcases packed with necessities that will be given out by the local DHS (Department of Human Services) to teens who have a need in the community.



## Teen SERVICE DAY

We received feedback during our Focus Committee research, that Teens in the areas would like the opportunity to help others within the community, however, they may not always have an outlet or a means to do so. Therefore, we created a Teen Service Day in April to coincide with Earth Day. Our Members and teens from the community worked with Grin & Grow daycare to clean up their Independence Avenue location for the summer. We had over twenty teens from a local youth group, Quakerdale, and the Salvation Army volunteer. We raked leaves, cleaned up trash, cleaned the play equipment, and planted flowers to spruce up the area. Afterwards a picnic lunch was held and everyone got to relax and admire their hard work.





## Women's Career

## DEVELOPMENT CONFERENCE

On May 30th we will be hosting our first Women's Career Development Conference. Attendees will be invited to hear a key note address "Succeeding with Your Strengths" from Active Member Traci McCausland. The event will have panels of area professionals that can offer expert advice on resumes, interviewing, and job offers. A resource fair will be available in-between sessions and we're exploring the addition of a speed mentoring opportunity at the end of the day. There will be an engaging panel of Junior League women who are successful in their own walk of life, whether that is running their own business, growing in middle management, staying at home, or working part time. Please spread the word about our great event and we look forward to your support.

## Additional ACTIVITIES

We partnered with the local AMP chapter (Achieving Maximum Potential), which is a group that brings together teens who are either a part of the foster care system or have previously been in foster care, together for bi-weekly meetings. There was a need for healthy snacks during their meetings, so our Members have been providing healthy snacks for their meetings each month since September.

We also impacted the community by supporting a few local events by providing wonderful desserts or appetizers from our cookbook. These events were: Hartman Reserve "Under the Harvest Moon" Fundraiser, Wahawks Softball Fundraiser, and Mayor's Top Teen Awards. To help support a strategic goal of reducing cookbook inventory, we donated to the WaHawk Softball Fundraiser to sell for proceeds to go to the boosters. We had three opportunities throughout the year for Members to stuff backpacks at the Northeast Iowa Food Bank for Operation Backpack.

## Enabling FUND

The enabling fund helps meet the immediate needs within our community, share Junior League resources without project commitment and to increase Junior League's impact and visibility within our community. The following projects were awarded grants through the Enabling Fund:

1ST GRANT – The first quarter enabling grant was awarded in October to ASPIRE Therapeutic Riding for \$1000. ASPIRE is a non-profit organization that specializes in offering individuals with physical, cognitive, and emotional disabilities a unique therapy through various horseback riding techniques. The grant was used to purchase additional therapeutic equipment, as well as replace worn out equipment that is integral to safely and effectively serving their clients.

2ND GRANT – In November, a \$1000 enabling grant went to The Boys & Girls Clubs of the Cedar Valley. The funds were used to purchase utensils & equipment for a cooking club being developed where Club members will learn not only about cooking, but also the importance of healthy eating. They now have a cooking club that meets regularly.

3RD GRANT- In January, an enabling grant was awarded to the Neighborhood Hub. They used the \$1000 grant for their Circles of Support (COS) program, which is a support group for families "who desire the tools necessary to bring about change in their own lives, and move toward self-sufficiency." The funds were used to assist families with essential baskets (personal care items), food boxes, gas cards, and phone cards.

## COMMUNITY IMPACT COMMITTEE

Vice President.....Autumn Hurley  
Assistant VP/Enabling Fund Grant Chair.....Holly Risetter

## Committee Members

Terri Briggs	Jacque Hildebrandt
Emily Tieskoetter	Jill Waddle
Carmin Stickfort	Karin Row

# Fund Development

Following the incredible year our League had for our 75th celebration, Fund Development in the 76th year has been just as exciting! The Fund Development Council, through its three main fundraisers, Touch-A-Truck, Charity Ball, and Prom's Closet, were able to raise just over \$43,000 this League year which surpassed our fundraising goal of \$42,000. Along with our Annual Campaign being held in the spring, our League tested the waters on participating in other smaller fundraising events as well, like the Park-to-Park water stop, the Buffalo Wild Wings fundraiser night, Younker's Community Days and a special week for the Junior League of Waterloo-Cedar Falls at Jameson's Public House in downtown Waterloo.

## Touch —A— TRUCK

This year's Touch-A-Truck had to battle with a large rainstorm that came through the morning of the event. Despite the weather many children and parents attended the event and still had a good time. Over thirty vehicles filled the pavilion for children to explore. This year we had a new entertainer, a magician, that was able to perform under the big top through the rain. We also had bounce houses, food vendors, and a colored hairspray and temporary tattoo booth. Special themed t-shirts were designed for the event. Volunteers could purchase gray shirts and there were t-shirts in pink, purple, blue, and green in children sizes. Overall the event was successful with many people excited for next year's Touch-A-Truck!

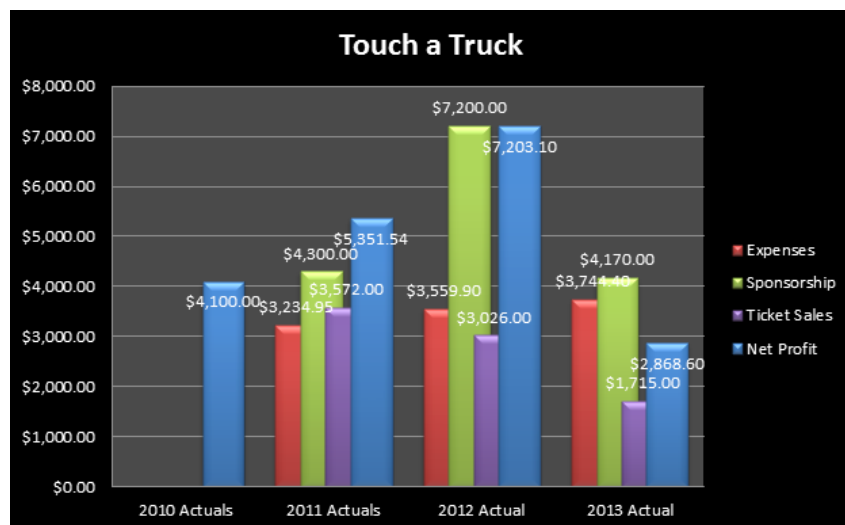


## FUND DEVELOPMENT COMMITTEE

Vice President .....Lori Beckman  
Assistant Vice President .....Michelle Clark

Touch-A-Truck Committee  
Danielle Stiegemeier (Chair)  
Tammy Baish (Assistant Chair)  
Jennifer Stevenson Elysia Jones  
Katie Flores Sarah Clark  
Rita Burns Dana Johnston  
Brittney Weber Krista Olmstead

Charity Ball Committee  
Traci McCausland (Chair)  
Julie Girsch (Assistant Chair)  
Kellie Robbins Shannon Kazynski  
Amanda Harrison Shaylin Marti  
Stacey Simmer Brittany Ruff  
Kristin Meany-Walen Allison Walker



## Sustainer UPDATE

This year's Sustainer Representative, Sue Smith, enjoyed setting up opportunities for Sustainers to gather socially. Sustainers had a winter social, in December, at Sue's home. In February, they met in the lounge of Montage for an evening of wine, food, and conversation. Tami Stahl hosted the Spring Fling social for Actives and Sustainers in her home on May Day. Sue also worked with Sustainer, Jodi Deery, to arrange a shopping evening at Jennifer's (Jodi's store) at the end of May. Aside from being a "social coordinator" Sue attended many of the Board meetings to provide helpful advice.

# Charity BALL

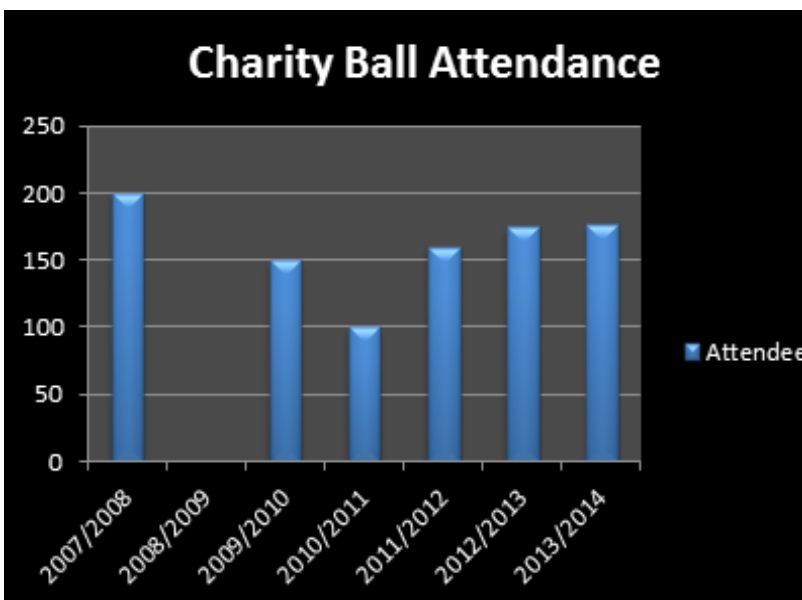
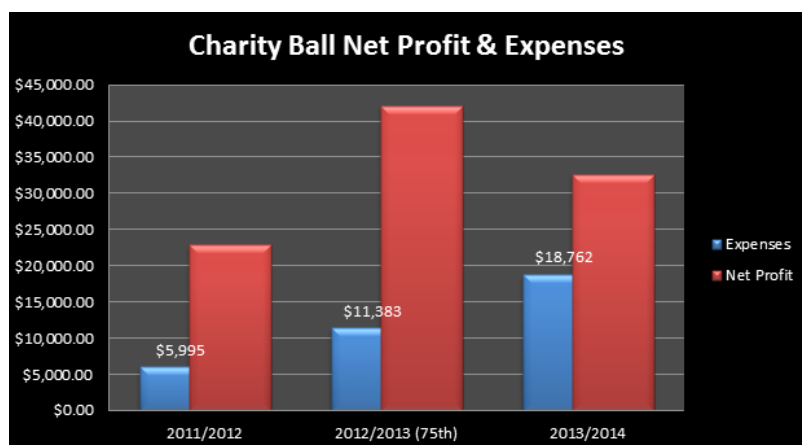
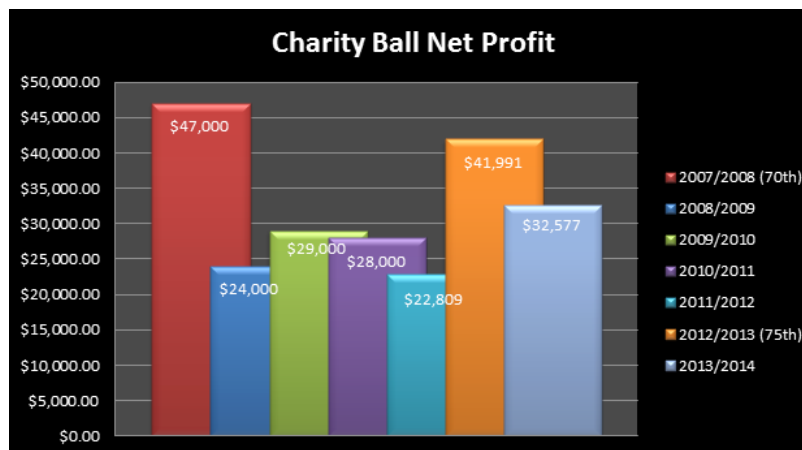
## Fund Development

The Hilton Garden Inn was beautifully transformed into the Big Apple on December 7 in celebration of the 76th Anniversary of the Junior League of Waterloo-Cedar Falls. This year's Charity Ball, "New York City Nights," wowed the 175 attendees with a red carpet arrival, The Cedar Valley Chamber Music string trio, city skyline photo opportunities by Muse Photography, and dancing with Ultimate Entertainment.

Event attendees enjoyed their choice of New York Surf and Turf, Blue Cheese Crusted Pork Loin, or Salmon a la Grecque with delicious skyscraper and "I Love NY" themed cupcakes provided by Scratch Cupcakery for dessert. The ballroom was adorned with thousands of dollars in New York City decorations, graciously donated by Tammy Green, Owner of Ladybugs Event Planning & Rental. Specialty tables featured Yankee Stadium, Central Park Zoo, Carnegie Hall, Broadway, NYC Firefighters, Police, and a tribute to 9/11 featuring the Twin Towers and two glowing light beams.

The program included a Heads and Tails game, a chance to buy a key to unlock a Treasure Chest worth over \$800 in local gift certificates, an impressive silent auction of 70 packages, and an exciting live auction courtesy of the auctioneering talents of Jodi Sweeney-Egeland. Highlights of the live auction included a Gary Kelley print, Hawkeye sports package, gourmet dinners, and trips to Keystone, Cape Cod, North Georgia, and New York City! In addition, a beautiful diamond pendant, donated by Facets by Susong, was won by Darci Ritter.

New York City Nights raised over \$32,500 thanks to the support of Charity Ball attendees and hundreds of corporate and individual sponsors. This amount successfully exceeded the League-set goal of \$25,000 by 30%!



# Membership Development

## MEMBERSHIP DEVELOPMENT COMMITTEE

Vice President .....Hillary Annis

Assistant Vice President .....Katy Harbaugh

### Membership Mentors

Shasta Locke

Laura Lockert

Kari Jansen

Ashley Shaw

### New Member Committee

Katy Susong (Chair)

Sam Barrett (Chair)

Melissa Hansen

Christy Stolz

Jennifer Robinson

### Meetings & Education Committee

Melanie Knipp (Chair)

Diana Diaz

Amy Knoll

Haley Wheeler

## Meetings & EDUCATION

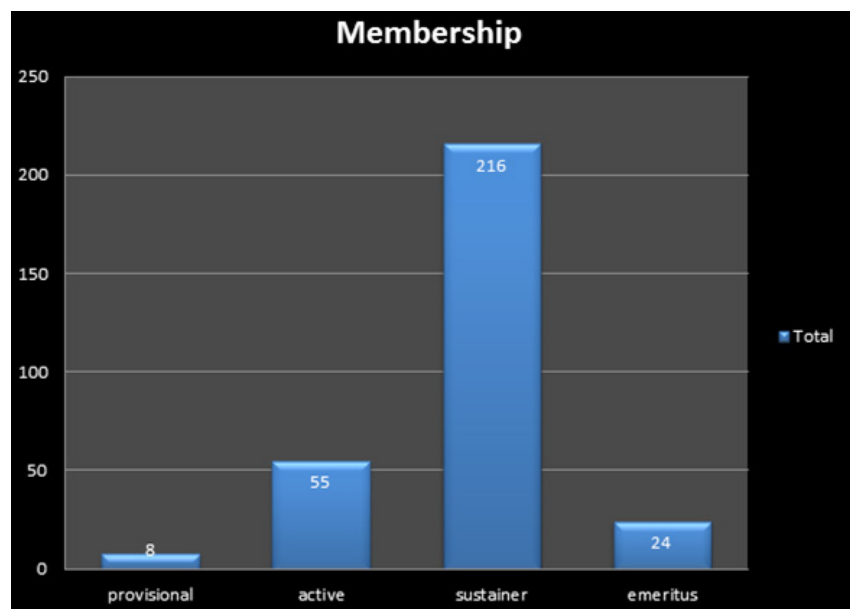
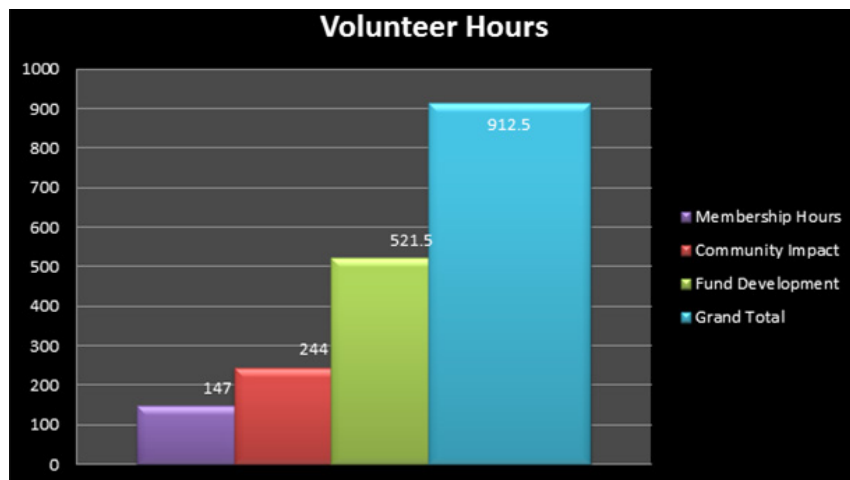
The Meetings and Education Committee incorporated one of the League's main focuses (healthy teen living, community involvement, etc.) during each meeting. Our main purpose was to help provide our Members with meetings they would enjoy and encourage Member turnout. Our Committee had three major responsibilities: General Membership Meetings (GMM), Bring a Friend Meeting, and Annual Dinner. For our GMM's, we got approval to choose recipes from our cookbooks and other sources. This was so we could incorporate recipes for vegetarian, vegan, or gluten free individuals. Our guest speakers spoke about health and nutrition or they spoke about their particular organization and how it impacted our community.

The Bring a Friend Meeting was hosted at the Cedar Falls Library. The Cedar Rapids JL President, spoke to us about their "Suitcase Project". It inspired discussion about what our League's main purpose was and how we were going to find a core focus. Jess Krogh, our President Elect, further explained how the events and projects we decide to do in the future will continually tie back to our main purpose. The "after hours" location was at Tony's Pizzeria and it was the most attended "after hours" of the year.

Our Annual Dinner will be held at The Cedar Falls Woman's Club. Our Guest Speaker is Melissa Reid who presents on the "Leadership in Me" Program. She will walk us through the Seven Habits of Highly Effective People. We will honor our Golden Rose recipient and Scholarship winners. We will wish a fond farewell to our dedicated President Amanda Kline and a warm welcome to our new President Elect Jess Krogh.

## First Impressions COOKBOOK

As of April 10th, 2014 we have 11,641 First Impression cook books on hand and sold/donated about 173 books in the 2013-14 year. We donated 1,534 to a number of organizations. In May we are planning on donating 100 books to the Woman's Career Conference. We are constantly looking for new ideas to sell our books and are open to suggestions from our Membership.





## Membership Mentors

## Membership Development

### -NOMINATING PLACEMENT

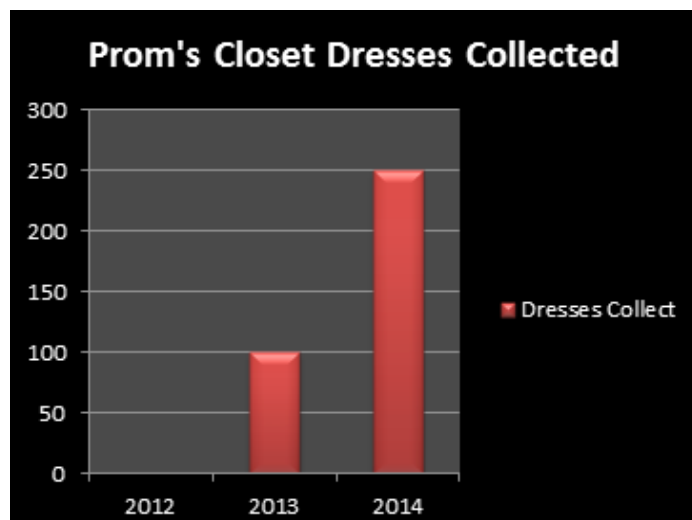
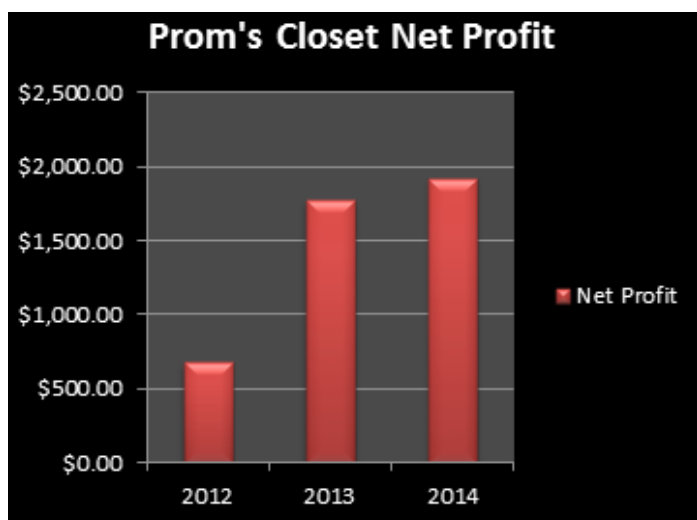
The Membership Mentor Committee is responsible for choosing future leaders and serving as mentors for new and current Members. This committee consisted of five Membership Mentors and the Vice President of Membership who also serves as a mentor. Each Membership Mentor held three successful Membership Mentor Meetings in September, January, and March following the General Membership Meetings. At these meetings Members updated contact information, learned about leadership positions to complete the straw ballot, and made committee preferences. Prior to the January General Membership Meeting, the Membership Mentors held a One-on-One meeting with each member in their Membership Mentor group to discuss her goals and expectations for Junior League Membership. These interviews were helpful when slating the Leadership Team in January and placing Members on committees in March. Utilizing the Straw Ballot, a strong slate for next year's leadership team was presented and approved.

## New MEMBER

This year we returned to a single New Member class with eight New Members. The first half of the year was dedicated to education on the Junior League mission and components of the Junior League of Waterloo-Cedar Falls. During the second half of the year, the New Members used their knowledge to plan and successfully execute the 4th annual Prom's Closet event. This was the first year New Members were solely responsible for the event.

## Prom's CLOSET

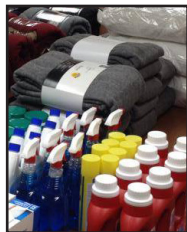
Prom's Closet was held at Crossroads Center on the evening of Friday, March 28th, and all day Saturday, March 29th. New Member Nina Forcier chaired the event, and with the planning efforts of fellow New Members Cheryl Ewers, Hannah Leffler, Laura Stammler, and Kristen Toppin, this year's event was a great success! The New Members collected 255 new and gently used dresses this year to add to the inventory carried over from the previous year. Q92.3's Aaron Santini was on location as high school students flooded the store on Friday night, while KWWL captured those students who came at the opening on Saturday morning. Customers eagerly browsed through the racks of dresses, accessories, and shoes, while enjoying cookies and punch donated by Junior League Members. Several customers expressed their appreciation of the opportunity to buy a dress for \$10, one girl even stated that this event was the reason she was able to attend prom. The results of this year's event were sales of 170 dresses, as well as the donation of 15 dresses to high school girls in foster care. Altogether, the event raised a total of \$1,924!



# A Year in Review









# Scholarship RECIPIENTS

This year marked the ninth year that we have awarded scholarships to two deserving young ladies. We had thirty highly qualified applications to review. Applications were distributed to all high schools in the following counties: Black Hawk, Bremer, Buchanan, Benton, Tama, Grundy, Butler and Fayette. Two \$750.00 scholarships were given to two young ladies who demonstrated the qualities that Junior League values including: voluntarism, leadership, and academic achievement. Congratulations Shayla & Emily on your hardwork throughout your High School career and we wish you all the best in the future!

**Shayla Kopriva** is currently a senior at North Tama High School. Her future plans are to attend Kirkwood Community College to earn her Associates degree; then transfer to the University of Iowa where she plans to major in Exercise Science with a minor in Spanish. Shayla plans to continue on with her schooling and become a physical therapist.

National Honor Society has been the primary organization that Shayla has volunteered with over the last three years. She also has volunteered with North Tama Student Council, STEM festival, Anti-Bullying campaign, Feed My Starving Children, and various church activities just to name a few.

Shayla has been very involved in activities at her high school including: chorus, Spanish Club, volleyball, softball, basketball, soccer and Dance Team. She also works as a waitress at Czech Point.



**Emily Halbach** is a senior at Janesville High School. She plans to attend the University of Northern Iowa next year to study Biology/Pre-Med and Spanish. She will also be involved in the Honors Program.

A couple of places Emily spends her volunteer time are: Cedar Valley Hospice, Health Council and the Blood Drive. At the Cedar Valley Hospice she has volunteered at several fundraising events, baking cookies and in the Hospice Home as a patient/family volunteer for approximately 4-7 hours monthly. She also volunteers for the Health Council and Blood Drive.

She has also invested a great deal of volunteering (40+ hours) for the "Smile Big" Project in which she started herself. In 2011, Justin Bradfield, an eleven-year-old from Janesville was struck and killed in a school bus accident. She proposed the "Smile Big" Project in Justin's name after his infectious smile and positive attitude. She spent time preparing and researching SDS (Student Detection Systems) to be installed on buses. She also was responsible for the established and communicated processes and timelines to raise the money. Since the foundations inception during the 2011-2012 school year, the Iowa Department of Education authorized a state-wide pilot program for the sensors in multiple school districts during the 2012-2013 school year.

Emily also has also received many honors and awards during her high school career. She is involved in several sports and has received multiple awards involving "On-A-Roll" Athletic Achievement. She is involved with Speech and Debate. She has obtained an Air Force Recruiting Certificate of Appreciation and was selected as 1 of 90 Iowa students to participate in the NASA Student Space Design competition in Houston.

