

JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

2021 ANNUAL REPORT

#BETTERTOGETHER



JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS

FROM OUR PRESIDENT

MELANIE KNIPP

"We are agents of change, making an impact. The best and biggest impact is the one we have made on ourselves."

MY FELLOW MEMBERS,

I STARTED OUT THIS YEAR WITH A VISION OF WANTING EVERY MEMBER TO KNOW SHE IS VALUED IN THE JUNIOR LEAGUE OF WATER-CEDAR FALLS. I WANTED EVERY MEMBER TO FEEL CONNECTED TO OUR LEAGUE. I WANTED HER TO KNOW THAT OUR LEAGUE IS BETTER BECAUSE SHE IS A PART OF IT. MY TEAM AND I WERE GOING TO LEAN HEAVILY INTO MEMBER EXPERIENCE AND FACILITATE A CULTURE OF INCLUSIVITY. I COULD NOT TELL YOU HOW EXCITED I WAS TO DIVE IN. I KNEW THE COVID-19 PANDEMIC WOULD TAKE ITS TOLL, BUT I HAD NO IDEA JUST HOW MUCH WE WOULD NEED TO ADJUST OUR EFFORTS TO MAKE OUR VISION A REALITY.

THOUGHTS ABOUT MEMBER SAFETY WERE CONSTANTLY RUNNING THROUGH MY MIND. I KEPT WONDERING HOW WE WERE GOING TO MEET OUR GOAL OF CONNECTION AND COMMUNITY. HOW WERE WE GOING TO FUNDRAISE TO CONTINUE OUR MISSION? IT WAS ALL SO OVERWHELMING, BUT I QUICKLY LEARNED WE WERE UP FOR THE CHALLENGE. WE TOOK IT ONE DAY AT A TIME AND LOOKED AT OUR OVERALL GOAL. SARA MCSWEENEY, OUR PRESIDENT ELECT, AND I TALKED ABOUT THE BIGGER VISION WEEKLY. SARA TOOK THAT VISION BACK TO THE MANAGEMENT TEAM AND I CONTINUED TO SHARE IT WITH THE BOARD OF DIRECTORS. OUR LEADERSHIP TEAM KNEW WE HAD A PURPOSE AND KNEW OUR COMMUNITY AND MEMBERS NEEDED US MORE THAN EVER. WE COULD NOT ALLOW COVID-19 TO BE AN EXCUSE FOR INACTIVITY. IN SHORT, I GUESS WE JUST SHOWED UP. WE SHOWED UP FOR EACH OTHER, FOR OUR COMMUNITY, AND MAYBE MORE IMPORTANTLY WE SHOWED UP FOR OURSELVES. WE SHOWED THAT DESPITE A GLOBAL PANDEMIC, WE COULD STILL IMPROVE OUR COMMUNITY, DEVELOP OUR SKILLS, AND PROMOTE VOLUNTARISM.

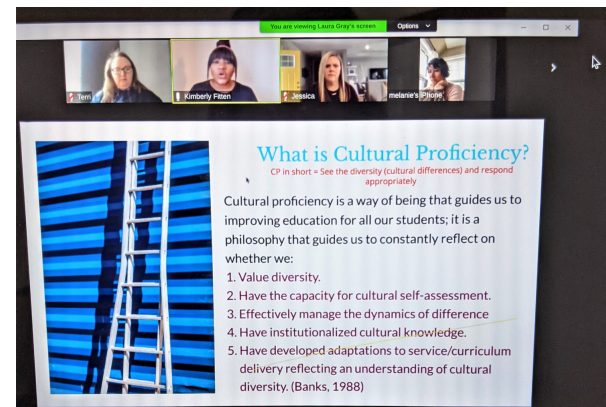
IT IS NOW MAY; IT IS THE END OF OUR LEAGUE YEAR. AND LET ME TELL YOU, I COULD NOT BE HAPPIER WITH HOW THIS YEAR TURNED OUT! LIKE I STATED EARLIER, OUR MEMBERS SHOWED UP VIRTUALLY AND IN-PERSON. WE ADDED OUR STORY TO OUR COMMUNITY, AND WE LEARNED FIRSTHAND HOW WE ARE #BETTERTOGETHER. THROUGHOUT OUR ANNUAL REPORT, YOU WILL SEE HOW WE CONTINUED TO SUPPORT CEDAR VALLEY TEENS, IMPACT THE COMMUNITY AND ONE ANOTHER. WE ARE AGENTS OF CHANGE, MAKING AN IMPACT. THE BEST AND BIGGEST IMPACT IS THE ONE WE HAVE MADE ON OURSELVES.

THANK YOU FOR ALLOWING ME TO SERVE WITH YOU. I LOVE THIS LEAGUE AND THE WOMEN IN IT!

MELANIE KNIPP
2020-2021 JLWCF PRESIDENT



DIVERSITY, EQUITY & INCLUSION



IN 2018, THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS' BOARD OF DIRECTORS COMMITTED TO PRIORITIZING DIVERSITY, EQUITY & INCLUSION IN OUR LEAGUE. TO BE HONEST, WE DID NOT KNOW WHAT EXACTLY THIS WOULD MEAN FOR OUR LEAGUE. SINCE THEN, WE HAVE BEEN ACTIVELY SEEKING OUT OPPORTUNITIES TO LEARN ABOUT DEI. WE NOW REALIZE, WE CAN BE CHANGE AGENTS, WHO CELEBRATE DIVERSITY, WORK TO BE INCLUSIVE, AND ADVOCATE FOR EQUALITY!

OUR FIRST STEP WAS TO MAKE A FORMAL COMMITMENT TO DEI. WE REALIZED WE NEEDED TO EVALUATE OUR ORGANIZATION, AND TRULY INCORPORATE DEI INTO OUR CULTURE. SPECIFICALLY, THE INCLUSION COMPONENT NEEDED TO COME FIRST AND FOREMOST. WE WANTED OUR LEAGUE TO FEEL WELCOMING TO ANYONE WHO INTERACTS WITH US, AND WE NEEDED OUR CURRENT MEMBERS TO FEEL WELCOMED, VALUED AND INCLUDED. TO ACHIEVE THIS GOAL, WE ARRANGE FOR INTERNAL AND EXTERNAL TRAINING. IN JANUARY, WE HELD AN INTERNAL DEI TRAINING WITH KIMBERLY FITTEN & LAURA GREY. WE LEARNED HOW TO IDENTIFY VARIOUS LEVELS ON THE CONTIUUM OF CULTURAL COMPETENCY, AND HOW TO HELP THOSE INDIVIDUALS GROW TOWARDS CULTURAL PROFICIENCY. WE KNOW THIS WILL BETTER PREPARE OUR MEMBERS FOR THE CHALLENGES THEY FACE IN THEIR PROFESSIONAL LIVES, AS WELL AS PERSONAL LIVES. OVERALL, IT WILL HELP US BETTER UNDERSTAND DEI, AND HOW WE CAN WORK TOWARDS BEING A WELCOMING AND INCLUSIVE LEAGUE TO EVERYONE.

OUR DEI WORK LEADING UP TO THIS POINT HAS LAID THE FOUNDATION FOR THE DEVELOPMENT OF A NEWLY SLATED LEAGUE POSITION, AS WELL AS CREATING AN AD HOC COMMITTEE. IN THIS NEW ROLE, THE LEAGUE MEMBERS WILL CONTINUE TO FACILITATE OUR COMMITMENT TO DEI. THEY WILL SEEK OUT TRAINING OPPORTUNITIES FOR OUR LEADERSHIP AND GENERAL MEMBERSHIP, HELP MARKET OUR LEAGUE IN A MORE INCLUSIVE WAY, AND HELP IDENTIFY OBSTACLES WHICH MAY BE IN PLACE PREVENTING INDIVIDUALS FROM JOINING. ONE OF OUR MAIN GOALS IS TO HAVE OUR MEMBERSHIP BE REFLECTIVE OF OUR COMMUNITY, WHILE PROMOTING A CULTURE THAT IS INCLUSIVE, AND ADVOCATES FOR EQUALITY. OUR SHORT-TERM GOAL IS TO GET FEEDBACK FROM OUR MEMBERS THAT THEY FEEL VALUED, AND THAT THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS IS A WELCOMING AND SAFE SPACE FOR THEM TO GROW IN THEIR PERSONAL AND CIVIC GOALS. ONCE WE FEEL CONFIDENT OUR CULTURE IS TRULY INCLUSIVE, WE WILL ACTIVELY MESSAGE OUR DEI COMMITMENT EXTERNALLY.

OUR LEAGUE HAS MADE A LOT OF PROGRESS, BUT WE STILL HAVE A WAY TO GO! THE FOUNDER OF THE JUNIOR LEAGUE, MARY HARRIMAN, BELIEVED THAT WE ALL BEAR THE RESPONSIBILITY TO LEARN ABOUT THE WORLD AROUND US TO BE MORE EFFECTIVE IN OUR DESIRE TO IMPROVE IT. SHE TAUGHT US THAT WE SHOULD TRULY TRY TO UNDERSTAND THE "WHY" BEHIND SOMETHING; NOT JUST SUPERFICIALLY GIVE IT LIP SERVICE. AS WE STRIVE WITHIN OUR ORGANIZATION TO LIVE UP TO OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION - WE HONOR AND CELEBRATE THE STRUGGLES, THE HISTORY, AND THE LEADERS OF OUR MULTIFACETED WORLD.

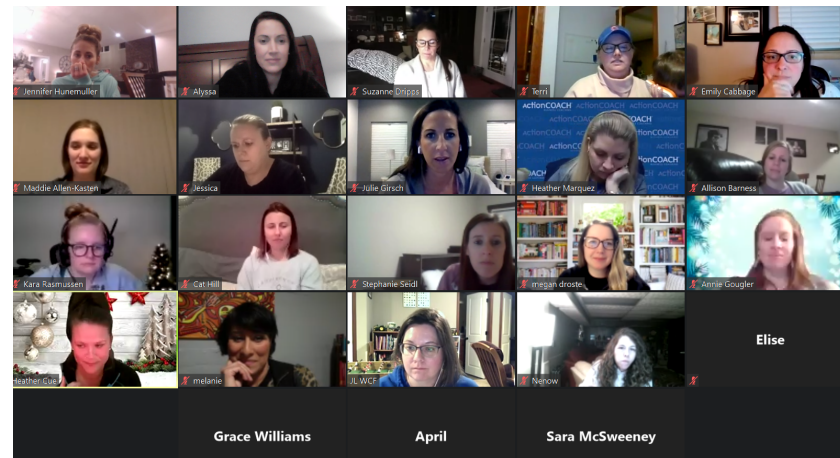
VALUING OUR MEMBERSHIP

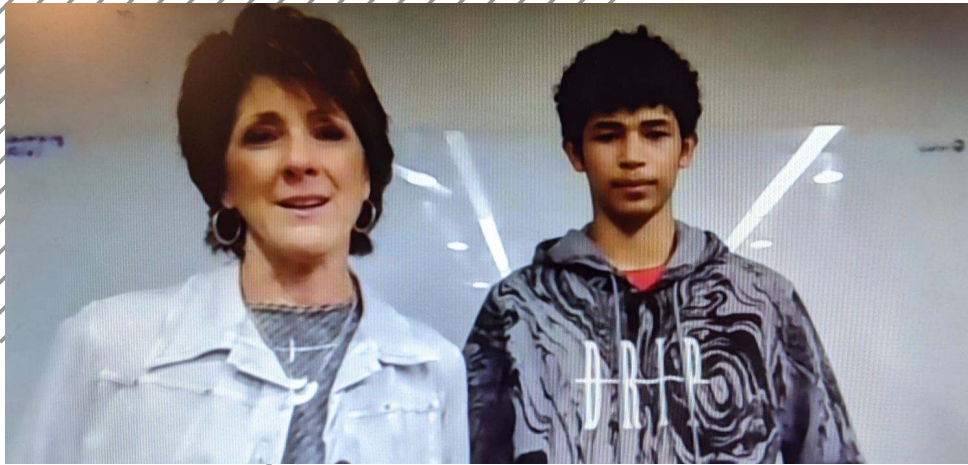
THE 2020-2021 JUNIOR LEAGUE YEAR WAS ONE TO REMEMBER!! (AREN'T THEY ALL THOUGH?!) WE STARTED THE YEAR FULL OF QUESTIONS ABOUT HOW WE WOULD NAVIGATE A MEMBER DRIVEN ORGANIZATION THROUGH A PANDEMIC. NOT ONLY DID OUR MEMBERSHIP RESPOND TO THIS CHALLENGE WITH DETERMINATION, BUT WE WERE ALSO REMINDED THAT A LITTLE BIT OF GRACE GOES A LONG WAY. THE JUNIOR LEAGUE OF WATERLOO CEDAR FALLS ADOPTED A NEW VISION STATEMENT THIS YEAR: WOMEN SUPPORTING OTHER WOMEN IN THEIR PURSUIT OF PERSONAL, PROFESSIONAL, AND CHARITABLE GOALS. WE KEPT THAT THE FOCUS OF THE ENTIRE YEAR. WE WORKED HARD TO PIVOT AND ADAPT TO THE NECESSARY CHANGES TO KEEP OUR MEMBERS SAFE AS WELL AS GIVE THEM A MEANINGFUL EXPERIENCE. NO MATTER WHAT IT LOOKS LIKE, WE TRULY ARE #BETTERTOGETHER.

MEETINGS AND TRAININGS

OUR MEETINGS AND ED CO-CHAIRS, CHERYL EWERS AND DAWNA SCHEFF TEAMED UP WITH LAST YEAR'S CO-CHAIRS HEATHER MARQUEZ AND MADDIE-ALLEN KASTEN TO PLAN AN ANNUAL DINNER/SUMMER KICK-OFF IN JULY. THIS ALLOWED US TO CELEBRATE THE 2019-2020 JUNIOR LEAGUE YEAR, HONOR GOLDEN ROSE AWARD WINNER ARDY RYDELL, AND GET EXCITED FOR THE 2020-2021 LEAGUE YEAR. A SMALL GROUP OF MEMBERS ATTENDED IN PERSON AND THE REST JOINED VIA ZOOM. THIS WAS THE FIRST OF MANY HYBRID AND ZOOM MEETINGS!

OUR GMM'S LOOKED QUITE DIFFERENT THIS YEAR BECAUSE OF COVID RESTRICTIONS. WE MADE THE DECISION TO FOCUS ON MEMBER ENGAGEMENT, INSTEAD OF BRINGING IN OUTSIDE SPEAKERS FOR MOST OF OUR MEETINGS. ONE SPEAKER WE DID WELCOME, IN ADDITION TO OUR SBL IN NOVEMBER, WAS TAVIS HALL FROM EXPERIENCE WATERLOO. WE WOULD LIKE TO THANK ISG, MILL RACE AND STANDARD DISTRIBUTION FOR PROVIDING SAFE LOCATIONS FOR OUR MEMBERS TO MEET THIS YEAR. OUR LEADERSHIP TEAM WAS GIVEN THE OPPORTUNITY TO ATTEND A MULTI-SERIES LEADERSHIP TRAINING LED BY OUR OWN MEMBER, HEATHER MARQUEZ. WE LEARNED A LOT ABOUT OURSELVES, EACH OTHER. WE WERE GIVEN TOOLS TO HELP LEAD AND GUIDE OUR COUNCILS AND MEMBERSHIP. IN FEBRUARY, WE WELCOMED BACK (VIRTUALLY) KIM FITTEN, AS WELL AS LAURA GREY, FOR AN EXTREMELY IMPACTFUL DIVERSITY, EQUITY AND INCLUSION TRAINING.





EVERY YEAR, WE SEND A SMALL NUMBER OF MEMBERS TO ATTEND AN AJLI SPONSORED TRAINING EVENT, BUT THIS YEAR AJLI OFFERED VIRTUAL EVENTS. THIS ALLOWED US TO SEND EVEN MORE MEMBERS. IN OCTOBER, AJLI HOSTED A SPECIAL FALL MEETING. OUR LEAGUE WAS ABLE TO SEND THE FOLLOWING MEMBERS VIRTUALLY: MELANIE KNIPP, SARA MCSWEENEY, HEATHER CUE, TERRI BRIGGS, JESSICA KROGH, APRIL RAMSEY AND HANNAH STOVALL. IN FEBRUARY, AJLI HOSTED THEIR WINTER LEADERSHIP TRAINING VIRTUALLY AS WELL. WE WERE ABLE TO SEND MELANIE KNIPP, SARA MCSWEENEY, HEATHER CUE, MEGAN DROSTE, ALYSSA VERHEYEN, TIFFANY COFFIN, JULIA NENOW, MADDIE ALLEN-KASTEN, AND DANIA HAAS. A FEW MEMBERS WERE ABLE TO SAFELY MEET AT MILL RACE TO ATTEND WINTER LEADERSHIP "IN-PERSON". BOTH CONFERENCES WERE SET UP WITH A CHAT ROOM AND VIRTUAL TABLES ALLOWING MEMBERS ACROSS OUR LEAGUE AND ALL OTHER LEAGUES ATTENDING TO NETWORK BETWEEN SESSIONS, SHARE CONTACT INFORMATION AND REFLECT ON THE GREAT INFORMATION BEING PROVIDED.

NEW MEMBERS

THIS YEAR OUR NEW MEMBER CO-CHAIRS, APRIL RAMSEY AND HANNAH STOVALL, WERE TASKED WITH THE UNIQUE CHALLENGE OF RECRUITING AND TRAINING DURING A PANDEMIC. IT REQUIRED SOCIAL DISTANCING, LITTLE TO NO IN-PERSON CONTACT, AND VIRTUAL EVERYTHING! THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS IS EXTREMELY EXCITED TO WELCOME CAT HILL, ELISE HEYING AND ALLISON BARNES TO OUR LEAGUE. WE ALSO WELCOMED GRACE WILLIAMS WHO TRANSFERRED HERE FROM MINNESOTA. THESE WOMEN LEARNED WITH US AS WE NAVIGATED VIRTUAL TRAINING, VIRTUAL EVENTS AND WERE A HUGE PART OF THE EXTREMELY SUCCESSFUL NEW INITIATIVE WRAPPED IN A HUG. WE COULD NOT BE PROUDER THAT THESE WOMEN CHOSE TO JOIN THE JUNIOR LEAGUE. WE LOOK FORWARD TO WATCHING THEM GROW AS LEADERS WITHIN OUR LEAGUE AND OUR COMMUNITY.



A FINAL NOTE, THE 2020-2021 MEMBERSHIP VP, KELLY KOPRIVA, RELOCATED, AND AS WE WISHED HER WELL ON HER NEW ADVENTURE, A QUICK DECISION OF HOW TO FILL THIS ROLE WAS NEEDED. IT WAS DECIDED THAT OUR PRESIDENT ELECT, SARA MCSWEENEY, WOULD FULFILL MUCH OF THE ROLE ALONG WITH ASSISTANCE FROM THE MEMBERSHIP COUNCIL, THE CURRENT MANAGEMENT TEAM, AND PRESIDENT MELANIE KNIPP. THE QUICK TRANSITION ENSURED OUR MEMBERS WOULD HAVE THE BEST EXPERIENCE THEY COULD. A SPECIAL REQUEST WAS MADE OF KATY HARBAUGH AND EMILY CABBAGE TO PLAN OUR UPCOMING ANNUAL DINNER CELEBRATION IN MAY. THE COMING TOGETHER OF ALL THESE MEMBERS IS A PERFECT EXAMPLE OF OUR LEAGUE EMPOWERING WOMEN AND THE SERVANT LEADERSHIP THAT WE PRIDE OURSELVES UPON. AGAIN, PROVING WE ARE TRULY #BETTERTOGETHER!



IMPACTING OUR COMMUNITY



THE 2020-2021 LEAGUE YEAR WAS ONE TO REMEMBER AS OUR MEMBERS CONTINUED TO POSITIVELY IMPACT OUR COMMUNITY WHILE NAVIGATING A PANDEMIC. OUR MEMBERS PERSEVERED THROUGH THE CHALLENGES OF SOCIAL DISTANCING AND MASK MANDATES AND NAVIGATED NEW TECHNOLOGY TO CREATE CONNECTION THROUGH VIDEO MEETINGS AND VIRTUAL SOCIAL HOURS. WE WERE ABLE TO CONTINUE DEVELOPING WOMEN LEADERS, PROMOTE VOLUNTARISM IN A NEW WAY, AND IMPROVE OUR COMMUNITY THROUGH VIRTUAL TRAINING, SPEAKERS, AND ONGOING OUTREACH WITHIN THE COMMUNITY. WE HAD TO REMAIN FLEXIBLE, ADAPT QUICKLY, ADJUST EXPECTATIONS, AND PIVOT PROJECTS TO MAINTAIN OUR FORWARD MOMENTUM AND CONTINUE OUR MISSION.

OUR LEAGUE'S LOCKERS PROGRAM CONTINUES TO MAKE A MAJOR IMPACT IN THE LIVES OF OUR LOCAL TEENS AT WATERLOO EAST, WATERLOO WEST, AND CEDAR FALLS HIGH SCHOOLS. THIS YEAR WE HAD SPECIFIC REQUESTS FOR DISPOSABLE MASKS, SMALL HAND SANITIZERS, BOTTLED WATER, HATS AND GLOVES, BACKPACKS, AND SNACKS....LOTS AND LOTS OF SNACKS! WITH 17% OF HIGH SCHOOLERS IN BLACK HAWK COUNTY LIVING BELOW THE POVERTY LINE AND SOME OF OUR SCHOOLS WITH UP TO 65% OF STUDENTS MEETING ELIGIBILITY FOR THE FREE OR REDUCED LUNCH PROGRAMS, LEAGUE'S LOCKERS HAS IDENTIFIED A MAJOR NEED AND AIMS TO HELP AS MUCH AS WE CAN! WE HAVE CONTINUED TO ALSO PROVIDE SCHOOL UNIFORM APPROVED POLOS, PANTS, AND BELTS; SCHOOL SUPPLIES SUCH AS NOTEBOOKS, FOLDERS, PENS, AND PENCILS; AND PERSONAL HYGIENE PRODUCTS INCLUDING DEODORANTS FOR MEN AND WOMEN AND FEMININE HYGIENE PRODUCTS.



“The services that JLWCF provide for our students definitely help them to be more successful and foster better attitudes and behavior both in and out of the classroom, along with giving them comfort and feel supported by having the necessities they need to feel good about themselves.”

-High School Counselor



OUR MEMBERSHIP WAS ABLE TO HOLD A VIRTUAL SERVICE-BASED LEARNING (SBL) FOR OUR NOVEMBER GENERAL MEMBERSHIP MEETING (GMM). THIS IS A ONE-TIME EXPERIENTIAL LEARNING EVENT THAT COMBINES LEARNING GOALS AND COMMUNITY SERVICE IN WAYS THAT CAN ENHANCE BOTH VOLUNTEER GROWTH AND THE COMMON GOOD. MEMBERS LEARNED LOCAL STATISTICS AFFECTING TEENS IN OUR COMMUNITY AND HOW LEAGUE'S LOCKERS POSITIVELY IMPACTS OUR TEENS. WE WERE ABLE TO HEAR DIRECTLY FROM A LOCAL TEEN, DEACON, ON HOW A PROGRAM SUCH AS OURS CAN MAKE A MAJOR DIFFERENCE IN REMOVING BARRIERS AND KEEPING STUDENTS IN SCHOOL AND LEARNING WHILE WORKING TOWARD GRADUATION. THERE WAS NOT A DRY EYE IN THE (VIRTUAL) HOUSE, AND WE WERE SO GRATEFUL TO HIM FOR SHARING HIS STORY WITH US. WE WERE ALSO ABLE TO HEAR DIRECTLY FROM ONE OF OUR HIGH SCHOOL COUNSELORS WITH THE FOLLOWING TESTIMONIAL:

"THE SERVICES THAT JLWCF PROVIDE FOR OUR STUDENTS DEFINITELY HELP THEM TO BE MORE SUCCESSFUL AND FOSTER BETTER ATTITUDES AND BEHAVIOR BOTH IN AND OUT OF THE CLASSROOM, ALONG WITH GIVING THEM COMFORT AND FEEL SUPPORTED BY HAVING THE NECESSITIES THEY NEED TO FEEL GOOD ABOUT THEMSELVES (LIKE SCHOOL SUPPLIES, UNIFORM CLOTHING, AND SNACKS WHEN THEY MAY NOT HAVE FOOD AVAILABLE AT HOME)."

THE COUNSELOR ALSO SAID THAT AT LEAST 450-500 STUDENTS WERE DIRECTLY IMPACTED BY LEAGUE'S LOCKERS WITH THEIR SCHOOL POPULATION OF 908 STUDENTS! WE ARE ONLY ABLE TO CONTINUE THIS WONDERFUL PROGRAM WITH THE ONGOING SUPPORT OF OUR ACTIVE AND SUSTAINING MEMBERS AND MANY LOCAL DONORS. WE WOULD ESPECIALLY LIKE TO THANK THE OTTO SCHOITZ FOUNDATION FOR THEIR GENEROUS GRANT THIS YEAR...THANK YOU!





WHILE MANY OF OUR HANDS-ON VOLUNTEERING PLANS FOR THE COMMUNITY HAD TO BE PUT ON HOLD THIS YEAR, WE WERE STILL ABLE TO MAKE A DIFFERENCE THROUGH OUR INTERNAL PROJECTS, AS WELL AS AGAIN SPONSORING AN IMPORTANT LOCAL LEADERSHIP EVENT. WE WERE ONCE-MORE ABLE TO PARTNER WITH THE UNIVERSITY OF NORTHERN IOWA WOMEN IN BUSINESS STUDENT ORGANIZATION TO SPONSOR THE REGISTRATION FOR 33 YOUNG FEMALE HIGH SCHOOL STUDENTS TO ATTEND THE YOUNG WOMEN IN LEADERSHIP CONFERENCE. CONTACTS FROM CEDAR FALLS HIGH SCHOOL, WATERLOO EAST & WEST HIGH SCHOOLS, AND EXPO ALTERNATIVE LEARNING HIGH SCHOOL REACHED OUT LETTING US KNOW HOW MUCH LAST YEAR'S SPONSORSHIPS WERE APPRECIATED AND WERE GRATEFUL TO HEAR WE WERE ABLE TO PROVIDE THIS OPPORTUNITY TO STUDENTS AGAIN THIS YEAR. BY REMOVING THE COST BARRIER OF ATTENDING THIS EVENT, WE CAN FURTHER OUR MISSION OF DEVELOPING WOMEN LEADERS AND POSITIVELY IMPACTING OUR COMMUNITY.

WE ARE ALL HOPEFUL THAT THIS SPRING AND SUMMER WILL BRING ABOUT GREAT CHANGE REGARDING THE PANDEMIC AND OUR ABILITY TO SPEND TIME ONCE AGAIN WITH OUR FAMILIES AND FRIENDS IN PERSON. WE ARE IMMENSELY PROUD OF THE WORK WE ACCOMPLISHED THIS LEAGUE YEAR DESPITE ALL ITS CHALLENGES. WE WILL CONTINUE OUR MISSION OF PROMOTING VOLUNTARISM, DEVELOPING WOMEN LEADERS, AND POSITIVELY IMPACTING OUR COMMUNITIES. WE ARE STRONG WOMEN LEADERS AND TRULY ARE #BETTERTOGETHER.



PROM'S CLOSET

AFTER CAREFUL CONSIDERATION, DISCUSSION, AND WEIGHING THE BENEFITS VS. RISK OF THE CURRENT PANDEMIC SITUATION, WE MADE THE TOUGH DECISION TO NOT HOLD PROM'S CLOSET THIS YEAR. WE DID NOT WANT TO RISK THE HEALTH AND SAFETY OF OUR COMMUNITY OR OUR MEMBERSHIP BY HOLDING SUCH A LARGE PUBLIC EVENT. WE KNOW THAT THIS EVENT IS CHERISHED BY OUR COMMUNITY MEMBERS AND LEAGUE MEMBERS ALIKE, AND PLAN TO RETURN NEXT YEAR IF SAFELY ABLE TO DO SO!





WRAPPED IN A HUG

WITH THE DIFFICULT DECISION MADE TO NOT HOLD PROM'S CLOSET, OUR NEW MEMBER AND COMMUNITY IMPACT COUNCIL CREATED A FANTASTIC NEW PROJECT: "WRAPPED IN A HUG BY THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS". OUR VISION WAS TO HAVE OUR ACTIVE & SUSTAINING MEMBERS MAKE FLEECE TIE-BLANKETS TO PROVIDE A LITTLE EXTRA COMFORT AND WARMTH TO OUR COMMUNITY TEENS DURING THE ADDED STRESS OF THE PANDEMIC. WE WERE ABLE TO PROVIDE INSPIRATIONAL "SMACK" CARDS ALONG WITH A QR CODE WITH A LINK TO OUR WEBSITE, WHERE INFORMATION ON MENTAL HEALTH AND LOCAL RESOURCES TO ASSIST DURING THIS TOUGH TIME WAS AVAILABLE.

OUR MEMBERS WERE ABLE TO PICK UP BUNDLES OF PRE-CUT FLEECE FABRIC TO MAKE BLANKETS AT HOME AS DESIRED. WE ALSO HELD SMALL, SOCIALLY DISTANCED, AND MASKED BLANKET-MAKING SESSIONS AT THE JUNIOR LEAGUE OFFICE THROUGHOUT FEBRUARY. ONCE LOCAL, STATE, AND NATIONAL COVID MANDATES ALLOWED, WE WERE ABLE TO HOLD A SOCIALLY DISTANCED AND MASKED BLANKET-MAKING SESSION AT FRED BECKER ELEMENTARY SCHOOL GYM. IT WAS THE PERFECT LOCATION TO SPREAD OUT, SOCIALIZE SAFELY, AND MAKE AN IMPACT WITH THIS PROJECT!

WE DISTRIBUTED 200 BLANKETS TO THE BOYS & GIRLS CLUB TEEN CENTER, THE ALLEN CHILD PROTECTION CENTER, FOUR OAKS FOSTER CARE PROGRAM, AND OUR THREE LOCAL HIGH SCHOOLS: WATERLOO EAST, WATERLOO WEST, AND CEDAR FALLS. WE WERE INCREDIBLY GRATEFUL AND BLOWN AWAY BY THE SUPPORT FROM OUR FAMILY, FRIENDS, AND COMMUNITY THROUGH DONATIONS BY SPONSORING BLANKETS!



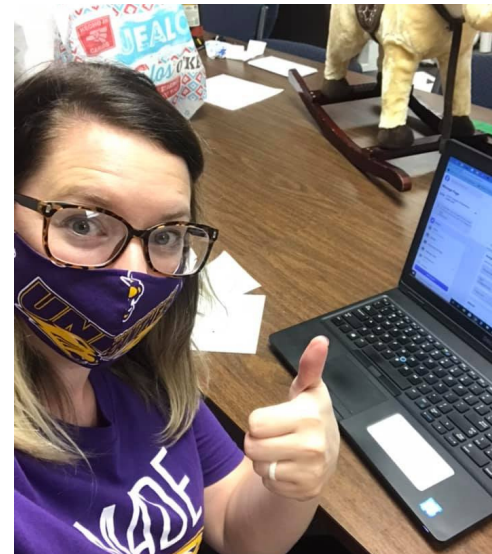
FUND DEVELOPMENT

AS WE LOOK BACK ON THE LAST YEAR, THERE ARE MANY WORDS THAT COULD BE USED TO DESCRIBE 2020, BUT THE ONES THAT COME TO OUR MIND TO DESCRIBE THE JUNIOR LEAGUE ARE RESILIENT, ADAPTABLE, STRONG, & HOPEFUL. OUR FUND DEVELOPMENT COUNCIL WAS TASKED WITH THE UNIQUE CHALLENGE THIS YEAR OF FUNDRAISING DURING A GLOBAL HEALTH PANDEMIC. IT'S MEMBERS, MEGAN DROSTE, STEPHANIE SEIDL, AND HEATHER MARQUEZ, LEAD WITH GRACE AS WE NAVIGATED NEW TERRAIN AND ULTIMATELY HAD A SUCCESSFUL FUNDRAISING YEAR!

OUR SUMMER WAS FILLED WITH MANY ZOOM MEETINGS TO COORDINATE OUR BIG EVENT, THE 2ND ANNUAL LITTLE BLACK DRESS INITIATIVE (LBDI) WEEK, THAT WAS HELD THIS PAST OCTOBER 12TH-16TH, 2020. THE LITTLE BLACK DRESS INITIATIVE NOT ONLY RAISED AWARENESS SURROUNDING ISSUES FACING TEENAGERS IN OUR AREA, BUT ALSO INTRODUCED THE JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS AND OUR IMPORTANT WORK TO MANY NEW PEOPLE IN THE CEDAR VALLEY AND BEYOND.

LITTLE BLACK DRESS INITIATIVE

WHAT EXACTLY IS THE LITTLE BLACK DRESS INITIATIVE? THE WEEK OF OCTOBER 12TH-16TH, 2020, OUR MEMBERS PLEDGED TO BECOME ADVOCATES FOR OUR LEAGUE. EACH DAY, PARTICIPANTS WENT "PLAIN FOR A PURPOSE" AND WORE THE SAME BLACK DRESS (OR T-SHIRT) WITH THE INTENTION OF REPRESENTING HOW MANY PEOPLE IN OUR COMMUNITY, FOR ONE REASON OR ANOTHER, DON'T HAVE THE OPTION TO CHOOSE WHAT THEY GET TO WEAR EACH DAY. IT IS SOMETHING WE TAKE FOR GRANTED IN OUR DAILY LIVES. WE PARTNERED WITH A LOCAL, WOMAN-OWNED COMPANY, FORMDASH, TO MANAGE ALL OUR FUNDRAISING NEEDS, INCLUDING DONATIONS, SILENT AUCTION, AND RAFFLE. EACH MEMBER CREATED THEIR OWN AFFILIATE LINK WITHIN THIS FORMDASH JLWCF WEBSITE AND UTILIZED THEIR SOCIAL MEDIA ACCOUNTS EVERY DAY TO POST A PHOTO OF THEMSELVES IN THE SAME DRESS ALONGSIDE STARTLING STATISTICS ABOUT THE STRUGGLES FACING TEENS IN OUR COMMUNITY, SUCH AS HOMELESSNESS, FOSTER CARE, FOOD INSECURITY, MENTAL HEALTH, SELF-ESTEEM ISSUES AND PERIOD POVERTY. WITH THE HELP OF OUR MEMBERS' OUTREACH, WE WERE ABLE TO RAISE OVER \$5,000 WITH THIS INDIVIDUAL SOCIAL MEDIA CAMPAIGN, WHILE ALSO BROADENING OUR JLWCF EXPOSURE.





LBDI Week raised \$22,544.42 with the help of our members, generous corporate sponsors and local community partners and individuals.



**LITTLE
BLACK DRESS
INITIATIVE**

**JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS**

OUR MAIN VIRTUAL EVENT WAS HELD ON TUESDAY, OCTOBER 13TH, 2020, WITH A LEADERSHIP TRAINING AND NETWORKING EVENT LED BY OUR OWN JUNIOR LEAGUE MEMBER, HEATHER MARQUEZ WITH ACTIONCOACH BUSINESS COACHING. THIS EVENT, ENTITLED "CONNECTING AND CREATING COMMUNITY THROUGH CRISIS", DEALT WITH THE TIMELY TOPIC OF ADAPTING TO CHANGE AS A LEADER DURING THE PANDEMIC, AND HELPED US RAISE \$450 TOWARDS OUR LBDI CAMPAIGN. ATTENDEES OF THE EVENT ALSO RECEIVED A JUNIOR LEAGUE AND SPONSOR- DRIVEN "SWAG BAG" IN THE MAIL. THEY HAD THE OPPORTUNITY TO SPEAK WITH CURRENT MEMBERS ABOUT THE IMPORTANT WORK WE ARE DOING IN THE COMMUNITY.

THROUGHOUT THE WEEK, WE ALSO HELD A VIRTUAL SILENT AUCTION THAT INCLUDED OVER 30 ITEMS DONATED BY LOCAL BUSINESSES AND LEADERS IN OUR COMMUNITY. WE CONTINUED OUR PARTNERSHIP WITH FACET'S BY SUSONG AND HELD A RAFFLE WITH ONE OF THEIR BEAUTIFUL PIECES. OUR AUCTION AND RAFFLE CLOSED ON FRIDAY AND HELPED US RAISE OVER \$2,600 TOWARDS OUR LBDI CAMPAIGN. OUR "BUSINESSES OF THE DAY", FARMERS STATE BANK AND TRENDS BY FRIENDS, ALSO HELD A DRIVE FOR LEAGUE'S LOCKERS SUPPLIES AND PROM'S CLOSET DONATIONS, WHICH WERE GREATLY APPRECIATED.

THE CULMINATION OF THE WEEK WAS FRIDAY'S MEMBER ZOOM SOCIAL, WHERE WE CELEBRATED OUR WORK AND ACCOMPLISHMENTS, INCORPORATED FACEBOOK LIVE TO DRAW FOR THE RAFFLE PRIZE AND GAVE A FEW DOOR PRIZES FOR OUR HARD-WORKING MEMBERS. WE TRULY ARE #BETTERTOGETHER AND THIS WEEK PROVED THAT! ALL IN ALL, IT WAS A SUCCESSFUL LBDI WEEK AMIDST OUR PANDEMIC CHALLENGES AND WE WERE ABLE TO RAISE \$22,544.42 WITH THE HELP OF OUR MEMBERS, GENEROUS CORPORATE SPONSORS AND LOCAL COMMUNITY PARTNERS AND INDIVIDUALS.

LATER IN 2020 AND EARLY 2021, WE PARTNERED WITH THE COMMUNITY IMPACT AND NEW MEMBER COUNCILS ON SECURING SPONSORS FOR OUR NEW CAMPAIGN, WRAPPED IN A HUG. WE CONTINUED OUR OUTREACH AND FUNDRAISING BY INCLUDING AMAZONSMILE AND MINTED.COM IN OUR FUNDRAISING EFFORTS, AS WELL AS WORKING WITH OUR GRANT FROM OTTO SCHOITZ FOUNDATION THAT WAS SECURED LAST YEAR. THIS YEAR HAS PROVEN TO BE A CHALLENGE BUT IN TRUE JUNIOR LEAGUE FASHION, WE TURNED THE CHALLENGE INTO AN OPPORTUNITY, AND IT IS ONE THAT WE WILL NOT FORGET!



MARKETING, EVENTS & SOCIAL MEDIA

BE SOCIAL

INSTAGRAM: @JRLEAGUEWCF
FACEBOOK PAGE: JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS
TWITTER ACCOUNT: @JRLEAGUEWCF
YOUTUBE: JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS
MONTHLY LEAGUE'S LOG VIA EMAIL
HASHTAGS: #JLWCF #JUNIORLEAGUE



THIS YEAR THE MARKETING & EVENTS COUNCIL SET OUT TO GROW OUR SOCIAL MEDIA PRESENCE. THIS INCLUDED GROWING OUR FOLLOWERS ON OUR PUBLIC SOCIAL MEDIA PAGES, INCREASE OUR PROMOTION OF JLWCF SPONSORS, PUBLICLY DISPLAY THE IMPACT WE HAVE ON OUR COMMUNITY, AND INCREASE OUR LEAGUE'S MEMBER INVOLVEMENT.

ANOTHER AREA THE MARKETING COUNCIL FOCUSED ON WAS REVAMPING OUR MONTHLY LEAGUE'S LOG NEWSLETTER. THIS COMES OUT MONTHLY, BY EMAIL, IN CASE YOU HAVE BEEN MISSING IT! IN EACH LEAGUE'S LOG WE STRIVE TO HAVE EDUCATIONAL CONTENT, JLWCF SAVE THE DATES, MEMBER SPOTLIGHTS, AND GMM RECAPS. AT TIMES, THE LEAGUE'S LOG & SOCIAL MEDIA PLATFORMS WERE ALL WE HAD TO FEEL CONNECTED TO LEAGUE & EACH OTHER.

THE BIGGEST IMPACT ON MAKING SURE OUR GOALS WERE MET WAS APPLYING FOR THE NON-PROFIT GRANT FOR THE PRO VERSION OF CANVA. IN THE SUMMER OF 2020, WE APPLIED FOR A NON-PROFIT GRANT TO OBTAIN THE PRO VERSION OF CANVA. WE WERE AWARDED THE GRANT, AND IT HAS HELPED US REACH OUR MARKETING GOALS. CANVA IS A USER FRIENDLY ONLINE GRAPHIC DESIGN PLATFORM, AND THE GRANT ALLOWS 10 MEMBERS ACCESS. WE CAN DESIGN AND SHARE CONTENT EASILY BETWEEN ONE ANOTHER. IT IS A GREAT TOOL FOR MEMBERS TO LEARN HOW TO USE. USING CANVA HELPS ENSURE JL BRAND STANDARDS ARE FOLLOWED AND CUTS DOWN ON TIME WHEN REVIEWING CONTENT FOR APPROVAL.

DUE TO COVID-19, IN-PERSON EVENTS JUST DID NOT HAPPEN THIS YEAR. BUT THE MARKETING AND EVENTS COUNCIL IS LOOKING FORWARD TO SEEING YOU ALL NEXT YEAR!

JOIN IN ON THE FUN! "LIKE" OUR SOCIAL MEDIA PLATFORMS AND BE SOCIAL!

AT A GLANCE, JLWCF 2021 YEAR IN REVIEW

#BETTERTOGETHER

3,552

FEMININE HYGIENE
PRODUCTS
DONATED TO LOCAL
HIGH SCHOOLS

200

TIE BLANKETS
DISTRIBUTED TO
CEDAR VALLEY
TEENS

\$22,544
RAISED DURING
LBDI WEEK

LEAGUE'S
LOCKERS
INVESTMENT HAS
GROWN TO
\$36,437

48

SETS OF
HATS & GLOVES
DONATED

\$6000

RECEIVED FROM
THE
OTTO SCHOITZ
GRANT

**ARDY
RYDELL**

2020 GOLDEN
ROSE AWARD
WINNER

33

PARTICIPANTS
SPONSORED TO
ATTEND YOUNG
WOMEN IN
LEADERSHIP
CONFERENCE

2000

DISPOSABLE
MASKS DONATED

15

TRAVEL SETS
DONATED

THANK YOU TO OUR SPONSORS

PREMIER SPONSORS - \$2,500

FARMERS STATE BANK
STANDARD DISTRIBUTION CO.

SPONSOR PARTNERS - \$1,000

BERGEN PLUMBING, HEATING &
COOLING
COMMUNITY BANK & TRUST
EMC INSURANCE
FACET'S
FOLLOW YOUR STRENGTHS
TITO'S VODKA
TRENDS BY FRIENDS
VERIDIAN CREDIT UNION
VGM

PROMOTIONAL PARTNERS - \$500

AUTO OWNERS INSURANCE
CASEY'S
CUNA MUTUAL
GREENSTATE CREDIT UNION
LINCOLN SAVINGS BANK
THE ACCEL FOUNDATION
PDCM



JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS

THANK YOU TO OUR SPONSORS

IN- KIND SPONSORS

1950 PATIO & GRILL
BASKET OF DAISIES
BOWER'S MASONRY
BUFFALO WILD WINGS
CARLOS O'KELLY'S
CEDAR VALLEY - CENTER FOR FACIAL PLASTIC SURGERY
CEDAR VALLEY EYE CARE
CEDAR VALLEY SPORTSPLEX
ESSENTIAL BODYWEAR - APRIL RAMSEY
FAMOUS DAVE'S
GETAIR
HUMBLE TRAVEL
HYVEE
ISG
ISLE CASINO

KATHY CESSNA
L. LENNON PHOTOGRAPHY
MELANIE KNIPP
NINJAU
OPTIMUM HEALTH CLINIC
PALMER'S FAMILY FUN
SCHEELS
SLUMBERLAND
SMACK
THE FALLS
THERESA BRIGGS
TRENDS BY FRIENDS
YOUR PIE
ZYIA ACTIVE BY JULIE GIRSCH

*SEE JLWCF.ORG FOR COMPLETE LIST OF SPONSORS



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