

HISTORY OF THE JUNIOR LEAGUE OF OAKLAND-EAST BAY, INC.

The Junior League of Oakland-East Bay, Inc. is an organization of women who are committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. The principle of training our members for voluntary service and leadership originated when the first Junior League was organized in New York in 1901. Since that time, the Association of Junior Leagues International, Inc. has grown to 294 Leagues in the United States, Canada, Mexico and Great Britain with nearly 200,000 members.

Beginning with the Fenton League

The Fenton League became the Junior League of Oakland on February 7, 1935, with a charter membership of 61. Today that membership has grown to nearly 600. Since its inception, our League has contributed three million dollars and countless volunteer hours to East Bay communities. In 1936, the Associated Charities assumed responsibility for the Fenton Home, a temporary foster home for children. During the 1930's, members also participated in the *Community Chest Campaign*, a toy loan center, held mother-daughter fashion shows, teas and lavish balls.

War Time Affects League Activities

World War II brought a change in the type of community service projects the League undertook. We worked closely with the Service Wives' Club and the Red Cross; actively participated in the War Bond Drive; presented plays through the Children's Theatre Association; and established the East Bay Art League. During the war, the League office in the Hotel Oakland was required for the U.S. Army Administration, so the group continued to operate from a member's home. After the war, the Claremont Hotel served as headquarters, and the Oakland League membership grew tremendously. A series of Follies became profitable fundraisers for the Welfare Fund. The Oakland Volunteer Bureau was established and two former projects, the *East Bay Children's Theatre* and the *Art League*, joined with the Junior League in 1954 to establish the *Junior Center of Art and Science*. This private organization and the City of Oakland jointly funded the cost of the building. *The Volunteer Bureau* (now the Volunteer of Contra Costa County) in Walnut Creek was established in 1955.

During the Korean conflict, League members aided the war efforts by recruiting blood donors and staffing needed programs. *Days at the Races*, Follies, and more balls continued to finance community service. The mobile unit of Junior Center of Art and Science was started, taking exhibits to children unable to visit the center.

New Dimension in the 1960's

The 1960's brought a new dimension to projects. The *Junior Leadership Training Program* was a joint venture with Neighborhood House of North Richmond. This ten-year project helped motivate junior high youths to achieve higher academic levels in school and to assume leadership roles in community affairs. The *Speech And Hearing Clinic* at the Children's Hospital Medical Center was developed and we provided funds to build a soundproof testing room and purchase equipment. Projects also included the *Children's Opera Hours*, the *Alexander Lindsay Museum Natural Science Program*, and a project with the American

Conservatory Theatre, which provided live theatre production in East Bay high schools. The greatest boost to the League's Community Trust Fund was opening our own thrift store, *The Shop*, on 15th Street in Oakland. Members and husbands painted and refurbished the site, formerly a bail bond house, and opened the doors for business in 1964. The five-year loan was paid off in the first three months. In 1968, the League's office moved to the Montclair district of Oakland.

The *Education Horizons Program* provided enriching experiences for the disadvantaged junior high school youths through field trips. Members volunteered at the Raskob Learning Institute to help children with learning disabilities and at the Mt. Diablo Therapy Center to work with aurally challenged preschool children. A compilation of student art and literature, *Oakland, The Mellow City* was published in 1969.

To encourage preservation, an extensive survey of all historically or architecturally significant buildings in Alameda and Contra Costa counties was begun in the 60's. The completed survey is now in the Bancroft Library on the University of California, Berkeley campus. A historic photographic exhibit at the Oakland Museum and the publishing of the book *East of These Golden Shores* in 1971 brought the survey's findings to the attention of the public. The development of a *Victorian Era Exhibit* for the Oakland Museum was a project from 1967-1969. \$25,000 was provided over the three-year project.

1970's

Beginning in 1973, many members were involved with the Camron-Stanford House in a restoration project to save the last remaining Italianate Victorian building on the shores of Lake Merritt. When the house was completed, restored period rooms on the first floor were open to the public and the 200 photos from the *Historic Preservation Survey* were donated to the Oakland Museum. The 1970's brought new services, new issues and a new home. While historic preservation continued to be a focus for projects, environmental concerns, education and child abuse also became important issues. *The Shop* expanded its space and continued as our major fundraiser. Enabling funds were distributed to community agencies. Beginning in 1976, the *Graphics Design Service* provided public relations material and graphic assistance to our League and nonprofit organizations in the East Bay. A significant change occurred in 1974 when the membership voted to become the Junior League of Oakland-East Bay, Inc. (JLOEB).

Throughout the 1970's the **Public Affairs Committee** played an important role in educating members about issues and encouraging action in issues and legislation, including the Equal Rights Amendment. Involvement with the Peripheral Canal led to the formation of the **State Public Affairs Committee (SPAC)** of the California Junior Leagues. The **Informational Exchange Committee** was developed in 1975 to promote issues of common interest between three organizations: JLOEB, the branches of AAUW, and the League of Women Voters of the area. In 1979-80 JLOEB members facilitated a public affairs training program, a joint project with the Junior League of San Francisco and the CORO Foundation. Concern for air quality and conservation became a focus and *Eco-Info, Inc.* was established as a coordination center of ecological information for Contra Costa County residents. The training of science teachers for the *Cooperative College School Curriculum* began in 1970. In 1973, a demonstration in the Ecology Community Garden was developed on a lot at 59th Street in Oakland. A University of

California, Berkeley extension course was developed called the *Education Forum on Environmental Quality*, later named *Environments and Ecosystems*. From 1975-1977, OBIS (*Outdoor Biological Instructional Strategies*) was a project with Lawrence Hall of Science to provide experience for youngsters ages 9-15. *Eco-Logic* (1976-1978) trained volunteers to help fourth, fifth and sixth graders explore logical choices to improve our air and respiratory health.

Other education projects included the *Oakland Technical High School Communications Center*, *Reading is Fundamental (RIF)*, *You Can Do It!*, *Barbara Case Drug Education*, *Contra Costa Ballet Foundation Dance Demonstration Project*, and the *Danville Child Resource Center*.

In 1973, child abuse was becoming a growing concern and the Children's Trauma Center Project was undertaken with the Children's Hospital Medical Center. *The Family Support Project*, developed in 1977, was a monumental undertaking involving six communities. The result of a survey indicated the need for a center, which would help families in stress. Project and community members wrote a grant proposal for Revenue Sharing Fund; composed Assembly Bill 2528; researched a center site; developed and offered a parenting education and advocacy course; developed an auxiliary which would help support the stress center; and produced a 30-second TV spot about families in stress. In 1979, the doors of *The Family Stress Center* in Concord officially opened. The project continued through 1981, when it was turned over to community volunteers.

The *Senior Rights Assistance Project* began in 1978 and continued through 1981. Volunteer programs were strengthened through projects such as *Involvement Corps*, the *Boardmanship Project*, *Volunteer Career Development*, *National Volunteer Week* and the *East Bay Community Foundation*.

1980's

Fundraising efforts were expanded in the 1980's. In 1982, research began on the feasibility of producing a cookbook as another source of revenue. *The Shop* continued to provide record profits. Fundraising events included *Junior League Night at the Avon Women's Tennis Tournament* (1982 and 1983), and *Table Temptation* (1989 and 1990). *Initial Image*, sales of quality stationery and merchandise, was approved as a fundraiser in 1983 and continued through 1990.

The *Oakland Festival of the Art Project* was developed as a two-year project to showcase the excellence and variety of art in Oakland by holding a festival in the fall of 1982. The **Festival Steering Committee**, in conjunction with civic, business and artistic groups, planned the nine-day event and celebration.

In 1984-85 we began our celebration of 50 years of community service with a *Community Luncheon*. More than 850 people listened to George Gallup, Jr. discuss the future. Earlier in the day, two symposiums directed their discussions toward the future of the family and of nonprofits. The revival of a traditional fundraiser, the Follies, followed by a dinner dance, allowed the Junior League to realize and exceed its goal of \$50,000 for a community gift. The

Family Care Center, a facility to temporarily house families of critically ill children at Children's Hospital, received the gift of \$59,216. From the 1985 to 1988, members staffed the house, designed a volunteer program and recruited volunteers. *California Fresh*, an outstanding cookbook, was released after three years of development and was an immediate success.

As the Project Fund grew, JLOEB established Community Enrichment Funds. During six years, 1986-1992, over \$118,000 was distributed to 46 nonprofit agencies.

As the 1980's began, new issues were developing. *Battered Women's Alternative (BWA)*, a nonprofit agency confronting the abuse of women, was designated a "limited volunteer project" for 1981-82. Members continued to work with *BWA* over the next ten years, providing legal advocacy, a speaker's bureau, an outdoor play yard at the shelter, a teen prevention program, job placement and training, and a video on custody mediation. In 1991-92, JLOEB was instrumental in opening a childcare center for children from families that have experienced domestic violence-the first in the nation. JLOEB volunteers helped to establish the child care component for *BWA's Transitional Housing Center and Shelter*.

Community projects addressed many critical issues. *Eden Express* assisted a vocational-based restaurant. *Vesper Hospice* and *Hospice of Contra Costa* prepared manuals and presented workshops to the community. *Court Appointed Special Representatives (1982-86)* trained members as advocates for abuse and neglected children. Project members taught *Decide* drug education courses with the Center For Human Development. Volunteering was promoted through the *Youth Volunteer Project*, and the *Technical Assistance program*. *Parent/Preteen Workshops (1986-88)* with Planned Parenthood, and *March Of Dimes Parent Seminars (1986-88)*, provided information about puberty and an opportunity to improve communication between parents and their children. *Project Lead (1985-87)* helped develop the leadership potential of high school students. *Ombudsman* served the elderly living in extended healthcare facilities. *Bananas Childcare Workshops* improved the quality of childcare by providing training in child development for parents and day care providers. *Adult Literacy (1988-90)* worked with the Oakland Library to provide tutors and outreach, including a breakfast workshop for the business community.

Earthquake Awareness And Preparedness became a project in 1983-84. Working in collaboration with the American Red Cross, Audubon Society and Lawrence Hall of Science, JLOEB volunteers received training and developed a curriculum for schools. Classroom presentations continued with this ongoing project through 1991, reaching thousands of children throughout the East Bay.

Advocacy was achieved through the activities of the **Public Affairs Committee**. From 1983-86, the committee offered an excellent four-session course on advocacy to the community. **Graphics and Training** continued to offer services within the League and to the community.

The 1980's brought many challenges, changes and achievements. Membership diversity became a goal as a "Reaching Out" statement was adopted. A Mission Statement was adopted, Future Plans became a tool to meet our goals, and internal structure was revised with the approval of a Council system. To meet the changing needs of our membership, obligations

were reviewed and age restrictions expanded. The mandatory sustaining age increased from 42 in 1980 to 50 in 1991. Residency requirements and deliberations on admission are no longer part of the new member experience. The age limit for membership was expanded from 36 in 1980 to 45 in 1991. In 1991, JLOEB changed our bylaws to eliminate sponsors for new members.

In 1986, the League office was relocated to Lafayette. Also during 1986-87, the monthly newsletter *Intercom* acquired a new look and a new name – *Bay View*. At the May, 1987 AJLI Annual Conference, *Bay View* won first place for excellence in the membership newsletter category and was awarded an honorable mention in 1991. A highlight of 1987-88 was the installation of past president, **Maridel Moulton**, as the 1988-90 President of the Association of Junior Leagues International.

Honored as a AJLI model project at the 1989 Annual Conference, *Disabled Children's Computer Group (DCCG)* began as a project in 1987-88. The project offered computer technology and an Adopted Toy Lending Library to disabled children and their families.

Our first *Done-in-a-Day* project was the 1987 restoration of the Talbot House at the Oakland Zoo. In 1989-90, the **East Bay Impact Committee (EBI)** was formed to plan and execute short-term projects or events. They worked especially hard coordinating volunteers for the Red Cross after the Loma Prieta earthquake. The 1991-92 committee completed 13 events, including JLOEB participation in the AJLI Immunization Project.

1990's

Navigating the 90's was made more difficult by the October 17, 1989 earthquake. We temporarily lost our major fundraiser, *The Shop*, due to damage. Six months later we reopened with a new address, a new logo, a new look and record sales. We were heartened emotionally and financially by the contributions from 25 Junior Leagues in our international association. Quick recovery made possible the donation of \$10,000 to 60 Oakland Elementary schools. The funds were used to make the schools "earthquake ready", directly benefiting 53,000 students.

As we entered a new decade and celebrated fifty-five years of community service, we continued to assist our communities with graphic services, nonprofit training and community projects. Three continuing project (*DCCG, Adult Literacy, and Earthquake Preparedness*) were joined by two new projects: *Contra Costa County AIDS Task Force*, empowering people to learn what AIDS is and how to cope with this disease; and *Oakland Zoomobile*, providing basic conversation skills to 4th, 5th and 6th graders.

Collaborations strengthened our community service. The *Middle School Task Force* led in the formation of Oakland Partners in Education to provide support for students and teachers from business and other community organizations. We were selected as the nonprofit partner in the national campaign *Thanks to Teachers*, to support teachers and educational excellence. Collaborating with JLOEB were: Apple Computer, National Alliance of Business, National Foundation for the Improvement of Education, Group W, KPIX and Channel 5.

Internal changes included the addition of the Sr. SPAC delegate as a non-voting Board member as well as establishing a President-Elect system. The **Maridel M. Moulton Endowment Fund** was established to expand our financial resources and to honor **Maridel's** many contributions to JLOEB and AJLI.

Children at Risk was adopted as the JLOEB focus area in May 1990. This focus and the goals and objectives of the three-year plan guided our efforts to demonstrate commitment to the community.

Membership satisfaction was enhanced by outstanding General Meetings and training was strengthened by the adoption of a Training Continuum, which enhanced the effectiveness of League volunteers. A larger office was selected to provide better meeting and work space to increase our efficiency.

Financial resources were diversified and increased through the efforts of the hard working **Ways and Means Council**. *Children at Risk* was used effectively to explain our goals. *The Shop* and *California Fresh* worked to increase profits, while *House Tour '91* provided additional funds. The **Special Events Committee** researched *Holiday Traditions*, a holiday shopping adventure. In addition to work on evaluations and the endowment fund, the **Fund Development Committee** evaluated and recommended the volunteer staffing of the 1992 World Figure Skating Championships by JLOEB. This extraordinary two-week event involving every active and many sustainers, was completed in late March of 1992. As a result of the hard working **World Figure Skating Committee** and thousands of volunteer hours at the arena, the hotels and the production of the program and souvenir items, JLOEB was presented with a check for over \$201, 000.

The commitment to *Children at Risk* continued through outstanding projects, advocacy and funding. Nine community projects made a tremendous impact. In addition to continuing work with *DCCG*, *Oakland Zoomobile*, *Contra Costa County Aids Task Force*, and *Earthquake Preparedness*, new projects included *Youth Homes*, assisting adolescents in out-of-home placement; *BWA's Transitional Housing Center and Shelter Project*; *Center for Adapting Learning*, a program for learning disabled young adults; the *McKinley Family Transitional House*, serving homeless families; and *Center for the Vulnerable Child*, developing and staffing a therapeutic nursery for substance exposed infants.

JLOEB was recognized for its achievements in May 1991 at the AJLI Annual Conference. The *Oakland Zoomobile Project* was a model program, our second in three years. Our project, *Center For The Vulnerable Child*, was the winner of the BMW Community Impact Act Award. Our community partner was presented with a check for \$10,000. We celebrated the sale of the remaining *California Fresh* cookbooks, which earned \$250,000 since its publication in 1985.

To make it happen during 1992-93, JLOEB rededicated itself to be a builder of the Oakland-East Bay community of tomorrow. Resources, volunteers, and funding were again targeted to serve *Children at Risk*. As a result of the Oakland Firestorm in October 1992, we received over \$20,000 from concerned Leagues across the U.S. which was distributed to four

community groups involved in recovery efforts focused on families with children. Community Enrichment Funds of \$25,000 were granted to five additional agencies.

Direct service community projects were funded at over \$60,000 with a commitment of nearly 70 volunteers. A dramatic art exhibit of works by children from *Battered Women's Alternatives Transitional Housing and Shelter* traveled throughout Contra Costa County to San Francisco's City Hall and our State Capitol, educating the community about the impact of domestic violence on children. Volunteers continued to staff the *Center For The Vulnerable Child* therapeutic nursery. Homeless families were assisted in our collaboration with Berkeley-Oakland Support Services. The **Allied Fellowship Services Committee** worked with pregnant teens, under the jurisdiction of the California Youth Authority to teach essential parenting skills. Specialized life-skills education was provided at *Casa Vincentia*, an East Oakland home for young, single, pregnant women. Over 15 projects marked a highly successful year for **East Bay Impact**, and the **Graphics Committee** provided services to nearly 20 agencies serving children. The work of JLOEB was honored with three model programs presented at AJLI Annual Conference in St. Louis. Seeking the perfect location in downtown Oakland, *The Shop* relocated closer to Broadway. *Holiday Traditions*, a shopping event, was successfully launched as a long-term fundraising project. For the first time, interest from the **Maridel M. Moulton Endowment Fund** augmented JLOEB Funds set aside for community grants.

Throughout 1993-94, JLOEB focused action on *Strengthening Community Ties* within the organization and in the broader community. In September, the membership reaffirmed our focus on *Children at Risk*. We adopted a vision statement to lead us into the 21st century committing the League to the work of *creating communities where all children thrive*. Each committee and council in the League explored their contribution toward our vision. The **Ways and Means Council** sharpened their fundraising skills. *Holiday Traditions* in its second year raised \$20,000; *The Shop* raised \$58,400, and **Fund Development** instituted a \$60,000 drive to enhance the **Maridel M. Moulton Endowment Fund** in honor of our 60th Anniversary in 1995. The **Bylaws Ad Hoc Committee** assisted the Board of Directors in revising the bylaws and the operational policies with the goal of streamlining bureaucracy and meeting the changing roles of today's women. Age requirements for new members, active and sustaining status were eliminated, eligibility for sustaining status would require six years of active placement, associate member status was created and Community Leadership placements were institutionalized.

Fund Development, charged with increasing our fundraising capability while maintaining a nominal commitment from the general membership, began exploring a relationship with Dreyer's Grand Ice Cream to manage the College Avenue ice cream store. An ad hoc committee made recommendations to the Board of Directors which resulted in a three year plan to diversity *The Shop*, increase professional staff and eliminate required time obligations by members. *Holiday Traditions* added a sold-out holiday fashion show to the three-day event.

The **Training Committee** implemented a highly successful first-ever *Training Month* in February featuring 12 trainings attended by 200 members. **Programs and arrangements** featured a variety of speakers at General Meetings to broaden our understanding of the issues

of *Children at Risk*. The **Sustainer Council** contributed an additional three informative seminars focused on women's issues during February and March. 70 new members became active in April after the New Member Course. The **Placement Committee** revamped the role of placement advisor to increase personalized advising for members.

The **Community Outreach Council** explored a more focused approach to community program development. **Public Issues Committee** joined forces with the Alameda County Child Abuse Prevention Task Force to open an interview center for abused children entering the judicial system. **Project Development** developed three new projects to begin in 1994-95. Seven Community Enrichment grants totaling \$27,000 were presented to community agencies serving *Children at Risk*. **East Bay Impact** served over 15 agencies staffing *Done-in-a-Day* activities. More agencies were assisted by the **Graphics Committee** with their professional design services.

Five direct services community projects funded at nearly \$55,000 and staffed 60 volunteers impacted the lives of children in both counties. *Battered Women's Alternative Impact Project* provided story hours and short-term efforts to better the lives of families at the Transitional Housing Center and the Shelter. *Art from the Heart* was selected for exhibit at the State Capitol during Child Abuse Prevention Month. *Newborn Connections Project* produces a promotional video for home visitor programs and volunteers worked directly with new mothers to provide needed support. The *Center for the Vulnerable Child Project* celebrated the holidays with DVC clients and explored the potential of licensing the therapeutic nursery. The *Junior Center of Art and Science Project* enabled the Center to expand school programs on California Native Americans, work habitats, and the birds of Lake Merritt. *Community Consultants* assisted child-serving agencies to develop successful volunteer programs.

JLOEB was selected as a model League for our governance process, which was presented at Annual conference in Dallas. Past President, **Kathleen Odne**, was installed as Second Vice President of AJLI at the Conference.

In 1994-95, the League funded four direct service projects contributing over \$27,000 and 45 committed, talented volunteers in Alameda and Contra Costa Counties. A docent program with the Junior Center of Art and Science gave elementary school children in Oakland hands-on educational programs. The League's collaboration with Newborn Connections gave new mothers valuable support and encouragement through the home visitors program. With Crisis and Suicide Intervention of Contra Costa (CSI), League volunteers worked to reduce the risk of adolescent suicide and violence through a program designed to strengthen personal coping and peer support skills. In the second year of work with Casa Vincentia in Oakland, League volunteers developed a mentor program which gave pregnant and parenting young women valuable social and personal support. Short-term projects also played a significant role in the League's community program. More than 350 League members worked with 14 community agencies serving *Children at Risk* through *East Bay Impact* projects.

The Junior League community program included three other key areas of direct service. The **Graphics Design Committee** assisted eight community nonprofits with program and PR materials. Technical assistance was provided to three East Bay nonprofits serving *Children at*

Risk by members of the **Community Consultants Committee**. Community Enrichment Funds totaling over \$20,000 were distributed to six East Bay agencies for programs to create better lives for children.

Funding for these programs is made possible through the continued fundraising efforts of the members along with support from the community. *The Shop*, in its 31st year of operation, continued to be an important source of funding for the League. *Holiday Traditions*, with a new look and a new location, added new events, and gained community recognition for JLOEB and its programs. In a precedent setting alliance with Dreyer's Grand Ice Cream, the JLOEB assumed the operation of Dreyer's flagship ice cream parlor on College Avenue in Oakland with all proceeds going back into programs serving *Children at Risk* in the East Bay.

1995 marked the 60th anniversary for JLOEB. As part of our celebration, a Spring dinner and auction at Wentz Brothers in Livemore raised funds for our community programs and offered League members an opportunity to socialize and celebrate our achievements.

The **Public Issues Committee (PIC)** directed a collaboration with Children's Hospital Oakland, the Alameda County Child Abuse Council, the District Attorney's office, and Child Protective Services on the development of the Child Abuse Listening, Interviewing, Coordination Center (CALICO). In 1995, the collaboration worked toward a multidisciplinary center where victims of abuse can be interviewed by trained specialists. Also under guidance of **PIC**, the League served as the local coordinator of the *Child Watch Visitation Program*. Advocacy efforts reached Washington, D.C. this year when JLOEB was invited to dialogue with key administration policy makers at the White House on child health issues.

In a cross-functional effort between **Fund Development**, *The Shop* and the **Public Relations Committees**, Broadway Plaza in Walnut Creek sponsored the first annual *Have a Heart Community Clothing Drive*. The highly visible event served not only to replenish stock for *The Shop*, but also to get word out to the community about the League's programs and services.

JLOEB's noteworthy community programs were once again recognized at the 1995 AJLI Annual Conference, held in San Francisco, through presentation at a panel discussion on domestic violence and as recipient of an Honorable Mention award in Fund Development for our fundraising alliance with Dreyer's Grand Ice Cream.

In 1995-96, JLOEB began the first year of its new five-year Strategic Plan. Internal changes responded to the changing needs of our community and our membership as well as attending to the organization's commitment to the leadership development of women. The **Nominating/Placement Committee** became one. The Board of Directors was restructured to reflect our strategic plan. For the first time, JLOEB offered both a fall and spring new member class. Our mission statement was strengthened, as a result of actions taken at the AJLI annual conference, to include "developing the potential of women".

Project Development and Evaluation developed a three-year project in partnership with Battered Women's Alternative (BW). The project, now called *You Never Win With Violence* is a multi-faceted approach to addressing violence prevention in intermediate school youth. In

November, the committee also hosted a Community Forum for nonprofits on Fund Development.

East Bay Impact served 12 agencies with 16 *Done-in-a-Day* projects. Additionally, **EBI** collaborated with the 10 NORCALNEVAHO Leagues for *Leagues for Literacy*. A small children's library was created with the books and bookshelves donated for the Born Free Project of Contra Costa County. February *Training Month* allowed members to *Cover all the Bases*. A wide range of workshops was offered. In collaboration with the Jewish Community Center, JLOEB Sponsored *Raising Careful, Confident Kids in a Crazy World*.

In October, *Holiday Traditions*, a holiday bazaar benefiting *Children at Risk* exceeded its goals. Attendance records were broken and profits soared to over \$32,000. *The Shop* continued its strong tradition of financial support to the League and turned over \$50,000. In March, 300 people attended *Light up the Lights*, a dinner at the Old Federal Reserve Building in San Francisco with live entertainment and silent and live auctions. The evening netted over \$32,000. At the April General Meeting, the membership approved an exciting new fundraiser, the *Women's Business Conference*. Based on a model pioneered by the Junior League of Fort Lauderdale, this one-day conference would focus on the personal and professional development for women.

Direct service continued to be a strength of the League's community programs. Financial support and trained volunteers were provided to four projects in 1995-96. **GET (Girls Encouraged Towards) Math and Science** partnered League volunteers with Girl's Inc. in a program designed to expose disadvantaged girls to the exciting world of math and science. *Home Alone: Women in Transition* was a second year project in conjunction with Casa Vincentia focusing goals on parent training and mentoring of teen mothers. Critical research on adolescents in crisis was collected by volunteers working with Crisis and Suicide Intervention on the *From the Heart: Teen Crisis and Intervention*. Volunteers working on the *Newborn Connections Project* went into the homes of new parents and provided support, information and encouragement during weekly visits. *Embracing Families...Frameworks for Home Visitor Programs*, a two-day conference on how to establish a home visitor program, was conducted as a facet of this project's goals.

Community Enrichment Grants totaling \$10,000 were awarded to five agencies serving *Children at Risk*: Young Children Violence Prevention Coalition, Action Alliance for Children; Blind Babies Foundation; Shelter Against Violent Environments (SAVE); Marcus A. Foster Educational Institute; and the Court Appointed Special Advocate Program. Annual funding for these grants is ensured by the interest received from the **Maridel M. Moulton Endowment Fund**. This year, the Fund was placed with the East Bay Community Foundation for investment management.

1996-1997 was a year of strong success towards the Strategic Plan. The Board of Directors worked towards making sure our policies and procedures reflected our strategic plan and that our members could accomplish their volunteer work in the most efficient way with a minimum overhead.

Our programs, focused on *Children at Risk*, included three direct service projects providing volunteers and financial support, 15 *Done-in-a-Day* events with JLOEB volunteers, several graphic design projects and \$17,000 CEF Grants awarded to five agencies. We continued to develop the multi-faceted *You Never Win with Violence* project with BWA and other collaborators. The project received a generous grant from the California State Department of Health – Maternal and Child Health Division and grants from Kaiser Permanente and John Muir Medical Center. These funds allowed the project to expand curriculum delivery throughout the Mount Diablo School District 7th grade and to expand the scope of the project with other partners beyond curriculum delivery. We concluded a multi-year project with Casa Vincentia by providing educational seminars to Casa clients and developing a guide to creating a Partnership Program for the Casa residents once they have delivered their babies and moved out. *Get Math & Science* with Girls, Inc. had another successful year of Saturday field trips.

Community Enrichment Grants were awarded to: Children's Food Basket, Oakland Public Library Foundation, Child Abuse Prevention Council of Contra Costa County, Contra Costa Volunteer Services, and Opportunity West/NCC – Success By Six.

A strong focus on fundraising for several years paid off as all fundraisers exceeded budget. The first *Women's Business Conference – Challenge the Future...Opportunities for Growth* – was a huge success on many levels. We developed many new corporate partnerships; profit was very high for first time conference (almost \$35,000), attendance was nearly 600, and feedback from registrants was excellent. *Holiday Traditions* was the best yet, boasting attendance of nearly 400 at the Fashion Show and a profit of almost \$50,000. *The Shop* had a banner year expanding their community donation drives and estate sale service. The *Spring Gala* dinner auction was a sellout, providing a fun way to contribute. In 1996 we concluded our operation of the Dreyer's Ice Cream Café due to higher than expected operating costs and volunteer resources required to properly run this business. The Café was turned over to another operator. We continue to value our relationship with Dreyers and we're sorry this avenue of fundraising proved not to be viable.

Internally we continued to focus on a strong, well-trained, diverse membership. Training was a priority this year as well as leadership development and membership involvement. We partnered with the Volunteer Center of Contra Costa and *Diablo Magazine* in the second annual *Threads of Hope* awards honoring volunteers throughout our community and expect this to be an annual event. We continue to streamline volunteer roles to allow today's women to participate. With many demands of work, family, financial pressures and an increased need for volunteers in our community, the role of women in improving and shaping communities was greater than ever. We continued to try to be the best volunteer organization a woman could join and provide a place for women to fulfill that role.

1997-98 was a year of renewed enthusiasm in our members, a focus on streamlining our systems, an increased sustainer participation in the League. There was keener appreciation of our members and their individual and collective contribution to the organization. The Board became a strong team that was able to utilize each individual Board member's strengths and

come to a consensus on difficult decisions. The Board's support of the membership contributed strongly to the success of the League.

The **Membership Development Council** attracted 50% more new members this year. We increased our trainings throughout the year. Speakers were brought back to the General Meetings with an associated increase in the attendance at our meetings.

The **Ways and Means Council** experienced both highs and lows this year. J Our fundraisers, *Women's Business Conference*, *Holiday Traditions*, *Spring Gala*, and *The Shop* were all not only financially successful, but also added qualities of training, membership satisfaction, and community service. We are proud of the achievements of the women who worked on these fundraisers.

1998 saw the closing of *The Shop* in downtown Oakland after 34 years. The expiration of the lease and threefold increase in rent caused the membership to re-evaluate *The Shop*. After long and careful deliberation it was determined that it was in best interest of the League to close. It was sad for all of those involved.

Our financial success allowed us to increase our Community Enrichment Grants to \$25,000 this year. The grants were awarded to: The Mothers Living Stories Project, Oakland Public Library Foundation, Shelter, Inc., Project: Re-Connect, Center for Human Development, and Sports4Kids.

The **Community Program Council** reached out into the community with five collaborative projects: *Teach for America*, *Battered Women's Alternatives*, *Girls Inc.*, *Junior Center of Art & Science*, and *CALICO Center*. We also provided community service with our *Done-in-a-Day Projects* through **East Bay Impact** and advocacy by our **State Public Affairs Committee**.

The second year of our partnership in the *Threads of Hope Awards* proved successful in coordinating four partners: *Diablo Magazine*, Volunteer Center of Contra Costa, JLOEB and the law firm, Archer, McComas, Breslin, McMahan and Chritton. Outstanding Volunteer Awards were given to six individuals.

1997-98 was a year in which our sustainers played an integral role in our year's success. The sustainers offered the active committees on which they served wisdom, support and time. The *Hot Flash*, an insert to the *Bay View* was created, in which **Wanda Wild Woman** guided sustainers through the activities of the year. The 1997-98 year was topped off by JLOEB receiving an Association of Junior Leagues International 1997-98 Organization Development Award in Communication for our web site. This was the first time AJLI had given an award for a web site. We received excellent media coverage throughout the year, having been on television twice and in the paper numerous times.

1998-99 was a year of firsts, as well as a year of transition and change. Our organizational successes were numerous, from fundraisers to projects, from membership developments to publications. A first-time family event was held at the Oakland Zoo in August, and a record

attendance at the September General Meeting demonstrated early on the enthusiasm of all to make it a terrific year.

The **Membership Council** worked together to allow members to learn and grow as volunteers. **Graphic** helped improve communications to members with a new and improved *Bay View* format. We encouraged the development of new members through several means: recruiting activities at General Meetings; the return to a year-long New Member Course; and for the first time, the placement of new members on active projects and committees. Nominating/Placement Advisors adeptly handles Leadership Team nominations and selections throughout the year, as well as serving as advisors to all actives and new members.

Dynamic speakers and training were part of the attraction for members attending more General Meetings and training than ever before. Presenters included AJLI President Clotilde Perez-Bode Dedecker, and advocacy trainer Nancy Amidei, as well as speakers from the Family Violence Prevention Fund and Breast Cancer Awareness Fund.

Vision 2000 teamed with the Board of Directors to develop the revised Vision Statement, Goals and new Strategic Initiatives for JLOEB. A member survey and focus groups, as well as a Town Hall Meeting, served to include the active, new members, and sustainer membership in the development of this new plan. The active membership approved the new Strategic Plan at the April General Meeting.

The **Ways and Means Council** was instrumental in earning over \$100,000 in revenues this year, through a number of successful fundraising efforts. *Holiday Traditions* began the season with a first time event at the Pottery Barn retail store, celebrating their grand opening in Walnut Creek with a cocktail party fundraiser. Also a new addition to the *Holiday Traditions* event was an author luncheon, with *Chicken Soup for the Soul* author Hanoch McCarty as speaker.

Another first year was our December *Breakfast with Santa* event. This event was coordinated with the Claremont Resort with all proceeds benefiting JLOEB. In March, *Spring Gala* celebrated at the Federal Reserve Bank Building in San Francisco. The *Gala* saluted the Oscars in Hollywood style.

A promotional kick-off event for the 3rd Annual JLOEB *Women's Business Conference – Women 2000: New Era, New Opportunities* was held in April. This was a collaborative effort of the **Fund Development, Marketing and Recruitment** and **WBC Committees**. **Fund Development** worked once again with the five Bay Area Junior Leagues and the Mercedes-Benz dealers of Northern California to raffle a new 1999 Mercedes ML320.

Community Program Council presented a record \$29,350 in Community Enrichment Fund grants to the following agencies: Bay Area Crisis Nursery, Contra Costa County Food Bank, Family Support Services of the Bay Area, Rape Crisis Center, VESTIA in partnership with the Contra Costa Social Services Department, Black Adoption Placement and Research Center, and the Volunteer and Emergency Services and Shelter program.

For the first time, **SPAC** participated not only in legislative monitoring, but also co-sponsored four pieces of legislation. In addition, **SPAC** hosted several advocacy trainings, highlighted advocacy efforts at the October General Meeting, and coordinated a bus trip to Sacramento to meet legislators. **East Bay Impact** collaborated with over twelve agencies.

1998-99 community projects included a new project with *Mt. Diablo Child Care Advocates* providing learning support services to non-English speaking low-income preschoolers. In addition, we continued our enthusiastic team effort in the Oakland School District, mentoring young teachers from *Teach for America*. We concluded our successful partnership with *Junior Center of Art and Science*, developing hands-on experiences in both art and science for three permanent exhibits on California and Native Americans.

Finally, we completed a three-year collaboration with Battered Women's Alternatives on the award-winning project, *You Never Win With Violence*. By the spring of 1999, over 4000 second-grade students had participated in the program, and learned about violence and ways to promote healthy relationships. In May, at the Annual Conference, AJLI presented JLOEB with the prestigious 1999 MBW Merit Award and a check for \$1,000 in recognition of the excellence of the project and its continued success.

The **Sustainer Council** held a most successful luncheon with keynote speaker Dr. Balazs Bodai, the physician who envisioned, created and produced the Breast Cancer Stamp, the first ever mailing stamp issued by the U.S. Postal Service as a fundraiser. Sustainers were invaluable in their contribution to our Leadership team and Board of Directors, sharing their enthusiasm for the activities of JLOEB and their past experiences and insights.

The 1990-2000 League year was a year in which our organization continued to evolve and change to ensure a vital future. The original concept was for the year to be a transitional year, during which the initial steps in the development of a Signature Project were undertaken. Initial collaborative steps were taken to combine the efforts of three committees: **Project Development and Evaluation**, **Vision 2000**, and **Fund Development** and will be expanded next year by combining these three committees into the **Strategic Planning Committee** that will report directly to the Board of Directors. The Board worked diligently to support the membership's concerns and to approach issues using policy governance guidelines to create new levels of excellence in accordance with our Mission.

The **Membership Council** worked tirelessly to restructure several committees in the League to bring us into the 21st Century. They increased their efforts in membership satisfaction in an attempt to give members their first or second choice of placement opportunity. The **Membership Development Committee** fulfilled one component of our Mission Statement, "...to develop the potential of women..." by providing entertaining trainings while increasing the number of informative trainings such as a grant writing and CPR.

In January we hosted a NorCalNevaHo training on the topic *Exploring New Concepts in Membership Status and Requirements for Women in the Twenty-First Century*. Mary Hill Canavan, AJLI Board of Directors Vice-President, and Ann Dalton, Governess Director for AJLI facilitated the meetings. This training provided the NorCalNevaHo affinity group a

proactive approach to preparing and planning for the future and opened up a dialog that developed some initial guidelines for this process. Assemblywomen Lynne Leach and Ellen Corbett provided valuable insights into women's leadership roles in the 21st Century as guest speakers at a General Meeting. Our General Meetings were also attended by sustainers who presented *Blast from the Past* historical perspectives of who we are as an organization and where we came from. Computer Resource Specialists updated the office computers.

The **Ways and Means Council** accomplished its goals in raising \$120,000 in revenue this year through a number of highly successful fundraisers. The *Holiday Traditions* celebration continued with the second annual Pottery Barn cocktail party to kick off their event. Nordstrom returned, after a year's absence, to mount a delightful fashion show. This hugely successful event surpassed its financial projections.

Brought back by popular demand was *Breakfast with Santa*, which was quickly sold out again this year. March came in with a roar, with two fundraisers, *Spring Gala* and *Women's Business Conference*. The *Spring Gala: Le Cirque de Printemps*, was an immensely popular event. This year's gala increased its revenue, surpassing the projected goals to the delight of the membership. The *2000 Women's Business Conference: On Track 2000*, provided the League with a wonderful fundraising and marketing forum while giving attendees an opportunity to increase their knowledge and be inspired by Keynote Speaker, Jackie Joyner Kersee. In April, the **Special Events Committee** went on to sponsor a house tour of homes that have risen from the ashes of the Oakland fire, bringing in an additional \$10,000 for a one-day event. The **Cookbook Committee** developed a business plan and designed the blueprints for an outstanding publication that will contribute revenue for at least a period of three years. In a collaborative effort with Barnes and Noble the League added a new fundraiser that provides proceeds from internet shopping. Our hugely successful fundraisers enabled us to maintain a level of economic support to continue to provide our quality community programs.

The **Community Program Council** presented \$25,900 in Community Enrichment Grants to the following agencies: \$5,000 to VESTIA to purchase Life Books for children in the Contra Costa County foster care system; \$5,000 to Youth Homes, Inc. of Martinez, to be used to purchase furniture; \$4,000 to Big Brothers/Big Sisters of Oakland for their mentoring program; and \$4,800 for Bay Point Smile, which provides restorative and preventative dental treatment to uninsured children of the Bay Point school system. The remaining grants included: \$3,000 to Boys and Girls Clubs of Oakland to provide 350 youths and over 50 parents with group drug, alcohol, and safe sex counseling; \$2,600 to Davis Street Children's Center to provide all children at their site the opportunity to participate in enrichment programs; and \$1,500 to Children in Flight to produce a video to educate other non-profits regarding the benefit of music as an educational tool. **SPAC** had another busy and product year. Delegates represented JLOEB on the statewide committee that focused on legislation in the areas of education, violence prevention, family support, and health. This year **SPAC** also celebrated the signing into law on January 1, 2000, of SB563, a bill authored by **SPAC** delegate Donna Looper of JL San Diego that provided the same protection to former partners who suffer domestic violence-related battery after a relationship is terminated. **SPAC** delegates this year attended AJLI Policy Institute in Washington, D.C. where highlights included talks by Health and Human

Service Secretary Donna Shalala and Marion Wright Edelman, founder and President of the Children's Defense Fund, as well as visits with policy makers in the Departments of Education and Justice. Statewide conferences were held in the fall in San Jose, the winter in Redondo Beach, and the spring in Sacramento. Throughout the year, **SPAC** delegates supported positions on many bills affecting *Children at Risk*.

In 1999-2000 JLOEB committed over \$20,000 to community projects in Contra Costa and Alameda Counties. Through collaborative efforts with Girls, Inc., our volunteers provided curriculum to facilitate effective communication between mothers and daughters while providing health education about the changes occurring during puberty and promoting family discussions about values and decision making. League members were trained by Girls, Inc. in a research-based curriculum known as *Growing Together* and then actively recruited mother-daughter groups in their own communities. Working with the Oakland Zoo, the League created a program called *Science through Literacy*. The goal of this project was twofold, beginning with the creation of six prototype Discovery Boxes for the Discovery Room at the Zoo. The project continued in collaboration with the Spectrum Project, and has worked closely with the Oakland Zoo to reach out to schools with at-risk and underserved children to increase test scores. League volunteers assisted by hosting two *Discovery Days* for the families of kindergartners and first graders from Thurgood Marshall and Grass Valley Elementary Schools in Oakland. After developing the curriculum with teachers and parents, volunteers spent two rewarding mornings working directly with children and their families. League members also purchased science-related books that coordinated with the themes of the six Discovery Boxes. The **Community Projects Committee** left a legacy that will impact the community for many years to come.

JLOEB continued its support of *Teach for America*, a national teachers' corp composed of outstanding recent graduates of all academic majors and cultural backgrounds who commit two years to teach in under-resourced urban and rural public schools. During the 1999-2000 school year, 25 League volunteers teamed up with 51 first-year teachers in 19 Oakland Public Schools ranging from elementary to high school. We directly affected 3100 at-risk students. League members took part in classroom and field trip activities while supporting teachers by correcting homework and making numerous phone calls to help core teachers transition to the Oakland area and meet their classroom and personal goals.

In a first-time collaboration with *Shelter, Inc.* the League provided volunteers to work every Wednesday night with school age children at the Mt. View House in Martinez. Mt. View is transitional housing for mothers with children and single women. While the mothers were attending beneficial life skill classes, committee members spent time with the children, providing cooking, gardening, and arts and crafts projects that were designed to enhance self-esteem. The **East Bay Impact Committee** participated in Alameda and Contra Costa Counties. The **Project Development and Evaluation Committee** narrowed the focus for a Signature Project to prospects that will work with school age *Children at Risk*. During the next year the **Strategic Planning Committee** would continue to research a Signature Project.

This year, and ad hoc committee, **Information Management**, reporting directly to the Board designed a new website and developed a new database that would reduce the administrative

workload on our individual members. This state-of-the-art innovation kept our League on the cutting edge of the technological environment that surrounds us.

The **Sustainer Council**, again this year participated in our General Meetings through the presentation of *Blast from the Past* that shared their insights and perspectives with actives. Once again they held a successful luncheon at Scott's Restaurant, which provided valuable concepts and tips on home decorating. The Sustainer Directors provided invaluable wisdom, sanity, and support to the Board of Directors.

2000's

In 2000-01, the League truly positioned themselves for the future and continued success. They completed the year with the introduction of all new marketing material for use with our community and corporate donors and sponsors and for recruiting new members. Another class of new actives that was incredibly dedicated to improving our community was welcomed with several new actives accepting Leadership positions. An ad hoc committee called **Just for Fun** was dedicated to starting smaller groups of members with common interests that our members would feel more connected and have the opportunity to do things together other than their community or projects work. This idea was so successful that it would be an official committee next year. The cookbook, *California Fresh Harvest: A Seasonal Journey Through Northern California*, was published, and we launched our Signature Project at Hoover Elementary.

A fifth Council was added this year, the **Communications Council**, joining our **Sustainer, Membership, Ways and Means** and **Community Programs Councils**. The **Communications Council** was designed to include all of the committees responsible for communication both internal and external to our League. Many features were added to our website; one of those being the ability to pay dues on line. Our extranet was expanded and all designed to make information more easily accessible and timely for our members.

In order to carry out much needed and desired services and projects we needed to raise money. Once again our **Ways and Means Council** did a fabulous job. All 2000-01 fundraisers, *Holiday Traditions, Spring Gala, Cookbook, Radko Ornaments, Breakfast with Santa*, successfully earned the financial resources needed to make an impact. Fundraisers in conjunction with contributions to the **Maridel M. Moulton Endowment Fund** and the **Sharon Flood Clark Memorial Endowment Fund** provided the funds for the projects and our Community Enrichment Grants. The **Sharon Flood Clark Memorial Endowment Fund** was established in 2000, through the generosity of her family, to enable our League to continue this long time League member's support of children in the community even after her death.

Celebration of the publishing and debut of our latest cookbook, *California Fresh Harvest* began. Our cookbook highlights sixteen of the more than thirty commodities for which Northern California leads the U.S. in production. Throughout the book, each recipe features an accompanying sidebar describing local detours and destinations, harvest festivals, chefs' tips, regional products and seasonal produce information. This fundraiser was projected to be the League's largest fundraiser ever.

Through the **Community Program Council**, League members were also involved with mentoring *Teach for America* teachers in Oakland and presenting teen pregnancy prevention curriculum to girls and their parents in conjunction with *Girls, Inc.* Members also participated in numerous daylong and short-term projects carried out through our **East Bay Impact** and **Mini Projects Committees**. These committees meet the immediate needs of the community and fill the gaps that exist in providing services. Members make a difference when working to help a homeless shelter to reopen, working at a local food bank, painting an outpatient center for low income children and families providing counseling for abused and abandoned children and help make the holidays a happier time with our holiday parties for children in hospital.

The League also celebrated the development and launch of the five year Signature Project. Work began with the Oakland Unified School District on a project that would center on education and literacy in kindergarten through second grade. Adding a Signature Project to the League's work in the community was one of the results of our Strategic Plan and members were proud of this accomplishment.

SPAC had another successful year, representing the League along with 16 other California Junior Leagues, focusing on legislation in the areas of education, violence prevention, family support and health. This year approximately 230 bills would be reviewed.

This year \$29,000 in Community Enrichment Grants would be awarded in addition to the over \$20,000 given to the community through the League's Community Projects. Grants this year were awarded to the Bay Area Crisis Nursery, Children's Hospital Breastfeeding Support Center, BOSS-Building Opportunities for Self Sufficiency, the Spectrum Center and the Lucille Glass Mauzy Foundation.

The **Sustainer Council** was very busy this year and very supportive. The actives were fortunate to have many of our sustainers involved in all of the fundraisers, with many of the helping with the publication of our cookbook. We also continued to have wonderful sustainer support through their involvement on the committee, council and Board level as Sustainer Advisors and Directors.

The **Membership Council** supported our League by recruiting and new members, training our members, welcoming transfers, providing the program and arrangements for General and other meetings, selecting the Board and Leadership Team and placing members and mentoring them through out the year.

As the year ended, an ad hoc committee continued to work out the details of office space. The lease expired at the end of June and Leadership worked on a solution to the increased rents in the area to find the best solution both financially and in terms of a conveniently located office.

In addition to all the above success, focus this year was on decreasing unnecessary spending, improving League member satisfaction, focusing on the quality of the General Meetings, including the right mix of community speakers, League business, and starting and ending on time. This respect for our member's time would hopefully play a large role in retaining our members and welcoming many more actives into our League.

The 2001-02 League year was filled with many major accomplishments including our first success of the year – our efficiently organized and smoothly executed move to our new office in Lafayette in June. Each council made significant contributions to the JLOEB during 2001-02. Highlights include: 1)The successful launch by the **Marketing and Corporate Relations Committee** of our League-wide Account Manager program; 2)We sold over 11,000 copies of our cookbook, *California Fresh Harvest*, which received the highly regarded grand prize in the 12th Annual TABASCO Community Cookbook Competition; 3)The League made significant progress with our focus project, the *Super Stars Literacy Project* including hiring the Project Coordinator. Lastly, we welcomed an incredibly energetic, motivated and committed group of new actives to our organization – several of whom accepted Leadership positions for the 2002-03 League year.

In 2001-02, JLOEB committed over \$105,000 and 5,000 volunteer hours to improve the lives of vulnerable children in the Alameda and Contra Costa Counties. The **Community Program Council** oversaw the direct services component of the JLOEB. A phenomenal group of women from the **Signature Project Committee** continued to develop and ready for launch in the 2002-03 school year, the *Super Stars Literacy Project (SSLP)* at Hoover Elementary School in West Oakland. It is the JLOEB's goal that the *SSLP* will not only provide a much needed and safe after-school environment for the children, but will also attempt to close the reading gap for those children in kindergarten and the 1st and 2nd grades identified as most at risk of reading failure.. In addition to program development, the League make a significant impact in the Hoover Community: members helped host the annual back to school picnic; conducted a book/backpack drive to provide all children in kindergarten, 1st and 2nd grades with books; provided support and child care at the Marcus A. Foster Educational Institute's Parent University held at Hoover and hosted a literacy event which over 300 children and adults from the Hoover community attended. The Council's concentrated efforts at Hoover were complemented by the first-hand literacy training and experience gained while tutoring young girls in our partnership with the *Girls Start Literacy Program* at Wilson Elementary in San Leandro.

In addition to our year-long community projects, through our *Mini-Projects* and *East Bay Impact* events, members dedicated over 2,000 volunteer hours to over 20 agencies and organizations throughout Alameda and Contra Costa Counties. The **Mini Projects Committee**, which oversaw projects with 3-5 day duration, exceeded their expectations by completing 7 projects. Simultaneously, the **East Bay Impact Committee** designed to tackle short-term community needs that require volunteers for a single day, organized 12 events working with numerous agencies including the Ann Martin Children's Center, Alameda County Lead Poisoning Prevention Program, Bay Area Crisis Nursery, the Children's Support League, Diabetic Youth Foundation and the East bay Agency for Children.

Significantly, on behalf of JLOEB, the **Community Program Council** selected the following agencies as beneficiaries of community enrichment grants in excess of \$32,000: Newborn Connections; the Family Stress Center; the Food Bank of Contra Costa; A Safe Place: The Davis Street Community Center; and Deer Hill Ranch.

The **Communications Council** successfully completed its second year and made a significant impact on the League. The **Web Committee** continued to enhance the JLOEB website by adding a number of fun and functional features. The website became an outstanding and indispensable support tool for our organization. In addition to providing technical support and guidance to several League committees including **Cookbook** and **Finance**, and **Information Management Committee** focused its energy on further developing knowledge management tools and infrastructure that the League can independently and cost effectively maintain into the future. The **Graphics and Publications Committee** successfully accomplished their three major initiatives for the year: 1)Converted from PageMaker to Quark Xpress in order to make JLOEB compatible with the graphics and printing industry standard; 2)Further developed JLOEB's "brand Identity" and improve the League's visibility by applying the new logo and graphics standards in all printed materials; 3)Strengthened the linkages between the League's printed and electronic communications. Lastly, the **Marketing and Corporate Relations Committee** made a significant contribution to helping the League build and improve relationships and image in the community. In order to accomplish this objective, the committee completed a League-wide initiative to train all members on how to market JLOEB. Simultaneously, the committee successfully launched the first ever JLOEB *Account Management Program* which is a formal and structured program designed to help JLOEB develop stronger and more consistent relationships with key companies and partners in the community we serve. The committee recruited and trained 20 members from across the League – a number of whom were able to bring in substantial grants and donations to the League by year end.

Our **SPAC** continued to further our efforts in the community through statewide advocacy. Together with 16 other Leagues in California, **SPAC** reviewed over 2,214 new bills which specifically pertained to women and children.

Members are JLOEB's most valuable resource and the **Membership Council** focused its efforts on enriching their League experiences during the 2002-03 League year. The **New Member Committee** focused on making the first year for our new members a great one. They implemented a few key changes in the new member course and focused on one-on-one mentoring – areas of emphasis that were very successful in that over 90% of the new members completed the course and became actives in May. In addition to recruiting and training new members, the council was also responsible for the training, mentoring, and retention of active members with the tremendous work done by the **Nominating and Placement, Training, Programs and Arrangements**, and **Just for Fun Committees**. Notable accomplishments for the year include the selection of a phenomenal Board and Leadership Team and the successful reorientation of our April and May General Meetings with the year culminating in a wonderful social, member focused evening at the Round Hill Country Club.

Fundraising is a key component of the JLOEB. Notably, 95% of the funds raised through our efforts are dedicated to supporting community programs. The members of the **Ways and Means Council** contributed countless volunteer hours in order to accomplish their financial objectives for the year. In addition to a number of smaller, focused fundraisers such as *Breakfast with Santa*, our primary fundraisers, the *The Spring Gala: an Evening in Monte*

Carlo, and our newly published cookbook, *California Fresh Harvest*, made significant financial contributions necessary to fund our work in the community. Over 250 guests attended the *Spring Gala* which raised in excess of \$45,000. Simultaneously, the **Cookbook Committee** was hard at work developing distribution channels, as well as attending special events in the community in order to promote and sell our award-winning book. By mid-year, we had sold over 11,000 books and were on track to selling out our first printing of 23,000 books by the end of 2002.

In the **Ways and Means** area, the year-old positions of Solicitation Coordinator and Fundraising Coordinator proved tremendously valuable to the evaluation and coordination of our fundraising activities. Our **Fundraiser Ad Hoc Committee** carefully researched and presented for membership new *Women's Day Fundraiser*, which is slated to launch in the 2002-03 fiscal year.

In addition to supporting the fundraisers, many members contributed cash and vehicles to the **Maridel M. Moulton and Sharon Flood Clark Memorial Endowment Funds** – insuring that these Funds continue to grow and enable League to provide community enrichment funds for years to come.

The **Sustainer Council** enjoyed another tremendous year. In addition to their oversight of numerous sustainer interest groups, the **Sustainer Council** organized two very successful social events, the holiday *Wassail Party* in December and the annual *Sustainer Luncheon* held in April. Our Sustaining Directors to the Board were key members of the active Leadership team. In addition to their guidance and assistance at the Board level, many sustainers acted as advisors to numerous active committees, while many others generously supported our League fundraisers and our League Endowment Funds.

It was an exciting year in 2002-03 with the successful launch of the *Super Stars Literacy Project* serving 50 children at Hoover Elementary School in the Oakland Unified School District. *SSLP* is a comprehensive after-school program designed to increase the academic and social development of children in kindergarten, first and second grades who have been identified by their classroom teachers as needing literacy skills support. JLOEB hopes to expand *SSLP* to 75 children in 2003-04. The success of this program can be measured, in part, by the financial support we have received. This year *SSLP* obtained over \$27,000 in donations from individual members and \$115,000 in grants from corporations and foundations.

JLOEB had three major sources of fundraising in 2002-03. Our **Special Events Committee** planned and executed two exciting events. *Breakfast with Santa*, held again at the Claremont Resort & Spa, delighted the sold-out crowd. The *Spring Gala: A Cosmopolitan Affaire*, took place at the W Hotel in San Francisco. Over \$70,000 of donations were solicited for the gala auction. Both events raised revenues in excess of budgeted estimates. Additionally, sales of our award-winning *California Fresh Harvest* cookbook continued to be brisk. It will go into reprint this calendar year with the goal of having retail/wholesale accounts in all 50 states. Our projects and grants would not be possible without the fundraising efforts of our **Ways and Means Council**.

At the same time, our **Community Programs Council** coordinated numerous *East Bay Impact* and Signature Project volunteer shifts – JLOEB members worked countless hours, serving *Children at Risk*. Additionally, our **Membership Council** enriched our members' growth and satisfaction through successful new member recruiting and development, as well as exciting General Meetings, multiple social activities and trainings. The **Communications Council** focused on launching a new JLOEB brand identity. The new AJLI-sponsored logo and tagline, *Women building better communities*, allows us to leverage the strength and synergy of Junior Leagues worldwide and increase public awareness of our charitable and educational accomplishments.

This year, the League awarded Community Enrichment Grants to four agencies providing vital services that build better communities. Because our signature project, the *SSLP*, is located at Hoover Elementary School in Oakland, the grants were awarded to agencies providing services in Contra Costa County.

FamiliesFirst received a \$3,000 grant to help support their Kinship After-School Program located in Concord. In Contra Costa County nearly 40% of children removed from their biological parents are placed with relatives, most of whom are grandparents. These families often face multiple hardships, so without support, the caregivers may consider placing these children in traditional, non-relative, foster care. The Kinship Support Services Program provides many services, including the After School Program. The After School Program provides a variety of positive and age appropriate activities such as Homework Club, the Reading Club, art and music workshops, nutrition workshops and field trips. Besides providing educational and fun experiences for the children, the caregivers receive much needed respite – time to attend support groups or other activities and get health treatment. This is the first grant FamiliesFirst has received from JLOEB.

Lutheran Social Services is another first time grant recipient. Their program, Teens Talking Together, is a successful peer counseling program expanding into Contra Costa County. This program is a collaborative effort between the East Bay Area Office of Lutheran Social Services and seven middle schools and high schools in El Cerrito, Martinez and Richmond. The \$3,100 grant will be used to provide trained counselors to facilitate weekly peer group sessions for 10 to 12 teenage girls deemed to be at high risk for teen pregnancy, violent behavior or poor academic performance. The sessions are structured to allow informal discussions among the girls as well as learning specific life skills. Sessions deal with issues presented by the girls themselves. The girls select session topics such as managing conflict and anger, practicing assertiveness, understanding stress and peer pressure, substance abuse, teen pregnancy and dealing with grief and loss. Individual counseling for the girls and follow-up family counseling are also available.

Sports4Kids has received funding and volunteer support in the past from the League. Now Sports4Kids has moved into Contra Costa County and the \$2,500 grant is being used to help fund a program at Fairmont Elementary School in El Cerrito. This program provides recess and lunch recreation and fitness programs for all students; physical education units delivered by classroom teachers; after school homework help; snack and fitness activities; and a Junior Coach (youth leadership) Program. Sports4Kids programs have been implemented

successfully at 42 other low income schools in the Bay Area. They have documented many positive outcomes, such as a reduction in aggressive behaviors, improved grades, increased cooperative, pro-social behaviors and providing a sense of safety at school. This is the only after school program operating at Fairmont Elementary School.

The Center for Human Development is another agency that has received JLOEB funding in the past. The \$3,000 grant will be used to partially replace funding that was lost when the county health services department shifted their funding philosophy after providing support for 15 years. This money will help sustain the program while the agency looks for other ways to stabilize funding. This grant will be used specifically for an after school program located in North Richmond, one of Contra Costa's most impoverished communities. Younger children will receive help with homework, tutoring and computer assistance. Older children will participate in recreational activities and community service projects, such as holiday food give-away. Without this program, many of the participants would be hanging out on the streets in the afternoon instead of being in a safe and supportive environment.

In 2003-04, the League continued its commitment to the children of Alameda and Contra Costa Counties while attempting to develop a plan for the future which addresses our financial, fundraising and membership issues. The *SSLP* completed its second year in the classroom by supporting all the students who were in the program last year as well as a new incoming group of 25 kindergarteners. The primary *SSLP* after-school program components consist of reading practice and support, homework assistance and literacy extension and social enrichment activities. Program content, curriculum and reading selections are deliberately coordinated with Hoover teachers whose students are participating in *SSLP* and complement the standard Open Court Reading Program curriculum and other content the students are encountering during the school day. With *SSLP*, JLOEB and program staff have thoughtfully implemented a program that has been designed to have substantive, measurable outcomes. Evaluation criteria and measures of program success are both quantitative and qualitative. When we launched our program, the kindergarten participants were at 12% of benchmark. By year-end, they were at 102% of benchmark. Parent/caregiver involvement has increased as two parents have joined the Program's Advisory Board. And parents, caregivers and family members have embraced our Saturday family field trips, with between 50-75 attendees per field trip. Other key accomplishments include the participation of over 39 tutors contributing almost 1,100 hours of one-on-one tutoring with *SSLP* students; the support of a number of Hoover Elementary events including Literacy Night, Science Night, Career Day, etc. In addition, we continue to increase our grant-writing expertise and secured over \$100,000 in grants to support the program.

The **East Bay Impact Committee** coordinated 16 shifts at 9 different community agencies including *Project Ready to Learn*, *George Mark Children's House*, *Child Abuse Prevention Council*, *Children's Hospital*, *Girls, Inc.*, *Tri-Valley Haven* and the *Spectrum Center*.

Community Enrichment Grants were limited this year to two donations: \$5,000 to The Royal Family Kids Camp, and \$3,000 to the Oakland Zoo.

The **Communications Council** completed its implementation of the logo redesign begun last year and put its focus on implementing a more cost-effective communication strategy. Weekly emails were sent to all members who have their email address on file with the office. A hard-copy of the *Bay View* was mailed out four times during the year and an electronic copy was posted on the website the other months. The **Community Relations Committee** worked hard to get press at all League events including the Crate and Barrel event, *Breakfast with Santa*, *Spring Gala* and a cookbook event at Butterfly in San Francisco. Next year the council will continue to try to use as few members as possible to execute its goals in order to enable more members to be placed on the **Ways and Means** and **Community Program Councils**.

The **Membership Council** continued to focus on executing a dynamic new member program, planning excellent trainings for our members and executing fun, cost-efficient General Meetings. In addition, several changes were evaluated and planned for next year including a split of **Nominating and Placement** into two committees, the move of Area Placement Advisers to become Committee Placement Advisers, and a change in focus from recruiting new members to retaining current members.

The **Ways and Means Council** had a dynamic, creative year as we attempted some new events and activities to aid in our fundraising efforts. The **Special Events Committee** kept focused on our core fundraising efforts with the *Breakfast with Santa* event (in conjunction with a team of fabulous new members) and the *Spring Gala*. The **Cookbook Committee** continued to garnish more publicity and awards through the fabulous Crate and Barrel Event and by winning the first annual FRP National Junior League Cookbook Award for the best cookbook program in the country. The **Fund Development Committee** tried General Meeting sponsorships with John Muir Women's Health Center and Tupperware; a partnership with the Oakland A's; and our first *Annual Fund Campaign*. A new fundraising plan was put in place to launch a new *Home Tour* fundraiser in November 2004 as well as a new **Special Events Committee**, which will plan and host 2-3 fundraiser events throughout the year.

Celebrate the Legacy ~ Celebrate the Journey encompassed the 2004-2005 League year as we proudly celebrated the League's 70th anniversary. In addition to this milestone, highlights from the year included the *Artful Living Home Tour* and Kick-Off event; Crate and Barrel shopping event; a dialogue session with the incoming and outgoing Board of Directors of the association of Junior Leagues International (AJLI) at the spring NorCalRenoHon President/President Elect/President Elect-Elect meeting hosted by JLOEB; development and membership approval of the 2005-2008 Strategic Plan; the *Pumps & Pearls 70th Anniversary Event* honoring Past Presidents; and JLOEB being honored at the 83rd AJLI Annual Conference in New Orleans as a \$10,000 Crest Whitestrips Community Smile award recipient for our *Super Stars Literacy Program*.

Community Enrichment Fund Grants: Community Violence Solutions was awarded \$4,000 to purchase equipment and support expansion at the Children's Interview Center (CIC) of Contra Costa County. Building Futures with Women & Children was awarded \$2,000 to initiate a special fund for their Midway Shelter in Alameda, which serves homeless women and children in the East Bay. The Family Violence Law Center was awarded \$2,000 to support the Relationship Abuse Prevention (RAP) project, a program geared towards educating students

about the dynamics of domestic and dating violence. And, the Women's Daytime Drop-in Center was awarded \$2,000 to support the Children's Program, which includes assistance with referrals for medical, dental, preschool, mental health and other services needed for each child.

Ways and Means: It was the inaugural year of our *Artful Living Home Tour* – a new fundraising endeavor that garnered the League incredible community participation and awareness. The energy-packed, three-day event began with a *Kick-Off* party at the Lazy K/Orchard Nursery Thursday evening November 5, 2004 and was followed by the *Home Tour* Friday and Saturday, November 6-7, 2004, which included five architecturally unique homes in the Lafayette area.

We toasted the start of the holiday season December 5, 2004 with a shopping event hosted by Crate and Barrel in Walnut Creek. This marked the third time that Crate and Barrel generously showed their support of the League and our programs by sponsoring this highly popular event and donating ticket proceeds and 15% of merchandise sales during the event to JLOEB.

Cookbook sales of *California Fresh Harvest* continued through the dedicated efforts of a small but determined group of sustainers and actives. One of their most impressive accomplishments of the year was landing the single largest sales of books to date – 1,000 books! In the 2005-06 League year, the **Fund Development Committee** will research innovative ways in which to distribute *California Fresh Harvest* at a higher volume and eventually phase out sales as members identified, through the strategic planning process, a strong preference for event-based fundraising as opposed to product-based fundraising.

Our fundraising efforts of the year culminated by celebrating JLOEB's 70-year legacy of *women building better communities* with the *Pumps & Pearls* event April 9, 2005 at the beautiful Claremont Resort and Spa in Berkeley. The event, hosted by Spirits in Stone, also honored the women who have served the League in the role of President. Over 200 guests attended the event, and we were so thrilled that 23 of them were Past Presidents. Oakland Mayor Jerry Brown sent an official letter proclaiming Saturday April 9, 2005, Junior League of Oakland-East Bay Day, and California Governor Arnold Schwarzenegger sent a letter of congratulations to JLOEB for seven decades of service and thanking the League "...for giving of yourselves to open doors of opportunity for others, especially at risk children and their families." It was a very special fundraising celebration.

Community Programs: Our commitment to serving *Children at Risk* remained steadfast as we volunteered at 12 *East Bay Impact* events aiding such agencies at the Contra Costa Times and Contra Costa County Volunteer Emergency Services Team in Action (VESTIA) for *Project Ready to Learn*; the Leukemia & Lymphoma Society for *Light the Night* in Walnut Creek; the Edible Schoolyard; Alameda County Food Bank; Alameda County Social Services Department of Children and Family Services holiday party for Foster Care children; Salvation Army Holiday Basket; Girls, Inc. Phone-A-Thon; the Valley Children's Museum's *Night at the Oscars Gala*; East Bay Children's Theatre; Spectrum Center restoration project; Improving Pregnancy Outcomes Project's (IPOP) *Community Baby Shower Drive*; and the Children's Support League's *Heart of the Home Kitchen Tour*.

The *SSLP* concluded its third active year at Hoover Elementary in Oakland and celebrated the graduation of the *Super Stars* Children who started with the program at its inception as kindergartners, stick with it through first and second grades and have now graduated out of the program and onto third grade – able to read, standing shoulder to shoulder with their peers, and ready for future academic success. In addition to providing over 30 tutors to *SSLP* participants over the 2004-05 school year, the **SSLP Committee** supported 15 events at the school including the *Back to School Festival*, *Literacy Night*, *Science Night*, *Teacher Appreciation Day*, and *CAT-6 Test Proctoring*. The \$200,000 per year program, funded through grants and individual donations received one of its highest honors in May 2005 at the 83rd AJLI Annual Conference in New Orleans when JLOEB received the \$10,000 AJLI/Crest Whitestrips Community Smile Award for the training members receive as a result of participating in the *Super Stars Literacy Program*.

Communications: In 2004-05, the League received unprecedented media coverage for its projects and events. *SSLP* was a feature story on KRON 4 News at 9 and a story on the League's 70th Anniversary was prominently featured on the front page of the *Contra Costa Times*. The *Home Tour* and the 70th Anniversary were featured prominently on the front page of the *Contra Costa Times*. The *Home Tour* and the 70th Anniversary were featured in fall and spring segments, respectively, on KTVU's Sunday morning Q&A show hosted by Roy Avila. *Home Tour* articles were featured in *Diablo Magazine*, the *San Francisco Chronicle*, *Contra Costa Sun*, *Contra Costa Times*, *Oakland Tribune* and *Tri-Valley Herald*.

In an effort to decrease costs yet increase League communications, the *Bay View* went to quarterly publication and the format of the weekly E-Blast was upgraded to a more professional, reader-friendly appearance providing time-sensitive information and information on upcoming events and opportunities. We listened to the sustainer's request for more sustainer-specific communications and reinstated the *Hot Flash* on a bi-annual basis. And, the JLOEB website served as an up-to-date resource for all League events and activities and conveniently added the option this year of purchasing tickets to fundraisers and paying membership dues online.

Membership: From General Meetings that incorporated warm and inviting themes with drives that benefited the community and guest speakers that provided membership enrichment and training, to surveying the membership and holding open forums to collect members' feedback, thoughts and insights as part of developing the League's 2005-2008 Strategic Plan, members were offered the opportunity to play an active role and have a voice in the future of the League. This was the first year in recent history that **Nominating** and **Placement** operated as two separate committees and members seemed to embrace and see the benefit of having their Placement Advisor sit along side them on their respective committees. While small in size, the **New Member Committee** demonstrated that a strong commitment could produce significant results in recruiting and retaining new members. Placing new members on specific committees for the second half of the year proved highly beneficial as the energy and enthusiasm of new members were instrumental in the success of such events as the *Pumps & Pearls 70th Anniversary Event* and *May Annual Meeting*.

The 2005-2006 year was a success indeed. We met our goals by touching the lives of children throughout the Oakland-East Bay in a variety of ways.

East Bay Impact completed seven successful events including Project Ready to Learn sponsored by The Contra Costa Times where 40 volunteers filled more than 1,000 backpacks for needy children; 5th Annual Berkeley City Championship golf Tournament; Lindsay Wildlife Museum 50th Anniversary Celebration party; Diabetic Youth Foundation High Hopes Gala at Diablo Country Club; Salvation Army annual holiday assistance campaign; Contra Costa County's Council for Child Abuse Prevention luncheon fundraiser at Roundhill Country Club; and Casa Vincentia's Crab Feed in at St. Theresa's Church in Rockridge. East Bay Impact did a great job collaborating with the Community Relations committee to solicit and receive media coverage.

SPAC continued to be an outstanding and nationally recognized public policy advocacy organization. They promoted a bill on "universal preschool" authored by Wilma Chan from Oakland and sponsored SJR 22 California Microbicide Initiative authored by Senator Jackie Speier that will mobilize the United States Congress and the President to enact the Microbicide Development Act. The Act will strengthen and accelerate microbicide research and development which will help make a critical difference in spurring much needed research and could have a dramatic impact on women's health.

Super Stars Literacy Program served 50 children with a \$200,000 annual program budget. The program was the recipient of the AJLI/Crest Whitestrips Community Smile Award of \$10,000. Past president and committee chair Carla Koren was honored as she received the distinguished Threads of Hope award by Diablo Magazine. The committee and participants continued to work toward objectives of meeting academic benchmarks, demonstrate improved social development skills, increase parental participation at school, and increase involvement of businesses, non-profit agencies, community groups and volunteers. We were very proud of the significant outcomes of the program - participants entering the program testing in the bottom quartile of their kindergarten class, yet by the end of the first grade year they were testing at a much higher level than their peers. These children would now come home from school and independently seek out books to read and start homework without parental urging, and their attendance at extra curricular enrichment programs was at an all-time high. The Direct Services arm of this committee organized and assisted the school with many important special projects including the Back to School Festival, Halloween Carnival, After-School Showcase Performances, CAT 6 testing proctors Open House/Ice Cream Social, four field trips attended by 250 families, sponsored two Literacy Nights, Science Night and Teacher Appreciation Day. An assessment of the program was completed and it was determined it would be possible to launch SSLP as its own non-profit organization!

Community Enrichment Grants were awarded at the Annual Dinner Meeting in May to four very deserving agencies: the Alameda County Health Care Foundation, Family Support Services of the Bay Area, Kidango, and Richmond Art Center.

New Member Committee brought almost 50 women into the League who started off their League careers with a bang by planning four projects supporting SSLP, two fundraising events

including the Artful Living Home Tour Kick-Off Party and Junior League Uncorked!, the May Annual Meeting and assisted Graphics and Publications.

Nominating Committee fostered leadership potential among our members and selected the slate of the Board of Directors who would continue to lead the League toward success.

Placement Committee rolled out the Volunteer Service Award (VSA) program sponsored by AJLI, served as advisors on each committee as a member resource and assist members with their personal and career goals within the League.

Programs and Arrangements hosted theme-based General Meetings held at the Santa Maria Church in Orinda, the Pleasant Hill community Center and the newly constructed Veterans Memorial Building in Lafayette. A speaker series at each General Meeting included guests Marcia Weider, a dream coach who appeared on Oprah; Ian Hill, winner of the Humanitarian of the Year award; Jaime Polson, an estate planner and author who appeared on the Today Show; Karl Wente of Wente Winery; and Paula Statman, author of Life on a Balance Beam. All speakers generously waived their speaking engagement fee as a donation to the League.

Strategic Planning implemented 2005-2008 Strategic Plan with a focus on the transition plan for SSLP, development of multi-year member recruitment and retention plan, development of a multi-year fundraising plan including development of an event-based signature fundraiser to meet community outreach goals, and development of an advisory board of community leaders, media partners and financial supporters. They made organizational and operational recommendations that were implemented by the Board of Directors.

Community Relations garnered publicity for the League throughout the year. They submitted for two awards - the League Crest White Strips and Threads of Hope – and the League won both awards. They positioned liaisons on various committees to identify opportunities to promote the League, secured local TV coverage, national media placement, fostered relationships with Diablo Magazine, KRON and more. They planned and executed the local “Kids in the Kitchen” event along with AJLI and 225 Leagues to create an impact in our communities around issues of growing importance – childhood obesity and poor nutrition. They also placed our League members on a popular Bravo channel show called Top Chef which was both great fun and great publicity, conducted a members survey electronically using a new web tool called “surveymonkey”, worked in conjunction with key committees to develop press releases, event listings, photo and media alerts, handled media relations, worked with professional photographers and coordinated Public Service Announcements in a continued effort to keep the League positively positioned in the news.

Graphics and Publications published three editions of the Bay View magazine - down from previous years in an effort to cut expenses - the Yearbook, the Annual Report and weekly electronic newsletters - which continued to be recognized a fabulous and economic communication tools. They also provided graphic design assistance by designing ads, signs, invitations, and programs for special events and published the Hot Flash.

Sustainer Council hosted a cocktail party, the holiday Wassail Party at Orinda Country Club, and the Spring Luncheon. Individual committees and interest groups continued to meet, while efforts to encourage new groups to form took place.

Events included Crate and Barrel in Walnut Creek, the Artful Living Home Tour with homes in Alamo, Danville, and Diablo, and Kick-off Party at Temple Isaiah in Lafayette hosted by Sara Sidner of KTVU, and Junior League Uncorked! at the Lafayette Veterans Memorial Building.

Fund Development enlisted Community Connectors, conducted a Pledge Drive, the Annual Campaign, a phone-a-thon, a Planned Giving Campaign, and opened doors to new retailers of California Fresh Harvest

Cookbook performed an analysis which showed that unless the cookbooks were sold, the cost of storing them would deplete the assets they earned. With this knowledge they set about liquidating the inventory and preparing to take on a new project within the League.

Board of Directors worked hard at their annual duties, and took on a few unexpected challenges. Hurricane Katrina hit our sisters in the south hard, and our League made substantial cash donations to help those in need during this national disaster. We began looking for new office space since we found that we needed our cash more than we needed a largely unused office space. Although we looked hard into subleasing, we decided to stick it out until the lease would end in June 2007. We took on a monolith of a project by revising the bylaws to comply with the AJLI bylaws and sharpen clarity. A large focus was redirected to Fund Development as we realized that without it, we would perish. The transition from a “cookbook” League was bittersweet as we said goodbye to our inventory of our beautiful *California Fresh Harvest* books that were liquidated and found homes through wholesale distributors. We looked with hopeful anticipation as we grew nearer to honing in on our next project, as we simultaneously planned to launch SSLP to an independent non-profit organization.

In 2006-07 we celebrated many successes during the year. A *legacy* is a passing of something very important from one generation to another. Our mission – promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers – is a timeless legacy created by our predecessors so many years ago. We strive to live these three pillars in every way, but we also leave them for those who will follow us. 2006-2007 was a year of *Living our Legacy* - and we are all the richer for it.

Membership Council – The hard working **New Member** committee delivered one of our largest-ever classes of new members, with an exceptional 80% moving on to become first year actives.

The annual *Heart of the League* award was instituted to honor an active League member who embodies the League’s values and demonstrates her commitment to the community with her activities outside the League. The first honoree was Noel Twist.

The 26th annual *Lillian Fletcher Nichols Sustainer of the Year* award honored Cynthia McMillen for her extensive and ongoing contributions and impact to the League.

A renewed emphasis was placed on training with the rebirth of February's Training Blitz. A foundation of our mission, training increases our members' knowledge, skills and talents which in turn one day will then be used in a variety of ways to improve our community. An important factor in membership satisfaction, **JLOEB** will continue to place a special focus on training.

JLOEB is experiencing a notable regional demographic shift in our membership. Approximately 25% of our membership is geographically located in Alameda County and 75% in Contra Costa County. Within Contra Costa County, our membership is experiencing significant growth in the Alamo/Danville and San Ramon/Dublin areas. This is an important trend to watch and presents certain geographic challenges since up until recently Lafayette has been considered an acceptable central meeting place.

Ways & Means Council – 2006-2007 represented a renewed vision and dedication to fundraising efforts. The year was full of many special events with valued past partners and several important new community partners. Our membership successfully surpassed our Annual Fund Campaign target, and the second printing of our award winning *California Fresh Harvest* cookbook sold out. **JLOEB's** third annual *Artful Living Home Tour* was held in November in the beautiful hills of Orinda.

The League is renewing its long-term strategic fundraising focus on the importance of community partners and sponsors, evidenced by great success this year and new 2007-2008 committee **Community Partner Development** which has evolved from the former **Fund Development** committee.

MarCom Council – Critical analysis and brainstorming was a common theme this year as **MarCom** tackled improved communication opportunities related to external communication vehicles like the *Bay View* and the *Annual Report to the Community*. A new version of **JLOEB's** website was revealed, including a more robust members' only page.

This is another area particularly impacted by changing times and we support them as they continue to evaluate improved communication alternatives for our various audiences - active members, sustaining members and our community at large.

Community Programs Council – While we've celebrated many successes this year, one milestone we've achieved is especially bittersweet. True to tradition, **JLOEB** is nearing readiness to launch yet another incredible program, *Super Stars Literacy (SSL)*, into the community. It is of distinguished note, with thanks to a sizable anonymous donation, that *SSL* was able to open at a second school, Parker Elementary, in February 2007.

Significant research has been invested in evolving *SSL* into its own 501c3 with a target of 2008. We've been blessed by the program's leadership, staff, committee grant writers, community foundations and funders and the special unique way each one of our members has contributed to the development and success of the program.

With the sunset of *SSL*, the **Program Research & Development** committee was resurrected to assess the present and future needs of the community in order to determine what program(s) JLOEB will commit to in the coming years, related to the strategic, volunteer and financial resources we are able to dedicate.

Done in a Day (DIAD) was very active this year with meaningful projects and partnerships with two organizations that had their roots as **JLOEB** projects: CALICO House and Junior Center of Art & Science. We also had a lot of fun with events for Project Ready to Learn, the Salvation Army, Junior Achievement, and several events for *Super Stars* at Hoover Elementary.

During our May dinner at the Lafayette Park Hotel, a total of \$12,000 in **Community Enrichment Funds (CEF)** awards were distributed to Community Violence Solutions, Oakland Youth Orchestra and Volunteer and Emergency Services Team in Action (VESTIA, Inc.).

It was also a thrilling moment to gift \$10,000 from our Sustainability Fund to *Super Stars Literacy*.

State Public Affairs Committee (SPAC) offered an excellent **SPAC** training during February's general meeting, bringing our membership's understanding of the work of this vital committee to a new level. The renewed excitement was contagious as we experienced the largest-ever attendance for the annual **SPAC** fieldtrip to Sacramento and both the training and fieldtrip opportunity contributed to our ability to reinstate the **Public Affairs** committee in 2007-2008.

SPAC continues to build critical reciprocal connections between the program focus area of **JLOEB**, **SPAC** California Leagues and our local and state government officials through their advocacy, education and relationships.

Finally, with the expiration of the office lease, effective July 1, 2007 the League downsized to a smaller office in the same office complex, saving approximately \$90,000 over the next three years.