

Mission & Legacy

The Junior League of Winston-Salem, Inc. (JLWS) has proudly been serving the Winston-Salem community for almost 100 years. JLWS is one of the nearly 300 independent leagues of the Association of Junior Leagues International, Inc. All Junior Leagues are guided by the same mission: “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.” The collective power, wisdom and efforts of these women make the JLWS, and all Junior Leagues around the world, catalysts for lasting community change. These are women building better communities.

Our members have always been women of action. The JLWS began in 1923 with a focus on health as they opened a prenatal clinic to reduce infant mortality in Forsyth County. By the decade’s end, the JLWS established the Hospital for Incurables, which finally brought care to underserved patients of the community. The JLWS pioneered the avocation and developed awareness about mental health in our community, and helped establish programs and organizations that are still serving throughout Winston-Salem today. Horizons Residential Care Center, Youth Opportunities, Inc. is an organization that provides intervention, support and therapy for children, adolescents and their families dealing with profound behavioral and mental health issues. The Junior League of Winston-Salem has also supported learning disability awareness, provided funding for a primary education teacher for the handicapped at The Children’s Center, and developed a mental health education project in collaboration with the public school system, and the Mental Health Association in Forsyth County. Our organization also helped with the establishment of The Enrichment Center of Winston-Salem that empowers children and adults through artistic expression.

The members of the JLWS have always valued the importance of creative arts for both personal enrichment and as an expressive outlet. **JLWS started the first arts council in the country.** The creative arts were brought to children and adults through The Children’s Theatre, underwriting the performance of dramatic plays by New York’s Contemporary Theatre Series, adding works of art in schools and hospitals, helping to produce the first performance of “The Nutcracker,” creation of the Civic Music Association, creation and production of the BOOKMARKS Festival of Books (which is a literacy event to inspire all ages through presentations by authors, illustrators, storytellers and chefs). JLWS continues to support this City of the Arts and Innovation.



The Junior League of Winston-Salem has worked to increase early childhood literacy for nearly 50 years. JLWS started this effort by supporting a Professional Tutorial School Coordinator position in the Winston-Salem/Forsyth County School district and developing an Infant Stimulation Project. JLWS recognized the need for parents and caregivers to expose infants and very young children to literature in order to improve early childhood literacy rates that ultimately impact school readiness, performance and graduation rates. JLWS created the Read-to-Me Program, which has been offered in English and Spanish for nearly 30 years through large festivals, small group settings and one-on-one interactions with new parents. In honor of the 75th anniversary of JLWS in our community, over \$4 million dollars was raised in order to give the city the Children’s Museum of Winston-Salem, which is based on and filled with children’s literature.

JLWS has worked to protect and strengthen families through helping to establish the Ronald McDonald House of Winston-Salem and the Child Abuse Puppet Show (which reaches third-grade students to educate them about neglect, physical abuse, sexual abuse and Internet predators and empower and support them to get help). JLWS has also initiated Battered Women’s Services, Inc., Work Family Resource Center, Inc. (which educates families on how to identify quality child care) and Girls on the Run® (which uses running and group exercise to teach elementary-aged girls self-respect).

JLWS members are honored and excited to continue the 100-year legacy of service through support of JLWS-established programs and organizations via service to their Boards of Directors, service as Executive Directors, organization volunteers as well as the development of new initiatives and programs.



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Volunteer Development

An important part of the mission of the Junior League of Winston-Salem states the importance of “developing the potential of women and improving communities through the effective action and leadership of trained volunteers.” The leaders of the Junior League of Winston-Salem take this portion of the mission to heart and actively strive to plan meaningful and impactful training opportunities for its members. New training events are planned annually and are catered to the interests and needs of the women within the organization. Below are examples of a wide variety of trainings that have been hosted for members in previous years:

- **Leadership Orientation**
For all incoming chairs and leaders
- **New Member Mentor Training**
Focusing on engagement and inclusion
- **Promoted AJLI Webinar Wednesdays**
Building Your League’s Fiscal Fitness with StrongNonProfits.org
- **Twittering Around Workshop**
Focusing on Twitter and other social media outlets
- **Leveraging Your Volunteer Experience Workshop**
- **Difficult Conversations Training for JLWS Board of Directors**
- **Motivating Millennial Members Training**
- **Personal Safety and Self-Defense Workshop**
- **Sip & Seek Leadership Event**
Panel for all interested and current leaders
- **Note-Writing Etiquette Workshop**
- **Financial Planning Lunch & Learn**
- **Collaborative Relationship Training**



Signature Community Projects

Over the years the members of the Junior League of Winston-Salem have created projects to aid our community in different ways. These projects align with our mission of helping women and children in the community. Below are descriptions of the community projects that are currently in action in the Winston-Salem community.

JLWS BookWORM

The mission of BookWORM is to collect new and gently used books from our members and the greater community and to facilitate their distribution to children who have limited or no access to books in their homes. The North Carolina Read to Achieve Program, which became effective at the beginning of the 2013-2014 school year, set a goal to ensure that every student read at or above grade level by the end of third grade. The Junior League of Winston-Salem believes that as an organization, helping our community achieve this goal is absolutely critical. We have partnered with several community organizations to assist us in distributing these books to those children most in need. Our partners include Smart Start of Forsyth County, IMPRINTS, Augustine Literacy Project, El Buen Pastor and Second Harvest Kids Cafe. JLWS BookWORM officially launched in September 2014. To date, over 13,000 books have been donated and distributed into the community

Strong Women Strong Families

The mission of the Strong Women Strong Families Committee is to improve the health profile of the community, beginning with various initiatives concentrating on Kimberley Park Elementary School. The Junior League of Winston-Salem, in cooperation with Kimberly Park Elementary School, will host 3 health events to address basic health awareness in a Winston-Salem community that has been identified within the Low Access Tract (a.k.a. Food Desert). The events will accomplish three goals: to facilitate relationships with the medical community, educate the community on healthy food preparation, and provide a meal to families in a welcoming atmosphere. Junior League community placements will collaborate to offer children engaging and fun experiences.



JLWS Child Abuse Puppet Show

Since 1986, the JLWS Child Abuse Puppet Show volunteers help to combat child abuse/neglect in our community by educating all third graders in Winston-Salem/Forsyth County Schools about this issue. Performances are held on-site at local elementary schools, using a well-written, recorded script called "Someone To Talk To." The show's content deals with different types of abuse – sexual abuse, physical abuse, neglect and computer / internet safety. The message helps children understand the importance of telling someone if they have been abused or neglected and helps school counselors and social workers raise awareness of child abuse issues and identify children in need of help. The JLWS Child Abuse Puppet Show is our longest running placement. The committee is trained in puppetry and portable stage assembly. The JLWS volunteers perform, with a partner, approximately 80+ shows during the school year between the hours of 9:30 am and 11:30 pm on weekdays.



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Fundraisers

In addition to the membership dues, the Junior League of Winston-Salem relies on two chief fundraisers to raise much-needed funds to support our work in the community. The current fundraisers established by the JLWS include Boutique: A Holiday Market held in the fall and Tour of Fine Spaces held in the spring.

Boutique

The Junior League of Winston-Salem hosts an annual shopping extravaganza every November/December. In recent years this event has been held at the Benton Convention Center in downtown Winston-Salem. This event offers two exciting days of shopping beginning with the Preview Party event on Friday night. This event includes a silent auction, delicious food from local vendors and a festive atmosphere to start off the holiday season. On Saturday there is an opportunity to visit with Santa, enjoy wonderful holiday music and get that holiday shopping completed all in the same location.

Tour of Fine Spaces

This exciting fundraiser held every Spring features beautiful new and renovated homes throughout Winston-Salem. Interior designers, cabinetmakers, flooring/tiling specialists, architects and builders come together every year to present an unprecedented showcase. The Tour features select homes throughout the area to include everything from contemporary to traditional designs. Event attendees can enjoy special culinary sampling from fantastic local caterers, bakeries and restaurants as they enjoy the beautiful homes and the wonderful spring weather.

Please visit the JLWS website (www.JLWS.org) to learn more about our fundraising events.



New Member Information

The first year of membership in the Junior League of Winston-Salem, Inc. (JLWS) is spent as a New Member. As a group, the New Members receive volunteer training, leadership development, and also learn about the history, governance, and structure of the JLWS. Should you move from the Winston-Salem area, and you are in good standing, you can transfer to any of the other 300 Junior Leagues nationwide.

In order to successfully complete your New Member year we ask that you attend the following events:

- **New Member Seminar** (September)
- **3 New Member Meetings** (Various Dates)
- **4 General Membership Meetings** (Various Dates)
- **Participate in Bookworm Book Collection** (April)
- **Volunteer work for Boutique** (November/December) **or Tour of Fine Spaces** (April)
- **Puppet Show Shift**

Additional Requirements

- **Membership Dues and New Member Program Fees**
 - ~ A \$225 fee is due when you submit your application*
- **Fundraising Package**
 - ~ All members are required to pay \$100 due in September in exchange for 2 tickets to Boutique's Girls' Night Out, 2 tickets to Boutique, and 2 tickets to Tour of Fine Spaces.
- **BookWorm Donation**
 - ~ All members are required to donate 3 new or 10 gently used books for BookWORM Book Drive

*\$125 of this fee is tax-deductible



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Community Impact

The Junior League of Winston-Salem, Inc. (JLWS) is focused on placing our trained volunteers with selected community partners in support of our current focus areas—educating and mentoring youth ages birth through 18 years and Women’s Health, specifically related to nutrition and wellness. Placements run for two year commitments, generally from June through May. On average, a JLWS volunteer contributes 40 hours a year to her placement. Since its inception, the Junior League of Winston-Salem has been a catalyst in the collaborative development of a wide scope of Winston-Salem’s community organizations and events. Addressing issues ranging from education to health and human services, from early childhood, adolescence and parenting to arts and instruction, the JLWS has played a vital role in establishing or aiding community-based solutions.

The JLWS will be improving the community this year and in the future through these programs:

- **Backpack Program**
- **BookWORM**
- **Brenner FIT - Family Meals Made Easy**
- **Junior League of Winston-Salem Puppet Show**
- **Strong Women Strong Families**
- **Kids in the Kitchen with a special partnership with H.O.P.E. of Winston-Salem**
- **Crosby Scholars**
- **Goler Community Garden**

