



JUNIOR LEAGUE OF CEDAR RAPIDS
Women building better communities®

2009-2010 Media Kit



JUNIOR LEAGUE OF CEDAR RAPIDS
Women building better communities®

Fact Sheet

- Mission:** Junior League of Cedar Rapids (JLCR) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.
- Vision:** Our vision is to serve Cedar Rapids and the surrounding communities as a prominent source of female leaders for public and private service and as advocates for issues relating to women and children on a statewide, national and international level.
- Focus:** JLCR focuses on women and children's advocacy.
- Diversity:** Junior Leagues reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.
- Who We Are:** Junior League of Cedar Rapids was founded as a service league in 1929 and officially became Junior League of Cedar Rapids in 1934. For over 70 years, JLCR has demonstrated its commitment to the community by raising more than \$4 million for local projects, some of which include: EIEIO - restoration of Old MacDonald's Farm at Bever Park, Madge Phillips Center for Homeless Women and Children, and the Cedar Rapids Science Station.
- Foundation:** A group of concerned young women formed the first Junior League more than a century ago in New York. These women wanted to contribute to their community in hopes of making it a better place to live. Today, the Association of Junior Leagues International (AJLI) encompasses more than 294 autonomous Leagues in four countries with more than 190,000 members.
- Members:** A diverse group of married, single, career-oriented and home-managing women who meet on a monthly basis make up JLCR. Together, we number more than 350 active and sustaining members.
- Funding:** JLCR is a 501(c)(3) not-for-profit organization. Membership dues, foundation and corporate grants, and revenue-producing efforts support all of JLCR's programs and activities.
- Community Grants:** JLCR has given over \$20,000 to the community through its Community Grant Program, established in 2004. In 2007-2008 JLCR gifted \$3,000. This amount was tripled to \$9,000 in the 2008-2009 year.
- Contact Info:** 2100 1st Avenue NE, Cedar Rapids, Iowa 52402
Phone: 319-364-7892
Fax: 319-364-4248
Web site: www.juniorleaguecr.org
Email: info@juniorleaguecr.org

JLCR – Women and children in the spotlight.



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2009-2010 BOARD OF DIRECTORS

Mindy Sorg	President
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Anne Parmley	Membership Vice President
Ashley Felder	At-Large Board Member



JUNIOR LEAGUE OF CEDAR RAPIDS
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2009-2010 EVENTS



Ladies
**Titan Tire
Challenge**



Ladies Titan Tire Challenge

Hunters Ridge Golf Course, Marion
June 2-7, 2009; June 1-6, 2010

The Duramed FUTURES® Tour is the LPGA's Developmental Tour – the only one in the state of Iowa. This Tour prepares the best young women professional golfers in the world for a successful career on the LPGA Tour.



Iron Chef

Kirkwood College Culinary Department, Cedar Rapids

The coveted title of "Iron Chef" is on the line again as Junior League of Cedar Rapids holds its third annual competition with local area chefs.

Butterfly Kisses

Butterfly Kisses

Cedar Rapids Country Club, Cedar Rapids

This event features a father and daughter celebration designed to be a grand afternoon of dancing, games and numerous activities that pamper girls like princesses they are.



Lil' Kids & Big Rigs

Linn County Fairgrounds, Cedar Rapids
Sunday, September 13, 2009

Truck Touch is a family-oriented event that provides a hands-on experience with life-sized trucks, cars, etc. There will be food, games, door prizes, and of course, TRUCKS!

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HISTORICAL TIMELINE

- 1929 – Began as a service league.
- 1934 – JLCR officially comes into being under the umbrella of the Association of Junior Leagues International.
- 1936 – Worked in a local soup kitchen.
- 1937 – Established Children’s Theatre/Playtime Poppy.
- 1948 – Partnered with the Cedar Rapids Schools on several projects:
 - The creation of a Speech Correction Program
 - Began producing JLCR’s Educational Puppet Shows that continued until 1989.
- 1953 – Furnished financial assistance to Cedar Rapids Symphony Orchestra during its reorganization.
- 1954 – Co-sponsored educational TV series with Linn County Cancer Society.
- 1964 – Funded the creation of a salaried art director for the Cedar Rapids Art Center (now the Cedar Rapids Museum of Art).
- 1969 – Co-sponsored Dog Show with the Cedar Rapids Kennel Association
 - Presented the funds raised to the Seminole Valley Park Farm for interior restoration of the Farm House.
- 1974 – Raised nearly \$12,000 with The Decorator’s Show House and the Bargain Bazaar.
 - Funds were allocated to the Indian Creek Nature Center for a photo survey of the Cedar Rapids Area Community for Historic Preservation.
- 1977 – Donated \$10,000 to the Paramount Theatre for restoration, promotion and a docent program.
- 1979 – Initiated new projects which included:
 - Foundation Youth Runaway Shelter
 - Pre-school outreach project in Coalition with the Friends of the Public Library
 - The Child Evaluation Clinic Film Project.
- 1980 – Initiated new projects which included:
 - Metro High School Day Care Program
 - YMCA Big Sister Program
 - Paramount Theatre Brochure Project
 - Carl Van Vechten: Cultural Contributions of Century Project.

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- 1982 – Was the first non-profit organization to move its office into Brucemore.
- 1982 – Established Leadership for Five Seasons program in conjunction with the Cedar Rapids Chamber of Commerce.
 - Designed to prepare emerging and existing leaders in the Cedar Rapids area to be community trustees
 - Today, there are over 800 alumni of the program.
- 1983 – Made national news:
 - Barbara Bush visited our Library Outreach program
 - Nancy Reagan visited our Substance Abuse Project
 - JLCR was featured in *Redbook* magazine.
- 1984 – Worked on the “Children’s Exploratory Museum” (now called the Science Station).
- 1993 – Conducted a \$1.64 million dollar capital campaign for construction and operating costs for the YWCA’s Madge Phillips Center for Homeless Women and Children. (Center opened in May 1995.)
- 1998 – Began relationship with Cedar Rapids Community School’s Rock and Read Program that continued through 2000.
 - Created the Taylor Elementary Mentoring Program which still exists today through Access Iowa.
- 2002 – Created EIEIO (Expand and Improve Educational and Interactive Opportunities at Old MacDonald’s Farm) in Bever Park:
 - Developed an animal and agricultural center that is both educational and fun
 - JLCR raised over \$535,000 to renovate the site.
- 2004 – Began an annual Community Grants program that continues today:
 - Over the last four years, JLCR has given over \$9,000 to the community through the program.
 - JLCR will distribute double the total amount given in the 2008-2009 League year, as JLCR will gift \$9,000 to the community.
- 2006 – Raised \$40,000 for the Science Station with ‘Cents for Science’ and ‘Stand up for Science’ campaigns within a two week time period.
- 2007 – Contributed funding and volunteers for:
 - Cedar Valley Habitat for Humanity
 - Cedar Rapids Science Station.
- 2008 – Celebrated the 75th anniversary of Junior League of Cedar Rapids.
- 2009 – Held the first Ladies Titan Tire Challenge, the only Iowa stop of the Duramed FUTURES© Tour, the developmental tour of the LPGA.

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A Women's Leadership Organization

Junior League of Cedar Rapids

2100 First Avenue NE

Cedar Rapids, IA 52402

www.juniorleaguecr.org

News Release

August 1, 2008

FOR IMMEDIATE RELEASE

Contact: *Molly Baynes*, Marketing/Public Relations Chair, (319) 551-7540
Kristin Roberts, Vice President, Marketing & Communications, (319) 360-4563

LIL' KIDS PLUS BIG RIGS EQUALS COLLOSAL FUN

JLCR gives kids the opportunity to see all kinds of trucks in a fun and safe environment

CEDAR RAPIDS, Iowa – Junior League of Cedar Rapids (JLCR) is proud to announce the first Lil' Kids & Big Rigs fundraiser. The event will be held on Sunday, September 14 from 1:00- 4:00 p.m. at Hawkeye Downs. Proceeds raised will help fund Junior League of Cedar Rapids (JLCR) projects and help JLCR fulfill its mission of promoting voluntarism, developing the potential of women and improving communities.

This unique, family friendly event allows kids of all ages to see and explore every type of truck imaginable. More than 20 vehicles will be open for children to discover and learn about, including fire engines, helicopters, front-end loaders, dump trucks, motorcycles, cement mixers, ambulances, tanks, police cars and many more! Admission is \$5 per person, or \$20 for groups up to six members. Food, entertainment, and a unique, hands on experience with vehicles of all shapes and sizes will be available.

For more information, please contact Junior League of Cedar Rapids at (319) 364-7892 or visit the website at www.juniorleaguecr.org.

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News Release

[September 18, 2008]

FOR IMMEDIATE RELEASE

Contact: *Kristin Roberts, Vice President Marketing, (319) 360.4563*
Molly Baynes, Marketing/Public Relations Chair, (319) 551.7540

JLCR ANNOUNCES FLOOD RELIEF GRANTS PROGRAM

Area non-profit organizations encouraged to apply

CEDAR RAPIDS, IA – Junior League of Cedar Rapids (JLCR) proudly announces its flood relief grant program. This fund has been established to benefit non-profit organizations in the greater Cedar Rapids area that were directly impacted by the flood. In 2008, JLCR will contribute \$9,000 through its annual grant process and over \$9,000 for flood-relief, totaling more than \$18,000 for area non-profits with projects that match the JLCR mission.

The grants are made possible by the generosity of the Cedar Rapids community, the Duramed FUTURES Tour, and the LPGA Foundation. In addition to the \$7000 contribution, the Tour is donating any fines assessed to players to the flood relief fund.

“The Duramed FUTURES Tour wants to help as much as we can to provide the Cedar Rapids community with funds to rebuild but more importantly show our support of the relief efforts,” said Zayra F. Calderon, CEO of the Duramed FUTURES Tour. “Junior League of Cedar Rapids has put so much effort and time into bringing a tournament to the city and now we are honored to be able to reach out and be part of helping Cedar Rapids non-profits rebuild.”

JLCR is currently accepting grant applications. Applications are available at the League's website: <http://www.juniorleaguecr.org/projects.html>. The deadline for grant requests is Wednesday, October 1. All Cedar Rapids area based non-profit organizations directly impacted by the flood are encouraged to apply.

JLCR will keep all applications on file and use these applications to help assess the needs of the community. This information will be used to develop ideas for future JLCR signature projects and to identify “Done In A Day” projects, which are completed throughout the year.

For more information, please contact Junior League of Cedar Rapids at (319) 364-7892 or visit the website at www.juniorleaguecr.org.

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News Release

[October 6, 2008]

FOR IMMEDIATE RELEASE

Contact: *Molly Baynes*, Marketing/Public Relations Chair, (319) 551-7540

Kristin Roberts, Vice President, Marketing & Communications, (319) 360-4563

JLCR RAISES OVER \$5,500 TO HELP FLOODED NONPROFITS

Currents of Care a success as it helps rebuild Cedar Rapids community

CEDAR RAPIDS, Iowa – Junior League of Cedar Rapids is proud to announce the success of its Currents of Care flood relief program. Local nonprofit organizations affected by the flood such as Aid to Women, Boys and Girls Club, Cedar Valley Montessori School, Girl Scouts, Young Parents Network and Waypoint will receive over \$2500 in donated items such as diapers, formula, toiletries, food, cleaning supplies, and art supplies. Additionally, cash and gift card donations totaled over \$3000.

Currents of Care reflects the JLCR mission of developing the potential of women, promoting voluntarism and improving communities. Ashley Felder, Currents of Care Chair, said, "JLCR's efforts would not have been possible without the help and generosity of our community. Currents of Care is one of the many avenues that highlights our community's strong spirit of voluntarism and improving communities."

Throughout August and September, JLCR members collected donations outside of Kmart, Lowe's, Sam's Club, and WAL-MART, providing patrons a list of needed items for that week's highlighted organization. Patrons then had the opportunity to purchase items from the list and conveniently leave them with a JLCR representative. JLCR members then delivered the items to the designated nonprofit organization.

For more information, please contact Junior League of Cedar Rapids at (319) 364-7892 or visit the website at www.juniorleaguecr.org.

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News Release

[Monday, February 8, 2009]

FOR IMMEDIATE RELEASE

Contact: *Kristin Roberts, Vice President Marketing, (319) 360.4563*
Molly Baynes, Marketing/Public Relations Chair, (319) 551.7540

7th Annual Butterfly Kisses Event a Success

CEDAR RAPIDS, IA – Three lucky girls from Taylor Elementary School were given the unique opportunity to spend a memorable afternoon with their fathers at Junior League of Cedar Rapids' (JLCR) 7th Annual Butterfly Kisses event on Sunday, February 8, 2009. The girls selected from the Taylor School 3 Wish List received tickets to the event, Von Maur gift cards to purchase dresses and shoes, and complimentary hair and nail services, all courtesy of JLCR. The girls' fathers received suits, courtesy of Holley's.

The event was held at Cedar Rapids Country Club, where more than 300 father and daughter couples created a sold out Valentine Dance. Daughters and granddaughters alongside their fathers and grandfathers enjoyed a professional disc jockey and dance, mini ballroom dance lessons, a corsage, face painting, a glitz and glamour station, different crafts and a light luncheon buffet. Addison Berg, granddaughter of Paul Duncan, was the lucky winner of an "American Girl Weekend" in Chicago.

JLCR was proud to partner with the following sponsors to help make Butterfly Kisses a success: media sponsor, 104.5 KDAT; Bank Iowa, Citywide Cleaners, Farmers State Bank, Wells Fargo, Rockwell Collins, and Gehring Orthodontics.

Proceeds from this event fund the non-profit organization's mission of improving our community and developing the potential of women as trained volunteers. For more information about this event and JLCR membership, please contact Junior League of Cedar Rapids at (319) 364-7892 or visit the website at www.juniorleaguecr.org.

Founded in 1934, Junior League of Cedar Rapids is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. For more information, please visit www.juniorleaguecr.org.

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JLCR – Women and children in the spotlight.



A Women's Leadership Organization

News Release

[Thursday, June 5, 2008]

FOR IMMEDIATE RELEASE

Contacts: *Mary Lee Malmberg*, Director of Sports Tourism
Cedar Rapids Area Convention and Visitors Bureau, (319) 398-5383, ext. 125

Kristin Roberts, Marketing & Communications VP
Junior League of Cedar Rapids, (319) 360.4563

JLCR & CRACVB BRING WOMEN'S PRO GOLF TO CEDAR RAPIDS

Duramed FUTURES Tour to be held in June 2009, 2010

CEDAR RAPIDS, Iowa – Junior League of Cedar Rapids (JLCR) and the Cedar Rapids Area Convention and Visitors Bureau (CRACVB) jointly announced today that a tournament on the Duramed FUTURES Tour will be held in the Cedar Rapids area June 2-7, 2009 and June 1-6, 2010. The 54-hole tournament will feature a purse of \$110,000 each year. The Tour is the LPGA's Developmental Tour, which prepares young professional women golfers for a successful career on the LPGA Tour. This tournament will mark the return of women's professional golf to Iowa.

JLCR is the local host and organizer of the event, which gives Iowans an opportunity to see first-hand the Tour's world-class women athletes and role models.

"JLCR is proud to host this tournament and partner with such outstanding organizations," said JLCR president, Charity Tyler. "Proceeds from the event will enable JLCR to further its mission of improving our community."

Past JLCR community improvement projects include EIEIO at Old MacDonald's Farm in Bever Park, the Science Station and Waypoint's Madge Phillips Center for Women and Children.

The week-long event will allow golf fans from near and far to watch and cheer alongside future LPGA stars as they take their first and most important steps from college and amateur golf. Two local connections to the Duramed FUTURES Tour include current player Jill Franz of Iowa City and current LPGA player and Duramed FUTURES Tour alum, Beth Bader of Eldridge.

In addition to the professional tournament, organizers will offer amateur golfers a chance to play with a professional in two separate pro-am events during the tournament week. Golf clinics and a variety of other family-friendly activities are also planned.

"Bringing the Duramed FUTURES Tour to the Cedar Rapids Area is a great addition to the spring lineup of events," said Tim Boyle, President of the Cedar Rapids Area and Convention and Visitors Bureau. "Beyond it being a new local attraction, it will also put Cedar Rapids in the national spotlight. We want to be a nationally known destination. The creation of this tournament and the week-long activities that go with it helps us achieve that goal."

JLCR – Women and children in the spotlight.

The CRCVB and the Sports Tourism Advisory Committee successfully attracted the Duramed FUTURES Tour to the Cedar Rapids area earlier this year. The Duramed FUTURES Tour requires all proceeds from the tournament to benefit a not-for-profit organization in the host community.

Junior League of Cedar Rapids membership approved a proposal to host the tournament in April. As the organizer, JLCR will use proceeds from the tournament to assist in fulfilling its mission of promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

For more information, please contact Junior League of Cedar Rapids at (319) 364-7892 or visit the website at www.juniorleaguecr.org, or the Cedar Rapids Area Convention and Visitors Bureau at (319) 398-5009 or www.cedar-rapids.com.

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