



## Why You Should Partner with the Junior League of Kansas City, Missouri & Holiday Mart 2010

1. We have two unique audiences you will want to reach:
  - 1400+ members of the Junior League of Kansas City, Missouri (JLKCMO)
    - Demographics of the Junior League of Kansas City, Missouri
      - *Total Membership: 1,411*
      - *Age Range of Active Membership: 22-50 (the average is 33)*
      - *Employment: 74% employed full or part-time*
      - *Status: 73% married, 46% have children*
    - Our members are women of all races, religions & national origins, who demonstrate an interest in & commitment to voluntarism. They are women who work full-time, part-time and in the home; single women, married women and mothers. They are women who share diverse interests and backgrounds as well as a desire to improve the Kansas City community through volunteer action and grant-making.
  - 22,000 shoppers of Holiday Mart
    - The target demographic is women aged 25-55 who are the household key decision makers
2. The League is a 501(c)3 organization 85% of our money raised goes towards our organization's mission to impact the greater Kansas City area.
3. Our mission is three-fold:
  - 1) Promoting voluntarism
  - 2) Developing the potential of women
  - 3) Improving the community through effective action and leadership of trained volunteers.
4. For the past 10 years the League's 10 year commitment to Children's Literacy and our new impact area, Children's Nutrition and Fitness has and will have wide reaching benefits to our Kansas City community.
5. The Junior League of Kansas City, Missouri has been impacting our community in positive ways for nearly 100 years – Holiday Mart is the largest fundraiser in which we are able to do this.
6. The Holiday Mart is known as "THE Shopping event" of the year and kicks off the Holiday Season in Kansas City.
7. The women of the Junior League of Kansas City are DOERS and we are loyal to our supporters.

When you give to the JLKCMO, you are stretching your dollars because not only are you giving back to the community through our extensive grant program, but you also support the community through the hours of effectively trained volunteers we put into the community. It is rare to find a non-profit group in Kansas City that does not have a Junior League member involved and in some cases the founding member. By supporting our organization you support not only the community as a whole, but its future leaders.