



Little Black Dress Initiative

Virginia Ellis

This year we are launching our first **Little Black Dress Initiative (LBDI)**. The Little Black Dress Initiative is a week-long awareness and fundraising campaign that harnesses the power of social media to illustrate the restrictions poverty places on choices, opportunities, and access to resources. Advocates (that's YOU) wear one black dress for five consecutive days and a button that says, "Ask Me About My Little Black Dress," to spark conversations and awareness about poverty and related issues. Advocates also tap into their social media networks by posting about the initiative throughout the week wearing their black dress and holding a sign that says, "I wear the dress because...."



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This is a conversation starter! You may have seen friends in other parts of the country who are members of their local Junior League chapter participate in this campaign. The initiative started in London in 2014. This summer I had the delightful opportunity to speak with wonderful women from chapters across the country in both big and small Leagues. One of the points that each person emphasized was how many people came up to them during or after the campaign to say, "I had no idea the Junior League did all that." And those conversations started from making just 1 post a day for 5 days! We're talking about maybe 20-30 minutes of your time, total for the week.

It is a powerful platform that will raise awareness of the needs right here in our own community. The campaign provides our membership an avenue to inform the community about the poverty statistics that affect our community and to share the programs the Junior League of Winston-Salem offers to impact these issues.

Advocates will create a peer-to-peer web page through a site we will provide. When posting, advocates will include the link and hashtags so friends, family, and anyone who sees your posts or asks about your dress in public can donate and support Junior League programming.

While it is not obligatory, we encourage all members: new members, actives, and sustainers, to participate. Together we will get to raise awareness, share our mission, and have fun doing it. And as a fun incentive, we are planning social events in conjunction with our launch week for all participants. Our Little Black Dress Initiative will launch this winter the week of February 24th-28th.

You can sign up to be an advocate: https://members.jlws.org/?nd=vms_registration_event_detail®istration_id=1276

The link will be posted in the League Link or log-in to your Digital Cheetah homepage. Please feel free to contact Lindsay Hodgson with any questions or interests: littleblackdress@jlws.org. During your fall town hall meetings, you will have the opportunity to learn more, ask questions, and provide feedback.

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Key Dates



LOCATION:

*Piedmont 4 Ballroom,
Benton Convention Center*

Friday, December 6, 7-10 pm

➤ *Preview Party*

Saturday, December 7, 9am-4pm

➤ *10th Annual Junior League of
Winston-Salem Boutique*

Santa on Site ~ 9:30am-12:30pm

Reading Nook ~ 10am-12:30pm

*For more information,
please contact: boutique@jlws.org*



Thursday, January 27

➤ *January General
Membership Meeting*

The Junior League of Winston-Salem is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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Letter from the President



Happy 97th year! This year we are investing in ourselves as a League. Our hope, as your 2019- 2020 Board, is that we have a meaningful impact on you, our membership, our League as a whole and our community. We are working to invest in our membership by providing targeted, high level training that reaches our members in their everyday lives and focusing our fundraising to provide both financial support and visibility both within and for our community.

This year is a milestone year for our two signature fundraisers. Boutique (December 6-7) is celebrating 10 years and Tour of Fine Spaces (May 2nd) is celebrating its 15th year. These projects help fund what we do as a League and supply the resources needed to make an impact in our community. We are also excited to introduce the Little Black Dress Initiative. This new fundraiser, which raises awareness of poverty in our city and what the Junior League is doing to impact these issues, gives us an opportunity to increase awareness and support while having a sustainable and lasting impact in our city.

The 2019-2020 Board is committed to ensuring that the training we offer is relevant to our volunteers. Our first General Membership Meeting this year welcomed Adrian Wood as our featured speaker. Adrian spoke of the power of finding the beauty in the chaos of our daily lives and finding the joy and good in every day. Personally, I needed this reminder. Truthfully, there are weeks I need this reminder every day. It is so easy to get bogged down in the minutia of tasks that we forget the big picture. I urge you all to take a pause this year. As you fulfil your placements or in your day to day life, take a minute to enjoy your journey. Take a minute to connect, enjoy who you are with and remember why you joined the League in the first place.

Elizabeth Myers
2019-2020 President

2019-2020 New Member Class



55 New Members • **6** Transfers • Average Age: **32**
Total Number of Anticipated Volunteer Hours: **494**

Boutique Turns TEN!

Diane Green



Just like that Boutique turns TEN! Boutique has become a wonderful one-stop place for holiday shopping and a great way to get in the Christmas spirit. We have a new venue this year in the Piedmont Ballroom at the Benton Convention Center. The preview party is Friday, December 6 from 7 – 10 p.m and the Shopping Day is Saturday, December 7 from 9 a.m. to 4:00 p.m. The Boutique committee, headed by Isabelle White and

Lauren Rogers, has been hard at work all year to make this the best one yet.

Back in 2010, the Boutique event we know started as a Halloween themed shopping weekend called “Boo-tique”. Whitney Webster, one of the original chairs, talked about how they made the first year special, “The first year we had over 70 vendors and a local winery was a sponsor who supplied all the wine for the girls’ night out. Nitsa’s was also a sponsor and we had a fashion show during Girls’ Night Out with League members modeling the clothes”.



In 2012, the JLWS decided to change it up! They moved the event closer to the holidays and went with a true Christmas theme. It was a good way to rebrand the event and help it grow into one of our largest fundraisers.



This year, Friday night’s party theme will be “Paint The Town Red” and there will be champagne and cake to celebrate 10 years of

Boutique. The committee has secured a new local band called Crossing Avery with Tabatha Rose, and the Benton’s fantastic catering will provide all the delicious food.

In addition to new exciting things at the Friday night preview party, the committee has added great workshops to Saturday shopping. You will be able to sign up for different ones including bow making, Pure Barre, and note writing. Santa will be back along with our fantastic reading nook, where local “celebrities” read their favorite books through out the day. We will also be adding gingerbread cookie decorating with Danielle Kattan from The Canvas Cake Studio.

Make sure to mark your calendars and get ready for a fun filled weekend of holiday cheer! Also always tag @juniorleaguets in your Boutique photos on social media.



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Filling Tummies for Happier Learning

Nicole Abolins

One of the first things you read on the Forsyth Backpack Program homepage is the powerful message "Children truly are the future of any community." Unfortunately, many of these children experience food hardship across our state and scientific evidence shows that food insecurity and hunger is associated with childhood cognitive, physical and social detriments. 2016-17 Food Research & Action Center (FRAC) data placed Winston-Salem as the 7th worst MSA for food hardship in the Nation with 20.2% of all households and 23.3% of households with children experiencing food hardship. Knowing this, one easily recognizes how important the Forsyth Backpack Program is to our community.

It began in 2011 when a mom, concerned for kids at Cook Elementary who were showing signs of hunger and sleep deprivation, decided to act. She partnered with Winston Salem Church, Reynolda Rotary and the Second Harvest Food Bank and began delivering weekend meals to the kids throughout the school year. As the program grew, she needed help, and in 2013 she reached out to the JLWS to assistance.

Along the same time-frame, the Forsyth Backpack Program was founded, and in 2014 the two programs joined forces as one organization. Currently providing weekend meals for 425 kids at 10 schools, the Forsyth Backpack Program has leaned on the JLWS to

support the 130 kids at Cook Elementary with weekend and holiday meals. Current Committee Chair, Becky Nguyen and Forsyth Backpack Program President and Co-Founder, Carol Templeton lead a team of 6 JLWS members who every week ensure the kids are going home with nutrition to support them throughout the weekend.



There is much pride and thankfulness in Carol's voice when she credits those who have made this program possible. Helping to combat hunger takes a village and the Forsyth Backpack Program graciously equates the good will of community partners to the success of their program. These include: Augsburg Lutheran Church, Dewey's, Kaplan Early Learning Company, Landmark Builders, Pfafftown Baptist Church, Reynolda Rotary, Second Harvest Food Bank and W.R. Vernon Produce Co. Without state or federal funding, the 100% volunteer operation relies 100% on grant, corporate and individual donations for financial support. To put in perspective, supporting 130 kids takes \$27,000.00 in funding and many volunteers!

Thank you to all who have contributed to the success of the Forsyth Backpack Program. From helping kids eat an orange for the first time or laughing when their presence is announced by a child announcing, "It's the food lady!" each of you have made a positive impact on our community and the children who will be supporting it.



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Forsyth
For What's Ahead

Goler Recruitment Event



Over 15 potential members and their families attended a volunteer event on Saturday, July 20th.

Prior to the Goler event, the potential new members also attended Brunch at the Famous Toastery.

These focused recruitment events helped to create one of the largest new members classes ever with 55 new members.



First Year Spotlight: Recruitment Chairs Jennifer Smid and Lindsay Sullivan

Meagan Forbes



As new members of the Junior League, Jennifer Smid and Lindsay Sullivan were nominated to chair the Recruiting Committee last spring. Both women eagerly jumped into their roles and organized five recruiting events in two months, and ultimately, welcomed 55 new members into the Junior League this year. Sullivan and Smid received the JL Award at this year's first GMM on September 30th.

Lindsay Sullivan is a nurse practitioner. Prior to joining the League, Lindsay had volunteered organizing Miles for Hope Walks supporting brain tumor research, as well as the AHA Heart Walk and Relay for Life. Lindsay joined the Junior League because, "I was really excited to find and be a part of a great group of women trying to make a difference," she says.

Jennifer Smid is a pediatric physical therapist. Jennifer's past volunteer experience includes volunteering at PT clinics, Teen Court, and fundraising with her sorority, Tri Sigma for March of Dimes and other organizations. Jennifer was also her sorority's recruitment chair.

"I am excited to see where my journey in the League is headed!"

— JENNIFER SMID

When asked what it was like planning so many recruiting events in such a short amount of time, Lindsay said, "In a word, hectic! We had to jump head first into planning for events, quickly get to know members of other committees (especially marketing!) and do our best to help get the word out. And the end result, a new member class of 56 women, is so gratifying!"

Jennifer says, "It was truly a team effort. We also had so much support from our new member development team which really made our events successful. We really appreciate them!"

And Lindsay and Jennifer are excited to keep the momentum going. "We are planning an event for Boutique to invite potential new members. We have a combined new member social and recruit-

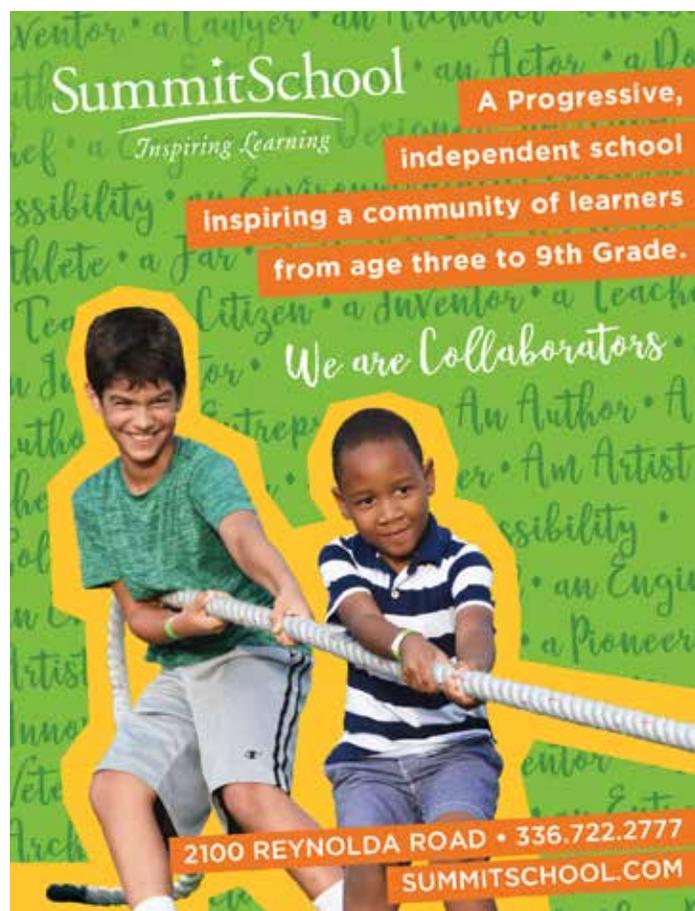
ment event at a Wake Forest baseball game that we are looking forward to. Lindsay and I are working on the details for a spring membership drive for active members. Stay tuned!" says Jennifer.

Both women are excited about their future opportunities in the League. Jennifer is looking forward to working with some of our community partners. "Working in healthcare, I love Strong Women, Strong Families. I think the services it provides to the community are invaluable. Kids in the Kitchen is another project I am very excited about and look forward to experiencing. I am excited to see where my journey in the League is headed!"

"I can't wait to see where my JLWS career leads me!"

— LINDSAY SULLIVAN

When asked if she would consider future leadership roles in the League, Lindsay said, "I am definitely interested in taking on other leadership roles in the League! This position has already taught me skills I never would have acquired otherwise and allowed me to meet so many more people I wouldn't have met in another placement. I can't wait to see where my JLWS career leads me!"



First GMM with Adrian Wood, PhD

Kelly Rosenfeld



On a warm fall evening at the end of September Adrian Wood, PHD presented to over 200 League members a dynamic overview of her background in Eastern North Carolina, including life as a mother of four with one having special needs, and the secrets behind her successful blog, *Tales of an Educated Debutante*.

The first Junior League of Winston Salem's General Membership Meeting was received with glowing praise. Featured on the Today Show, ABC News and Huffington Post, Dr. Wood is a visionary in education, childhood research and finding meaning in graceful transparency. As a past preschool teacher, nanny and college professor, Dr. Wood began writing her blog in December of 2015. She now has over 50,000 Facebook followers and 12,953 blog visitors per month.

Her motto of "The future is far away and scary, but today is lovely," resonated with the League members and provided inspiration on navigating motherhood, career and personal happiness.

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