

LEAGUE HIGHLIGHTS

A Mid-Year Review



FEBRUARY 19, 2016

Dear Friends of the JLNVB,

I am so proud to be able to share with you the highlights from our 90th year as a leading women's volunteer organization in South Hampton Roads. This year, we were honored to be selected by Coastal Virginia Magazine as one of Hampton Roads top 50 non-profits. In November, past president Kirkland Clarkson, daughter of our founding member, Mrs. Lawrence F. Tucker, spoke to us about our history and legacy. I am honored to be able to follow in her footsteps as well as all of yours to continue to move our mission forward. So many exciting changes have happened this year as we continue to evolve and grow, but what remains is our commitment to the community, our camaraderie and the impact we continue to make through the women we have empowered.

Sincerely,

Hanan Mity
2015-2016 President



*Hanan Mity, President with
Corinne Powers, Community VP*

THANK YOU TO OUR SPONSORS!

Your generous support enables us to continue to provide meaningful impact across the South Hampton Roads community.



ADMINISTRATIVE COUNCIL

From community partners to local legislators, the General Membership Meeting (GMM) schedule has been both exciting and informative this year! To recap:

In August an “unofficial GMM” was held at Keagan’s Irish Pub at Virginia Beach Town Center. We kicked off the year with a cake and toast in celebration of the Junior League of Norfolk-Virginia Beach, Inc.’s 90th Anniversary.

The September GMM focused on a community roundtable where several of our community partners in the area gave presentations about their respective organizations.

In October, we were pleased to host Lieutenant Governor Ralph S. Northam as a special guest speaker. The membership also had the opportunity to learn more about the JLNVB’s rich history through an interactive trivia game.

Once again in November, cluster meetings were held at the homes of various Sustainers, which took the place of that month’s GMM. Members learned about the nominating process and worked together to draft a personal and authentic message about the JLNVB. We’d like to extend a special thanks to all of the Sustainers who graciously hosted the cluster meetings: Martha Goodman, Ginger Van de Water, Mary Denny, Stacy Long, Jane Short, Bobbie Gribble, Sherri Stein and Najwa Knox.

The December holiday social was held at 1608 Craft House in Virginia Beach. The event, which was attended by over 100 members, Sustainers and their guests, was a great opportunity to take a break, share some holiday cheer and toast to the many accomplishments of the past year!

In January, we welcomed a new year focusing on women’s health and fitness! Our GMM speakers included Dr. Kristina Kratovil of Executive Internal Medicine and local fitness expert, Jim White of Jim White Fitness and Nutrition Studios.

Stay tuned to our website and Facebook page for exciting GMM updates.



COMMUNICATIONS COUNCIL

To help you stay informed, we’ve implemented several new communication tools this year! Over the summer, the JLNVB started using an email system, called MailChimp, for all of our weekly and Sustainer blasts. MailChimp helps us create clean, professional emails that can be viewed from your computer, tablet or phone! MailChimp also allows us to track readership, noting when and how often members are viewing their emails. This helps us tailor the information to meet your needs!



In August, we launched a new JLNVB website. This was a huge effort, years in the making! Our new site streamlines our information, allowing stakeholders to quickly find out about various topics including: how we impact the community, how to buy fundraising event tickets, how to become a sponsor and who to contact to join the JLNVB.

The revision of our website launched a rebranding effort. We’ve embarked on the task of updating all communications materials, including our “Why JLNVB” membership brochure, to create a cohesive look across our materials.

We’ve increased our use of social media for both internal and external Junior League of Norfolk-Virginia Beach, Inc. needs. The JLNVB has a Members Only Facebook group where we can quickly share information about volunteer hours, social events and fundraising! This helps our membership stay informed with up to the minute posts. We’ve leveraged our external Facebook page, a place for community partners, donors, members and Sustainers to view and share JLNVB information.

You may have seen the new red Junior League of Norfolk-Virginia Beach, Inc. tent and tablecloths, both great for raising awareness of the JLNVB. We continue to refine our existing communication tools and look forward to delivering timely, actionable information on everything JLNVB!

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 Girls on the Run South Hampton Roads, Roc Solid Foundation and the Virginia Cooperative Extension. We also reenergized long time relationships with Park Place Child Life Center, the Foodbank of Southeastern Virginia, St. Mary's Home and YWCA South Hampton Roads.

KING'S DAUGHTERS MILK BANK AT CHKD: We commenced our second year of providing Saturday drop-offs for donor mothers 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 two weekend pickups each month since October 2015. We have trained 15 new volunteers, attended three large community events in partnership with the Milk Bank for promotional purposes and have collected a whopping 11,107 ounces. The amount collected from October 2015 until now is just under our total collection for the entire last year.

LITTLE HANDS, BIG DIFFERENCE: In November, we held our 5th annual Little Hands, Big Difference (LHBD) at Pembroke Mall in support of the Mayflower Marathon Food Drive. This drive is hosted by 106.9 The Fox and WNOR 99 and benefits all of the area food banks. This year's LHBD event was co-sponsored by Farm Fresh with a gracious \$2,500 grant that allowed us to expand our format to a "Day of Gratitude." All activities focused on giving back to our families and to areas of need in the community. The children compiled 325 toiletry kits that were later donated to the Union Mission in Norfolk, collected over \$1,500 and 45 boxes of food donations from members, created squares to be sewn into a gratitude quilt, wrote thank you cards and had a Farm Fresh nutritionist on site to teach kids about healthy eating during the holiday. In the future, we look forward to continuing to build this new format into a signature JLNVB event.



GIRLS ON THE RUN: JLNVB ladies supported 35 Girls on the Run Snack Fairy drop offs to the girls of Larkspur Middle School in Virginia Beach and Lake Taylor Middle School in Norfolk. In December, through the GOTR Running Buddies Program, 29 JLNVB ladies served as a running/walking partner and cheered on the girls while they completed their 5K race at the Virginia Zoo. Thousands of people across all of Hampton Roads were in attendance, and we look forward to participating in the spring event located in Virginia Beach!



MAKING A DIFFERENCE: JLNVB ladies have dedicated many hours to other projects this year, such as tutoring and dinner drop off, providing cooking lessons to older children on the weekends and donating over \$2,000 in school supplies for the children of Park Place Child Center in Norfolk.



Our Kids in the Kitchen Committee dedicated numerous hours to reviewing and writing a new curriculum for the mobile Kids in the Kitchen program. After the new year, these ladies will be participating in multiple events with the Kids Café at the Foodbank and the Boys and Girls Club in Berkley.

Additionally, we've built outdoor playsets and remodeled rooms for children with cancer with the Roc Solid Foundation, assisted in the setup of the new YWCA offices and secured three shifts a month at the Foodbank for quality assurance assistance. We look forward to continuing to serving the community and honoring the legacy of the JLNVB!



WOMEN BUILDING BETTER COMMUNITIES
2015-2016 League Year Highlights

FUND DEVELOPMENT

Our Special Events and Ways and Means committees have partnered together to secure events that have provided both social and donation opportunities for JLNVB.

In November, we partnered with a new wine bar, Tinto Wine and Cheese, etc. Tinto donated \$25 for every wine club membership purchased by a JLNVB member (or family/friend). In addition, Tinto hosted wine nights every Monday in November, generating \$500 for the League!

Wasserhund Brewery in Virginia Beach gave us the opportunity to be their Cause of the Month in December. For the entire month, they donated a portion of their proceeds back to the Junior League of Norfolk-Virginia Beach, Inc. In total, approximately \$2,344 was given back to the JLNVB.

The JLNVB was voted A. Dodson's (a local boutique shop) Round Up Charity of the Month in January 2016. Anyone who shopped at one of their locations around Hampton Roads was asked to "round-up" their purchase to the nearest whole dollar. This amount was then matched by A. Dodson's and donated back to the JLNVB.

We hosted our second annual Brews and Beads event on February 9, 2016 at Pleasure House Brewing in Virginia Beach. This Mardi Gras-themed event provided a social and fundraising opportunity for the Junior League of Norfolk-Virginia Beach, Inc.

You may have heard that the Kroger Community Rewards Program now includes the JLNVB as a community partner! Simply register your Kroger Plus Card on their website and a portion of what members spend will be given back to the JLNVB. For more information on how to register your card, visit <https://www.jlnvb.org/kroger>.

Successful cookbook sales were held at Simply Selma's during their Holiday Open House, Farm Fresh and Smithfield Farmers Market.

SCAVENGER HAUNT: Our second annual Scavenger Hunt was held on October 24, 2015 at Town Center Virginia Beach garnering almost \$2,550 for JLNVB! Scavenger Hunt is our Halloween-themed scavenger hunt where teams race to complete clues. We had close to 80 participants at the event that culminated with an after party at Keagan's Irish Pub. We hope to build on this event in 2016, select a new location and continue the haunting good time!



TOUCH-A-TRUCK: Save the date! Our 4th Annual Touch-A-Truck will be held on April 30, 2016 at Greenbrier Mall in Chesapeake. Touch-A-Truck guarantees to be truckloads of fun. For more information and to purchase tickets, please visit jlnvb.org/touch-a-truck!



MEMBERSHIP COUNCIL

In September 2015, the Junior League of Norfolk-Virginia Beach, Inc. welcomed a large Provisional Class of 44 after a very busy and highly successful recruiting season. This talented group of women selected to work with Catholic Charities during their Holiday Gift Drive, providing many items to families in need at Christmas. These ladies also organized and promoted our Annual Blood Drive for the American Red Cross of Southeastern Virginia on January 30, 2016. This year's drive collected 126 units which means we helped save 378 lives!



The Transition group (Transfers, First Year Actives and returning members) is also large this year with 10 Transfers and 17 First Year Active members. This group meets for socials and trainings that help support their growth and transition into the JLNVB.

Supplying our members with training opportunities continues to be a priority for member engagement and satisfaction. To support this endeavor we provided the following opportunities:

SEPTEMBER 2015: We sent the President and President-Elect to the Fall Leadership Conference in New Orleans, LA.

OCTOBER 2015: Three JLNVB members attended Fall ODI in Seattle, WA.

JANUARY 2016: President-Elect, Lily Hsu and President-Elect-Elect, Heather Cohen attended the Winter Leadership Conference in Austin, TX.

JANUARY 2016: Two members attended the Winter ODI in Miami, FL.

Locally, we provided the following trainings:

JANUARY 2016: Lost Boy of Sudan, the story of a South Sudan genocide survivor making a difference in Hampton Roads.

FEBRUARY 2016: Are You Making the Right Ask, strategies for successful fundraising from JLNVB Sustainers Brooks Lively and Ashley Gentry.

FEBRUARY 2016: Professional Image and Etiquette, a partnership with Nordstrom helping us put our best foot forward.



In addition to the fundraising events, the Special Events Committee organized several JLNVB events for members to attend such as: Opera in the Park, Wine Down Wednesday at Twist Martini Bar and Movie Night at the Zoo. These events allowed members an opportunity to socialize and get to know one another.

WOMEN BUILDING BETTER COMMUNITIES
2015-2016 League Year Highlights

1925 SOCIETY

1925 Society

THANK YOU TO OUR 2015-2016 SUPPORTERS:

LEAGUE LEADER: \$500 AND ABOVE

Christy Hamlin • Orianna McKinnon • Corinne Powers

LEAGUE ADVOCATE: \$250 - \$499

Madeline Finney • Suzanne Franklin • Debra Griggs • Lily Hsu • Mary Louis
Connie McKenzie • Hanan Mitry • Allison Rachel • Carin Schneller-Carr • Kathy Shelton
Cora Tower • Virginia Van De Water • Lynn M. Winter • Lauren Wolcott

LEAGUE PARTNER: \$100 - \$249

Linda Bamforth • Cindy Black • Marian Breeden • Linnea Carlsen-Melvin
Susan Colpitts • Tara Corrigan • Dennis and Courtney Davio • Gaye Deal
Mary Denny • Blair Ege • Emily Harkins Filer • Bev Graeber • Amy Lynn Harman
Rachel Jiral • Amanda Lloyd • Stacy Long • Jessie Markley • Shannon Miller
Martha Raiss • Margaret Ray • Christa Ross • Deborah Russell • Melissa Steadman
Linda Spruill • Carol Temple • Gay Ware • Betsy Williams • Dixie Wolf

LEAGUE FRIENDS

Cinda Ayers • Sarah Baker • Erin Bunton • Stephanie Buxton • Jessica Clark
Erin Clements • Heather Cohen • Jane Edwards • Kelly Fuller-Schumacher
Allie Funk • Katie Gribble • Sophie Gustafson • Melissa Hamann • Jenine Harland
Soraya Harris • Erika Head • Gloria Hill • Lauren Kincade • Shelbi MacKenzie
Shannon Miller • Annmaire Pagel • Erin Rice • Abigayle Rosa • Shannon Sadler
Kathryn Smith • Maryann Smith • Elizabeth Upchurch • Amanda Upton
Renee Walker • Ali Wells • Tiffanie Williams • Emily Woodley

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



The Junior League of Norfolk-Virginia Beach
P.O. Box 956 • Norfolk, VA 23501 • 757-623-7270
info@jlnvb.org • www.jlnvb.org • www.facebook.com/JLNVB