

# WE ARE THE JUNIOR LEAGUE

*Leading Change.  
Transforming Communities.*

## ANNUAL REPORT 2021-2022



JUNIOR LEAGUE OF  
**LAS VEGAS**



## 2021-22 President

*Kate Newman*

There are so many reasons to celebrate this year for the Junior League of Las Vegas (JLLV) and its members. As Las Vegas and our world adjusted to a “new normal,” so too did the Junior League of Las Vegas.

We continued our celebration of 75 Years serving the people of Southern Nevada. As part of that celebration, we were welcomed at the Welcome to Las Vegas sign and turned the Strip red, as our community partners and donors as well as the resorts along the corridor changed their signs red to celebrate with us. Our celebration included media events to educate the community of all the work and contributions JLLV has made to Las Vegas over the past 75 years.

As an organization focused on the development of women and encouraging community leadership, we executed our



training and education efforts through both in-person and virtual events. Our Membership Development Committee led the way with valuable training about marketing, career development, and self-defense. Our Diversity Equity Inclusion and Belonging Committee continued to educate our members about issues facing the community, each other, and the population we serve through book clubs, speakers, and other forums.

As COVID-restrictions lifted, JLLV women found their way back to in-person volunteer and community work. We continued our work with Education Grants, which has awarded more than \$800,000 in grants directly to our community's teachers. We worked remotely and in the classrooms with Jobs for Nevada's Graduates and Leaders in Training through our Elevating Teens Program. We reinvented and revitalized our unique Fashion Forward program, which culminated in an in-person runway show after two-years' hiatus. We continued to forge new partnerships with Delivering with Dignity, St. Jude's Ranch, and Horses for Heroes through Done in a Day. We also continued our presence at Shannon West Homeless Youth Center, delivering meals and programming to the residents. And we continued to deliver food directly to those most in need in our community through Three Square, Done in a Day, and other partnerships.

Our Sustaining Members continue to be a vital and vibrant part of JLLV. Once again, they planned and executed the Bear Project in spite of restrictions on our presence in the schools. This year we adopted 5 schools and 199 students, providing presents, clothing and books to families in need. Our Sustainers continue to lead the way with their commitment to our organization, each other, and our community. Sustainer shifts at Shannon West, cooking meals, were held monthly. And the Morelli House Public Programming committee not only resumed tours at our beloved Morelli House, but hosted several high profile events with public figures this year.





## **2021-22 President**

*Kate Newman*

This year saw the return of our in-person, signature Paint the Town Red Gala at the newest property on the Strip, Resorts World. With over 300 guests, it was a wonderful success and provided League with substantial funds and the opportunity to recognize Clark County Chief Executive Officer Yolanda King and JLLV Sustaining Member Judy Beal for their longtime commitment to improving our community. At our 19th annual gala, we debuted a new community award and recognized Sunrise Hospital & Medical Center and Sunrise Children's Hospital as our first ever Community Impact Award winner. This year also saw the return of Annual Appeal and the Little Black Dress Initiative, two sophomore fundraising events that exceeded our expectations once again, and a new event, a bar crawl in Downtown Las Vegas, providing funding for the JLLV's programming.

I have been truly honored to serve as JLLV's President. I am thankful for each and every JLLV member for your continued commitment to JLLV and our community. I want to express my gratitude to our community partners and donors for your ongoing support of our mission. Congratulations on a successful year of continuing JLLV's enduring legacy in Southern Nevada. I will continue to support, work, and volunteer with this dynamic organization in the years to come.

### **2021-2022 Board of Directors**

President - Kate Newman

President Elect - Stephanie Lowrey-Willson

President Elect-Elect and Communications Vice President - Chekesha Van Putten

Communications Member at Large - Carrie Ercolano

League Operations Vice President - Colleen Slater

League Operations Member at Large - Melanie Victoria

Community Council Vice President - Tya Mathis-Coleman

Community Council Member at Large - Andrea Martinez

Fund Development Vice President - Abigail Millan

Fund Development Member at Large - Susan Rendon

Finance Vice President - Teresa Deschamps

Treasurer - Alison Guill

Recording Secretary - Sarah Gondek



## **2021-22 Sustaining President**

*Michelle Shafe*

It has been an honor and pleasure to serve as Sustaining President for the 2021-2022 League year. We have stayed the course and been resilient in working our way out of the pandemic. Fortunately, we were able to start offering in-person gatherings again and realized how much we missed seeing each other in person!

The Sustainer Board did an excellent job of planning for the year. Our Vice President successfully recruited Sustaining Advisors for the Active councils and committees, as well as coordinated meal prep shifts for Sustainers at Shannon West. Our Secretary kept the Sustainer members informed of news and events via emails, newsletters, and social media. Our Treasurer continued her diligence in maintaining our financial records and providing monthly reports to the Board and all committees.



We were so happy to get back to an in-person Fall meeting. It was a tremendous success with over 90 in attendance to hear about plans for the year. We also held our first ever Saturday luncheon for the Spring meeting to celebrate the numerous accomplishments of the year. Our Events Chair fabulously planned both events.

Our Membership Chair did a wonderful job in welcoming the new Transfers and new Sustainers, as well as keeping them informed of current league events and the various ways to get involved. We established a "Sustainer Trip Committee" this year. Many thanks to the outgoing Trip Chair, Dorothy Huffey, for all her years of fabulous trip planning! The Trip Committee is currently planning our first ever Fall trip, as well as planning for a trip next Spring.

The Bear Project Chair and her committee did another fantastic job this year. There were 100 Bear adopters serving 199 students from 5 schools with clothes, toys, and books. Thanks to our very generous League donors, 71 families received meal gift cards and 120 tote bags with hats, gloves, earbuds, and toiletries were provided to the teens at the Shannon West Homeless Youth Center.

The Holiday Coffee Co-Chairs planned and successfully implemented another fun-filled outdoor event. The holiday decorations and signage were very festive and impressive. League members and friends enjoyed the coffee and pastries after driving through to drop off the gifts.





## **2021-22 Sustaining President**

*Michelle Shafe*

The Morelli House Public Program Co-Chairs provided Fall and Spring tours of the Morelli House to the public, as well as tours for the City of Las Vegas Mayor and City Council members. These tours further educate the public about Las Vegas mid-century history and demonstrate the importance of historic preservation in Las Vegas.

The Endowment Chair worked diligently again this year to reach the Endowment Fund goal of \$1,000,000. The recurring gift system that League members have generously contributed to has gotten us very close to that goal. The Endowment Board and other League volunteers are working on a capital campaign for backyard improvements at the Morelli House. These improvements would help protect and preserve the property as well as provide an outdoor venue for community events.

Overall, we have had another remarkably successful year. Our Sustainers and Actives have worked very well together to accomplish many goals and serve our community. The Junior League of Las Vegas continues to be the premier women's volunteer organization for developing the potential of women who improve the community through leadership and effective actions. This is our legacy and one in which we can all be proud!

MICHELE SHAFE

2021-2022 Sustaining President

Junior League of Las Vegas

### 2021-2022 Sustainer Board of Directors

Michele Shafe – President

Jennifer White – Vice President

Courtney Holcombe – Secretary

Robbie McClain – Treasurer

Laura Schmitt – Bear Project Chair

Louise Helton – Endowment Chair

Britta Carlson-Sessums and Theresa Minden – Holiday Coffee Co-Chairs

Lore' Gochmour – Membership Chair

Judy Beal and Jen Salem (Active) – Morelli House Public Program Co-Chairs

Stacy Sheeley – Events Chair

Judy Beal and Sheryl Slakey– Sustainer Trip Committee Co-Chairs



## Done in a Day

Done in a Day (DIAD) has been hard at work this year! Done in a Day has always prided itself on making sure that our members have a variety of hands-on shifts that allow them to make a direct impact within our community and see first-hand what their time and effort can do to change lives.

We continued to foster relationships with community partners such as Just One Project and Delivering with Dignity to pack and distribute food to those in our community that need it most. We worked with Miracle League to provide mentorship and friendship to those with special needs. We helped clean and beautify books for future young readers to enjoy while working with Spread The Word Nevada. We continued to plant and harvest in the Coronado High School Garden which in turn teaches the students discipline and life skills. Virtually, we had ladies record themselves reading books for teachers to play to their classrooms during reading week. We also made a difference in our backyards by participating in a virtual Clean Your Block shift where ladies rolled up their sleeves and cleaned up their local parks or neighborhoods. Last but certainly not least, we continued beloved shifts such as our Help of Southern Nevada Thanksgiving Packing shifts and Toy Distributions for the holidays.

Our ladies worked hard in our community this year making a tangible difference in the lives of those who need it most. DIAD is honored and so proud to facilitate the relationship between our volunteers and the amazing work our community partners are doing each day. We are so thankful for each and every volunteer who signed up for a shift this year. Your time and dedication are truly what makes League so special!

**34 shifts**

*over*

**85 hours served**







## Three Square

JLLV continued its partnership with Three Square this year, providing pop-up food pantries to those families in our community suffering from food insecurity. The food distribution events provide groceries to hundreds of families and individuals in zip codes where food insecurity is highest in the Las Vegas valley.

For the third year in a row, we continued our partnership with James Boys & Girls Club in North Las Vegas and held several distributions at Edna Hinman Elementary School in Henderson. This initiative expanded our reach within the community and allowed League members to volunteer at additional shifts creating a balance in geographical opportunities.

Since June 2021, each of JLLV's 13 pop-up distributions has served an average of 300 people from approximately 75 households. This means our efforts helped decrease food insecurity for almost 1,000 families!

The Three Square Partnership Committee consisted of two co-chairs and 14 committee members. Each committee member was responsible for leading at least two shifts during the League year. Shift leads were responsible for effectively executing the public distribution; in the role, members met and unloaded the delivery trucks, assigned members to food stations, and tracked distributions to recipients, thus improving our member's leadership skills.

The pop-up pantry events typically have a waitlist for participation due to League members' interest in attending the Three Square shifts. The committee is looking forward to continuing the food distributions for the rest of the League year.

**13 shifts**

*serving an average of*

**300 people**

*and*

**75 households**

=

**1,000 families**







# Shannon West Homeless Youth Center

Shannon West Homeless Youth Center (SWHYC) provides services for at-risk youth that are homeless or are at risk of becoming homeless. SWHYC motivates residents towards reaching self-sufficiency by providing the training and skills to further their education, employment, social, and life skills. The residential and day programming enables residents to learn skills necessary to succeed as adults.

The JLLV and SWHYC partnership works directly with the SWHYC staff to provide additional programming for the youth and volunteer opportunities for JLLV members in the following three areas: Meal Prep, Life Skills, and Social and Fitness.

For a majority of the 2021-2022 year, requirements were in place with SWHYC limiting volunteer opportunities. JLLV worked closely with SWHYC to address the concerns of the health and safety of their residents. Throughout the year JLLV held monthly food preparation shifts for 4-6 volunteers each shift, serving food to the clients of SWHYC.

The JLLV SWHYC committee stepped up and did an excellent job of thinking outside the box by putting items in a box. In other words, the committee was able to get creative and provide the clients boxes that were delivered to Shannon West with different themes such as Art Therapy in a box and beautiful “love” boxes for Valentine’s Day.

During the holiday season, JLLV volunteers showed up in their full holiday spirit to decorate the entrance way, floors, hallways, and cafeteria with holiday decorations. In April, JLLV volunteers returned to SWHYC to sort through and organize all the holiday boxes and decorations, following a holiday decoration donation opportunity where JLLV members were able to collect gently used holiday decorations for SWHYC.

Throughout the year, great teamwork and leadership continued to be demonstrated among the SWHYC committee with members dedicated to the purpose and goals of both JLLV and SWHYC, for our Las Vegas community.





## Education Grants

For more than 30 years, Junior League of Las Vegas has proudly funded Education Grants enhancing student learning in classrooms throughout the Las Vegas Valley. In alignment with Junior League's continued focus area of impacting youth age 12 and over, middle and high school teachers can earn up to \$1,500 and elementary teachers can earn up to \$1,000.

This year we made improvements to the digital application process, based on teacher and member input, and received 92 engaging project proposals/applications. This amount was more than double the amount of the applications from the previous year. In October, Junior League members reviewed and graded project proposals in a blind grading process, selecting projects that demonstrated dynamic and innovative learning opportunities. The Education Grants committee awarded 22 grants totaling \$23,070 for the 2021-2022 school year. With the ability to fund these projects, Junior League helped to impact more than 6,700 students in our valley classrooms. Ultimately, 6 high school, 5 middle school, and 11 elementary school teachers were honored at a grant recipient reception at the Morelli House in November. Teachers, administrators, and guests enjoyed gifts, live music, photo opportunities, and received their grant money. This ceremony was an outdoor and open-house setting that allowed guests to adhere comfortably to distance protocols during the COVID-19 timeframe. League members gathered to congratulate and thank the educators for their efforts.

We have been honored to stand along-side Cox Communications and the Public Education Foundation (PEF) to assist in awarding one local high school graduate with a scholarship. The scholarship is facilitated by the PEF while Cox will fund the entire \$3500. The Education Grants committee provided members to review as well as judge the applications in March. They helped to read and score over 65 scholarship applications.



The Education Grants committee awarded 22 grants totaling \$23,070 for the 2021-2022 school year...impacting more than **6,700 students.**





# Provisional Committee

For this league year, the Provisional Committee took on a new approach to the training structure. Instead of one large project the whole class worked on together, JLLV split them into pods and tasked them to complete a mini project, resembling a normal JLLV active year. Pods of 6-10 coordinated the research, planning, marketing, and day of execution of each of their respective assignments. In March 2022, they presented a recap and reflection to the whole class and Board of Directors .

The **43 Provisional Members** were assigned to:

**Research** - Reviewing JLLV's current provisional application process. Contacting other leagues across the country to learn more about their requirements to apply, steps before and after, and recruitment and retention efforts during the year. This work is so beneficial for future years of members to ensure clarity and sustainability.

**Social** - This group held a social Vegas Golden Knights watch party at Chinglish on January 20. Complete with big screen TVs, drink specials, and a raffle - it was a great social event that included provisionals, actives, and sustainers.

**Fundraising** - On February 2, this pod hosted a Bingo Fundraiser at Tommy Rockers in partnership with Drag Bingo by FUNdraising. More than 100 attendees enjoyed multiple rounds of bingo, entertainment from Carne Asada, and won almost 30 prizes raising \$3,000 from the event!

**Community** - In April, in partnership with St. Jude, this pod hosted a volunteer shift at their sibling day, bringing together youth in the foster program who have been separated from their siblings. Volunteers had activities for the kids and as a class, the funds raised at the bingo event helped sponsor some of the necessary materials for a summer camp hosted by St. Jude.

**Membership Development** - On February 5, this pod hosted a defensive training for 25 Active and Provisional members. Learning about situational awareness and every day things you can do to avoid being put in uncertain situations, the pod did a great job putting together this valuable training.

Much appreciation to our partners at Just One Project and Help of Southern Nevada for hosting some of our Training Meetings where the Provisional Members were able to complete a volunteer shift to kick off the meeting. Welcome to the 2021-2022 class!







# Elevating Teens

Elevating Teens is a community-focused committee impacting the lives of at-risk high school students by providing unique opportunities and life skills that are invaluable personally and professionally. The committee continued its partnerships for its second year with Jobs for Nevada's Graduates (J4NG) at Desert Pines High School and Western High School; and with Leaders in Training (LIT), an afterschool program for high school seniors at-risk throughout the valley. Through the program, we have reached 75 high school students each month during our 10-month session.

The focus of Elevating Teens was to provide a mix of career exposure along with life-skills training. Career opportunities included panels in Law Enforcement, Military, and Trade Schools. Life-skills workshops included time management, budgeting and building credit, and resume review with mock interviews, just to name a few.

The 2021-2022 school year was a mix of virtual and in-person sessions, with our April session concluding all in-person. As a committee, we are proud of the work we have done. While the year has come to an end, our help and support will continue whenever they need.





# Fashion Forward

Fashion Forward is in its 11th year, returning after a two-year hiatus from the pandemic. The theme for 2021-2022 was Reuse Reimagine Refashion: Creating Fashion Sustainability. 373 students from seven schools started Round 1 of the competition this past fall. Las Vegas Academy, West Preparatory Academy, Del Sol Academy, Las Vegas, Green Valley, Shadow Ridge, and Centennial were the participating high schools.

Round 2 saw 46 finalists tasked with sewing an original design. Over 200 yards of fabric was kindly provided by Allegiant Airlines for this year's finale. Designer students also got \$40 and Couture students got \$50 VISA gift cards donated by the JLLV.

The finale culminated in a fashion soiree which took place at the Springs Preserve on April 30th. We were so fortunate to have four prominent individuals from the fashion industry in Las Vegas judge the competition. Prize packages included design classes from the Trade and Fashion Academy of Las Vegas, access to the MAGIC fashion trade show, paid internships, sewing machines, and a grand prize of \$500 scholarship donated by the Las Vegas Fashion Council.

In addition to the in-kind sponsorship from Allegiant, this year's platinum sponsors included The Cosmopolitan and Goodwill Industries. Fashion Forward was thrilled to also receive sponsorships from the Las Vegas Fashion Council, The Trade and Fashion Academy of Las Vegas, Adam Frazier Photography, Soirees Event Planner and Caterers, and Sound Fusion Entertainment.

Fashion Forward recognized the top three students from both the "Designer" and "Couture" levels. Congratulations to Aurora Valenti from Green Valley High School for first place in the Designer Level and to Ella Figiera from Las Vegas Academy for first place in the Couture level.

Our 2021-22 Fashion Forward committee put in over 400 volunteer hours working on the project. Our project benefited from more than \$10,000 of in-kind donated fabric from Allegiant Airlines, and almost \$8,000 worth of gift cards from Goodwill Industries. Thank you to everyone who made this year such a success, and bravo to all the talented students who participated!







# 75th Anniversary

To wrap up the year we were awarded the 2022 AJLI Marketing & Communications award for our campaign efforts for our 75th Anniversary and JLLV Day at the "Welcome to Fabulous Las Vegas" sign on February 26, 2021. Although Junior League of Las Vegas' 75th anniversary was last year we continued our celebrations and projects through February 2022.

The year-long celebrations reminded the community of who the Junior League of Las Vegas is and what we do for the Las Vegas valley. Each committee had the opportunity to weave 75th celebrations into their goals and objectives. From special events to commemorative swag we creatively incorporated this milestone into our League initiatives.

We partnered with Michael E Minden Diamond Jewelers to create a lovely 75th Anniversary Jewelry Collection. We designed five unique pieces and have sold \$15,350 to date. We will continue to sell this jewelry to members for the coming years.

On February 26, 2021, when we held our celebration at the Welcome to Las Vegas sign, the light bulbs were changed to red to honor of JLLV. Afterwards, they gave us the red light bulbs from the sign which we put to good use. The 75th Anniversary committee put out a call to local artists for their creativity and imagination on what to do with the bulbs. More than 16 artists put their talents to work creating over 50 stunning pieces of art with the light bulbs; representing Las Vegas, Junior League, women, the desert, and much more. These pieces came back as single bulbs, canvas creations, and one large, spectacular collage of Las Vegas history. These custom pieces were sold at our Paint the Town Red Gala and have raised more than \$2,600 so far for JLLV.

We are humbled and grateful to be recognized by our community and internationally through AJLI for the volunteer work we have done in the Las Vegas community for over 75 years.







## Diversity, Equity, Inclusion & Belonging

This year, the Diversity, Inclusion, Equity, and Belonging (DEIB) Committee (formerly the Diversity and Inclusion Committee), focused on the concept of belonging. DEIB used this opportunity to teach and train about concepts of belonging and isolation and marginalization in our larger community as many members felt disconnected from different aspects of their pre-COVID lives. We facilitated two discussions on the barriers to belonging to members and the provisional class, as well as hosted a book club discussion on Brene Brown's book *Braving the Wilderness: The Quest for True Belonging*. These shifts had over 20 members in attendance at each event and walked away with awareness about different types of diversity, appreciating differences among members, and gained knowledge to enhance their interpersonal and communication skills across diverse groups to help build a positive community and League.

The DEIB Committee continues to create a culturally competent organization by facilitating monthly trainings, workshops, and discussions. Some of the trainings included mental health, understanding neurodiversity, LGBTQ+ awareness training (Safe Zone Project), and a framework for understanding poverty. Through these trainings JLLV assists its members in understanding the needs and perspectives of the communities we serve. JLLV also uses these trainings to reinforce the importance of meeting our community with volunteers who reflect and respect their dignity.

The Board and the DEIB Committee have continued to work together to further DEIB within the organization, discuss long-term strategies, develop a survey to gain a baseline understanding of where our league is with DEIB, and craft a page on diversity to post on our website so both members and the public understand our commitment to diversity.



## Member Communications

The Membership Communications Committee was busy all year keeping League members up-to-date on the social events, volunteer shifts, fundraisers, and general membership meetings. Every Tuesday League members received a copy of the League Mailer in their inbox, filled with news. Many committee chairs submitted blurbs to be included in the newsletter each week, allowing both Active and Sustaining members an opportunity to read about all the great work that JLLV is doing in the community.



# Membership Development

Membership Development's main goal this year was to create a program of activities that developed each woman holistically, meaning we are helping women develop to be a better member inside the JLLV, a better volunteer, and a better leader, as well as outside of JLLV as a better co-worker or better family member. In short, we aimed to train women to just be the best version of themselves.

We offered league members six training programs this year including Networking 101, a Modern Leadership Workshop, and Yoga Wine & Wellness.

We also discovered a new Membership Development program style with our collaboration with Placement this year in "What is your League Journey?". The format selected was a fireside chat/round table discussion where we had members of a "panel" but everyone sat in a circle to foster discussion around collaboration and community.





## Review

The Review Committee is an advisory committee to the Board of Directors charged with the purpose of reviewing and evaluating project concepts and proposals, current fundraisers, and ongoing projects and advisory efforts; and recommend further action on existing programs.

This year members of Review met with the Fund Development and Community Council Committee Chairs to gain direct insight into the challenges and successes of each committee. Review spent extra time meeting with the Chairs of the community project, Elevating Teens, and Paint the Town Red Gala, both of which were up for renewal. Project proposals were revised and updated, and recommendations were made to the Board to renew both projects. The Review Committee had a great time this year getting to know all the Chairs and learning about all the wonderful things being done in League.



## Nominating

The Nominating Committee is charged with the vital task of slating JLLV's Board of Directors for the upcoming League year. This year the JLLV membership voted to adopt a new structure for our Board of Directors. Our new Board of Directors for the 2022 – 2023 League year will consist of a Governance Board and Management Team.

The Nominating Committee worked in tandem with the Governance ad-hoc Committee to help communicate the new Board structure and new roles to our membership and board candidates. We had an incredible pool of candidates apply to the Board of Directors. We are amazed by the number of women who are willing to devote their time and talents to leading this organization.

This year, we held both in-person and virtual candidate interviews. The Nominating Committee slated a diverse and talented group of women to the 2022-2023 Board of Directors. We cannot wait to see where this new group of leaders will take JLLV!



## Anti-Human Trafficking

This inaugural ad-hoc committee focused on researching, identifying, and exploring opportunities for meaningful work directly related to trafficking and how our members can become more involved in this growing issue in the Las Vegas valley. The committee joined the Southern Nevada Human Trafficking Task Force and attended meetings, joined the Junior League Human Trafficking Network, and collaborated with other leagues (regionally and nationally), met with six(6) anti-trafficking community leaders, evaluated local anti-trafficking organizations for financial viability, and provided an executive summary to JLLV's Board with recommendations for future involvement.





## Member Social

The Member Social Committee members this year worked to bring league members back together after a year of isolation to continue to build relationships and reconnect with one another, which ultimately revealed itself through their ongoing passion for Junior League and our presence in the community.

Thanks to a generous donation granted specifically to the committee, JLLV hosted many fun events including a yacht cruise on the La Contessa at Lake Las Vegas to kick off the league year and a day in the sun at Red Rock Casino Sandbar pool to end the year with some relaxation. Committee members set up a variety of get togethers at different restaurants around town for brunch and social engagement. One of the favorites was Cafe Lola's for a Galentine's brunch. Book club was created and done both virtually and in person throughout the year. A night of painting was set up at Pinot's Palette for members to spend time together while painting the Eiffel Tower and country lovers joined at Stoney's Rockin Country for some dance lessons.

This was the first league year that members were encouraged to be involved in setting up events to encourage increased engagement. One member got people active on a hike, and another taught ladies about the 5 R's of Sustainability. It was great helping build relationships between the ladies who are out there making a difference in our community.



## Legacy

The Legacy Committee serves as the caretaker of the JLLV history through oral herstories, as well as document and photo preservation. The committee reviews photos, there league value based on identification of subject and date. Once deemed of value, the materials are stored at the UNLV Archives. The committee also attends the sustainer meetings to help identify photo subjects as well as record oral herstories from the sustainers.

The committee began its regular meetings by Zoom and continued that way for the league year due to COVID-19. We scanned all of the photo albums in our possession to flash drives. The plan is to upload all to a designated Google Drive as well as the sustainer Facebook page for help in identifying those in the pictures. Oral herstories are still on hold due to the pandemic. We are planning to resume them in the upcoming league year.



# Governance

Under the guidance of the Governance Committee and current leadership, the Junior League of Las Vegas chose to split its organizational structure into a Governance Board of Directors and a Management Team to allow both bodies to concentrate on important, yet different, areas of governance.

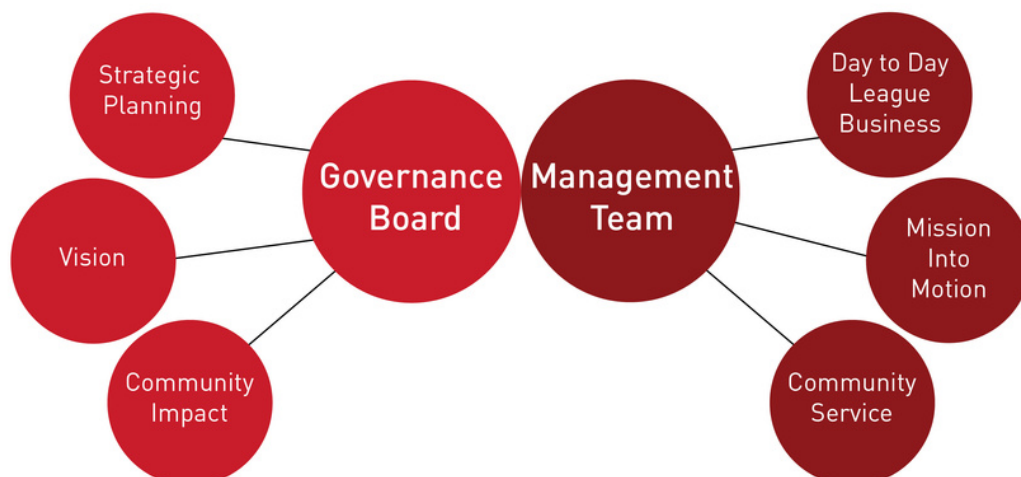
The League's current strategic plan expands on member retention and increased member satisfaction. Research has shown that a primary factor in membership satisfaction is a well-run League. As such, the League determined it wanted to find ways to operate more efficiently, and after years of discussion, due diligence, and investigation, the result was a new and more efficient separated system of governance and management. This means that in addition to a Board of Directors, the League would also have an Executive Management Team and that the work previously done solely by the Board of Directors would be split between the two groups. The Board of Directors will focus on the high-level strategic direction that guide JLLV's future, while the Management Team will focus on the day-to-day and month-to-month activities that make up each member's League experience.

In more detail, the Board of Directors will be accountable to the League for setting the strategic and long-term vision, establishing policy, providing fiduciary oversight, and developing goals that enhance JLLV's ability to fulfill its mission. As the League's governing board, it will ensure adherence to the mission, vision, and set the strategic plan.

Whereas the Executive Management Team will be responsible for day-to-day operational activities of the League, including committee work governed by our five Councils: Community, Finance, Fund Development, Operations, and Communications.

In May 2022, the League installed its inaugural Board of Directors and Management Team under the new governance structure for the 2022-2023 year. Our new leadership will have the continued benefit of being part of an organization whose mission is to train volunteers for effective leadership as we continue to focus on member satisfaction and efficient operations.

## JLLV Governance Transition 2021/2022





## Social Media & Web

Our Social Media and Web Committee had a great year working in collaboration with all our members, community, and fundraising committees to produce engaging and impactful content across all channels. We increased our web traffic & social media following on all fronts utilizing cutting edge strategies incorporating video, imagery, and high-quality content to help educate and inform our audience and members of the fantastic work JLLV is doing in our community. #JLLV #JLBetterTogether



## Public Relations

Public Relations was able to secure coverage for many of JLLV's major initiatives including over eight in-studio broadcast placements, print and online for events such as Paint the Town Red, Vintage Vegas Pub Crawl, Fashion Forward, Little Black Dress Initiative, St. Jude's Ranch Sibling Day Festival, and more.

Thanks to our media partners at the Las Vegas Review Journal, KLAS, Las Vegas Now, KSNV, Clark County, and KTNV Action News we were able to build brand awareness through successful press, media, and digital marketing campaigns.

We were proud to have been awarded the 2022 AJLI Marketing & Communications Award for our 75th Anniversary JLLV Day Campaign and received a \$2000 grant from AJLI to further develop leadership and training opportunities for our members in marketing & communications.





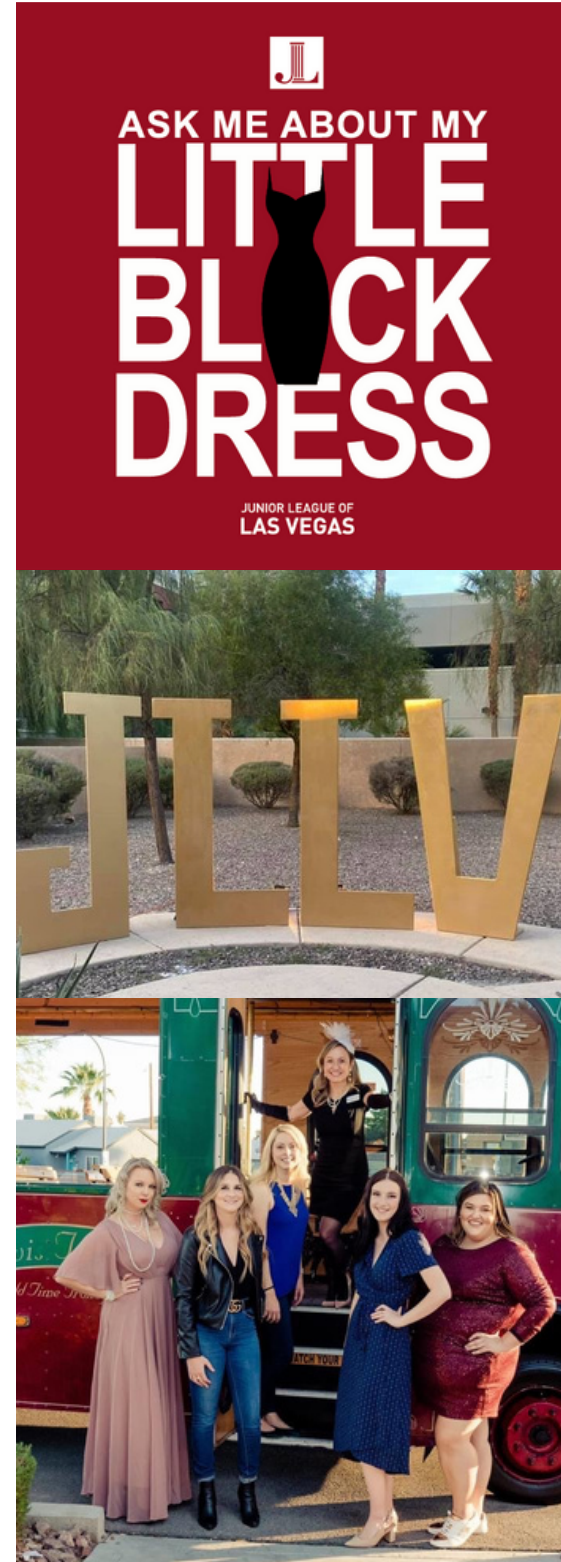


## Special Events

Special Events is a unique Fund Development committee. Each year the fundraisers change to meet the needs of league as a whole and it often serves as the incubator for new and exciting fundraising events.

This year, the committee threw the first Vintage Vegas Bar Crawl in partnership with Royal Crawl. Attendees got all dressed up in their Vintage Vegas Best and had the opportunity to visit five new & classic downtown bars where they were greeted by Vegas legends like Marilyn Monroe and Elvis Presley. Guests who purchased VIP Tickets had the opportunity to enjoy a special reception at JLLV headquarters, The Morelli House, a musical performance by The Dirty, and were transported the Circa Hotel on a vintage trolley. This event raised \$5,931 and had over 120 participants made up of league members and community partners. We are grateful for our sponsors – Royal Crawl, Circa Resorts, The Overhang Bar, MEGA BAR, The Golden Gate Casino, Bar Prohibition, The D Hotel, Bar Canada, LONGBAR, The Dirty Band, Kristin Long Photo, Spring Preserves, Brooklyn Bowl, Abigail Milan, Pinots Palette, Meraki Greek Grill, Café Du Val, The Sand Dollar Lounge, Park House Tea Company, Carson's Kitchen, and Athleta.

Special events also held JLLV's Second Annual Little Black Dress Initiative. The Little Black Dress Initiative (LBDI) is a week-long awareness and fundraising campaign that harnesses the power of social media to illustrate the restrictions poverty places on choices, opportunities, and access to resources. Advocates wear one black dress (or outfit) for five consecutive days, in an effort to spark conversations and awareness about poverty and related issues. JLLV members wore their little black dresses with pride this week, raising over \$29,000! This year's top member earner was Carrie Orozco. We are grateful to all the sponsors who hosted events this week: Lazy Dog Summerlin, Khoury's Fine Wine & Spirits, Vegas Test Kitchen, and Horses for Heroes.





# Paint the Town Red

This year's 19th Annual Paint the Town Red Gala was a Roaring 20's inspired soiree taking place on Saturday, March 26, 2022 at the newest resort on the Las Vegas strip, Resorts World Las Vegas! The event raised \$127,000 net revenue for the Junior League of Las Vegas which will assist in funding our many community projects. This year's gala honored Judy Beal as the Lifetime Community Achievement Award recipient and Yolanda King from Clark County as the Florence Lee Jones Humanitarian Award recipient. We also introduced a brand new award at this year's gala, our Community Impact Award which was created in recognition of a business that has made significant contributions to the community. Sunrise Hospital and Medical Center and Sunrise Children's Hospital was the first recipient of the Community Impact Award. The appreciation and outpouring of love and gratification for these two amazing women as well as Sunrise Hospital and Medical Center and Sunrise Children's Hospital was evident by the 326 attendees of the event.

Junior League President Kate Newman kicked off the event by welcoming the Shaun Degraff Band as the evening's entertainment performing a variety of Roaring 20's themed music with the accompaniment of Swing Dancers. Our Emcee, Jennifer Lier, worked alongside auctioneer Christian Kolberg to raise more than \$22,000 in our Live Auction featuring items such as a private chef dinner for eight with chef Bianchi, a five-night stay in Maui, and a puppy named Boysenberry who was adopted in partnership with a local organization, PAWsitive Difference. Our Fund the Need segment, led by Vice President of Fund Development Abigail Millan raised over \$30,000 in donations.

We are so proud of the success of this year's Paint the Town Red Gala, our first in-person Gala since 2019. A special thank you to this year's event sponsors: Gin Rickey Sponsor - Foundation XNL Side Car Sponsors - Nevada State Treasurer, Clark County, Southwest Gas, Logistical Solutions, and UFC and Lovee Arum who sponsored the Champagne Wall.

We want to express a heartfelt thank you to all that attended, donated, volunteered, and supported this event in any way.







# Financials

## Assets

Cash and Cash Equivalents: \$581,024  
Certificates of Deposit: \$166,250  
Prepaid Expenses and Other \$9,363  
Total Current Assets: \$756,637

Property and Equity Net: \$699,991

## Other Assets

Cash and Cash Equivalents: \$160,593  
Certificates of Deposit: \$91,000  
Investments: \$740,653  
Collections: \$60,000  
Total Other Assets: \$1,052,246

Total Assets: \$2,508,874

## Liabilities and Net Assets

### Current Liabilities

Accounts Payable and Other Expenses: \$20,101  
Deferred Revenue: \$64,101  
Total Current Liabilities: \$84,202

### Net Assets

Without Donor Restrictions: \$1,372,426  
With Donor Restrictions: \$1,052,246  
Total Net Assets: \$2,424,672

Total Liabilities and Net Assets: \$2,508,874

## Net Assets without Donor Restrictions

Contributions and Grants: \$31,739  
member Dues: \$81,809  
Special Events: \$154,101  
Programs and Other Income: \$4,738  
In-Kind Donations: \$12,337  
Investment Income: \$2,399  
Net Assets Released from Donor Restrictions: \$62,878  
Total: \$350,001

Expenses: \$149,700  
Program Supporting Services: \$27,493  
Management and General Fundraising: \$7,995  
Total: \$185,188

Unallocated Payments to Affiliated Organizations: \$21,092  
Total: \$206,280

Increase in net assets without donor restrictions: \$143,721

## Net Assets with Donor Restrictions

Contributions: \$66,121  
Programs and Other Income: \$15,450  
Investment Income: \$156,570  
Net Assets Released from Donor Restrictions: (\$62,878)

Increase in net assets without donor restrictions: \$175,263

**Increase in Net Assets: \$318,984**  
**Net assets Beginning of Year: \$2,105,688**  
**Net Assets End of Year: \$2,424,672**



# Thank You To Our Donors

## **Diamond (\$10,000+)**

Foundation XNL  
Morris A, Hazan Family Foundation

## **Gold \$3,000-\$4,999**

Tisha Overman

## **Platinum \$5,000-\$9,999**

Janice Allen  
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Abigail Millan  
Tito and Sandra Tiberti

## **Silver \$1,500-\$2,999**

The Benevity Community Impact Fund  
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Elizabeth McGinnis  
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## **Bronze \$500-\$1,499**

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## In-Kind and Donations Up To \$500

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