Celebrating Success: Inaugural Little Black Dress Initiative

By Virginia Ellis and Lindsay Hodgson

February 24 – 28, 2020 | Little Black Dress Initiative (#LBDI) was a week-long awareness and fundraising campaign that harnessed the power of social media and doing something “a little different” in order to educate people about local issues that Leagues work on in their communities.

The launch of our inaugural Little Black Dress Initiative (LBDI) was a big success thanks to our entire membership. Fifty-six members, including new members, actives, and sustainer, wore the same black dress for five days to spark conversations and raise awareness about poverty and how it restricts choices and opportunities. Each social media post, email, and conversation made a difference. We are proud of our membership for executing the campaign thoughtfully and respectfully.

The fifty-six advocates raised $25,668 from over 440 donors. These funds will support our community programs and help us to further our mission.

The campaign was well received by the community. We saw comments on social media from the community such as, “I love this. It’s my favorite thing I’ve heard about Junior League yet!” Seven community partners joined us for our Music and Brews for LBDI event to share about their partnership with JLWS. Each community partner reiterated how valuable the campaign was to raise awareness and expressed their gratitude for our continued partnership with their program.

Did You Know?

➤ A 16.9% poverty rate in Winston-Salem/Forsyth County = 64,000-67,000 residents living in poverty. [Source: UnitedWay]

➤ A new census report shows that more than one-third of the children in Winston-Salem live in poverty, with higher numbers than places like Chicago, Pittsburgh and Dallas. [Source: Triad Business Journal]

➤ Winston-Salem ranks 20th in the nation for highest child poverty rates in the newest census numbers. [Source: Triad Business Journal]
Letter from the President

Dear Junior League of Winston-Salem Members,

I have to admit, when I agreed to be President of the League, I never anticipated the year ending in a pandemic. I would never have believed it if you told me we would have a year without the BookWorm spring drive, a year without Tour, canceled community placements across the board and a shutdown of the majority of the League’s charitable and social functions. I could never imagine a year ending where we ask our members to avoid headquarters and to hold meetings virtually.

I know that a tremendous amount of work and planning has gone into canceled functions and that everyone is disappointed that this is the way we ended our 2019-2020 Junior League experience. However, I am so grateful and impressed by the way that our League has transitioned, pivoted, planned and, in many cases, replanned events. This amazing group of women has moved forward, changed dates, changed entire events and changed the way that we interact as well as function as a League while keeping spirits high. Thank you all for everything you have done to keep the League on track and continuing to impact our community.

Speaking of changes, our May General Membership Meeting was a virtual one. The Board worked hard making videos and pulling together information to make our first virtual meeting a huge success. It was a voting meeting and we achieved a quorum to pass all motions. We also announced all the amazing winners of our end of year awards like Active of the Year, Sustainer of the Year, Friend of the League and more.

It was with great sadness that I announced the ending of Boutique. The tenth year served as the last year of Boutique for the JLWS. We want to thank everyone who worked tirelessly on Boutique for many years to bring in much needed revenue to the JLWS. The Boutique Committee is introducing the new Boutique Shopping Card that offers discounts and special offers at local retailers. The shopping card will serve as half of your fundraiser package for the 2020-2021 League year.

It has been an honor to serve as the 2019-2020 JLWS President. Thank you all for your support, kindness and hard work this year. I hope that you are all staying safe, healthy and sane.

With gratitude,

Elizabeth Myers
2019-2020 President
Sustainer Happenings

By Alyson Bailey

Thanks to Sustainer Council Membership Chair Deborah Malmo and her fantastic committee for planning all social events, and to Community Chair Megan Lawson for planning volunteer opportunities.

Sustainer and New Member Social at Schiffman’s Jewelers

Nearly 50 League members enjoyed a fantastic event at Schiffman’s Jewelers in March. Thanks to Sustainer and Past President Aimee Rowe for inviting DeeDee Dalrymple to share tips from her Effortless Entertaining guide. In addition, Clarence Hargraves of Bo-Ty Walker Florist created beautiful floral arrangements to give us inspiration just in time for spring.

(Continued on page 4)
**Sustainer Happenings (cont’d)**

(Continued from page 3)

**Broad Branch Distillery Tour**

Sustainers have been busy this year, and there are additional opportunities to join in the fun. We appreciate the years of dedication Sustainers have given to the League, and the Sustainer Council provides a variety of ways to remain connected.

Is there something you’d like us to consider for an event, or would you like to get more involved? Email sustainersconnect@jlws.org and let us know.

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**Sustainers visited Broad Branch Distillery on Trade Street in February for a fun and informative tour and tasting.**

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Schedule your tour today at FCDS.org or 336.945.3151.
CONGRATULATIONS to the 2019 Boutique Committee for an incredible 10th year! The December shopping event was an affair to remember.

THANK YOU to our celebrity guest readers, vendors and committee members.

A VERY SPECIAL THANK YOU to all of the JLWS members who have volunteered countless hours over the last decade to make Boutique a success.

THANK YOU!

The JLWS is proud to announce the inaugural SHOPPING CARD!

SPECIAL OFFERS and 20% DISCOUNTS at local retailers.

Shopping days and participating retailers to be announced at the September GMM.

The team at Novant Health Meadowlark Pediatrics is here to partner with you for your child’s health. We’re just a hop, skip and jump away from Meadowlark Elementary School, and we’re welcoming new patients. Capes not required!

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Call today at 336-277-7030.
Community Project Spotlight: Kids in the Kitchen

By Meagan Forbes

The Junior League of Winston-Salem’s version of the AJLI national project is helping kids learn about nutrition and gain access to healthy food.

For one in four residents of Forsyth County, access to fresh, healthy food is a challenge. But the JLWS Kids in the Kitchen initiative is working hard to help the community combat childhood obesity and educate children about food.

Forsyth County is one of the nation’s highest-ranked counties for food insecurity. The Junior League of Winston-Salem partners with H.O.P.E, a nonprofit organization that prepares healthy meals and distributes them every weekend to people living in food deserts in Winston-Salem. H.O.P.E delivers food via their food truck and maintains a workspace near downtown Winston-Salem.

Once a month, Kids in the Kitchen committee volunteers show kids how to make a fun, healthy snack, while teaching them about nutrition. Volunteers keep kids engaged by making snacks with themes, like nature and Valentine’s Day. Fun shapes and characters are also incorporated. During one lesson, kids turned a piece of whole wheat toast into a teddy bear by adding banana slices, peanut butter, and raisins. During these lessons, children learn about food groups, nutrition, and how to pick out healthy foods while learning basic food prep skills.

Kids in the Kitchen’s committee chair, Sara Maslonka, along with her co-chair, Gennie Tedder, have put a lot of thought and energy into keeping things fresh. Last summer, they overhauled the lessons and digitized them, so members could access them anywhere. Maslonka and Tedder also made up kits with supplies like plates, cutting boards, cutlery, and other kitchen prep materials so members are always prepared to teach a lesson.

And it’s not just the kids who benefit from the experience. Sara and Gennie empower Kids in the Kitchen volunteers to lead lessons with the kids. “We offer help and support, but this committee is a great way for members to take initiative and lead,” says Sara. “We’re definitely a very active committee.”

Although they primarily focus on work with H.O.P.E, Kids in the Kitchen works with other projects both in and outside the League. You can see them at the JLWS Strong Women Strong Families health fairs, and in collaboration with other JLWS community projects. The Kids in the Kitchen team also participates in the health fair at Family Services of Forsyth County’s Wake Up and Walk 5K every year as their kickoff event, talking about nutrition and representing the league.

“We’re really proud of our volunteers and what we’ve accomplished this year,” said committee chair, Sara Maslonka.
Creole Enchiladas
From the kitchens of the Junior League of Monroe, LA

INGREDIENTS
- 1/2 cup (1 stick) Butter
- 1 cup Chopped onion
- 1/2 cup Chopped green bell pepper
- 3 pounds Crawfish tails
- 2 cups (1 pint) Heavy cream
- 3 (10 ounce) Cans cream of shrimp soup
- 8 ounces Monterey Jack cheese, shredded
- 8 ounces Colby cheese, shredded
- 1 tablespoon Chili powder
- 1 tablespoon Ground cumin
- 1 (8 – 10 count) Package flour tortillas
- 8 ounces Monterey Jack cheese, shredded
- 1 cup Chopped green onions for garnish

DIRECTIONS
Preheat the oven to 350 degrees. Melt the butter in a skillet. Add the onion and bell pepper and sauté until soft. Add the crawfish and bring to a simmer. Add the cream, soup, 8 ounces of Monterey Jack cheese, the Colby cheese, chili powder and cumin and mix well. Simmer for 10 minutes. Do not boil. Remove from the heat to cool. Fill the tortillas with the crawfish filling and roll up. Place seam side down in a 9 x 13-inch baking dish. Spoon the remaining crawfish filling over the top. Sprinkle with 8 ounces Monterey Jack cheese. Bake for 30 – 40 minutes or until bubbly. Garnish with the green onions.

Pecan Bars
From the kitchens of the Junior League of Dallas, TX

INGREDIENTS
- 1 cup Margarine
- 1 teaspoon Cinnamon
- 1 cup Sugar
- 1 tablespoon Milk
- 1 Egg, separated
- 1 cup Pecans, chopped
- 2 cups Flour

DIRECTIONS

Savory Chicken Roll-Ups
From the kitchens of the Junior League of Kalamazoo, MI

INGREDIENTS
- 1/3 cup Herb-seasoned croutons or seasoned bread stuff crushed
- 1/4 cup Walnuts or pecan, crushed
- 2 tablespoons Butter, softened
- 1 tablespoon Cream cheese, softened
- 1 tablespoon Dried onion
- 1 tablespoon Worcestershire sauce
- 1 cup Chicken, cooked and cubed
- 1 cup Refrigerated crescent rolls
- 1 tablespoon Butter, melted

DIRECTIONS
In a small bowl, combine crushed croutons and nuts. Set aside. In another bowl, combine cream cheese, 2 tablespoonfuls butter, onion and Worcestershire sauce. Mix well. Add chicken; set aside. Separate crescent dough into 8 triangles. Spread each with a scant 1/4 cup chicken mixture. Roll up, starting at shortest side of triangle and rolling opposite point. Tuck sides and point under to seal completely. Gently roll back and forth to lengthen into uniform shape. Dip rolls in melted butter. Coat with crumb-nut mixture. Place on ungreased baking sheet. Bake at 375° for 15 – 20 minutes or until golden brown. Serve with your favorite gravy.