

FOUNDATION

OUR MISSION

The Junior League of Winston-Salem, Inc. 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.

VISION

The JLWS nurtures and educates individuals to build healthier families and a stronger community.

VALUES

- We exist to strengthen and improve our community
- We value and support the power of trained volunteers
- We value each member
- We value and encourage ethnic, racial, religious, and economic diversity
- We grow through challenging experiences
- We wisely manage our resources
- We are ethical and fair

STRATEGIC GOALS & PROGRAM OBJECTIVES

MEMBER ENGAGEMENT

1. To have inclusive and equitable systems in place to recruit and retain members that represent the diversity of our community, and to maintain member engagement at different levels of experience and commitment through which they can achieve their leadership development goals.

1.1 By 2024, the JLWS will have implemented a formal transition process for committee leadership and placements.

1.2 By 2024, at least 90% of the JLWS's Active and New members will renew their Active membership, become Sustainers, or transfer their membership if needed for the upcoming year.

1.3 By 2024, our membership and the community at large will affirm that our organization values diversity, equity, inclusion & belonging. A DEI team of members will conduct research, present information, and recommend tactics to the JLWS Board so that our organization may represent the various social, racial, ethnic, and religious backgrounds of Winston-Salem and the surrounding community.

1.4 By 2024, at least 20% of the JLWS's Sustaining members will engage on an annual basis with the League's Active/New members either socially, in community impact efforts, in leadership development training, or via other JLWS programs/events.

1.5 By 2024, the JLWS will have implemented a member outreach program to honor and recognize personal and professional milestones for at least 25% of its Active/New membership annually.



FOUNDATION

OUR COMMITMENT TO DIVERSITY & INCLUSION

The Junior League of Winston-Salem, Inc. welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

2021-2023 FOCUS AREAS

- Educating and mentoring youth from birth to age 18
- Women's health

**2023-2024 & forward focus areas to be re-defined by AJLI Collective Impact Process Team work*

STRATEGIC GOALS & PROGRAM OBJECTIVES

COMMUNITY ENGAGEMENT

2. To effectively utilize our members' volunteer skills and collaborate with local organizations, to effect measurable social change in identified areas of impact through tactical, gap-informed, DEI-focused ways in our community.

2.1 By 2024, the JLWS will have successfully participated in AJLI's Collective Impact Process beta cohort. As a result, the JLWS will re-evaluate issue area(s); measure community impact; participate in a network of Junior Leagues for collaboration; innovate our community engagement; and explore opportunities to tackle local issues on a national scale.

2.2 By 2024, the JLWS will have identified and partnered with an increased number of diverse local nonprofits working in our focus areas, expanding our network of community engagement and volunteer/development opportunities for our members.

2.3 By 2024, every Active and New member will be able to articulate the impact that the JLWS has in our community through its projects and programs.

2.4 By 2024, the JLWS will have given to the community a Centennial gift that represents its ongoing commitment to improving our community in our focus area of education and mentoring of youth.



STRATEGIC GOALS & PROGRAM OBJECTIVES

ORGANIZATIONAL & FINANCIAL ENGAGEMENT

3. To build a sustainable financial model that ensures the long term health of the organization, which includes a mix of membership dues, fundraising events, and fund development through annual fund donations and corporate sponsorships.

3.1 By 2024, the JLWS will have increased its corporate solicitation, grant, and annual fund income to cover 25% of annual operating costs.

3.2 By 2024, the JLWS will have increased ticket sales (outside of member Fundraiser Package) to annual fundraisers--Boutique Shopping Card, Tour of Fine Spaces--to meet 25% of income goals for each fundraising event.

3.3 By 2024, the JLWS will have updated our New Member year calendar, and financial obligations structure for all Members, to be more flexible to meet the varied time and financial needs of our diverse membership.

3.4 By 2024, the JLWS will have fundraised for a Centennial community gift that reflects our mission and values, with the goal of 100% giving participation from our New, Active, and Sustaining members.

LEAGUE VISIBILITY & BRAND SUSTAINABILITY

4. To increase JLWS visibility as an organization of women empowered as leaders creating community impact through local volunteerism, and also empowered through professional development within the larger AJLI network.

4.1 By 2024, the JLWS will have an annual communications plan and calendar that educates the community--partners, sponsors, media, and other stakeholders--on the mission, vision, values, and focus areas of the JLWS.

4.2 By 2024, the JLWS will have will have an annual communications plan that promotes member accomplishments and showcases JLWS leadership training opportunities and successes.

4.3 By 2024, the JLWS will have will have reviewed and updated its bylaws and policies to ensure the organization has the ability to respond publicly to events in a way that reflects JLWS mission, vision, and values.

4.4 By 2024, the JLWS will have celebrated its Centennial anniversary with a publicized exhibition recognizing the history and accomplishments of the JLWS over the past 100 years.