

# ANNUAL REPORT 2018-2019

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JUNIOR LEAGUE OF SAN DIEGO  
*Celebrating 90 Years of Service*

# OUR MISSION

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The Junior League of San Diego is part of an international 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. Its purpose is exclusively educational and charitable. The Junior League of San Diego welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.







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# PRESIDENT'S LETTER

For 90 years, the Junior League of San Diego has been the premier women's training and leadership organization in our community. We are an organization of women united by our interest in building better communities and cultivating the next generation of women as community and civic leaders. Our mission is simple: we promote voluntarism, develop the potential of women, and improve our community through the effective action and leadership of trained volunteers. We offer unique opportunities for personal growth through comprehensive leadership development and training, community service, and lifelong connections. By welcoming all women, our organization thrives through its members' diverse backgrounds, interests, and experiences.

This year, we have had the special privilege of celebrating the Junior League's 90th year in San Diego. Over the past 90 years, the Junior League of San Diego (JLSD) has had a lasting and

positive impact on our community. We are on the forefront of key initiatives and advocacy efforts to improve the well-being of women, children, and families in San Diego. JLSD projects and members have been pivotal to the founding of several remarkable programs in San Diego, including the Polinsky Center, Voices for Children, and LEAD San Diego. Our 1,000 members dedicate tens of thousands of volunteer hours each year, in addition to being pillars of strength and charity in their homes, workplaces, neighborhoods, and broader communities. Today, we focus our support on foster youth as they exit the foster care system and begin independent life.

We celebrated our 90th anniversary by volunteering 90 consecutive hours of service to worthwhile causes in San Diego. We honored the thousands of women who have been part of our League, which include 12 past recipients of AFP's Volunteer of the Year, nonprofit visionaries, and community and business leaders. We also had a groundbreaking year, as we prepared for the historic restoration of our headquarters at 210 Maple Street in Bankers Hill, a project that, when completed next year, will unite our community efforts and our need for an innovative space for our members to learn and train.

I hope you will consider supporting our mission of developing the potential of women through training, voluntarism, and service. On behalf of the 1,000 members of the Junior League of San Diego, thank you to our donors and community partners for your collaboration and support. We look forward to our next 90 years and beyond.

**Joni Flaherty**

2018-2019 President





# 2018-2019 SENIOR LEADERSHIP

## EXECUTIVE VICE PRESIDENT'S LETTER

What a tremendous 90th year it has been for Junior League of San Diego! We continue to push boundaries and exceed goals, from doubling the number of people we reach through our Impact Forum to hosting Board Academy in North County for the first time. Our League successfully implemented a new Provisional Program that included a family-friendly fundraising event, as well as hosted a panel of high-profile women to speak about their leadership journeys. Finally, our members commemorated this milestone year by performing 90 continuous hours of community service and by taking part in our 90th Anniversary Celebration.

I have been so honored to serve our League and our community, and I want to acknowledge the incredible efforts of our members who have dedicated countless hours supporting our mission and playing a role in all that we've been able to accomplish this year. Together, we continue to make progress on our Strategic Plan and I'm excited to see what our force of dedicated women will accomplish in the future.



**Shauna  
Sliwkanich**  
2018-2019  
Executive  
Vice  
President

## Board of Directors

Joni Flaherty:	President
Emily Green:	President-Elect
Shauna Sliwkanich:	Executive VP
Rose Trizzino Albert:	Treasurer
Laura Maly:	Recording Secretary
Betsy Miller Vixie:	Director of Compliance
Ilo Neukam:	Director-at-Large (1-year)
Katie Rosenthal:	Director-at-Large (2-year)
Michelle Brakke:	Director-at-Large (2-year)
Margaret Egler:	Sustainer Director (not pictured)
Linda Spuck:	Sustainer Director (not pictured)
Kelly Harris:	Nominating Chair
Lisa Meyer:	Board Assistant
Andrea Myers:	210 Maple Restoration Chair



## Executive Management Team

Shauna Sliwkanich:	Executive VP
Dominique Coulon:	Executive VP-Elect
Brandi Cropper:	Community Outreach Council VP
Crystal Arnote:	Finance Council VP
Brigitte Maheu:	Fund Development Council VP
Libby Lopez:	Marketing & Sales Council VP
Becky Coulter:	Membership Council VP
AJ Galka-Gonyeau:	Training Council VP
Carolyn Bohana:	Operations Council VP
Kelly Harris:	Nominating Chair
Catherine Spray:	Sustainer Advisor
Jacqueline Kallberg:	EMT Secretary
Carrie Lamb:	EMT Assistant
Rebecca Rivera:	90th Anniversary Chair



# 2018-2019 AWARDS

This League year, our members were recognized for their work as leaders in our community through a number of awards.

## **SDBJ NEXT Top Business Leaders Under 40 Awards**

In Aug. 2018, five Active JLSD members were named as finalists for San Diego Business Journal's NEXT Top Business Leaders Under 40. Our finalists were:

- Laura Maly
- Ilo Neukam
- Dr. Lindsay Pfeffer, DMD, MBE, MS
- Hope Reilly
- Rachel Scatizzi Thompson, Esq

## **San Diego Magazine's Celebrating Women Awards**

In Sep. 2018, eight Active members of JLSD were named as finalists for San Diego Magazine's Celebrating Women Awards:

- Jillian Duran
- Joni Flaherty, Esq.
- Laura Maly
- Ilo Neukam
- Dr. Lindsay Pfeffer, DMD, MBE, MS
- Hope Reilly
- LCDR Michelle Roper, MD
- Rachel Scatizzi Thompson, Esq.

## **SDBJ Business Women of the Year Awards**

In Dec. 2018, JLSD President Joni Flaherty was named a winner of San Diego Business Journal's Business Women of the Year Awards. Two additional JLSD members were named as finalists:

- Laura Maly
- Emily Green



At our May 2019 General Membership Meeting, we recognized the outstanding service of a few exceptional members.

## **2019 JLSD President's Award Winners**

Andrea Myers and Michelle Brakke

## **2019 JLSD Leadership Award Winner**

Becky Coulter

## **2019 JLSD Spirit of Community Award Winner**

Meghan Krezinski





# OUR 90TH ANNIVERSARY

The 2018-2019 League year marks JLSD's 90th anniversary. Since Lillian Bradley established the Junior League of San Diego, our members have completed countless volunteer hours, facilitated financial support for our focus areas, and sponsored legislation for the benefit of women, children, and families. Over the years, our members have used their JLSD training to go on to become mentors, found nonprofits such as the Polinsky Center and Voices for Children, and even promote early childhood health and education as First Lady to the State of California.

To commemorate this anniversary, members and community partners were invited throughout the year to participate in the Dear JLSD, 90 Love Letters for 90 Years of Service initiative. Participants shared the many reasons why they are grateful for the League in "love letters" posted to our blog: [jlsandiego.wordpress.com](http://jlsandiego.wordpress.com).

In February, 235 members participated in 45 volunteer shifts to achieve 90 continuous hours of service! Members began volunteering on Feb. 8 at 6 a.m. and shifts continued through the days, nights, and early mornings until Feb. 12 at midnight. The shifts were created in collaboration with community partners in San Diego County and furthered our mission to promote voluntarism, develop the potential of women, and

improve the community. Volunteer activities included serving meals at Father Joe's Villages, assembling no-sew fleece blankets overnight for maternity and homeless shelters, designing Valentine's Day cards with St. Paul's Senior Services Villa residents, cleaning up parks with I Love A Clean San Diego, and more.

We marked this special anniversary with a 1920s-themed celebration at the Westgate Hotel on March 10, 2019. The 200 Provisional, Active, and Sustaining members in attendance enjoyed afternoon tea and champagne, and danced to a live band. The event served as a major fundraiser for our 210 Maple Restoration Campaign.

While we celebrate the many accomplishments of the last 90 years, we look forward to continuing to serve the San Diego community for another 90 years and beyond.





# 210 MAPLE RESTORATION CAMPAIGN

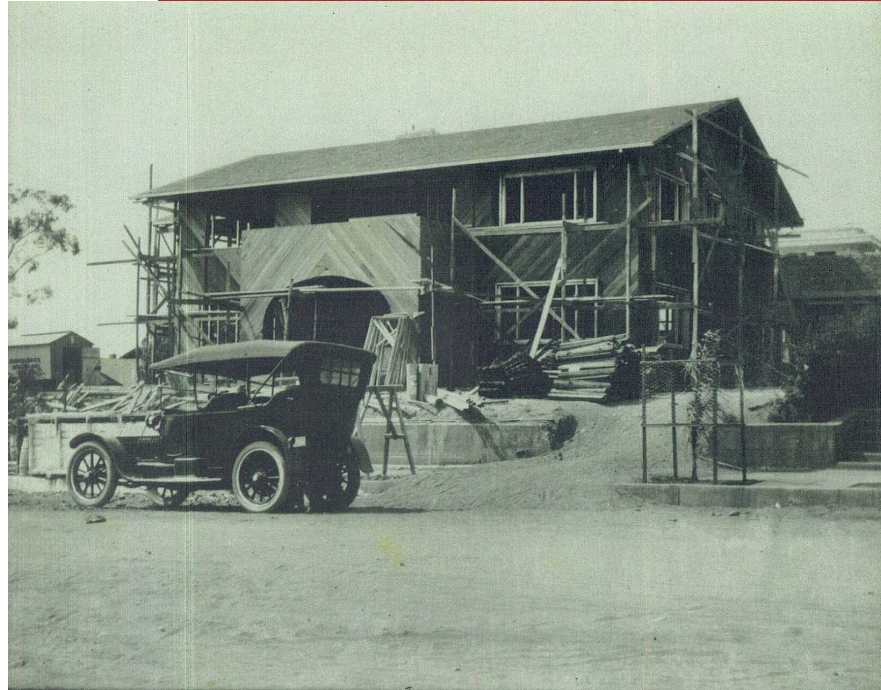
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Over 35 years ago, our League acquired an architectural gem of a headquarters in hopes that it would support the League's efforts to improve the San Diego community for generations to come. Our house is deeply connected to the history of San Diego. It was designed and built for the founder of the San Diego Zoo, Dr. Harry Wegeforth. In 1916, the same year 210 Maple was built, Dr. Wegeforth founded the San Diego Zoo only a few blocks away. Famed architects Louis and Irving Gill featured their trademark nature-inspired modernism in the home's design.

Fittingly, this nature-inspired modern residential design was landscaped by legendary botanist and horticulturalist Kate Sessions, the "Mother of Balboa Park." She collected, propagated, and introduced many California native plants to the 210 Maple garden.

In 1916, the cost of the structure including the lot was \$1,600. In 1940, Rachel Wegeforth sold the house to Rose Adele Palmer, from whose estate the Junior League of San Diego purchased the house in 1982.

Our historic landmark has been in need of care for several years. Now, pressing safety concerns make the preservation and restoration of our headquarters necessary to continue our mission and carry on our legacy.







The *210 Maple: Preserving a Legacy* Campaign celebrates the League's history of service while answering the call to create a place where our members and community can come together.

This transformational moment in League history calls for transformational giving. We invite you to participate in this effort to build, strengthen, and magnify the work of The Junior League of San Diego.

Strategic Renovation Goals:

- Training Kitchen for Community Programming
- Outdoor Veranda for Events
- High-Tech Executive Boardroom
- Flexible Meeting Spaces
- Member Lounge with WiFi
- Improved ADA Accessibility
- Potential for House Rentals

Join the campaign and build on the legacy of the Junior League of San Diego.

## Donate Today

learn more at:

**[jlsd.org/210maplerestoration](https://jlsd.org/210maplerestoration)**

or:

**[210maple@jlsd.org](mailto:210maple@jlsd.org)**

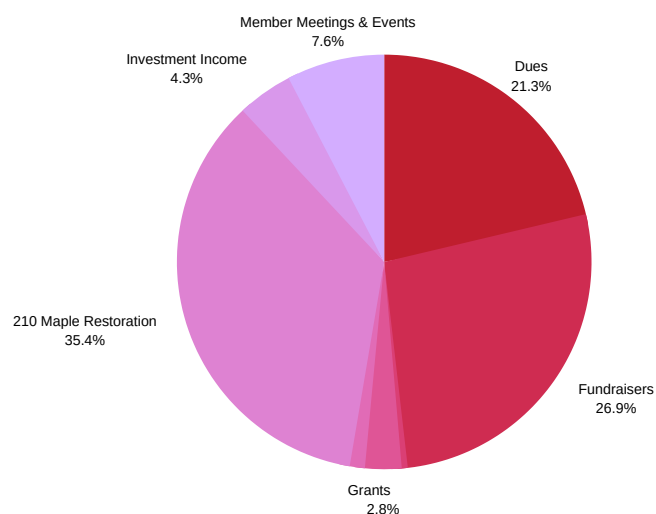
# FINANCIAL REPORT

Below are estimated, unaudited financials for the 2018-2019 League year. Please email [cfo@jlsd.org](mailto:cfo@jlsd.org) with any questions.

## Income

Dues	\$149,933
Fundraisers	\$189,304
Annual Fund & Memorials	\$3,294
Grants	\$20,000
Training Events	\$8,281
210 Maple Restoration	\$249,004
Investment Income	\$30,511
Miscellaneous	\$164
Member Meetings & Events	\$53,611

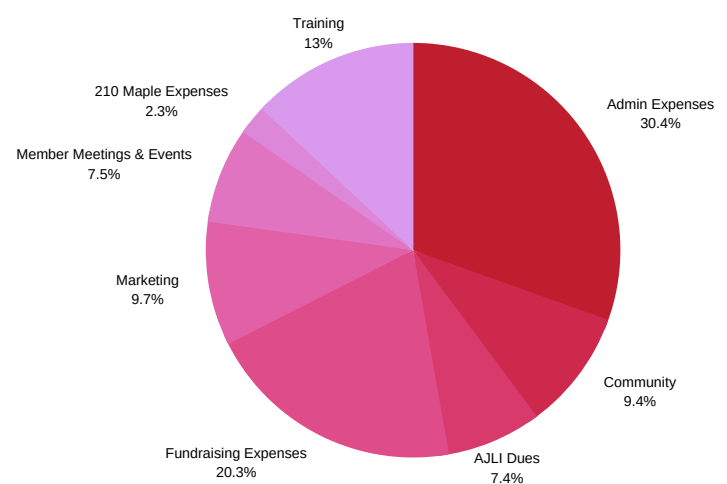
**TOTAL \$704,101**



## Expenses

Admin Employee	\$57,844
Admin Office Expense	\$14,224
Admin Financial Pro Services	\$17,533
Admin Hdqrts Maintenance	\$39,762
Admin Bank Fees	\$11,621
Admin Member/Donor System	\$3,035
Admin President's Office Misc.	\$3,260
Community	\$45,260
AJLI Dues	\$35,873
Fundraising Expenses	\$98,175
Marketing	\$46,829
Member Meetings & Events	\$36,121
210 Maple Expenses	\$11,050
Training	\$63,106

**TOTAL \$483,693**





# TRAINING

Our Training Council planned and executed 39 training events during the 2018-2019 League year. This includes eight Board Academy classes in a new two-day format, three Public Policy Institute sessions, a Storytelling (Ted-X) Workshop, four Modern Women Series sessions, and two member-only leadership training opportunities.

The Training Council also launched and implemented an internally designed curriculum via our very own JLSD Communication Club (formerly Toastmasters). Additionally, the 2018-2019 Mentorship Program allowed over 14 mentors and 44 mentees to establish connections with the ultimate goal of supporting both personal growth and enhancing their overall experience in the League.

Our Training Council partnered with over 15 external consultants, nonprofits, executives, educational institutions, and politicians to make this year more dynamic than ever. This included such entities/figures as the Mayor of San Marcos, the Mayor of Lemon Grove, Run Women Run, 211 San Diego, National University, Family Health Centers of San Diego, Cal State San Marcos, plus many more. This allows Training to showcase the League as being both a source of leadership training internally and also as a public training presence in the regional San Diego community.

This year, our events trained over 900 attendees, including over 100 attendees from the public. The council raised over \$9,000. We look forward to providing more valuable and exciting training opportunities in the 2019-2020 League year!

# 39

*training events*

# 900+

*attendees trained*

# \$9,000+

*raised from public trainings*





# FUNDRAISING EVENTS

Our two showcase events garnered over 1,000 attendees and over \$73,000 in net revenue to benefit JLSD's mission-based programs.

## Gala

Our Great Gatsby Affair Gala on Oct. 13, 2018 was a huge success. It's because of gracious attendees that we are able to create lasting partnerships to advance our mission and continue successful training programs that help women to become driven change agents in our community. We thank our generous sponsors for their help in putting on the event at Morgan Run Golf Course and Resort. These sponsorships made it possible for us to put on a beautiful evening and achieve our goal of improving our community.

- 310 attendees
- Seven vendors
- Three title sponsors
- \$32,671 net revenue (est.)

## Food & Wine Festival

Our 19th Annual Food & Wine Festival took place on May 11, 2019 at La Jolla Cove. This event is JLSD's biggest fundraiser of the year. Thank you to our sponsors, vendors, and entertainers for their generous contributions to our mission-based community projects and JLSD's commitment to training women to be leaders in our community.

- 729 attendees
- 52+ vendors
- Two title sponsors
- \$40,425 net revenue (est.)

**Save the Date for Our 20th Annual  
Food & Wine Festival:  
May 16, 2020**





# COMMUNITY

JLSD strengthened and increased its outreach this year with nine different committees, each focused on growing community partnerships and driving awareness and progress in the areas of transition age foster youth and human trafficking. Our impact this year:

- Volunteered 4,700+ hours carrying out community initiatives
- Awarded \$20,000 in grants to seven local nonprofits, funding three scholarships for college education, extending hours of support to homeless youth, funding female foster youth employment programming, sending foster youth to summer camp and funding classroom supplies for half of the teachers at Monarch School
- Executed 90 hours of continuous volunteer service in celebration of JLSD's 90th year

## New Programs and Solutions

- Launched a committee that placed 13 League members directly in Promises2Kids programs supporting foster youth siblings separated by placements
- Initiated the Science, Technology, Engineering, Arts, and Math (STEAM) committee that launches in the 2019-2020 League year, bringing STEAM activities to low income schools

## Legislative Advocacy

- Supported 10 state bills in our focus area with six signed into law; AB 1862 requires school districts to add human trafficking awareness to sex education providing the tools for our youth to protect themselves
- Hosted the Impact Forum with a panel of experts informing over 400 attendees (50% non-League members) on building confident girls and women in light of the #metoo and #wesaidenough movements
- Held "Day at City Hall" for our members to engage with local politicians, and trained our members on the legislative process with Legislation and Libations
- Raised \$9,000 with the Little Black Dress Initiative (450% increase) where members wore the same black dress for a week to bring awareness to poverty and its effects on women



- Hosted the sixth annual Human Trafficking Awareness Rally in Balboa Park with speakers including the District Attorney, City Attorney, politicians and several news outlets
- Participated in quarterly California State Public Affairs Committee (SPAC) conferences with JLSD hosting the spring conference with local politicians speaking to representatives from all 17 Leagues in California

## Strengthened Current Programming

- Planned and hosted over 195 community service projects for 2,700+ volunteer hours in the San Diego community
- Hosted a Community Partner Breakfast to thank them for their collaboration and support
- Held two Brand of Brother events, providing TAY men with professional clothing, haircuts, and resources to succeed in independent adult living; Received a \$10,000 grant from SDG&E
- Supported the Home Start Maternity Shelter mother and children monthly with friendship and programming such as family photos, Halloween costumes, and Mother's Day appreciation
- Continued five Task Forces in partnership with community advocates in the areas of homelessness, men's mental health, pregnancy and parenting, homelessness, and housing

# PROVISIONAL MEMBERS



## 103 PROVISIONALS GRADUATED \$23,000 RAISED THREE EVENTS

We had a fantastic year for Provisional members. Each year, our incoming Provisional class plans and hosts events that raise awareness about and benefit our mission-based programs. This year, we changed up the Provisional events and held one focused on training, one on fund development, and one on community. With these events, we surpassed our goal of \$20,000 and made \$23,000 for our causes and community partners.

### **Saturday, Feb. 9, 2019: It Starts with WoMEN**

This half-day training event at Sanford Consortium focused on women's health and nutrition. It sold out!

### **Saturday, Mar. 2, 2019: 80's Party**

Our fund development event was an 80's-themed party at Tin Roof. There was live music by Manic Fanatic, a costume contest, wine pull, and more.

### **Sunday, Apr. 28, 2019: Teddy Bear 5K**

Our community event collected donations of new teddy bears from runners. We presented them to Voices for Children to be given to kids who have to appear in court.

**For more information about membership, email:**  
**[membership@jlsd.org](mailto:membership@jlsd.org)**





# SUSTAINING MEMBERS

**526 SUSTAINING MEMBERS**

**30 SUSTAINER EVENTS**

After seven years of active membership in the Junior League of San Diego or another League, active members have the opportunity to become Sustaining members. As Sustainers, they continue to support the League but leave the day-to-day governance to active membership. Sustaining members use their experience to benefit the League by serving as directors and advisors, capital campaign stewards, and as trainers to our active and provisional members. Many bring their experience to other community organizations.

In addition to many significant examples of community involvement, Sustainers also have fun! This year, Sustainers participated in happy hours, brunches, book club meetings, hikes, a Sustainer-Provisional tea social, concerts, and our 90th Anniversary celebration.

We thank our Sustainers for giving generously to our 210 Maple Restoration Campaign and for their ongoing and invaluable support of the League.

***Get in touch: [sustainers@jlsd.org](mailto:sustainers@jlsd.org)***





 JUNIOR LEAGUE OF  
**SAN DIEGO**  
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San Diego, CA 92103

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[@JuniorLeagueSD](https://www.instagram.com/JuniorLeagueSD)

