

The Association of Junior Leagues International

Women building better communities

Association Purpose

The purpose of the Association of Junior Leagues International, Inc. (AJLI) is to add value to its member Leagues in the fulfillment of the Junior League Mission.

The Mission

The Association of Junior Leagues International, Inc. (AJLI) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The Vision

Through the power of our association, Junior Leagues strengthen communities by embracing diverse perspectives, building partnerships and inspiring shared solutions.

Reaching Out

The Association of Junior Leagues International, Inc. reaches out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

Corporate Headquarters

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Telephone Number: 212.951.8300
Fax Number: 212.481.7196

Junior League Service Hotline

U.S. and Canada: 1.800.955.3248
Mexico: 001.800.955.3248
England: 0800.960.185

Web Site: <http://www.ajli.org>

Member Log-in: unique username and password

E-Mail: info@ajli.org

If you have any problems with your username, email: info@ajli.org
or call the helpline at 800-955-3248

AJLI Staff are available from 9 a.m. to 5 p.m. ET each weekday

Fact Sheet and General Information

What is AJLI?

The Association of Junior Leagues International, Inc. (AJLI) is made up of 293 Junior Leagues in the United States, Canada, Mexico and the United Kingdom. Formed in 1921 by member Junior Leagues, the Association exists to add value to Junior Leagues in their fulfillment of the Junior League Mission - to promote voluntarism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers.

AJLI is a 501 (c)3 not-for-profit organization - all programs and activities are supported by membership dues, foundation and corporate grants and revenue-producing initiatives. It is governed by a 19-member Board of Directors, all of whom are members of the Junior Leagues in their communities.

The Board is accountable to the Leagues for the development of Association goals, which enhance Leagues' ability to fulfill the Junior League Mission. The Association staff, under the leadership of the Executive Director, develops strategies and programs to meet those goals.

Association Goals:

The Association's goals, as defined by the Board of Directors, are to ensure that:

- Junior Leagues effectively fulfill the Mission and the Junior League flourishes • Junior Leagues are well-run and effective
 - All Junior Leagues access the skills, tools, connections and information to fulfill the Mission.
 - Junior Leagues are a major force in the non-profit sector, in the development of women volunteers, and in community impact, and they are recognized as such.
 - Junior Leagues are the preferred choice for women seeking volunteer opportunities and community leadership development.
 - Communities see the Junior League as essential volunteers and community leaders

In order to achieve these goals, the Association's work is focused in two main areas: League Support and League visibility.

League Support:

In 2000, the AJLI Board embarked on an initiative to define the characteristics of a "healthy" Junior League and to create benchmarks that enable Leagues to measure their success in a variety of areas, including strategic thinking, leadership, community programs, community linkages, membership, and technology, among others. In 2003, AJLI launched the Healthy League Tool – a comprehensive self-assessment survey that enables each league to celebrate its strengths and identifies the areas that require improvement.

AJLI's service strategy is focused on supporting the Healthy League Initiative through:

The League Liaison Program: Each League has a designated AJLI staff person - the League Liaison - who is the key point person for each League providing comprehensive consultation and guidance to help League leaders strengthen their Leagues and navigate AJLI's many programs and services.

Training Programs: Delivered through AJLI Leadership Meetings (Annual Conference, Fall Leadership, and Networking Governance); Organizational Development Institutes, and Regional Meetings, AJLI training initiatives are facilitated by AJLI staff and external consultants focusing on the benchmarks identified in the Healthy League Tool.

Resources: Available through the AJLI web site and through your League Liaison, AJLI has a wide variety of resources to support membership development, fundraising, communications, and organizational basics.

League Visibility:

The Junior League PR/Marketing Campaign was launched in Spring 2002 to introduce a universal brand identity for all 293 Junior Leagues. Made up of a logo, key messages, brochure, public service announcements, and a variety of other ongoing communications support materials, the campaign has been adopted in whole or in part by more than 92% of Junior Leagues. The standards were updated with slight adaptations in 2006. Additional initiatives designed to raise League visibility include:

Connected: The Junior League Newsletter: Launched in 2002, *Connected* features articles, photos and information about the Junior Leagues and Junior League members everywhere. It continues the tradition - begun in 1911 with the *Junior League Bulletin* - of fostering greater knowledge and understanding of the Junior League movement. The editorial calendar for *Connected* features three electronic versions in September, December, and March and one hard copy in June/July.

AJLI Awards Program: Through its annual Awards program, AJLI recognizes Leagues that excel in the areas of community impact, leadership development, communications, diversity, and organizational capacity, among others. Award-winning League programs are lifted up as examples for other Leagues and help raise awareness of League accomplishments.

www.ajli.org: The AJLI web site seeks to educate and inform our audiences about the Junior Leagues. The Member Area was enriched in 2006 with the addition of specially designed member pages. These include a President/President-Elect Page, an Affinity Groups section and AJLI Forums, which are designed to give members a place to discuss topics ranging from Fund Development to Strategic Planning.

To further protect privacy and allow AJLI to add proprietary content, members now have individual usernames and passwords.

Junior League Logo Merchandise:

Visit the Junior League Boutique at www.ajli.org's AJLI Boutique page to purchase AJLI gift and stationery items sporting the Junior League logo, such as jewelry, The Junior League organizer, League cookbooks and other publications.

League Fundraising

There are currently four programs in effect made possible by broad-based partnerships entered into by AJLI and that assist Junior Leagues in their fundraising efforts. **Talbots Gives Back:** Talbots offers a year-round program that donates to individual Junior Leagues 10% of the value of any Talbots gift cards purchased from the site www.talbotsgivesback.com/ajli. Talbots is an AJLI partner and sponsor of the Mary Harriman luncheon held each year at Annual Conference to honor an outstanding Junior League member. Individual Talbots stores also work with Leagues in a variety of ways. **Junior League Shopping Mall:** A portion of the sales from each Junior League member's Internet purchases of goods and services from more than 1,400 broad-based merchants such as Nordstrom, Home Depot and Expedia benefit the member's own Junior League and AJLI. Access the site by going to www.ajli.org and clicking on the Junior League Shopping Mall button. Some Junior Leagues have created their own malls by putting the Mall button on their home pages. Members deal directly with the merchants and all sales fulfillment matters are the responsibility of the merchants. **Spanx:** During the month of October, Spanx, an AJLI Annual Conference

sponsor, runs a promotion providing Junior League members with reduced prices on hosiery purchased via the Internet and contributing \$5 per order to the member's Junior League. Watch for more information from your League this fall. **Junior League Organizer:** The Junior League Organizer is an ideal tool to organize appointments and activities, plan the week's menus and shopping list, and record important contact information in the same place! Features include an 18-month planner (July 2007-December 2008), to-do lists, inspirational quotes, and stickers to highlight important information. The cover and opening pages include background on The Junior League, which makes this an ideal gift to build awareness of the League's Mission and accomplishments among your friends and colleagues.

Individual Member Benefits:

Working in partnership with a number of national and international corporations, AJLI enables individual League members to take advantage of discounts at leading hotels and car rental agencies. Members can also sign up for the Chase Junior League Affinity Credit Card, insurance products and other relevant services via the Member Area of the AJLI website at www.ajli.org.

Individual Member Benefits and Services

The most up-to-date information on these programs can be found on the AJLI web site www.ajli.org. **Go to the Member Area, click on Services to Leagues, then click on Member and League Benefits to access the various benefits.**

Junior League Affinity Credit Card:

The Junior League Affinity Credit Card is available through BankOne, one of the nation's leading financial institutions. This fee-free card is an ideal way for members to manage their credit and support the Junior Leagues, as a portion of the proceeds from card purchases goes toward the AJLI Awards Program. The Junior League Platinum and Classic cards offer a variety of cardholder benefits including 24-hour customer service, travel accident insurance, extended warranty protection and more. To apply over the phone, call toll-free 1.800.347.7887. When applying by phone, indicate that you are applying for the Association of Junior Leagues International card. **For customer service, call toll-free 1-800-955-9900**

Discounts on Flower Arrangements

League members, their families, and friends can send beautiful floral arrangements, provided by Teleflora's Flower Club at a discounted price. To order, go to www.ajli.flowerclub.com or call 1-800-278-7129 and mention the Junior League.

Group Insurance Plans:

The Junior League Insurance Plans are designed to provide comprehensive and affordable coverage for League members and their families. The plans, administered by Marsh Affinity Group Services, a service of Seabury & Smith, combine the purchasing power of the Junior Leagues' 170,000 members to secure favorable rates for policyholders.

The following plans are available:

- Group Term Life
- Short Term Medical
- Disability
- Critical Care
- Joint Term Life
- Medicare Supplement
- Long Term Care (Nursing Home Care)
- Health Insurance Mart (Individual Major Medical)
- Directors and Officers League Liability (for Junior Leagues)
- Pet Insurance

You can request FREE information regarding each plan through the AJLI web site: www.ajli.org or call toll free 1-800-882-5547 and request Special AJLI Offer Number 13094-1-1-1.

For the Long Term Care Plan, call toll-free 1.800.358.3795. For the League Directors and Officers Liability Plan, call toll free 1-800-626-6995. In all cases, mention AJLI when requesting information.

Preferred Rates in U.S. Hotels & Resorts:

Junior League members are eligible for preferred rates at certain select hotels and resorts in the U.S. When making reservations at a participating hotel, identify yourself as a Junior League member to receive the preferred rate. (There is no League identification card necessary).

Please be advised that the Junior League preferred rate is determined at the beginning of the calendar year and may vary according to season. At certain times during the year, hotels may offer rates that are lower than the Junior League rate. When calling, always inquire about any other ongoing promotions! If you would like to recommend a particular hotel, send us an e-mail at info@ajli.org.

The list may change from time to time. For a current list, visit the individual Member Benefits section of the AJLI website at www.ajli.org.

CITY HOTEL RESERVATIONS

- Atlanta, GA The Ritz Carlton, Buckhead 404-348-5650
beth.wilson@ritzcarlton.com
- Boston, MA: Boston Park Plaza (800-225-2008)
The Colonnade (800-962-3030)
- Charleston, SC The Charleston Place Hotel
(Acct.#4146) 800-611-5545
- Houston, TX The Saint Regis Houston (713-840-7600)
- New York, NY The Carlyle (800-227-5737)
The Waldorf=Astoria (800-925-3673)

The list may change from time to time. For a current list, visit the individual Member Benefits section of the AJLI web site at www.ajli.org.

Car Rental Discounts:

Junior League members are eligible for discounts when renting a car with Alamo, Avis or Hertz. Junior League car rental discount cards and special promotional coupons are available from your local League office or AJLI headquarters via email at info@ajli.org. To reserve a car, members call the toll-free number and provide the program code. Then the program card must be presented at the rental counter when picking up the car.

1.800.331.1212 1.800.354.2322 1.800.654.3131
Rate code: BY AWD# B461400 CDP# 60840
Assn. ID# 213615 w

Junior Leagues by Area

The 293 Junior Leagues that make up the Association of Junior Leagues International, Inc. are grouped into six geographical Areas from which six Area Directors and six At-Large Directors are nominated to serve on the AJLI Board of Directors.

Area II: 38 Leagues

- | | |
|--------------------------|----------------------------|
| Akron, OH | Lynchburg, VA |
| Annapolis, MD | Norfolk-Virginia Beach, VA |
| Baltimore, MD | Northern Virginia, VA |
| Bristol, VA-VA | Parkersburg, WV |
| Canton, OH | Philadelphia, PA |
| Charleston, WV | Pittsburgh, PA |
| Charlottesville, VA | Reading, PA |
| Cincinnati, OH | Richmond, VA |
| Cleveland, OH | Roanoke Valley, VA |
| Columbus, OH | Scranton, PA |
| Dayton, OH | Toledo, OH |
| Erie, PA | Toronto, ONT |
| Fairmont, WV | Washington, DC |
| Hamilton-Burlington, ONT | Wheeling, WV |
| Hampton Roads, VA | Wilkes-Barre, PA |
| Harrisburg, PA | Williamsport, PA |
| Huntington, WV | Wilmington, DE |
| Lancaster, PA | York, PA |
| Lehigh Valley, PA (The) | Youngstown, OH |

2007-2008 AJLI Board and Contact List

Executive Committee

2006-2008 -- President
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The Junior League Movement: A History of Growth and Community Service Critical Milestones in the Movement

1901: Junior League Founded

In 1901, Mary Harriman, a 19-year-old New York City debutante with a social conscience, forms the Junior League for the Promotion of Settlement Movements. Harriman mobilizes a group of 80 other young women, hence the name "Junior" League, to work to improve child health, nutrition, and literacy among immigrants living on the Lower East Side of Manhattan. Inspired by her friend Mary, Eleanor Roosevelt joins the Junior League of the City of New York in 1903, teaching calisthenics and dancing to young girls at the College Settlement House

1907-1920: The Movement Expands

The second Junior League is formed in Boston, MA in 1907 and is soon followed by the founding of the Brooklyn, NY and Portland, OR Junior Leagues in 1910. In 1912, The Junior League of Montreal becomes the first League in Canada, while five other Junior Leagues are formed, in Baltimore, MD; Chicago, IL; Cleveland, OH; Philadelphia, PA; and San Francisco, CA.

During this period, Junior Leagues shift their focus from settlement house work to social, health and educational issues that affect the community at large. The Junior League of Brooklyn successfully petitions the Board of Education to provide free lunches in city schools. In 1914, the founders of the Junior League of St. Louis march for women's suffrage.

During World War I, Junior Leagues play an active role, selling bonds and working in Army hospitals. The San Francisco Junior League forms a motor delivery service that serves as a model for the nationwide Red Cross Motor Corps.

1920's / 1930's:

In 1921, approximately thirty Junior Leagues create the Association of Junior Leagues of America (AJLA) to provide professional support to the Leagues. Dorothy Whitney Straight becomes the first Association President.

During the 1920's, the Junior League of Chicago pioneers children's theater, an idea that is subsequently taken up by more than 100 Leagues across the country.

Junior Leagues respond to the Depression by opening nutrition centers and milk stations. They operate baby clinics, day nurseries for working mothers, birth control clinics and training schools for nurses. Junior Leagues also establish volunteer bureaus to recruit, train and place much-needed volunteers in the community. Many Leagues create State Public Affairs Committees (SPACs) to influence public welfare policy.

The Junior League of Mexico City joins the Association in 1930, further expanding the international nature of the organization. By this time there are more than 100 Junior Leagues in existence.

1940's:

During World War II, Junior League members play a major role in the war effort by chairing hundreds of war-related organizations in virtually every city where Junior Leagues operate. Canadian and U.S. League members serve overseas. Oveta Culp Hobby, a Houston League member, leads the Women's Army Corps.

In 1943, the first Junior League cookbook, a compilation of handwritten recipes by the Junior League of Minneapolis, appears and raises over \$3,000 for the organization.

1950's:

By the 1950's, nearly 150 Junior Leagues are involved in remedial reading centers, diagnostic testing programs and programs for gifted and challenged children. Leagues collaborate in the development of educational television and are in the forefront of promoting quality programming for children. In 1952, the Mexico City League establishes the Comité Internacional Pro Ciegos, a comprehensive, international center for the blind.

By the end of the decade, Junior Leagues are involved in over 300 arts projects and multiple partnerships in many cities to establish children's museums. The 1950s also marks the growth of regional Junior League cookbooks as a key fundraising tool, spearheaded by the Charleston League who aggressively and successfully markets its "Charleston Receipts" cookbook to food editors and critics around the U.S.

1960's:

In this period of great turbulence and social change, Junior Leagues rise to meet the many challenges. As the decade progresses, nearly half the Leagues have health and welfare projects, including alcohol programs, adoption services, clinics, convalescent care and hospital services, and many Junior Leagues begin to add environmental issues to their agendas. The Junior League of Toledo produces the educational film, *Fate of a River*, a report on the devastating effects of water pollution. Leagues also establish programs addressing the education, housing, social services and employment needs of urban residents.

By now, more than 200 Leagues are part of the Association, which dedicates itself anew to building leadership skills and increasing membership diversity.

1970's:

In 1971, the Association changes its name to the Association of Junior Leagues, Inc. (AJL). Throughout the 1970s, Leagues expand their participation in public affairs issues, especially in the areas of child health and juvenile justice.

In 1973, almost 200 Leagues work with the National Commission on Crime and Delinquency and the U.S. Justice Department on a four-year program seeking to improve the criminal justice system. In Canada, the Canadian Federation is formed to promote public issues among the Canadian Leagues.

1980's:

During the 1980's, Junior Leagues in the U.S. gained recognition for advocacy efforts to improve the child welfare system. U.S. Leagues also helped gain passage of the first federal legislation to address domestic violence. More than 100 Leagues participated in the *Woman to Woman* campaign that actively and comprehensively tackled the impact of alcohol abuse on women. The Canadian Federation held its first national conference focusing on violence against women and the negative impact of pornography.

In 1981, Junior League of Phoenix member, Sandra Day O'Connor, becomes the first woman to be appointed a Supreme Court Justice of the United States.

In 1985, the first Junior League outside North America, the Junior League of London, becomes a member of the Association.

In 1988, the Association officially becomes the Association of Junior Leagues International, Inc. (AJLI), better reflecting the international scope of the member Leagues.

In 1989, the Association is presented with the prestigious U.S. President's Volunteer Action Award.

1990's:

In the early 1990's, 230 Leagues participate in a public awareness campaign to encourage early childhood immunization called "Don't Wait to Vaccinate." In 1998, Clotilde Perez-Bode Dedecker becomes the first Hispanic President of the Association.

The Junior Leagues renew their dedication to the Junior League Mission. The Association's Board adopts Goals to guide and position the Association for its second century. The Goals stress the importance of the Association in helping Junior Leagues develop women for community leadership, achieve a shared, positive identity, and function as strong, viable and healthy organizations, consistent with the Junior League Mission.

2001 - Present: The Junior League's Second Century

In 2001, Deborah Brittain, the Association's first African-American President, presides over the Junior League's centennial celebration. Maya Angelou, Nane Annan, and Gloria Steinem, among others, address the members at the Association's Annual Conference in New York City, site of the first Junior League.

AJLI co-chairs the U.S. Steering Committee for the United Nations' International Year of the Volunteer (IYV) with the Points of Light Foundation. As part of IYV activities, President Vicente Fox recognizes the Junior League of Mexico City's members for their "high level of social leadership and human quality."

In 2002, the Association launches the Junior League PR/Marketing Campaign, which includes a new brand logo and tagline. The Association's Board of Directors also launches its "Healthy League Initiative," a formal self-evaluation process designed to ensure that each League continues to achieve its full potential in its community by assessing its strengths and weaknesses.

In 2006, 228 League members of AJLI participate in the launch of Junior Leagues' *Kids in the Kitchen*, an initiative to address the problems associated with childhood obesity and poor nutrition. In fall of that year, the Junior Leagues' *Kids in the Kitchen* initiative continues for a second year with participation by over 255 Leagues. At Annual Conference 2006 in Salt Lake City, UT, Junior League of Fort Wayne member, Sandi Kemmish, becomes the 44th President of The Association of Junior Leagues International Inc.

That fall, over 600 volunteers from Leagues across the Association join the Junior League of New Orleans for the "Rebuilding a Better New Orleans" initiative