

**JUNIOR LEAGUE OF SOUTH BREVARD, INC.**

# **2020-2021 ANNUAL REPORT**

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## **PRESIDENT'S LETTER**

During the 2020-2021 League year, the Junior League of South Brevard, Inc. embraced the theme of "Launching next generation volunteers and leaders." Since 1966, the Junior League of South Brevard, Inc. (JLSB) has been committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. 2020-2021 was a challenging year for the JLSB and for us all personally, as we navigated through the COVID-19 pandemic. However, this didn't stop us from holding a successful 36th Annual Festival of Trees, supporting our community programs, and providing training for our members. This year, our League merged with the Junior League of Central & North Brevard and we were excited to welcome our new members with open arms. Our League also began the groundwork for a League name change to The Junior League of the Space Coast, Inc. With this name change, we adopted a new impact statement: "The Junior League of the Space Coast, Inc. will be a force of change as we empower women and families to improve their well-being and conquer tomorrow's challenges". Our members are the heart and soul of our organization, and the League appreciates their input. During the 2020-2021 League year, we developed the 2020-2023 Strategic Plan with considerable member input. Our Community Research and Project Development Committee spent 2020 researching new projects for to support the Brevard County Community. These initiatives ensure the League is meeting not only the community's needs but also capturing it's members needs and interests. It is with pride and gratitude as we present the 2020-2021 Annual Report to share with you this year's accomplishments.



**Erika Holzer**  
**JLSB President 2020-2022**

# MISSION

The Junior League of South Brevard, Inc. 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.



# VISION

Above all else, our goal is to promote and perpetuate social change in the Brevard County communities that will benefit most from it. By empowering women and providing valuable leadership training, we are giving local women the tools to get involved, put their talents to work, and positively impact the communities of Brevard County.

# COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

The Junior League of South Brevard, Inc. welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations, and communities.



# **JUNE 1ST, 2021**

## **WE'RE CHANGING OUR NAME**



**@JL\_SpaceCoast**



**@JLSpaceCoast**

**[www.JLSpaceCoast.org](http://www.JLSpaceCoast.org)**

The Junior League of South Brevard, Inc. is expanding our League's impact reach from South Brevard to encompass the entire Brevard County and Space Coast Community. Women from all of Brevard County, Florida are encouraged to join our League. With our name change, we have adopted a new impact statement: The Junior League of the Space Coast, Inc. will be a force of change as we empower women and families to improve their well-being and conquer tomorrow's challenges.

# 2020-2021 BOARD OF DIRECTORS

**Erika Holzer**

*President*

**Ginna Roberts**

*Placement & Nominating*

**Angie McNeight**

*Executive Vice President*

**Dana Morgan**

*At-Large Director*

**Emily Mansell**

*Secretary*

**Lindsey Boyle**

*At-Large Director*

**Tracey Ceferatti**

*Treasurer*

## THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL, INC. (AJLI)

The Junior League of South Brevard, Inc. (JLSB) is part of the Association of Junior Leagues International, Inc. (AJLI), an international network of 291 Leagues comprised of over 150,000 women in the USA, Great Britain, and Mexico engaged in similar work in their own communities. AJLI is a nonprofit organization that provides comprehensive consultation, training, and other support services that assist the leadership of the 291 Junior Leagues across four continents.

## 2020-2021 JLSB AWARDS

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***The Marion Collins  
Sustainer of the  
Year:***

Kim Torres

***New Member of the  
Year:***

Emily Thornburg

***Sprit of the League:***

Ginna Roberts

***Volunteer of the  
League:***

Alex Gomez

***Community  
Business Partner  
of the Year:***

Sorensen Moving  
& Storage

***Advocate of the  
League:***

Eau Gallie Arts  
District Main  
Street Inc.



# MEMBERSHIP AND TRAINING



**JLSB Members at Hightower Beach Park  
Volunteering with Keep Brevard Beautiful**

**19**

**New Members**

**61**

**Active Members**

**99**

**Sustainers**

**179**

**Total Members**

The Junior League of South Brevard, Inc. is an organization where women give back to their community, grow professionally as leaders and connect to other women

In 2020-2021, JLSB Members:

- Completed a fully virtual recruitment and new member training process, welcoming 19 New Actives to JLSB
- Conducted dozens of trainings, modified to an online format
- Created an online Placement Tool, to track and develop member's leadership skills
- Established a Diversity, Equity, and Inclusion Committee so that members can more readily build, learn, and stand with our community in the shared quest for meaningful community dialogue and change

# COMMUNITY IMPACT

Our goal is to help Brevard County women develop civic leadership skills through the work they do, then put those talents to work in the communities that need it. For the 2020-2021 League year, our community projects focused on improving the health of children through nutrition and physical activity. We are proud to share we were named the 2020-2021 Brevard Public Schools Partners in Education: Partner of the Year for Stone Magnet Middle School.

## ***2020-2021 COMMUNITY PROJECTS***

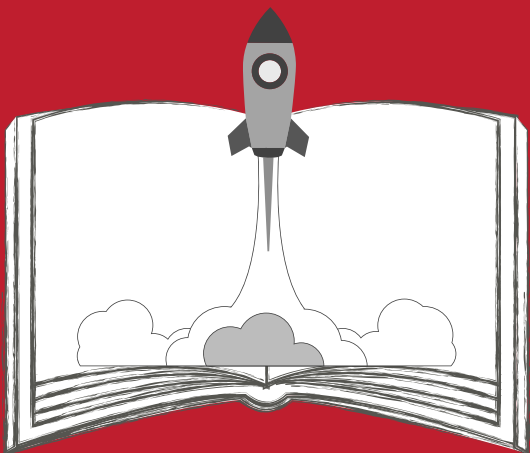
**Done in a Day (DIAD)/ Done in Your Seat (DIYS)**

**Fueling Kids**

**G.I.R.L. POWER- Cancelled Due to COVID-19**

**Kids in the Kitchen**

Our Community Research and Project Development Committee spent 2020 researching new projects for to support the Brevard County Community. Our league is excited to announce a new community project we will be adding to our projects for 2021-2023, Blast Off To Reading. Blast Off to Reading will be focused on encouraging girls to grow more confident in their reading skills and to pursue STEM fields. Participants will be inspired by guest speakers and receive related books they can read at home. In addition, our League will continue the Kids in the Kitchen and Fueling Kids projects from the 2020-2021 League year.



**Blast Off to Reading  
New Community Project  
2021-2023**

# DONE IN A DAY (DIAD) DONE IN YOUR SEAT (DIYS)

Done in a Day (DIAD) volunteers enable the league to assist community agencies that do not have a need for League volunteers on an ongoing basis but have a one-time need for extra volunteers. Done in Your Seat (DIYS) opportunities involve collecting goods or funds to support specific community needs.



JLSB Members making Easter Egg Baskets  
Supporting the Genesis House

## 67

**Volunteer Hours  
At Socially Distanced  
DIADS**

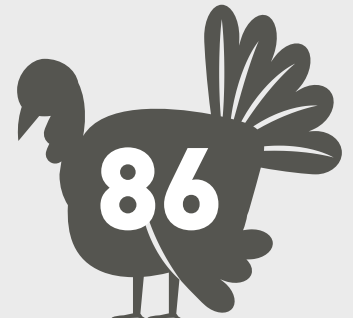
**IN 2020-2021, THE LEAGUE PROVIDED VOLUNTEERS  
OR SUPPORT TO THE FOLLOWING ORGANIZATIONS:**

*Sabal Elementary School  
Stone Middle School  
South Alternative Learning Center  
The Genesis House  
The Children's Hunger Project  
Keep Brevard Beautiful  
New Life Mission*

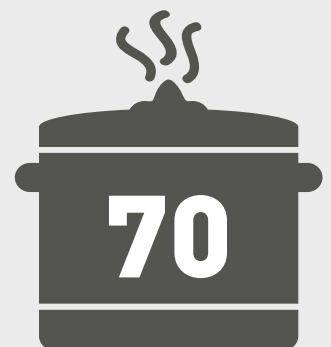
## 2020-2021 COMMUNITY IMPACT



**Food Pantry and  
School Supply Items  
for Schools in Need**



**Thanksgiving Dinners  
to Brevard County  
Families**



**Families Received  
Crockpots, Gift Cards,  
and Virtual Cookbook**

# SPOTLIGHT STORY: ADAPTING TO COVID-19'S IMPACT



During the Pandemic shutdown in March 2020, our league adapted to hosting community events in an online format to reach Brevard county's children. Our Cooking with Mrs. Claus event, part of our Kids in the Kitchen project was adapted to an online format during our annual Festival of Trees Fundraiser. Cooking with Mrs. Claus reached around 50,484 Facebook users resulting in 300 children participating in December 2020. League members at three locations distributed ingredient packets in a drive through format. Parents and their kids tuned into a Facebook Livestream featuring Mrs. Claus as she spreading holiday cheer with stories and healthy holiday snacks. Ingredient packets even contained Reindeer food for kids to set outside on Christmas Eve! Our Spring Event, our annual Kids in the Kitchen expo, was also reimagined to reach children ages 6-12 from the comfort of their homes. The 2021 Kids in the Kitchen event, sponsored by Health First was formatted as a family-friendly online bingo activity to share how kids and their families can eat smart and make healthy lifestyle choices. Each bingo card square linked to an interactive video or downloadable activity. Once a family completed BINGO, they were able to submit their bingo card on our website to win prizes. Throughout the week the Bingo card was live, JLSB members also shared healthy eating tips via an interactive Facebook Live Format. From April 16th-25th, our event gathered 166 responses and reached 11,266 people on Facebook.



**Kids in the Kitchen Chairs Kim and Brittany Distributing Ingredient Packets Outside the JLSB Office in LIV EGAD**

## SPOTLIGHT STORY: FUELING KIDS

As part of our Fueling Kids project, sponsored by Health First, the Junior League of South Brevard, Inc. hosted Spring and Fall Crockpot event for parents at U.F Gibbs and Marjorie Olsen Head Start Programs. JLSB was able to donate Crockpots, recipe books, and gift cards to around 70 families. During the events, which were held virtually on Zoom, JLSB members shared cooking demonstrations and presented on the benefits of slow cooker recipes.



# FUNDRAISING HIGHLIGHTS

In 2020, JLSB co-chairs Anna C. and Kimberly W. creatively adapted our 36th Annual Festival of Trees Event to a fully virtual format. For this year's Festival of Trees event, designer trees and wreaths were showcased within business storefronts in the Eau Gallie Arts District (EGAD) and were available online for auction. JLSB partnered with EGAD to present the 10th annual Holiday Tree Lighting Ceremony on December 4th 2020, and created a virtual walking map of downtown EGAD for visitors. In conjunction with our silent auction, JLSB hosted additional fundraising events including poinsettia sales, calls from Santa Claus, and photos with Santa Claus. In total, our League raised \$16,342 from this fundraising event thanks to our JLSB event sponsors and supporters!

## 2020 EVENT SPONSORS

**CAUDILL & MCNEIGHT ORTHODONTICS**  
**LAUNCH CREDIT UNION**  
**VERNIS & BOWLING OF MELBOURNE**

## ***FESTIVAL OF TREES*** **DECEMBER 2-5, 2020**



President Erika Holzer and P&N Director Ginna Roberts Pose with a Designer Tree hosted at Clevens Face and Body Specialists



**\$16,342**

**Raised from  
2020 FOT Event**

**12**

**EGAD Businesses  
Hosted Trees**

**73**

**Items Donated**

**347**

**Poinsettias Sold**

# MAKE A GIFT TODAY

THE JUNIOR LEAGUE OF SOUTH BREVARD, INC. IS AN ENTIRELY VOLUNTEER RUN ORGANIZATION WHERE ALL DONATIONS HAVE A DIRECT IMPACT. PLEASE CONSIDER DONATING TO OUR LEAGUE TO SUPPORT OUR MISSION.

## DONATE ONLINE

**<https://spacecoast.jl.org/support-us/>**

## DONATE BY CHECK

**Junior League of South Brevard, Inc.  
540 Montreal Avenue Suite 103  
Melbourne FL 32935**