President’s Perspective

Each year, March is designated as National Women’s History Month to ensure that the history of American women will be recognized and celebrated in schools, workplaces, and communities throughout the country. This year’s theme, *Celebrating Women of Character, Courage, and Commitment*, honors the extraordinary and often unrecognized determination and tenacity of women. Their lives and their work inspire girls and women to achieve their full potential and encourage boys and men to respect the diversity and depth of women’s experience.

This theme also accurately depicts the Junior League of Philadelphia. Every day, Junior League members display character, courage, and commitment as mothers, volunteers, mentors, and leaders in a variety of fields from business and government to education and science. In doing so, we are part of a multi-generational legacy that expands the realm of possibility for future generations of women to come.

Over a century ago, Mary Harriman, the founder of the Junior League, fought against social convention and even legal restraints to implement social reform in New York City for the betterment of the city’s poorest residents. At that time, women could not vote but Mary and her friends banded together to implement change in other ways. Mary’s Junior League movement built a new awareness that women could make a difference beyond the “hearth and home.” Certainly, Mary was a woman of character, courage, and commitment that we aspire to emulate.

Even though women have won significant battles since Mary’s time, including civil rights such as the right to vote and Title IX, Junior Leaguers are still fighting for a better way of life in our communities. The Junior League of Philadelphia works to better our community through our Apple a Day Healthy Living Initiative™. Apple a Day is a multi-tiered community initiative with the goal of creating a positive impact on the health and wellness of adults and children. The Junior League F.E.E.D.s Philadelphia by Facilitating increased access to fresh produce, Educating children and adults to experience the connection between healthy eating and healthy living through hands-on nutrition and exercise education programs, Empowering individuals to become advocates for their own health and wellbeing by providing free health and wellness screenings, and Distributing more than 3,500 pounds of fresh produce annually in areas classified as food deserts so that adults and children in our community will live longer, healthier, and happier lives.

As you consider your placement for the 2014-2015 League year, please know that while serving on an Apple a Day community committee is a highly fulfilling experience, this is not the only way to support our community projects. In fact, all of our placements touch Apple a Day in some way. As our two largest fundraisers, our Thrift Shop in Ardmore and our American Girl... continued on page 2

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 (continued)

Fashion Shows® together raise almost $640,000 per year for League operations and projects. Accordingly, your quota or Thrift Shop shift or volunteering at the fashion shows is more important than ever as we continue to expand Apple a Day. The Communications and Marketing Councils promote our projects both internally and externally to grow our membership, raise awareness of our community projects, and continue to improve the League’s standing in the community. The Membership Development Council works to enhance the overall membership experience and, through collaboration with the Management Council, ensures that we offer enough opportunities for members to earn Ways & Means Credits and Mission Credits by supporting our League-wide service days, attending a DIAD, or supporting one of our fundraising events.

In addition to placement, you can support Apple a Day and the League through donations to our historic Capital Campaign and our Annual Fund. The Capital Campaign, the first in our history, has changed our League’s culture of philanthropy in a very short time and will enable us to renovate our headquarters and strategically invest $100,000 into Apple a Day. The Annual Fund is also a wonderful opportunity to donate unrestricted funds to our operating budget and should be included in your annual charitable giving.

The bottom line is that all your efforts, whether it is completing a Thrift Shop Shift, earning Ways & Means or Mission Credit, supporting the Annual Fund, or participating in a DIAD, support Apple a Day and the League’s broader mission to promote voluntarism, develop the potential of women, and improve the community through effective action and leadership of trained volunteers. Thank you for your dedication to the Junior League and for being women of character, courage, and commitment!

Warm regards,

Halley

From the Office of the COO – Looking Back On a Great Year

By Erin Bushnell, Chief Operating Officer

It is hard to believe, but it is already time to choose our Placements for next year! It seems like this League Year just started, but, looking back, we have accomplished quite a lot!

Our Strategic Plan sets the direction for the JLP, while the Annual Plan provides us with the goals and tactics to get there, ensuring we are on track to complete the goals we set each year. The 2013-2014 Strategic Plan is divided into four broad categories: 1) Civic and Community Impact, 2) Fund Development, 3) Member Engagement, and 4) Impact Awareness. Each category has a specific goal along with several strategies to use in achieving that goal.
From the Office of the COO (continued)

1. Civic and Community Impact

Goal: Develop and institute issue-based community programming

Strategy 1: Implement Apple a Day Healthy Living Initiative™ as our long-term healthy living initiative dedicated to improving the well-being of Philadelphia-area families.

- Kids in the Kitchen: Create interactive cooking classes and nutrition education programs to empower children and their caregivers to make healthy lifestyle choices.
  - Strategy in action:
    » Developed eight-week course curriculum
    » Vetting community partners who will implement the curriculum
    » Testing curriculum materials in Spring 2014
    » Train the Trainer sessions in late summer/early fall 2014
    » Inaugural implementation of program in Fall 2014

- Empowering You Health Fair: Plan and host the JLP’s annual health education fair, where attendees and their families will be empowered to make healthy decisions, using hands-on interactive education and free wellness screenings.
  - Strategy in action:
    » April 5, 2014 at Lankenau Medical Center
    » Expanded offerings from 2013 Health Fair

- The Farm Explorer™: Working with Greener Partners’ Farm Explorer™, a living, hands-on mobile garden equipped with garden beds and a mobile kitchen, aims to inspire people to eat more fresh food and provide tools for healthier eating. It visits schools, community centers, and large-scale events with a connection to healthy living.
  - Strategy in action:
    » Organized three Fall events
    » Planning 5-8 Spring events (Farm Explorer is dormant in winter months)
    » Enhancing Farm Explorer through education materials and engaging families through craft projects

Goal - Educate the JLP membership about Apple a Day Healthy Living Initiative and create awareness and advocacy around the issues of Healthy Living

- League-Wide Service Days
  - Strategy in action:
    » Fall event with Greener Partners at Longview Farm
    » Martin Luther King Day event with SHARE Food Project
    » Upcoming April 27, 2014 spring event with Philadelphia Orchard Project

- Regular Apple a Day updates at General Membership Meetings including speakers

- Healthy Living-adjacent events:
  - Strategy in action:
    » DIAD Events with Greener Partners, SHARE, Stop Hunger Now, Philadelphia Marathon, Special Olympics, Philabundance
    » EVT Events on Healthy Eating, Healthy Skin, Stress Management
    » A Place At The Table Viewing Parties

2. Fund Development

Goal: Increase the funds raised to provide and support programs that improve the quality of life in our community

Strategy 1: Develop and implement a standard League-wide fundraising strategy and protocol

- Strategy in action:
  » Fundraising Council is working to implement a standard, repeatable fundraising protocol, including best practices, to guide every fundraising committee
  » Coordinated solicitation within Fundraising Council

Strategy 2: Create and foster a culture of philanthropy among League members

- Strategy in action:
  » February Capital Campaign Town Hall
  » Examine ways to make Annual Fund giving easier
  » American Girl silent auction registry
  » Attendance at Fundraisers
    - Sold Out Fall Fete!
  » Excellent turnout for Vineyard Vines event

Strategy 3: Increase funds raised to support our Apple a Day community programs

- Strategy in action:
  » Celebration for 10th Anniversary of the Thrift Shop
  » Focus on increasing Thrift Shop revenue
  » New corporate relationships (Container Store, Vineyard Vines, C. Wonder, Modern Health Vending, AmazonSmile)
  » Addition of Fall Fete as a fundraiser
  » Grow Simon Fashion Now
  » Grow American Girl Fashion Show®
Strategy 4: Develop ongoing plan to care for, maintain and utilize the League HQ to ensure efficient operations and protect our capital asset

- **Strategy in action:**
  - Capital Campaign Launch
  - Building renovations (new awning, façade improvements)
  - JLP records from 1919-2009 donated to the Historical Society of Pennsylvania for proper preservation

Strategy 5: Develop a plan to monitor employees to ensure success and satisfaction for the employees and the League

- **Strategy in action:**
  - Assigned Sustainer Bobbie Cameron as employee liaison
  - Maintaining Human Resources Best Practices
  - Honor Ruth Palmer on her 25th Anniversary with the JLP!

### 3. Member Engagement

**Goal:** Increase member engagement and satisfaction

**Strategy 1:** Increase membership retention

- **Strategy in action:**
  - GMMs and EVTs to educate members about the projects, goals, and impact of Apple a Day
  - Placement outreach to members
  - Social Events
    - Fall Fete
    - Vineyard Vines opening night party
    - Quota parties
    - December Happy Hours
    - Center City lunch; Suburb lunch
    - Longwood Gardens
    - Transfer socials
    - Provisional social events

**Strategy 2:** Improve member recruitment

- **Strategy in action:**
  - New JLP Marketing material brochure
  - Increased social media presence
  - Utilize existing interface with community (American Girl Fashion Show®, Simon Fashion Now, Thrift Shop, community events) to recruit new members
  - 119 Provisional members!

**Strategy 3:** Define and implement a Leadership Development Strategy

- **Strategy in action:**
  - Nominating Leadership Interest Parties
  - Career path discussions
  - All council meeting for all Chairs and Chair-Elects
  - Open position postings on Facebook
  - AJLI training opportunities

**Strategy 4:** Provide relevant and mission-focused training curricula

- **Strategy in action:**
  - EVT training this year:
    - Fundamentals of Fundraising and Fund Development
    - The Power of Public Relations in the Nonprofit World
    - Event Planning for Nonprofits
    - Marketing for Nonprofits
    - Healthy Eating through the Holidays
    - JLP Career Path to Leadership
    - Healthy Skin Essentials
    - JLP Board and Governance Leadership
    - JLP Strategic Planning and Evaluation
    - Healthy Eating Habits: Nutrition and You
    - Ducks in a Row – Get Organized!

**Strategy 5:** Create consensus around geographic identity and the community (-ies) served

- **Strategy in action:**
  - Alternating City/Suburb GMMs
  - Variety of DIAD locations
  - Socials in both city and suburbs
  - Coordinate transportation to suburb events
  - Conference calls in lieu of some face-to-face meetings
  - Variety of geographic locations of community partners

### 4. Impact Awareness

**Goal:** Increase Awareness of the Junior League of Philadelphia and our mission

**Strategy 1:** Increase public relations to achieve visibility among potential donors/sponsors, gain the good will of the community and increase member pride and engagement

- **Strategy in action:**
  - New JLP and Apple a Day Brochures
  - New Apple a Day logo
  - Wallet Cards with FEED info
From the Office of the COO (continued)

» Press releases for all major events
» Advertising of events
» Highlighted in all Simon Fashion Now marketing material
» Continue success of American Girl Fashion Show®

Strategy 2: Improve internal communications

● Strategy in action:
» Updates to the Hotline including the JLP Social Pages
» Increased use of internal Facebook group
» Timely eLines and eBlasts
» Message from the President

Strategy 3: Elevate the League’s role, impact, and visibility in the region

● Strategy in action:
» Apple a Day page on Website
» Strategic partnerships with well-known organizations (Vetri Foundation, SHARE, etc)
» Fundraising partnerships with high profile brands (Simon Malls, Vineyard Vines, Container Store, American Girl)

It is through your efforts that we are able to achieve our Mission and our Vision! Thank you for your dedication!

JLP American Girl Fashion Show® Committee’s Hard Work Pays Off

By Kate Murphy, American Girl Fashion Show® Marketing/Public Relations Subcommittee Member

Thanks to the dedication, effort, and hard work of American Girl Fashion Show® Committee members, the Junior League of Philadelphia successfully hosted its third annual American Girl Fashion Show® at The Desmond Hotel and Conference Center in Malvern, Pennsylvania, on March 8 and March 9, 2014.

Preparing this successful show required many hours of hard work and preparation by the JLP’s American Girl Fashion Show® committee members and the young models. Led by Porsha Addison and Mary Beth Horvath, the committee began organizing the event last fall, dividing into four sub-committees, each with plenty to do to prepare for the show. The sponsorship subcommittee reached out to local businesses for sponsorship and raffle prize donations. The marketing and public relations sub-committee prepared promotional materials, tickets, and programs, organized the always popular doll hair salon. The models sub-committee worked with the local girls who modeled in each of the shows. Finally, the production sub-committee created seating charts, gathered volunteers for each show, and made sure each show ran smoothly.

The JLP’s American Girl Fashion Show® Committee hosted various pre-show events, including a January 18 Model Call, where local girls were recruited to be models in the show. On February 15, the committee hosted a Model Fitting and Photography event, during which the models were fitted for and photographed in their Fashion Show costumes. Joanne Posse Photography assisted with this event, and parents of the models were able to purchase photo packages and choose to include these photos in the event program. On March 1, the committee held a Model Social for the young models and their families. In the final days before the show, the committee held rehearsals on-site at The Desmond Hotel and Conference Center so everyone would be ready for the main event.

This year, our models were a diverse group of girls between the ages of five and 12, most of who hail from the area, and many of who are relatives of JLP members. One of the most rewarding and impressive parts of planning the show was the young models’ energy and excitement during the pre-show events and their knowledge of the dolls’ personalities and stories.

The funds raised through the American Girl Fashion Show® benefit the League’s Apple a Day Healthy Living Initiative™, a multi-tiered community initiative that aims to positively impact the health and wellness of adults and children in the Greater Philadelphia area.

More details and photos from the event will be featured in the June Hotline.
Sharing The Love: Project Research and Development Launches Junior League Doll Lending Project.

By Shauna Itri, JLP Board Director of Development, Project Research & Development Committee Chair

The Project Research and Development Committee (PR&D) is proud to announce the launch of the Junior League Doll Lending Project. Through this Project, the JLP will donate American Girl dolls to libraries and community partners in the Philadelphia area, including Smith Memorial Playground & Playhouse and the Free Library of Philadelphia. The American Girl doll kits, which were distributed to the Free Library and Smith Playhouse by PR&D on JLP's League-Wide Service Day, the dolls can be lent or borrowed by patrons. Each kit includes an “Addy Walker” doll, clothing and accessories, a book about Addy, a journal to record Addy's adventures, and a carrying case with the JLP logo. The kits also include information about the JLP.

The Free Library of Philadelphia plans to launch their subdivision of the Project during February, Black History Month, and has also suggested a series of programs with the dolls, including a tea party. The American Girl Doll Kit donated to Smith Memorial Playground & Playhouse will be available for children who visit Smith to play with during their visit. The Project will expand in years to come, offering dolls to other community partners and libraries throughout the region.

Done in A Day Spreads Holiday Cheer

Jane Manchisi, Done In A Day Committee Chair

Holiday Party at Smith Playhouse:
On Saturday December 14, 2013, nine junior league members volunteered at the Smith Memorial Playground & Playhouse Winter Wonderland party. Though there was a threat of snow that day, the weather held out and JLP members had a great morning. The event was held indoors at the Playhouse, and the JLP volunteers helped with crafts and distributed snacks and hot chocolate to the kids and their families. The kids had a wonderful time making homemade play dough, finger paint, and banjos. Smith really appreciated the help from the JLP.

Holiday Gift Wrapping at Children's Crisis Treatment Center:
On December 12, 2013, eighteen (18) JLP members volunteered to wrap gifts for children at the Children's Crisis Treatment Center. The Children's Crisis Treatment Center (CcTC) is a private non-profit agency dedicated to assisting children and their families coping with the impact of behavioral health issues, traumatic events and other challenges that have an effect on childhood development. League volunteers also generously agreed to adopt a classroom of children with the CcTC and donated gifts to fill the children's holiday wish lists. The CcTC coordinator was very pleased with the JLP volunteers' wrapping skills and their enthusiasm. JLP members also took a tour of the facility and had the opportunity to meet and talk with CcTC board members. (Emails with picture of event and gifts attached).

SHARE DIAD:
On December 21st, eight JLP volunteers gathered at SHARE Food Project in Philadelphia. SHARE is a nonprofit organization serving a regional network of community organizations engaged in food distribution, education, and advocacy. SHARE promotes healthy living by providing affordable wholesome food to those willing to contribute through volunteering. JLP volunteers packaged food for distribution to the surrounding community in time for the holidays. The JLP will continue to work with SHARE in 2014. If interested in volunteering, please sign up for a SHARE DIAD this year!
“A Place At The Table” Has A Place In JLP’s Mission

By Katherine Koob, Apple a Day - Kids In The Kitchen, Committee Chair

This fall, many of us were able to come together to watch “A Place at the Table,” a documentary film about hunger in the United States directed by Kristi Jacobson and Lori Silverbush. The documentary, which profiles several low-income, hard-working Americans who struggle to put healthy food on the table, is an important supplement to the JLP’s carefully chosen Apple a Day Healthy Living Initiative™. Further, the film informs the work of the Kids in the Kitchen Committee. The inaugural Kids in the Kitchen program, which kicks off in 2014, aims to contribute to the larger initiative by focusing on educating and empowering children and their parents to make healthy lifestyle choices in terms of both food and activity.

The importance of the JLP’s Apple a Day initiative was highlighted by the hard-hitting facts illustrated by “A Place at the Table.” For instance, the U.S. Department of Agriculture estimates that about 50 million Americans, including 17 million children, are “food insecure”, meaning they don’t always have the resources to buy the food they need. This means that one in four children don’t know where their next meal is coming from. Moreover, one out of every two kids at some point in childhood will be on food assistance.

The narratives included in “A Place at the Table” put these statistics into perspective. For example, the film followed Barbie, a single Philadelphia mother who grew up in poverty and is trying to provide a better life for her two kids; Rosie, a Colorado fifth-grader who often has to depend on friends, neighbors, and her teacher to feed her and has trouble concentrating in school; and Tremonica, a Mississippi second-grader whose asthma and health issues are exacerbated because her hardworking mother can usually only afford to purchase largely empty calories.

While I found the whole film to be informative and eye opening (it is worth a viewing and currently still available on Netflix), as the current chair for Kids in the Kitchen I was particularly struck by the stories that focused on children, especially the story of Barbie, the mother in Philadelphia. Barbie wanted to break the cycle of poverty by furthering her education, but this wish conflicted with the immediate need to feed her family. Instead, Barbie took a job that paid a bit too much to qualify for federal food assistance. As a result, her paychecks routinely ran out long before the end of the month, and she found herself opening cans of cheap pasta and digging through her near-empty cupboards to provide her children with the less-than-healthy foods she promised herself she would not feed them, just to put something on the table.

The documentary’s overall message is one of hope. After watching, I was reminded of two important messages: 1) there are enough resources to end childhood hunger, and 2) awareness and access to existing programming is the beginning of that process. The film also strengthened my appreciation of the JLP’s knowledge and grace. Our organization has acknowledged that hunger in Philadelphia is a multifaceted problem interwoven with other social justice issues, and is tackling hunger in the greater Philadelphia area in meaningful and sustainable ways.

Busy Spring Ahead For Farm Explorer Mobile Garden Committee

By Vicki Cox, Apple A Day - Farm Explorer™ Mobile Garden Committee

During this frigid January, the Farm Explorer™ Mobile Garden Committee, which works with a mobile farm operated by one of the Junior League’s community partners, Greener Partners, is thinking warm thoughts as it plans for many spring events.

On Saturday, March 29, 2014 marks the Play-A-Palooza event at Smith Memorial Playground & Playhouse in Philadelphia. This seasonal opening of the Playground will be held between 10 a.m. and noon, and will welcome all children 10 years of age and under, along with their caregiver. At the event, Greener Partners and the Farm Explorer™ Mobile Garden will offer educational activities, games, recipes, and hands-on fun designed by members of the Junior League committee, encouraging children and their families to embrace fresh produce and gardening through with the Farm Explorer™. Committee members will be on hand to help with face painting, fruit stamps, pressed flowers, and planting seedlings in pots they decorate. Greener Partners will also bring its Blender Bike to events where participants (as well as Junior League volunteers!) will pedal their way to a tasty smoothie made of fresh ingredients from the Farm Explorer™.

The Committee is also working along with Greener Partners to enable the Farm Explorer™ to attend other events this spring, including the Broad Street Run in May, and the Chester SEEDS Family Day event. Keep an eye on the JLP website for more details to come on these events.

Another spring event with the SHARE Food Project, a regional non-profit focused on food distribution, education, and advocacy, is also in the works. This brand-new event will aim to build awareness of the mobile garden with another community. The Committee is looking forward to working with SHARE, whose programs include Food Packages, Farm to Families, NiceRoots Farm, Emergency Food Relief, and Sunday Suppers for families in Kensington, on this event, as well as other initiatives in the future. Stay tuned for more information on this exciting new event.

For more information about Greener Partners, visit: www.greenerpartners.org and SHARE, visit: www.sharefoodprogram.org.
Crossing the Finish Line: Making the Most of The Transition From Provisional to Active

By Casey Breslin Murphy, Provisional Course Committee Chair

It’s hard to believe the Junior League Year, which lasts from September to May, is almost over. (It snuck up on me too!) The Provisional Advisors have been working hard to keep each Provisional member abreast of JLP activities and social events, and to plan Provisional meetings that provide more information about the history, structure, and function of the JLP.

To those who have finished all your Provisional requirements, except for the Voting Meeting on April 16, 2014, we say Bravo! To those not yet finished, the members of the Provisional Course Committee are excited to help you cross the finish line! Don’t hesitate to ask us if you need help. We were all Provisional members once, and we want you to become an Active member of the JLP!

If you need Mission Credits, please keep in mind that any Active Project or Training opportunity that you register for on the website and participate in will earn Mission Credits. These can be DIAD opportunities, JLP University Classes, or Volunteer options, including working the Empowering You Health Fair on April 5.

If you still need a GMM credit or two, plan to attend Annual Dinner on May 22 at the Waterworks Restaurant in Philadelphia. You can receive GMM credit for the Annual Dinner this year or you can carry the credit forward to the 2014-2015 League Year. Be sure to register for the correct League year on the website when you sign up.

There are still four opportunities remaining to earn Provisional Meeting Credits! On March 4, 2014 we will meet at Philabundance to help improve Philadelphia families’ access to food, and on March 18 we will meet at Lankenau Medical Center to discuss how Active Members can impact the Apple a Day Healthy Living Initiative™. As you requested at the December Provisional meeting, we have arranged a weekend activity with JLP Community Partner SHARE Food Project as an option for an April meeting, and are excited about end of the year Provisional meeting on a weeknight in April to celebrate the conclusion of the Provisional year. We will solicit feedback to improve the 2014-2015 Provisional Course experience.

The easiest way to complete a few JLP requirements is to maximize your time at the JLP Thrift Stop. It is possible to complete three requirements (Quota, Thrift Shop Shift, and Ways & Means Credits) in one trip to the Thrift Shop! To do so, register to work a Thrift Shop Shift on the JLP website. Check the Thrift Shop operating hours carefully before making your trip to the Thrift Shop and schedule extra time, either before or after your shift, to take care of quota. To fulfill quota, bring as many gently used items as you can to donate to the thrift shop. You can use the extra time before or after your shift, depending on store hours, to tag your quota. Keep in mind that quota values are determined based on how much the donated item can sell for in the Thrift Shop, so a piece of furniture or a designer bag could be worth big bucks towards quota fulfillment! Donating enough extra quota earns Ways & Means credits, so if you bring in a big haul, you will successfully complete your quota, Thrift Shop shift, and Ways & Means Credits in one trip.

We hope you have had a fun and rewarding experience with the JLP during your Provisional year and we look forward to serving as Active Members with each of you during the 2014-2015 JLP year!
Top 10 Things You Didn’t Know About the Thrift Shop

By Christyn Moran, Thrift Shop (Main Line Closet) Committee Chair

In celebration of the upcoming 10th Anniversary of the JLP Thrift Shop in its current Ardmore location, the Thrift Shop Committee will publish a series of Top 10 Lists in the Hotline. This issue treats us to 10 fun facts about the Shop that even its most loyal customers might not know. Stay tuned for other Top 10 lists and for more information about the events and promotions we have planned to celebrate the Shop’s anniversary this spring.

10. Sally Pearson Millier is the Thrift Shop’s longest-serving employee. With more than 25 years of service to the JLP, Sally has seen many changes over the years – location, committees, and certainly merchandise coming in and out!
9. The Thrift Shop is open each Sunday from 12 until 4 p.m. It is the perfect day to complete your shift or do some shopping.
8. The average total sale per customer at the Shop is $20. Talk about a bargain!
7. Lilly Pulitzer merchandise is always “in season” at the Shop. It is the perfect place to find a steal for your winter getaway to Florida and all other points south.
6. The largest single-day sales total for the Thrift Shop came in September of 2008 when the shop had an exclusive sale of merchandise donated by an upscale retailer. The register rang up an amazing $15,000 in sales in a four-hour period from 5 to 9 p.m. as JLP members, friends, and local residents shopped until they dropped.
5. The JLP Thrift Shop was once called the “Outgrown Shop” and was located at 210 South 13th Street in Center City Philadelphia.
4. Patty Franks, the Thrift Shop’s dedicated Manager, has worked at the Shop for 17 years. We are so lucky to have her!
3. The most expensive item donated to the Thrift Shop within the last 10 years was an oriental rug. It was sold for $3,200. The most expensive single donation of multiple items was by an upscale retailer with a retail value of $300,000. The Shop has been so fortunate as to receive multiple fur coats and valuable jewelry.
2. One week is the average time that it takes for a donated item to make it from your quota hanger or basket to the floor of the Shop. And that means your credit hits the website then, too!
1. The Thrift Shop has been the largest source of revenue for the JLP for many years. Last year the Shop raised over $645,000 for the League. Remember, each time you make a donation or purchase at the Thrift Shop, YOU are helping that number grow!

Placement Primer: Spring is in the Air!

By Carla Krystyniak, Placement Chair-Elect

Spring is a magical time of year when, even though the service projects for the current year are still underway, JLP members can begin to think about next year. A new opportunity to get involved is just on the horizon. Placement is the fabulous annual opportunity to decide what role you would like to fill in the League going forward. Every spring, members choose their top three placements for the year ahead. Committee options include the Empowering You Health Fair, Focus Fundraising, the American Girl Fashion Show, Farm Explorer™ Mobile Garden, Done in a Day (DIAD), Finance, and Brand Marketing and Public Relations Committee.

Each Active member has a Placement Advisor assigned to her and listed in her member profile. Advisors send regular email updates throughout the year, encouraging members to meet all their requirements. Advisors also answer questions, direct members to the right point of contact, and help follow up with obligation issues. If you do not know your Advisor, look at your profile and send her an email to say hello. Getting to know you helps your Advisor make sure you are getting slated for the right spot for the year ahead. She can also help you consider if you are eligible for an Out-of-League placement. Remember: The Advisors are there to help you whenever you need it.

Each March, the Junior League of Philadelphia hosts a Placement Fair in Center City to showcase its community and fundraising projects. The fair is an evening mixer that provides a chance to earn an extra GMM credit before the end of the spring season. At the Placement Fair on March 11:

● Each committee had representation at the fair. We hope you asked questions!
● Active and Provisional members alike are encouraged to come and mix and mingle with each other.
● The Placement Guide, which is available online and at the fair, gives you the ins and outs of each committee.

If you are a Provisional member, we hope you were able to attend the Placement Fair to get an idea of all that the League has to offer as you move into an Active member role. For Active members, the Placement Fair provides an update on new committees or committees that they may not have considered in the past. It is also a chance for current committee members to share their experiences and encourage others to join their great committees.

So with spring in the air, don’t forget that the placement season is in full swing. Your committee is a great way to make new friends, build skills, and contribute to your community. It is also one of the main ways that you participate in the League as an Active member. If you are unsure of where you would like to be next year, your Advisor would love to hear from you and help make sure that you never feel misplaced in the JLP.
Empowering You Health Fair Set For April 2014

By Devon Lump, Apple a Day Empowering You Health Fair Committee Co-Chair and Kundini Amin, Apple A Day - Empowering You Health Fair, Committee Chair Elect

Did you know that:

Heart disease is the No. 1 killer of women, causing one in three deaths each year? That’s approximately one woman every minute! (American Heart Association)

In women over 45 years of age, osteoporosis accounts for more days spent in hospital than many other diseases, including diabetes, myocardial infarction and breast cancer? (International Osteoporosis Foundation)

Since 1984, more women than men have died each year from heart disease? (American Heart Association)

In the United States, stroke is the fourth leading cause of death, killing over 133,000 people each year, and a leading cause of serious, long-term adult disability? (National Stroke Association)

Because these diseases can be easily detected, the Junior League decided to educate community members about common healthcare problems and ways to improve their health. Last year, the JLP partnered with Lankenau Medical Center and hosted the first annual Empowering You Health Fair as part of the Apple a Day Healthy Living Initiative™. Featuring health screenings and activities, including Zumba® and yoga, the well-attended Fair was patronized by individuals affiliated with the hospital and members of the local community.

We have high hopes for this year’s Fair, which will be held at Lankenau on April 5, 2014. Many other Junior League programs target healthy eating and education for children, but the Empowering You Health Fair allows us to reach members of the community of all ages. The Empowering You Health Fair Committee is very excited to work with existing JLP partners, such as SHARE Food Project and The Philadelphia Orchard Project to increase awareness about their community programs. This year, the Committee plans to include lectures by local wellness coaches, nutritional education in collaboration with Whole Foods, and activities sponsored by local businesses, such as Fire and Home Safety with the Lower Merion Fire Department.

According to Elizabeth Moyer, the JLP Management Council Vice President of Community, the first annual Health Fair in April 2013 was a big success: “[i]t was our inaugural event and we received great feedback from our attendees and presenters.” In 2014, the committee looks forward to expanding the event by adding more community partners and drawing a larger crowd. The Committee plans to put on a Fair that promotes a healthy lifestyle, creates actionable and practical items for attendees, and showcases the Apple a Day Healthy Living Initiative™.

Be sure to save April 5, 2014 for a day of fitness, food and fun!

Leaning In With The JLP: EVT Seminar Tackles Work-Life Balance

By Katie Adams, Education & Volunteer Training Chair-Elect

Fortuitously, the January 28, 2014 EVT training “Stress Management: Maintaining a Work-Life Balance” at Lankenau Hospital’s Health Education Center came at the perfect time as JLP member Jennifer Dougherty, who is looking for ways to create distinct boundaries between her personal commitments and new career as a nurse practitioner at a major hospital. Numerous seminar attendees cited the constant, any-hour connection to work email as one of their biggest challenges. Elinor Quinones notes how hard it can be to “shut it off and enjoy your weekend.”

The Stress Management presentation was led by Maureen W. Krouse, who recommended setting a specific time right after work that is cell phone- and email-free. A simple hour without our devices can provide precious time for communication with your family and rest and relaxation. Krouse also reminded us that stress is an unavoidable element of our lives; the key lies in the way we handle the stress. “Acknowledge your priorities and put them in perspective,” she advised, so you can clean the clutter and focus on what’s really most important. When looking at your priorities, we have to create the balance: family, health, happiness, and career.”

JLP members pictured on January 28, 2014 with “Pandora” the talking skeleton, which was donated in 1956 to Lankenau’s Health Education Center thanks in part to support by the Junior League of Philadelphia.
Out-of-League Placement: Could It Be Right for You?

By Sarah Wennik, Junior League Member

It all started in December, 2012. I was halfway through my master’s thesis at Saint Joseph’s University, and I could see the light at the end of the tunnel. This meant it was time for me to see what else I could get involved with to fill all my imminent free time.

When the JLP e-Blast came out looking for liaisons for the Philadelphia Orchard Project (POP), I thought this would be a great opportunity to get more involved with the League and its Apple a Day Healthy Living Initiative™. Specifically, it looked like a wonderful way to use my degree in Adult Learning while making a difference, as POP directly contributes to positive change through neighborhood revival, empowerment and healthy food availability in Philadelphia. After some communication with both POP and League board members, I was invited to become a member of POP’s Education Committee.

In the ensuing months, I learned even more about POP, its mission, and how I could contribute as a member of the Education Committee. POP’s mission is to plant orchards that grow healthy food and promote green spaces and community food security in the city of Philadelphia. As of January 2014, POP supports 45 orchards, having itself planted 34 orchards with 656 trees, 1,229 shrubs and vines, and 7,348 perennials.

The Education Committee is a relatively new dimension of the Orchard Project. Members of this committee work hand-in-hand with volunteers from the orchard committee and the POP board to help develop educational materials about orchard care, nutrition, composting, weed identification, pest control, and other orchard-related topics. Specifically, committee members support POP by writing lesson plans for trainings and demonstrations, conducting trainings or short demonstrations for orchard partners or at different orchard events, writing short articles about an orchard care topic for monthly announcements on POP listserve, and identifying resources for the POP website.

The more I learned about the committee, the more excited I became that I could engage with volunteer work that would support both the League and POP. As a result, I requested this as my placement for the 2013-2014 League Year. Placement Advisors Amy O’Donnell and Adrienne Stark were instrumental in helping me get this approved. While I do know that I would have stayed on POP’s Education Committee regardless of whether it qualified as my League placement for the year, I am grateful to the League for the existence of an out-of-league placement option, and I think it is something valuable for other League members to explore, especially where options exist with our community partners.

Recently, the Education Committee began more in-depth discussion about POP’s needs with regard to training design, and I began to see even more fully the value of having a JLP member on the committee. The League has so many passionate, dedicated, and enthusiastic volunteers eager to make a difference in our community, and we continually think about how we can best support our community partners. I suggested to the Education Committee that we develop accessible, standardized training materials, which would enable League members, not just seasoned POP veterans, to work within the community, providing education on orchard issues. With a comprehensive and accessible training curricula established, League members could easily facilitate a session on composting or beneficial insects, even with little pre-existing knowledge on these topics, extending this partnership beyond my out-of-league placement. By working together, we could more effectively leverage the resources of both groups: knowledge from POP and volunteers from the JLP.

Ultimately, this is the power of the out-of-league placement. While a member could certainly volunteer with a separate organization with a mission similar to the League’s, real synergy can arise when someone invested with the League gets involved with a partner organization, to explore how both organizations can benefit from the other’s strengths. The inside view of both organizations enables one to truly see how each organization can complement the other. Of course, this is not to say that every League member should run out and request an out-of-league placement next year at the expense of supporting the valuable committees within the League itself. Instead, I encourage members to consider relationships with the League community partners and other similarly-oriented organizations in the area and think about how a deeper partnership with these organizations could enrich both, even more profoundly impacting our community.
If the cold and snowy winter was not enough, what about the polar vortex? I am thrilled that spring is just around the corner and I look forward to warm, sunny days.

As usual, there is never a dull moment with the Sustainers. Deb Snyder and Beth Ramsey started 2014 for the Evening Sustainers with their annual White Elephant gift exchange. The gifts were interesting and amusing, including items purchased at the Thrift Shop. In February, fans of Downton Abbey were enthralled by guest speaker Lynne Hartnett, Assistant Professor of History at Villanova University, who discussed the historical context of this popular PBS series.

There is no better way to start the month of March than with Sustainer Teas. Burse Holleran and Patricia Doolittle did a wonderful job organizing the teas in Chestnut Hill, Center City and the Main Line. It’s a nice way to reconnect with friends and meet new Sustainers.

In the true volunteer spirit of the Junior League, Annamarie Hellenbusch and Beth McCarthy are planning an upcoming DIAD event at the Ronald McDonald House on Erie Avenue. A group of Sustainers will be guest chefs for the evening, providing a delicious meal and friendship for the families staying there.

One of my favorite events each year is the Sustainer Spring Membership Meeting. Judy MacGregor and Mary Tattersfield have planned a lovely luncheon for April 23, 2014 at the St. David’s Golf Club. I look forward to seeing many of you there as we honor our Special Sustainers.

As you can imagine, with a name like McNamara, March is one of my favorite months. I enjoy the green of spring, with gardens beginning to blossom as the hours of daylight increase. Like many other enthusiastic college basketball fans, I have fun watching March Madness games. But most of all, I like celebrating St. Patrick’s Day. I thought of all of you on St. Patrick’s Day and how lucky and fortunate we are to be Sustainer members of the Junior League of Philadelphia.

Happy Spring!

Sustainer Chair’s Perspective
By Sharon McNamara, Sustainer Chair

The Larks Fill The Seasons With Their Music

From donning Halloween costumes for the patients at the Kearsley Retirement Community in Philadelphia, to wearing reindeer antlers for Christmas troupings, the Larks have been not only busy, but festive as well!

After performing at Kearsley in October, November 2013 found the Larks singing at Sunrise of Paoli and the Interfaith House of Germantown. December was another busy month, with the Larks trouping the Halls of Bryn Mawr Rehab and performing at Dunwoody Village, Blue Bell Place, the Wayne Genesis Center, and the Wayne Senior Center.

Two collaborative activities in December proved to be both memorable and meaningful for the Larks. The Larks thoroughly enjoyed working with Garden Club members at Joan Prewitt’s home to assemble 60 arrangements which the Larks distributed to residents and visitors of the Wayne Genesis Center and the Wayne Senior Center. The second hands-on activity took place at Sustainer member Laura Gellrich’s home. Apron-clad Larks bustled about the kitchen, where, under Laura’s direction, they baked dozens of cookies for military personnel about to be deployed, or returning from overseas, and their families.

The New Year also brought exciting times. What a thrill in January to entertain the patients at the Community Living Center of the Philadelphia Veterans’ Affairs Hospital with Armed Forces songs. Later in January, the Larks performed for the residents of the Sisters of the Holy Child in Bryn Mawr.

Singing, gardening, cooking, gathering after rehearsals for conversation, enjoying the traditional Christmas luncheon, and bringing joy to others through their music, the Larks thoroughly enjoy being together. They are especially looking forward to singing at the Spring Sustainer Membership Meeting on April 23.

Interested in joining? Please contact Musical Director Anjali Gallup-Diaz at cagallupdiaz@gmail.com or President Jill Franks at jg29franks@yahoo.com.
Larks & Garden Club Collaborate To Spread Holiday Cheer

By Jane Acton, Sustainer

The Junior League Garden Club and the Larks met on Monday, December 16, 2013 at the home of Joan Prewitt to arrange large Christmas bouquets for residents of nursing homes. The ladies used large assortments of greens, arranging them in beribboned tin cans using many bells, gold chains, and tiny ornaments to add color and sparkle to the arrangements. The Larks took the finished masterpieces to Larks took to two nursing homes in Wayne, where they presented each resident with one and then entertained with Christmas carols and other familiar songs. It was a pleasant afternoon for all.

Evening Sustainer Update

By Deb Talbot, Sustainer Board Evening Sustainers Chair

The Evening Sustainers participated in some fun events recently, including a gentle yoga class in October, an enjoyable volunteer opportunity at Cradles to Crayons in November, and a festive Philly Pops Holiday Concert in December. We have more good times planned for 2014, so mark your calendars now for some future Evening Sustainer adventures! All events begin at 6 p.m. Please make all checks payable to the Junior League of Philadelphia.

Early Spring 2014 Events

January 9, 2014: Annual White Elephant Dinner


The concert is from 6 until 8 p.m. The address is 9201 Germantown Avenue, Philadelphia. Located at Bells Mill Road in Chestnut Hill. The cost is $22 per person. Please RSVP with your check to Deb Snyder by February 12, 2014.

Wednesday, April 9: Join us for a performance of The Light in the Piazza at the Villanova University Theatre, Vasey Hall, Villanova University, Villanova. The Villanova University Theatre website describes the play as follows:

Winner of six Tony Awards, including Best Original Score, The Light in the Piazza whisks audiences away to Italy to experience a soaring tale of passion, forgiveness, and love. Margaret Johnson, a mother escaping her crumbling marriage, travels to Tuscany with her daughter Clara. When a handsome young Florentine captures Clara’s heart, Margaret must decide if she’ll risk revealing truths that could threaten her daughter’s happiness. Hailed as “astonishing,” “intensely romantic,” and “breathtaking,” The Light in the Piazza has redefined the Modern American musical. Date to be determined. More details will follow in a future email.

Thursday, May 1: Savor a delicious Cooking Demonstration featuring fresh and local foods with Albertson’s Cooking School’s Ann-Michelle Albertson. We will taste all the wonderful food that Ann-Michelle will prepare for us! More details will follow in a future email.

June 2014: Celebrate at a Pool Party to welcome Summer! Date to be determined. More details will follow in a future email.

If you have any suggestions, comments or questions, please contact us:

Deb Snyder
507 Worrall Avenue
Kennett Square, PA 19348
(610) 444-1290
literarygal03@aol.com

Beth Ramsey
260 Hilldale Road
Villanova, PA 19085
(484)380-2952
seramsey5@gmail.com
Spring Sustainer Membership Meeting on Wednesday, April 23

By Mary Tattersfield, Sustainer Board Spring Membership Meeting Co-Chair

The annual Spring Sustainer Membership Meeting will be held on Wednesday, April 23, 2014 at St. David’s Golf Club, 845 Radnor Street Road in Wayne. Please join us at noon for the luncheon and reception before the meeting. A cash bar will be available. Special Sustainers will be honored and the Larks will sing. The cost is $40 per person. R.S.V.P. by April 16 to Mary Tattersfield, 255 Lawndale Ave., King of Prussia, PA 19406. Make checks payable to The Junior League of Philadelphia. Remember to include your name, phone number, and the number of people attending. If you have any questions, please contact Mary Tattersfield at 610-649-2539.

Society Pages

Kaytie Brownstein, along with her husband Ari, welcomed baby Asher Rowen on December 27, 2013. Asher entered the world at 7 lbs, 15 ounces, and 22 inches. Congratulations on this cutie!

Erin Bushnell is now the Chief Human Resources Officer at Cozen O’Connor, an international law firm headquartered in Philadelphia. They have 23 offices around the US and in London and Canada and over 1500 employees. Erin will be the senior HR executive for the firm reporting to the Chief Operating Officer. We wish her the best as she takes on this new challenge.

Rebecca Calder has accepted a position as a Physicians Assistant working in Emergency Medicine at Roxborough Hospital starting the second week of April. We’re sending her good wishes!

Vicki Cuce married Matt Cox on November 1, 2013. Mazel tov!

Heike Doerr has started her own consulting business. She will be consulting for utility companies in investor-relations, relating to how they interact with their shareholders, and relationships with regulators, who approve their pricing. We wish her luck with this new venture!

Sebastian Jai Varzally, was born on January 19, 2014 to Nithya Varzally and her husband Matt, joins big sister Harper. Nithya is on the Farm Explorer committee. Congratulations on this handsome guy!

Congratulations to the Vice President of Nominating, Megan Morse McCampbell, her husband Matt, and big sister Vivian on the birth of Estelle “Stella” Elizabeth McCampbell. She arrived on St. Patrick’s Day and weighed in at 7lbs. 13 ozs.

JLP sends its warmest wishes to Regina Colantonio and her family on the arrival of Leonardo McMahon Colantonio who was born on February 3, 2014, weighed 6lbs, 9 oz., and was 19 3/4 inches long.

Congratulations to Adrienne Wetmore and her husband, Rick, on the birth of Theodore Frederick Wetmore!

Afternoon Bridge Schedule

By Robin Thomas, Sustainer Board Bridge-Brush Up: Afternoon Chair

<table>
<thead>
<tr>
<th>Date</th>
<th>Chair</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 7</td>
<td>Robin Thomas</td>
<td>610.527.2828</td>
</tr>
<tr>
<td>April 11</td>
<td>Ginny Price</td>
<td>610.355.1484</td>
</tr>
<tr>
<td>April 17</td>
<td>Lorrie Pennell</td>
<td>610.647.2881</td>
</tr>
<tr>
<td>April 23</td>
<td>Ginny Price</td>
<td>610.355.1484</td>
</tr>
</tbody>
</table>

If you would like to join the group or have any questions, please call Robin Thomas at 610.517.2828.

Welcome Our Newest Transfers!

<table>
<thead>
<tr>
<th>Name</th>
<th>Sustainer</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teresa Young</td>
<td>Sustainer</td>
<td>Princeton, NJ</td>
</tr>
<tr>
<td>Judy Hellekson</td>
<td>Sustainer</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>Rebecca Silvestri</td>
<td>Sustainer</td>
<td>Minneapolis, MN</td>
</tr>
</tbody>
</table>

IN MEMORIAM

Jennifer Anne Sedney
(September 12, 1986 – December 25, 2013)

Jenny was the lifeline of our Provisional member group, and embodied the ideals of the Junior League of Philadelphia. She quickly proved that she was a loving and charismatic lady who will be forever missed and remembered. She was funny, charming, and giving. It was her spunky attitude and forwardness that made her so lovable. Her laugh was contagious and could singularly be heard over a group of laughing girls. Jenny truly lived The Apple A Day philosophy. She was passionate about living a healthy lifestyle, traveling, and her job. Jenny was always the first to try a new fitness trend, whether it was juicing or looking for Crossfit videos on YouTube to try at home. She had recently become a Certified Health Coach and worked as a healthcare consultant for Vynamic. She had the best attitude and outlook on life and will continue to have a lasting impact on all who were blessed to have shared her life with her.

- Her Loving Friends
Downton Abbey

COSTUMES OF DOWNTON ABBEY
March 1, 2014–January 4, 2015 • Winterthur Museum

View exquisite costumes and accessories worn upstairs and downstairs on the period drama television series. To purchase timed tickets to the exhibition, please call 800.448.3883 or visit winterthur.org/downtonabbey. Advance purchase of tickets is strongly recommended. Timed tickets required. Included with general admission. Members free.

The exhibition at Winterthur is presented by M&T Bank and with support from the Glenmede Trust Company.

Winterthur is nestled in Delaware’s beautiful Brandywine Valley on Route 52, between I-95 and Route 1, less than one hour south of Philadelphia.
Hotline Deadlines

June issue: April 25, 2014

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 JLPHotline@gmail.com. Each article must have a byline and a headline. Remember, the Hotline also accepts advertising: $25 for classified ads, $115 for business card-sized ads, $200 for 1/4 page ads (4” x 10.5”), $300 for 1/2 page ads (5.25” x 8”), and $525 for full-age ads (8” x 10.5”). Discounts are available for recurring ads.

The Junior League of Philadelphia, Inc. is a 501(c)(3) organization.

Upcoming Events

APRIL
April 16: Voting Meeting
April 19: Provisional Trampoline Social
April 27: League-Wide Service Day with POP

MAY
May 9: Thrift Shop 10th Anniversary Member Event
May 22: Annual Dinner

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