

PLANNING
FOR THE
FUTURE

THE
JUNIOR LEAGUE
OF THE **CITY OF NEW YORK**

ANNUAL REPORT 2013-2014

BOARD OF DIRECTORS 2013-2014

President

Fiona Grant Small

Executive Vice President

Suzanne E. Manning

Secretary

Caroline Tyburczy

Treasurer

Heidi Thompson

Nominating Chair

Marcia Pearson Sendax

Directors At Large

Colleen L. Caden
Shanette Barth Cohen
Linda Fraser
Soo Won Hwang Abrams
Stacey Lawrence Lee
Barbara Ann Paddock-
Sprechman
Mary Prevosti Shelton
Jephtha Tausig
Derval Whelan

MESSAGE

FROM THE PRESIDENT



As we look back on 2013-2014, we must first acknowledge the continued support of our volunteers, Board of Directors, Management Council, donors and sponsors without whom our work would not be possible.

As I write this letter, I am delighted with all of the League's accomplishments in building a strong foundation for the future.

Among the many things that make the NYJL the extraordinary organization it is today is our unique culture. Last year, the Board of Directors took steps to more clearly define the NYJL's culture, resulting in the creation of four core values that were integrated into every aspect of

areas and the adoption of a road map created by the Board of Director's Community Alignment Task Force. This roadmap was designed to ensure that our community programming meets the needs of both the New York City community-at-large and the interests of our volunteers who strive every day to improve the lives of women, children and families in New York. I want to express my gratitude to

"These values represent the essence of the league..."

our work. These values represent the essence of the League and serve as guiding principles. They include being passionate about our community, respecting individuals with whom we work and those we serve, acting responsibly as our actions can affect others, as well as promoting opportunities to help each other achieve our full potential. As we embrace and embody these core values, we hope they will help us to shape our future and serve as the foundation for all we do.

In addition, as part of the League's strategic plan, 2013-2014 was characterized by a realignment of our community focus

all of our community partners, task force members and volunteers who have made our community projects possible.

As we look to the future, the transformational changes the League underwent this year will serve as a strong foundation for the future needs of the community and the organization.

Thank you for your continued support and commitment to volunteerism.

Fiona Grant Small

President 2012-2014

WHO WE ARE

The New York Junior League (NYJL) is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.

I volunteer because... Campaign

The NYJL is one of the oldest and largest non-profit volunteer organizations in New York City with more than 2,600 volunteers. Our volunteers dedicate more than 250,000 hours of service every year, not only offering their time but also sharing their undeniable passion for community engagement. The “I volunteer because...” campaign is an opportunity for our volunteers to share in their own words why they support our vision to strengthen the health and well-being of the children and families of the greater New York City area.

“I volunteer because it is such a rewarding way to spend my time and enriches my life on so many levels: helping others, learning about and improving our community, and meeting extraordinary people, many of whom have become life-long friends.” — Allison Kellogg, NYJL Strategic Planning Committee Vice Chair

We provide a positive force for change through direct service, collaborations with other community organizations, and advocacy. We are always enhancing our community programming and tirelessly working to ensure that the thousands of hours our volunteers devote to these initiatives reflect both our community's and our organization's needs. Our community programming is centered around **four concentration areas** that reflect both the needs of the community and the issues about which our volunteers are passionate.

In 2013-2014 we partnered with the New York City Mission Society for our Community Improvement Project (CIP) committee to renovate their Minisink Townhouse community center. Our other long-standing signature project — the Playground Improvement Project (PIP) — focused on refurbishing Tompkins Square Park on the Lower East Side.

Culture and the Arts

Programs include:

Performance of a Lifetime
Playground Improvement
Project
Project Muse
Spotlight on Performance
Stanley Isaacs



IN THE COMMUNITY

Adult Education and Mentoring

Programs include:

Cancer Awareness and Support
Crisis Intervention
New Beginnings
NYJL Senior Friends
Rights of Passage at Covenant House
Steps to Success



Adult Education and Mentoring

Children's Education

Programs include:

Community Improvement Project
Da Vinci Explorers
Done In a Day
Done In A Day On Demand
Financial Literacy
Tutor Time



Children's Education

Child Health and Welfare

Programs include:

Community Health Access
Module Program (CHAMP)
Cooking and Health Education
for Families (CHEF)
Girls Leadership Institute
Healthy Beginnings
Mentoring Partners
New View



Child Health and Welfare

FINANCIALS

REVENUE AND EXPENSES

Whether through individual giving, corporate donations, or fundraising events, the NYJL raises funds every day to support our numerous community programs. Here is a look at how your contributions were invested back into the community.

More than **2,600** trained volunteers performed
more than **260,000** hours of service

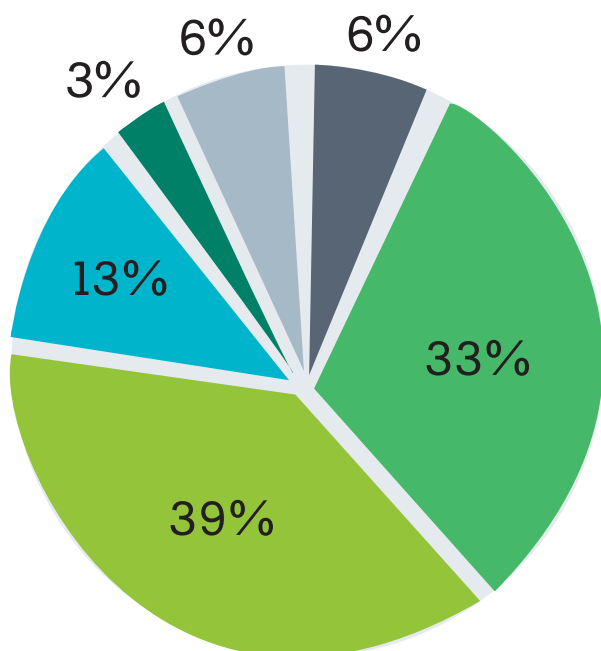
\$1,058,543 provided in community outreach

90,000 individuals received services

840 meals served

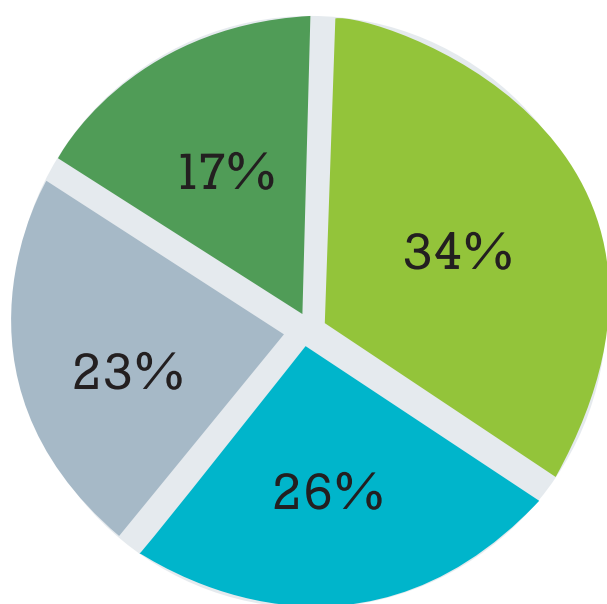
429 children tutored

Your gifts have helped hundreds of New Yorkers including children in need, teen mothers, foster children, senior citizens, families in transitional housing, cancer patients, survivors of domestic violence and many others enjoy a happy life they so deserve. Thank you for showing compassion and helping us make a difference in the community. To view our complete 2013-2104 audited financial statements, please visit www.nyjl.org.



Revenue **\$3,283,880**

- Contributions
- Fundraising Activities
- Membership Dues and Fees
- Food and Facility Services
- Training and Provisional Course Fees
- Interest and Dividend Income



Expenses **\$3,113,362**

- Community Outreach
- Volunteer Training
- Management/General
- Fundraising

These numbers reflect the 2013-2014 audited financial statements of the Junior League of the City of New York which comprise the financial position as of June 30, 2014, and the related statements of activities, functional expenses and cash flows for the year. The League's financial statements were prepared using the accrual basis of accounting. All significant receivables, payables and other liabilities are reflected. The League is tax exempt under Section 501 (c) (3) of the Internal Revenue Code.

DONOR RECOGNITION

More than 955 individuals generously donated to the 2013-2014 NYJL Annual Fund, exceeding the \$130,000 campaign goal and raising a record-breaking \$134,270 with 36% of the membership participating. We are especially grateful to the following Annual Fund donors:

Astor Angels (\$1,000+)

Mrs. Bruce Robert Burton
John & Dayna Cassidy
Lauren Jenkins Chung
Cornelia W. Clifford
Shanette Barth Cohen
Elizabeth Garber Daniels
Deborah LPM Demich
Tracy Dockray Rudd
Jeannie Egas-Trouveroy
Susan Fisher
Christine Flach
Mrs. Arthur William Lovat
Fraser
Courtney Guzman
Gail Irwin Hartman Foundation
Mr. & Mrs. Robert M. Heine
Mary J. Henry
Mary Horan
Melissa Horne
Rebecca B. Hsu
Trish Klestadt
Ana M. Kreyszig
A. Gale Kroeger
Joseph and KoKo Lance
Charitable Fund
Stacey Lawrence Lee
Valerie Mashburn
Gladys Mattson-Sullivan
Allison Davis O'Keefe
Barbara Paddock
Celeste Rault
Andrea Emrick Simon
Fiona Grant Small
Zoe Stolbun
Stone Family Foundation
Jephtha Tausig
Kara & Tad Van Norden
Joann B. Walker
Deni Wendt
Leah Wenger
Derval Whelan
Shannon Whitt
Caroline Zawila

Leadership Circle (\$500-\$999)

Anonymous (1)
Lisa & Robert Abel
Mrs. Harry B. Anderson III

Bunty Armstrong
Laura Norwalk Bendelius
Page E. Bigelow
Sally T. Butler
Colleen Caden
Margaret M. Carnwath
Lea Carroll
Mary Hutchings Cooper
Anne Curtin
Caroline Donohue
Serra Eken
Christina Feicht
Desiree Fish
Straus Family Charitable
Foundation
Katie Grishman
Victoria Hartman
Colleen K. Hoy
Mrs. John W. Ingraham
Whitney Kneisley
Serena H. J. Lese
Amanda Lister
Suzanne E. Manning
Dana Obrentz
Chrissy Rault
Melissa Richards
Pamela C. Scott
Marcia Pearson Sendax
Mary Prevosti Shelton
Yohanna Sowler
Anne Bahr Thompson

Friends (\$150-\$499)

Caroline Adams
Elaine Arace
Shari Aser
Mrs. Ralph H. Baruch
Elizabeth Batiuchok
Kyle & Jana Beauchamp
Melissa Lewis Bernstein
Mr. & Mrs. L. Price Blackford
Theodora Blanchfield
Robin Body
Sharon Bonanni
Mary Bradley
Caroline F. Brady
Cook Herlihy Brogan
Noreen Buckfire
Stuart Buice

Sara Burke
Johanna Cahoon
Allison Carey
Tricia A. Carney
Melanie Cecka
Charlene Chuang
Meredith Coburn
Anne Colley
Missy Condo
Elizabeth Conti
Estelle Curran
Suzanne Currie
Rosemarie Dackerman
Joan E. Danziger
Mr. & Mrs. James E. Davies
Meredith Dawson
Kathleen de Guzman
Corinne DiFiore
Peggy Anne Dineen
Kara A. Dunn
Ilona Eken
Warren Epstein
Barbara Etzel
Kimberly Evans
Paula D. Fagan
Malinda K. Feng
Elizabeth Finan
Melody Lai Finkelstein
Kellan Finley
Deban Dawson Flexner
Randee Lee Ganter
Lucretia Gilbert
Margaret L. Goodman
Ruchi Gupta
Cynthia Hallenbeck
Malo Harrison
Leigh Held
Allison Herron
Michelle Hershy
Deesha Hill
Christiane Hiegel
Julie Horner
Alexandra Hoyle
Tracey Huff
Susan Hullin
Geneva Louise Jones
Patricia Jones
Eileen Weiler Judell
Elizabeth King

Olivia Leon
Kamie Lightburn
Ashley B.T. Ma
Sacha MacNaughton
Elizabeth Maier
Elizabeth Markey
Gabriela Martinez
Lisa A. McCarthy
Anne-Marie Peterson
McMahon
Ruth Ann W. McSpadden
Melinda Mehfar
Leighanna Morbey
Melody Morgan
Claire Luppi Mungiguerra
Nora Obringer
Kim Essency Pillari
Alexis Plauche
Beth Player-DiCicco
Cynthia Plehn
Jennifer Askin Pollock
Mari & Michael Quilio
Beth Marie Reifers
Susan Relyea
Amy O'Bannon Rogers
Diann Rohde
Frances A. Root
Amanda Scheiman
Aneesa Sheikh
Teresa Signorelli
Susan Sim
Diana M. Skerl
John Barrie & Betsy
Smith
Patricia Smith
Cullen Stanley
Kathryn L. Steckler
Tracy Stelk
Lisa Hathaway Stella
Amanda Koenig Stone
Leigh Bishop Taub
Heidi Thompson
Carol B. Traynor
Christine Tredway
Mary Beth Tully
Katherine Walthausen
Beth B. Wyckoff
Christine Yordan
Julie Zawislak

DIVERSIFIED FUNDING

This fiscal year was a milestone year for the organization as we moved forward with a sustainability focus aimed at diversifying our funding.

In today's landscape, diversification in funding sources is key to sustainability and long-term strategic thinking. The NYJL underwent many transformations to develop and implement a funding strategy that applied to our current and future needs.

Legacy Partners

Legacy Partners are NYJL volunteers and friends who have documented their generosity and commitment to the League through a planned gift. Legacy Partners provide the foundation for the League's continued excellence in years to come. Their planned gifts help to ensure the continued leadership of the NYJL in training women for volunteer service and developing innovative solutions to the social and economic challenges of our community. Legacy Partners can have a meaningful impact on the NYJL by making bequests to the League or by naming the League as a beneficiary of assets.



The success of these events, along with the generous donations from individuals and sponsors, helps us achieve our mission to improve the lives of women and children in New York City.

The NYJL completed several exciting events in 2013-2014.

Fundraising Events

The NYJL conducted several exciting events in 2013-2014, including Homecoming, Fall House Tour, Fall Fête, Golden Tree, Après-Ski Party, Bags and Bubbles, Spring House Tour, NYJL Shops!, End-of-Year Party as well as the 65th Annual Thanksgiving Eve Ball and the 62nd Annual Winter Ball. Collectively these events raised more than \$1 million.

Foundation Funding

The NYJL is interested in connecting with entities to make grants in support of our charitable mission. In 2013-2014, the NYJL was the recipient of two grants including the Kashi Grant and a corporate grant from the GM Foundation.

These grants helped expand the NYJL's already existing programs that serve the families in our community.

COMMUNITY ADVISORY COUNCIL 2013-2014

Amelia Erwit

Chief of Staff, NYC
Department of Consumer
Affairs, Office of Financial
Empowerment

Yolanda B. Jimenez

Commission, Mayor's
Office to Combat
Domestic Violence

Tanya Lewis-Kelly

Independent Consultant
and owner of TSL
Consulting

Valerie Oliver-Durrah

President and CEO,
Neighborhood Technical
Assistance Clinic

Nancy Ploeger

President, Manhattan
Chamber of Commerce

Daniel Reyes

Director of Programs,
New York Common Pantry

Alison Schrager

Economist and contributor
to The Economist

Carol Tweedy

Executive Director,
Asphalt Green

A VERY BIG THANK YOU

As a volunteer based organization, our work in the New York City community would not be possible without the support of those who share our commitment to volunteerism.

Thank you to our 2,600 volunteers who have donated their time, their energy and their funds to support the NYJL's commitment to volunteerism. Thank you to the movers and shakers, mothers and daughters, students and graduates, activists and philanthropists, dreamers and believers who continue to support the NYJL.

Thank you to our individual and corporate donors who have allowed us to increase our impact on families and children in New York City with their contributions. You make our work in the community possible!

Thank you to our Board of Directors for their continued guidance as we build a foundation for the future. And, thank you to our Management Council for their leadership and support of our volunteer operations that bring our work in the community at large to life.



