



JUNIOR LEAGUE OF
DENVER

Fall Issue

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JLD Celebrates Successful Third Annual L.U.V.S. Event



Grow:

to increase in size, number or degree.



Julia Lazure

Message from the President

Dear Members,

Welcome to the 2019–2020 League year!

As we enter our 101st year, we are in a unique position as an organization to truly reflect on how we want to direct and grow our incredibly healthy and robust organization. This year, we are concentrating our efforts around three big initiatives, including launching the newest iteration of our **Strategic Plan**, exploring the possibility of expanding our community **Focus Area** and elevating our **Diversity and Inclusion** efforts.

We have been operating under our current Strategic Plan since 2014, and have marked much success with the plan, including acquiring our new building, debuting our new cookbook, and launching JLD L.U.V.S., our annual day of service.

As we celebrated our 100th Anniversary last year, we were able to reflect on all that our organization has accomplished in 100 years to develop the potential of women and improve our community. There was a lot to celebrate! At the same time, we thought it was important to focus on where we want our organization to be in the next 100 years, and more specifically, in the next five years. So, with that in mind, the Strategic Planning Committee, with membership feedback, worked to create the next iteration of our Strategic Plan, which we will be rolling out this year. We are excited to share it with all of you!

The first major initiative in the new Strategic Plan is exploring expanding our Focus Area. We have been operating in the literacy space for almost a decade, and it has been very successful for us, as well as beneficial to the community. We developed fantastic programming and cultivated wonderful community partnerships with Denver Public Library, Reading Partners Colorado and Denver Public Schools, just to name a few. We also listened to the feedback that we received from our members and community partners that it might be time for us to explore other areas where we can make an impact, so we created a special committee to look into this possibility, and we cannot wait to see where it takes us.

The second major initiative in the new Strategic Plan is elevating our Diversity and Inclusion efforts. This is incredibly important to our organization, as it ties directly to our Mission statement and allows us to focus on ensuring that we have the opportunity to improve the lives of all women in our community. We created a special committee that is working on our Diversity and Inclusion efforts, and we are in the process of contracting with an outside consultant to assist us with this important endeavor.

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This is an exciting time for the JLD, as we focus on these areas!
During this year, we will also have plenty of opportunities for you to:

- **Give:** Volunteer through our DIAD program or support our Fund Development efforts.
- **Grow:** Attend one of our many trainings, General Meetings, or apply for our new Get on Board program.
- **Get Connected:** Enjoy getting to know the amazing women who make up the JLD at one of our Connections Events.

Thank you so much for being a member of the Junior League of Denver. I look forward to serving with each and every one of you!

Sincerely,



Julia Lazure

2019–2020 JLD President

president@jld.org



**Welcome to our 2019–
2020 Board of Directors!**

President: Julia Lazure

President-Elect:

Melanie Lewis Dickerson

Treasurer: Megan Johnson

Secretary: Kimberly Pendleton

Communications VP:

Allison Pizzuti

Community VP:

Liz Peetz

Finance & Operations VP:

Tess Enright

Fundraising VP:

Caryne Mesquita

Membership VP:

Catherine Zaruba

Public Policy VP:

Naomi Amaha Gollnick

Sustainer VP: Paige Bower

Training VP: Emilie Ricker

Nominating Chair:

Jessica Jacobsen

**Welcome to our 2019–
2020 Advisory Board!**

Communications VP-

Elect: Lactetia Taylor

Community VP-Elect:

Sarah Norris

Fundraising VP-Elect:

Mariette Moore

Membership VP-Elect:

Laura Dietrich

Training VP-Elect:

Meagan Burgio

Sustainer VP-Elect:

Tamara Rook

Give:

*to present voluntarily and
without expecting compensation.*



*“Centennial Celebrations” on display at
Macdonald Book Shop
in Estes Park*

Centennial Celebrations Continues Success on the Shelves

Centennial Celebrations, the latest JLD cookbook commemorating our 100th Anniversary, went on sale the week of July 21. Since the debut, it has been in the top 10 on *The Denver Post*’s Local Nonfiction Best Sellers list and #1 on the list for four of those weeks. You can find the book in more than 20 stores across three states as well as online retailers like Barnes & Noble and Amazon. Members can continue to purchase copies in person or by phone from Headquarters to receive membership pricing, and Fund Development credits are available when you purchase six or more cookbooks. Congratulations to the committee on a successful launch! Be sure to stock up for the holiday season.

8,938	books sold so far	\$60,239	related cost of goods sold
\$134,136	sales revenue as of September 30	\$73,897	in gross profit



40th Annual Mile High Holiday Mart

This year’s Mile High Holiday Mart was held Friday, November 8 through Sunday, November 10 at Gates Field House on the University of Denver campus.

The first Holiday Mart was held in 1980 at the Sheraton Denver Tech Center, under the name Christmas Mart. Much of the planning was based on a similar event put on by the Junior League of Austin, and was led by Past President Kay Johnson, the first Holiday Mart Chair. The price of tickets was \$3, with an event gross profit of \$113,745. To date, Holiday Mart has been hosted at nine different locations throughout the Denver area, with the past four years being held at Gates Field House.

With more than 130 unique merchants this year, our annual shopping tradition is still going strong. Thank you for supporting our largest fundraising event of the year! To review the 2019 merchant list, please visit JLD.org.



JLD members volunteer at Judi's House during L.U.V.S.

Third Annual JLD L.U.V.S. Celebrates a Day of "Empowering Our Future Generation"

On Saturday, September 21, more than 200 JLD members gathered across the Denver metro community to donate their time at our Third Annual JLD L.U.V.S. (Leaders United in Volunteer Service) day of service.

JLD L.U.V.S. projects included cleaning windows in 10 classrooms at Florence Crittenton Services, preparing the El Sistema Colorado building to welcome students in October, preparing fresh produce bags at the Denver Public Library Valdez-Perry branch, and building and organizing cabinets for education storage at The GrowHaus.

"Together we can help the next generation of youth by exposing them to positive role models, challenging gender stereotypes, emphasizing the importance of hard work and supporting their dreams," said Natalie Haigh, 2019 L.U.V.S. Co-Chair. "We are grateful for our community partners, our committee and our volunteers that came together for our community in support of L.U.V.S.!"

JLD designated 65 volunteers for the St. Jude's walk, accounting for more than 50% of the volunteers for the event. Volunteers prepared 18 care packages for Girls Inc. of Metro Denver and set 50 tables and 500 chairs for the Sunset in the Country event, the biggest fundraiser for Anchor Center for Blind Children.

"Your time, positive energy and enthusiasm for helping others was overwhelming. The energy and motivation to get things done was such a treat! The tasks that were accomplished frees up a lot of staff hours that we can put back into programming so more girls will be positively changed as they are empowered. You have helped empower a future generation," said Karen MacFarguhar, Outreach & Volunteer Director for Girls on the Run.

To wrap up a fantastic day of volunteer service, JLD members congregated at the RiNo Beer Garden — capping one of our best L.U.V.S. events to date!



LEADERS UNITED IN
VOLUNTEER SERVICE

Thank You to Our JLD L.U.V.S. Partners

The theme for this year's L.U.V.S. event was "Empowering our Future Generation." For this year's event, we worked with 13 partners, serving children and young adults in the Denver community. A huge thank you to our partners this year:

- Denver Public Library Friends Foundation
- Kenzi's Causes
- Girls on the Run of the Rockies
- Florence Crittenton Services
- St. Jude Children's Research Hospital
- The Growhaus
- Girls Inc. of Metro Denver
- Anchor Center for Blind Children
- Children's Hospital Colorado
- Friends First
- El Sistema Colorado
- Denver Children's Advocacy Center
- Judi's House

Get connected:

join together to provide access and exchange.



*Members greet
Colorado legislators
during our JLD Day
at the Capitol.*

JLD Helps Make Full-Day Kindergarten a Reality for All Colorado Families

During the 2019 Legislative Session, JLD advocated on behalf of all families by supporting access to free full-day kindergarten for all children — a policy change that went into effect during the 2019–2020 school year!

The bill, HB19–1262, frees up resources for school districts that currently subsidize full-day kindergarten to spend on other priorities, including increasing teacher pay, decreasing class size and purchasing new technologies. It provides access to free kindergarten for families, saving Colorado parents up to \$500 per month on tuition fees. In addition, it helps narrow the persistent achievement gaps by providing free full-day kindergarten, regardless of zip code.

Full-day kindergarten closely aligns with the JLD's current community focus to improve literacy rates and provide access to books for children through the third grade in Denver. Research shows that full-day kindergarten is linked to literacy skills, math skills, and overall academic growth. And while 80% of kindergarten-age kids in Colorado were already in full-day kindergarten (paid for by families and school districts), 20% of children did not have access to full-day kindergarten, which disproportionately impacts low-income families and prevents districts from funding local priorities like infrastructure and teacher salaries. Full-day kindergarten also supports earlier identification and support for kids with special needs.

“Our work to successfully secure access to full-day kindergarten across Colorado was not only a transformational policy change for our state, but a true testament to the leadership of our members,” said Melanie Lewis Dickerson, 2018–2019 Public Policy VP. “In three months, we engaged with elected officials and partners, educated and activated our membership, and used our voices to make lasting change. That is the power of the Junior League of Denver.”

This bill is an investment that helps set up all children for success and shows how JLD can unite to make an impact in the community. Congratulations to the Public Policy Council and all members who helped make this bill a reality!

Provisional Class of Almost 200 Welcomes Family

In August, the JLD welcomed a Provisional Class of almost 200 women for the 2019–2020 League year. The group kicked off their Junior League careers at the Provisional Retreat, hosted at the Tivoli Ballroom.

Among the nearly 200 Provisionals was Kelsey Sheehan. Kelsey is the daughter of Libations for Literacy Co-Chair Lois Sheehan. Kelsey is currently a web graphic designer for a property management company and does some freelance work on the side. When her mom mentioned that they needed a new logo for the Libations for Literacy event last year, Kelsey volunteered to create the current logo.

After watching her mom successfully navigate her family, a full-time job and her commitment to the League, Kelsey decided to join the League this year. At the Provisional Retreat, she enjoyed discovering where her fellow Provisionals came from during an activity where participants mapped out how they came to live in Denver. Her group had their first meeting, and kicked things off with a taco bar night.

Kelsey is excited for the opportunities available to her through the League. She is already thinking about how to tackle her Provisional requirements and potential placements for next year. She is looking forward to networking and giving back to her community. She is also grateful to her mom for sharing this experience with her. Kelsey ended by saying, “My mom is my best friend and mentor. She’s taught me to be the confident, enthusiastic, hard-working woman I am today! I don’t know where I would be without her unconditional love and support. I’m looking forward to joining her and many other amazing women that are part of Junior League of Denver.”



Lois Sheehan with daughter Kelsey Sheehan, a Provisional this year, and designer of the Libations for Literacy logo.



2019–2020 Provisional Class

Save the Dates! Upcoming JLD Events

Dec. 6:
Holiday Luncheon General Meeting at The Brown Palace

March 13:
The Journey 2020

May 16:
JLD Kitchen Tour



ink Committee

Becca Parks, Editor

Shannon LaBay, Assistant Editor

JLD Staff

Karen Mayo, *Finance & Operations Director*, ext. 109

Vanessa Banker, *Communications Director*, ext. 114

Celeste Sims, *Business Support Specialist*, ext. 100

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Mission

Junior League of Denver, Incorporated, founded in 1918, is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable.



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