



JUNIOR LEAGUE OF
ROCHESTER

EMPOWERING WOMEN TO LEAD SINCE 1933.

YEAR IN REVIEW

**JUNE 2021 -
MAY 2022**

LEAGUE OFFICE

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www.JLRoch.org

JUNE 2021 - MAY 2022

Who We Are

We are empowering Rochester women by helping them develop civic leadership skills, then giving them the tools to put their unique talents to work in our community!

Our Mission

The Association of Junior Leagues International, Inc. is an organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

Our Vision

The Junior League: Women Around the World as Catalysts for Lasting Community Change.

Diversity Equity Inclusion & Belonging Commitment Statement

The Junior League of Rochester is committed to fully inclusive environments that value diversity, and which foster belonging and equity for individuals, organizations and communities of all races, ethnicities, gender identities, sexual orientations, creeds, abilities and cultures.

WE ARE THE JUNIOR LEAGUE

Leading change. Transforming communities.

Our Values

Diversity: The Junior League welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

Collaboration: We believe lasting societal change is achieved through both collaboration and meaningful disagreement. Living the value of collaboration inspires us to accomplish more together.

Community: We believe a strong sense of community is essential to human well-being. Living the value of community provides a foundation of inclusion, which allows us to make a greater impact on the world around us.

Empowerment: We believe that the empowerment of women is a necessary requirement to create positive, lasting societal change. Living the value of empowerment fosters trust and confidence in each other.

Leadership: We believe in the unique power of women's leadership abilities to transform communities for the better. Living the value of leadership allows us to make a collective difference.

Respect: We believe respect is a fundamental human right. Living the value of respect instills in us an unconditional positive regard for others.

Service: We believe it is through service that we build core relationships with others. Service is the lens through which we decide how we will invest our time and resources. Living the value of service empowers us as catalysts for lasting community change.

What We Do

The Junior League of Rochester is creating real change in Rochester by advancing social activism-focused projects that directly benefit our local community! We make a positive impact through effective action and leadership.

Our Local Impact

Right now, our primary focus of family self-sufficiency requires immediate action, and our multi-faceted approach is making an impact, through our signature project, operating the only Diaper Bank in the Rochester region; partnering with other nonprofits to enhance their work; targeting our public affairs initiatives; and improving our member training and development.

PRESIDENT'S REFLECTION

What a year to be proud of! As I prepare to step off the Board of Directors and serve the League as the incoming Marketing & Communications Co-chair, I am filled with pride and gratitude. The League has much to be proud of and much to be thankful for.

The League has continued our legacy of impact in our beloved Rochester thanks to our generous community and the steadfast commitment of our members. In this *Year in Review* you'll be able to take a peak at the incredible accomplishments we have achieved this year and learn a bit more about the League today.



To our members, partners and supporters, thank you. Because of you we have continued to provide robust community impact for our neighbors, provided leadership training to our members and advocated for legislation that will support a more equitable, safe and full life for women and children.

I am humbled, grateful and overwhelmed to have had the opportunity to be a member of the Junior League of Rochester and serve as the President. I look forward to continuing our work!

With gratitude,

Sarah Heisman
President, 2020-2022

Thank you
2021-2022
leadership!

We value transformational female leaders who
SET BOLD GOALS,
open their circles and their minds,
disrupt convention &
CHANGE THE CONVERSATION
for the betterment of civil society.



Board of Directors

President - Sarah Heisman

President-elect - Laura Lockhart

Recording Secretary - Elsa Geraci

VP of Governance - Mary Humphrey

VP of Diversity Equity Inclusion & Belonging - Terri Bales

VP of Sustainers - Chris Heisman

VP of Community Relations - Kim Russell

VP of Finance & Development - Stacey Rice

VP of Membership - Kate Burt

Chairs & Coordinators

Treasurer & Web Master - Sandra Borher

Grants & Corporate Sponsorships Chair - Meredith Bircher

Fundraising Co-Chair - Jenn Desrosiers

Fundraising Co-Chair - Becky Griffin

Admissions Provisonal Chair - Jes Hoffman

Member Relations Chair - Delta Koudaya-Keith

Member Engagement Chair - Emma Lill

Nominating Chair - Ginger Ruff

Diaper Bank Co-Chair - Julia Schaub

Diaper Bank Co-Chair - Rachel DeRue

Public Affairs Chair - Nekada Settles

R.O.S.E. AWARDS RECOGNITION OF SERVICE EXCELLENCE

R.O.S.E. Bud Award

Intended to support and encourage our newest members, this award is presented to an Active member who has been in the League for less than 3 full years. Awarded to a woman who has shown an exceptional commitment to the League and its activities.

Jocelyn Lazo

R.O.S.E. Award

Given annually to a member who has been active for more than 3 full years. Presented to a member who best exemplifies the ideal Junior League volunteer.

Sandra Borher

SILVER R.O.S.E.

Given to a Sustaining member who, in a particular year, deserves recognition for her tremendous work and contribution within the League.

Linda Obourn

Celebrating Members!

5 year anniversaries!



Congratulations to:

Erika Agnello

Terri Bales

Sandra Bohrer

Andrea Gray

Laura Lockhart

Mary Humphrey

Stacey Rice

Jackie Travis

Danielle Williams

Liz Zeitner

Julia Schaub

Nicole Pappas

10 year anniversaries!



Congratulations to:

Sarah Heisman

Beth DiCesare

Members going Sustaining

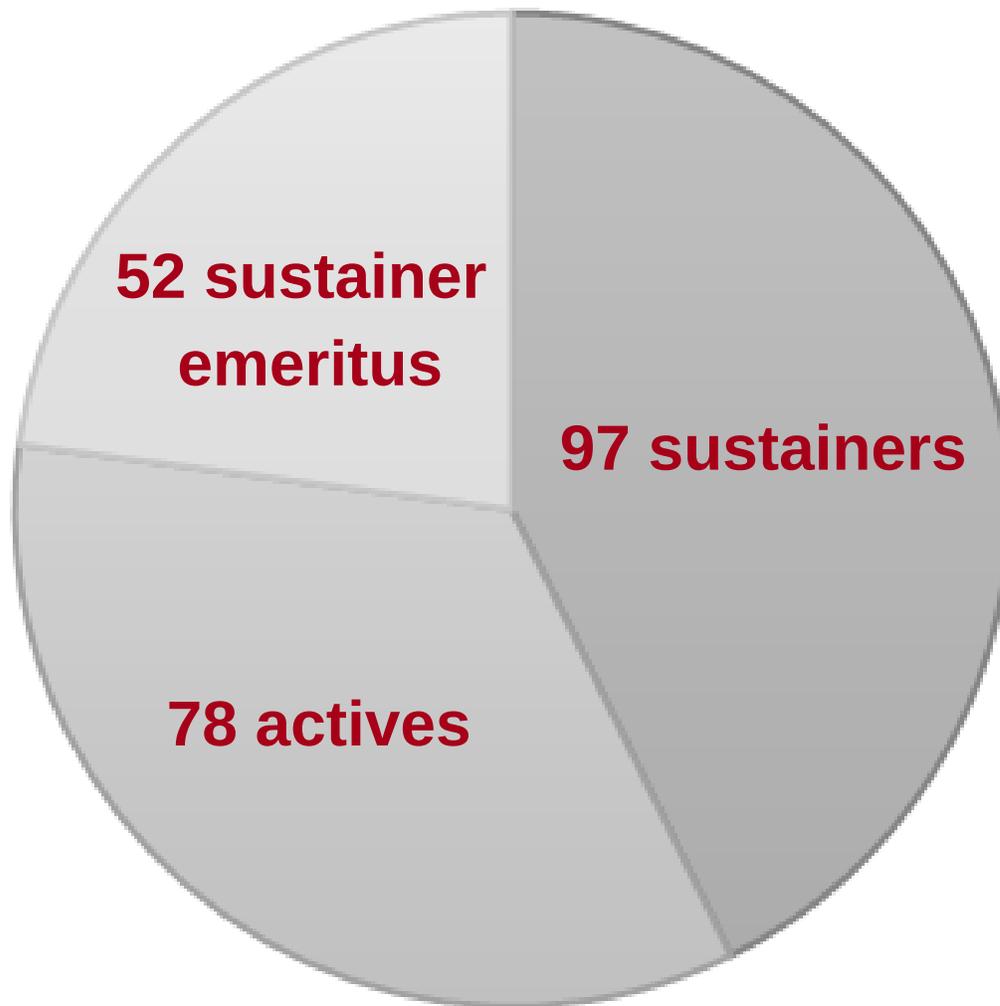
Congratulations to:

Beth DiCesare

Rachel DeRue

Stephanie Williams

Members by the #s



Member Retention 20-21 to 21-22

95%

New Members 21-22

10

Membership Trainings & Leadership Development

- AJLI Annual Conference, Leadership Training
- AJLI Centennial Conference, Leadership Training
- Savvy Ally, LGBTQ+ Etiquette and Common Bloopers
- Rochester Women's Network, Women & Leadership
- Dr. Devon Price, Productivity & Burnout
- JLR Winter Leadership Training
- JLR Spring Leadership Training
- Emily Pelkowski, Mapping Your Goals
- League of Women Voters, Civics Training
- 540WMain Training Program
- 540WMain Antiracism Facilitator Fellowship
- AJLI Women of Color Affinity Group
- National Diaper Bank Association Conference
- New York State Public Affairs Committee Conference
- Candid Conversations, Junior League First Black Presidents



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JLR 2022 DEI Annual Assessment Summary

The AJLI Annual Assessment for Diversity, Equity and Inclusion is recommended for League Chapters to assess and monitor member perceptions regarding progress in commitment to DEIB. The DEI Annual Assessment has 27 questions divided into three categories: Organizational Commitment; Embedding DEI in Operations and Member Development; and Member Commitment. It was first implemented in JLR in 2020; our 2020-2023 Strategic Plan asked us to monitor progress against that baseline. JLR has made significant improvements in several areas – particularly member development opportunities and leadership commitment – but we still have lots of room for improvement! 2022 Results are summarized below.

ORGANIZATIONAL COMMITMENT

KEEP DOING!

86% agree DEIB is a strategic priority for JLR;
90% agree Board talks passionately about DEIB

DO EVEN MORE!

25% mildly agree or disagree that JLR has a designated team empowered to lead organization-wide DEIB efforts

MEMBER COMMITMENT

KEEP DOING!

86% value JLR's inclusive & welcoming culture & climate;

93% at least mildly agree that diversity in League membership has improved

DO EVEN MORE!

43% feel that a sense of exclusion (not feeling welcomed, respected, supported or valued to fully participate) is a major factor for why members terminate membership;

64% agree their input & feedback is welcome & their voice is heard

EMBEDDING DEIB IN OPERATIONS & MEMBER DEVELOPMENT

KEEP DOING!

75% agree we communicate openly about DEIB progress & make learning opportunities available;

71% agree we intentionally create a positive, welcoming & respectful environment for all

DO EVEN MORE!

25% mildly agree or disagree that 35% agree cultural competence & DEIB mastery are leadership requisites;

46% agree we follow clearly defined goals & actions;

53% agree we have incorporated DEIB criteria into selection of community impact programs/volunteer opportunities

Notes:

- 2020 baseline had 60+ responses, while the 2022 Annual Assessment only received 28 member responses. It is critical to improve response rates in future years to ensure we're accurately capturing member perceptions regarding our progress in Diversity, Equity and Inclusion!
- Results are summarized by combining responses of "Agree" or "Strongly Agree" into totals; responses of "Mildly Agree", "Mildly Disagree", "Disagree" and "Strongly Disagree" with statements reflected are excluded from response totals, except where noted.

League Financials

Sponsors

- Canandaigua National Bank
- Bolaños Lowe PLCC
- Cobblestone Creek Charity Guild
- Rochester Yoga Preschool
- Asbury First United Methodist Church
- Tivesse Inc.
- Rochester Clinical Research
- Genetaska Club of Rochester, Inc
- John Betlem Heating and Cooling
- Junior League Garden Club

Fundraising Events

Goal: \$10,500

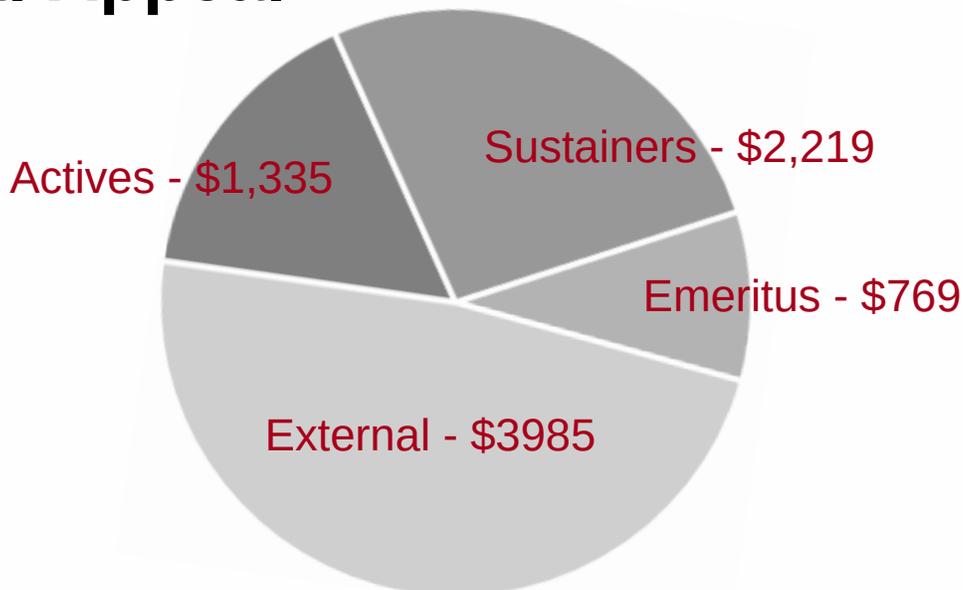
As of April 2022: \$15,007

Cookbook Sales

Goal: \$3,370

As of April 2022: \$3,530

Annual Appeal



Grants

Applied - 7, Secured - 4

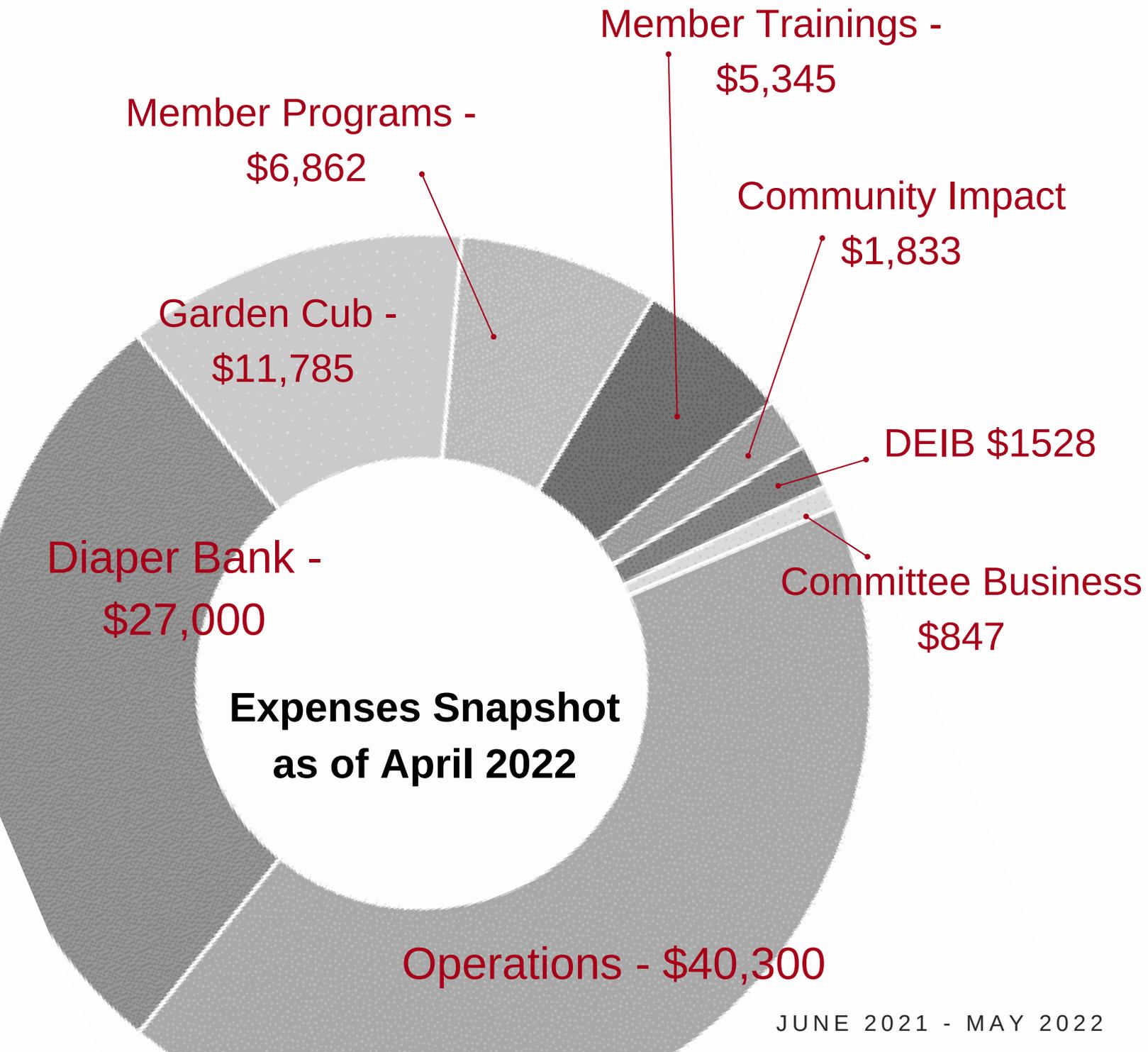
- Diversity, Equity, Inclusion & Belonging SLBI (Small Leagues Big Impact Grant)
 - \$100
 - Awarded for LGBTQ training by The Savvy Ally
- Junior League of Rochester Garden Club Grant
 - \$1000
 - Awarded for Diaper Bank
- Women's Club of Pittsford Grant
 - \$750
 - Awarded for Diaper Bank
- Excellus Blue Cross Blue Shield Grant
 - \$2500
 - Awarded for Diaper Bank

Expenses Breakdown

2021-2022

Total Budgeted Expenses: \$102,629

Expenses as of April 2022: \$103,226





Diapers change lives by keeping babies healthier, reducing parental stress and making it possible for babies to attend childcare so that their adults can get to work and school. Without an adequate supply of diapers, families are left with no choice but to keep their children in dirty diapers, or re-use soiled ones. Babies who remain in a soiled diaper too long are exposed to potential health risks, such as infection and severe diaper rash. Access to sufficient diaper supply means preventing these dangerous health risks and relieving the financial burden of potential healthcare costs.

As a volunteer-run program, the JLR Diaper Bank relies on funding from individuals, foundations and businesses to operate. With more than half of children in Rochester living below the poverty line, the diaper need in our community is significant.

Monthly distribution average

20,000 diapers

October 2021 drive/walk-thru distribution

26,000 diapers

Children Served this League Year

over 500

Community Impact Projects

- Pines of Perinton fire donation organization
- Home Start Hope Tablescapes Event
- Cameron Ministries garden clean-up
- Distribution of food & personal items in response to Buffalo Tops closing
- Voter Registration @ Rochester Educational Opportunity Center

Legislative Initiatives

- Adult Survivors Act (ASA)
 - Creates a special one year look back window to allow individuals who were 18 or older when they were sexually assaulted in NYS to file a lawsuit against the person who harmed them and/or the negligent institution.
- Salary Range Transparency Law (Senate Bill S7434)
 - Prohibits employers from asking job applicants about salary expectations. Requires all employers in NYS to disclose the salary or compensation range and any benefits upon issuing a new employment opportunity.



Get To Know Incoming JLR Leaders!

VP of Community Relations - Leah Wolanksi

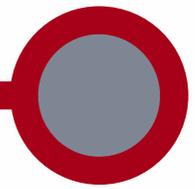


The League provides me opportunities to try (and to fail) safely. I've learned so much over the years. My experience as a home tour captain in 2015 helped to solidify the skill sets that I use in my current role as a Project Manager for Excellus BCBS. Learning and participating with the Diaper Bank has taught me so much about social determinants of health and the vast disparities in opportunity within pockets of the Greater Rochester community; I have become passionate about studying and applying these metrics in both my professional and League-based life. I am so excited to work towards scaling up community initiatives and continuing to learn alongside our membership in the coming years.

VP of Finance & Treasurer - Stacey Rice

Stacey transferred from the JL of Stamford Connecticut and has been a JL member for 5 years. She is grateful for the new friends she has made through committee work, socials and volunteer opportunities.





VP of Governance & Nominating Chair - Ginger Ruff



I love how the JLR is always meeting members where they are. Whether through the changes to structures, requirements, or projects or simply asking for constant feedback- the JLR is a reflection of its current members' interests, goals, and strengths.

VP of Sustainers - Amanda Dreher

Amanda has been a member of the JLR for 13 years where she has served as a President & JL Garden Club President. She has loved developing leadership skills in a supportive environment while making a difference in the community



VP of Membership - Kate Burt

Kate who has been a member of the JLR for 5 years will continue on as the VP of Membership for the second year of her term. She loves the JLR's sense of community and true willingness of members to help others in the Rochester area.

Recording Secretary - Michaela Morrison



Michaela transferred from the JL Nashville. She loves the relationships that are built through impacting the community together and the opportunity to connect with likeminded women. She also loves the learning opportunities available within the league - it is a wonderful organization that encourages members to take on new roles and supports us as we learn and grow.

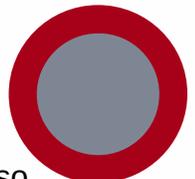
VP of DEIB - Mary Humphrey

Mary celebrated her fifth anniversary with the League this year. Last year she served the Board as the VP of Governance where she led the Board with an overhaul of our Operational Policies and Bylaws.



Financial Coordinator - Sandra Borher

Personally, the League has given me the confidence to present in and lead meetings in my day to day job.



Member Engagement Chair - Jenn Desrosiers



I love that the league allows me to meet so many wonderful women who share the same passion for volunteering and helping others that I do!

Fundraising & Cookbooks Co-Chair - Katie DeRaddo

Katie has been in the League for 1 year. She spearheaded the League's presence at Home Start Hope's Tablesapes Event and sat on the Member Relations Committee.



Fundraising & Cookbooks Co-Chair -Kim Russell

I love how strong we are as a League. We have accomplished so much as a League - more than we could as individuals. And will continue to support our community and develop leaders! Our strength of our members, current, past, and future, make us quite an unstoppable force.

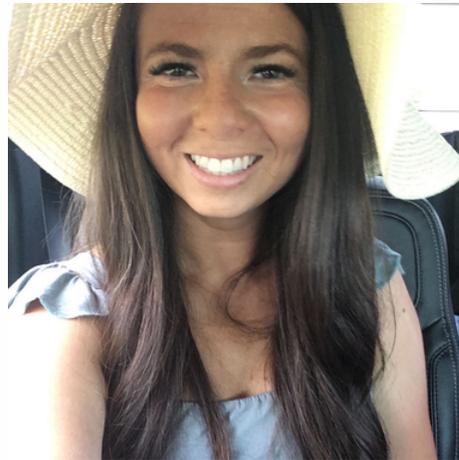
Community Awareness & Engagement Co-Chair - Laquanda Fields



I love the friendships that I've developed and I love being surrounded by ambitious women!

Community Awareness & Engagement Co-Chair - Ashley Binnert

Ashley loves the encouragement to grow as a member and connecting with the Rochester community.



NYS PAC Representative - Caitlin Langmead

Caitlin has been a member of the League for 3 years. She loves that the JLR is such an empowering and supportive community of women.



New Membership Co-Chair - Casey Cuthbert

Casey has been a member of the League for 3 years. She is looking forward to serving as a Co-Chair for the first time this year and enjoys the community of members the League provides.

New Membership Co-Chair - Emma Lil

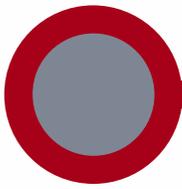
Emma loves the ability to continue the great work of the JLR by supporting the members and organizations of our Rochester community.



Grants & Corporate Sponsorships Chair -Meredith Bircher

Meredith will continue to lead the JLR's grants and corporate sponsorships committee this year. She loves being part of a network that volunteers in the community





Diaper Bank Co-Chair - Erin O'Reilly

Erin has been a member of the League for nearly 5 years. She is grateful for the opportunities to build friendships



Diaper Bank Co-Chair - Megan Black

A member of the JLR for 7 years, Megan loves giving back to the community and meeting lovely ladies.

Marketing & Communication

Co-Coordinator - Sarah Heisman

Celebrating 10 years as a JL member, Sarah is grateful to give back to her community and the women she has met along the way.



Marketing & Communication Co-Coordinator - Kara Spoor

A member for 6 years, Kara loves how our members are so creative and innovative!

Your 2022-2024 President!

Laura Lockhart



I'm a recovering overachiever. Homemaker. Mama to two sweet boys- Lincoln (7) and Lachlan (4). Wife to Zachary. I spend my "downtime" at the gym, gardening. Love a good glass of wine, good food, and time with dear friends. Love a good walk or hike!

Since joining in the spring of 2017, Laura has sat on Member Relations, served as the Founding Chair of the Diaper Bank, the Admissions Provisional Chair, the VP of Finance & Development and President-elect.

I have many fond memories of socials and in home GMMs, but some of my most impactful days have been our larger events for the diaper bank including our community distributions and our large scale diaper wrapping event when we had our first "truckload" delivered. It is so fulfilling seeing our league work as a team. We are efficient, caring, and fun and I always leave feeling like my heart has grown after these events.

I'm most proud of my year as a diaper bank chair. We had a tremendous committee that year that got so much ground work completed.

Despite closing out this league year sick with COVID, I am hopeful we will be able to remain largely in person this upcoming league year. I'm hopeful that we will get to dive in to mental health and some healing for our members with all that these past few years have been. I'm also hoping to get to know all our new members we've gained during these past few COVID years, as well as collaborating with our Sustainers who have so much to share.

I am planning to host quarterly "Walks with the President" the first one will be July 23 at 10 am at Highland Park. Anyone can join for a walk and a chat.

WOMEN BUILDING BETTER COMMUNITIES

Since 1901

 THE JUNIOR LEAGUE

JUNE 2021 - MAY 2022