

THE HOTLINE

A PUBLICATION OF THE JUNIOR LEAGUE OF THE LEHIGH VALLEY

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President Letter

Kim Carr

2022-2023 JLLV President



For eight decades, the Junior League of the Lehigh Valley's mission has not wavered: to develop exceptionally qualified leaders who collaborate with community partners to identify the community's most urgent needs and address them with meaningful programs and initiatives that not only improve lives but also change the way people think.

But what has kept our organization alive for all these years? Our members. Women representing a broad range of perspectives, backgrounds, and experiences bound by a single goal of making a difference.

In preparation for our 80th Anniversary gala, I reviewed our League's historical documents and found a President's report from our League's past President of 1982-83, Mrs. Charles F. Long, that really stood out to me. Mrs. Long notably wrote,

"We've come a long way. No one has ever said it would be easy keeping the League a growing, vital force in our community. It requires a great deal of effort and a special sense of responsibility. Yet, it is our members' willingness to seek out a new challenge, to develop a new project, and to demonstrate the role of the volunteer that keeps our League a timely and potent catalyst in the life of our society."

The League has made a profound impact in our community - the impact of an incredible dual mission of providing women with leadership skills while offering opportunities to do important community work. The League provides a foundation for our members. With that foundation, our members have worked hard to improve our community. The reflection of our hard work can be seen throughout the landscape of the Lehigh Valley. Time and time again, I have seen our members rise to the occasion, meet a need, blaze a trail, touch a life, and make a difference.

The Junior League is more than an organization to me. It's a support system and my social time. It is a place to network and grow as an individual. It taught me about being committed to community impact. I've experienced the effects of our exceptional training, which has been transformative in all areas of my life.

I'm so proud and grateful to have served alongside the extraordinary women in our League during this special time in our history. But the JLLV is not done. We look towards the future with 80 years behind us.

"The true meaning of life is to plant trees whose shade you do not expect to sit." We are sitting under a tree that was planted 80 years ago, and I hope that 80 years from now, another group of women will be reaping the shade of the tree we planted today."

President Elect Letter

There are many things that we want to make better for our community, our League, and ourselves. It can seem quite overwhelming that there are so many things to change, to do better. However, we have to prioritize what is most important to us each year.

This year the Junior League of the Lehigh Valley (JLLV) will be focusing on our leadership pipeline and burnout in our League. This will take shape with an investment into leadership training through conferences offered by AJLI, external trainers for the Board and Advisory Council, and trainings for emerging leaders who would like to take on leadership roles in the future. The best way to accomplish this is through mentorship from members who have been in leadership roles in the past and setting encouraging examples.

We do a lot of projects at JLLV and are continuing to evaluate every year how much we can and should do with the membership group that we have.



KATHLEEN TALARICO
2023-2024 JLLV PRESIDENT

We are still finding our balance between the amount of impact we can make and the amount of woman-power we have to complete these projects.

This upcoming year we look forward to many projects including:

- Scholarship Program
- Backpack Giveback
- Thanksgiving Baskets
- Done-in-a-Day Activities
- Sustainer Project
- Partnership with PBS
- Girls on the Run Happy Hair Station Sponsorship
- Annual Fund Campaign
- Small Event Fundraisers
- International Find the Good Day
- DEIB Training
- General Membership Meetings (GMMs) with training, member engagement, and community impact projects throughout the year

These projects not only make an impact to our League but also work to develop the membership with hands-on activities and give engagement opportunities to our League members.

I am honored and privileged to serve the members of the Junior League of the Lehigh Valley this upcoming year. I know we have so many women that bring many different perspectives, ideas, and skill sets to JLLV. While we will most definitely make mistakes, we will work together as a group to move JLLV through its 81st successful year.



1943-2023

JUNIOR LEAGUE OF THE LEHIGH VALLEY

IMPACT FUND

The 2022-2023 League year brought renewed energy to the annual giving campaign.

The Impact Fund, the League’s main philanthropic initiative for the year, utilized personal email campaigns, social media, and text communication to promote the League, our work, and how financial contributions make a difference.

Aptly renamed the Impact Fund, the campaign focused on telling the story of the Junior League of the Lehigh Valley. The League has a proud history of making a positive change in the community – the Impact Fund campaign provided the opportunity to broadly share this message with new audiences.

In addition to bringing in crucial dollars to support the work of the League, the Impact Fund campaign provided skill development for members, a key element of our mission. Members honed their elevator pitch during a specialized general membership training session and put fundraising skills into practice.



For one month this fall, a devoted group of fundraisers reached out to their friends, families, colleagues, and business networks to raise funds to help the work of the League continue. The result? More than \$18,000 was raised to support the League.

The Impact Fund campaign truly is a collaborative effort, with active members, Sustainers, and local businesses contributing to its success. Thank you to all who made a gift, asked for donations from their networks, and cheered on the League. We couldn’t do it without you!

Impact Fund by the Numbers

-  34 days long
-  24 fundraisers
-  115 donors
-  118 gifts
-  \$18,315 raised





Mission Statement Update

Our League has a new mission statement! In May 2022, the Association of Junior Leagues International (AJLI) held its 100th Annual Conference in Dallas. The proposed update to the Mission Statement language PASSED!

It's been over 40 years since the Mission Statement was updated. While what we do has not changed, how we talk about it is now wrapped in more accessible, inviting, and collaborative language. It has taken us back to the heart of Junior League founder Mary Harriman's vision while setting us up for the next 100 years.

Since the mission is written into our bylaws, we had to hold a full membership vote to amend our bylaws and our articles of incorporation. In March we voted to formally adopt the new language of The Junior League shared Mission.

NEW
JUNIOR LEAGUE MISSION
The Association of Junior Leagues International is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

The Board has proceeded with all of the necessary legal filings. Our marketing team had been busy updating the League's marketing materials and channels.

We are excited to share this update with the community! This is a historic moment for our League, and I want to thank you for your continued dedication and service to our League and our community.

STRATEGIC PLAN UPDATE

JLLV Progress Forward

The Junior League of the Lehigh Valley (JLLV) continues to grow and change every League year. This year will be no different. We are marching into the fourth year of our five-year strategic plan (2020-25). We have achieved a lot over the four years, but have also changed from where we were in January of 2020 to where we are now. The goals of the strategic plan have remained strong:

1

BECOME A RECOGNIZED SOURCE OF FEMALE CIVIC LEADERS IN THE GREATER LEHIGH VALLEY

2

DIVERSIFY THE LEAGUE'S REVENUE STREAM

3

LEVERAGE OUR MEMBERSHIP AND STRATEGIC PARTNERSHIPS TO MAXIMIZE THE IMPACT OF THE JUNIOR LEAGUE IN THE GREATER LEHIGH VALLEY ON EDUCATIONAL DISPARITY

So, you may be wondering what do these goals mean and what strides has JLLV made?

We have strived to have a consistent presence as an all women led organization throughout the Lehigh Valley. We have focused on training the women in the JLLV organization in leadership and development. Any women who have wanted to put effort into developing themselves into a leader, has had the opportunity in the JLLV.

We have listened to the membership to gear the events and activities that occur throughout the year for things that members want to put in effort. We have utilized partnerships to be able to make a larger impact. We focused on certain areas of impact concentrating on third grade literacy development in partnership with Lehigh Valley Reads. We have increased spending for basic needs for students in the Lehigh Valley school districts.

We are a small organization in the Lehigh Valley, but we are putting a great effort to make the largest impact we can. We have been working to strategically build our community impact, funding, and membership development. Our strategic plan will put us in a better place, making a larger impact than we were at the start of the plan in 2020 and in another five years we will continue to strive to make larger impacts within our next strategic plan.

THANKS GIVING BASKETS

2022 Thanksgiving Baskets by the Numbers

- 5 Deliveries to Allentown & Bethlehem Elementary Schools
- 22 JLLV members who shopped, stuffed & delivered all the meals
- 95 Packs of instant mashed potatoes
- 95 Jars of gravy
- 95 Cans of cranberry sauce
- 95 Boxes of stuffing
- 95 Boxes of pasta
- 95 Jars of spaghetti sauce
- 190 Cans of veggies
- 320 Apples
- 380 Packs of mac and cheese
- 400 Oranges
- 694 Dinner rolls
- \$1,900 in grocery store gift cards
- 4,275 Cookies

95 families did not have to worry about food during the Thanksgiving Holiday. In November 2022, the League concluded another successful year of donating Thanksgiving baskets to local families. Thank you to everyone involved in planning & executing this project, including our donors, members, and school partners!





BACKPACK GIVEBACK

“Never doubt that a small group of thoughtful committed citizens can change the world: indeed, it’s the only thing that ever has.

Margaret Mead

The JLLV kicked off the 2022-2023 league year last August with our Backpack Giveback event! Members and additional community volunteers gathered to pack 500 backpacks full of school supplies to support seven local elementary schools: Freemansburg, William Penn, Fountain Hill, Thomas Jefferson, Union Terrace, Anna Mae Hays, and Central Elementary.

These backpacks helped our incoming First Grade students start the school year confident and prepared to learn! Big thanks to chair Jess Rosenbrook, chair elect Marisa Samrajit and the rest of the Member Engagement committee on a great event and start to our league year!

Scholarship Program

For the 2022-23 League year, the Junior League of the Lehigh Valley invested \$20,000 into our local community colleges. Northampton County College and Lehigh Carbon Community Colleges both received an annual scholarship contribution of \$10,000 to each institution. This will cover a year of tuition for two students at each of the community colleges.

Community colleges offer accessible and affordable education for students in many different situations. Many community college students are juggling many responsibilities, such as jobs and families. By partnering with the community colleges themselves, JLLV is able to impact students who have the most need, the opportunity for education.

The scholarship is for students who identify as female and have a need to cover the gap in the funding of their education. JLLV chose to concentrate on community colleges in the Lehigh Valley because students are more likely to stay and contribute in the local community.



Lehigh Carbon
COMMUNITY COLLEGE



NORTHAMPTON
COMMUNITY COLLEGE

Marvine Food Pantry: An Impactful, Sustainable Project



The Marvine Food Pantry is an example of sustainable community development. The Junior League of the Lehigh Valley embarked on the Marvine project starting almost 8 years ago by providing 25 weekend food bags to Pre-K students. This past League year (2022-23) marked the final year of the Marvine Food Pantry exit strategy.

The Marvine Food Pantry is the most recent project closed out by the Junior League of the Lehigh Valley (JLLV). The Junior League of the Lehigh Valley has a long history of starting sustainable projects in the Lehigh Valley and Marvine was most recently added to this incredible history.



After several years of packing and handing out Pre-K and Kindergarten bags of food, JLLV and Marvine worked together with other organizations like St. Lukes and Second Harvest to set up a fully operational community-wide pantry. JLLV provided shelving, bags, and helped set up the food pantry in 2 separate locations, one in an office and finally in the community center. When COVID shut schools and everything else in the community down, JLLV stepped up and provided a much needed fridge and freezer for the pantry. The community now had access to milk, eggs, meat, and other essentials that would not have been possible without the addition of the fridge and freezer.



The partnership with Marvine was a key element in the success of the pantry. The collaboration between JLLV, the community coordinator (Cesar Cordova), and Marvine principal (Eric Fontanez) allowed the project to evolve and adapt over the years and meet additional needs as the project grew.

This project is a reminder that when organizations come together with a shared commitment and vision to sustainability, a greater impact can be made within the community.





A CELEBRATION OF OUR PARTNERSHIP

We are delighted to update you on the journey we have embarked upon alongside Lehigh Valley Reads during the 2022-23 League year. Our members and volunteers have been the backbone of this partnership.

Here's a snapshot of what our collaboration with Lehigh Valley Reads achieved:

- Marked presence at 37 community events.
- Engaged and inspired over 4,300 individuals.
- Distributed nearly 2,000 books to the community.

Additionally, the 4th Annual Million Minute Challenge was a monumental success:

- Garnered the participation of over 200 registrants.
- Engaged around 2,000 participants, some of whom hailed from regions as diverse as California and South Africa.
- During the Read Across America Week, we touched the lives of 600 students and shared 350 books.
- Together, we pledged a remarkable 1,351,720 minutes of reading.

A little trip down memory lane:

Lehigh Valley Reads was inaugurated in 2019 as a collaborative effort between United Way of the Greater Lehigh Valley and PBS39, with the Junior League of the Lehigh Valley joining shortly after. Our collective contributions have been numerous and impactful.

As times change, and organizations evolve, the decision has been made for Lehigh Valley Reads to progress under the umbrella of United Way. We'd like to acknowledge the support and commitment of Lehigh Valley Reads, even as our formal association concludes. We are enthusiastic about strengthening our ties to PBS through our renewed partnership as we share in the mission of reducing educational disparity in the Lehigh Valley.

We are endlessly grateful for the support and commitment of our members and partners. Together, we look forward to achieving more milestones in our community.

DEIB Committee's Vision for the Lehigh Valley: A Harmonious Future

The DEIB Committee of the Lehigh Valley is passionately charting a course that places the unity and inclusivity of our community at its heart, fostering a sense of belonging for everyone.

Leadership and Training (Goal 1):

Central to our vision is nurturing a community where everyone feels valued and heard. By introducing comprehensive training for League leaders, we aim to cultivate an environment of understanding and mutual respect. Cultural acknowledgements in our General Membership Meetings (GMM) - like recognizing the richness of events such as Juneteenth - serve as gentle reminders of our shared history and aspirations. Clear communication channels will ensure that every member's voice has an avenue to be heard, reinforcing our commitment to transparent leadership and the celebration of our diverse community tapestry.

League Operations (Goal 2):

To ensure our operations echo our community's shared values, regular revisions of the League's Bylaws and Policies & Procedures are being proposed to resonate with our inclusive mission. We're excited about the possibility of a dedicated DEIB role that stands testament to our commitment to every member's sense of belonging. With accessible DEIB resources and an emphasis on non-discrimination policies, we're building a League where everyone feels welcome and valued.

Community Collaboration (Goal 3):

In our journey forward, collaborating closely with the Lehigh Valley communities remains a priority. By truly understanding community needs, we aim to serve better and unify our efforts for collective growth. Engaging more in diverse communities, forming partnerships with local entities, and sharing our vision with other organizations mark our commitment to weaving a tight-knit, inclusive community fabric.

With this vision, the DEIB Committee hopes to usher in an era where inclusivity is not just an initiative but a way of life. Together, we'll build a League and a Lehigh Valley community where every individual feels cherished, respected, and, above all, belongs.



Sustainer Letter



The JLLV Sustainers kept busy with a variety of activities throughout the year.

We continued to have our First Friday lunches from September through May. Kim Carr joined us at our first one for the league year in September, and gave us an overview of the Actives agenda for the year. We all enjoyed learning about future league plans, and getting to know Kim better.

Other additional activities held were monthly Book Club meetings and movie nights where content was chosen to be educational and thought provoking, and lively and interesting dialog was exchanged.

We supported the Actives throughout the year offering our time and talent on committees, the board and through fundraising efforts. Many Sustainers enjoyed attending the recent 80th Anniversary Gala as well. It was a fantastic party to celebrate all that we've accomplished over the past 80 years!



Last summer a group of us attended the Desales University directors dinner and the play, A Chorus Line. Sustainers pictured above (together with their significant others) are:

Peggy Brown, Ann Larrabee, Deb Walter, Lori O'hara, Sharon Smith and Gretchen Campbell. The play was wonderful, and it was fun to get out and support local theater!



Winners of the 2022-23 Volunteer & Sustainer of the Year Awards



Volunteer of the Year: Michelle Resto-Carlson

Michelle has gone “above and beyond” her official placements for many years now. She leads our membership by example, gracefully taking on leadership roles and creating multiple ad hoc task forces to address pressing needs within the League and the community. She cares about and believes in the JLLV so much and dedicates so much time and energy towards the enhancement of the League, there is no one that better deserves this award.

Sustainer of the Year: Lauren Pellegrino

Lauren stepped up by filling a committee chair spot when asked by our current President. Taking on this role put Lauren in an active position to lead a committee and to help train upcoming leaders and share her institutional knowledge of the League. She has been on numerous committees, including the Gala committee, on the Board for many years, and was the first Black president of the Junior League of the Lehigh Valley. Hopefully we can all follow her motto of "Be the first, not the last" in our years to come.

Sustainer of the Year: Jennifer McGrath

Jenn has been a dedicated member of our League since the 1990s. She has served in many positions within the Finance Council, including on the Board as our Treasurer. In recent years she has continued her commitment to the League by serving as the sustainer advisor to the Board and, over the last several years, as the President of the Sustainers. This League year, she has been instrumental in planning this year’s Gala. She searched for venues, found speakers for our history video, organized our mailed responses, helped lay out the seating chart, and provided her wisdom and expertise on all the important details in between. We are incredibly thankful for her and all she brings to our League.

UPCOMING EVENTS

SIP AND SHOP WITH KENDRA SCOTT

Friday, December 1, 7:00 - 9:00pm

Kendra Scott, 905 Lehigh Valley Mall Whitehall, PA

Tis the season to get shopping! Join the Junior League of the Lehigh Valley for a fun shopping event at Kendra Scott right in the Lehigh Valley Mall. Enjoy complimentary sips and sweets while shopping incredible jewelry pieces at Kendra Scott. 20% of proceeds will be donated back to JLLV to fuel our mission in the community. There will also be a special discount on select fashion necklaces! Get a jump on your holiday gifting, or give a gift to yourself, because you earned it.

PLUS - Enjoy some pampering with a mini makeover from Makeup by Meg! If you are interested in a makeover, Meg will be at the event from 7-8pm. Please email engagement@jllvpa.org to confirm your mini makeover in advance.

IMPACT FUND

November 28th - December 15th

The Junior League of the Lehigh Valley is holding the Annual Impact Fund Campaign. It will start off on Giving Tuesday and last until mid December. Help support our fundraising efforts so we can do more good in the community. We would not be able to train women leaders and impact the community in a meaningful way without your contributions. Please consider participating in the campaign or donating to the cause.

GIRLS ON THE RUN

Sunday, December 3rd

DeSales University, Billera Hall

One of the Junior League's longest partners, Girls on the Run, holds their fall 5K race this December. Girls on the Run is a fund, evidence-based program that inspires all girls to build their confidence, kindness, and decision making skills. The Junior League of the Lehigh Valley supports the mission of Girls on the Run by sponsoring the Happy Hair Station for the Fall and Spring races to prepare the girls for their race with fun colored hair and ribbons.

WINTER AT THE STACKS

Saturday, December 9th, 12-6 PM

Steelstacks Campus, 839 Sesame St Bethlehem, PA

Partnered with PBS and Lehigh Valley Public Media (LVPM), the Junior league of the Lehigh Valley will be volunteering at Winter at the Stacks. Come out with your family to visit us at this winter event or sign up to volunteer. JLLV will be doing various activities for children and families at the festival.

MONTHLY GENERAL MEMBERSHIP MEETINGS

Every 3rd Wednesday of the Month (excluding December)

7-9PM

See website for location details and sign up

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