



JUNIOR LEAGUE
CEDAR RAPIDS

Report to the Community
FY 24



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OUR MISSION

The Junior League of Cedar Rapids (JLCR) 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

Our vision is to serve Cedar Rapids and the surrounding communities as catalysts for lasting community change and a prominent source of female leaders for public and private service, advocating for issues relating to women and children on a local, state, national and international level.

LETTER FROM THE PRESIDENT



Thank you for your continued support of the Junior League of Cedar Rapids. This year the focus was on celebrating the past, present and future of JLCR during our 90th Year Anniversary, while fine tuning our strategic plan to create a sustainable future for many years to come.

Our 90th Celebration was commemorated during our Fostering Strength event in April with several Sustainers leading our program, fellowship and evening social hour and over 250 people embracing the rich history of the Junior League of Cedar Rapids. The goal was to raise over \$90,000 for our 90th Anniversary through creative approaches and truly a community effort of coming together. In addition, a portion of the proceeds raised were donated to five of the non-profit organizations that have been part of our 90-year history of league.

Strategically with a large number of new members in the past few years, we knew we needed to refocus our efforts on member engagement, operationalizing and documenting things, and evaluating our focus areas in the community. We were able to successfully move the needle on each of these efforts while bringing more people on this journey with us, in the form of new sponsorships, donors and members.

Our current active membership sits just over 60 Active members, and over 150 Sustaining members. We shifted away from a recruitment model that only allowed members to join once or twice a year. This enables newer members to jump in and make an impact almost immediately through formal and informal training and leadership development, which is what many were yearning for. Our goal is to continue to get diverse representation throughout the corridor over the years to come. In addition to our recruitment approach, our membership model continues to adapt to meet members where they are and what/how much they have to give. We've found people lean in more and feel more motivated, and less obligated, to give of their time and resources to advance the mission.

Bridging the G.A.P. continues to thrive as our league project. This is the longest JLCR has worked on a single project. We make an impact through the Apartment in a Suitcase Project, our scholarship program, and the Housing First Program. Collectively, this project is supporting over 150 young adults annually who have either aged out of the Iowa foster care system or are active in the foster care system. We also confirmed the impact of our project during this league based on community partnerships and interviews. We will continue to work with our community partners to evolve where needed to make the most impact and evaluate the ongoing impact of the work we are doing.

We are grateful for the community support and advocacy of the work that's happening for our members, our community, and the foster youth.

Best Regards,

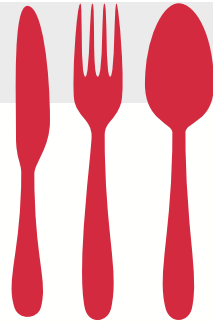
Heidi Goettsch

BRIDGING THE G.A.P.

Junior League of Cedar Rapids has made it our ongoing focus to support young people aging out of foster care through the Bridging the G.A.P. (Guide, Advocate, Provide) project. Through partnering with community agencies, we are able to provide support to young people aging out of foster care with resources such as financial knowledge, housing, life skills, and more.

GUIDE.

The Project Guide initiative focuses on providing social-emotional and life skills support for youth currently in foster care or who have aged out of foster care. JLCR partners with Foundation 2 Crisis Services and the Achieving Maximum Potential (AMP) group in Cedar Rapids to provide meals and program support at their meetings.



720

meals were provided for youth at bi-monthly AMP meetings during the last fiscal year.

ADVOCATE.

The Project Advocate initiative focuses on supporting youth in foster care from a policy and advocacy standpoint. Advocacy efforts include hosting speakers and events, speaking with state lawmakers about challenges, and sharing resources with local partners.



\$10,000

was granted to foster youth for needs like car repairs, household needs, and other items of necessity.

PROVIDE.

The Project Provide initiative focuses on providing both funds and physical items youth need as they start to establish their independence. Apartment basics, housing deposits, and unplanned expenses are often items that young adults get from their support network that foster youth may not have access to.



25

Apartments in a Suitcase were distributed to individuals aging out of the foster care system.

We also provided three “refresher” packs for the Apartment in a Suitcase program, had four participants in our Housing First Project and provided 100 backpacks for Families Helping Families of Iowa’s Back to School event.

EVENTS & ENGAGEMENT

STUFF THE TRUCK

JLCR's third annual **Stuff the Truck** event brought awareness and visibility to the community and its project while raising in-kind and monetary donations. Alongside Foundation 2 Crisis Services, members gathered at Craft'd on Giving Tuesday to stuff a box truck with supplies for the Apartment in a Suitcase program. In-kind donations, combined with matching sponsor donations from Alliant Energy, Diamond V, ESCO Group, Transamerica, and Van Meter helped create incredible impact in our community to support foster youth.



\$20,465

was raised for Stuff the Truck between in-kind and monetary donations.

FOSTERING STRENGTH

JLCR rounded out the fiscal year with **Fostering Strength**, an annual fundraiser gala on May 12. The annual event brings together hundreds of Cedar Rapids-area community partners, foster care and adoption professionals, JLCR donors, members, and more for an evening of impactful stories of hope and perseverance through difficult times. This year's program featured a historical look back on the League as we celebrated our 90-year anniversary in 2024. It was a wonderful evening of networking, advocacy, memory making and fundraising.



\$54,246

was raised for Fostering Strength between day-of donations and ticket sales.

FY24 LEADERSHIP

FY 23 BOARD OF DIRECTORS

President: Heidi Goettsch

President-Elect: Mandy Ferrante

Treasurer: Natalie Garin

Secretary: Nicole Ridge

Nominating Chair: Lauren White

Executive Vice President of Management: Allison Traicoff

FY 23 MANAGEMENT TEAM

Executive Vice President of Management, Assistant: Jena Schoenhofer

VP of Communications: Ashley Osborn

VP of Community: Brittney Scanlon

VP of Fund Development: Ashley Burns

VP of Membership: Collen Wienck

VP of Operations: Danielle Monthei

At-Large Management Member: Britta Felland



STATEMENT OF FINANCIAL POSITION

ASSETS

Cash	\$55,685.00
Accounts Receivable	\$2,707.00
Certificate of Deposit	\$112,222.00
Fixed Assets	\$18,738.00
Endowment	\$282,522.00
Total Assets	\$471,874.00

LIABILITIES

Current Liabilities	\$23,356.00
Deferred Revenue - Dues	\$16,137.00
Long-Term Liabilities	\$11,519.00
Total Liabilities	\$34,931.00
Total Equity	\$436,945.00
Total Liabilities & Equity	\$471,877.00

STAY CONNECTED, SHARE OUR IMPACT

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Junior League of Cedar Rapids



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