

JUNIOR LEAGUE OF WATERLOO-CEDAR FALLS

2023 ANNUAL REPORT



JUNIOR LEAGUE OF
WATERLOO-CEDAR FALLS

FROM OUR PRESIDENT



“

As our League Year comes to an end, I am blown away by our accomplishments thus far. It has been a year filled with connection, growth, fun, hard work and celebration. We strive to create a place of belonging for women to learn leadership skills, try new ideas, and learn to collaborate with a diverse group, all focused on improving our community and ourselves.

This year we continued to focus on connection and the idea of "Legacy" within and beyond our League. We focused on connection within our membership by starting off Placement Group outings in the summer. By building these connections early, we started off the formal League Year in August with strong relationships and excitement for the year ahead! We continued to provide a safe space for our members to learn and grow skills that will positively impact them personally and professionally.

We offered multiple training opportunities at our General Membership meetings, many of which were provided by our very own members! Our members are all busy women, many with families, so we provided further moments of connection while volunteering with our families at the Northeast Iowa Food bank, along with a family picnic at a local park. We also focused on celebrating the accomplishments of many of our members through their work and volunteering with organizations outside of the League. Our JL Book Club is another monthly connection group where friendship is the focus and books are never required! And our DEIB Book Club focused on belonging this year by reading and discussing *Atlas of the Heart* by Brene Brown.

HEATHER CUE

2022-2023 PRESIDENT

When kicking off this League Year, we spoke about how the Junior League of Waterloo-Cedar Falls has left a BIG legacy in the Cedar Valley and will continue to do so for many more years to come. We also focused on how each individual member plays a part in the bigger legacy of our organization. Without our members we cannot continue the essential work we do in the Cedar Valley and in developing strong women leaders. Our New Member Chairs worked tirelessly to provide multiple recruitment events, and their hard work paid off with an incredible new member group! We continued to build on the League's legacy with our League's Lockers program, which is currently in four Cedar Valley high schools and thriving! Our Community Impact Council and newest members brought new ideas, great energy, and fantastic teamwork to make our 12th Annual Prom's Closet a roaring success! And last, but certainly not least, our membership worked together to hold an amazingly successful 85th Anniversary Charity Ball, where we celebrated the decades of women who have paved the way, and we continue to build on the legacy that is the Junior League of Waterloo-Cedar Falls.

Our mission of developing women leaders, promoting voluntarism, and positively impacting our community is always guiding us, and, as the president this year, I have been incredibly proud and humbled by the inspirational women I am surrounded by within our League. I have learned something from each of our Actives, Sustainers, and newest members and will take these skills and connections with me throughout life, as I hope each of you does as well. It has truly been an honor to serve as President of this wonderful organization, and I look forward to the future of the Junior League of Waterloo-Cedar Falls!

Heather Cue
2022-2023 JLWCF President



DIVERSITY, EQUITY, INCLUSION & BELONGING

We want YOU, our members, to feel that you belong here in League. Along with a sense of belonging comes pride, connection, shared goals, and values. When you have a group of women feeling those things, big things happen. This belonging piece was our focus this past year in League and we will continue to add to our DEIB “tool kit” in the coming years. Our mission will continue; we will continue to affect positive changes for the Cedar Valley AND positive changes within the individuals of our members. As long as League is around, we can expect to continue to empower women and affect change. We are simply better together. Now that you know the why of DEIB, let’s talk about the how. When our members feel connected to one another, their efforts spread and attract more individuals with values that align with our own mission and vision. The Junior League of Waterloo-Cedar Falls wants everyone to know that we accept any women who share in our mission, and we encourage them to join us. We want our programs, events and operations to be looked at through a DEIB lens.

We have had a great League Year with a DEIB focus. Here’s a sampling of what we accomplished. We established our DEIB chair and volunteer committee. Through that, we worked towards offering a DEIB Book Club chat – continuing the theme of belonging with Brene Brown’s book, Atlas of the Heart. Members Megan Droste, Heather Marquez and Abby Lis attended the regional DEIB Summit in Omaha in October 2022. This event was sponsored by Omaha’s chapter and provided many collaborative discussions and ideas that we brought back to the Cedar Valley!

One of those ideas prompted our November and December Small Business Challenge! This challenge asked our placement groups to explore, promote and partake in local minority/women-owned businesses. We offered trainings throughout this League Year. Highlights included learning from AJLI how DEIB fits into League, a presentation from the CFHS SAGA group on working with LGBTQ+ youth, and a presentation from Wartburg professor and author, Caryn Riswold, at our February GMM. We are exploring more DEIB specific grants – both locally and nationally – to continue our mission of awareness, inclusion and belonging. And we are just getting started...

We will continue to have DEIB be part of our conversations when it comes to strategic decision-making. Our programs such as League’s Lockers and Prom’s Closet have equity at their core. We will continue tweaking, iterating and growing as is the Junior League way. Onward and upward to League Year 23-24!



MEMBERSHIP COUNCIL



This has been an exceptional year for the Membership Council. We kicked off our year with the first of three all-council meetings, learning about communication styles and hearing the voices of each member on our council as we shaped what we wanted our year to look like. Our vision was to create a Membership Council where each committee worked to support the other committees and focused on how they could add value to the rest of our membership. We were also able to dig into our strategic initiatives as a council to create movement in fulfilling our Junior League goals. As a result, we were able to accomplish some big things this year.

Our placement advisors, consisting of April Ramsey, Tiffany Coffin, Annie Gougler, Melanie Knipp and Sara McSweeney, had meaningful conversations with each one of our members to understand what their goals were and how they could best be supported. This created a mentoring relationship between each placement advisor and their placement group members, culminating in multiple activities as a group. One of our biggest accomplishments was the elimination of the compact for new members so that we could simplify their journey and build an experience that was unique to each incoming member. They also worked together to build the slate for the upcoming year and a plan for the continuity of the leadership of Junior League in our community.



MEETINGS & ED

AND NEW MEMBERS

+75%

attendance at all GMM's!

The Meetings and Education team, Julie Nenow and Abby Lis, supported JLWCF by partnering with other councils to ensure league events ran smoothly. We sought out new locations so members could explore the Cedar Valley and get to know our community better. We worked hard to put together programming that supported each one of our initiatives around member involvement, DEIB and voluntarism. After each GMM, members were invited to social events so they could connect organically – deepening our relationships with each other.

Stephanie Seidl and Elise Heying, our New Member Committee, were incredibly busy planning three recruitment events which resulted in a 75% conversion of prospective to new members. Their recruitment efforts gave us the largest incoming member class in over five years. They held multiple on-boarding events, giving our newest members a feel for what to expect as members of the Junior League.

One of our most exciting accomplishments is the introduction of a rolling membership in the year ahead. This allows us to meet each member where they are in life and hopefully gain additional new members. We believe rolling membership will be a tremendous asset in our recruitment efforts in the upcoming years. The Membership Council worked hard to continue building our organization to make a bigger impact in the Cedar Valley!

[JOIN NOW](#)



With the 85th Anniversary Charity Ball this year, fund development planning and fundraising efforts began in the spring and summer months. This year's focus was on reaching as many businesses as we could to ensure Charity Ball and the League Year would be a financial success. Our team more than delivered with 21 businesses sponsoring the event for a combined sponsorship amount of over \$29,000!

Our Fund Development team did not stop there as fundraising efforts continued to support our beloved annual Prom's Closet event! The team this year also began conversations surrounding a new plan for fundraising in the future to allow businesses to fund all events held throughout the year or choose the events/programs that are most impactful to them. We hope to continue these conversations to develop a new system for the future!

Lastly, our Fund Development team continued to work from a budget supporting the next fiscal year, as a result of flipping the budget in 2021. The Fund Development Council wants to thank all those that assisted this year as our financial success would not have been possible without effort from multiple people!



COMMUNITY IMPACT



The 2022-2023 League Year was a great one of member engagement, leadership development, and impacting the community through our continued efforts with League's Lockers and hands-on volunteer events for membership throughout the year. This year allowed for multiple in-person volunteer events including hours spent at the Northeast Iowa Food Bank where members sorted over 13,680 eggs (and barely any broken!). Members also had the opportunity to volunteer at the House of Hope on Martin Luther King Jr. Day cleaning an apartment for a new family, and, in the spring, members participated in the Habitat for Humanity's Women Build with two teams working on two different days.

Community Impact continued our goals of giving back by supporting organizations and programs that also positively impact teens and our community. This year we sponsored 50 girls to attend the Young Women in Leadership Conference hosted by the University of Northern Iowa Women in Business student organization, and supported teens in the detention center by purchasing birthday cakes for them and donating hygiene items.

LEAGUE'S LOCKERS

Our League's Lockers program continued to make a large impact on our four local high schools.

This year we received specific requests for backpacks, hygiene items, water bottles, bottled water, and snacks. Snacks continue to be our most requested item with multiple counselors commenting on the impact they make on kids! Once again, we provided notebooks, pens, highlighters, and other school supplies.

**WATERLOO
EAST**

**CEDAR
FALLS HS**

EXPO

**WATERLOO
WEST**



CHARITY BALL

We “Decked the Halls with Charity Ball,” celebrating our 85th year of JLWCF. The evening of delectable foods, premier raffle prizes and Felix and Fingers Dueling Pianos took place at the Waterloo Convention Center. All past presidents were honored and sustaining members attended a pre-party hosted by Cardinal Construction (Katy Susong) and Invision Architecture (Julie Ritland), also at the Convention Center. We held both silent and live auctions with prizes ranging from vacation rentals to an adorable puppy.

Since Charity Ball only occurs once every five years, it allows us to be thoughtful in every detail and make our event extra special. We’re pleased to share that with help from our sponsors and the generous donations of many, we raised \$49,584! This far exceeded our goal and has enabled us to start with \$30,000 towards our “\$100k for our 100th anniversary” goal, to be put back into our community.

Thank you to everyone who made this event a shining success!





PROM'S CLOSET

Our beloved Prom's Closet event was able to return for our 12th annual event. Members and the community were so thankful once again for the opportunity that our event provides. Many shared their heartfelt thanks as they were able to purchase a dress for their teen. It was again held at Crossroads Mall during the first weekend of March. The event made a record \$5,623.26 after selling over 170 prom dresses and receiving \$1,750 in sponsorships! This year's monetary sponsors were PDCM Insurance, VGM, First Bank, and Evolve Aesthetics and Regenerative Medicine. The in-kind sponsors were Crossroads Mall, POS Professional Office Services, and various businesses that provided gift cards and items for the raffle. This year we also provided 10 vouchers to local teens in foster care for a FREE dress, shoes, and jewelry item, as well as a free tux rental. We had a handful of members donate money towards a teens dress and/or accessories at the event as they got to know them and worked with them to find their perfect dress. The surprise and thankful tears of gratitude said it all!

Our membership was able to hold a Service-Based Learning (SBL) to prepare for Prom's Closet. Members were able to support our provisional members by helping to set up for the event, while also learning about the impact Prom's Closet has on our community and surrounding communities.





JLWCF
12530 UNIVERSITY AVE
WATERLOO, IA 50701

GREETINGS!

This year the Marketing Council remained very busy supporting our league initiatives! We started the year by promoting our summer socials and encouraging potential members to get to know us a little better.

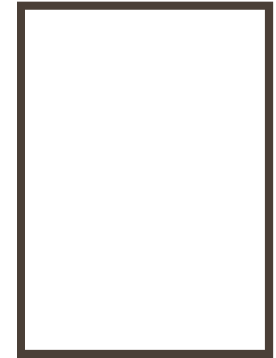
We then shifted gears and focused on JLWCF's Charity Ball. Between social media posts, save the dates and invitations, and programs, we accomplished quite a bit!

Next came Prom's Closet in March. Our committee created posters that were hung across the Cedar Valley to raise awareness for this wonderful event. We were fortunate to capture pictures at the event showcasing the joy our shoppers felt.

Throughout the year, we kept up on the JLWCF website, Facebook page, and Instagram. Our bi-monthly League's Log was emailed to all provisional, active, and sustaining members to keep everyone informed on member happenings.

We were grateful to have the helping hands of so many active members. Can't wait for next year!

BEST WISHES,
JLWCF MARKETING



TO :

JLWCF PROVISIONAL

ACTIVE & SUSTAINERS

WWW.JLWCF.ORG

AT A GLANCE: JLWCF 2022/23 YEAR IN REVIEW

1,828

HEALTHY SNACKS
DONATED THROUGH
LEAGUE'S LOCKERS

170+

DRESSES SOLD AT
PROM'S CLOSET

\$49,584

RAISED AT
CHARITY BALL

LEAGUE'S
LOCKERS
INVESTMENT HAS
GROWN TO

\$40,437

20

MENTAL
HEALTH
JOURNALS

+75%

ATTENDANCE AT
ALL GMM'S

**KATY
SUSONG**

2023 GOLDEN
ROSE AWARD
WINNER

50

PARTICIPANTS
SPONSORED TO
ATTEND YOUNG
WOMEN IN
LEADERSHIP
CONFERENCE

309

NOTEBOOKS
DONATED

57

PAIRS OF PANTS
DONATED

THANK YOU TO OUR SPONSORS

PRESENTING SPONSORS - \$5,000

POS Professional Office Services
Mike Fereday Heating & Air Conditioning

PREMIER SPONSORS - \$2,500 SPONSOR PARTNERS - \$1,000

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Cohesive Creative and Code
Standard Distribution Co.
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KWWL

Auto Owners Insurance
EMC Insurance
Follow Your Strengths
Trends by Friends



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THANK YOU TO OUR SPONSORS

PROMOTIONAL PARTNER - \$500 CHARITY BALL SUSTAINER

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Amperage
1850 Patio & Grill
Green State Credit Union
The Sinnott Agency
Cheryl Ewers
Evolve Aesthetics
PDCM Insurance
Petersen & Tietz Florists

PRE-PARTY SPONSORS

Cardinal Construction
Invision Architecture



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THANK YOU TO OUR SPONSORS

IN-KIND DONATIONS

A generous JLWCF member
Accretion Discs, part of the Harnack Company
Acupuncture & Optimum Health Clinic
Allison's Dance Center
April Ramsey, Essential Bodywear consultant
Balance Hot Yoga
Barn Happy
Beaver Hills Country Club
Black Hawks Hockey
Blank Park Zoo
Cedar Ridge Winery
Cedar Valley Eyecare
Cedar Valley Medical Massage
Cedar Valley Sportsplex
Chuck E. Cheese
Craw Daddy
Dr. Congdon, Cedar Valley Center for Facial Plastic Surgery
Evolve Aesthetics & Regenerative Medicine
Facets By Susong

Fosters Mattress
Get Roasted Coffee Company
Golf Headquarters
Happy's Liquor
Hearst Center for the Arts
Heather Solomon
Henry Doorley Zoo
Here's What's Poppin'
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HyVee Food Stores
Isle Casino Hotel
Jacqueline Carter
Jameson's Public House
JLWCF Book Club members
Julie Girsch - Zya Consultant
Kate's on Main
Kathleen Braun
Kathy Cessna
Lost Island Themepark & Waterpark



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THANK YOU TO OUR SPONSORS

IN-KIND DONATIONS

Mama Nick's
Maple Lanes Bowling Center
Marilyn Dekoster
Melanie Knipp, Trends by Friends
Miss Wonderful
Montage
Mulligan's Brick Oven Grill & Pub
National Mississippi River Museum & Aquarium
Ninja U
Oh! So In Boutique
Omaha Children's Museum
Oster Regent Theatre
Palmer's Family Fun
Petersen & Tietz Florists
Revive Bodyworks, LLC
Riverboat Twilight
Roth Jewelers

Scooter's Coffee
Shelley Blanchard
SingleSpeed Brewing
Slumberland Furniture
So Craftse (Carrie Tarpy)
Stefanie Askeland
Steve & Terri Jackson
Stone Feather Road
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Trio Salon and Spa
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Urban Pie
Waterfalls Car Wash
Waterloo Bucks Baseball
Waterloo Community Playhouse
Waterloo Fire Department
WCF Symphony

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