Annual Report

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Photos by Paul Rankin, Annalee Habstritt & Ellenor Whitty
OUR MISSION

The Junior League of Minneapolis (JLM) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

OUR VISION


OUR HISTORY

The Junior League of Minneapolis is a 501(c)(3) nonprofit volunteer organization. It was established in 1923 and is a member of The Association of Junior Leagues International Inc. (AJLI).

The JLM is a diverse group of dedicated women working to make Minneapolis a better place for all its citizens. With more than 700 members, the Junior League of Minneapolis makes a measurable, positive impact on the community.

The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.
For over 90 years, the Junior League of Minneapolis has promoted voluntarism, developed the potential of women, and worked to improve our community through the action and leadership of trained volunteers. Since its formation in 1923, the JLM has continually assessed the needs of the greater Minneapolis community and developed programs, services, and trained volunteers to meet these needs.

In our 2014-15 League year, the Junior League of Minneapolis continued to deliver on its mission in a variety of ways, including:

- Continuing to build and deliver programming, training, and advocacy work around our focus issue of closing the achievement gap.
- Starting a multi-year process to improve our leadership structure and financial planning processes for greater ongoing sustainability, including an expansion of the JLM’s advancement and donor activities.
- Welcoming 107 new members to our organization. New members are provided with opportunities for training, hands-on service, and interaction with other women as well as partner organizations doing great things in our community.
- Serving our community with our programs and services including Backpack Buddies, Between the Lines, H.O.M.E.S., Helping Hands, and LeagueAires. Each of these meets a specific community need and addresses a component of our focus issue of the achievement gap.
  - Backpack Buddies, a program that provides food on a weekly basis to students living in food-insecure households, expanded to two new area schools. In 2014-15, we filled over 500 backpacks per week, including a new backpack option for families without access to a kitchen.
  - Between the Lines, a program that connects children and caregivers separated for long periods of time due to incarceration or military deployment, continued its work to record adults reading to the children in their lives. The dedicated team produced over 200 recordings that promote the bond between adult and child through a shared literary experience.
  - H.O.M.E.S, a program that brings hands-on math, engineering, and science into families’ homes, strengthened its relationships with the Minneapolis Public Schools as JLM volunteers continued to create and deliver family-friendly math and science projects.
  - Helping Hands, a unique service that helps build the capacity of partner organizations through ‘done in a day’ projects, completed over 1,580 volunteer hours in the 2014-15 League year and worked with 24 organizations in the community.
  - LeagueAires, the JLM’s longest-running service which is approaching a 50-year milestone, brought the joy of music to many in our community, including the disabled and elderly, through its dynamic and interactive performances.
- Strengthening our community relationships with organizations we’re proud to work with year after year including Second Harvest Heartland, Free Arts Minnesota, Greater Minneapolis Crisis Nursery, Northside Achievement Zone, Wallin Education Partners, Capri Theater, Generation Next, MinneMinds, Greater Twin Cities United Way, the Minneapolis Foundation, the Mayor’s Office, Minneapolis Public Schools, and many more.
- Enhancing and expanding our training opportunities for members in areas that support our mission to develop the potential of women as we create civic and community leaders that are passionate about doing great things in and beyond the Junior League of Minneapolis.

The Junior League of Minneapolis has a rich history in our community and continues to play a vital role in building a better Minneapolis through our direct service, development of trained volunteers, and passion for serving the community we love. We are extraordinarily grateful to our members, partners, patrons, and friends who support our work and our mission. Thank you for your support.

With sincere gratitude,

Laura Monn Ginsburg
President 2014-15
Leadership

JUNIOR LEAGUE OF MINNEAPOLIS 2014-15 BOARD OF DIRECTORS
(Left to right) Front row: Shannon Dwyer, Jennifer Hobbs, Laura Monn Ginsburg, Kate Lyons
Back row: Cristina Litt Rivard, Annalee Habstritt, Jayne Dow, Jennifer Foehl, Andrea Bredow, Maggie Snetting, Sarah Punch
Not Pictured: Jennifer Rathke

BOARD OF DIRECTORS

President
Laura Monn Ginsburg
President–Elect
Jennifer Hobbs
Vice President Administration
Jennifer Rathke
Vice President Community
Cristina Litt Rivard
Vice President Finance / CFO
Kate Lyons
Vice President Fundraisers
Annalee Habstritt

Vice President Marketing
Maggie Snetting
Vice President Membership
Jennifer Foehl
Vice President Projects
Andrea Bredow
Legal Advisor
Shannon Dwyer
Recording Secretary
Sarah Punch
Sustainer Representative
Jayne Dow
BACKPACK BUDDIES – Beginning in 2009, the JLM pursued a mission to reduce the effects of childhood hunger by providing nutritious, easy-to-prepare food over the weekend to children in food-insecure homes in the greater Twin Cities area. The objective is to bridge the gap between Friday and Monday when food may not be available, and thereby provide a bit of security for the participating children and their families. In its seventh year, Backpack Buddies program serves over 500 students per week who qualify for the free and reduced-cost lunch at three Minneapolis Public Schools: Andersen United, Cityview Community, and Prodeo Academy.

BETWEEN THE LINES – Between the Lines provides opportunities for children to remain connected with their parents during long separations, including incarceration and military deployment. This program strengthens the bond between a parent and child, and enhances the child’s literacy skills. The JLM partners with Shakopee Women’s Correctional Facility to record inmates reading books to their children. JLM volunteers send the CD, a new copy of the book, and a personal note written by the inmate to the inmate’s child(ren). It has been shown that audio recordings of books enhance early literacy development. Between the Lines also supports children whose parent(s) are deployed through Minnesota’s Beyond the Yellow Ribbon’s Family Preparation Academies. Soldiers record their reading, a message and write a card to their child and decide on timing for sending to their child so that the gift is received when it is needed most.

In the 2014-15 League year, Between the Lines recorded over 200 books for children whose parents are incarcerated or deployed. Between the Lines continues to increase its involvement with Beyond the Yellow Ribbon’s Family Prep Academies.
HELPING HANDS – Helping Hands supports the JLM mission of improving the community by meeting short-term needs and providing JLM members with diverse opportunities for hands-on volunteer experiences. Annually, the JLM provides over 1,500 hours of direct service to the community through Helping Hands. Activities vary year by year, including everything from collection drives for organizations such as Bridging, to collecting food for Second Harvest Heartland, to serving dinner to children and staff at Greater Minneapolis Crisis Nursery. In addition, Helping Hands organizes JLM Impact Days, where the JLM leverages the full power of its membership to showcase our dedication to community service. Helping Hands continues to evolve to meet the needs of the community and membership. With our focus of closing the achievement gap in Minneapolis, Helping Hands concentrates its efforts on volunteer shifts that address various wrap-around services in the following categories: expanded learning and enrichment activities, academic assistance, social services, literacy and educational activities on healthy lifestyle choices and fitness. Current community partnerships will be fostered and new relationships will be developed to further the work of closing the achievement gap through the ‘done in a day’ formula of Helping Hands.

HANDS-ON MATH, ENGINEERING AND SCIENCE (H.O.M.E.S.) – In 2013, the JLM voted to adopt H.O.M.E.S. as a community project committed to engage and equip parents with ways to continue Math, Engineering and Science activities through hands-on projects in their homes, through positive learning associations and resources. Key community partners include Partnership Academy, a charter school in Richfield, and the Minneapolis Public School’s STEM after school programs, including Girls in Engineering, Math and Science and Guys in Science and Engineering (GEMS/GISE).

LEAGUEAIRES – What began in 1966 with 18 women from the Junior League of Minneapolis has grown today to a dynamic choir of nearly 60 women, including members of the JLM as well as women from the community at large. The 2014-15 season marks LeagueAires’ 49th year of serving the community as a service project sponsored by the Junior League of Minneapolis. Annually, LeagueAires sing at more than 40 venues throughout the Minneapolis and St. Paul metro area, including senior residences, nursing homes, businesses serving individuals with special needs, and schools for children with special needs. During each performance season, LeagueAires touches more than 5,000 lives and, as a group, volunteers approximately 10,500 hours.

WALLIN SCHOLARSHIP – Each year since 2002, the Junior League of Minneapolis has provided a scholarship through the Wallin Scholarship Program to a female high school senior who has been selected on the basis of academic rigor, commitment to the community and first generation to attend a university. The JLM is proud to be a part of the Wallin Scholarship Program alongside other individual donors as well as corporate donors such as General Mills and Boston Scientific. As of the 2014 League year, JLM had helped 14 deserving students pursue an education beyond high school. Each year, the Wallin Scholarship recipient speaks to the JLM and shares her inspiring story, and 100 percent of our scholars have graduated in four years.
# Financial Report

## Monetary and In-Kind Donations

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Deloitte
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Mary Boyd Hesdorffer
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Jean Holten
Sherry Jaffe
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Kimberley Johnson
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Kirsten Muller
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Jennifer Rathke
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Brenna Vanderloop
Wells Fargo
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Rachel Bartling
Glynne Bassi
Connie Blodgett
Ann Brilley
Brenda K Bryant
Kathleen Burzycki
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Maria Carthaus
Kelly Chaffee
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Janna Conant
Virginia Conklin
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Desi Creswell
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Rachel Diehl
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Michelle Fettig
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Shannah Gillespie
Sally Ginsburg
Elliot Ginsburg
Mary Ginsburg
Mary Goddard
Jane Gould
Barbara Gullickson
Joan Hanson
Sarah Hauck
Sarah Hauge
Jennifer Hobbs
Shana Hoffer
Dyana Holzworth
Jenna Hong
Kristen Hoplin
Julianne Hunter
Anne Hunter

UP TO $100
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**IN-KIND-DONATIONS-BUSINESSES/CORPORATIONS**

- 2 Lads Winery
- A La Mode Boutique
- Advanced Massage Therapy
- All About You Catering Deli
- American Girl
- Angie’s Boomchickapop
- Bachman’s
- Balanced Barre
- Bean + Ro
- Bee The Difference Gymnastics Studio
- Brett Dorrian Artistry Studios
- Burl Oaks Golf Club
- Cedarholm Golf Course
- Chanhassen Dinner Theatre
- Chicago Bears
- Chicago Cubs
- Circus Juventas
- City Looks Salon
- Colette PAPERIE
- Constantly Cakes
- Cove Point Lodge
- The Cowles Center for Dance & Performing Arts
- Cub Foods
- Dahlgreen Golf Club
- Dale Studios Timeless Portraits
- Dennos Museum
- Details Home Services
- Don Stevens, Inc.
- Drew’s Caramel Corn
- Excelsior Brewery
- Extrados Salon
- Extreme Sandbox
- Field Museum
- The Fit Gal
- Flirt Boutique
- Flowers in the Park
- Food Services, Inc.
- Foss Swim School
- Fulton Brewery
- Gear West
- Gibbs Girl Day Camp
- Guthrie Theatre
- Haute Dish
- Hawthorne Vineyard Winery
- High Five
- Home Depot
- Inver Wood Golf Course
- James J Hill House
- Jon Charles Salon
- J.R. Watkins
- Kemmetmüller Photography
- Kenwood Gymnastics
- Kowalski’s Market
- Kyatchi
- Laketown Chocolates
- Lifetime Fitness
- Little Bean Photography
- Lunds St. Paul
- Lunderby Photography
- Lundstrum Center
- Mall of America
- Marcus Theatre Corporation
- Mason’s Restaurant Barre
- Mercury Mosaics
- Meritage
- Metropolis Resort
- Michael Birawer Paintings
- Mill City Museum
- Minneapolis Institute of Art
- Minneapolis Rowing Club
- Minnesota Landscape Arboretum
- Minnesota Lynx
Minnesota Opera
Minnesota Orchestra
Minnesota United FC
Minnetonka Moccasins
MN Historical Society
ModShot Studio
Museum of Science & Industry
Nadia Cakes
Nighthawks Restaurant
Northern Clay Company
Old Log Theatre
Oliver Kelly Farm
Orange Theory Fitness
Ordway Center for the Performing Arts
Out On A Limb Company
Panera Corporation Donations
Peoples Organic
Pink Parasol Photography
Platinum Dance Center
Pout in Pink
R.F. Moeller Jeweler
Radisson Hotel Roseville
Rainbow Play Systems
Red Balloon Book Shop
Red Wing Shoes
Rick Bronson’s House of Comedy
Rocco Altobelli Salon
Roller Garden Skate Center
Root Salon
Rush Creek Golf Club
Salut Bar
Signature Café
St. Paul Saints
St. Thomas Academy
Stages Theatre Company
Steele Fitness
Stella & Dot
Stepping Stone Theatre
Summit Brewing Company
Sunnyside Gardens
Toro
University of Minnesota Raptor Center
Wander North Distillery

Walker Art Center
Wander North Distillery
Warners’ Stellian
Wild Rumpus Bookstore
Wine & Canvas
The Works Museum
Yo Yo Doughnuts & Coffee Bar
Younique Mascara
Yoxo
YoYo Doughnuts & Coffee Bar

Scott McCleary
Patricia Murphy
Cindy Olmanson
Nicole Prom
Sarah Punch
Marissa Rinowski
Rachel Rodriguez-Schwab
Amy Saldanha
Lisa Scott
Carol Smith
Sara Sternberger
Jasmine Stringer
Jessica Stone
Diane Tavegia
Amanda Theisen
Lisa Walker

IN-KIND-DONATIONS-
INDIVIDUAL

Jennifer Abel
Sara Ahluwalia
Ginger Anthony
Lauren Bear
Chuck Belland
Lauri Belland
Ginger Belle
Mandie Beyl
Maria Bloomfield
Patti Bloomfield
Sarah Borchers
Andrea Bredow
Rebecca Brown
Terry Carlson
Jamie Cathcart
Janna Conant
Amy DeSutter
Jayne Dow
Jennifer Foehl
Sarah Fretz
Jennifer Haag
Annalee Habstritt
Dorothy Hautman
Brittany Heinz
Kathy Klingen
Mary & Jim LaFave
Erica Leana
Kristin & Eric Lindquist
Alicia Luther
**AMERICAN GIRL FASHION SHOW** – The 14th annual American Girl Fashion Show® made its debut at the historic Base Camp at Fort Snelling. While the show’s previous home at the Capri Theater offered a low cost venue in the heart of the Northside Achievement Zone, the Base Camp location enabled JLM to respond to increasing attendance rates with a larger space. Since 2001, the JLM has provided local girls the opportunity to celebrate the experience of being a girl. Each show features outfits from the American Girl® Fashion lines of contemporary and historical dolls including Addy Walker, Caroline Abbott, Josefina Montoya, Samantha Parkington, Rebecca Rubin, Kit Kittredge and Julie Albright. Our 14th annual show also included 2015’s Girl of the Year, Grace Thomas. In five shows over three days, this event featuring models ages five to twelve walking the runway with their favorite dolls in front of an audience of hundreds of friends and family. Total gross revenue from the American Girl Fashion Show was over $20,000.

**ONE NIGHT FUNDRAISER** – JLM brought the sophistication and high-flying fun of a vintage carnival to its signature fundraiser this year. Approximately 250 guests at the Vintage Carnival Soiree filled the Nicollet Island Pavilion to enjoy vintage carnival games, acrobatic performances from local aerial dance company 2 Defy Gravity, signature cocktails from Prairie Organic Spirits and silent and live auctions. Auction items included a week at Plantation Village Resort on Grand Cayman Island, the chance to throw out the first pitch at a Minnesota Twins 2015 home game and a five-night stay at a luxury townhouse in Lutsen on the shores of Lake Superior. Additionally, we were honored to welcome President and CEO of the Northside Achievement Zone Sondra Samuels as a featured speaker at the event as well as a personal video message from Senator Amy Klobuchar. A special thank you to our corporate sponsors, including Volvo, Warners’ Stellian, The Balloon Shoppe, Prairie Organic, and The Container Store. In total, the JLM generated gross revenue of more than $123,000 from the Vintage Carnival Soiree.

**SHOP, SAVE, SHARE** – The JLM brought back its popular Shop, Save, Share (SSS) card program for the sixth consecutive year. With the purchase of a $30 card, shoppers received a 20 percent discount at participating retailers, salons and specialty stores throughout the metro area. A highlight included The Container Store hosting a fundraising event in October, where customers received a 20 percent discount just for purchasing their card. A true partnership with the local business community, SSS offers benefits for all involved. Businesses benefit from powerful marketing and awareness opportunities and JLM secures funding for our community projects. And, of course, SSS cardholders receive a great discount from their favorite merchants and a chance to discover new stores in their own backyard.

**SPECIAL EVENTS** – Special Events fundraisers offer JLM members fun, affordable ways to contribute with an emphasis on socializing. Events included Breakfast with Santa, the North Loop Wine & Spirits wine tasting, and Dinner Club. At the second annual Spring Bazaar, women had a chance to clean out their closets ... and refill them with great deals on new or slightly used women’s and children’s clothing, accessories and home goods. Far and away the most popular, the return of Men In The Kitchen featured more chefs, more food and significantly more hungry guests flocking to the Warners’ Stellian appliance showroom. The team also hosted the Crush Party on February 13 which had an amazing turnout downtown Minneapolis at Mason’s Restaurant Barre. In total, the team generated gross revenue of more than $27,000.
## CHANGE IN FINANCIAL POSITION

(For the years ending May 31, 2015 and May 31, 2014)

<table>
<thead>
<tr>
<th></th>
<th>FY 15</th>
<th>FY 14</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Net Assets</strong></td>
<td>$1,499,447</td>
<td>$1,361,770</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Operating Support and Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and Contributions</td>
<td>$128,481</td>
<td>$109,578</td>
<td>17%</td>
</tr>
<tr>
<td>Fundraisers (Net of Expense)</td>
<td>$80,855</td>
<td>$158,506</td>
<td>(49%)</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$115,159</td>
<td>$114,434</td>
<td>1%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$57,984</td>
<td>$20,707</td>
<td>180%</td>
</tr>
<tr>
<td>Miscellaneous Income</td>
<td>-</td>
<td>$1,472</td>
<td></td>
</tr>
<tr>
<td><strong>Net Operating Income</strong></td>
<td>($2,622)</td>
<td>($16,937)</td>
<td></td>
</tr>
<tr>
<td>Unrealized Gain (Loss) on Investments</td>
<td>($45,698)</td>
<td>$55,139</td>
<td></td>
</tr>
<tr>
<td>Realized Gain (Loss) on Investments</td>
<td>$31,264</td>
<td>$15,302</td>
<td></td>
</tr>
<tr>
<td><strong>Total Non-Operating Income</strong></td>
<td>$12,974</td>
<td>$70,441</td>
<td></td>
</tr>
<tr>
<td><strong>Total Operating Support and Revenue</strong></td>
<td>$368,045</td>
<td>$475,138</td>
<td>(23%)</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>$245,143</td>
<td>$257,036</td>
<td>(5%)</td>
</tr>
<tr>
<td>Support Services</td>
<td>$71,900</td>
<td>$80,425</td>
<td>(11%)</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>$317,043</td>
<td>$337,461</td>
<td>(6%)</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>$51,002</td>
<td>$137,677</td>
<td>(63%)</td>
</tr>
<tr>
<td><strong>Ending Net Assets</strong></td>
<td>$1,550,449</td>
<td>$1,499,447</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Financials audited by Boulay PLLP*
To become part of women building better communities, connect with us via the following:

jlminneapolis.org • info@jlminneapolis.org
ph: 612.238.8460 • f: 612.573.6551

Proudly Celebrating over 90 Years of Community Impact

JUNIOR LEAGUE OF MINNEAPOLIS
Women building better communities

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