



JUNIOR LEAGUE OF
BOSTON

PARTNERSHIP INFORMATION



We thank you for your support of the Junior League of Boston

The Junior League of Boston 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.



Our History and Mission

The Junior League of Boston *A History*

The Junior League of Boston (JL Boston) was established in 1906 by young women interested in educating other young women in the social needs and problems of the greater Boston Metro community. For the nearly 100 years, our members have been working as volunteers to build a better community in Boston.

Early History of JL Boston

The JL Boston made its debut in 1906. It was the tradition in Boston at that time for a sewing circle to be formed each year by invitation only to the debutantes of the season. Originally created to sew clothing and bandages for Union soldiers during the Civil War, these sewing circles had become purely social groups by the turn of the century. In 1906, one of the young debutantes by the name of Sarah Lawrence (not she for whom the college is named) felt it was time for Boston's sewing circles to be more useful. Following several months of discussion, the sewing circles of old joined together to form a group based on the model of the Junior League of the City of New York to interest young women in the social problems and needs of the greater Boston Metro community.

An annual lecture series was initiated and eventually held in the Hotel des Tuileries. In addition to the lecture series, the older members divided themselves into committees, and began placing volunteers in social service agencies.

In the early summer of 1908, the Sewing Circle gave its first charitable contribution of \$100 to the Instructive District Nursing Association (IDNA). On October 25, 1916, by formal vote, the Sewing Circle League became the Junior League of Boston, and by spring of 1917, the JL Boston had contributed \$1,800 to five different charities, including IDNA, Boston Children's Aid Society, and the Social Service Department of the Boston City Hospital.

The Junior League of Boston *Today*

The Junior League of Boston is now part of the Association of Junior Leagues International (AJLI), an organization of 294 Junior League chapters in four countries. This organization is composed of more than 170,000 dedicated and creative women members from varying backgrounds and interests, who share a commitment to volunteering. JL Boston's trained volunteers began as a progressive, motivated and dedicated collection of trained female volunteers, and today, we honor these roots, and continue their legacy.

2015 – 2016 The Junior League of Boston *Community Projects*



The JL Boston 2015-2016 community focus is: “**The Wellness and Nutrition of Girls:** Developing tomorrow’s healthy and confident women and leaders.”

The funds raised throughout this year will be used to support JL Boston’s mission, including our community service initiatives described below. Funding will also help us develop future community service initiatives that are consistent with our mission.

Kids in the Kitchen is our AJLI signature program, and uses a physical wellness curriculum developed in consultation with adolescent nutrition, education, and physical fitness experts. Kids in the Kitchen volunteers are trained to provide the curriculum without judgment

in a manner that supports girls’ self-esteem and pride in their diverse cultural backgrounds.

JL Boston Arts is a structured group mentoring program that explores the arts with fifth grade girls. The project provides exposure and hands-on access to different art-related disciplines, including performing arts, visual arts, culinary arts, and design, with the goal of encouraging creativity and self-expression, promoting teamwork, and developing a sense of positive self-worth and confidence.

Leader Within is a group mentoring program designed to support girls’ natural strengths through team building, writing, art-related projects, field trips, and community service. The curriculum develops girls’ leadership skills, helps them to identify and discuss issues relevant to their lives, and ultimately take action in their communities by designing and implementing community service projects.

Learning Circles is a program designed for pre-adolescent girls and is focused on promoting healthy emotional and physical wellness. Through a combination of mentor relationships and a curriculum, the program is designed to help girls identify and discuss issues relevant to their lives, recognize their own strengths, and develop a stronger sense of self-confidence.

Germaine Lawrence is a mentoring program for troubled adolescent girls who live in a residential community. The program consists of structured, supervised, and fun bi-monthly group activities and one-on-one mentoring. JL Boston volunteers plan the activities, which generally include an arts & crafts activity and lunch. The girls do not have many possessions, so many of the activities create items that the girls can keep.



Germaine Lawrence Run Club is a program in place to expose, educate, and allow the girls to experience one of the many tools such as running that supports a healthy lifestyle. The running club currently meets monthly with the girls at Germaine Lawrence. Each session we do a warm up, participate in a group physical activity, and then conclude the session with a healthy snack and a discussion about the importance of activity. Feedback from the girls has been enthusiastic and they are excited to have the opportunity to get moving. Based on the positive response from Germaine Lawrence, run club plans to increase the frequency of activities to weekly in the coming months. Through our activities we hope to get the girls moving, promote a life-long love of being active.

Dress for Success utilizes JL Boston volunteers to help economically disadvantaged women who are re-entering the workplace to prepare for job interviews by putting together an accessorized interview outfit for them. Subconsciously, the first thing a recruiter will assess about a candidate is how she is dressed. Therefore, it is crucial for the candidate to be dressed appropriately and make a positive first impression. When a client comes to the boutique and is outfitted with interview appropriate clothes, you can almost see her grow taller, and walk with greater confidence. For many of the clients, the simple task of “looking the part” provides them the confidence required to succeed in their transition to the professional world.

Strong Women, Strong Girls utilizes the lessons learned from strong women throughout history to encourage girls and young women to become strong women themselves. By building communities of women committed to supporting positive social change, Strong Women, Strong Girls works to create cycles of mutual empowerment for women and girls. It has created an innovative after-school model that engages the three critical elements that research has identified are essential to girls' healthy development: providing them with opportunities to build foundational skills, positive role models, and meaningful relationships with consistent adults. Junior League volunteers serve as mentors and coaches to college-aged women who in turn mentor the girls who participate in the program.

Done In A Day (DIAD) provides concentrated numbers of volunteers for projects that address specific community needs. Volunteer activities range from serving food in shelters to sorting children's clothing and toys for distribution to children in need.



JL Boston Events provides volunteers for on-site, day-of-the-event support to non-profit organizations doing fundraising work in the JL Boston focus area (Nutrition and Wellness of Girls), including support of JL Boston's own events. The fundraising events include functions such as black-tie galas, auctions, dinners, fashion shows and shopping events.

Healthy Choices Initiative works with volunteers in our Junior League of Boston community projects to have an interactive 2 hour "Swap for Better Nutrition" class that teaches tips and tricks to making healthier food choices. Since most of the girls that we volunteer with live in areas that are "food deserts" this projects aims at addressing healthier food choices in the locations that they purchase their food in such as local convenience and grocery stores. Teaching materials are provided to the girls that address the sugar content, ingredients, taste testing and serving size. Lastly, we are also partnering with Tufts University with their initiative to reverse Child Obesity through Child Obesity180.

2015

SEPTEMBER

9.23 Partner Cycle Fitness Event (CYC FITNESS)

9.28 Community Impact Day

9.30 Jewelry Shopping Event (ALEX + ANI)

OCTOBER

10.03 Lord & Taylor “Let’s Do Something Good Together” Event

NOVEMBER

11.06 Boston Bachelor Auction

This Signature Event is one of JL Boston's most popular fundraisers. Some 250 guests, including hopeful bachelorettes, enjoy a night on the town mingling with some of Boston's most eligible suitors. The annual event is hosted at a well-known Boston bar or lounge. Guests enjoy beverages and hors d'oeuvres with their tickets.

DECEMBER

12.04 Holidays at our House

“Our House” will be transformed into a Winter Wonderland. The invitation will be sent to 1,000+ JL Boston members and non-members. Members, friends, and our family of the Boston neighborhood will enjoy a shopping party extravaganza with activities abound and holiday snacks, treats, and refreshments served. Attendees will also have the opportunity to participate in a Holiday Present Drive for a local Boston charity.

2016

JANUARY

1.25 JL Boston Kicks off the New Year

1.31 JL Boston's Fit & Fab Lab *As we kick off the New Year, we look forward to welcoming members, friends, and our family to our Newbury Street Headquarters for an afternoon of wellness shopping and activities! There will be preview fitness classes, health food & drink vendors, apparel, wellness coaching, and more!*

FEBRUARY

2.27 Annual Charity Gala *This annual ball is a highlight of the JL Boston year. 400+ guests enjoy a ritzy night out starting with a sit down dinner followed by a silent auction and dancing.*

MARCH

TBD Shopping Event

APRIL

4.02 Wedding Season Extravaganza at JL Boston Headquarters

MAY

5.04 Designer Show House (May 4th-June 5th)

JUNE

Through 6.05 Designer Show House (May 4th-June 5th)

TBD Junior League Open House

TBD Boat Cruise Summer Send Off

SOCIAL MEDIA OUTREACH

JL Boston makes frequent posts and has a strong following across the following social media channels. All events and partnerships are actively promoted across the appropriate channels, based on the initiative, for optimal reach and exposure.

Facebook	/BostonJL
Twitter	@bostonjl
Instagram	@juniorleagueofboston
LinkedIn	/company/junior-league-of-boston
Pinterest	/bostonjl

MEMBER & EXTERNAL COMMUNICATION CHANNELS

JL Boston maintains numerous digital communications channels with both its internal and external audiences. Outreach targets current and prospective members, community partners, donors and more.

In addition to as-needed special announcements and dedicated email, JL Boston produces the following on a regular basis.

JL Boston Buzz	<i>Bi-weekly e-newsletter distributed to current members.</i>
The League Link	<i>Quarterly e-newsletters distributed to members, provides an in-depth look into the community projects, events, and volunteer experiences.</i>
Connections	<i>Quarterly external e-newsletters distributed to prospective members, current and prospective donors and community agencies and partners.</i>
JL Boston Blog	<i>Ad-hoc blog for storytelling or announcements.</i> https://www.jlboston.org/category/blog/

Saturday, February 27th 2016, Algonquin Club Back Bay

The Junior League of Boston's Annual Charity Gala will be held Saturday, February 27th 2016 at the Algonquin Club in the Back Bay neighborhood of Boston. The Gilded Gala will celebrate the 110th year anniversary of our League and ladies are encouraged to dress in French decadence to celebrate this year's theme.

The Gala is one of the League's signature fundraisers and is always a favorite night for our members. Over 400 guests will join us for a night of dinner, drinks, dancing, a silent auction, and much more!

We'll kick off the evening with a dinner where 100 guests will join JL Boston President Valerie Pontiff and a keynote speaker. After dinner, another 300 guests will join us for the Gala portion of the evening. Guests will bid on silent auction items and dance the night away with friends, while supporting the Junior League of Boston's mission.

JL Boston invites our partners to help support us in one of many ways. Cash Sponsorship options are available starting at \$1,000. We are looking for donations of silent auction and raffle items. There are also opportunities to partner with us as an in-kind sponsor of one aspect of our evening. Please see the following pages on partnership opportunities and contact the Director of Fund Development, at development@jlboston.org, to learn more about these opportunities and their varying benefits.

The Charity Gala is a signature event of JL Boston, which returns year after year. JL Boston has invited all 900+ members and thousands of non-members. Please also consider joining us for the evening. There are various ways for new and current JL Boston Partners to participate, and a multitude of Partnership Opportunities & Benefits, which are summarized below.

Partnership Opportunity		Guests	
Charity Gala	Frequency	Number of Tickets	Number Invited
	Yearly	450 100 Dinner, 350 Dancing	Over 1500

Potential Promotional Opportunities & Benefits			
Charity Gala	Donate Auction Item*	Cash Sponsorship	Custom Partnership
Program Booklet	Yes	Yes	Please reach out to your JL Boston contact or development@jlboston.org to propose and discuss unique, custom partnerships for this event or any combination of different JL Boston events. Thank you in advance!
Social Media	Yes	Yes	
Website Recognition	Yes	Yes	
Annual Report Recognition	Yes	Yes	
E-mail / Newsletter	No	Yes	
JL Boston Advertising	No	Yes	
Signage	No	Yes	
Press Release	No	Yes	
Advertising	No	Yes	

CASH SPONSORSHIP OPPORTUNITY AND BENEFITS

Cash sponsorships directly serve the Junior League of Boston's mission. We thank you in advance for your generous support of this wonderful cause! In addition to the partnership opportunities listed below, custom sponsorship opportunities are available. Please complete the **Sponsorship & In-Kind Donation Form** found on the JL Boston Charity Gala webpage, or contact the Director of Development at development@jlboston.org.

PLATINUM PARTNER \$10,000

- 10 tickets for Charity Gala VIP Dinner & Ball (1 Table)
- Logo on step and repeat photo backdrop
- Title Sponsor on invitations
- Logo recognition on event signage
- Sponsor recognition in press release
- JL Boston website recognition with hyperlink
- Recognition in JL Boston newsletter and social media accounts
- One full page black and white ad in the program
- Recognition in the program as a sponsor
- Recognition in the JL Boston Annual Report

DIAMOND PARTNER \$6,000

- Six tickets for Charity Gala VIP Dinner & Ball
- Logo recognition on event signage
- Sponsor recognition in press release
- JL Boston website recognition with hyperlink
- Recognition in JL Boston newsletter and social media accounts
- One full page black and white ad in the program
- Recognition in the program as a sponsor
- Recognition in the JL Boston Annual Report

EMERALD PARTNER \$4,000

- Four tickets for Charity Gala VIP Dinner & Ball
- Logo recognition on event signage
- Recognition in JL Boston newsletter and social media accounts
- One half page black and white ad in the program
- Recognition in the program as a sponsor
- Recognition in the JL Boston Annual Report

RUBY PARTNER \$2,000

- Two tickets for Charity Gala VIP Dinner & Ball
- One half page black and white ad in the program
- Recognition in the program as a sponsor
- Recognition in the JL Boston Annual Report

IN-KIND SPONSORSHIP OPPORTUNITY AND BENEFITS

In-Kind Sponsorships allow us to host a fabulous event while maximizing our proceeds from the event. We are requesting sponsor of or in-kind donations of the following for the 2016 JL Boston Charity Gala.

BEAUTIFICATION SPONSOR

BEVERAGE SPONSOR

CATERING SPONSOR

DÉCOR SPONSOR

FLORAL SPONSOR

INVITATION SPONSOR

PHOTOGRAPHY SPONSOR

PROGRAM SPONSOR

TRANSPORTATION SPONSOR

BENEFITS FOR IN-KIND SPONSORS

- *One full page black and white ad in the program*
- *Recognition in press releases*
- *JL Boston website recognition with hyperlink*
- *Recognition in JL Boston newsletter and social media accounts*
- *Recognition on event signage*
- *Recognition in the program as a sponsor*

We would be pleased to create a package of benefits specifically suited to your company's or organization's needs. Please complete the **Sponsorship & In-Kind Donation Form** found on the JL Boston Charity Gala webpage, or contact Nazli Kfoury and Amy Kirsh, Charity Gala Co-chairs at development@jlboston.org. They will be pleased to provide more specific information on in-kind sponsorship opportunities and benefits for the Junior League of Boston Gala.

PROGRAM BOOKLET ADVERTISEMENTS

Program Advertisements are an excellent way to feature your organization to JL Boston's members and friends. It's also a wonderful avenue to show you are a JL Boston patron. All 400+ guests will receive the Program Booklet which will also be available for viewing by all who visit the JL Boston Charity Gala webpage.

Advertisement pricing options are listed below. To ensure listing in our program and marketing materials please complete the **Advertisement Form** found on the JL Boston Charity Gala webpage to donate an item, gift, or package by February 10th, 2016.

- Black and White Full Page Ad (5" x 8"): \$250
- Black and White Half Page Ad (5" x 4.5"): \$125
- Black and White Quarter Page Ad (2.5" x 2.25"): \$75
- Patron Listing: One line listing your name or company \$25

AUCTION & RAFFLE ITEM DONATIONS

JL Boston invites all new and current partners to donate a gift, package, or item that can be featured in our **Silent Auction** or **Raffle**. Auction and Raffle Items will be featured in our Program Booklet, Social Media, Website, and Annual Report before and after the Charity Gala. Auction item possibilities may include any of the following and more:

- **Once-in-a-life-time Experiences:** Trip to the Grammys, Skydiving, Meet a Celebrity
- **Travel:** Vacation Homes, Air Travel, Hotel, Ski Tickets
- **Dining:** Dinner Party, Unique Tastings, Gift Certificate
- **Health, Wellness, Beauty:** Make-over, Massage, Fitness
- **Attire:** Clothing, Jewelry, Purses, Men's Suits & Ties, Custom Clothing, Stylist Service
- **Home:** Floral Arrangement, Interior Decorating
- **Entertainment:** Autographed Jersey, Music Memorabilia, Fun Outings & Tours
- **Children:** Activities, Games, Party Packages

We are ready to create a magnificent package with you. Please complete **Auction & Raffle Donation Form** found on the JL Boston Charity Gala webpage to donate an item, gift, or package.