The theme for the 2020-2021 League year was Give, Gain, Grow. At the start of the year, I shared that we would set an intentional course to embrace our culture of philanthropy, service, and action. In spite of the uncertainty and fear that overshadowed the start of the year, JLW members were creative and inspired, coming up with ways to serve and nurture both our internal and external community, all from our homes. Our New Member and Membership Development Councils soared, delivering a myriad of trainings, orientations, and social and cultural events. We saw a 200% increase in attendance at our training events, which is a remarkable feat given the chance of “virtual fatigue.” Our Community Placement Councils discovered new ways to engage with those we serve by hosting virtual celebrations, tutoring sessions, 5Ks, pen pal programs, and so much more. While our traditional in-person events are some of the most memorable for our membership, this year, our Ways and Means volunteers created very special virtual events that were well attended and loved by all. We also kicked off the inaugural Season of Giving that brought JLW holiday spirit directly to the homes of members.

An exciting development for the League is the outcome of this year’s Focus Area Task Force. After a thorough and transparent evaluation, and 20 years of making a lasting mark in the area of “Literacy, members ratified on the Annual Ballot a shift of our focus area to the three-pronged system-level focus of “Supporting pathways to opportunity through improved access to education, professional and financial development, and capacity building in our community.” I hope you will enjoy reading about the process and the outcome in this issue.

Cheers to the meaningful year!

Jessica Taylor White
2020-2021 JLW President
BOARD MEMBERS 2020-2021

President
Jessica Taylor White

President-Elect
Amanda Walke

Secretary
Mandy Asgeirsson

Treasurer
Marta Hernandez

Vice-Treasurer
Samantha Nagle

Director, Communications & PR Council
Katherine Rodriguez

Director, Youth & Family Community Placement
Allegra Bartscherer

Director, Adult Community Placement Council
Charlyn Stanberry

Director, Cultural Community Placement Council
Lauren Dudley

Director, Community Affairs Council
Deena Smith

Director, Membership Council
Chloe Taylor

Director, New Member Council
Christina Babcock

Director, Strategic Sustainability Council
Laisha Dougherty

Chair, Sustainer Committee & Director-At-Large
Barbara Franklin

Director, Ways & Means Council
Robin Griffin

Nominating Chair & Director-At-Large
Rita Lee

Chair, Sustainer Committee & Director-At-Large
Barbara Franklin

Director, Ways & Means Council
Robin Griffin

Nominating Chair & Director-At-Large
Rita Lee
During the 2020 Season of Giving members were challenged to give ten dollars to the annual fund through Friends of the Junior League. During this campaign, members donated MORE THAN $17,000.

In an effort to grow our pool of donors, the Junior League of Washington (JLW) started using new platforms such as GiveButter to make donating easier for members. As of the end of the 2020-2021 League year, JLW received 2,033 UNIQUE GIFTS which is a 360% increase from the 2019-2020 League year.

Kitchen Tour kicked off virtually raising 216 DONATIONS with its virtual potluck, which made up 39% of the total gifts for the 2020-2021 League year.

Tossed & Found had the highest number of auction registrations, unique bidders, and number of bids since taking the AUCTION ONLINE during the COVID-19 pandemic.

The Women’s Leadership Breakfast hosted a three-part speaker series that 120 JLW MEMBERS signed up to attend and had record success in launching an Advisory Circle and corporate sponsors.

As of 5/27/2021
KITCHEN TOUR 2020-2021: VIRTUAL POTLUCK

An Interview with Coby Glasserow, 2020-2021 Kitchen Tour Co-Chair

*This interview has been condensed and edited for clarity.

Where did the idea for the Virtual Potluck come from?

We made the decision very early on to do a virtual Kitchen Tour. Consequently, the wine pull, a secondary revenue stream which historically was done as part of Kitchen Tours, was no longer an option. Since it typically brought in a substantial sum of money, we wanted to come up with another way to raise that money. Cookbooks are such a ubiquitous part of Junior Leagues past and present, and the Junior League of Washington (JLW) had not published one in over 20 years. The last cookbook published was Capitol Celebrations published in 1997. We thought that a virtual cookbook was a fun way to bring a storied tradition into the modern age and raise some money while doing it.

How was the Virtual Potluck recipe book put together?

The idea was that people would pick a recipe to submit to the cookbook that they would bring to a potluck and then donate the amount of money that it would cost to make that recipe and the value of their time. All good JLW members know the cost of a volunteer hour! Some contributors chose not to submit a recipe and simply made a monetary donation. We leveraged technology and talent to create the virtual recipe book. Specifically, we utilized Givebutter as the platform to collect the donations and collected recipes through a Google Form. The JLW Graphic Design Committee of One designed the recipe template in Canva and then spent many hours entering all of the recipes!

How did the Virtual Potluck help to create community during a virtual League year?

When we launched the Virtual Potluck we had just about hit the year mark of the COVID-19 pandemic, but we thought we were starting to see some light at the end of the tunnel. We had all been separated for so long, so the idea of possibly hosting again soon was exciting. I think people enjoyed thinking about what they would bring to their first in-person get together. One of the things I love about how the cookbook came together is that it tells a story. People did not just include a recipe, but also included their tips and tricks, how the recipes came to be, why they liked them, if it had been passed down in their families, etc. It paints a picture of who the contributors are, which I think is unique and helped to build a sense of community.

2020 SEASON OF GIVING

The Junior League of Washington (JLW) launched its Season of Giving campaign in the 2020 holiday season. In part, during this time, JLW highlighted various donation drives of our community partners. Members had many other opportunities to give time, talent, and treasure during the holiday months.

Members donated more than $17,000 to the JLW holiday giving challenge, participated in the Home for the Holidays raffle, donated money, and snapped some lovely holiday porch photographs with friends and family.

Members had a variety of opportunities to make in-kind donations to benefit those served by our community partners. For example, JLW’s A Wider Circle Committee helped A Wider Circle fulfill its Amazon wish list by purchasing supplies ranging from toys to basic laundry supplies. JLW’s efforts aided the organization in its mission to fight poverty in the Washington, DC, community. Bright Beginnings asked for JLW’s help to make a child’s holiday bright by fulfilling their wishlist of gifts and donating items such as winter coats and hats, shoes, toys, or books. Members also had the opportunity to donate gift cards for meals for families at Sasha Bruce, as well as the chance to donate coats to Horton’s Kids’ annual winter coat drive for kids in need. Some members also signed up to adopt a family through Community Family Life Services. They worked with Community Family Life Services to give their adopted family what they needed to have a wonderful holiday season.

Thanks to the generosity of JLW members and members of the Washington, DC, area, community members’ days were a little brighter during the holiday season.
EXPANDING THE WOMEN’S LEADERSHIP BREAKFAST

The Women’s Leadership Breakfast is a Junior League of Washington (JLW) fundraising event held each year and is focused on “raising funds to support [JLW’s] mission, community and league activities, operations, grants, and scholarships,” said committee co-chair Sadie Cornelius.

The event typically consists of a keynote speaker, panel presentation, and training. The event has gained such momentum and popularity over the past few years that for the 2021-2022 year, a new JLW committee dedicated to the event was established to continue and expand its efforts.

In prior years, the event was a single breakfast, which was held in the spring on International Women’s Day. However, because of the COVID-19 pandemic, the event chairs created a virtual format that included a virtual speaker series leading up to the main breakfast event - an addition they expect to remain a part of the event going forward given its reach in and out of the League. For example, in February 2021, the Women’s Leadership Breakfast Committee hosted Sara Polon and Marilyn Polon, co-owners of SouperGirl, who discussed how they pivoted to make their business succeed amid the coronavirus pandemic.

The Women’s Leadership Breakfast Committee also launched the new Advisory Circle, which “aims to foster relationships with previous chairs of the committee, past-presidents, and other previous leaders to donate at a higher level and receive recognition at the event as an Advisory Circle Patron” explained Cornelius. “The inaugural Advisory Circle was composed of 16 women and we are excited to continue the tradition into the 2021-22 year and beyond as an additional channel for fundraising in addition to ticket sales and corporate sponsorships,” she continued. The Women’s Leadership Breakfast will continue to build out this programming to further the Committee’s impact.

LITTLE BLACK DRESS INITIATIVE ARRIVES IN WASHINGTON, DC

In early February of 2021, the Junior League of Washington (JLW) held its inaugural Little Black Dress Initiative (LBDI). LBDI volunteers, called “advocates,” participate by wearing the same black outfit for five consecutive days to illustrate the limitations that poverty places on women’s access to resources, their confidence, and advancement opportunities. Each advocate is able to internalize the experience to gain a deeper understanding of these aspects of poverty and share her realizations, along with information about poverty in the region, to raise awareness on social media of unmet needs in our community. In addition to pre-approved facts and imagery, advocates posted a selfie of themselves in their outfit or mask on their social media under the hashtag #LBDI.

Advocates are also expected to leverage their networks to raise funds for a designated cause. For JLW’s February 2021 LBDI event, that cause was the Community Assistance Fund (CAF), which was formed in May 2020 as part of JLW’s response to the COVID-19 pandemic.

LBDI was held between Monday, February 1 and Friday, February 5. In LBDI’s first year in Washington, 55 participating advocates raised 615 donations from 495 unique donors, which amounted to $29,251.19 in total to invest back in our community!
### Congratulations to JLW’s 2020-2021 Award Winners!

**Maria Marks**  
*Sally Carruthers Spirit of Voluntarism*

**Kelly DeLoach & Lindsay Wilson**  
*President’s Award for Excellence, Community Placement*

**Lauren Niles Whalen**  
*President’s Award for Excellence, Community Support*

**Natalie Hales**  
*President’s Award for Excellence, In-League*

**Keisha Parker**  
*New Member Rising Star*

**Meredith Smith**  
*Outstanding Volunteer, Transfer*

**Virginia Rynk**  
*Outstanding Volunteer, Sustainer*

**Helen Anthony**  
*President’s Cup*

### Above and Beyond Award

| Ashley Hankins                  | Julieann Lutrario                | Meisha Colbert                  |
| Blair Bjellos                  | Johnson                         | Mary Margaret Hart             |
| Cady Clapp                     | Kelly Hunter                     | Michele Webster                |
| Caroline Campbell              | Kimberly Price                   | Rachel Volkman                 |
| Carolyn Wilson                 | Kristin Longwood                 | Rachel Layher                  |
| Christina Tunison              | Lexie White                      | Samantha Brainard              |
| Claire Buechial                | Lynn Clark                       | Sarah Steinberg                |
| Coby Glasserow                 | Lee Hudson                       | Summer Bravo                   |
| Drewanne Shubeck               | Lindsay Jenkins                  | Tessa Merna                    |
| Ellen Locke                    | Madeline Shepard                 | Tiffani Moore                  |
| Ivy Williams Malone            | Margaret Fitzgerald              | Theresa Bauman                 |
| Jackie Frederick-Maturo        | Mary Lunde                       |                               |

### Peer Award

| Cady Clapp                     | Kristin Longwood                 | Randi Williams                 |
| Coby Glasserow                 | Kimberly Price                    | Sarah Steinberg                |
| Carolyn Wilson                 | Margaret Fitzgerald               | Summer Bravo                   |
| Desiree Carey                  | Madeline Shepard                  | Tiffani Moore                  |
| Kelly Hunter                   | Rachel Volkman                    |                               |

### Supporter of JLW

| DMV Productions                | Scott Sibley                      | Troy Taylor                    |
| Tom Sibley                     |                                |                               |
Financials

**Revenue**

- Membership Dues and Related Fees: $484,305
- Exhibit/Booth Fees: N/A
- Investment Income, Net: $151,520
- Contributions: $403,212
- Special Event Ticket Sales and Other Event Registrations: $93,120
- Building Lease Rental Income: $70,532
- Forgiveness of Debt: N/A
- Other: $19,372

**Expenses**

- Program Services: $622,173
- Supporting Services, Management and General: $244,562
- Supporting Services, Fundraising: $185,451
- Supporting Services, Direct Donor Benefit: $14,815
- Total Supporting Services: $444,828

**Total Revenue**: $1,544,095

**Total Expenses**: $1,067,001
THANK YOU FOR YOUR CONTINUED SUPPORT.