

2014 to 2015

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

SERVE
ASSIST
DRIVEN
WISDOM
HELP
AIDING
DYNAMIC
INSIGHT
VIGOROUS
AID

President's MESSAGE

And another year is in the books! This, the 77th year, was in many ways like each and every year of our League's existence – successful! I am so very pleased to say that from the Board, to the Leadership team, to each and every Committee Member, we met our major goals for 2014–2015!

Some items to highlight throughout the year include recruiting a large New Member class who executed another very successful event with Prom's Closet; our two main fundraisers, Touch-a-Truck and Charity Ball, of which both surpassed their fundraising goals, our Finance Council for another year of a balanced budget; and our concentration on increased marketing at our events by engaging with various media sources throughout the Cedar Valley and having a unified look at each JLWCF event.

Two key areas of focus for the 2014–2015 League Year were to select a Community Impact Issue Area that our League is to support for many years to come, and to split our Leadership team into a Governance (Strategic) Board and a Management (Tactical) team. Teen Issues was voted in as our focus area, and we have started our journey on impacting and effecting teenagers in our community with a program series titled YOLO Y.E.S. As our journey has just began, the amount of potential we have to continue to grow this series, create new programs, and truly impact teenagers in our community is very exciting! With this issue area intact, all of the other areas of our League start to naturally fall into place which creates greater success for each Committee and Council along with a more satisfied Membership. When a Waterloo–Cedar Falls do?" – We now have an answer! This helps us to raise funds for the teenagers in our community, and it helps us to better engage the media and gain exposure throughout the community. The change in Leadership to a Governing Board and a Management Team was fully supported by our Members and resulted in updated By-Laws and a much-needed, highly desired job description document. We are looking forward to concentrating on strategic planning for our League in the upcoming years along with executing our day to day operations and annual goals.

I cannot say Thank You enough to each and every Member for your time and commitment to our organization, our mission, and our Community Impact focus area. Please celebrate your successes and we look forward to a great 78th year!

Your,



#drivenbyourpassion

2014–2015 EXECUTIVE COMMITTEE

President Jess Krogh
President Elect Sarah Pauls
Executive Secretary Emily Cabbage
Treasurer Molly Morris
Assistant Treasurer Haley Davis
Director at Large Traci McCausland

Financial REPORT

For the 2014-2015 League year, we set an operating budget of \$69,193 and are on track to meet that budget. All of our major fundraisers this year exceeded our expectations, which is always a great outcome. The Treasurer and Assistant Treasurer reported on Junior League's finances at the monthly Board Meeting and General Membership Meetings as well as when 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 Junior 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 2014-2015 financial budgets allowed for more Members to attend conferences and to help with our kickoff year of the YOLO Y.E.S. project. We were also able to hold speaker nights which were influential and beneficial to Membership.

Marketing

DEVELOPMENT

Marketing continues to grow in our 77th year. We have gone from clipping, snipping and gluing to click, print and distribute. The League Log is our primary marketing tool. It is released three times a year and includes event coverage, images and information that reaches over 500 plus recipients, sponsors and donors. The League Log showcases our work, educates others and spreads the word about Junior League.

The Weekly Update is a tool we use internally. The Update goes out to our Membership every Friday. It keeps Members informed of opportunities and events going on within League. The revised format has clickable links which helps gives our Members direct access to our website so they can sign up to volunteer and register for events.

Our website continues to grow and offers a good foundation for web presence. Social media platforms like Facebook and Twitter continue to benefit Junior League's Members and our community with instant awareness. Outside marketing help comes from KWWL, local radio stations and the Waterloo-Cedar Falls Courier. These marketing resources help us reach surrounding communities.

Marketing is constantly evolving and creating awareness is key. We look forward to creating new ways to market our League and learn about other opportunities so we can continue to educate the community on what we do and in turn, benefit the community.

MARKETING DEVELOPMENT COMMITTEE

Vice President Megan Hannam
 Assistant VP/League Log Editor Kristi Tibben
 Communications Director Julie Gardner

Committee Member: Shannon Kazynski

FINANCE COMMITTEE

Molly Morris, Treasurer (Chair)
 Haley Davis, Assistant Treasurer
 Sarah Pauls, President-Elect
 Michelle Clark, VP of Fund Development
 Holly Risetter, VP of Community Impact



Community Impact

At the September GMM, the Active Members voted to establish Teen Issues as our official focus area. In the Fall, the Community Impact Committee met with members from local organizations to determine what the needs are for teens in the community and if Junior League would be able to make an impact on the lives of Cedar Valley teens. It was met with great enthusiasm by the local organizations and the CI committee was confident that our time & resources would make a positive impact. After much discussion, it was determined one of the greatest needs in the community was making a valuable connection with middle-school-age students as this is the age when they are most vulnerable to outside influences. We believe we met this need with our YOLO Y.E.S. series as well as our other activities, described below.

YOLO – Y.E.S. YOUTH EMPOWERMENT SERIES

The Community Impact Committee kicked off our new focus area, Teen Issues, with a youth empowerment series. After polling some young adults, the committee came up with the name, YOLO (You Only Live Once) Y.E.S. (Youth Empowerment Series) for the series of 4 meetings held at Bunger Middle School. About 20 Bunger students came each month to learn important life-skills in a fun environment. At the end of each session, the students who attended were entered into a drawing for gift cards and snacks to take home. At the end of the series, one lucky student had their name drawn to win an iPad mini.

The first session focused on career exploration, with business owners and professionals speaking about what they do and how they got there. In the second meeting, the youngsters learned about healthy eating and exercise. The third meeting included information about financing and household budgeting. In the last session, the students put together everything they learned and were tasked with navigating through life based on their careers, budget, and life choices.

AMP PROJECT

Through the Charity Ball Appeal, Junior League raised \$4,000 to donate towards the AMP (Achieving Maximum Potential) Suitcases for Success Project. This project provides suitcases filled with necessities for youth that are aging out of the foster care system and living on their own for the first time. Our members used \$2,000 to fill six suitcases with bedding, towels, dishes, cookware, toiletries and numerous other items to help these teens get started on their own. We also presented AMP with a check for \$2,000 to help them purchase additional suitcases.

Additional ACTIVITIES

We offered two opportunities throughout the year for members to stuff backpacks as part of the Backpack Program at the Northeast Iowa Food Bank. The Backpack Program is designed to meet the needs of hungry children at times when other resources are not available, such as weekends and school vacations. We also impacted the community and supported our focus area of Teen Issues by providing wonderful treats & desserts for the Mayors' Top Teen Awards. This awards program recognizes outstanding youth volunteers in our community.



Enabling FUND

The Enabling Fund helps meet immediate needs within our community, share Junior League resources without project commitment, and increase Junior League’s impact and visibility within our community. Two Enabling Fund grants were awarded during the 2014-15 year.

A \$1,000 grant was awarded to the Salvation Army in October to provide incentives for their mentoring program. In the fall semester, 11 students qualified for a trip to SkyZone in Cedar Rapids by achieving academic goals set specifically for them. For example, one student had been struggling in his science classes and had stopped trying altogether. This student set a goal to raise his grade in science from an F to a B. By the end of the semester, he had achieved his goal and was able to go on the trip to SkyZone.

The second \$1,000 grant was awarded to the Making a Difference in the Middle project at Waverly-Shell Rock Middle School in February. Funds will be used to purchase fabric for 175 pillowcases. Eighth graders will sew the pillow cases and donate them to Iowa children undergoing cancer treatment. This project provides an opportunity to help these middle schoolers experience accomplishment in creating a product and teaches them about the importance of helping others in need.

COMMUNITY IMPACT COMMITTEE

- Vice President.....Holly Risetter
- Assistant VP/Enabling Fund Grant Chair.....Sam Barrett
- Community Impact Chair.....Karin Rowe
- Asst. Community Impact Chair.....Kristen Toppin



Transforming GOVERNANCE

GOVERNANCE TASK FORCE
 Danielle Wingrove, Amanda Kline, Leah Reiter

Big changes are coming not only to the Junior League of Waterloo-Cedar Falls but to many Junior Leagues around the nation. AJLI (Association of Junior Leagues International) has spent the past several years looking at ways to ensure the longevity and success of all Junior Leagues. They worked with a selection of Junior Leagues across the nation to determine what ways we can accomplish this goal. They split the work into 3 main areas: Governance/Management, Issue Based Community Impact, and Membership. This year JLWCF decided to participate in the Governance and Management portion of this strategic transformation. The purpose of this transformation is to split the leadership into a Governance Board and a Management Team. The Governance Board is responsible for the strategic plan and long term planning of Junior League to ensure we remain an integral part of the community. The Management Team is responsible for the day to day decisions and developing and implementing programs to achieve community impact through the skills of its Members.

We are almost done with the transformation through AJLI, and as of this next League year, we will have a Governance Board and Management Team to move forward. We are sure there will be some kinks to work through, but we are excited to move forward. Past board members, and especially past presidents, found it challenging to give as much focus to the strategic planning for the League as is needed. This new system will provide very positive change for our League and other Junior Leagues across the nation.

Fund Development

Junior League is honored to be the choice for so many this year when deciding ways to give back to your community. Whether you donated cash, auction items, office supplies, time or services, we are grateful. All of these pieces work together to bring fundraising, fun events and community impact the biggest return for your dollar. Our unique method of training women to be life-long community leaders through creating and sustaining numerous local community assistance programs puts us in a league of our own. We exceeded our fundraising goals this year in all three of our fundraising events, Touch-a-Truck, Charity Ball and Prom's Closet. We were able to give back even more this year than last thanks to our amazing volunteer League members, our newest sponsors, and of course, our sustaining sponsors who have trusted us to amplify their donations year after year. Our tagline is "Women Building Better Communities"® but really we are a "Community Building a Better Community" because we couldn't do any of this without the generous donations and astounding support from you and our Greater Cedar Valley.

Touch - A - TRUCK

This year's Touch-A-Truck event raised just over \$9,500 in just its 5th year. Great weather and a new location, the National Cattle Congress grounds, proved to be a recipe for success! Twenty-three vehicle vendors were in attendance. In addition to the trucks, cars, buses and emergency vehicles at the event, kids also got to enjoy a bounce house, magic show, coloring contest and the Waterloo Symphony petting zoo. There was truly something for everyone allowing kids and their parents to enjoy some quality time together on a beautiful Saturday morning. It is fantastic to see that this event continues to grow in attendance and revenue!



FUND DEVELOPMENT COMMITTEE

Vice President.....Michelle Clark
 Assistant Vice President...Shaylin Marti-Girsch

Touch-A-Truck Committee

Chair.....Tammy Baish
 Assistant Chair.....Brittney Weber

Committee Members

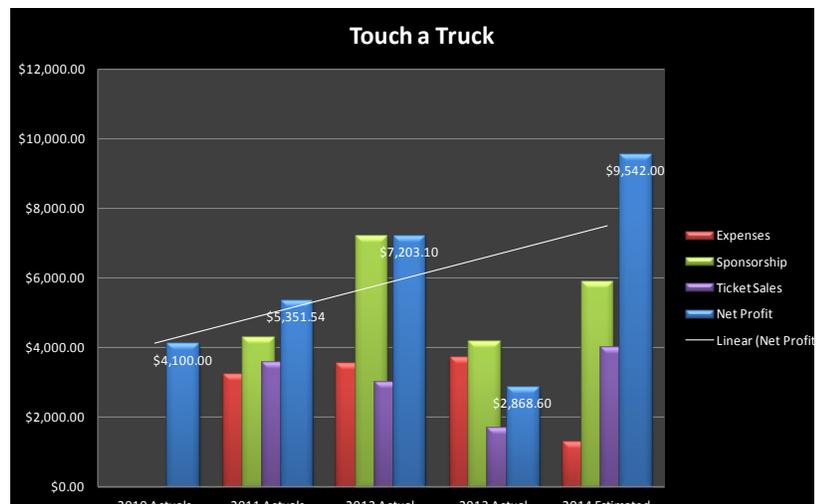
Elysia Jones, Terri Briggs, Jill Becker, Leah Reiter

Charity Ball Committee

Chair.....Julie Girsch
 Assistant Chair.....Brittany Ruff

Committee Members

Jess Anne Krogh
 Cheryl Ewers
 Nina Forcier
 Carmin Stickfort
 Amanda Harrison
 Kari Jansen
 Jen Kraus
 Kathy Haan
 Mary Kelly



Sunnyside Country Club was swinging at this year's 77th annual Charity Ball celebration. The event, themed A Gatsby Soirée, delighted the 178 guests with music by the Cedar Valley Big Band, a silent auction with over 55 packages to choose from and delicious themed drinks, including the Beesnees and Sidecar.

Guests were treated to a fabulous dinner featuring passed appetizers and their choice of Bruschetta Chicken with Roasted Red Potatoes and Green Beans Almandine or Bourbon Marinated Sirloin with Caramelized Onions, Garlic Mashed Potatoes, Grilled Asparagus and Goat Cheese and Mushroom Risotto. Dinner was paired with spectacular wine provided by Dr. Michael C. Hollen (Orthodontics), and gourmet cupcakes from Hy Vee were the perfect end to the delicious feast.

Dinner accompanied the program and featured the chance to unlock a Treasure Chest worth over \$900 in local gift certificates, a raffle to win a gorgeous necklace donated by Facets by Susong (won by Traci McCausland), and a live auction. The auction did not disappoint, offering trips to Anna Maria Islands Florida, Keystone Colorado, and Washington D.C. Other big draws were the Gary Kelly print, a Great Gatsby Movie poster signed by 9 of the actors, a guitar signed by Jimmy Buffett, a year's worth of gas at Jim Lind Service, and a sparkling diamond pendant donated by Riddles Jewelry. The Charity Ball Committee would like to thank Penny O'Connor for once again providing her auctioneering skills to make the program a smooth and fun process.

In all, the event raised over \$37,500, far exceeding our goal of \$30,000. Of course, this could not have happened without the support of the Charity Ball attendees and the hundreds of corporate and individual sponsors, and for that, we are grateful.

Our League is looking forward to using the funds raised to further our mission and continue supporting our Community Impact focus area of Teen Issues.



Membership Development

Meetings & EDUCATION

The Meetings and Education Committee was in charge of incorporating some new initiatives into League this year, which included helping to organize the “Kick-off” party, held at President Jess Krogh’s home in July. The party was a time for members to reconnect over the summer, gear up for our annual Touch-A-Truck Fundraiser, and get excited about the year ahead!

Another initiative for League this year was to increase attendance at our “After Hours” events and to raise the efficiency of our General Membership Meetings. Two Speaker Nights were planned and held at the VGM Theater. In October, Melissa Reade, spoke on behalf of the “Leader In Me” program, giving an overview of the impact it has in our schools and community. In March, the second guest speaker, Maureen Hanson, deepened our understanding of the 7 Habits of Highly Effective People. Both Speaker Nights were well received by Members in attendance.

The Meetings and Education Committee was responsible for preparations for General Membership Meetings and also planning the Annual Dinner. The Golden Rose Recipient will be honored, High School Scholarship Winners will be recognized, and Orange Elementary School Principal, Teri Trask, will speak on behalf of our Community Impact Focus: Teen Issues.

New MEMBER

This year’s New Member Committee, chaired by Jennifer Stevenson and Danielle Wingrove, wanted to think outside the box when it came to recruiting new members for this year’s class. We reached out to other area Junior Leagues and discovered the Junior League of the Quad Cities had tremendous success with an open house style event. The chairs organized a New Member Welcome Event, held August 7, 2014 at the Cedar Falls Visitors Center where we were introduced to over 20 women eager for information on joining our organization. We had many Active and Sustaining volunteers working at “stations” to showcase the various areas of our League such as: Junior League History, Membership, Touch-A-Truck, Charity Ball, and Community Impact, and the prospective members were able to visit each at her own pace and ask specific questions. We then had a group discussion, made introductions and answered additional questions the ladies had.

We chose to only bring in one new member class this year and what a class it was! The New Member Co-Chairs changed things up once again by holding only two longer training meetings and we welcomed 12 new members into active status at our December General Membership Meeting.

PLEASE WELCOME THE NEWEST MEMBERS OF THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS!

Jessica Benjamin	Melissa Legg	Brooke Ullom	Cathy Stainbrook
April Ramsey	Katie Maloy	Annie Gougler	Anna Strohhahn
Stephanie Staack	Suzanne Dripps	Nicole Mathews	Alex Washington

MEMBERSHIP DEVELOPMENT COMMITTEE

Vice President.....Katy Harbaugh
Assistant Vice President.....Jill Waddle

Membership Mentors

Amanda Kline
Laura Lockert
Autumn Hurley
Lori Beckman

New Member Co-Chairs

Jennifer Stevenson
Danielle Wingrove

Meetings & Education Chair

Emily Tieskoetter

Meetings & Education Committee

Sara Moore

Membership MENTORS

MEMBERSHIP MENTORS:

VP Membership, Katy Harbaugh, Assistant VP Membership, Jill Waddle, Amanda Kline, Autumn Hurley,

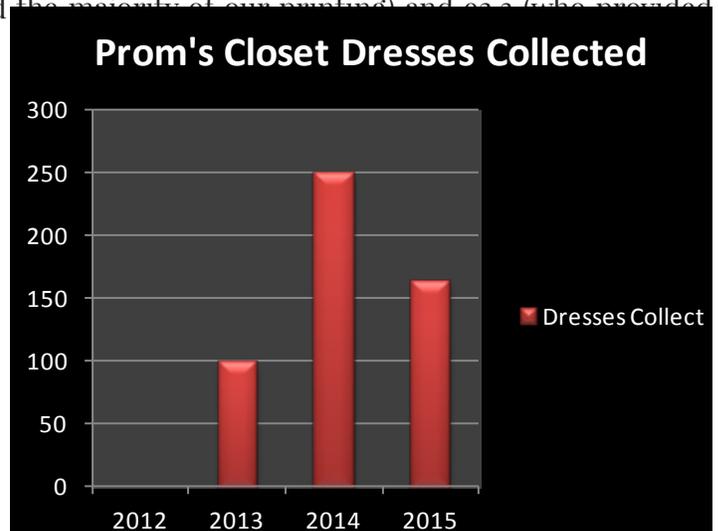
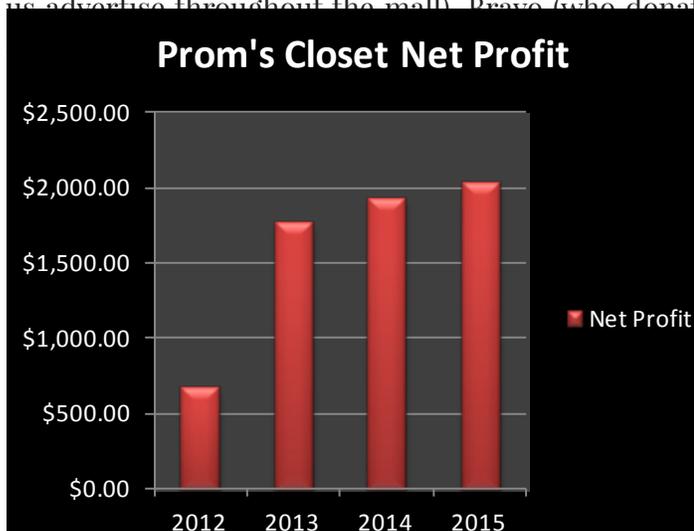
This year, as Membership Mentors, we made a few changes and strategically placed Active Members into placement groups based on their positions in League for the year. Each group had at least one board member and one person from each committee and council in order to facilitate group discussions within our General Membership Meetings more effectively. We also sat in our placement groups for all GMM's throughout the year and we feel this helped our groups become more cohesive. The second responsibility the Mentors hold is participating in the placement process. Throughout the fall, the mentors held one-on-one interviews and gauged the goals of their group's Members in order to place them into the best leadership positions and committees for next year. This year there were many changes due to the new Governance and Management Program Change and the Mentors are excited to see how everything plays out!

PROMS CLOSET

On Friday, February 27th at 4:15 p.m. a long line of teenage girls formed in the lower level of Crossroads Mall in anticipation of the doors to Prom's Closet opening at 5:00 p.m! The New Member committee once again helped girls find the perfect dress, shoes and accessories for Prom. In all, roughly 180 dresses were sold at \$10 per dress! And, with the donation of 163 new dresses this year, 466 will be stored for next year's big event. The event raised \$2,029, with the proceeds going directly to Junior League. Not all dresses were sold however! In fact 24 vouchers were given out for free dresses, of which 11 were redeemed! The event also featured a raffle with the chance for attendees to win gift certificates from Dillard's for free makeup, restaurants, and local hair and nail salons.

The New Member Committee has made Prom's Closet their standing project over the last few years. It has gained momentum, with girls from 42 different schools attending this year's event. Media coverage of the event has grown as well with articles in the Waterloo-Cedar Falls Courier, live interviews on KCRG, and broadcasts on KWVL.

The New Members did a fantastic job once again with this event, and we are excited to watch it continue to grow in the future. The committee would like to thank their sponsors, including: Milroy's (who donated \$50 coupons for tux rentals & 10% off dry cleaning of the dresses), Crossroads Mall (who provided the space and helped us advertise throughout the mall), Bravo (who donated the majority of our paintings) and ea (who provided



The Year in Pictures



The Year in Picture



Scholarship RECIPIENTS

This year marked the 10th year that we have awarded scholarships to two deserving young ladies. We had 34 highly qualified applicants to review. Applications were distributed to all high schools in the following counties: Black Hawk, Bremer, Buchanan, Benton, Tama, Grundy, Butler and Fayette. Two \$1,000 scholarships were given to two young ladies who demonstrated the qualities that Junior League values including: voluntarism, leadership and academic achievement. Congratulations Agatha & Sydney on your hard work throughout your high school career. We wish you all the best in the future!

Agatha Fenech Is currently a senior at Cedar Falls High School. She plans to attend Vanderbilt University next year to double major in Political Science and English. Following completion of her Bachelor's degree, she would like to dedicate two years of service by joining Teach for America or the Peace Corps. Her eventual goal is to attend law school and then run for office to advocate for education reform.

Youth Service America is one of the primary organizations Agatha has volunteered with as the National Child Awareness Month Ambassador for Iowa. Youth Service America is a national organization that advocates for youth volunteerism and awards grants for service projects. Agatha was awarded a \$1,000 grant for a service project, a school garden, she has been working on since September. She has also served on the State of Iowa Youth Advisory Council, Rotary Youth Leadership Awards, and the Northeast Iowa Community Foundation Teen Trust.

Agatha has also received many honors and awards during her high school career. She is Team Captain of the CFHS Dance Team, Editor-in-Chief of the CFHS Yearbook and serves on the CFHS Mentors in Violence Prevention program.



Sydney Weldon Is a senior at West High School in Waterloo. Her future plans are to attend either Iowa State University or Reed College where she will double major in Environmental Studies and Biology. Her career goal is to become a park ranger where she can spread environmental awareness and positively influence the way our world treats nature.

Sydney has invested a great deal of time through her volunteer work with the Northeast Iowa Food Bank. She served as the volunteer coordinator for their annual fundraiser, Combat Hunger, as well as was the communication liaison for West High for the annual Canned Food Drive. Sydney has also volunteered for many organizations through the National Honor Society including the Special Olympics, Dance Marathon and the Juvenile Diabetes Research Foundation.

Sydney has been involved in many activities at her high school including Student Senate, Pep Band and Marching Band, Speech & Drama, Cheerleading and the French Club.