

New MEMBERS – It is with great pride that we welcome Sara McSweeney, Sarah Conrad, Katie Hillyer, Autumn Miller, Jessica Hartman, Joslyn Sailer, Keeley Smith, and Lindsey Butters to the Waterloo-Cedar Falls Junior League. The new member group was once again tasked with running Prom's Closet and hosted another fun and successful event!



We have selected our date the 2016-2017 New member event on Thursday, July 28th from 6-8 at the Cedar Falls Visitors Center. Please e-mail: jlwcfnewmember@gmail.com if you're interested in attending.



Prom's CLOSET – Prom's closet continues to gain exposure and momentum in the community. This year we had another successful event with 161 dresses donated, 117 dresses sold, along with numerous shoes and accessories. In total, \$1,400 was raised in profit for the JLWCF. The group was able to reach 28 different area high schools. The event touts its success to the great media coverage this year, which included Q92.3 broadcasting live from the event, KWWL running a story the night before, and the Waterloo-Cedar Falls Courier providing a small write up prior to the event. Thank you to the major sponsors that helped make this event another success: Crossroads Mall, Milroy's Tuxedo, Alliance Printing (formerly Bravo) and Q92.3.

Scholarship RECIPIENTS

This year, two deserving young women were chosen from 36 highly qualified candidates to receive scholarships. Applications were distributed to all high schools in the following counties: Black Hawk, Bremer, Buchanan, Benton, Tama, Grundy, Butler and Fayette. \$1000 scholarships were given to the two young women who best demonstrated the qualities that Junior League values including: voluntarism, leadership and academic achievement. Congratulations Noel and Elizabeth on your hard work throughout your high school career. We wish you all the best in the future!



Noel MILLS is currently a senior at Waterloo West High School. She plans to attend the University of Iowa next year and major in Biology and English with a minor in Spanish. She intends to continue her education toward a Doctor of Medicine Degree and eventually plans to become a surgeon.

Noel is one of the inaugural members of The Youth Action Council of the Volunteer Center of the Cedar Valley. This Council identifies needs in the Cedar Valley and organizes and executes service projects to meet those needs. Completed projects include a book drive benefitting the Salvation Army's after-school program, a body positivity campaign with a presentation at the Boys and Girls Club, and a riverside clean-up day. The Council was awarded the Governor's Volunteer Award in 2015.

Noel is enrolled in the International Baccalaureate Diploma program at Waterloo West. Despite the increased coursework demands, Noel's list of extracurricular activities is extensive. She was a member of the Teen Trust of the Northeast Iowa Community Foundation and is currently serving as the first Alumni Leader of Teen Trust. She also participated in Eagle Claw Leadership Training in Wyoming as a program participant for two years and as a staff member for two years.



Elizabeth SWANSON is currently a senior at Cedar Falls High School. She has been pre-admitted to the Tippie College of Business at the University of Iowa and plans to pursue an additional major in Spanish. Her life goal is to become a successful CEO of an international corporation that provides service to communities.

One of Elizabeth's most significant volunteer experiences has been at New Aldaya Lifescapes nursing home. She has volunteered in various roles there during the past three years. One of her references highlighted her commitment to service by sharing that Elizabeth has always celebrated her birthday by requesting her guests bring food items to donate to the Food Bank in lieu of presents.

Elizabeth has excelled academically while holding several leadership roles in extracurricular activities. This year, she served as the co-captain of the cross country team as well as a section leader for both the CFHS Marching Band and the CFHS Wind Symphony. She is also a mentor for the Mentors for Violence Prevention program and a mentor and tour guide for new students, and she has received the Cedar Valley Mayors' Volunteer Leadership Award multiple years.

2015 to 2016

ANNUAL Report

Junior League of Waterloo-Cedar Falls

President's MESSAGE

In this last President's message that I will write, I want to leave you with this quote: "Do not follow where the path may lead. Go instead where there is no path and leave a trail." –Harold R. McAlindon. In these past few years, we have continued to push for change to ensure the long term success of our League. As we work towards implementation of these changes, we are truly trying to leave a sustaining trail as the Junior League of Waterloo-Cedar Falls. A few of these changes include continuing our journey in the transformation of our Community Impact, managing our organization under a spilt leadership team and making any necessary tweaks to this structure. Next year we will begin our journey with the Membership transformation. Leading amidst many formal changes and the desire to make many more changes in our League has been a challenging but a very fulfilling experience. None of these changes can be done without the hard work and dedication of our Membership and, for that, I thank you for your efforts and encourage you to push forward into new paths and leave sustaining trails for those to follow!



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2015-2016 BOARD:

PresidentJess Dee Krogh
 President Elect Sarah Pauls
 Governance Secretary Emily Cabbage
 Treasurer Molly Morris
 Lead Placement AdvisorDanielle Wingrove

Financial REPORT

For the 2015-2016 League year, we set an operating budget of \$74,103 and currently we are below budget. We have had some good fundraising efforts but have fallen short. The Treasurer reported on League's financials at the Board meetings while the Assistant Treasurer reported on them at the monthly Leadership meetings. 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 2015-2016 financial budgets allowed for Members to attend a Winter conference and to send one Member to Morocco. It also allowed for us to do different Community Impact projects. In addition, we were able to hold speaker nights, which were influential and beneficial to Membership.

Marketing Development

The Marketing Council once again had the privilege of supporting and getting the word out about all of our great events! Over the past few years, we have seen a great response from the local media including KWWL and the Waterloo-Cedar Falls Courier for Touch-A-Truck and Prom's Closet. We will continue to nurture these relationships to give maximum exposure to Junior League and our focus on Teen Issues.

We have also worked to increase our social media presence. Through posts that Members can share on their own social media pages, we hope to increase awareness for who we are and what we do in the community.

One slight change this year involves the League Log. In recent history, we have published and mailed 3 League Logs along with our Annual Report to our Active Members, Sustainers and Sponsors. This year, we will be scaling that back to 2 League Logs and an Annual Report.

Fund Development

Charity BALL December 5th 2015 was a night to remember as the Junior League of Waterloo-Cedar Falls celebrated its 78th anniversary in style with this year's Charity Ball, "Midnight Masquerade." Beaver Hills Country Club was the beautiful backdrop for this year's event, where 80 attendees clad in ball gowns and masques enjoyed complimentary wine from Hollen Winery, music from Mick & Mike Staebell and a photo booth provided by Click'n It Photography.

The program included a chance to buy a key to unlock a Treasure Chest worth over \$1500 in local gift certificates, an impressive silent auction of 23 packages, and an exciting live auction courtesy of the auctioneering talents of Tracey Bantz, Route 20 Auction Co. In addition, a beautiful hand-crafted pendant, donated by Facets by Susong, was raffled.

A Midnight Masquerade raised over \$25,000 thanks to the support of Charity Ball attendees and hundreds of corporate and individual sponsors not to mention our dedicated Junior League members! Our League is looking forward to using the funds raised to further our mission and continue supporting our Community Impact focus areas of "Teen Issues and Healthy Teen Living."



Touch-A-TRUCK Touch-A-Truck had another successful year bringing in over \$5,000. The National Cattle Congress grounds and great vendors added to the success of the event with over 25 truck and entertainment vendors. Children were able to explore a crane, Zamboni, semi, UPS truck, Grader, and more as well as enjoy the magic show, bounce house, and balloon artist. The event rounded off with a drawing for the featured raffle of a family vacation package to the Wolf Lodge in the Wisconsin Dells. This event has grown in its sixth year in the Cedar Valley and continues to gain a bigger following each year.



Community Impact

2015-16 was a jam-packed year for Community Impact. With a continued emphasis on our focus area of Teen Issues, JLWCF was able to positively impact teenagers in the Cedar Valley in a multitude of ways.

JLWCF hosted the YOLO Youth Empowerment Series (YOLO YES) at Bunker Middle School for a second year in 2015-16. This year, the committee expanded the series to six events in order to meet with the teens throughout the entire school year. Around 10 students participated in the series this year, including several repeat participants from 2014-15. Again, students had chances to win gift cards and snacks at every session, as well as the grand prize of an iPad mini at the final event. While some of the topics were the same as the previous year, the committee worked hard to make sure the information was presented in a new and interesting way. One example of this was an effort to involve community members outside of Junior League when possible. The first session concentrated on healthy living, with two wellness coordinators from PDCM Insurance presenting a lesson on portion sizes and sugar. The second session focused on careers. Students heard from a cosmetologist, a teacher, a graphic designer, and a physician's assistant. The next couple of sessions gave students the opportunity to discover their individual strengths through several activities presented by Junior League's own Gallup-Certified Strengths Coach Traci McCausland and her intern Cally Reed. The fifth session addressed finances, and the year culminated in a celebration with pizza and games.

This year, the Community Impact Council chose to partner with The Job Foundation for the Charity Ball Appeal and some additional volunteer opportunities. The Job Foundation founder and a program participant spoke at Charity Ball, and the Appeal raised more than \$1,700 for TJF. Members were able to volunteer directly with TJF participants at two Parent Advisory Committee meetings. At the meetings, JLWCF provided dinner for more than 90 people with assistance from high school and middle school students in the program. Following the dinner, JL members also presented a short lesson for the high school and middle school students. The Job Foundation was overwhelmingly grateful for the help with their older participants, and an ongoing partnership is planned.

JLWCF supported the Northeast Iowa Food Bank twice this year, once stuffing backpacks as part of the Backpack Program and once gift wrapping at the mall during the holiday season. 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. Funds raised from wrapping gifts benefitted the Food Bank. JLWCF also had the opportunity to provide desserts for the Mayors' Top Teen Awards, further supporting our focus area of Teen Issues. This awards program recognizes outstanding youth volunteers in our community.

The Enabling Fund helps meet immediate needs within our community, shares Junior League resources without project commitment, and increases Junior League's impact and visibility within our community. Two Enabling Fund grants were awarded during the 2015-16 year. A \$1,000 grant was awarded to fund the Lego Club at the Boys & Girls Club in October. The Boys & Girls Club has been increasing emphasis on STEM-related programming, and Lego Club is one of their new programs that supports that initiative. The second \$1,000 grant was awarded to the Northeast Iowa Turnaround Achievement Awards in March. The program seeks to recognize the effort and commitment of at-risk students who may not receive recognition from other sources. Middle or high school students from schools in northeast Iowa are nominated by school personnel for marked improvements in behavior, attitude, academics, or a combination of all three. The students are honored with a banquet and a plaque to celebrate their achievements.

Annual Dinner will be held at Sunnyside Country Club and will feature the Association of Junior Leagues International Board Member and United Ways of Iowa Executive Director, Deann Cook, who will present "From Rebels to Leaders: The Junior League." The Membership Council is looking forward to continuing to offer interesting and unique training opportunities to every Member for years to come!

Placement ADVISORS – 2015-2016 was a year of transition for our League and that meant for our Placement Advisors as well. First off our name has changed from Membership Mentors to Placement Advisors to more closely match what AJLI's vision for Leagues is. Also we no longer have the VP of Membership as our lead so we created a new position of Lead Placement Advisor. This person is a Member of the Governance board and leads the Placement Committee.

We continued sitting as placement groups at GMM's and I think it is a great change we made last year. It has enabled ladies more opportunity to meet other Members they may not have otherwise gotten to know. I think it has also helped with group discussions to have our league represented at each table. Placement groups have also been trying to do more socially as a group. One group went to Cedar Valley Art and Wine for a fun social event where we all got to paint and have some wine but, more importantly, we got a chance to connect more than just at the monthly GMM.



Membership Development

This year's Meetings and Education committee, led by Katy Harbaugh, Jill Waddle and Traci McCausland, decided to bring the focus of training back to our members in a big way! The goal was to have a relevant, interesting training at every GMM and they did not disappoint! The monthly General Membership Meeting was moved to an earlier start time and included dinner, provided by each of our placement groups. Our Membership had the opportunity to hear representatives from: The Job Foundation, Boys & Girls Clubs of the Cedar Valley, Quakerdale, The Waterloo Community Schools, UNI Nonprofit Leadership Alliance and the John Deere Women's Reach program.

In addition, Active Members, Sustainers and other interested women from the community were fortunate enough to have a special training on "Succeeding With Your Strengths" with Gallup-Certified Strengths Coach and Committee Member, Traci McCausland. Over 50 women from Junior League and the wider community participated in the event, held at VGM. Thanks to everyone involved!

