

JOIN THE JUNIOR LEAGUE OF COLUMBIA'S

# Community Impact



Women Building Better Communities



# 2017-2018 Community projects

THE JUNIOR LEAGUE OF COLUMBIA IS NOT CONFINED TO OUR HEADQUARTERS. VOLUNTEERS GO OUT INTO OUR COMMUNITY AND WORK WITH COMMUNITY PARTNERS THROUGH THE COLUMBIA AREA ON A MULTITUDE OF PROJECTS.

SLAM DUNK BACK  
TO SCHOOL BASH

HEALTHY KIDS  
FUN FAIR

COLUMBIA

JLCOLUMBIA  
HEADQUARTERS

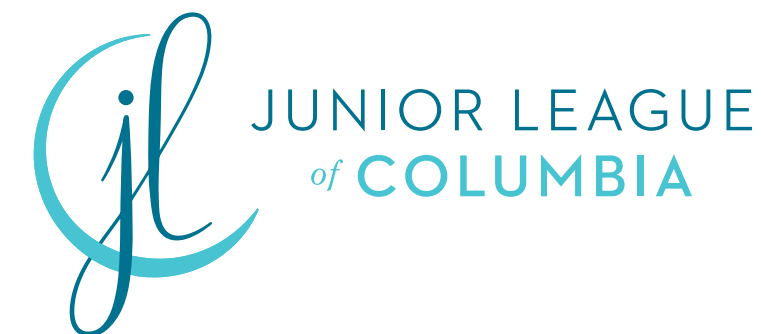
HOLIDAY  
MARKET

## LEGEND

ANNUAL EVENT  
LOCATION/HQ

COMMUNITY  
PARTNERS\*

\*THIS IS NOT REPRESENTATIVE OF ALL  
COMMUNITY PARTNERS. PARTNERS SHOWN IN  
THIS GEOGRAPHICAL AREA ARE PARTNERS JLC  
FREQUENTLY COLLABORATE WITH.



**President**  
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DEONCA SHULER  
POWERS TANIS  
KARA SIMMONS  
ANN-STANTON GORE  
ALLISON HUGHES

**Mission Statement**  
THE JUNIOR LEAGUE OF COLUMBIA, INC. 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.

**Vision Statement**  
THE JUNIOR LEAGUE OF COLUMBIA, INC. SEEKS TO STRENGTHEN THE HEALTH AND WELL-BEING OF CHILDREN AND FAMILIES IN THE MIDLANDS.

**Commitment to Diversity & Inclusion**  
THE JUNIOR LEAGUE OF COLUMBIA, INC. WELCOMES ALL WOMEN WHO VALUE OUR MISSION. WE ARE COMMITTED TO INCLUSIVE ENVIRONMENTS OF INDIVIDUALS, ORGANIZATIONS AND COMMUNITIES.

THE JUNIOR LEAGUE OF COLUMBIA IS A  
MEMBER OF THE ASSOCIATION OF JUNIOR  
LEAGUES INTERNATIONAL, INC. (AJLI).

Thank you for taking the time to learn how you can support the Junior League of Columbia through our community partnership.

The League matters. For more than 100 years, the Junior League of Columbia has been making an impact on the Midlands community. The JLC has addressed problems, devised initiatives, and founded programs to build better communities. We have trained generations of women to become leaders in business, the nonprofit world, in neighborhoods, and in their own families. Our impact is positive and widespread.

You matter. The JLC is only as strong as the individuals and partners who join us to further our mission in the community. Each of our donors strengthens the League through their donation of time, talent and resources. We could not do it without your support and each one of our donors is extremely important.

Your gift matters. Your gift and support to the JLC helps us make an impact within our areas of focus – the health and wellbeing of children, promoting voluntarism and developing the potential of women. The Junior League of Columbia devotes volunteer hours and dollars to many organizations tasked with the reality of solving these issues each day. We are able to do that as a result of the generosity of donors and businesses such as yourself that gift us the resources to make great things happen for people and organizations in need within our community.

We invite you to join us as we continue to build on our previous success! Please consider joining us as a community sponsor and partner. We look forward to your continued support in order to remain successful as an organization dedicated to serving the members and needs of our community!

We are deeply grateful for your careful consideration of a gift to our League. If you have any questions about the opportunities presented or how you can support our work, please email [msbailey@lexhealth.org](mailto:msbailey@lexhealth.org) or call 803-600-0285.

## #JLCOLUMBIA





WHO WE ARE: In 1924, Katharine Heath (later Mrs. James Y. Perry) and a group of 10 women organized the Junior League of Columbia (JLC) and invited 19 other women to become members. The organization was admitted to the Association of Junior Leagues International (AJLI) in 1925. Throughout the years, JLC volunteers have been involved with numerous community organizations and worthy programs. We continue to provide volunteer hours, financial support, and leadership for many organizations in the Midlands.

THIS IS WHAT WE WERE UP TO OVER THE PAST YEAR.

100  
COMMUNITY  
PROJECTS

OVER  
10,000  
KIDS WERE IMPACTED BY  
THE LEAGUE'S EFFORTS

ALL WITH  
THE HELP  
OF YOU!

WE PARTNERED WITH  
30  
NONPROFITS  
IN THE MIDLANDS

2  
MAJOR  
FUNDRAISERS

OVER \$520,000  
RAISED TO SUPPORT THE JLC MISSION  
\$150,000 OF AWARDED GRANTS  
BY JLC TO 5 LOCAL  
NONPROFITS

WHAT IS OUR MISSION?

DEVELOPING  
WOMEN

IMPROVING  
COMMUNITIES

PROMOTING  
VOLUNTARISM

Women Building Better Communities

an army of  
trained  
volunteers

JLC HAS  
1540  
MEMBERS



111 NEW MEMBERS  
639 ACTIVES  
790 SUSTAINERS

WHO GIVE

10,000+  
VOLUNTEER HOURS

2,000+  
TRAINING HOURS





# JLC IN THE COMMUNITY

In keeping with our mission, the Junior League of Columbia (JLC) promotes voluntarism and improves communities by providing a variety of avenues for our members to become involved and make positive impacts throughout the Midlands community and schools. Our membership gives over 6,000 hours to benefit children and families in our community EVERY SINGLE YEAR!



*Girls on the Run*

JLC is excited to announce an official partnership with Girls on the Run – Columbia. This former Done in a Day project has grown and we will be increasing our presence with Girls on the Run (GOTR).



*healthy kids in transition*

Healthy Kids in Transition (HKIT) focuses on long-term impact with community partners, helping children become healthier through a balanced diet, physical fitness, and positive self image for children in transitional homes. HKIT hosts fitness classes with healthy food choices and goal setting.

Community partners include Epworth Children's Home, Dickerson Children's Advocacy Center, St. Lawrence Place, Family Shelter, Big Brothers and Big Sisters, and Palmetto Place Children's Shelter.



*healthy kids with special needs*

Healthy Kids with Special Needs collaborates with Midlands agencies, such as Family Connection of South Carolina, Winston's Wish Foundation, Autism Academy of South Carolina, JRDF, and The Therapy Place, to provide events and activities around healthy eating and lifestyle, self-confidence, and dental care. The overall mission of this committee is to provide a platform for networking and socializing with families who have common interests, concerns, needs and goals.

## Done in a Day projects

The JLC helps many community organizations and programs each year with funding and volunteers. The first step to becoming a new community partner is proposing a Done in a Day (DIAD) project to engage JLC members with an initiative that aligns with the League's mission.

For each DIAD project, the JLC collaborates with local organizations or social service agencies through hands-on volunteer work. Past projects include creating libraries and welcoming waiting areas, as well as hosting activity days for children and their parents. The DIAD projects provide positive, day-long volunteer opportunities for our members to give back to the Midlands while increasing awareness of the needs in our community.

To follow all of our Done in a Day projects and to see previous projects visit [www.jlcolumbia.org](http://www.jlcolumbia.org).

## Read how one day can make a big impact

A HUGE thank you for your help in bringing a revitalization to the Roy Lynch Park located across from Logan Elementary School. Our neighborhood has seen a complete turnaround in that area. Once a dismal, dark, and honestly, a little creepy, area of our neighborhood, the new park has become a bright and welcoming meeting place for families from all over the downtown area. If you ever need confirmation that the work you do is life-changing, I encourage you to drive by the park on a Saturday and see all the beautiful, smiling faces that are enjoying the fruits of your labor.

Ebonn Twilley (Resident) &  
Elmwood Park Neighborhood Association





The JLC hosts a free Healthy Kids Fun Fair annually. This is a community event that is designed for children and their families of the Midlands.

Healthy Kids Fun Fair features fun learning about healthy eating, exercising, and living a healthy lifestyle, plus family-friendly entertainment. Clinical screenings are provided for children by area healthcare practitioners, and parents have an opportunity to learn about healthy lifestyles and the community resources available to their families. Mascots, hands-on demonstrations, and other entertainment round out the fun. We also feature big rigs and community service vehicles.

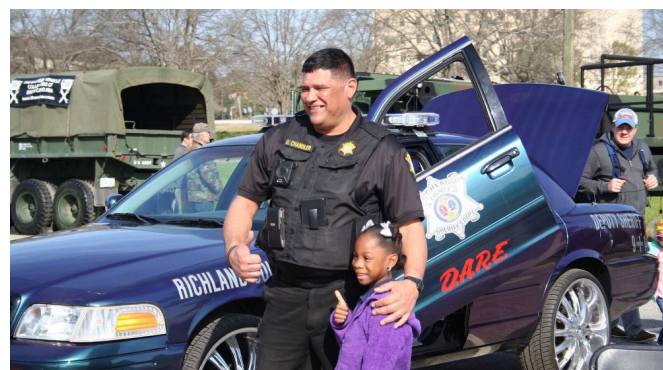
This year, the Junior League of Columbia combined the fun and excitement of big rigs with the resources of the Healthy Kids Fun Fair to create a fun, free community event for children and their families. The Healthy Kids Fun Fair was held on Saturday, March 10 at Spirit Communications Park, home of the Columbia Fireflies, and was attended by over 300 children.

The Healthy Kids Fun Fair featured booths offering healthy eating tips, exercise resources, healthy lifestyle tools, free vision screenings, free hearing screenings, free child car seat inspections, and healthy refreshments. Booth vendors included the Autism Academy of South Carolina, Buckle Buddies, Capital City Dentistry, Easterseals South Carolina, Autism Services of South Carolina, Fit Columbia, Harvest Hope, Columbia Museum of Art, Hawthorne Pharmacy, Homeless No More, Midlands Fatherhood Coalition, Richland County First Steps, Ronald McDonald House, Salvation Army of the Midlands, Tutor Eau Claire Reading Center, the South Carolina Special Olympics, and many more.

The event provided great entertainment from Town Teen Troupe, JP Fitness Guru, Brockman Elementary Orchestra, Crayton Middle School Chorus (Boogie Fever), Satchel Ford Sensations, Carver Lyon Bucket Drumming Brigade, Baileys Fine Arts Competition Company, Dreher Orchestra, performers from A.C. Flora High School, and the S.C. Music and Dance Company.

Fun vehicles for the children to explore included the Columbia Fireflies Firetruck, a Comet bus, an AG simulator, the South Carolina Department of Natural Resources pellet gun truck, Dental Access Carolina, a concrete mixing bus, an ambulance, a military antique vehicle, a SLED armored truck, a police car, a school bus, and a moving truck. Guests included Miss Capital City, Once Upon a Princess, the Department of Agriculture Fruits and Vegetables, Smart Cat, and Live P.D. officers.

The event was a huge success thanks to our wonderful sponsors, volunteers, participants, and Healthy Kids Fun Fair Committee members. The Healthy Kids Fun Fair enhances the Junior League of Columbia's vision to strengthen the health and well-being of children and families in the Midlands.



# 2018 Community Impact Grants

The Salvation Army of the Midlands is incredibly thankful for our partnership with Junior League of Columbia. Through consistent support of our programs each year, we are able to work together to Do the Most Good in the community.

Major Henry Morris III



The purpose of the JLC Community Impact Grant Program is to assist like-minded community partners in their efforts to improve lives in the greater Midlands area.

In 2017-2018 the Junior League of Columbia awarded \$150,000 to Midlands' organizations proposing transformational projects and initiatives of \$25,000 or greater related to our mission and focus area and specifically addressing poverty and basic needs of children and families.





# JLC IN SCHOOLS

The JLC promotes a healthy lifestyle for children and parents in local school districts by providing unique learning experiences and hands-on opportunities.

## abc's of healthy children



ABCs of Healthy Children assists children with acquiring basic needs that may be difficult for their family to get for them. Most recently we partnered with Richland County School District One to provide at-risk children with an apple (healthy snacks), books, clothing, and a pair of shoes with socks... the ABCs!

The JLC partners with the Ray Tanner Foundation and other nonprofits to host the Back to School Bash. Students are provided with health screenings, new clothing, school supplies, and various school necessities. Families are provided with healthy eating knowledge and access to services needed throughout the school year.

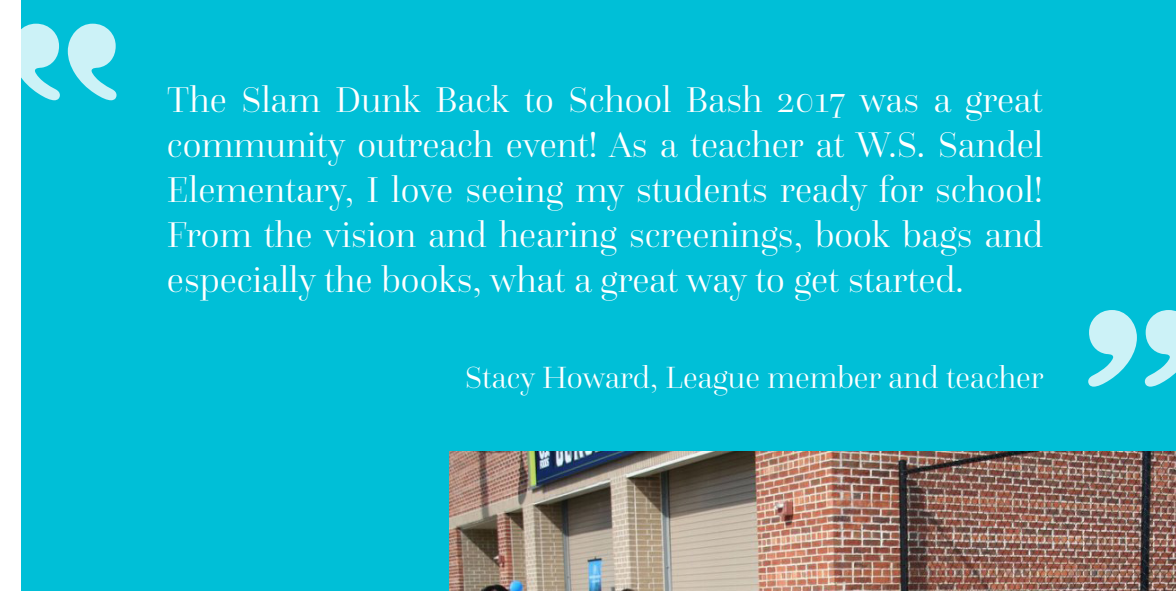
## Back to School Bash



## healthy & happy kids



Healthy and Happy Kids selects one Midlands school per year to address the issues of healthy choices, fitness, dental hygiene, and literacy. The program is interactive and creates a true healthy lifestyle change in the entire family unit. We host an event each quarter at the selected school for the parents and students. Families are fed a healthy dinner and participate in activities related to the evening's topic. Families leave with tools that will empower them to make healthy life choices.



The Slam Dunk Back to School Bash 2017 was a great community outreach event! As a teacher at W.S. Sandel Elementary, I love seeing my students ready for school! From the vision and hearing screenings, book bags and especially the books, what a great way to get started.

Stacy Howard, League member and teacher



Healthy Start kicks off the school year with excitement by providing a "healthy" back to school event for the entire family. Our focus is on providing a fun-filled, educational night for children and their parents. The event takes place after school so parents can be involved in this awesome opportunity to learn ways to incorporate healthy lifestyles at home. The event is free to all students and their families at their host school. This exciting and action-packed program addresses our focus of healthy children by providing activities that encourage exercising the mind, body, and spirit through reading, healthy eating, physical activity, and child safety information, as well as helping parents understand the importance of encouraging healthy lifestyles at home and school!

## healthy start



## healthy stars



Healthy S.T.A.R.S. (Students Targeted at Reaching Success) works one-on-one with young students throughout the school year to foster mentorship. JLC members and students focus on improving reading skills and developing a home library for the student's family. Mentors and students meet multiple times a month during the school day and at various times throughout the year.



Healthy Kids in Transition  
focuses on long-term  
impact with community  
partners, helping children  
become healthier through  
a balanced diet, physical  
fitness, and positive self  
image for children in  
transitional homes.



Each year, JLC partners with Richland One schools to host a cooking contest for the after school programs. Students submit healthy recipes and several are chosen for the student chefs to create for three local celebrity judges to taste and judge. Richland One's Student Nutrition Services also features the winning student's creation.

Children's health and wellness has been a key issue for Junior Leagues since our founding in 1901. Recognizing that obesity can impact a child's mental and physical health, with implications for their education, social lives, and ultimate success, the Junior Leagues' Kids in the Kitchen (KITK) program was born in 2006. Inspired by the Junior League of Calgary's Junior Chefs program, which began in 2001, the initiative is built to educate children and their families about nutrition and fitness via hands-on initiatives. Today, the program is active in over 200 communities in four countries.

The goal of the program is to empower youth to make healthy lifestyle choices by educating kids and their parents about the importance of nutrition and fitness. Junior Leagues work in myriad ways to achieve this goal, some of which include working with local chefs, community organizations, and nutritionists to provide cooking lessons and demonstrations to families, health fairs, etc.



# SUPPORT THE JLC

To make a difference in the lives of our children, all it takes is a smart idea and a community of people who can get behind it. That community is the Junior League of Columbia.

The JLC relies on the support of individuals and companies to make a difference. We invite you to join us in the fight to give every child in the Midlands a healthy start.

## Become a corporate sponsor

JLC sponsorship enables you or your business to reach an influential audience of more than 1,500 women through a cash or in-kind contribution. Please see the next page for all the benefits you receive by becoming a corporate sponsor. Contact for [msbailey@lexhealth.org](mailto:msbailey@lexhealth.org) more information.

## Support our fundraisers

Throughout the year, the JLC has fundraisers that could benefit your company by sponsoring or attending. Join us this year for our largest annual fundraiser, the 2018 Holiday Market. This four-day shopping event raises over \$250,000, which is used to support our mission and programs.

## Donate to the JLC

A gift to the Junior League of Columbia's Annual Fund provides unrestricted funds that enable the JLC to maximize its impact in the community and invest in leadership and development, further strengthening the JLC's legacy of leadership and service to the greater Midlands community.

## Join the JLC

Since 1924, the Junior League of Columbia has been committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Membership offers a chance to give back to the community and experience the fulfillment that comes from helping others. Contact [info@jlcolumbia.org](mailto:info@jlcolumbia.org).

## Junior League of Columbia sponsorship benefits

SPONSOR LEVELS	LEADER \$10,000+	PARTNER \$5,000-\$9,999	ADVOCATE \$2,500-\$4,999	SUPPORTER \$1,000-\$2,499	FRIEND \$500-\$999
Advertisement in League magazine	Full Page	Full Page	1/2 Page	1/4 Page	
Level and logo recognition in League magazine	●	●	●	●	●
Recognition at JLC General Membership Meetings	●	●			
Opportunity for company spotlight at General Membership Meetings	●				
Opportunity to sponsor Sustainer, New Member or Membership Special Event	●	●	●	●	●
Logo on sponsor board displayed at fundraising, membership & community events	●	●	●	●	●
Recognition on JLC social media feeds	●	●	●	●	●
Logo, link & level listing on JLC website	●	●	●	●	●
Logo included in outside advertising as applicable	●	●	●	●	●
Invitation to all JLC exclusive events	●	●	●	●	●
HOLIDAY MARKET					
Preview Party tickets	8	6	4	2	
Ladies Night Out tickets	6	4	2		
General Admission tickets	20	15	10	8	5
Opportunity to purchase promotional items for additional advertising	●	●			
Name & logo recognition at all fundraising events	●	●			
Name & logo recognition on all event ads (print & broadcast), promotional posters, billboards & floor guides	●	●	● *event ads only	● *event ads only	● *event ads only
Name and level announced during all fundraising events	●	●	●		





# JUNIOR LEAGUE OF COLUMBIA HOLIDAY *Market*

Holiday Market is the largest fundraiser for the Junior League of Columbia. Approximately 150 merchants from across the country sell merchandise during a themed shopping extravaganza, which includes a preview party, ladies only shopping event, and a children's event with the season's biggest celebrity, Santa!

Our four-day shopping event that takes place at the South Carolina State Fairgrounds raises over \$250,000, which is used to support our mission and programs, which includes furthering our vision of strengthening the health and well-being of children and families in the Midlands.

For tickets and more information about this event visit [www.jlcolumbia.org](http://www.jlcolumbia.org).

## 2018 EVENTS

Wednesday, November 28, 2018	6:30 to 11 pm - Preview Party & Silent Auction
Thursday, November 29, 2018	9:30 am to 5 pm - Market (General Admission) 6 to 10 pm - Ladies Night Out
Friday, November 30, 2018	9:30 am to 6 pm - Market (General Admission)
Saturday, December 1, 2018	9:30 am to 6 pm - Market (General Admission)
Sunday, December 2, 2018	noon to 5 pm - Market (General Admission) noon to 4 pm - Sundaes with Santa

WITH OVER

# 12,350

ATTENDEES, THIS IS COLUMBIA'S

# LARGEST

HOLIDAY EVENT.



# SHARING OUR PARTNERSHIP

## In the News

The JLC has a strong media presence throughout local publications and media outlets along with a renewed relationship with many of the local television and radio broadcast stations. From press releases, event phones, spotlight articles highlighting our members, events and mission, the JLC is very visible in the Midlands community.

## Web & Email Marketing

Our website, [www.jlcolumbia.org](http://www.jlcolumbia.org), is updated regularly. It contains all the standard information expected but also includes up-to-date event information, ticket sale information, press releases, nonprofit training materials and a very in-depth members only section that keeps both members and supporters who come back on a regular basis informed. The JLC regularly communicates with our members, the community, & our supporters through email marketing.

## Social

The JLC has a very engaging and well-followed social media presence. With over 7,000 followers, the JLC is VERY social, both face-to-face and online.

## Check out our reach



4,163



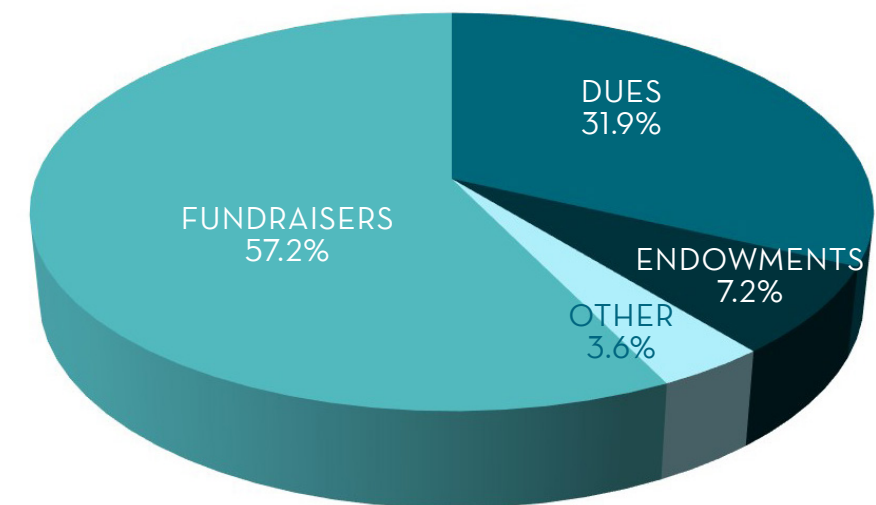
2,103



1,975

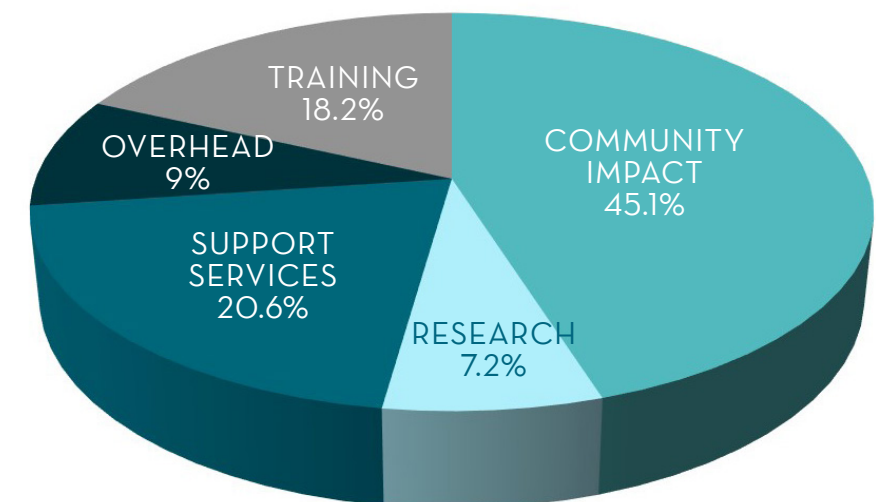
# FINANCES

TOTAL REVENUE: \$528,255



TOTAL EXPENSES: \$633,135

\*BASED ON PRELIMINARY ANNUAL AUDIT.





# JOIN OUR MISSION



FOR MORE INFORMATION  
VISIT [WWW.JLCOLUMBIA.ORG](http://WWW.JLCOLUMBIA.ORG)