

# LEAGUE HIGHLIGHTS

## *A Mid-Year Review*

Dear Friends of the JLNVB,

FEBRUARY 2018

Happy New Year! I hope that 2018 is off to a great start for you and your family. I can't believe that our League year is more than halfway complete, but there are still so many exciting events and opportunities to volunteer this year. Scavenger Hunt had its best turnout ever this past October and I am so proud of the work that the committee did to increase participation. Our next fundraiser, Brunched, is scheduled for February 24 at The Harbor Club at Waterside and I am so excited for this inaugural event. If you have not purchased tickets, please get them while they are still available and bring your friends! Touch-A-Truck will be here before we know it in April and this is a wonderful opportunity to bring your children (or grandchildren) out for a fun-filled day.



Our League is continuing to grow with a very active New Member class this year. They are jumping right in and taking advantage of all that the League has to offer. They continued to organize the annual New Member Blood Drive in January. I am so proud of all of the work that our members are doing this year to live our mission every day—developing the potential of women, promoting voluntarism, and improving the community through the effective action of trained volunteers. We had a very large turnout for our Fall Passion into Action to hear Suffolk Mayor Linda Johnson speak and I am excited for our Spring Passion into Action in March. Our Leadership Initiatives committee has done an outstanding job with offering various training opportunities to our members this year. I hope that you have been able to take advantage of a few!



This year is flying by and I hope that you are enjoying your placement and the comradery of your fellow members. Our organization is strong because of each of our members' contributions. I am so grateful for your service to our community.



*Heather*

Heather Cohen  
2017-2018 President

## ADMINISTRATIVE COUNCIL

Our small-but-mighty Administrative Council has had a busy year so far.

We kicked off this League year with the August General Membership Meeting at Green Flash in Virginia Beach. This exciting new venue was a hit with our members and their guests! As the fall progressed, the Council worked on reviewing our Placement Guide for accuracy as well as coordinating the November Cluster Meetings. The Cluster Meetings were well attended and featured training on the placement process. Both projects were led by our Assistant Administrative Vice President Brittany Lavalleur who has been an invaluable asset to our Council and our League.



As we moved into December, our Administrative Council Vice President Erika Compliment led the coordination efforts for our annual Holiday Social. With record-breaking attendance, our members and their friends, partners, and significant others gathered to celebrate our 2017 successes inside the Waterside's Rocky Mountain Room. To make this evening extra special, the Council worked tirelessly in the days leading up to the event to make decorations, impact signs, and baked treats. December was also a big time for our Digital Administrator, Katherine Seibt, who tenaciously worked with Digital Cheetah to resolve a major issue with the way the website tracked and reflected member commitments. Katherine also developed and implemented a trouble-ticket process for our members to resolve Digital Cheetah concerns. Looking to 2018, we are excited to focus on our history project in partnership with the Slover Library as well as planning the Annual Soirée. Thank you for your support this year—we couldn't do it without you!

### 2017-2018 BOARD OF DIRECTORS

President: Heather Cohen  
President-Elect: Tiffany Williams  
Administrative Vice President: Erika Compliment  
Communications Vice President: Lauren Roberts  
Community Vice President: Erin Rice  
Fund Development Vice President: Maryann Smith  
Membership Vice President: Katie Doyle  
Treasurer: Amanda Lloyd  
Treasurer-Elect: Stephanie Johnson  
At-Large Director: Beth DeJarnette  
Nominating Chair: Melissa Hamann  
Parliamentarian: Christa Ross  
Leadership Initiatives Director: April Mann

## COMMUNICATIONS COUNCIL

The Communications Council continues to be very proud of our increased visibility in both our community and our League community overall! This has been our biggest goal since day one and we are excited to report our mid-year success. Take a moment and check out how our visibility continues to increase on each of our social media platforms:

### FACEBOOK:

- Our external public page now has 1,600 followers including members and non-members
- Our internal members-only Facebook page has become a major source of communicating information with a large percentage of our Membership being reached in this way
- We have had a positive response to Training events this year resulting in great member and community participation as well as increased member satisfaction
- More than 1,000 people have seen our fundraisers and this increased exposure resulted in more than 300 participants for Scavenger Haunt
- Each week we highlight an outstanding member and that is typically our most-popular post

### INSTAGRAM:

- Instagram is our newest platform and even though we have been using it for less than one year, we have already reached 550+ followers and have posted more than 700 times
- Our society thrives on the need and desire to absorb information visually, therefore the visual presentation of our information via this platform continues to increase
- We have been able to leverage the power of Instagram to connect to Leagues all across the country and world, resulting in new ideas and personal connections
- We have been complimented and congratulated by the largest League (The Junior League of Dallas) for our amazing presence on this platform



The Communications Council thanks all those that follow us on these social media platforms and invites any one that doesn't to join us in our quest to increase our visibility!

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# COMMUNITY COUNCIL

During the first half of the year, JLNVB members dedicated over 1,000 hours of volunteer service to the South Hampton Roads community! We have established new partnerships with Naval Medical Center Portsmouth Pediatric Clinic, the Salvation Army, and the Ronald McDonald House. Also, we have re-energized existing relationships with Union Mission Ministries, Park Place Child Life Center, the H.E.R. Shelter, the Foodbank of Southeastern Virginia, St. Mary's Home, and YWCA South Hampton Roads.

**LITTLE HANDS, BIG DIFFERENCE:** In support of the Foodbank and the Mayflower Marathon Food Drive, the Junior League of Norfolk-Virginia Beach hosted its 7th Annual Little Hands, Big Difference on November 18, 2017 at The Williams School in Norfolk. This fun-filled day is dedicated to teaching children the importance of volunteering, giving thanks, and eating healthy. All activities focused on giving back to those in our community that were in need during this holiday season. While at a new location, this event was once again extremely successful and we look forward to partnering with The Williams School again in the future. They provided a number of supplies at no cost, published our event in their newsletter, and hosted a food drive at the school the week prior in which more than 30 kids participated. Under the leadership of our Children's Initiatives Committee, attendees:

- Collected 1,488 meals for the Foodbank
- Assembled 152 toiletry kits for HER shelter and ForKids
- Made 12 fleece blankets for sick and injured children
- Made 35 bird feeders for local gardens
- Colored more than 40 placemats for a senior center's upcoming Christmas dinner
- Mixed 107 containers of trail mix friendship snacks for local nursing home
- Created more than 75 holiday cards for our military, police, firefighters, and Sustainers.

**KING'S DAUGHTERS MILK BANK at CHKD:** Members of the JLNVB are once again working to support Saturday drop-offs for mothers donating valuable breast milk in support of the King's Daughters Milk Bank at CHKD. Due to the popularity and increasing demand by donors, we have expanded our outreach to a second collection site in Virginia Beach. Our members are now collecting milk donations every weekend at either the main Children's Hospital in Norfolk or at General Booth Pediatrics in Virginia Beach. Due to our increased participation, we have trained more than 35 new volunteers this fall to support our Milk Bank initiative. To date, we have collected 19,423 ounces from 37 donors. This is equal to 77,692 feedings of life-saving breast milk. One cannot help but be inspired by this project!



**JLNVB MAKING A DIFFERENCE:** Our members have been busy this fall exploring new community opportunities and staying true to our mission of helping women and children in Hampton Roads. We look forward to continuing to serve the community and honoring the legacy of the JLNVB! Under the leadership our Done in A Day Committee, our members:

- Donated 300 books to REACH and more than \$1,600 of school supplies to ForKids to support children living in homeless shelters in Hampton Roads.
- Collected more than 5,200 sanitary items for the women at the H.E.R. Shelter.
- Supported the youngest members of our community by donating more than 640 diapers, wipes, and 60 ounces of critical baby formula.
- Laid wreaths at the Albert Horton Memorial Cemetery in Suffolk to honor our military veterans this holiday season.
- Served meals at the Union Mission and the Salvation Army.



**GIRLS ON THE RUN:** During our October General Membership Meeting, JLNVB members provided a total of 1,385 healthy snacks and two cases of water for Title I Elementary schools in Hampton Roads. These snacks will go towards young girls participating in the Girls on the Run program, which aims to build self-esteem and confidence. Additionally, our members participated as Spark Runners at the December 5K race, which celebrates the achievements of these young ladies this season.



**NAVAL MEDICAL CENTER PORTSMOUTH PEDIATRIC CLINIC:** As one of our newest community partnerships, the JLNVB teamed up to spread a little holiday cheer to the pediatric patients at the Naval Medical Center Portsmouth. JLNVB collected new toys at the December Holiday Social that were provided to children that spent Christmas morning in the hospital. Together we collected, wrapped, and distributed over 150 toys! Continuing in 2018, our members will be visiting patients twice a month and delivering toys.

## COMMUNITY IMPACT DEVELOPMENT

### CHILDHOOD LITERACY

Early Literacy is what children know about reading and writing before they actually read or write. The early childhood years are crucial in children's literacy development because the development of language and literacy begins at birth and is a lifelong process. The primary function of language is to communicate. During the 2013-2014 school year, 27% of third graders in Hampton Roads did not read at a third grade level. Based on actuarial estimates, this will equate to over 700 high-school dropouts and 2,500 high-school graduates who are unable to read from the graduating class of 2023. Our goal is to decrease the number of functionally illiterate students in Hampton Roads and encourage reading in families through increased access to books. Potential projects JLNVB could adopt would include:

- Partnering with local schools and animal shelters to create a program where students read to shelter animals.
- Developing and funding a book mobile program with local libraries and schools.
- Building and managing "Little Libraries" in high risk neighborhoods.

### WOMEN'S HEALTH

Women's Health is possibly the broadest topic being considered for our community impact rollout. Because of the depth of this topic, it will be necessary for the league to be selective in determining which women's health issues to focus on during the implementation phase of this project. Women's health issues that have been researched and are currently under consideration include Mental Health, Reproductive Health, Cancer and Heart Health.

This issue is relevant to JLNVB not only because we are an organization of women, but also because of the prevalence of these health problems among the Hampton Roads population. While the impact we would measure and goals are different for each of the health issues selected, there are a variety of projects that could be adopted and implemented by the league to address these problems with the general goal of lowering risks and increasing positive outcomes and general wellbeing for women in Hampton Roads. Projects include:

- Hosting pop-up yoga and free workout meet-ups throughout Hampton Roads.
- Putting together period kits/new woman kits to hand out to students with the basic supplies they need to be prepared for their first period along with educational material explaining how to use the products and what their body is going through.
- Implementing the AJLI Little Black Dress Initiative
- Partnering with local Mobile Mammogram van to set up mobile screenings at community events.
- Developing nutrition programs to educate women on healthy food choices and basic nutritional needs/how to create a balanced plate.

## FUND DEVELOPMENT

**SCAVENGER HAUNT:** Our 4th Annual Scavenger Haunt was held on October 28, 2017 at The Shack. More than 350 individuals, making up 96 teams, convened for an evening of fun which included a scavenger hunt along the Boardwalk, costume contests, and an after party. From The Weather Channel Reporters to Hot Air Balloon Operators and everything in between, the Virginia Beach Oceanfront came to life with hundreds of well-costumed hunters searching for answers to their clues! This made for our most successful Haunt to date, both in participants and funds, with over \$7,800 raised to further our mission in the community! Plans are already being set in motion for next year, and we can't wait to see you there!



**TOUCH-A-TRUCK:** We are excited for our 6th Annual Touch-A-Truck event which will be held April 28, 2018 at Greenbrier Mall from 9 a.m. - 3 p.m. The VIP hour will be from 9 a.m. - 10 a.m. Please save the date and visit [www.jlnvb.org](http://www.jlnvb.org) for more details as we get closer to the date.



**BRUNCHED:** Mark your calendars for our newest fundraiser, BRUNCHED, which will be held on Saturday, February 24, 2018 from 11 a.m. - 2 p.m. at The Harbor Club at Waterside. This brunch-themed tasting event will feature 10-15 local restaurants serving tastings of their most-popular brunch item in a fun and festive atmosphere. There will be a cash bar offering signature brunch drink specials as well as a full selection of beer and wine throughout the event.



This event is open to attendees age 21+.

Check out the BRUNCHED Facebook event or visit [www.jlnvb.org](http://www.jlnvb.org) for more details!



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# MEMBERSHIP COUNCIL

**AT-LARGE:** Beth DeJarnette, our At-Large Director, worked in conjunction with the Transition Committee to coordinate our 2nd Annual Sustainer Tea Party, with over 20 Sustainers in attendance. Beth also carries on Member of the Month awards (we have recognized the contributions of 20+ members so far this year!) as well as highlighting member birthdays in the League. In addition, Beth is also planning a new Sustainer spotlight to highlight many of our wonderful Sustainers who support us throughout our many endeavors!



**LEADERSHIP INITIATIVES:** Our Leadership Initiatives Committee has already coordinated over 5 training events, including a summer chair, mentor, and Digital Cheetah training. In addition to specific League trainings, members attended a child-abuse prevention training. This opportunity was brought to us by Sustainer Brenda Exum and Stewards of Children®. With the help of Sustainer Advisor Hanan Mitry, our first Passion into Action for the year was held in November. League members and their guests heard from Mayor Linda Johnson of Suffolk. Additional training opportunities will be available throughout the duration of the year. Keep an eye out for them on Digital Cheetah!

**NEW MEMBERS:** Over 40 new women decided to join JLNVB this year as part of our New Member Class! These ladies have already started to make an impact, beginning with their fall food drive for Catholic Charities, which brought in over \$375 worth of food for Thanksgiving dinners for families in need. On January 27, 2018, the New Member Class held their annual blood drive at the Virginia Beach Resort Hotel and Conference Center and it was one of the most-successful drives to date!

**NOMINATING:** The nominating committee selected four League members to attend the Virginia Leadership Summit this past fall and one League member to attend ODI in Grapevine, Texas. Additionally, President-Elect interviews were completed with the committee selecting Katie Gribble Doyle as our President-Elect for 2018-2019. Nominating is looking forward to all of the board of director applicants and interviews in late January.



**PLACEMENT:** The Placement process was the focus of the 10 November Cluster Meetings. This topic provided all members with invaluable information about our League and opportunities to explore leadership positions. Thank you to our 2017 hostesses: Martha Goodman, Stacy Long, Sarah Steadfast, Tara Corrigan, Bobbie Gribble, Lynne Winter, Najwa Knox, Priscilla Trinder-Roady, Sherri Stein, and Christy Alexander. Members walked away from the meeting understanding how each council and committee supports JLNVB's mission. Additionally, Placement has created mentor and advisor groups to help provide additional support and social events for our members. This enhancement of the advisor role has created a more informed and engaged membership.



**RECRUITMENT:** The Recruitment Committee planned several recruiting events over the summer with a culmination of over 40 new members for the 2017-2018 League year. In conjunction with traditional recruitment events, the Recruitment Committee liaised with the Community Council to include a community partner presentation and service project. This allowed potential new members to see JLNVB's mission in action. Another exciting new component includes planned recruitment socials throughout the duration of the League year to facilitate increased interest in the League as well as to provide members with additional social opportunities. Recruitment has already coordinated 2 fall recruitment socials with 11 potential new members!



**TRANSITIONAL MEMBERS:** The Transition Committee includes transfers, First Year Actives, and members who are returning from a leave of absence. So far this year, JLNVB has welcomed 11 Transfers. The committee has already held 2 bimonthly planned "socials with a purpose," with the goal to provide transition members social opportunities while learning relevant information to our League. The Transition Committee was also able to help coordinate the 2nd Annual Sustainer Tea Party with the At-Large Director, Beth DeJarnette. Thanks to our gracious host, Bobbie Gribble, over 20 Sustainers attended the event!



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# 1925 SOCIETY

## 1925 Society

### 2017-2018 SUPPORTERS:

#### **PRESIDENT'S CIRCLE: \$1,000+**

Heather Cohen • Virginia Van de Water • Carin Carr

#### **LEAGUE LEADER: \$500 AND ABOVE**

Sam Meier

#### **LEAGUE ADVOCATE: \$250 - \$499**

Erin Clements • Mary Lehw • Erin Rice • Maryann Smith • Jennifer Strout • Tiffany Williams • Elizabeth Britton • Katie Doyle • April Mann • Christa Ross

#### **LEAGUE PARTNER: \$100 - \$249**

Erika Compliment • Bobbie Gribble

#### **LEAGUE FRIENDS**

Tiffanie Bashay • Ashley Diederich

*Thank you so much to all of  
our 1925 Society Donors!*

# UPCOMING EVENTS

## 2017-2018 League Year

### FEBRUARY

**4 CycleBar Red Mill**  
2:00p.m. - 3:00p.m. @ Red Mill in  
Virginia Beach

**10 Active Shooter Workshop**  
10:30a.m. - 2:30p.m. @ Meyera E.  
Orberndorf Central Library

**13 Brews & Beads**  
5:30p.m. - 8:30p.m. @ Coelacanth  
Brewing Company in Norfolk

**24 Brunched**  
11:00a.m. - 2:00p.m. @ Harbor  
Club at Waterside, Norfolk

### MARCH

**10 Mid Year Chair Training**  
9:00a.m. - 12:00p.m. @ Operation  
Smile in Virginia Beach

**17 Norfolk Admirals Hockey**  
7:00p.m. @ Norfolk Scope in  
Norfolk

**27 Spring Passion Into Action**  
6:00p.m. - 8:00p.m. @ Town  
Center City Club in Virginia Beach

### APRIL

**19 Mental Health Workshop**  
6:30p.m. - 8:00p.m. @ Location  
TBD

**28 Touch-A-Truck**  
9:00a.m. - 3:00p.m. @ Greenbrier  
Mall in Chesapeake

 JUNIOR LEAGUE OF  
**NORFOLK-VIRGINIA BEACH**

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