THE JUNIOR LEAGUE
OF THE CITY OF NEW YORK
ANNUAL REPORT 2013-2014
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 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 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 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.

“The values represent the essence of the league…”

Fiona Grant Small

President 2012-2014
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

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

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
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.
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.
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
- Joanna Egas-Truveroy
- Susan Fisher
- Christine Flach
- Mrs. Arthur William Lovat Fraser
- Gail Irwin Hartman Foundation
- Mr. & Mrs. Robert M. Heine
- Mary J. Henry
- Mary Horan
- Melissa Horne
- Rebecca B. Hsu
- Trish Klement
- Ana M. Kreyzig
- 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 Whelan
- Devel Whelan
- Shannon Whitt
- Caroline Zawila

**Leadership Circle ($500-$999)**
- Anonymous (1)
- Lisa & Robert Abel
- Mrs. Harry B. Anderson III

**Friends ($150-$499)**
- 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 Kneisel
- Serena H. J. Lese
- Amanda Lister
- Suzanne E. Manning
- Dana Obrenz
- Chrissy Rault
- Melissa Richards
- Pamela C. Scott
- Marcia Pearson Sendax
- Mary Prevosti Shetton
- Yohanna Sowter
- Anne Bahr Thompson

**Friends ($150-$499)**
- Sara Burke
- Johanna Cahoon
- Allison Carey
- Tricia A. Carney
- Melanie Cecina
- Charlene Chiang
- Meredith Coburn
- Anne Coley
- Missy Condo
- Elizabeth Conti
- Estelle Curran
- Suzanne Currie
- Rosemarie Dackerman
- Joan E. Darziger
- 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
- Rondie Lee Ganter
- Lucretia Gilbert
- Margaret L. Goodman
- Ruchi Gupta
- Cynthia Hallenbeck
- Malo Harrison
- Leigh Held
- Allison Herron
- Michelle Hersh
- Deasha Hill
- Christiane Hiegel
- Julie Horner
- Alexandra Hoyle
- Tracey Huff
- Susan Hultin
- Geneva Louise Jones
- Patricia Jones
- Eileen Weller Judell
- Elizabeth King
- Olivia Leon
- Kanie 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 Morby
- Melody Morgan
- Claire Luppi Mungiguerra
- Nora Oberinger
- Kim Essency Pillari
- Alexis Piauche
- Beth Player-DiCicco
- Cynthia Pienko
- Jennifer Askin Pollock
- Mari & Michael Quilio
- Beth Marie Reifers
- Susan Relyea
- Amy O’Brian 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 Steik
- Lisa Hathaway Stella
- Amanda Koenig Stone
- Leigh Bishop Taub
- Heidi Thompson
- Carol B. Tracy
- Christine Tredway
- Mary Beth Tully
- Katherine Wolthausen
- Beth B. Wyckoff
- Christine Yordan
- Julie Zawisla
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.
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.

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.