



THE
JUNIOR LEAGUE OF
SAN FRANCISCO, INC.

# WE ARE









### **OUR MISSION**

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



### **OUR FOCUS AREA**

### Advancing the social and emotional well-being of youth and elderly in San Francisco.

The Junior League of San Francisco (JLSF) works to advance the social and emotional health of at-risk youth and elderly populations throughout the Bay Area via direct service, advocacy, and grant-making. Volunteers provide an uplifting, safe environment for youth development, cultural enrichment, training, tutoring, and mentoring programs. Our specific initiatives include:

- Promoting anti-bullying awareness and action
- Building self-esteem, self-worth, and self-confidence
- Promoting and enabling diversity and inclusion
- Building social capital and decreasing social isolation
- Preventing elder abuse



1 in 5 SF residents will be 65 or older by 2025,.

7 in 10 girls believe they are not good enough. 1 in 10 elders experience abuse.

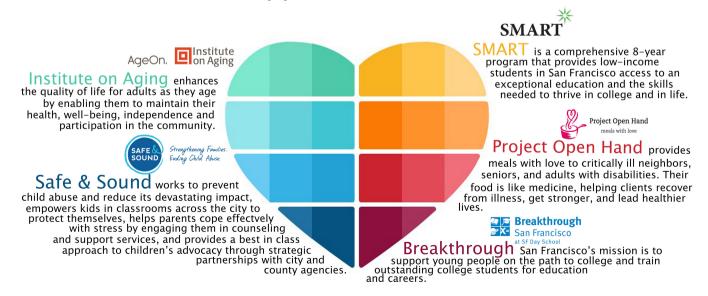
# OUR COMMUNITY PARTNERS

### The Junior League of San Francisco Impact \*



\*2017-2018 JLSF Annual Report

#### We Support and Thank Our



### Community Partners



Much of Junior League of San Francisco's impact can be seen in the personal development of our members.

Here are some of their stories.

# SABRINA LOWELL

"My experience on that committee was life-changing."

I joined the Junior League of San Francisco (JLSF) in 2004-2005, the year Judy Jorgensen was JLSF President. I remember looking up to her after hearing her talk about her vision from the front of the room at the year's first general meeting. It was inspiring.

Being in finance, I applied to serve on the finance committee in my first active year. I was quite dismayed to learn, instead, I was placed on Fashion Show committee. I knew nothing about fashion and frankly, it wasn't an area of interest for me.

However, what I came to learn from my experience on that committee was life-changing.



I'd never had to ask for donations before and, I knew nothing about fundraising. Catherine Markwell Hutton was at the helm of the show that year and she welcomed us with an in-depth training on how to actually make a fundraising ask: How to identify donors, how to perfect a pitch, and how to make a specific ask. For those of you who've done fundraising, you know you hear a lot of "nos" before you get a "yes." But it's the "yeses" that keep you coming back. I stayed on the Fashion Show committee for five years, which ultimately led me to a board position as the Fundraising Council Director. I later leveraged my Board experience with Junior League to go onto the Board of the NorCal Financial Planning Association. A few years later, when they wanted to host their first fundraising event, I rolled up my sleeves, put on my Junior League hat and helped them develop a strategic road map for putting on a large scale event, identifying donors, perfecting our pitch and making the specific ask. In one afternoon, we raised more than \$500K to support pro bono financial planning for the working poor.

# SABRINA LOWELL

"Through my JLSF experience ... I was better positioned when I stepped into the role of COO at my firm.."

The second lesson I learned was when I chaired Provisional Education – known as the first-year experience for those joining Junior League – when I learned how to engage and motivate a group of volunteers. This skill directly translated to my own personal career development. If you learn the secret of motivating a group of volunteers, you're much better positioned to engage, motivate and lead a group of employees. Through my JLSF experience managing nearly 300 women on the Provisional Education committee, I was better positioned when I stepped into the role of COO at my firm. I could understand how to meet employees where they are, and how to have conversations with employees one-on-one about their areas of interest. I was also aware of what a difference it makes to acknowledge and appreciate people along the way. The experience through Junior League truly underscored the notion that it really does take a team, and you can't evoke transformation on your own. Functioning engaged teams when working together – either volunteering or in the for-profit space – can change the world.

#### "JLSF taught me what it truly looks like to lean in and support other women"

And finally, JLSF taught me what it truly looks like to lean in and support other women. Last year, I chaired the JLSF Nominating Committee, which is responsible for placing more than 100 women each year into Leadership roles. What I learned in this experience was how important it is that we encourage and support one another in our growth and development. I believe men are great at raising their hand for various leadership roles and opportunities. But this skill doesn't necessarily come as naturally to women. And as women, we are often taught not to raise our hand; it's not polite. Through the Nominating process, it was inspiring to see women recommending other women for Leadership roles, and encouraging one another to step up and get involved. I learned that sometimes all it takes is for someone to tap you on the shoulder and say, "Hey, I think you'd be amazing in this role" to help shift perspective on the many strengths and talents you bring to the table. The Junior League of San Francisco has a 106-year tradition of women empowering other women.

I share my story as just one thread in the rich tapestry of what is The Junior League of San Francisco.

I am a leader. I am a fundraiser. I am a trained volunteer. I am making a difference in my community. I am The Junior League of San Francisco.

# RAMSAY learned ... into the office and into other social & volunteer groups." LEIMENSTOLL

Being a member of the Junior League has been a fantastic experience and I always tell people how happy I am that I decided to join. I was feeling like I had tapped out my alumnae network in the area and didn't have many opportunities to make new friends or just meet new people in general. Through The Junior League of San Francisco (JLSF), I've met so many incredible women from all different careers, parts of the city, backgrounds and at different points in their careers. It made me realize how narrow a slice of the SF community I had been friends and colleagues with.

If I weren't engaged with the JLSF and charged with doing this research and outreach, I probably would never have learned much of what I now know about these communities: such as dementia, resources available for the elderly, estate planning, and the needs of foster children in the Bay Area.



"I've taken what I've

The JLSF's official guidelines and the examples set forth in Done-in-a-Day (DIAD), Member Activity Committee (MAC), and other VTD's have highlighted ways that default language or requirements can be problematic, and shown ways to insure that your communication or event is inclusive for people who may need accommodations or who may be from disadvantaged communities. I've taken what I've learned about inclusive communication, as well as social & cultural inclusion, into the office and into other social & volunteer groups I'm a part of.

# LORA LEE

"It's been both personally and professionally rewarding in many ways."

I joined the Junior League of San Francisco (JLSF) several years ago after transferring from the Seattle Junior League chapter. It's been both personally and professionally rewarding in many ways. I've formed new friendships with incredible women I wouldn't have otherwise met. I've stretched my leadership skills outside my comfort zone and deepened my connections to the community by volunteering for a variety of local nonprofits that are positively impacting our city.

I'm especially drawn to the Advocacy Committee's work, which develops members' community awareness, provides ways to take action, and trains members on how to be effective advocates. On this committee, I've had the chance to learn about and help engage our League members around legislative issues and local organizations that support JLSF's mission to advance the social and emotional well-being of youth and elderly.



The annual Capitol Day event in Sacramento is always a highlight of mine, which brings together members across Junior Leagues of California every spring to meet with state legislators to advocate for our shared priorities and how we can partner together. I'd highly encourage other members to attend...it's a really inspiring, informative and fun experience!

# MAGGIE MOSELEY

"I proudly say I am a member of the Junior League of San Francisco."

Of all the committees that the Junior League of San Francisco (JLSF) offered when I transferred here from the Birmingham, Alabama chapter last June, the Institute on Aging Center for Elderly Suicide Prevention and Grief-Related Services (IoA) and its Friendship Line intrigued me the most. Located at the IoA, the Friendship Line is a crisis intervention hot line and a warm line (non-urgent calls) for routine phone calls that provide emotional support, reassurance, and well-being check-ins for aging adults and people living with disabilities.

Through the IoA, I have learned that more than 40 million Americans are now over age 65, and the likelihood of living alone increases with age, as does the prevalence of depression. To combat this loneliness and depression, people of any age, but primarily elderly individuals, can call the Friendship Line and talk to a trained volunteer.



Before volunteering at the IoA, I had no idea about the need for elderly individuals to have a place to call to vent, discuss their troubles, or just hear a friendly voice who cares. Sometimes the Friendship Line is the only connection an elderly individual has to the outside world. Even though this service is for the caller, it has helped me as a volunteer to forget my own anxieties and feel empowered to make a difference in my life and others' lives. I have gained empathy, shared hope, and learned to be an active listener rather than a fixer.

Although training to become a Friendship Line volunteer was extensive and the calls are not always positive, it has been totally worth it to feel like I can make a difference in at least one caller's day. When other volunteers at the IoA ask me how I heard about it, I proudly say I am a member of the Junior League of San Francisco, and many times I get to explain who we are as an organization. I feel that our passion for learning, volunteering, and being an advocate for the entire community is evident in not only my volunteering at IoA but in all the work we do as volunteers in and around San Francisco.

# JENAY TOWER

"I have always found there are personal and professional benefits."

As a member of the Junior League of San Francisco for six years, I have had the opportunity to serve on multiple committees, spanning from Enabling Funds to Raphael House to Finance. Although the committees change over time to meet the needs of the League and community, I have always found there are personal and professional benefits.

I have been on the Finance committee the last three years in multiple capacities, including member, chair and Home Tour assistant treasurer. The

committee has been a great mechanism for me to develop and transfer skills back and forth between my professional career and the League.

In my leadership roles on the Finance Committee, I have been able to prepare agendas, lead

meetings, and present budgets. As a Controller for a local tea company, I can utilize all those

skills on a regular basis, while bringing to the committee my experience in communication with external and internal parties and documentation best practices.

Being on the committee for consecutive years, I have been able to work with and develop friendships with amazing, smart and talented women. I am thankful for all the experiences Junior League has given me!



# NICOLE HORODAS

"I am so grateful for the knowledge and training I have gained."

I joined the Junior League of San Francisco (JLSF) in 2015 after moving to San Francisco from Boston and have served all 4 years on the Home Tour Committee. My past 3 years have been spent as the Operations Chair. As a litigation attorney, attention to detail, organization, and collaboration are imperative, which are skills that lend themselves very well to Operations, since it is a subcommittee which arranges permits. reviews contracts, problem-solves and makes sure the event (and each pre-event) has what it needs to take place. Being on the Home Tour committee for several years has enabled me to build relationships, learn the process, and teach others.

On a large(r) committee, you deal with many different personalities and many strengths and weaknesses. I have learned to draw out people's strengths, and to identify and balance my weaknesses with others' strengths. The Home Tour Committee has enabled me to utilize my skills to encourage collaboration and find ways for my sub-committee members to learn from each other. I am so grateful for the knowledge and training I have gained on how to coordinate a fundraiser (and all its moving parts), the skills I have enhanced and learned through my fellow committee members, and the friendships I have made.



### DONE IN A DAY

Through the Junior League of San Francisco, Inc.'s (JLSF) Done in a Day (DIAD) program, San Francisco Bay Area nonprofits can offer daily volunteer opportunities to JLSF members, and in return, JLSF members can receive JLSF points for volunteer participation. The JLSF works with a wide range of local nonprofit organizations as part of its DIAD program, providing JLSF volunteers to support important events in the Bay Area. The Impact of Done In A Day in 2018-2019:

- 130 Done in a Day events organized
- Our volunteers helped 51 organizations in SF meet their goals
- 57% of events were IBCI focused, 15% were hands-on events where we directly helped



2,404

hours volunteered through DIAD



# **VOLUNTEER TRAINING**& DEVELOPMENT

We held 28 trainings on various topics, ranging from Unconscious Bias Training to Human Trafficking Awareness in San Francisco, during the League year.

A few of our most popular trainings were:

• Salary Negotiation

40%

of the 28 VTDs were hosted by a JLSF member



#### **Jenny Giles**

**Active of the Year** 

#### **Elizabeth Dooley**

**Sustainer of the Year** 

#### **Recruitment and Outreach (ROC)**

**Committee of the Year** 

#### **Cassie Dole**

**Melissa Harrington Hughes Leadership Award** 

#### **Kimberly Oberhauser**

**Spirit of the League** 

#### **Katie Causey**

**Hayley Swift Provisional of the Year** 

#### **Lindsey Mignano**

**Wendy Hayward Distinguished Member of the Year** 



### ADVOCACY & SPAC

The Advocacy Committee and SPAC partnered together to host eight events and two drives to educate, build awareness, and foster relationships with our community and local leaders. The committees hosted a variety of educational events on legislation and policy as well as several meetings with legislators.

In the fall, SPAC co-hosted a Bubbles and Ballots event with the local SF League of Women Voters, educating both of our memberships on the 2018 ballot measures. SPAC also led two "Afternoons at City Hall", where JLSF members toured City Hall and met with Board of Supervisors' offices to discuss their work within the city. At the SPAC Bill Review session, members learned how to analyze bills and be advocates for legislation that they support.

Through SPAC, Advocacy members met with 9 of the 11 San Francisco Supervisors over the course of the year, building relationships and encouraging information exchange to improve our community.

Finally, SPAC rounded out the year with the annual "Day at the Capitol" in Sacramento, where JLSF members heard from several California Assembly members and Senators and were able to tour the Capitol or sit in on a legislative session.

At Day at the Capitol, JLSF SPAC delegates Vanessa Royle and Monica Muzzin, and incoming delegate Lora Lee, were also able to meet with San Francisco's two Assemblymembers' offices as well as our state Senator's office to discuss current legislation and plan for the upcoming League year.

#### **OTHER HIGHLIGHTS**

#### **Fall Diaper Drive:**

6,057 diapers plus 37 packs of wipes, with donations going to Help a Mother Out

#### **Spring Tampon Drive:**

30,573 hygiene products in just 3 months, with support from Uber, L. Brands, and Grover Collective. All donations went to the Larkin Street Youth Service Center Video Screening and Panel on Human Trafficking, partnered with the San Francisco Collaborative Against Human Trafficking

Lives Well Lived, a documentary screening and discussion in partnership with San Francisco Village

Social Isolation: The Invisible Epidemic and How To Stop It!, a discussion on bullying in partnership with Beyond Differences

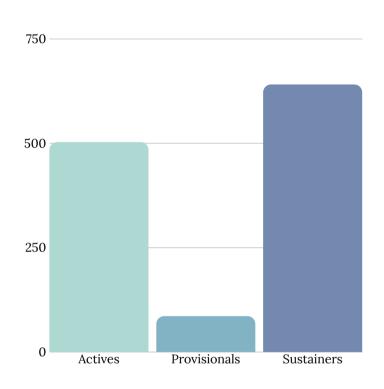
Panel: How the State Legislature Works, a discussion with State Senator Scott Wiener and State Assembly member David Chiu



#### SUPPORTING OUR MEMBERS

JLSF'S HUGS (Helping Us Give Support) Committee launched the Meal Train program this year, allowing members to support other members in times of need by cooking and delivering a meal and warm wishes. The program was a success, with 56 meals delivered.

# THE JUNIOR LEAGUE OF SAN FRANCISCO IS OVER 1200 MEMBERS STRONG



#### MEMBERSHIP BREAKDOWN

The Junior League of San Francisco is currently over 1,200 members strong (as of June 2019.) Of those members, approximately...

**41% are Active Members** 

#### 7% are Provisional Members

(Members within their first year of membership)

#### **52% are Sustainer Members**

(Members who have completed requirements for seven Active years)

#### **An Improved Experience for Transfers**

The JLSF welcomed over 60 members to our community from Leagues across America and beyond in 2018-19. In order to create a more immersive experience for members transferring to the JLSF from other leagues, beginning in Summer 2019, Transfer members will be partaking in an improved League introduction and education experience. To facilitate these changes, as well as help new members form lasting bonds, Transfers will be joining our New Member Education committee. New Member Education will educate members about SF League history and requirements and create an enriched League immersion experience with expanded social opportunities

#### **Diversity and Inclusion Statement**

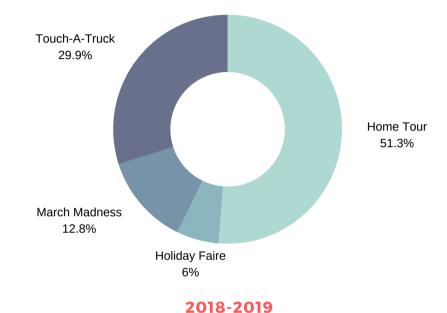
The Junior League of San Francisco welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.



### JLSF FUNDRAISES

The JLSF hosted large and small fundraisers throughout the year that are designed to generate vital dollars necessary to support our charitable activities.

Our ability to impact our local community is made through the success of these events. With this, we are able to fulfill our mission and current focus area of advancing the social and emotional wellbeing of youth and elderly in San Francisco.



\$120,000

**Fundraising Revenue** 

Funds raised by the League in 2018-2019 that benefited our community.

### 24TH ANNUAL HOME TOUR

On Saturday, October 27, 2018, JLSF hosted its 24th annual Home Tour Modern Magnificence in Noe Valley. This neighborhood, and the Home Tour, reflected the innovation, culture, and history of San Francisco.

Our Tour attendees enjoyed visiting five fabulous homes in the Noe Valley neighborhood. We also brought back the Home Tour Marketplace, which invited a variety of small businesses to showcase and sell their goods to Tour attendees. We launched a new Champagne Stops experience, which gave Tour goers an opportunity to explore and shop in Noe Valley stores, and a percentage of proceeds supported JLSF.



Prior to the Tour, we hosted two special events: a Launch Party at the newly renovated King George Hotel downtown, and an exclusive reception for Patron-level guests at Birdies on Union Street. Both events recognized the community impact of JLSF, and celebrated the tradition of Home Tour and our guests.

#### THANK YOU TO OUR SPONSORS









### 2ND ANNUAL HOLIDAY FAIRE

Building on the success of last year's inaugural event, we moved to our Holiday Faire to a more spacious and festive venue – The Italian Athletic Club in North Beach. Our fabulous market featured local merchants that donated 15% of sales back to the League, with a wide selection of unique items perfect for gifts. The merry evening included over 25 vendors, complimentary hor d'oeuvres, cash bar, an exclusive VIP lounge with a cozy fireplace, a mulling spices gift kit craft add-on and even a gift wrap station. Thank you to our vendors, patrons and attendees for making our second year a success.









#### 2019 TOUCH-A-TRUCK®

On Saturday, April 6th, the League hosted a family-friendly event for children to explore, climb and touch trucks of all shapes and sizes. From exploring cars and trucks, to getting creative at the arts and crafts table and playing with giant bubbles, the wide variety of children's activities kept everybody busy and active.

Not only is Touch-A-Truck® a fun and exciting activity for all Bay Area families, but proceeds go to support our mission, focus area and community partners.

12 Trucks



810 Attendees



#### THANK YOU TO OUR SPONSORS







INSIGHTGLOBAL



On Thursday, March 21st, the League hosted their

with 18 amazing silent auction packages including

5th March Madness Kickoff Party at The Brixton

#### 2019 MARCH MADNESS KICKOFF PARTY



EQUINOX

FACEWEST

GROVE



WineWorks

GOLDEN GATE





















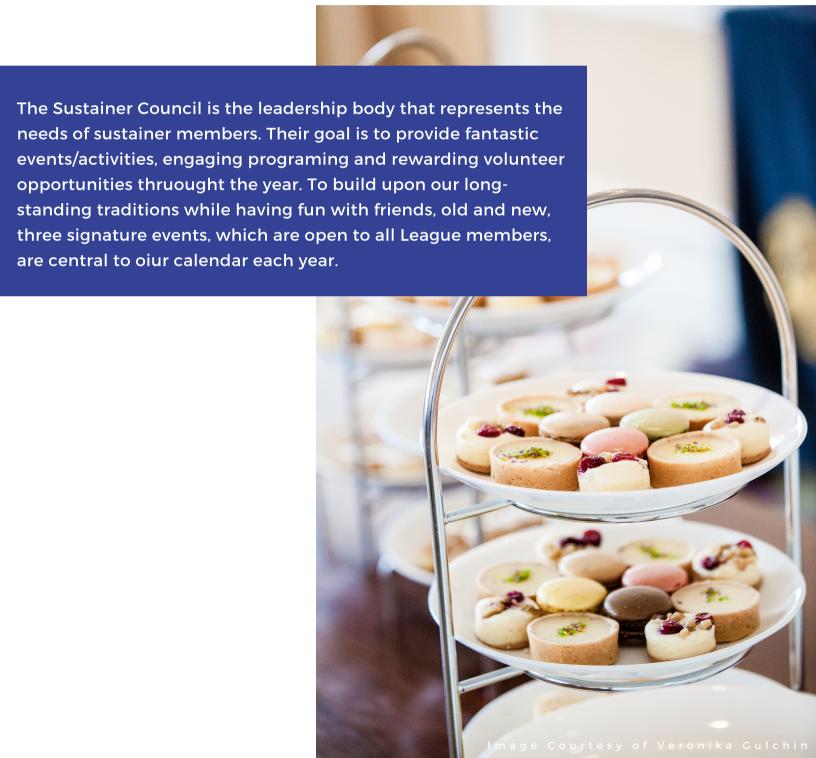


fitness packages, beauty treatments, jewelry, clothing, hot tech gadgets, food and restaurants, staycations, and so much more. We had a wine and prize pull, college jersey contest, photo booth donated by SnapFiesta and a live DJ, all while watching the first round of the NCAA basketball tournament.



THANK YOU TO OUR DONORS

### SUSTAINER EVENTS





The Annual Luncheon, typically held each Fall, is a seated, formal luncheon that includes an inspiration speaker program.

On November 10, 2018, we hosted "Ageless #INeverExpire" at the Metropolitan Club in San Francisco!

The program featured speaker Gina Pell, successful entrepreneur and Co-Founder of THE WHAT and moderator, Marie Hurabiell, former JLSF Sustainer member. The program was a lovely conversation that centered on staying relevant at whatever age for we are all an ever-blooming perennial community.

Guests enjoyed mingling with friends and decorating hair pieces at the hair wreath bar while sipping champagne!





ANNUAL TEA

The Annual Tea is a social event, held in the Winter/early Spring. For more than 30 years, this event brings together generations of JLSF members to celebrate our past presidents who have dedicated their talents to perpetuate our legacy of promoting volunteerism, developing the potential of women, and improving our communities through the effective action and leadership of trained volunteers.

Held on March 2, 2019 at the Fairmont Hotel, guests were treated to traditional tea sandwiches, sweet treats and champagne! Our own Miranda Huang crafted custom art renderings of the ladies in their fabulous tea attire. Kendra Scott showcased her whimsical jewelry for a wonderful shopping experience.



Image Courtesy of Veronika Gulchin

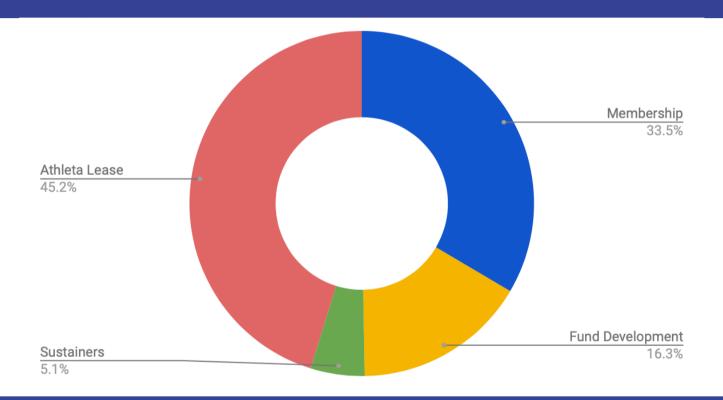
# WOMEN AT THE CENTER HONORS

Women at the Center Honors (WATCH) is a fundraiser that was launched in 2004 with all proceeds going to the JLSF Endowment Fund. The event was created to honor two extroadinary women who have demonstrated lifelong commitment to volunteerism, community leadership, vision, and inspiration to others; one who is a member of JLSF and one who has worked tirelessly to promote philanthropy in the Bay Area at Large.

Held on May 10, 2018 at The Ritz Carlton, San Francisco, we honored WATCH award recipients Sally Coates and Elizabeth J. Folger. The evening was filled with elegant celebration completes with an exclusive Patron Reception, Champagne Stroll, Dinner Presentation and After-Party.



# BUDGETED REVENUES

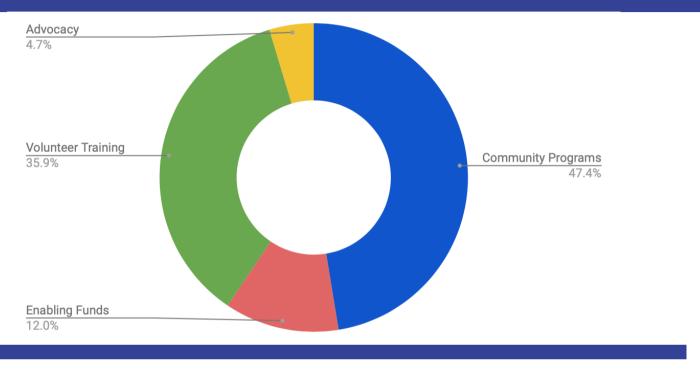


The chart represents a simplified version of our revenue streams, but illustrates our major sources of funding. The largest piece is the Athleta lease. Owning our building, where our office is, allows us to cover all of our operating costs, sometimes with a little extra.

Our fundraisers, called Fund Development here, together with our sustainer events, make up a little over 20% of our revenues. While our lease allows us to keep the lights on, our Fund Development efforts allow us to donate over \$120K every year to our community partners and other non-profits in San Francisco.

That other large section is Membership, which represents our annual dues. Our dues also support our community, but they are largely reinvested in our members.

### SPENDING



We direct 60% of our dues directly to our community programs, through either our annual community program grants or emergency grants with our enabling funds. Per our Policies and Procedures, at least 33% of our expenses are to be directed back to the community.

About 35% of our revenues go to volunteer training. That is a large bucket covering every General Meeting, Done-In-A-Day volunteer opportunities, and Volunteer Training and Development. We also send many women to AJLI and other development conferences throughout the year to make connections with other Junior League leaders and to learn about ways to make our league even better.

We allocate about 5% of our revenues to our Advocacy efforts, including our membership with Junior Leagues of California State Public Affairs Committee (CalSPAC), and funds for local Advocacy events.

In addition to the spending categories listed here and our operating expenses, we also pay dues to the Association of Junior Leagues International. AJLI supports all of the Junior Leagues through conferences, webinars, and other training resources, as well as working to promote the Junior League through service trips and broader partnerships with other organizations.

#### **BOARD OF DIRECTORS**

Katie Colendich

President

Stefanie Maier

Executive Vice President

Kimberly Oberhauser

Treasurer

Rachel Seidman

Secretary

Simone Scarmozzino

Chief of Staff

Courtney Risman-Jones

Director At Large

Jennifer Bell

Director At Large

Christina Zhao

Director At Large

Elizabeth Dooley

Director At Large

Jaimie Lynn Feliz

Director At Large



#### **EXECUTIVE MANAGEMENT TEAM**

Stefanie Maier

**Executive Vice President** 

Alexandra Trabulsi
Executive Vice President, Elect

Channing Hussey

Nominating Chair, Elect

Michelle Mukherjee

VP Community Programs

Andrea Wagner

**VP Fund Development** 

Shari Foldes

VP Community Impact

**Rosalind Solon-Morris** 

**VP Sustainers** 

Katie Aspell

**VP Communications** 

Priyanka Advani

VP Membership

Morgan Byce

Treasurer, Elect

Kaitlyn Buckheit

**VP Training** 



### THE JUNIOR LEAGUE OF SAN FRANCISCO, INC.

#### 2226A Fillmore Street San Francisco, CA 94115













in Junior League of San Francisco

#### 2018-2019 Annual Report Authors

Priyanka Advani Katie Aspell Kaitlyn Buckheit Morgan Byce Gemma Enriquez Candace Kennedy Stefanie Maier



Elyssa Match
Laura McKee
Lindsey Mignano
Michelle Mukherjee
Monica Muzzin
Kalla Vieaux