



**JUNIOR LEAGUE OF
KANSAS CITY, MISSOURI**
Women building better communities

Media Release

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FOR IMMEDIATE RELEASE

**Local Junior League of Kansas City, Missouri Member Selected to Represent
the International League**

KANSAS CITY, MO - The Junior League of Kansas City Missouri, is pleased to announce that Katharine Gerson has been selected to serve on the 2017-2019 Governance Committee of the Association of Junior Leagues International, Inc. (AJLI) as an At-Large Member.

Katie Kwo Gerson, Sustainer and Past President of the Junior League of Kansas City, Missouri, has held many league leadership roles including Director of both Membership and Planning, and Co-Chair of the 100th Anniversary. Katie has a distinguished record of creative strategic planning and marketing. She developed a drive period marketing initiative as an executive at Hallmark Cards, Inc.; chaired major fundraisers for The Kansas City Zoo, Nelson Atkins Museum and STOP Violence; rebranded the Community Blood Center; and is an entrepreneur with notable projects in design and real estate development. She holds a BS in Marketing and a MBA.

“The Junior League of Kansas City, Missouri is a phenomenal place to hone one’s leadership skills,” states Katie. “I am fortunate to have the opportunity to take these skills with me to serve at the Association of Junior Leagues International at the Governance level to help further the mission for all Junior Leagues around the world.”

As a member of the Governance Committee, Katie will be tasked with strategic recruitment of candidates for election to AJLI governance positions, marketing AJLI to inform a broad range of members, assessing skills, competencies and knowledge of applicants, and other Board assigned responsibilities.

About the Junior League of Kansas City, Missouri

The Junior League of Kansas City, Missouri (JLKCMO) is a 501(c)(3) 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.

We accomplish our mission by:

- Providing a motivating and supportive environment that stimulates members.

- 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.

The Junior League reaches out to women of all races, religions and national origins, who demonstrate an interest in and commitment to voluntarism. Our League currently numbers nearly 1,400 strong. We are women who work full-time, part-time and in the home; single women, married women and mothers. We are women who share diverse interests and backgrounds as well as a desire to improve our community through volunteer action and grant-making. Our commitment, has remained unwavering: to develop exceptionally qualified civic leaders who can identify a community’s most urgent and pressing needs and address them with meaningful and relevant programs and initiatives that not only improve lives, but change the way people think.

Since 1914, our League has been associated with more than 350 community agencies and organizations. Our members have donated more than \$16.5 million and over 2.3 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. Currently our focus is Women and Children.

About AJLI

The Association of Junior Leagues International, Inc. (AJLI) 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.

Founded in 1901 by New Yorker and social activism pioneer Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women, developed as civic leaders, making a demonstrable impact on their communities. In 1921 the Leagues joined forces as an association, which is today known as The Association of Junior Leagues International, Inc., in order to bolster their power and amplify their voice through shared knowledge and common causes.

True to their mission, today’s League members work at the forefront of social reform, tackling the toughest and most critical issues of the day—including childhood nutrition and obesity, human trafficking, foster care, juvenile justice, teen self-esteem, cybercrimes, literacy and the environment, among others—for the purpose of enhancing the social, cultural and political fabric of civil society.

As a result of this work, The Junior League—and the more than 150,000 women in 291 communities in the United States, the United Kingdom, Canada and Mexico who comprise its ranks—has amassed an archive of tangible results and a reputation as thoughtful and influential change agents dedicated to the public good.

Today AJLI is a charitable nonprofit organization that provides continuity and support, guidance, and leadership development opportunities to its member Leagues. Through regional, national and international meetings, comprehensive resources, customized consultations, and League and member benefits, it supports its member Leagues in the fulfillment of The Junior League’s Mission. AJLI is

governed by a 19-member Board of Directors, which is accountable to the Leagues and comprised of women who are members of the Junior Leagues in their communities. The Association's New York City-based staff, under the leadership of the Executive Director, provides services to Leagues that support the established goals.

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