

Hotline

Women building better communities[®]

The Junior League of Philadelphia • Celebrating 95 Years of Volunteer Service: Looking Back and Moving Forward • May 2008

DIAD and MANNA Serve Up Hope



The DIAD committee prepared scores of meals for critically ill patients at the MANNA headquarters in Philadelphia.

By Kathleen Andre

The DIAD (Done in a Day) Committee paired up with MANNA (Metropolitan Area Neighborhood Nutrition Alliance) at their center on February 7th and 11th to help feed patients with AIDS. Headquartered in Philadelphia, MANNA delivers care and hope by nourishing people with life-threatening illnesses living in the Delaware Valley.

In March, MANNA geared up for a major kitchen remodeling and needed help

assembling extra meals before this major construction project closed the organization's kitchen. Several groups of ten JLP members arrived in February to assist with this vital mission to serve needy residents.

The groups assembled meals, packaged them, and arranged storage in MANNA's freezers, all while having a great time with friends. The committee will also be making a financial contribution to the organization to benefit their kitchen remodeling. **J**



A New Signature Focus Area for the JLP: Environmental Health and Wellness

By the Development Council and PRD Committee

The search for the JLP's new Signature Focus began in the fall of 2006 at our November Area Meetings, when JLP members were asked to discuss their interests and express their views. Five major areas of interest arose from these meetings: health and wellness, environment/sustainability, senior

issues/eldercare, veterans' issues, poverty and homelessness.

In Spring 2007, the Project Research and Development (PRD) Committee began a community needs assessment and interviewed prospective partners for each of these potential focus areas. PRD also distributed an online

"Signature Focus Questionnaire" to the membership in August. This survey asked members to rank potential focus areas, the types of projects that they find rewarding, what matters most to them in a volunteer experience, preferred geographic location for projects, and times and days of availability.

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The Junior League of Philadelphia, Inc. 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.

President's Perspective

Our Plan, Our Vision

by Susan Mostek



One of the Board's top priorities this year was to develop a Strategic Plan. Since November, we have undertaken an in-depth view (externally and internally) of the JLP in order to put us on a path of positive

direction and growth. **Belinda McLeod-Quinn** and **Heidi Tirjan** devoted countless hours to ensuring that we would have a quality product, and I can proudly report that we have a finalized comprehensive Strategic Plan. The following goals were developed based on the critical issues that came out of the assessment process and our Strategic Planning Workshop.

- **Focus and align all programmatic activity.** The JLP will work to identify what makes it unique and determine how it can use its resources to deliver something that no other organization can deliver. This goal will include evaluating each of the programmatic areas to 1.) do fewer things better, and 2.) ensure that every program moves the organization closer to its vision and brand.

- **Develop a Quality Assurance Plan to ensure that every program and partnership has the desired impact.** This will include setting concrete goals for each program and partner, measuring and evaluating results, promoting successes and learning from failures.
- **Raise awareness of the JLP's vision, programs, and accomplishments.** Focusing on concrete goals and accomplishments that are relevant in the community will help clarify the JLP's identity. This will require constant reinforcement of the updated vision:

The Junior League of Philadelphia is one of the leading community service organizations in the greater Philadelphia area, with a diverse membership contributing a range of personal and professional experiences. It offers tested and groundbreaking programs that focus on the intersection of wellness and the natural environment.

Programs are developed to have maximum impact, using experts in the field and innovative partnerships.

This Vision is our brand. Consistent messaging by every Active, Provisional and Sustainer is crucial; we must speak with "one voice."

- **Identify and implement a more effective organizational structure; one that emphasizes voluntarism, ensures consistency from year to year, and creates a more professional atmosphere.** If a long-term vision and impact are to be realized, a structure for delivery must be put in place. Evaluating the options around this issue should be a major consideration of the Board.
- **Develop a long-term business strategy that is sustainable and attractive to future donors.** This means revenue coming from earned income (member dues, Thrift Shop) as well as investments (endowment), grants (foundation and government) and contributions (private donors, annual giving and fundraising events). The ability to invest in programming at significantly higher levels is a critical issue that will directly affect the impact on the community that the JLP is able to realize.

I hope this gives you a glimpse of where we are headed. The Board of Directors is confident that these goals will steer us well. Stay tuned for more details.

See you at Annual Dinner! — Susan 

Environmental Health and Wellness Continued from page 1

In addition, PRD collected demographic information on the JLP membership. These results are posted on the JLP website.

On October 9, 2007, the Project Advisory Committee (PAC) met to discuss potential focus areas and vote on the JLP's new Signature Focus area. PAC narrowed down prospective focus areas based on the needs assessment and an evaluation of local community partners. The results from the membership survey clearly indicated that the top preferences of our membership were health and wellness and environment/sustainability. After an extensive evaluation of the data presented, PAC unanimously approved a new Signature Focus, "Environmental Health and Wellness." The

Board discussed the PAC recommendation and ratified the selection of "Environmental Health and Wellness" as the new focus area at their October meeting. Our new focus reflects the intersection of health and the environment; the overarching purpose of this new focus is to reconnect kids with nature.

There are a myriad of health and emotional benefits associated with getting children outdoors. The JLP will dedicate part of the new focus to educating children about healthy habits and the benefits of fresh produce with an emphasis on urban agriculture. Moreover, an understanding of science begins with an appreciation of nature. In a world where technology is of increasing importance and "green-collar jobs" are

emerging sectors of the global economy, many children in our area are lagging behind. This new focus area will give the League an opportunity to reconnect with our impressive history in Fairmount Park and make a physical impact on the community.

PAC and PRD are pleased to present the new focus area and three new community projects for the 2008-2009 League year, subject to approval at the April Voting Meeting. We are confident that our new Signature Focus area is one with vast potential for growth that will lend itself to a range of community projects which will make a significant impact on our community and captivate the interest of our diverse membership. 

COMMUNITY

Dance to the Beat of the Drums: Cultural Clinic's Middle Eastern Event



The Cultural Clinic participants learn traditional Lebanese drumming during the Middle Eastern event.

By Tina Stango

On March 15, 2008, the Cultural Clinic Committee held a Middle Eastern-themed event in Houston Hall at the University of Pennsylvania. Eight girls from Drew, Lea, and Penn Alexander Elementary Schools participated in the Cultural Clinic event. The Cultural Clinic members hosting the event were **Tina Stango, Amber Goins, Libby Morgan, and Erica Grant**. The highlight of the event was our two guest speakers, John and Michelle, who educated the girls about Lebanese culture.

John and Michelle also taught the girls about Middle Eastern drumming and belly dancing. Each participant was provided with a belly dancing skirt and was shown how to move to the beat of the drums. The event also included Middle Eastern treats such as pita, hummus, and baklava.

At the event's end, the girls were also educated in Egyptology and hieroglyphics, and they added memorabilia from this event to their scrapbooks. Overall, the Middle Eastern event was success and all participants had an amazing time. 📖

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Hours: Monday – Saturday 10 a.m. – 5 p.m.



Wearing belly-dancing skirts, the girls of the Cultural Clinic shake it up.

Fundraising: Celebrate Spring With Flowers

Grower Flowers donates 10 percent of any gifts ordered and 20 percent of any Growers Fresh orders to the JLP with the affiliate code of 47576. Grower Fresh orders are fresh from the farm. Orders can be placed by phone at (888) 321-7673 or via the website at www.growerflowers.com. Celebrate the rites of spring with the gift of flowers. 📖

Thrift Shop Here's To Jeannie!

By Patty Franks



Jean Bahnsen, Assistant Manager of the Junior League Thrift Shop, was a member of the Junior League of Milwaukee, Wisconsin, before she transferred into Philadelphia in 1982. She was an Active member of the League until 1988, when she became a Sustainer. Jean volunteered for many years at the old Shop in Bryn Mawr and came to work part-time in 1993 at the Shop in Rosemont. She became full-time assistant manager in 1995. On May 1, 2008, our Jeannie will retire. Jean has been a friend to all our customers. She has counseled them in illness and in grief and has listened to endless conversations with patience and grace. She has encouraged customers to buy and has graciously let customers know when things did not look well on them. She could sell the Brooklyn Bridge or the kitchen sink!

She has tirelessly supported the volunteers from the League, training us in the ways of the Shop and in what it means to be a volunteer in the Junior League. She always encouraged us to pursue our careers with the League and to support its programs. She also diligently worked with the youth of the community through the high school volunteer programs and with the senior citizens through our community service program.

All the staff, customers, and League members will greatly miss her and wish her the best in her retirement. Personally, I do not know what I will do without her. I will truly miss my colleague and my friend and am grateful for all our years together. 📌

Flowers and Tea at the Quadrangle

On Saturday, March 8, 2008, the DIAD committee hosted the second annual Floral Arranging Tea at the Quadrangle in Haverford. The event was co-hosted by The VistaCare Hospice Agency and The Quadrangle Facility. The Quadrangle is an assisted living community and VistaCare Hospice services residents in need of end of life care.

Assisted living and hospice residents of the Quadrangle were treated to an inspiring spring floral arranging demonstration presented by Kelly Allebach, a prospective Provisional and floral designer. Fifteen League volunteers assisted 30 residents to follow along with the demonstration. Each resident created a March-themed arrangement featuring Irish daffodils, white carnations, and Peruvian lilies. Residents were able to take their finished arrangement back to their rooms to celebrate spring.

The floral arranging demonstration was followed by a tea served by the League volunteers. A delicious spread of assorted teas, tea sandwiches, and cookies was provided by The Quadrangle. Musical entertainment was provided by Jim Bucklin, a Quadrangle favorite. League volunteers had an opportunity to visit and socialize with the residents and brighten their day. 📌



The flower arranging demonstration at the Quadrangle in Haverford brought a touch of spring into the residents' day.





Sustainer News

By Pam Crutchfield

Sustainers in Action

Many years ago, my favorite professor, a creative writing instructor, gave me a big hint: "Write what you know about." This past year has given me an opportunity to know many things, particularly about the Sustainers, but the Actives as well. It has been a real challenge to write fast enough to keep up with everyone! Here is what I "know about" all of you:

You are very diversified in ages and interests. Some are Philadelphia area natives; others are transfers from all over the country. Here are some examples of what I have heard from you: "The Junior League has meant so much to me — I have made so many friends." "I have learned a great deal about Philadelphia through my League experiences." "I love working on the Sustainer project and think it's important to have one." "I enjoy being with the women in my bridge group!" "I have learned a lot about cooking and gardening." "I enjoy the trips and lectures." "Someone

welcomed me when I moved here and invited me to join their table for a membership dinner." "I work full time and appreciate connecting with League friends at the evening dinners and programs." "I look forward to reading the *Hotline* each month." "I love the parties!" "I really appreciated the cards when I was ill." "I met and made so many friends at the neighborhood teas." "I learned so much at the computer training sessions." "I look forward to helping the BBB&B Committee next year."

A popular comment from the Actives: "I can't wait to become a Sustainer!" Keep in mind, with the new changes going into effect this spring regarding Sustainer eligibility, we should see a substantial increase in our numbers — let's welcome them with open arms!

Recently, many of you enjoyed the annual Spring Membership Luncheon Meeting, ably

organized by **Anne Sly** and **Jane Sagendorph**. There, you applauded our Sustainer Volunteer of the Year, the Special Sustainers, the newly-elected officers, and the Larks singing group, led by Chair **Anne Markle**. We partied at Merion Tribute House with delicious food, drinks, and a festive jazz band. Thanks to **Anne Simpson** and **Sally Jannetta** for putting together a fabulous event. Many of you brought along book donations for the Paul V. Fly Elementary School, the focus area for our Sustainer project for underserved children in the Norristown Area School District.

So, this is what I know for sure — we have enjoyed an amazing and extraordinary year together. Thank you very much for giving me this opportunity to serve as your leader! **JL**

Cookbook Tasting Event

Sustainer **Mary Cloud Hollingshead** is hosting a tasting event starting at noon on Sunday, June 1st at 356 Kings Highway in Clarksboro, NJ. The event will have a summer picnic theme and take place in and around the barn on her property. All Sustainers, Actives, and Provisionals are invited to come out to this bucolic setting and make a tasty dish for the event (recipes supplied by the Cookbook Committee) to taste test for our upcoming cookbook. **JL**

Larks Performed at Goodhart Hall

On Sunday, March 9, the Larks participated in a concert at Goodhart Hall at Bryn Mawr College in Bryn Mawr under the direction of Anjali Gallup-Diaz. This concert of "song and dance" covered everything from the Renaissance to the Modern eras. The

performers sang a range of pieces that included an Italian motet, English baroque theater songs, a modern setting of a Shakespeare verse, and a rousing English madrigal in which they led the audience! **JL**



Anjali Gallup-Diaz, Joyce Cafiero, Jill Acker, Shirley Messina, Ruth O'Connell, Jill TenBroeck, Gail Parker, and Steve Gibbs, guitarist from Belgium. (back row, from left): Suzanne DuPlantis, mezzo-soprano, Anne Markle, Suzanne VanderVeer, Sue Dewis, and Margy Conlon. James Batt, pianist, not pictured.

Keep In Touch

If you have access to e-mail, be sure the JLP office has that address (and update it if you change). The e-Line is now being e-mailed every two weeks and that is a great way to keep up with news of upcoming League events. Of course, the office has to know your e-mail address to send the e-Line to you! **JL**

Judith Quigley Ruse, Sustainer of the Year 2007-2008

Recently, the famous English actor Paul Scofield passed away. I remember him vividly on Broadway in "A Man for all Seasons." I would like to propose that our "Sustainer of the Year" Nominee is "A Woman for all Seasons." **Judy Quigley Ruse** has her R.N. degree and is currently employed with Centocor, Inc., a division of Johnson and Johnson, where she is a Clinical Trial Manager. Judy is the proud mother of two daughters and a son and has been an incredible advocate for their educational needs. She has an indomitable spirit, which has borne up under serious health problems. Judy is a tenacious, "can do" person who thinks of "no" as a delayed "yes."

Judy is a former Sustainer Chair, stepping into that role unexpectedly when **Sue Rice**, then Chair-Elect, moved to Charlotte, NC. Unlike an understudy, she had not had a

chance to prepare for her role, but gamely took the stage. Judy joined the League in 1983, and since then, she has taken on many jobs within the League and done an excellent job with all of them. As a Sustainer, Judy has been chair of Travel Abroad and Dine Around. She has helped the Actives with their fundraising, especially with the Fashion Show. She has also been an active member of the Sustainer Project Committee in its previous two years of "Books to Grow On." This year, she inspired the committee and the Sustainers as a whole to make the Paul V. Fly Elementary School our current project. Judy is Co-Chairing that massive endeavor to alleviate the many problems facing the school and the poverty-level students attending it. I give you Judith Quigley Ruse, "A Woman for all Seasons," and our Sustainer of the Year for 2007-2008. JL



JLP Sustainers are proud to honor Judy Ruse as Sustainer of the Year.

Sustainer Project: Books for the Paul Fly Elementary School



Stephanie Carr, Judy Moneta, and Marge Devlin were busy packing books at Judy Ruse's house — along with **Susan Mease** (photographer) and **Nancy Hebard**. As of March 15, almost 3,000 books have been sorted and packed and were delivered to the school in late March. Through various other contacts the total is expected to top 5,000. Thank you to everyone for your support of this project!

Evening Sustainers

May Potluck in the City

At:

Cynthia Adams's home, 222 Locust Street, Philadelphia;
(215) 627-6363

May 16th AT 6:30 p.m.

"FAITH-BASED SALAD": BRING ANY INGREDIENT FOR OUR JLP CITY SALAD BAR AT CYNTHIA'S (ex: chicken, shrimp, tuna, tomatoes, mushrooms, bacon, cucumbers, hearts of palm, artichokes, blue cheese - BE CREATIVE!). Cynthia will provide greens and dressing.

Also bring a topping for ice cream!

R.S.V.P. to **Marianne McClatchy** (610) 355-1976
or **Cynthia Adams** (215) 627-6363

We're Baaaack!

March 4 - 6, 2009

Bed, Breakfast, Blossoms & Barnes returns!

We Welcome New Committee Members

We'll be looking for hostesses to house guests, homes for dinner parties, coordinators for the Thursday luncheon, Barnes trip and Friday luncheon organizers, cooks, drivers, and helpers.

Please contact **Nancy Greytok** or **Susan Mease** if you'd like to know more or to be kept abreast of the "doings." You won't want to be left out!

Susan Mease (610) 353-5627 or Susan.mease@bridgesettlementcorp.com

Nancy Greytok (610)525-8663 or nangrey@comcast.net



On Valentine's Day, the Cooking Klatch gathered in the kitchen of Bryn Mawr Presbyterian Church to make casseroles for the women and children of St. Barnabus Mission. They made over 500 meals which were greatly appreciated.

KUDOS

Cheers to Tricia, Bart and big brother Clayton Ruff on the birth of Cameron Marshall Ruff born March 14th, 2008; 7 lbs, 12 oz., 21 inches long.

Warm summer nights, fireflies, Hotline! That's right, Hotline!

July/August Hotline deadline: June 25th.

September Hotline deadline: July 25th

Send your articles, photos, and photo captions
to hotline@JLPhiladelphia.org

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610-337-6382 or kcguenther@verizon.net

Upcoming Dates 2008

MAY

- 5th Afternoon Bridge (1 – 4 p.m.) – **Ginny McIntire**, (610) 341-1584
- 7th Board Meeting (7 p.m.) – Riverbend Environmental Center, Gladwyne
- 8th Cooking Klatch
- 9th Garden Club Spring Flower Show at Waverly Heights — **Ellen Lloyd**, (610) 642-0103
- 13th JLP Sustainer Bridge (10:30 a.m. – 3 p.m.) – **Sara Ann Boenning**, (610) 525-6488
- 15th Afternoon Bridge (1 – 4 p.m.) – **Jane Harrington**, (610) 688-6374
- 15th Bookmarks – **Elizabeth Houghton**
- 16th Evening Sustainers (6:30 p.m.) — **Cynthia Adams**, (215) 627-6363
- 27th JLP Sustainer Bridge (10:30 a.m. – 3 p.m.) – **Sara Ann Boenning**, (610) 525-6488

JUNE

- 2nd Afternoon Bridge (1 – 4 p.m.) – **Bonnie Hamm**, (610) 356-4277
- 8th Board Thank-You Party – **Pam & Jim Crutchfield**
- 10th JLP Sustainer Bridge (10:30 a.m. – 3 p.m.) – **Sara Ann Boenning**, (610) 525-6488
- 19th Afternoon Bridge (1 - 4 p.m.) – **Phyllis Scott**, (610) 687-1227
- 19th Bookmarks – **Cynthia Adams**
- 24th JLP Sustainer Bridge (10:30 a.m. – 3 p.m.) – **Sara Ann Boenning**, (610) 525-6488

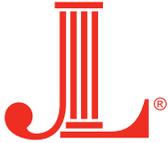
Project Welcome Back

Do you have friends who are former Junior League members? Encourage them to join our Sustainer group. It is a wonderful way to reconnect with friends and make new ones. It is easy to rejoin! For more information contact **Susie Heller** at 610-688-8875 or susieheller@verizon.net.

Junior League Garden Club

Friday, May 9, 2008

10 a.m. Annual Meeting and Spring Flower Show Waverly Heights, 1400 Waverly Road, Gladwyne
Committee Arranger: **Ellen Lloyd**
Call Hostess **Jean Kellogg** (610) 645-8663 if you would like to join us.



The Junior League of Philadelphia, Inc
27 West Lancaster Avenue
Ardmore, PA 19003
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Hotline Deadlines

July/August issue: June 25th

The Hotline is eager to accept your articles and story suggestions. Please feel free to contact us with your articles and proposals to make this newsletter better.

To publish the Hotline in a timely manner, articles are to be submitted via email at Hotline@JLPhiladelphia.org. Each article must have a byline and a headline.

Remember, the Hotline also accepts advertising: \$15 for classified ads, \$40 for business card-sized ads, \$60 for $\frac{1}{4}$ page ads, \$125 for $\frac{1}{2}$ page ads, and \$225 for full-page ads. The dimensions for the ad sizes are: 8"x10.5" full page • 5.25"x8" half-page • 4"x5.25" quarter-page.

Upcoming Dates

MAY

- 7th Fundraising Council meeting
- 10th Cultural Clinic event
- 17th Books Aloud workshop
- 22nd Annual Dinner

JUNE

- 4th Books Aloud workshop
- 21st Books Aloud workshop

More details about all of these events and more can be found on the JLP website calendar: www.JLPhiladelphia.org.