#### 2020-2021 RECAP



FOCUS

The Official Newsletter of the Junior League of Lansing



## **PRESIDENT'S MESSAGE**

By Stacy Bogard, 2020-2021 President



There's a lyric in a song from one of my favorite bands, Coldplay, that states: "I'd rather be a comma than a full stop."

Ever since I heard it, it's really

resonated with me from the perspectives of what I take it to mean and because in my professional life, I'm a punctuation enforcer.

It also stuck out as a perfect description to sum up our past year—we've been the comma, on a pause in so many ways, but we've never come to a full stop and we should be very proud of that as individuals and as a League.

President's Message, continued on page 2

### INSIDE THIS ISSUE:

Communications - 3 Community - 4 Education - 6 Endowment Fund - 8 Fund Development - 10 Leadership - 11 Membership - 12 Nominating - 14 Sustainer Update - 15



#### President's Message, continued from page 1

Our League didn't exist during the last pandemic our country faced in the early 1900s, so we have no bar to measure ourselves against during this time. But as you'll see in these pages, we've been able to accomplish a lot even when it's been challenging to do what JLL does—volunteering, attending trainings, fundraising or simply connecting.

The Board created strategic goals for this year based on member surveys and our budget. The Annual Plan was then built on finding ways to fulfill those goals. As everything was developed last summer when so much was unknown, we didn't accomplish everything, but we did make strides in all areas and addressed at least 8 of the 13 goals.

This is how we will plan moving forward but with more foresight and hopefully no pandemics, so the Board also worked this spring with an outside consultant to develop a three-year plan that will go into effect this summer.

With Justine Bell's leadership as Treasurer, we updated the budget to more accurately reflect our activities and how best to track them. We can confidently say that, in a typical year, what we fundraise goes toward the activities of our mission. I do want to be clear that this is more than community donations—it is also supporting our efforts to develop the potential of women through training and promoting voluntarism.

In partnership with last year's Board, we established a task force on diversity, equity and inclusion to work on developing our goals and objectives in this area. The intent is not to point at or say that the Junior League of Lansing has ever done anything wrong as I believe we've always approached any of our initiatives with the best of intentions. The intent is that we can and should do more given what we know now. We need participation in these discussions from all facets of our membership. The Board finalized policy changes at its June meeting and has the beginnings of a procedures manual, so League members have accurate governance documents to reference.

And our biggest accomplishment was creating the Community Fund. This was in answer to what we heard from members either directly or through surveys that there is a desire for a greater financial impact from JLL to our community as well as member involvement in these decisions. In late summer, members will have an opportunity to recommend local organizations that fit within our issue area to potentially receive these funds. The first recipient will be decided by a member vote this fall. The fund is setup for this to happen annually to ensure that, outside of our existing projects and initiatives like granting, scholarships and Weekend Survival Kits, more funds will regularly be going back into the community.

To every JLL member—Active, Sustainer and Provisional—thank you for your commitment to and involvement in this organization. Without each and every one of us, we wouldn't be able to be better together.

It has truly been my honor to serve as potentially the last one-year term president and hopefully the only pandemic president although that's a legacy I would gladly give up!

I'm excited to see and be a part of where we go as a League. Thank you again for your support and this opportunity.

# COMMUNICATIONS

## **RECAP OF COMMUNICATION EFFORTS**

By Natasha Roberson, 2019-2021 Communications Vice President

The goals outlined for 2020-2021 related to communications included:

- Increasing internal and external brand awareness.
- Clearly establishing our brand and social media presence.
- Cross-council collaboration of communication.
- Work with Ngage on all communication needs.
- Work with Sustainer Communications Chair to effectively communicate across the membership.
- Consistently utilize JLL position email accounts for changeover communication ease.
- Informing members of all events like GMMs, LEAPs, Member Relations, fundraisers, AJLI activities and committee meetings by posting events and activities on public and/or private Facebook pages and in the weekly e-blast newsletter.
- Highlight Community Partners past and present on all internal and external platforms.

We worked on those goals regularly with all members of Junior League of Lansing.

I want to thank and recognize all of the 2020-2021 Communications Council committee members especially Ally Caldwell, who was the Social and Digital Media Chair. Thank you all for your work.

- Catherine Cleveland
- Haylee Patterson
- Tracy Wimmer

Through the efforts of the Communications Council:

- The public side of the website continues to be updated.
- The weekly e-blast newsletter was redesigned in Constant Contact and we are now able to create lists for more accurate communication with members.
- Ongoing posts are being made on Facebook, Instagram and Twitter social media channels.
- Member highlights were started to recognize our members and their personal accomplishments.
- We established deadlines for submitting our publications, managed by the Communications Request Form in the members section of the website.
- Weekly reminder emails to all Board of Directors and Management Team to gather their committee information to be shared with members and to the public.



# COMMUNITY

## 2020-2021 DIAM Collections

Raised \$1,848 total for the year

### Capital Area United Way

Supports families with utility bills and their rent.

### **Carefree Medical**

Provides quality and compassionate services to people with limited access to the health care system.

### Fostering Academics, Mentoring Excellence

Resource center for foster youth alumni attending MSU as well as for youth who were in kinship care, have experienced homelessness or are otherwise independent.

### Helping Women Period

Helps homeless and low-income women by providing menstrual hygiene products and bags for distribution.

### The Davies Project

Provides reliable transportation for seriously ill children and pregnant women to essential health care.

### Women's Center of Greater Lansing

Helps women achieve financial stability and independence as well as focuses on each client's whole health.

## 2020-2021 DIAD Projects

#### DIAD/PAC Coat Drive

Collected 317 coats that were donated to Homeless Angels

### Food Bank volunteering

### Launched DIAD Your Way

Gave members the opportunity to participate in a DIAD they identified and coordinated

**Sustainer Council Food Drive** (see page 15 for more)

### Weekend Survival Kit packing

## Other Accomplishments

Provided \$7,500 in financial support to the Weekend Survival Kit program.

Changed Kids in the Kitchen to the Essential Needs Event Committee to expand opportunities in the future. This allows for the flexibility to create an event that will be tailored to our issue area. More to come next year!

## COMMUNITY

## **COMMUNITY GRANTS AND SPONSORSHIP AWARDED**

By Michelle Adams, 2020-2022 Community Vice President

In addition to the \$4,000 that was budgeted for Community Response Grants this year, the Management Team was able to allocate an additional \$8,400 from unused Community Council funds. There also was \$2,000 budgeted for community sponsorships, which was awarded to a long-time community partner.

Response Grant Recipients:

**\$2,000 to Child and Family Charities:** Their funds were requested for the Kevin J. Moody home, a homeless youth shelter that provides numerous services (e.g., food, shelter and support services) to children.

#### \$2,000 to Sleep in Heavenly Peace, Inc.:

Funds will be used for all necessities for a bed for homeless youth, including bed, sheets, mattress and frame. No other organization in the greater Lansing area provides this service.

#### \$2,000 to Footprints of Michigan, Inc.:

Organization will use funds to purchase winter boots for children within the greater Lansing area.

**\$1,200 to The Davies Project:** Funds will be used to recruit volunteers to be drivers who will provide reliable transportation for seriously ill children and pregnant women to essential health care such as doctor appointments.

**\$2,000 to Haven House:** Funds will be used to maintain staff for their Partners-in-Progress program. Staff provide case management to families who have secured affordable housing through Haven House.

#### \$2,000 to Habitat for Humanity Capital

**Region:** Funds will be used for their HVAC system for their staff and volunteers. Any funds not spent on HVAC system will be used to build homes for low-income people.

#### \$1,200 to Communities in Schools of

**Michigan:** Funds will support their backpack giveaway in August 2021 for children within the greater Lansing area schools. The backpacks will be filled with school supplies and PPE needed for back to school.

Community Sponsorship:

**\$2,000 to Weekend Survival Kits, Inc.** as a sponsor for their 2021 Hunger Heroes Virtual 5K. JLL has been a long-time supporter of the WSK program.



## **EDUCATION**

## PUTTING THE EMPHASIS ON TRAINING

By Virginia Chambers, 2020-2022 Education Vice President

The 2020-2021 Education Council hit the ground running and brought about a lot of positive changes.

The Arrangements Committee was led by Amanda Pugh. With a year of virtual GMMs, they had to become creative. Each GMM was thoughtfully organized and the member icebreakers were based on the theme for the month. They hosted a virtual, fun and interactive February Social 'Trivia Slam' and were instrumental in putting together the May Celebration, our first in-person event since March implemented, including the PAC/DIAD Coat 2020.

The Training Committee has been led by Virginia Chambers and Angela Palmer. Guest speakers were coordinated for each GMM including Joe Garcia, CEO of Cristo Rey Community Center and Nick Lynch from the Capital Area United Way.

The Public Affairs Committee was led by Angelica Cox. PAC's advocacy efforts relate to access to resources, homelessness and food security. Angelica also shared about the work being done collectively by the nine Michigan Leagues through the state PAC around the issue areas of human trafficking and foster youth. PAC also participates in monthly Michigan State Council of Junior Leagues' SPAC meetings.

The committee reinvented the Little Black Dress Initiative into Homelessness Awareness Week

and raised both awareness and money for our Community Partners. A total of \$450 was raised and donated to the following organizations: Lansing School District; Haven House; Lansing Rescue Mission; Capital Area United Way; and Homeless Angels.

The Council also started a workgroup to determine the viability of a Mentorship Program in 2021-2022.

Cross-Council opportunities were identified and Drive; DIAM/PAC January GMM speaker; Arrangements/DIAM/Sustainer Council Craft Auction (raised \$460 for Fostering Academics, Mentoring Excellence); PAC/Member Relations for the Homelessness Awareness Week virtual social; collaborated with New Member Training to develop an updated training framework.

Also, in coordination with Girls on the Run Mid-Michigan, organized the LunaFest event and a subsequent training opportunity. Through the education budget, JLL made a \$2,500 donation to GOTR to help purchase running shoes and for girls in need so they can participate in the program.

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JLL Focus

## **EDUCATION**

## JLL SCHOLARSHIPS AWARDED FOR 2021

By Virginia Chambers, 2020-2022 Education Vice President

Each spring, the Junior League of Lansing accepts applications for its scholarship program to recognize women with outstanding commitment to their community and voluntarism.

The JLL Scholarship Committee met on June 14, 2021 to review scholarship applications and select the award recipients. There were many quality candidates, which made the selection difficult, but there were three candidates who stood out. In addition to meeting and exceeding all of the scholarship requirements, they all have impressive community service and volunteer experience.

Congratulations to the following winners:

Rachel Pung, St. Johns High School \$1,000 JLL Scholarship

**Divya Reddy, Williamston High School** \$1,000 JLL Scholarship

Shannon Stevens, Lansing Catholic High School \$1,000 JLL Scholarship

## **2021 MAY CELEBRATION**

Members gathered for the first time in person since March 2020 for the 2021 May Celebration. It was a little windy and chilly, but wonderful to see faces in person again!



# **ENDOWMENT FUND**

## **JLL ENDOWMENT FUND REPORT**

2020-2021 JLL Endowment Board

The Junior League of Lansing Endowment Fund celebrated its 36th anniversary this year! Our League is fortunate to have women who had the foresight to create this fund years ago, which has provided an annual tender to the JLL toward its mission.

THANK YOU to our Founding members! As of June 1, 2021, the current fund balance was \$790,226.44. As our Endowment Fund balance grows, its financial impact on our League will also grow.

Our members generously support our League every year through donations and dues roundup. Thank you for remembering the Endowment Fund throughout the year. We have also introduced a new opportunity to donate to the Endowment Fund by participating in the Legacy Society campaign. Members are being asked to consider a gift of \$5,000 or more by pledge or an estate planning gift. Thank you to our members who have already made this commitment.

The 2020-2021 Endowment Fund Board members were Kate Hude, Chair; Anita Nystrom, Vice Chair; Mark Lawrence, Community Member; Tim Vogelsang, Community Member; Jessica Sender, Endowment Treasurer; and ex-officio member JLL President-Elect Maggie Louks. The Board meets on a quarterly basis with our fund manager, Tri-Star Trust Bank.

### In Memoriam

Nancy Berger, Aug. 20, 2019 Margaret Frankland - Aug. 22, 2019 Patricia Olofsson - Sept. 30, 2019 Suzanne Bacon - Oct. 29, 2019 Marilyn Born - Feb. 25, 2020 Joanne Hacker - March 28, 2020 Mary Collins - June 3, 2020 Ruth Ridgway, Oct. 27, 2020 Polly Schwendener - Dec. 20, 2020 Grace Fauquher - Jan. 13, 2021 Joan Stapleton - Feb. 21, 2021

# **ENDOWMENT FUND**

## JUNIOR LEAGUE OF LANSING ENDOWMENT REPORT

We would like to recognize our donors who made contributions during the 2020-2021 fiscal year. Many thanks to:

Susan Allis Deb Atkinson Kathryn Ault Mary Ann Austin Bridget Balesky Andrea Barnes Candace Barnes **Cheryl Bartholic** Zoe Bassos Joan Bauer Justine Bell Jane Bitsicas Stacy Bogard Carolyn Boger Patricia Brogan Christine Brogan **Carol Broviac** Geraldine Brown Juliette Buckberry Lisa Callaghan-Keefer Barbara Hamilton Paula Campbell Christina Carr **Barbara** Cleland **Catherine Cleveland** Stephanie Collier Georgia Condon Dana Costello De De Coy Susan Crippen Amy Crites Patricia Croom Marilyn DesJardins Katherine Donahue Leslie Donaldson Kathie Drolett

Barbara Duda Carolyn Dudley Darrell Duffield Lynn Dwight Caryn Edwards Carri Lynn Engel Wendy Faulhaber Lynn Fiedler Barbara Fishell Tricia Foster **Tula Francos** Lori Fuller Preeti Gadola Donna Gardner Pamela Gillespie Marcia Gresens Linda Grua Sue Ann Guilford Jody Haddad Phyllis Harden **Debby Harrison** Annie Hayes Amanda Henderson **Diane Hollister** Marcia Horton Lori Hostetler Karen Hubbard Katharine Hude Jaimie Hutchison Meredith Jagutis **Tracy Jelneck** Jan Kahl Jennifer Kennedy Elizabeth King

Marian Korroch Suzanne Kregel Mary Liechty Margaret Liedholm **Barb Lindquist** Pat Linnell Sandy Little Maggie Louks Alexis Lupo Susan Lutz Katelyn Lynch Katie Lynwood **Dorothy Martin** Karen McCloskey Janine Medler Dianne Mohnke Nanci Mooney **Betty Moore** Nanette Naser Lori Noyer Marilyn Nugent Anita Nystrom Donna Oade **Beverly Oetzel** Mary Lind Olson Jennifer Pace Maggie Papesh Candy Parker Haylee Patterson Susan Patterson Kate Powers Kristen Pricco Wesley Reece Kay Ellen Riegel Rachel Rosenbaum

## **Society Members** Anonymous Ken and Ginny Brooks John and Sandy Grettenberger Sue Mills Mary Beth Pirich

Special Thanks to Our Legacy

Pamela Ruth Nicki Sanford Jennifer Schick Joann Schofield Cat Schwartz Patricia Scott Denise Shaheen Nancy Shepard Linda Smith Marcia Spencer **Dorothy Spousta Charlene Sproles** Katie Strong Amy Suhrheinrich Betsy Svanda Diana Tarpoff Mary Van Wieren

Ann Vogelsang Carrie Waggoner Pamela Wakeland Angie Washburn Mary West Lisa Whiting Dobson Ana Whitman Alex Wiesner Mary Jane Wilson Patricia Wilson

# FUND DEVELOPMENT

#### By Lisa Sack, 2020-2021 Fund Development Vice President

Given the challenges of the pandemic year, the Management Team pooled together fundraising and collection efforts from various councils to focus on serving people and organizations related to JLL's issue area of food, shelter and access.

Lunch With League was not held. The Annual Raffle was redesigned to work remotely with a cash first prize, dine around town package for second and a spring cleaning third prize. The drawing was held in February 2021. A total of 690 tickets were sold and \$13,800 was raised.

The winners were: First Place: Carolyn Boger Second Place: Katie Strong Third Place: Barb Bannasch

The spring fundraiser, High Heels and High Tea, was reimagined as a Slippers and Tea event. With support from The University Club of MSU, take-home kits of flowers, tea and treats were available for purchase right around Mother's Day. The total amount raised was \$3,600.

An additional \$500 for the year was brought in through secured sponsorships.

Other efforts through the Community and Education Councils (DIAM donations, Craft Auction and Homeless Awareness Week) brought the **grand total of funds raised for 2020-2021 to \$20,658**. We're proud of the successful year we had!



## **COMMUNITY PARTNERS**





## LEADERSHIP

### 2020-2021 BOARD OF DIRECTORS



Stacy Bogard President



Maggie Louks President-Elect



Susan Lutz Executive VP



Lynn Fiedler Secretary



Justine Bell Treasurer



Stephanie Collier Nominating Chair



Janine Medler Sustaining Member At-Large

### 2020-2021 MANAGEMENT TEAM



Susan Lutz Executive VP



Natasha Roberson Communications VP



**Michelle Adams** Community VP



Chrissy Nelson Membership VP



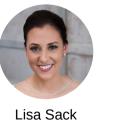
Virginia Chambers Education VP



Ann Vogelsang Sustaining Management Advisor



Ana Whitman Finance VP



Fund Development VP

# MEMBERSHIP

## CONGRATS TO OUR ANNUAL EXCELLENCE AWARD WINNERS

By Chrissy Nelson, 2020-2021 Membership Vice President

Thank you to all who submitted nominations for the Annual Excellence Awards. We had many great nominees and want to recognize everyone for their hard work and dedication over the past year! Your time, talent and efforts did not go unnoticed. Below are descriptions of each award and the winner selected for 2021.

#### **Community Service Award**

Given to a JLL member who has contributed significant and outstanding volunteer time and effort to improve the quality of life of the Lansing community, either through her own community involvement or League Placement. *Recipient: Andi Earl* 

#### Living the Mission Award

Given to a JLL member who consistently goes above and beyond her placement or, in addition to her regular placement, assists other committees or projects in an outstanding manner.

**Recipient: Virginia Chambers** 

#### Sprit Award

Given to a JLL member who embodies the spirit of Junior League voluntarism in her actions and interactions in the community and with other JLL members. This person consistently inspires others with her caring, understanding, enthusiasm and pursuit of excellence embracing the values of JLL. *Recipient: Amanda Pugh* 

#### Leadership Award

Given to a JLL Active member who demonstrates outstanding leadership abilities and who motivates and inspires others to further the vision of the organization. *Recipient: Angelica Cox* 

#### League for Life Award

Given to a JLL Sustainer who has given of her time and talents to support the efforts of the organization. *Recipient: Lynn Fiedler* 

#### Wo<mark>man to W</mark>atch Award

Given to a JLL Member who has gone "above and beyond" of her time and talents to support the efforts of the organization. *Recipient: New Member Class* 

### Women Building Better Communities Award

Awarded to the committee that has gone above and beyond during the current League year.

**Recipient: Arrangements** 

## MEMBERSHIP

By 2020-2021 Membership Council Chairs

## **MEMBER RELATIONS**

Despite everything being a little unconventional with this League year happening fully during the pandemic, Member Relations was able to host a few virtual events. Members were able to attend a virtual cookie decorating, coffee nights, a Barre Code class and a happy hour with PAC at the end of Homelessness Awareness Week. We also collected ideas for future events through a survey.

- Shajuana Tyson

## NEW MEMBER RECRUITMENT & TRAINING

This year's recruitment events were virtual as inperson meetings weren't possible. Five amazing ladies have joined as new members this Junior League year.

As training also needed to take place virtually, we piloted a rolling onboarding program with the Training Committee that we adapted from the Junior League of Kalamazoo. Discussions will continue into next year as to how we can utilize this moving forward to be more flexible as to when/how we can bring on new members. - Chrissy Nelson

## PLACEMENT

The Placement Committee consisted of five advisors: Katrina Daniels, Autumn Gillard, DJ Grubaugh, Audra Putt and Emily Stevens. These members worked hard to connect with all of their advisees as much as they could in the current climate. Their main focus was to answer all questions and to attend to specific needs of each member after "meeting" with each advisee and helping guide them in their JLL journey. Member morale also was Placement's focus this year. The Placement Chair has been working behind the scenes with the Membership VP and AJLI to roll out the new Digital Cheetah Placement Matching Tool, which will allow all members to choose and match up their strengths and placement wishes digitally before the Placement Committee works together to place each member. We'll look at implementing this for the 2022-2023 year. - Catherine Schwartz

## WELCOME NEW MEMBERS!

**Bianca Guess** 

**Carlee Knott** 

Brianna Lapka

Julie Muldowney

**Lindsay Weismiller** 

# NOMINATING

#### By Stephanie Collier, Nominating Chair

The 2020-2021 Nominating Committee was comprised of Nominating Chair Stephanie Collier and committee members Rebecca Kosta, Lydia Millbrook and Leah Ann Sherer. We are excited to report that with the guidance of the governance and management model, we fully implemented a new structure for the nominating process this year. We feel all of these changes lead to a more transparent and unbiased process for members seeking slated leadership positions within League.

Under the new process, members are now required to apply for available positions and go through an interview process. The application process eliminates the old "who knows whom" system and ensures that we are filling slated positions with highly qualified members who are ready and excited to develop and lend their talents in these particular roles. Another exciting and new change is that Sustainers are welcome and encouraged to apply for slated positions as well!

To kick off the Fall 2020 nominating process all members, both Active and Sustainer, were given the 2021-2022 Leadership and Placement Brochure, informed of the available slated positions and encouraged to apply. The application process included submission of a member's position interest(s), their resume, a brief written statement and an interview with the Nominating Committee members.

Once every candidate had been interviewed and their submissions reviewed, the committee convened for Slating Day on Nov. 14, 2020. On Slating Day, the Nominating Committee's charge is to fully understand the needs of each available position and slate the best women from the pool of available candidates. Each candidate is considered from the materials they provided, their interview responses and the broad skillset they bring from both inside and outside of League.

We are so excited for the effect this new process will have to better support our members and to further improve the amazing work and impact of the Junior League of Lansing.

## WE ARE THE JUNIOR LEAGUE

Leading change. Transforming communities

# SUSTAINER UPDATE

By Ann Vogelsang, 2020-2022 Sustaining Management Advisor

Sustainers and Actives "met" together on the evening of Tuesday, Dec. 15, 2020 for the first Junior League of Lansing virtual Holiday Happy Hour. The happy hour was an opportunity to catch up with JLL friends even though we could not meet together in person for our annual Holiday Open House. The Sustainer Council planned the hour with assistance from Arrangements Chair Amanda Pugh. Along with their invitation, members received recipes for festive cocktails or mocktails to make at home. Members participated in an icebreaker sharing favorite holiday traditions such as "What holiday special or movie do you watch year after year?" And we learned which holiday songs some of us love - or hate - to hear!

There was also a (very competitive) scavenger hunt for items around the house. Heather Frick found the most items and received bonus points for holiday-themed finds. Kelly Miller wrapped up the evening for us with a lovely toast. Thank you to everyone who was able to join in and share some friendship and holiday cheer! The Sustainer Council hopes that December 2021 will see us back celebrating together at our Holiday Open House.

The Sustainer Council organized a porch dropoff food drive on Saturday, May 1. Sustainer Jaimie Hutchison suggested the event and was instrumental in helping to "get it off the ground." Members were able to drop food items off at porches all around the area. "Porch hosts" Jaimie, Chrissy Carr, Andi Earl, Lynn Fiedler, Nancy Nyquist, Amanda Pugh and Lisa Sack



were responsible for taking all the donations to food pantries near their homes. Active Emily Wisniewski volunteered to shop on behalf of JLL with the \$200 provided by the DIAD Committee for this event. Thank you to those women for their work making this event a success.

Thanks to the generosity of the many members who participated in this event, **we collected 708 items of food for our community!** 

Food collected went to the City Rescue Mission, Haslett Community Church, Okemos Community Food Bank, Our Savior Lutheran Food Bank, Catholic Community of St. Jude, Greater Lansing Food Bank, and the Fledge and Redeemer Food Pantry for Clinton County.

To help understand the impact from just **ONE** of the **SEVEN** porches sites, when Lisa delivered the items collected at her home in East Lansing, the staff at the Greater Lansing Food Bank told her the delivery weighed 187 pounds, which is the equivalent of 155 meals!

Again thank you to all JLL Actives and Sustainers who participated in and made an impact with this food drive. Your efforts helped people throughout the greater Lansing area!



Okemos, MI 48864

## SAVE THE DATE: FIRST 2021-2022 GMM!



Tuesday, Sept. 14, 2021 7 p.m. In-Person and Virtual Options **Featured Speaker: Vicki Clark** Watch your email for more info

## JLL OFFICE

Correspondence can be sent to: 2501 Jolly Rd, #110 Okemos, MI 48864 Phone: 517.657.2017 Email: office@jllansing.org

### **MISSION STATEMENT**

Junior League of Lansing, Michigan 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. Its purpose is exclusively educational and charitable.