

## MISSION

The Junior League of Washington 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.

## VISION

The Junior League of Washington strives to be a vibrant presence in the lives of women and children in the greater metropolitan area of the District of Columbia, serving as a resource throughout the community to effect positive change, seek common ground, and inspire hope.

## FOCUS

The Junior League of Washington is proud to focus our financial and volunteer resources on the complex issues of literacy in the greater metropolitan area of the District of Columbia. JLW defines literacy as an individual's ability to read, write, and speak and to compute and problem-solve at levels of proficiency necessary to: function on the job and in society, achieve one's goals, and develop one's knowledge and potential (adapted from the National Literacy Act of 1991).

**Giving to the Junior League of Washington is about multiplying the impact of your corporate sponsorship dollars.**

## IT'S ABOUT...

**Gaining brand advocates** and ambassadors who respect your brand and its commitment to making the community a better place.

**Giving back to proven and respected nonprofits** that are doing great work every day throughout the Washington, DC, community.

**Educating and empowering the next generation of female leaders** in the DC community — by supporting the training and development of women who will go on to hold leadership positions on nonprofit and professional boards, fundraising roles, and public service positions.

Each of these goals is worthy of investment on its own, but let us tell you a little more about how a partnership with the JLW achieves all three...

# GETTING TO KNOW THE WOMEN OF THE JLW

For over 100 years, the women of the Junior League of Washington have been dedicating their time and energy to address important social issues throughout the DC community — but their interests don't stop there.

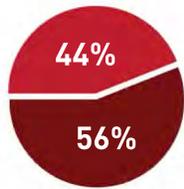
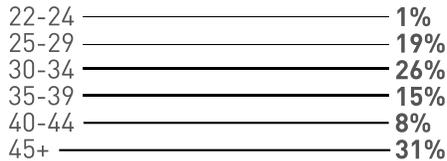
JLW women are strong female leaders everywhere: in the workplace, at home with their families, in the gym, and when engaging socially with friends. Their connectivity, commitment, and compassion make them ideal advocates for your brand.

TOTAL  
MEMBERSHIP  
**2,313**  
WOMEN

**91%** OF LEAGUE MEMBERS ARE MORE LIKELY TO BUY FROM A LEAGUE SPONSOR

**98%** OF LEAGUE MEMBERS MAKE HOUSEHOLD DECISIONS

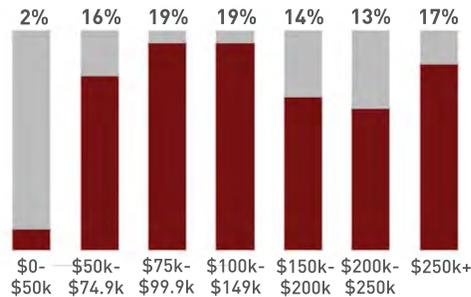
## AGE BREAKDOWN



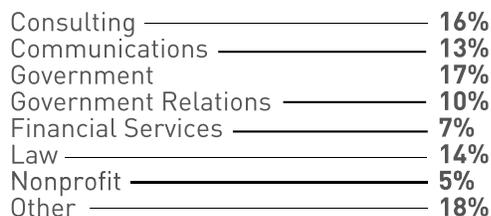
## HIGHEST LEVEL OF EDUCATION COMPLETED

Undergrad Degree  
1+ Postgrad Degree

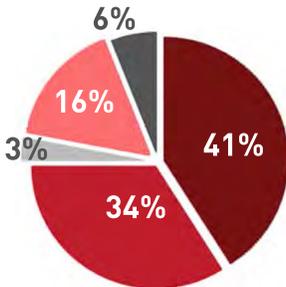
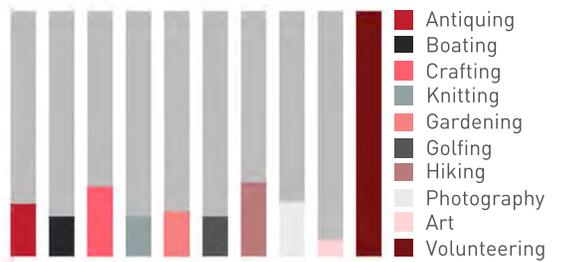
## AVERAGE HOUSEHOLD INCOME



## OUR MEMBERS HAVE A WIDE VARIETY OF PROFESSIONS



## OUR MEMBERS LOVE TO DO THE FOLLOWING IN THEIR SPARE TIME



## MARITAL STATUS

Single  
Married  
Engaged  
Divorced  
In relationship, never married

## ON A MORE PERSONAL NOTE

- 40% currently rent their homes
- 51% are likely to buy a house in the next five years
- 47% own a car
- 81% are likely to buy a car in the next five years
- 88% manage an investment portfolio
- 20% are moms
- 65% exercise three times or more per week
- 91% go out to eat more than three times per month
- 52% dine outside the home more than eight times per month
- 95% have taken at least one vacation in the past year
- 47% have traveled both domestically and internationally in the past two years



The women of the Junior League of Washington are committed to helping the Washington, DC, community thrive.

Members of JLW have worked alongside over **23 nonprofit community partners to dedicate more than 5 million hours — time valued at more than \$185 million (BLS Value Estimate) — and \$5.8 million in direct contributions.**

### RESOLUTION READ

JLW has **purchased and distributed more than 100,000 new books** to children in the greater Washington, DC, community as part of our Resolution Read initiative.

### CALVARY WOMEN'S SERVICES CENTER

Volunteers from JLW **educate and empower homeless women** residing at Calvary Women's Services Center.

### ANNUAL POETRY CONTESTS

Since 2000, JLW has **encouraged and supported literacy** by conducting a poetry contest in the 4th through 8th grades of Washington, DC, public and charter schools.

### NATIONAL REHABILITATION HOSPITAL

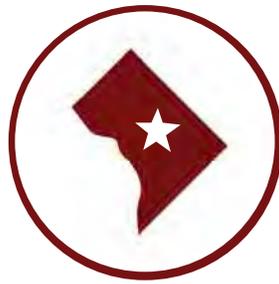
JLW volunteers are **celebrating their 20th year providing support and assistance to the patients and hospital staff** at National Rehabilitation Hospital.

### BRIGHT BEGINNINGS

**Established by JLW in 1990**, our volunteers continue to support Bright Beginnings, a childcare center for 100+ homeless preschoolers. Throughout the year, **JLW women provide childcare while parents receive literacy and life skills training.**

### LANGLEY RESIDENTIAL SUPPORT SERVICES

For over 20 years, JLW has supported Langley Residential Support Services in **providing comprehensive residential and community services for mentally challenged adults.** Volunteers provide weekly programs focused on improving literacy and annual events like a talent show.



The Junior League of Washington takes seriously its commitment to developing the potential of women. Our more than 2,300 volunteers aid where their expertise is needed most — be it tutoring a child, mentoring parents at a daycare center for homeless children, or delivering life skills seminars to individuals in recovery program. These interactions do more than benefit the community — they prepare our women for leadership roles in their civic, personal, and professional lives.

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## PARTNERING WITH THE JUNIOR LEAGUE OF WASHINGTON IS AN INVESTMENT IN TRAINING AND DEVELOPING THE NEXT GENERATION OF FEMALE LEADERS.

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JLW supplements opportunities to volunteer in the community with a rigorous training curriculum:

### RIGOROUS TRAINING CURRICULUM

- Bridging cultural gaps
- Developing literacy skills
- Leading diverse teams
- Managing team dynamics
- Networking
- Public speaking
- Honing special skills for working with in-need groups
- Understanding behavioral and communications styles

Members of JLW have credited their League experiences with providing them the tools to:

### EXPERIENCES & TOOLS

- Advance their professional careers
- Establish their own nonprofits
- Found their own companies
- Organize fundraisers for community organizations
- Succeed in civic leadership roles
- Serve on nonprofit and professional boards

# JLW Holiday Shops is a Washington, DC, holiday tradition!

A Capital Collection of Holiday Shops is one of the Junior League of Washington's signature fundraisers. Proceeds are vital to furthering the League's mission to develop the potential of women, promote voluntarism, and build a better Washington, DC.

Each year, Holiday Shops raises critically needed resources that support JLW's innovative and effective programming through individual contributions, silent and live auctions, raffle tickets, a percentage of event sales, and corporate sponsorships.

For the 59th annual event, Holiday Shops will return to Dock5 at Union Market. This venue, in popular and high-trafficked Northeast DC, will set the stage for a weekend of shopping and special events that emphasize the Junior League's fundamental philanthropic and civic mission described throughout this packet.

Your support for Holiday Shops will provide you the opportunity to demonstrate your commitment to promoting the spirit of giving, empowering the next generation of women leaders, and supporting proven and respected nonprofits that are doing important work in our community every day.



- Since its 1959 inception, Holiday Shops has played host to First Ladies, foreign dignitaries, local community leaders, and even Santa himself – as the DC community kicks off the holiday season.
- Holiday Shops features more than 70 merchants from Washington, DC, and across the country, and provides a unique boutique holiday shopping experience enjoyed by thousands of shoppers throughout the weekend. Last year, *Washingtonian* highlighted Holiday Shops as a “pop-up not to miss!”
- Our Grand Opening celebration, a ticketed event to be held the evening of Friday, November 17, includes private shopping, local food and drinks, entertainment, and silent and live auctions. It's truly the highlight of the weekend and a crucial part of our fundraising efforts.



The Junior League of Washington presents  
**Holiday Shops**  
November 17-19, 2017  
Dock5 at Union Market  
1309 5th Street NE  
Washington, DC 20002



# Corporate Sponsorships Opportunities

## CO-PRESENTING SPONSOR

**\$10,000+**

- Naming rights on advertisements, tickets, and other promotional materials
- Full-page advertisement in JLW's spring 3039M magazine, which is distributed in print to more than 2,300 women in the Washington, DC, area, as well as JLW's community partners and local businesses, and is also available online
- Name on promotional signage at Holiday Shops event, including exclusive naming of a merchant row or area of the show floor
- Sponsor booth and prominent signage throughout Holiday Shops weekend
- Prominent name placement on Holiday Shops signage in prime, street-level, outward-facing window space at the JLW Headquarters on M Street in Georgetown
- Four mentions on JLW social media
- Logo on Holiday Shops page on jlw.org website
- Dedicated promotion in JLW's League Lines e-newsletter, distributed to all 2,300+ JLW members
- Name and logo included on sponsor sign at event
- 12 tickets to Grand Opening event and 25 General Shopping tickets

## DIAMOND SPONSOR

**\$7,500-\$9,999**

- Prominent name placement on Holiday Shops signage in prime, street-level, outward-facing window space at the JLW Headquarters on M Street in Georgetown
- Name on promotional signage at Holiday Shops event, including exclusive naming of a merchant row or area of the show floor
- Three mentions on JLW social media
- Mention in two League Lines e-newsletters
- Logo on Holiday Shops page on jlw.org website
- Name included on sponsor sign at Holiday Shops
- Logo included on "Holiday Shops Thanks" page in spring 3039M magazine
- 8 tickets to Grand Opening event and 20 General Shopping tickets

## PLATINUM SPONSOR

**\$5,000-\$7,499**

- Name on promotional signage at Holiday Shops event, including exclusive naming of a merchant row or area of the show floor
- One mention on JLW social media
- Mention in one League Lines e-newsletter
- Logo on Holiday Shops page on jlw.org website
- Name included on sponsor sign at Holiday Shops
- Logo included on "Holiday Shops Thanks" page in spring 3039M magazine
- 6 tickets to Grand Opening event and 15 General Shopping tickets

## GOLD SPONSOR

**\$2,500-\$4,999**

- One mention on JLW social media
- Mention in one League Lines e-newsletter
- Logo on Holiday Shops page on jlw.org website
- Name included on sponsor sign at Holiday Shops
- Logo included on "Holiday Shops Thanks" page in spring 3039M magazine
- 4 tickets to Grand Opening event and 10 General Shopping tickets

## SILVER SPONSOR

**\$1,000 - \$2,499**

- Logo on Holiday Shops page on jlw.org website
- Name included on sponsor sign at Holiday Shops
- Name included on "Holiday Shops Thanks" page in spring 3039M issue
- 2 tickets to Grand Opening event and 5 General Shopping tickets

## BRONZE SPONSOR

**\$500 - \$999**

- Logo on Holiday Shops page on jlw.org website
- Name included on sponsor sign at Holiday Shops
- 5 General Shopping tickets

*JLW Holiday Shops provides a variety of opportunities for in-kind donations and underwriting. Please contact us at [HolidayShops-Donations@jlw.org](mailto:HolidayShops-Donations@jlw.org) if you have an interest in a partnership of this kind.*

# JLW Leadership 2017-2018

## BOARD OF DIRECTORS

### PRESIDENT

*Aimee Picard Soller*

### PRESIDENT-ELECT

*Tycely Williams*

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### VICE TREASURER

*Molly Boyl Fromm*

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Sara McGanity

Sustainer Committee Chair,  
Director at Large  
Carol Der Garry

Ways & Means Council Director  
Joy Shepard

## JLW HOLIDAY SHOPS STEERING COMMITTEE

### Co-Chairs

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Kelly Jones

### Chief of Staff

Laura Piccioli

### Auctions

Tiffani Moore  
Suzie Sinno

### Communications and Marketing

Zoe Louise Jackman  
Christine Lofgren  
Isabel Patterson  
Sara Ruvic

### Corporate Sponsorships and Patrons

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Starr Webb

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Julie Merberg  
Berrett Stradford

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Carolyn Walser

### Merchants

Lauren Crawford Shaver  
Robin Jones  
Lizey Korengold

### Special Events

Elissa Hagans  
Liz Houghtaling  
Devin Reaves

### Logistics

Alexandra Kuhns  
Nicole Schneider  
Caroline Worthy

### Volunteer Staffing and Strategic Partnerships

Elyse Braner  
Beth Breeding  
Katherine Nguyen  
Kyla Stone

### Rising Co-Chairs for 2018 Holiday Shops

Zoe Louise Jackman  
Greta Pisarczyk