



# 2015 2016 IMPACT REPORT

49 Years of Developing Sustainable Programs for Santa Clara County



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*“The Junior League is the epitome of showing what random acts of kindness can do.”*

Jean Cecil, Executive Director, Career Closet

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## MESSAGE FROM THE PRESIDENT



Welcome to the 2015-2016 League year for the Junior League of San Jose! I am thrilled and honored to work with such an intelligent and creative group of women on furthering our MISSION:

**The Junior League of San Jose is an organization of women committed to PROMOTING VOLUNTARISM, DEVELOPING THE POTENTIAL OF WOMEN and IMPROVING THE COMMUNITY through the effective action and leadership of trained volunteers.**

Now in our 49th year, we will be honoring the very best of our community's volunteers at our Volunteer Recognition Luncheon in the spring. This wonderful event promotes voluntarism and recognizes those individuals who have so generously given their time, energy, and skills to improve the lives of others in Santa Clara County.

We will also continue to offer a vast array of leadership development and training opportunities including hands-on experience, training events with "expert" speakers, and on-the-job training through the positions our members hold in the League each year.

We look forward to furthering our work in the community as we embark on the third year of our Signature Project - Make, Build, Play! - a four year initiative partnering with Resource Area for Teaching (RAFT). We are thrilled to continue *Kids-in-the-Kitchen*, an Association of Junior League International (AJLI) initiative to empower children and their parents to make healthy lifestyle choices and help reverse the growth of childhood obesity. Our ever popular Done in a Day Committee, will also continue to provide many opportunities for our members to improve the community. In addition, this year we will finish our research on unmet needs in our community and launch a new community focus area.

I am excited about what we will accomplish together in the year ahead: building a better community, promoting voluntarism and developing the potential of women, and as a result, creating tomorrow's civic leaders!

Juliette Davis  
President



**2015-2016  
BOARD OF DIRECTORS**

President – Juliette Davis  
President-Elect – Mary Werthman  
Finance VP – Jacquie Najera  
Management VP – Marsha Locicero  
Past President Sustaining Advisor – Dawn Bussey  
At Large Directors – Katy Courson, Ashley Howell,  
and Stephanie Long  
Nominating Chair – Dori Yob  
Recording Secretary – Julia Lombardi  
Senior SPAC – Lenka Wright  
Strategic Planning Chair – Bree von Faith



**MANAGEMENT TEAM**

Management VP – Marsha Locicero  
Fund Development Director –  
**LeeAnn Boennighausen**  
Administrative Director – Janet Thorsrud  
Communications Director – Beth Brigadier  
Leadership Development Director – Margo Westfall  
Membership Director – Cathleen Cox  
Outreach Director – Marlene Zapata  
Projects Director – Heather Cressall  
Sustainer Council Directors – Andrea Thomas and  
Tricia Niederhauer

*“For over a decade, Junior League of San Jose members have collaborated with Sunday Friends to bring role modeling, education, and love to very low-income families, with special emphasis on the healthy development of our youngest children. Through Done In a Day projects, provisional volunteer events, the Volunteer Recognition Luncheon, special collections and Community Response Fund grants, JLSJ has played key roles in uplifting the lives and the futures of hundreds of children and families in need.”*

Janis Baron, Executive Director, Sunday Friends



## WHO WE ARE

- We are a charitable organization focused on making lasting community change by promoting voluntarism, developing the potential of women, and improving the community.
- JLSJ members are a diverse group of 700+ women wanting to improve the community and gain leadership skills in an environment of supportive like-minded women.
- We are recent college graduates new to Santa Clara County and long-term residents of the area.
- We are CEOs, CFOs, attorneys, business owners, executives, doctors, nurses, and established women running divisions or departments in corporations, nonprofits, and hospitals across Silicon Valley.
- We are stay at home mothers, teachers, administrators, and classroom volunteers making a difference in children's lives.
- We are an integral part of the community as parents, grandparents, and community advocates.
- We are a group of women building better communities!

*“The Junior League is the epitome of showing what random acts of*

## WHAT WE DO

The Junior League of San Jose is an organization of women committed to **PROMOTING VOLUNTARISM, DEVELOPING THE POTENTIAL OF WOMEN** and **IMPROVING THE COMMUNITY** through the effective action and leadership of trained volunteers.

### PROMOTING VOLUNTARISM THROUGH OUR COMMITMENT TO THE COMMUNITY

The Junior League of San Jose promotes voluntarism by gathering together 700+ like-minded women dedicated to helping young children enter elementary school ready to learn and thrive by focusing its volunteer and financial resources on collaborative projects. JLSJ has given over \$5.35 million to the community and almost 770,000 hours of volunteer service since inception. JLSJ has played a vital role in the development, improvement, and support of Santa Clara County. Our members develop community projects in collaboration with local nonprofit agencies after careful consideration and research of an unmet community need.

The League also promotes voluntarism throughout Santa Clara County through its annual community-wide Volunteer Recognition Luncheon, attended annually by more than 600 guests. A distinguished panel of judges, made up of community leaders, select the winners. Each year, JLSJ typically presents over 100 community volunteers with "Certificates of Appreciation" in recognition of their nomination. A select few of these individuals also receive the "Crystal Bowl Award." From among these outstanding winners, one individual is honored with the "Voluntarism at its Best Award."

In addition, JLSJ promotes voluntarism through League events in addition to raising funds to support community service projects:

#### Fashion Show

Held biennially since 1968, the Fashion Show has raised over \$2 million for the League's Community Program. Historically our Fashion Shows featured prominent designers along with silent and live auctions. Our Fashion Show Committee is hard at work creating an event that our sponsors, guests, and community partners will love and that will raise much needed funds for our Community Program. This year's Fashion Show will be held on Saturday, March 12, 2016.

**Rummage Sale -- The Greatest Garage Sale on Earth**  
Since 1968, the Rummage Sale has raised over \$1 million for the League's Community Programs. The Rummage Sale is known for its high quality merchandise and outstanding prices. It takes place biennially and serves an estimated 10,000 underserved families. As part of the event, the League holds a free Community Health and Services Fair where community members can receive health screenings. The Rummage Sale will again take place at the Santa Clara County Fairgrounds in March 2017.



### DEVELOPING THE POTENTIAL OF WOMEN BY CREATING CIVIC LEADERS

The Junior League of San Jose trains women to be civic leaders and effective volunteers by offering leadership opportunities throughout the League. Every leadership opportunity within JLSJ is dedicated solely to women. With over 700 members, the League provides the ability to develop leadership skills at every level of the organization, from committee members to the Board of Directors.

JLSJ also provides training opportunities to prepare women for their lives, their careers, and community impact. Trainings have included: Diversified Fund Development, Developing Competencies for Transformational Leadership, Poverty Simulation, What

## IMPROVING THE COMMUNITY THROUGH EFFECTIVE ACTION

### Current Impact Areas

- Literacy
- Early Parent Education & Family Support
- Nutrition and Health
- Safety Training
- Kindergarten Readiness

### Collaborative Projects

#### Make, Build, Play!

Make, Build, Play! launched in June 2013 and is currently JLSJ's Signature Project. Make Build Play is a collaboration between JLSJ and Resource Area for Teaching (RAFT) to encourage "learn by doing" STEAM (science, technology, engineering, art, and math) education for children ages 4 - 8 years old. Hands-on education and project based learning engages children in the learning process, increases subject comprehension, and creates a lifelong love of learning. Over the course of four years, JLSJ and RAFT will develop hands-on STEAM activities, provide professional trainings for community partners on current education topics such as Social Emotional Growth and Project Based Learning, and host workshops for children with hands-on STEAM activities.

**IMPACT:** JLSJ has developed the business and community engagement plan, dedicated over 1,500 hours of service annually, and will give a collaboration of \$100,000 financially over the next four years. During the first two years of this collaboration, JLSJ co-developed four hands on STEAM (science, technology, engineering, art, and math) activities that also incorporate creative expression and social emotional growth concepts, and hosted 12 workshops with hands-on STEAM activities for over 1,200 of children with 12 community partners. JLSJ also hosted six professional development trainings and addressed "summer slide" by providing 1,600 hands-on STEAM activities and materials for four local summer camp programs.



it Means to Serve on a Board of Directors, Meyers Briggs, and many more.

Typically members hold a different leadership position each year, thus gaining experience in some of the main activities of a nonprofit organization, including running community projects, determining community grants, organizing fundraisers, recruiting and retaining members, maintaining excellent records, being fiscally responsible, and raising public awareness. Many of our members have gone on to serve in leadership positions on nonprofit organization boards and staffs outside the League.

JLSJ has played an integral part in the development, improvement, and support of Santa Clara County. Currently, the League is committed to helping young children enter elementary school ready to learn and thrive by focusing its volunteer and financial resources on collaborative projects.

League members work as trained volunteers on community projects and services. Recent projects include partnering with Grail Family Services to encourage children to read and to teach parents the importance of reading. Beginning in 2013, the League has partnered with RAFT to develop the Make, Build, Play program to expand children's access to educational activities beyond the school day.

Along with sixteen other California Junior Leagues, JLSJ also actively participates in the State Public Affairs Committee (SPAC) working with state legislators on specific legislation relevant to four focus areas - family support, education, health, and violence prevention.

## Kids-in-the-Kitchen

*Kids-in-the-Kitchen* (KITK) is an AJLI initiative to empower children and their parents to make healthy lifestyle choices and help reverse the growth of childhood obesity. KITK allows our members to work hands-on in the community in an effort to promote healthy nutrition and education. JLSJ is partnering with local agencies and puts on variety of programs, projects, and events throughout the year. Programs include a “Rethink Your Drink” and “Sugar Savvy” trainings with Kaiser Permanente, and an “Eat the Rainbow” campaign partnering with Sunday Friends, teaching children and their parents the importance of eating fruits and vegetables.

**IMPACT:** Over the course of two years, JLSJ contributed to over 19 community events, delivered five “Rethink your Drink” or “Sugar Savvy” trainings, launched partnerships with Kaiser Permanente and Sunday Friends, and ensured that the Junior League budget is not spent on sodas or other sugary drinks. JLSJ also provided nine “Eat the Rainbow” events with Sunday Friends, teaching children the importance of healthy eating and providing opportunities for children to try and make tasty recipes using a variety of fruits and vegetables. JLSJ has also taught 925 children and 693 parents at Sunday Friends how to prepare healthy snacks and provided each family with a cookbook of healthy recipes written in Spanish.

## Done In A Day

Done In A Day (DIAD) allows JLSJ to partner with local nonprofit agencies on short term projects that directly relate to JLSJ’s Community Program. These projects quickly make a visible impact improving the community, making positive change in the lives of children and families. JLSJ’s partners have included: InnVision - Georgia Travis Center, RAFT, Sacred Heart, Second Harvest Food Bank, and many more.

**IMPACT:** JLSJ members volunteer a minimum of 500 hours annually through DIAD projects. Last year, DIAD offered 750 hours of volunteer opportunities with nine organizations and provided \$3,500 worth of supplemental materials for these organizations.

DIAD also coordinated product drives for Halloween costumes for low income children, toiletries for survivors of sexual assault, and feminine hygiene products for homeless women and girls. In 2014, DIAD also helped sell 17,000 bags of food during the NBC Annual Food Drive.

## Grail Family Services

Working together for five years, Grail Family Services (GFS) and JLSJ created a unique addition to GFS’ existing program offerings - the Family Enrichment Program. The goals of the Family Enrichment Program were to increase parents’ awareness of child development, promote positive interactions between parents and children, develop positive discipline techniques, and assist parents in setting realistic family goals that impact the healthy development and school readiness of their children.

**IMPACT:** Over the course of four years, JLSJ contributed over \$100,000 financially; provided over 1,350 hours of volunteer service support; served 1,145 children and parents with total participation of 2,587 people. Parents reported spending twice as much time reading with their children and 88.9% of children served increased their reading comprehension skills.

## Children’s Discovery Museum: The Wonder Cabinet

The Wonder Cabinet is the Children’s Discovery Museum’s early childhood center dedicated to children under the age of five. This special museum within a museum is inspired by the curiosity cabinets of old and provides an inviting hands-on exploration environment through a variety of age appropriate exhibits and open-ended facilitated program areas. Children are encouraged to explore, play and make their own discoveries. JLSJ also worked with the museum to bring the wonders of the Wonder Cabinet out into the community through the travelling Wonder Quilt program.

**IMPACT:** Over the course of a four year period, JLSJ contributed over \$152,000 financially; devoted thousands of hours in volunteer service time; and served over 2,000 families. JLSJ also provided over 400 free museum passes to ensure that all families in San Jose had access to this remarkable museum.



## Past JLSJ Collaborative Projects

Below is a partial list of past collaborative projects. For information on JLSJ's impact through the decades, please visit [jlsj.org](http://jlsj.org).

\* indicates project originated by JLSJ

### ARTPATH

Big Brothers Big Sisters: School-Based Mentoring  
Bring Me A Book Foundation

Child Assault Prevention Program (C.A.P.P.)

Children's Discovery Museum \*

Children's Performing Arts Week \*

Children' Shelter Project (with Children's Shelter Association)

Children's Shelter of Santa Clara County

Children's Theatre

Community School Pilot Program

Community Tour Program

Court Designated Child Advocates

Discovering the Santa Clara Valley

Drug Alternative Spot Announcements

Drug Abuse Film "Drugs Are Like That"

Family Education Center

Family Writing Project (With Partners in Reading/Santa Clara County Public Library)

Foothill Family Learning Center Spirit, Body and Mind Project

Girl's Adolescent Residential Center

Grandparent Caregiver Resource Center Independent Living Program (ILP)

Giarretto Institute (ICEF, Institute from Community as the Extended Family)

Grail Family Services (GFS)

Homemaker Service of Santa Clara County, Inc. \*

Hospice of the Valley \*

Hospital Libraries \*

Independent Aging Program

Independent Aging Intergenerational Program

InnVision – Georgia Travis Center \*

Institute for Community as the Extended Family (I.C.E.F)

Job Opportunity Hotline \*

Junior Achievement

Kids On The Block (With Parents Helping Parents)

KTEH Instructional Television

Las Hermanitas MACSA Little Sisters (In collaboration with Lee Mathson Middle School and MACSA's East San Jose Youth Center)

Lead the Way (With Girl Scouts of Santa Clara County)

Legal Advocacy Program (With Next Door, Solutions to Domestic Violence)

Legal Advocates For Children & Youth (LACY)

Legal Rights of Older Persons (SALA)

Let's Listen To Music

Let's Look At Art

Minds Alive! (Sacred Heart Community Services)

*"The Volunteer Recognition Luncheon by the Junior League of San Jose is a game-changer and should be a high water mark for every organization. We have leveraged it for acquiring directors, grants, individual contributions and public profile. Here's the best part: it's done for the purpose of celebrating voluntarism. High praise to the Junior League for getting it right."*

James T. Gardner, Ph. D., Founder & CEO,

Good Karma Bikes



Nonprofit Development Center (formerly Grantsmanship Resource Center) \*

Family Resource Project (With Parents Helping Parents)

Outreach for Women

Parents Helping Parents, Inc. - Touchstone Support Network

Peralta Adobe Project \*

Project Idea (Infant Deafness Educational Assistance)

Project LEAD

Ralph Rambo Project

Respite Care Program (With Visiting Nurses Association)

Safe Place Community Outreach

Sunday Friends

Teen Outreach Program

The Tech Museum Volunteers

Triton Museum of Art

The Valley of Santa Clara: Historic Buildings 1792-1920

Vanished Children's Alliance

Voluntary Action Center

Volunteer Career Development \*

Volunteer Exchange (United Way Silicon Valley) \*

W.A.T.C.H. (Women and Their Children's Housing)

WITI (in Collaboration with WITI-Women In Technology International Silicon Valley Chapter)

Witness Assistance Project

Wonder Cabinet at the Children's Discovery Museum

Young People's Concerts and Art Exhibit

Youth Science Institute

Youth To You Project (With Arts Council Silicon Valley)

Youth With Promise (With The Volunteer Center)



## Community Grants

The Junior League of San Jose builds partnerships and seeks solutions that make a lasting impact on the ever-changing community through voluntarism, leadership, training, and funding. As part of the League's continuing mission to support the local community, JLSJ has established a grant giving program, which includes:

### Community Grant Funds

The Community Grant Funds, gives funds to Santa Clara County nonprofit agencies working within the guidelines of the JLSJ Community Program with a focus on literacy, early parent education and support, nutrition and health, safety training, and/or kindergarten readiness. The funds allocated through the Community Grant Funds range, with a maximum amount of \$7,500 per agency. Through Community Grant Funds, JLSJ has been able to support agencies such as Assistance League of Los Gatos-Saratoga, Child Advocates of Silicon Valley, City Team Ministries, DreamPower Horsemanship, Good Karma Bikes, Hope Services, Learning & Loving Education Center, Next Door Solutions, Pacific Autism Center for Education, Reading Partners, Santa Maria Urban Ministry of San Jose, Schmahl Science Workshops, Silicon Valley Education Foundation, and SJB Child Development Center.

## Together Reaching Out (TRO) Fund

The Together Reaching Out (TRO) Fund was established in 1991 to provide financial support to agencies that were either started or supported by the Junior League of San Jose. With this fund, JLSJ has supported the continued success of past League projects including Hospice of the Valley, Compass Point, InnVision – Georgia Travis Center, Peralta Adobe, The Youth Science Institute, Bring Me A Book Foundation, and The Wonder Cabinet at the Children's Discovery Museum.

**IMPACT:** Over the last ten years, JLSJ has provided over \$275,000 to community nonprofits through the Community Grant (\$245,000) and the Together Reaching Out funds (\$32,000).



*“The Junior League of San Jose’s adoption of Grail Family Services as a signature project has had a profound impact on our visibility, programs and relationships in the community. With the endorsement of an organization that is so well grounded in the community, and so well respected, we gained exposure at a level that would have been difficult for us to attain on our own. This “seal of approval” holds significant weight with potential clients, partners and funders. Additionally, the passion and commitment of the Junior League volunteers who helped with our programs went way above and beyond our expectations. In fact, that dedication to our programs and the families we serve led two Junior League volunteers to become active GFS Board members. We will be forever grateful for the opportunities our partnership with the Junior League of San Jose provided.”* Veronica Goei, Executive Director, Grail Family Services

## Advocacy

State Public Affairs Committee (SPAC)

SPAC represents the sixteen California Junior Leagues. SPAC delegates from each League research legislative issues affecting their local communities. SPAC works with state legislators on specific legislation relevant to four focus areas - family support, education, health, and violence prevention. The collective voice of SPAC represents more than 10,000 voting women throughout California. SPAC has been successful in sponsoring and supporting many pieces of important legislation, including:

- Legislation to help human trafficking victims including sponsoring AB1940, AB2040 in the 2011-2012 legislative cycle and SB738 in the 2012-2013 legislative cycle. AB2040 became law and assists human trafficking victims in getting their trafficking-related criminal records automatically deleted when they turn 18
- Legislation establishing the “Children’s Bicycle Helmet Law”
- Legislation enhancing penalties for committing domestic violence in the presence of a minor
- Legislation establishing the “Kids License Plate” to fund child abuse prevention and injury
- Legislation providing breast cancer treatment for uninsured women and awareness on breast density
- Legislation declaring May as Perinatal Depression Awareness Month in California under ACR 105 and the related legislation, ACR 53, which focused on increasing awareness regarding measures that healthcare providers, women, and their families can take to understand risk factors and triggers in hopes of heading off this devastating disease.

## AWARDS AND RECOGNITIONS

The Junior League of San Jose has received over 50 recognitions and awards from organizations including:

- American Cancer Society
- Big Brothers Big Sisters of Santa Clara County
- Children’s Discovery Museum City of San Jose
- County of Santa Clara - Board of Supervisors
- East Side Union High School District
- Girl Scouts of Santa Clara County
- Grail Family Services
- InnVision
- Second Harvest Food Bank
- The Service League-San Jose Hospital
- Salvation Army
- Volunteer Bureau of Santa Clara County

JLSJ has received recognition of the positive impact we are making in Santa Clara County from:

- The White House (President Bill Clinton)
- Governor Arnold Schwarzenegger
- California Senator Elaine Alquist
- United States Senator Diane Feinstein

In addition, JLSJ has received numerous awards from the Association of Junior Leagues International (AJLI):

- 2015 – Marketing and Communications
- 2015 – California Public Affairs Committee
- 2014 – Action Learning Team
- 2008 – Fund Development
- 2006 – Vision Award
- 1998 – Fund Development
- 1997 – Community Impact Merit Award
- 1994 – Community Impact Award – InnVision Georgia Travis Center

## SUPPORT US

Please make a difference today by donating, sponsoring, or becoming a member of the Junior League of San Jose. Our fundraising dollars are directed at solutions that promote:

- Literacy
- Early Parent Education & Family Support
- Nutrition and Health
- Safety Training
- Kindergarten Readiness

## DONATE

To learn how to donate please visit [www.jlsj.org/donate](http://www.jlsj.org/donate) or email [jlsj@jlsj.org](mailto:jlsj@jlsj.org).

## SPONSOR

There are many exciting sponsorship levels that allow you or your company to meet your philanthropic giving objectives, while providing marketing opportunities at League events and League publications. To learn more, please email [jlsj@jlsj.org](mailto:jlsj@jlsj.org).

JLSJ appreciates all individual and corporate donors and underwriters, without whom its community services would not be possible.



## JOIN US

We are accepting new members for the 2015-2016 provisional class until November 2015, and we would love for you to join us! We will have Open Houses starting in late August through the fall. To learn how to become a member and to get the dates for the Open Houses, please visit [www.jlsj.org](http://www.jlsj.org).

Membership criteria:

- Work or reside within the service area of the Junior League of San Jose, which includes the cities west through Santa Cruz, east through Fremont, south through Gilroy and north through Los Altos.
- Demonstrate an interest in voluntarism and a commitment to community service.
- Show an interest in developing your leadership potential!
- Must be at least 21 years of age. There is no upper age limit.

The Junior League of San Jose is a 501(c)(3) nonprofit organization under the regulations of the Internal Revenue Service. All contributions are tax-deductible to the extent provided by law. Tax ID 94-1720473

