

JOIN AS WE **DEVELOP WOMEN LEADERS**

PROMOTE **VOLUNTARISM**

AND MAKE **REAL CHANGE**

in our **COMMUNITY**



JUNIOR LEAGUE OF
SACRAMENTO

THE JUNIOR LEAGUE OF SACRAMENTO

CASE FOR SUPPORT

INTRODUCTION

In 1901, Mary Harriman, who founded the first Junior League, recognized the opportunity and obligation women have to change conditions around them. The difference women can make continues as an important theme in the world today. The development of women as community and civic leaders has long been the outcome of the formal and experiential Junior League training. The Junior League of Sacramento (JLS), founded in 1942, understands the need for increased civic engagement and the critical role women play in creating lasting community change.

OUR MISSION

The Junior League of Sacramento, Inc. (JLS) 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.

IMPROVING COMMUNITIES

In our 75-year history in Sacramento, areas of concentration have included women & children, health, education, welfare, youth services, civic and cultural activities, and appropriate political advocacy necessary to accomplish our goals. JLS has played a leading role in the creation or critical growth of:

- Fairytale Town
- Children's Receiving Home of Sacramento
- Crocker Art Gallery docent program
- Sacramento Regional Arts Council
- Child Abuse Prevention Council of Sacramento
- Cystic Fibrosis Clinic
- Sacramento Regional Community Foundation
- Sacramento Crisis Nursery
- Sacramento Court Appointed Special Advocates (CASA)
- Greater Sacramento Mentoring Coalition
- Sacramento Children's Museum
- and so much more

IMPACT STATEMENT

The Junior League of Sacramento empowers girls to be confident leaders through programming centered on self-esteem, character development, and educational achievement.

VOLUNTARISM & TRAINING

One key element of our mission is building up civic & community leaders through training and voluntarism. In the 2017-2018 year, volunteers contributed almost 1,200 hours of service to JLS projects and partners. Members also received more than 800 hours of leadership and personal development training, to become better equipped for service and impact.

WHO WE ARE

600
members

Our membership of almost 600 women consists of entrepreneurs, nonprofit professionals, private sector executives, state employees, stay-at-home moms, and more.



AVERAGE AGE

11.9% between 21-30
29.4% between 31-40
22.0% between 41-50
36.7% age 51+



MARITAL STATUS

60.2% have spouses or domestic partners



FAMILIES

57.8% have children



EDUCATION

94% have a bachelor's degree
32% have a master's degree
10% have a doctoral degree (MD, JD, PhD, etc.)



HOUSEHOLD INCOME

14% \$100,000-\$149,999/year
26% \$150,000-\$199,999/year
28% over \$250,000/year



HOME OWNERSHIP

84% own homes

Based on 2017 member survey

Since its founding in 1901 by social activist Mary Harriman, The Junior League has evolved into one of the oldest, largest, and most effective women's volunteer organizations in the world, encompassing more than 150,000 women in 292 Leagues in four countries.





2018 - 2019

For more than 75 years, the Junior League of Sacramento has been active in our community. Each year we host fundraisers, offer leadership and personal development training, and support the community with both original programming and partnerships with local organizations.

Touch-A-Truck™

November 10, 2018 – Our unique interactive fundraising event that allows children to climb on, explore, and discover their favorite big trucks and vehicles. The 4th annual event is expected to welcome more than 1,000 parents, kids, and community members.

G.E.T. Loud – Girls Empowered Together

March 2019 – Last year we launched a brand new community event, inviting middle school-aged girls to a full day of programming in four key areas: STEM, Health & Activity, Confidence, and Community Engagement. This event, hosted in partnership with the Girl Scouts Heart of Central California, creates a strong community impact as we offer expert-led sessions and activities for both girls and their parents. We look forward to growing this 2nd annual event!

Empowering Girls

Current impact statement for our focus area: The Junior League of Sacramento empowers girls to be confident leaders through programming centered on self-esteem, character development, and educational achievement. We do this through partnerships with organizations including: Sacramento CASA, Girl Scouts Heart of Central California, Powerhouse Science Center, and more.

Leadership Training

Leadership training is at the core of Junior League's mission. We work to equip and empower women leaders, in order to make a lasting community impact. In 2018-19 we will advance leadership training with:

- 36 members serving in leadership roles
- 6-10 members sent to national leadership conferences
- Hosting a one-day conference for the Northern California, Reno, and Honolulu Junior Leagues
- Providing expert training sessions for members locally on a variety of topics
- Working with a local university to develop a certificate program specifically for women in leadership, open to all Sacramento-area women

Details and registration at www.jlsac.org

JLS PARTNERSHIP OPPORTUNITIES 2018-2019

	Community Champion \$20,000 (one available)	Pioneer \$10,000	Changemaker \$5,000	Trailblazer \$2,500
Annual Engagement				
Recognized as a proud JLS Supporter	X	X	X	X
Present at one Member Meeting* (attendance 75+)	10 minutes, capture leads, provide handout	2 minutes		
Dedicated Eblast provided by sponsor (distribution 600)*	4x/year	2x/year	1x/year	
Triannual member magazine, The Link (distribution 600)*	Full-Page ad (x3)	Half-page ad (x3)	Quarter-page ad (x3)	
Recognition on JLSac.org	Logo & Link	Logo & Link	Text & Link	Text & Link
Bi-weekly email sponsorship footer (distribution 600)	Logo & Link	Logo & Link	Text & Link	Text & Link
Recognition on annual sponsor banner at fundraising, volunteer, and membership events and meetings	Logo	Logo	Text	Text
Sponsor Footer on all membership meeting agendas	Logo	Text	Text	Text
Listing in all press releases	X	X		
Touch-A-Truck™ - November 10, 2018				
Tickets to attend	20	15	10	5
Option to provide handout for all guests*	X			
Option to host booth or truck*	20' x 20' booth	10' x 10' booth	6' table	
Recognition on event flyers and promotional materials	Logo	Logo	Text	
On-site signage and printed maps	Logo	Text	Text	
G.E.T. Loud: Girls Empowered Together – March 2019				
Option to provide handout for gift bags*	X	X		
Option to host program station or booth*	X			
Naming rights to program station	X	X		
Verbal recognition during program	X	X		
Recognition on event flyers and promotional materials	Logo	Logo	Text	
On-site signage and printouts	Logo	Text	Text	

* JLS reserves the right of refusal based on content meeting JLS stated mission

Membership Meeting Package - \$1,000

- Table opportunity at a JLS membership meeting (75+ in attendance)
- Opportunity to speak for 5 minutes at meeting
- Logo printed on all meeting agendas
- Logo and link in email announcements before and after meeting (distribution 600)

Support the Junior League of Sacramento Today

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