

ANNUAL REPORT

JUNIOR LEAGUE OF
SAN DIEGO

www.JLSD.org

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210 Maple Street

San Diego, CA 92103

2023
2024





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MISSION

JUNIOR LEAGUE OF SAN DIEGO

MISSION

The Junior League of San Diego is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

VISION

Women leaders are catalysts for lasting community change.

OUR CORE VALUES

- **Community Impact:** We create positive community impact through service and programming.
- **Women's Leadership:** We train and develop women to be civic, community, and nonprofit leaders.
- **Connection:** We foster and nourish trust, friendship, and collaboration among our members and community partners.
- **Nonpartisanship:** We act free from party affiliation, bias or designation.

DIVERSITY AND INCLUSION COMMITMENT

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.

FOCUS AREA

Our current focus for our community efforts is food insecurity.



PRESIDENT'S MESSAGE

SYDNE MCMAHON



As we reflect upon the past year, it is with immense gratitude and pride that I write to express our heartfelt appreciation for the tremendous accomplishments we have achieved together. Your unwavering commitment, enthusiasm, and support have been instrumental in propelling our organization forward, and for this, we are profoundly grateful.

Over the past year, we have witnessed remarkable growth and transformation within our community. Our collaborative efforts have yielded significant milestones, from impactful community projects and outreach programs to successful fundraising events and advocacy initiatives. Each achievement is a testament to the collective strength and dedication of our members and supporters.

One of our most notable successes has been the expansion of our community outreach programs. Through these initiatives, we have been able to touch the lives of countless individuals, providing essential resources, support, and opportunities for growth. Our volunteers have worked tirelessly to address the food insecurity issue in San Diego and create lasting change, embodying the true spirit of the Junior League of San Diego.

Furthermore, our fundraising efforts have surpassed expectations, enabling us to fund critical programs and initiatives that directly benefit our community. The generosity of our donors and the dedication of our fundraising committees have been nothing short of extraordinary. Each contribution, whether large or small, has played a vital role in our success.

Not only did the EMT raise over \$93,000 we have raised over \$40,000 for our Annual Fund. This means we can send more women to conferences and trainings. We also had 8 new women join the Century Club. We are hoping to get the total number to 100 by our 100th year. In the first year of the Friendship Fund we raised \$900. This fund will allow us to aid 3 women active members with their annual dues.

In addition, our advocacy work has gained momentum, raising awareness and driving positive change on key issues affecting our community. For the first time in our history our members marched in the San Diego Pride Parade. Our Fundraising team hosted a holiday market focused on artists with disabilities. Through strategic partnerships and collaborative efforts, we have amplified our voice and made a meaningful impact. Your active participation and engagement in these efforts have been invaluable.

As we look ahead, we are excited to build upon the foundation we have established. The coming year presents new opportunities for growth, innovation, and furthering our mission. With your continued support and dedication, we are confident that we will achieve even greater heights.

I want to extend my deepest appreciation to members, donors and community partners. Your contributions, passion, and unwavering commitment are the heart and soul of the Junior League of San Diego. Together, we have made a difference, and together, we will continue to create a brighter future for our community.

With sincere gratitude,

Sydne McMahon
2023-2024 President

EXECUTIVE VICE PRESIDENT'S MESSAGE

KATIE EMERY



It was such an honor and privilege to be Executive Vice President for the 2023-2024 League Year. And what a year it has been! I want to take this opportunity to highlight some of our accomplishments and acknowledge the dedication of our members.

Our volunteer hours, fundraisers, and partnerships with local organizations have had a profound impact on those we serve. Whether it was providing needed sanitary products to community partners, to volunteering at food banks, leading educational workshops and training, or putting on some amazing fundraising events, our members stepped up with passion and dedication.

I want to thank you for your commitment to our mission and your unwavering support throughout the year. I want to extend a special thank you to our leaders; the Board, the Executive Management Team (EMT) and all the Committee Chairs. Your leadership and guidance have been instrumental in our success.

I had the absolute best EMT and want to give a special thank you to these wonderful ladies. We had a plan and we executed it just as we envisioned. It was inspiring to watch you all put our plan into action. To our members, your time and energy are invaluable, and you are the heart and soul of the league. I would also like to recognize the new members who joined us this year. Your fresh perspectives and enthusiasm have invigorated our League, and we look forward to seeing the impact you will make in the years to come.

As we move forward, let's continue to focus on our core values: empowering women, promoting voluntarism, and improving our communities. Together, we can build a more inclusive, diverse, and vibrant Junior League that embraces new challenges and continues to make a positive impact.

So thank you everyone for allowing me to be your EVP this year. I had a blast.

Katie Emery
2023-2024 Executive Vice President

BOARD

2023-2024



Sydne McMahon
President



Ilo Neukam
President-Elect



Taylor Stone
Recording
Secretary



Kate Burke
Treasurer



Tracy Mitchell
Sustainer Director



Emilie Brooks
Nominating Chair



Katie Emery
Executive Vice
President



Jackie Kallberg
Director of
Compliance



**Christiane
Hoffman Frank**
Director at Large



Sherida Bonton
Director at Large



Carrie Lamb
Historian



Kate Jackson
Board Assistant

EXECUTIVE MANAGEMENT TEAM

2023-2024



Katie Emery
Executive Vice
President



Britnie Neuman
Executive Vice President-
Elect



Kristina Smith
Fund Development
Vice President



Alice Maples
Community
Vice President



Christa Sisson
Membership
Vice President



Katie Morel
Finance
Vice President



Jerry Hall
DEIB
Vice President



Deborah Hill
Training
Vice President



Scarlette VC
Communications
Vice President



**Sarabeth
Henderson**
Operations
Vice President



Emilie Brooks
Nominating Chair



Kelly Donahue
Sustainer Advisor



Katherine Knopes
EMT Secretary



Amanda Peacock
EMT Assistant

MEMBER AWARDS

2023-2024

PRESIDENTS AWARD

Deborah Hill

SPIRIT OF VOLUNTARISM AWARD

Kelly Donahue

LEADERSHIP AWARD

Kristina Smith

SPIRIT OF THE LEAGUE AWARD

Corrine Devin



NEW MEMBER CLASS

2023-2024



BECOME A NEW MEMBER

Join more than 275 San Diego Junior League Members working to fight food insecurity in San Diego.

Joining the Junior League of San Diego (JLSD) offers women a unique opportunity to develop their leadership skills, connect with like-minded individuals, and make a meaningful impact in our community. We welcome women of all backgrounds who are passionate about volunteerism, social advocacy, and improving the lives of others. Prospective members can join by attending one of our recruitment events, held throughout the year, where you'll learn more about our mission, community focus areas, and the various ways we empower women to be leaders in San Diego. These events provide a chance to meet current members, ask questions, and discover how JLSD can support your personal and professional growth.

Once you decide to join, New Members participate in our New Member program that introduces you to the League's work and provides foundational training in leadership and community impact. During this period, you'll connect with other women, complete a group service project, and explore the wide range of opportunities within JLSD, from advocacy and fundraising to direct service and training. After completing the New Member program, you'll become an Active Member, ready to contribute to meaningful change in our community while developing lifelong friendships and skills.

Learn More: membership@jlsd.org



SUSTAINING MEMBERS

2023-2024



BECOME A SUSTAINING MEMBER

Join our 451 SUSTAINING MEMBERS

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 operations and governance to active membership. Sustainers use their experience to benefit the League by serving as Directors and Advisors, Capital Campaign stewards, and as trainers to our Active and New Members. Many bring their experience to other community organizations.

In addition to their significant community involvements, Sustainers also have fun! This year Sustainers participated in book clubs, happy hours, brunches, garden clubs, Charter Day, New Member/Sustainer tea and many more fun events. Make sure to check out the Sustainer page on our website for a list of Affinity Groups and Sustainer sponsored events. We also have an active, private Facebook group just for our Sustaining Members!

We thank our Sustainers for giving generously to the Centennial Club, our Annual Fund and for their ongoing and invaluable support of the Junior League of San Diego.

Get in touch: sustainers@jlsd.org



IN MEMORIAM

Sally Gault-Miller

Nancy McCune Peckham

Roberta Dolph

Lois Chambers

Sally Fuller

Darlene Davies

Carol Grimes-Gartland

Gloria Peters

Lois Yates

Ruth Swisher

Patricia Lester

Winolyn Knoth

Judith Smith

Mary Shoemaker

Jeri Rovsek

Elizabeth Rudee

Faith Sheridan

Ann Gotfredson

Minalyn Wincote

Anne Davis



FINANCIAL REPORT

Below are estimated, unaudited financials for the 2023-2024 League year.
Please e-mail finance@jlsd.org with any questions.

Income

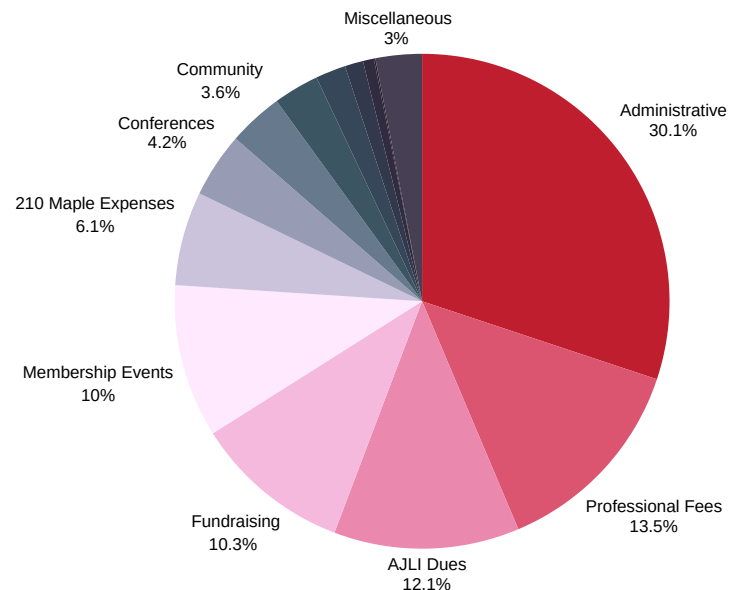
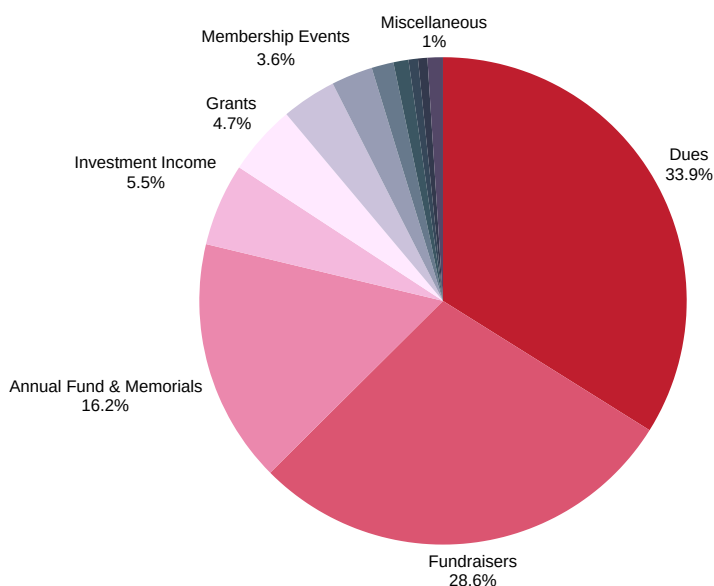
Dues	\$101,804
Fundraisers	\$86,010
Annual Fund & Memorials	\$48,650
Investment Income	\$16,464
Grants	\$14,000
Membership Events	\$10,920
Signature Access Pass	\$8,250
Training	\$4,384
Sponsorships	\$3,000
Marketing	\$1,878
DEIB	\$1,860
Miscellaneous	\$3,069

TOTAL **\$300,299**

Expenses

Administrative	\$66,957
Professional Fees	\$30,110
AJLI Dues	\$26,961
Fundraising	\$22,852
Membership Events	\$22,255
210 Maple Expenses	\$13,648
Conferences	\$9,432
Community	\$7,960
New Members	\$6,628
Software	\$4,403
Marketing	\$2,669
Training	\$1,589
DEIB	\$225
Miscellaneous	\$6,734

TOTAL **\$222,423**



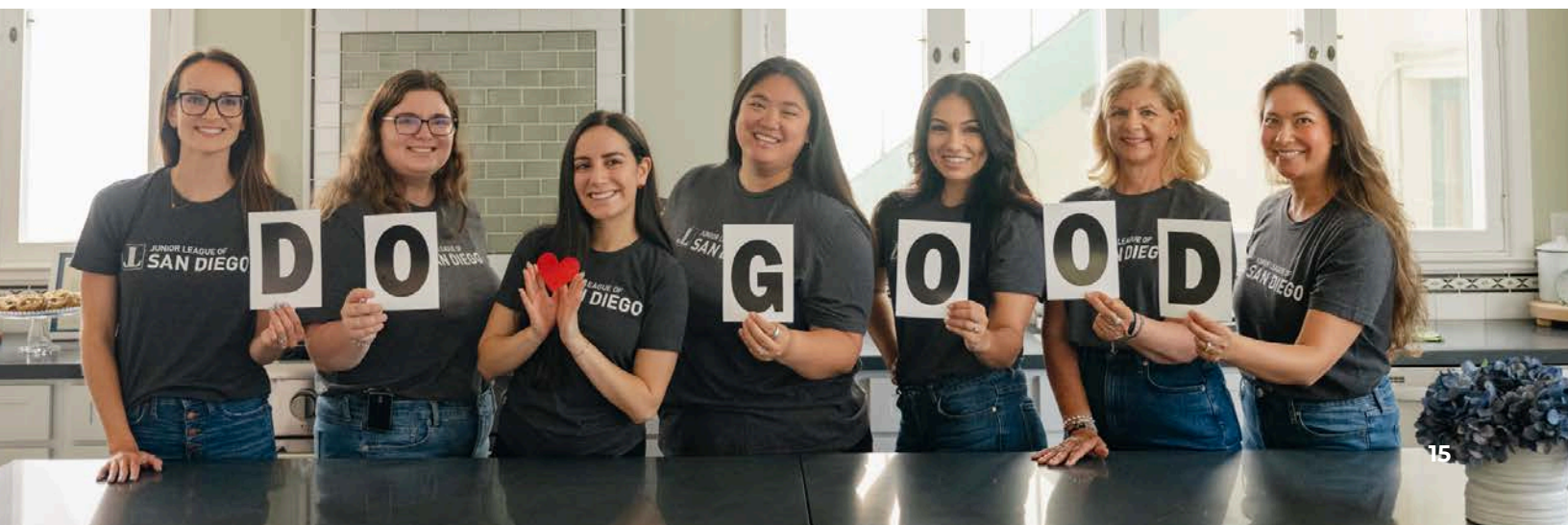
CENTURY CLUB MEMBERS

Welcome to our NEW Century Club Member who joined in the 2023-2024 League Year

- Franceen Kakavoulis-Perera
- Becky Cattaneo
- Marcelle Rossman
- Maureen King
- Leticia and Craig Falquier Sapin
- Beverly Beattie
- Crystal Farnham
- Kendall Levan
- Tricia Craven Worley
- Cindy Klindedinst
- Deborah Starke
- Jane Fetter (in memory of Nancy Peckham)

Century Club Members

- Jennifer Burton
- Kim Clare
- Sara Freund
- Jane Fetter
- Alison Gildred
- Jennifer Glaser
- Laury Graves
- Ann Hill
- AJ Galka
- Amanda Katona
- Tayler Marshall
- Jennifer Litwak
- Erika Otto
- Sheryl Scarano
- Catherine Spanbauer
- Catherine Spray
- Sydne McMahon
- Deoras Thompson
- Trang Tran
- Dossy White
- Sherida Bonton
- Susan Wintringer
- Emilie Brooks
- Tracy Acten-Penic
- Susan Alhering
- Las Jardineras
- Anonymous



FUND DEVELOPMENT

By the Numbers

Our two showcase events and micro-fundraisers garnered **over 456 attendees** and **\$54,413** in net revenue to benefit JLSD's mission-based programs.

Palentines

February 10th, 2024 at Sidebar, Downtown San Diego

- 7 VIP tables (of 6 people)
- 102 General Admission tickets
- 23 Non-Attending supporter tickets
- 15 Signature Access Pass holders

Net Revenue: \$17,370

Magic of the South Seas

May 11th, 2023 at Bali Hai, Shelter Island

- 60 VIP tickets
- 40 Early Bird tickets
- 116 General Admission tickets
- 10 Designated Driver tickets
- 18 Signature Access Pass holders
- 30 Non-Attending supporter tickets

Net Revenue: \$26,479

Micro-Fundraisers

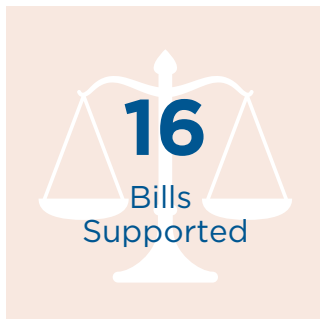
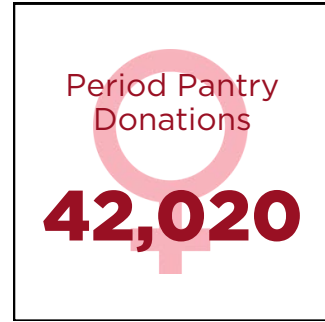
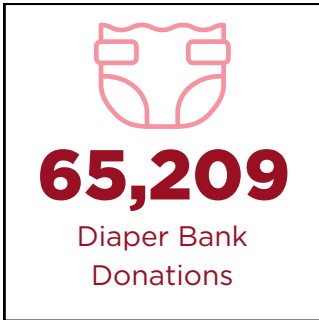
Net revenue: \$10,564

Premier Sponsors:



COMMUNITY IMPACT

By the Numbers



TRAINING

500+ Members attended over 30 Training Sessions put on by the Junior League



- Board Academy
- Lean Six Sigma Yellow Belt
- CPR
- Financial Fitness Bootcamp
- Branding
- Personal Styling
- Public Speaking
- Nutrition and Health
- ChatGPT
- Canva
- Conscious Leadership
- Solo Female Travel
- Skincare 101
- and many more...



MEMBERSHIP CONNECTIONS

500+ Members attended Membership Connections events



DIVERSITY, EQUITY, INCLUSION & BELONGING



- DEIB Panel
- San Diego PRIDE Parade
- Diwali
- RUTH - remember the Holocaust
- Artist Showcase - featuring differently abled artists
- DEIB Book Club



MARKETING

By the Numbers

550+
New Followers

1,000+
Posts (IG, FB, LI)

Profile/Page
Impressions
~274K

Post Impressions
~212K

Follow the Junior League of San Diego



@JuniorLeagueSD



@JuniorLeagueSD



@JuniorLeagueSD



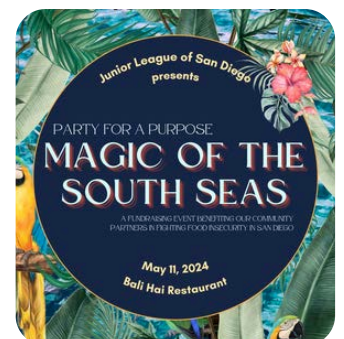
@JuniorLeagueSD



@JuniorLeagueSD

JLSD PULSE
20 issues
covering
~290 news

Top Posts





PRIVATE EVENTS AT 210 MAPLE

Once the family home of San Diego Zoo founder Dr. Harry Wegeforth, 210 Maple's historical beauty provides a warm and elegant setting for wedding and baby showers, cocktail and dinner parties, and corporate social events. Our very own 210 Maple is available every day, including weekends. It awaits you and your personal celebration, special occasion or corporate event.

Whether you are planning a small gathering or business retreat, 210 Maple offers a unique venue for your special day. The property has been fully renovated with state-of-the art technology including a fully operational kitchen, built-in sound system and A/V technology, with comfortable seating inside and out.

Special pricing is currently available for members and JLS D community partners.

Reserve Today

learn more:
rentals@jlsd.org



STRATEGIC PLAN 2022-2027



Goal 1: Improve Membership Experience

Key Initiative 1.1: Empower members to try new things, risk failure, and ask for help.

Key Initiative 1.2: Improve the Sustaining Member experience.

Key Initiative 1.3: Recruit and support a diverse membership that reflects the diversity of our community.

Key Initiative 1.4: Evaluate member perspectives, experiences and areas of potential improvement.

Key Initiative 1.5: Establish new programs to foster connection and retention.



Goal 2: Streamline Processes and Tools for Operational Efficiency

Key Initiative 2.1: Improve succession planning, transparency of decision making, and leadership transition in all League operations.

Key Initiative 2.2: Maximize 210 Maple as an asset of the League and the community.

Key Initiative 2.3: Identify and transition current member administrative tasks that are essential to League operations to paid staff or a dedicated team.



Goal 3: Establish a Flexible and Diversified Fund Development Model

Key Initiative 3.1: Develop diversified revenue streams that engage new donors.

Key Initiative 3.2: Improve the donor experience.

Key Initiative 3.3: Ensure each fundraising campaign or event represents the League's brand and mission, and promotes fiscally-balanced operations.



Goal 4: Provide Meaningful Training and Development

Key Initiative 4.1: Create consistent training on skills necessary to successfully execute leadership roles and ensure a positive member experience.

Key Initiative 4.2: Enhance the scope and reach of our training program.

Key Initiative 4.3: Provide members with continual learning opportunities on diversity, equity and inclusion (DEI).



Goal 5: Make a Lasting Impact in our Community Outreach and Advocacy

Key Initiative 5.1: Promote community partner communication to address unmet community needs.

Key Initiative 5.2: Provide opportunities for all members to support community partners focusing on food insecurity, including volunteer opportunities and in-kind or monetary donations.

STRATEGIC PLAN 2022-2027

Key Initiative 5.3: Educate and train our membership on our focus area by providing data on the needs of the community and the impact made by our members.

Key Initiative 5.4: Ensure there are diversified opportunities to serve our community and mission.



Goal 6: Increase Brand Awareness through Marketing and Communication

Key Initiative 6.1: Optimize and implement a public relations and communications plan prior to each League year.

Key Initiative 6.2: Align efforts for internal and external communication to streamline marketing requests and approval for execution.

Key Initiative 6.3: Foster partnerships with other non-profits, businesses, interest groups, media and educational institutions to increase visibility and membership opportunities.

Key Initiative 6.4: Ensure all communications highlight our mission, community impact and promote membership.



Goal 7: Sustain a Financially Healthy and Viable Organization

Key Initiative 7.1: Develop a strategic funding plan that supports the make-it, plan-it, spend-it model promoting a culture of philanthropy.

Key Initiative 7.2: Develop an efficient process to maximize financial payment process and funding streams.

Key Initiative 7.3: Ensure leaders are trained in their fiduciary responsibilities.

Key Initiative 7.4: Post and provide information to our members on our financial health to increase awareness and transparency.



Goal 8: Propel our League to be Inclusive of Diverse Individuals, Organizations and Communities that Value Belonging and Voluntarism

Key Initiative 8.1: Work with Councils via Leadership to support and align efforts to drive DEI (Diversity, Equity, and Inclusion) alignment with League activities (impact shifts, fundraising efforts, membership outreach, etc.).

Key Initiative 8.2: Position our League to support diversity in San Diego by enhancing opportunities for meaningful partnerships and advocacy.

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