



## Who is the Junior League of Kansas City, Missouri?

Founded in 1914, the Junior League of Kansas City, Missouri is committed to promoting voluntarism, developing the potential of women and improving communities. We are part of the Association of Junior Leagues International, which is made up of 296 Junior Leagues in four countries.

### Mission Statement

The Junior League of Kansas City, Missouri is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

### Vision Statement

The Junior League of Kansas City, Missouri will be a visible group of active volunteers focused on improving the quality of life in our community.

#### We will accomplish our mission by:

- Providing a motivating and supportive environment that stimulates member participation
- Increasing our impact in the Kansas City community by effectively coordinating our resources with community needs
- Maintaining financial stability through our endowed funds and fundraising events
- Providing comprehensive training opportunities to develop volunteers to better serve the community
- Communicating and promoting the organization’s mission and historical significance to our membership and the community

Since the League’s inception, our members have donated more than \$5,500,000 and more than 7 million hours of volunteer time. League members research areas of need in the Kansas City area and educate the membership and the community about those issues. The League is currently in our 10<sup>th</sup> and final year of our impact commitment to Children’s Literacy. In 2010, the League will begin our first year of a five year commitment to Children’s Nutrition & Fitness.

In 2009, more than 85% of the Junior League’s net fundraising income will support its mission and program and grant disbursements for were approximately \$169,020. The Endowment Fund gives approximately \$42,000 annually in grants to the community. In addition, the Junior League invests in training our volunteers who provide approximately 15,000 volunteer hours supporting our efforts in the community every year.

The Junior League of Kansas City, Missouri has two major sources of fund development –its Resale Boutique and the annual Holiday Mart. Since 1998, Holiday Mart has raised money to support the Junior League’s community projects and impact area while becoming one of the premiere shopping events in the country. The Junior League Resale Boutique opened its doors in 1934 and is the Junior League’s longest running fundraiser.

### Demographics of the Junior League of Kansas City, Missouri

- *Total Membership: 1,411*
- *Age Range of Active: 22-50 (avg is 33)*
- *Employment: 74% employed full or part-time*
- *Status: 73% married, 46% have children*