



2022-2023
ANNUAL REPORT

*The Birmingham community benefits
most from the JLB due to our rich diversity.*

*We are a collective of women spanning various ages,
hailing from numerous municipalities
within and beyond the Birmingham metropolitan area,
across Alabama and the Southeast.*

*Our backgrounds encompass diverse
religious and secular upbringings,
and we pursue a wide array of professions.
Despite these differences, we share a singular aim:
to enhance our community through our combined time and goals.*

*It is truly inspiring to witness the women in our organization
identify needs, collaborate to develop effective solutions,
and execute plans to address them.*

*Our diversity allows us to approach challenges
from multiple perspectives, increasing the likelihood of crafting
solutions that benefit the greatest number of people.*

— Ellie Christopher
Seventh Year Active (2016)
Centennial Events Headquarters Director 2021-2023

JLB has many ways to benefit the Birmingham community.

*JLB is one of the organizations that has partnered
with other nonprofit organizations to help share resources,
whether volunteers or financial.*

*I've seen firsthand the impact a JLB volunteer can have
on the organization and how they can help the people they serve.
This organization holds a special place in people's hearts,
because of the actual impact that it has made over 100 years.*

*JLB not only gives resources to various organizations
but also provides development for the women in the community
of Birmingham to spread awareness, resources, and experience
on how to improve the Birmingham community.*

— Keaira Turner
Second Year Active (2021)
JLB Leadership Institute Assistant Chair 2022-2023



ENGAGE.

The single most impactful part of voluntarism comes with the engagement it fosters with the community of Birmingham.

It means that the women of our membership are given first-hand opportunities to be a part of uplifting our city through their individual and collective efforts.

INSPIRE.

Through engagement comes the opportunity to inspire those around us, from the people we are directly helping to those we hope will one day give back through their own volunteering efforts.

LEAD.

Volunteers lead and leaders volunteer. These tenets are at the heart of the Junior League of Birmingham's mission. Our members are not only leading by example—we are leading our city to be a better place.

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ANNUAL REPORT

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JLB ANNUAL REPORT

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2022-2023 ANNUAL REPORT

This Junior League of Birmingham publication covers the 2022-2023 League Year under the presidency of Martina Winston.

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BUILDING PARTNERSHIPS
FOR A BETTER BIRMINGHAM

*The Junior League of Birmingham, Inc.
is an organization of women
whose mission is to advance
women's leadership for
meaningful community impact
through volunteer action,
collaboration, and training.*

OUR COMMITMENT
TO DIVERSITY
& INCLUSION

*The Junior League of Birmingham
welcomes all women,
valuing our differences
as assets by creating a culture
of inclusivity where we are
grounded to our mission,
recognizing this is what
ties us together.*

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2022-2023
PRESIDENT'S MESSAGE

The Junior League of Birmingham is truly something special—for our community, for our members, and for our corporate sponsors/donors. We bring together over 2,000 women committed to promoting voluntarism, developing their full potential, helping to support our community through effective action, and leadership of trained volunteers. Throughout our 100 year history, our impact has shown our passion to deliver on our mission in everything that we do.

As we continued to celebrate the second half of our centennial year, I was honored to have led this organization as the 101st President. We had plenty to celebrate as our rich history and strong impact over a century proved to be a part of Birmingham's DNA. While I was super excited about our celebrations and recognitions, we embraced a unique opportunity to set the stage for many more years to come.

Our goals this League year were to:

- Deliver a five-year strategic plan that helps us focus on our mission,
- Evaluate our community impact areas to ensure we are providing support and resources where our community needs us the most,
- Re-engage our active and sustaining members after a rough two and a half years-long pandemic, and
- Create NEW opportunities for partnerships with community and corporate partners to help us continue to support the needs of our community.

This opportunity to shape our League for the future was pretty rewarding, but that reward could not and would not be accomplished without our members.

Our members are what makes us special. Our diverse volunteer, membership-led organization has some of the smartest, innovative, creative, fun, and daring women in the world. I was blessed to serve alongside each and every one of our members where I learned, laughed, and cried through the good times and the bad. All in all, one thing that never changed and the thing that brought us all together was—*our why!*

"Find a group of people (women) that will challenge and inspire you, spend a lot of time with them and it will change your life"

— Amy Poehler

I'm looking beyond my service as the President to continue help changing our world (Birmingham) to honor our past all while forging our future. 🌟

Martina

Martina Winston
101st President of the Junior League of Birmingham
2022-2023





2022-2023
JLB EXECUTIVE BOARD

PRESIDENT

Martina Winston

PRESIDENT-ELECT

June Clark

COMMUNICATIONS VP

Meg Pace Lovett

COMMUNITY VP

Mary Frances Forbus

FINANCE VP

Katie Clifton

FUND DEVELOPMENT VP

Haley Scallions

GOVERNANCE DIRECTOR

Rebecca Yerby

MEMBER LIAISON

Jenny Bell

MEMBERSHIP VP

Ellen King

NOMINATING DIRECTOR

Whitney Poole

PLANNING VP

Elizabeth Mann

RECORDING SECRETARY

Alana Frederick

TRAINING VP

Melody Harrington

VOLUNTEER VP

Jessica Hopper

SUSTAINER ADVISOR

Lauren Roberts

ASSISTANT TO PRESIDENT*

Lindsay Hendley

**not a member of the Executive Board*

AREAS OF IMPACT

ECONOMIC & SECURITY FINANCIAL STABILITY

JLB believes that every individual should have the training, support services, and employment opportunities necessary to be economically secure. We believe these resources are necessary to strengthen our economy and the well-being of our community.

Foundry Ministries — Hope Inspired Ministries



EDUCATION & CULTURE

JLB believes that education is the foundation to achieve one's full potential and all children should have access to a quality education that sparks and unlocks that potential.

Birmingham Botanical Gardens — Can You Dig It?
Cornerstone Schools of Alabama — Taking Steps for Success
Girls, Inc. of Central Alabama — Teen Leadership Program
Junior League of Birmingham — Leadership Institute
Junior League of Birmingham — Community Roundtables
The Literacy Council — Teaching English for Speakers of Other Languages
Youth Leadership Forum — Logistics Team

I share the scholarship application with friends who are non-traditional college students. However small it may be as a project, the scholarship fund makes a big impact for a few women furthering their education.

Furthermore, we have the Community Assistance Fund where agencies can make an application for an emergency need. With our support, agencies get to replace refrigerators and fix vehicles.

— Kelly Klehm
Fifth Year Active (2018)
Admissions Co-Director 2022-2023

HEALTH & WELLNESS

JLB recognizes improving health outcomes and overall well-being is fundamental to creating a vibrant community to live, learn, work, worship, and play.

Children's of Alabama — Family Fun Times
Collat Jewish Family Services — Senior Grocery Delivery Initiative
Community Food Bank of Central Alabama — Mobile Food Pantry
Crisis Center — Senior Talk Line
Forge Breast Cancer Survivor Center — Forging a Community
Founders Place at St. Luke's — Founders Place
Grace Klein — Food Delivery and Assistance
Junior League of Birmingham — Choral Group
Junior League of Birmingham — Diaper Bank
Junior League of Birmingham — Essentials Pantry
Junior League of Birmingham — Second Servings
Magic Moments — Magic Moments Fulfillment
Meals on Wheels of Central Alabama — Meals on Wheels
Mothers' Milk Bank of Alabama — Nourish Alabama Babies
NorthStar Youth Ministries — Soccer Club U6 Program
The Exceptional Foundation — Enrichment Activities
Vineyard Family Services — Backpack Buddies

SAFETY & CRISIS

JLB recognizes safety and crisis intervention as an integral factor to the well-being of our community. We believe prevention, preparedness, and readiness are critical to ensuring successful response and intervention.

Crisis Center — Rape Response Advocate Program
Junior League of Birmingham — Anti-Human Trafficking Program
YWCA Central Alabama — Healthy Relationships



JLB plays such an integral role in our community because of the thoughtful research put into all that we do. We find the gaps and fill them with needed resources and services.

While it is nice to give in any way possible, we make sure what we are delivering is exactly what is needed. Because of careful research and coordination with community leaders, we have our finger on the pulse of the city and are always ready to help.

I really love that about our organization.

— Karen Templeton
Fifth Year Active (2018)
Public Affairs Chair 2022-2023

SNAPSHOTS



264 shifts | 133 Actives, 39 Provisionals, and 12 Sustainers | 1,357 hours served in two short weeks for The World Games



The Centennial Family Reunion at Railroad Park | The JLB Member Appreciation Event welcome committee



Members gather to assist with Second Servings



Second Year Active Crystal Smitherman with Mayor Randall Woodfin for the End It Alabama and Children Aids Society/ Child Trafficking Solutions Project



The Centennial Provisional Class | Training Retreat



Past JLB Presidents | President's Society Cocktail Reception



Peanut Butter Collection Drive hosted by the 100th Provisional Class



Volunteer Training



JLB members pitching in at Grace Klein



Grace Klein received the Lee Ann Petty Community Partner Award for the League Year 2022-2023

JLB BY THE NUMBERS

MISSION-BASED
SPENDING

\$430,344

ACADEMIC
SCHOLARSHIPS

\$20,000

\$545,195

Net
from JLB fundraisers

Corporate Solicitations
JLB Gift Shop
Little Black Dress Initiative
Market Noel
President's Society
Shop, Save, and Share

40,000 volunteer
hours

X

\$31.80 IRS
rate

\$1,272,000

VALUE OF TOTAL VOLUNTEER IMPACT

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1,600 signs

were posted across Alabama,
and at least 50 people were arrested
in relation to trafficking offenses
during The World Games 2022



2058

MEMBERS TOTAL

717

ACTIVES

volunteering across our community

135

PROVISIONALS

actively engaged in learning about our community and being trained to effectively serve it

1,206

SUSTAINERS

that have completed 10+ years of active service and remain dedicated to the League

29 of 51

municipalities in
Jefferson and Shelby
counties represented
in our membership

23 to 71

Age range of Active and
Provisional members

88%

Active and Provisional members
work outside the home

58%

Members have children,
68% are under age of 18

8th

Largest League Worldwide

SUPPORT

2022-2023
JLB COMMUNITY ADVISORY BOARD

DR. TARIKA BHUTA
McCool & Bhuta ENT

LAJUANA BRADFORD
Regions Bank

JASON BRYANT
SouthState Bank

AMY JACKSON
JLB Immediate Past President

DAVID LOPER
Protective Life

VALERIE RAMSBACHER
Immediate Past Sustainer Advisor

ISABEL RUBIO
Holy Family Cristo Rey

FELICIA STEWART
Philanthropist

JESSE UNKENHOLZ
Balch & Bingham

SHERREL WHEELER-STEWART
Birmingham City Schools

2022-2023
CORPORATE SPONSORS

PARTNERS

Blue Cross Blue Shield Caring Foundation
Regions Bank

SUPPORTERS

Children's of Alabama
Hill Crest Foundation
Mike and Gillian Goodrich Foundation
Protective Life
Publix Super Markets Charities
The Daniel Foundation
Robert R. Meyer Foundation
Valley National Bank

CONTRIBUTORS

Altec/Styslinger Foundation
Balch & Bingham LLP
Brasfield & Gorrie
Burr & Forman LLP
Cowan & Company
Dunn French Foundation
Encompass Health Foundation
Grandview Medical Center
Medical Properties Trust
Oakworth Capital Bank
Vulcan Materials Company Foundation

FRIENDS

America's First Federal Credit Union
CGI Technologies and Solutions
Cobbs Allen
Enterprise Holdings Foundation
Mauldin & Jenkins
Maynard Nexsen

DONORS

Alabama Credit Union
Tacala LLC
UAB Medical West
Urgent Care for Children
Walmart Neighborhood Grants

2023
MARY HARRIMAN
COMMUNITY LEADERSHIP
AWARD

By Rachel Burchfield

The Junior League of Birmingham was honored on the international level as sustainer Julia Meyers received The Association of Junior Leagues International (AJLI)'s highest volunteer honor, the Mary Harriman Community Leadership Award, named after the founder of the Junior League. The prestigious award "honors and acknowledges an individual Junior League member whose volunteer efforts provide a contemporary link to Mary Harriman's sense of social responsibility and her ability to motivate others to share their talents through effective volunteer service," a statement from AJLI said. The award, established in 1990, is given to members "whose leadership exemplifies our mission, vision, and values."

"It's the highest volunteer award that you can win from AJLI," Meyers said. "They have tons of other awards, but those are for fundraising—not for a person." Of being recognized in this way, Meyers called it "shocking": "I say this genuinely—this was not just me, and not even just my committee, but hundreds of women behind me at JLB," she said, recalling that at the anti-human trafficking committee's first meeting for JLB members only, the meeting was at maximum capacity.

"Three hundred people came to that meeting," she said. "They came to the meeting saying, 'We don't have this issue,' and left enraged, knowing we have it and wanting to tell everyone about it. It's hard for me to accept this award knowing it wasn't just me, and it wasn't even just my co-chairs. We did a lot of the grunt work, but [its success] is because so many were talking about it."

Originally an active in the Junior League of Atlanta, Meyers volunteered in the community, working to combat homelessness and with abused women and children. While in the Atlanta League, conversations began about human trafficking, and the organization was looking to move into the space. At the same time, Meyers said, she was having conversations with her brother, Paul, a public defender, who had clients that were considered "prostitutes"—but, as he defended them, he learned that they were actually victims of human trafficking; these victims were as young as three years old and were primarily trafficked by their own parents. "He started to put the dots together and knew it wasn't right," she said. "They were charged with prostitution, but they had been tortured for their entire lives."

"Human trafficking is an issue I think is a real problem, and the main issue is you have to be educated on it. It will totally change your outlook on your whole life. You will want to help men and children and women. There's no way you can't once you know about the issue."

— Julia Meyers

"Like Mary Harriman, Julia has relentless drive, passion, and enthusiasm to advocate and protect the most vulnerable. Julia continues to inspire generations of Junior League members with her advocacy work. She has a clear purpose and never gives up. Everything that she does is connected back to helping people."

— AJLI

Julia Meyers



*Vestavia Hills City Council (2019)
The first city in Alabama to declare itself
a Trafficking-Free Zone — with committee
members and the Child Trafficking
Solutions Project.*

Credit: Over the Mountain Journal



Birmingham City Council (January 2020)

Picture on right: Proclamation with Mayor Randall Woodfin. Members from JLB, Trafficking Hope, HICA, Child Trafficking Solutions Project, The WellHouse, and Angel's Arms



Human Trafficking Awareness Month (January 2019)

Picture on left: Julia Meyers in conversation with Cyntoia Brown Long of Free Cyntoia book.

Picture on right: Julia Meyers, Cyntoia Brown Long, and Councilwoman Crystal Smitherman



Tragically, Paul died at only 33 years old—but Meyers was adamant that his mission of helping human trafficking victims not die with him. She and her family founded the Paul Meyers Foundation, where they continue his legacy of defending these victims. After her brother's death, Meyers moved back home to Birmingham, where her sisters and mother still lived.

In 2016, as she chaired Market Noel, Meyers pitched the idea of an anti-human trafficking task force to the League's Executive Board. After a year's worth of research into the issue—some were originally apprehensive, in the words of AJLI, because “it was such an uncomfortable topic”—the next year, in 2017, Meyers was tasked with chairing the pilot placement. Meyers talked about the anti-human trafficking movement “whenever I could get anyone's ear,” she said. “People know I had an interest.” As AJLI put it, “Julia's conviction was undeniable. It was clear that she would not take no for an answer.” Growing from a small committee of only three volunteers, it has become one of the JLB's trademark areas of activism; Meyers served as the inaugural anti-human trafficking committee chair for four years, until she became a sustainer two years ago.

Meyers took it from an idea to “a small task force to a forceful project making statewide waves,” AJLI said of Meyers. “Julia's support, passion, and leadership influenced the passage of Alabama HB 261 in 2019, requiring all applicants to take a human trafficking awareness class to obtain a commercial driver's license.” She connected with END IT Alabama to start proclamations with local mayors, where mayors agreed to sign awareness proclamations that led Birmingham-area municipalities to declare their respective cities as Trafficking Free Zones. “This was a pivotal moment for the committee,” AJLI said.

“The first milestone, when we figured out what we should be doing, was we really wrapped our arms around community awareness as our main goal,”

Meyers said. “Everyone wants to work with the victims, but the community needs to be educated first. A real accomplishment was that we had proclamations from 35 different municipalities across Jefferson and Shelby counties. We signed a proclamation declaring January as Human Trafficking Awareness Month.” A mayor of a well-to-do Birmingham suburb told Meyers of their city “We don't have that problem here,” referring to human trafficking (nothing Meyers hadn't heard before). After learning more about the issue thanks to the efforts of the JLB, the mayor realized that yes, that problem exists even in wealthy communities—and signed the proclamation.

From there, Meyers and the committee began providing training to businesses and local agencies while also raising awareness about human trafficking. The Interstate Corridor, otherwise known as the “sex trafficking superhighway,” passes right through Birmingham, and, knowing this, Meyers leveraged the JLB as a nonprofit leader and non-partisan coalition builder “to affect transformational change through advocacy and public policy,” AJLI said.

Traffickers, unfortunately, are smart and cunning, and the anti-human trafficking programs grow and evolve as traffickers change their methods. “Thanks to Julia's vision and powerful influence, the international and illegal enterprise of human trafficking is being forced to change how it operates as communities around Birmingham are being led to end it,” AJLI said.

Meyers' work has allowed her to get to know many women who have been a part of the cycle, and “helping them has been—I can't even tell you the feeling,” Meyers said. “Hearing their stories, hearing them share what they've gone through, getting to know these women on a personal level and helping them past that.” That said, Meyers' efforts don't stop at just the JLB: as if what she's done in this space isn't enough, Meyers employs rescued victims in her business, *Over the Moon*, to help them as they rebuild their lives.

When it comes to Junior Leagues worldwide, in this space, “we are kind of like the gold standard,” Meyers said. In addition to her individual award, the placement itself has won awards at AJLI, as well. AJLI refers other Leagues to the Junior League of Birmingham for help in setting up their own anti-human trafficking efforts. As Meyers received her award at AJLI, “several Leagues came up and talked to me at the awards ceremony,” she said. “People don't know how to get started, but the most important thing is to get started—and it progresses.” Meyers said that, because of the JLB's efforts, she definitely thinks other Leagues will follow suit.

Anti-human trafficking isn't only a League placement to Meyers—far from it. Ending human trafficking, at least in the area she calls home, is Meyers' life's mission, a way to honor and remember her beloved brother while making a difference in countless lives.

“Like Mary Harriman, Julia has relentless drive, passion, and enthusiasm to advocate and protect the most vulnerable,” AJLI said of its volunteer of the year. “Julia continues to inspire generations of Junior League members with her advocacy work. She has a clear purpose and never gives up. Everything that she does is connected back to helping people.”

Somewhere, no doubt, Paul Meyers is smiling. 📍



CENTENNIAL MARKETING EFFORTS RAN THE GAMUT, FROM A SHORT FILM TO A NEW LOGO TO CONSTANCE, THE CENTENNIAL MASCOT

By Rachel Burchfield

2023
THE ASSOCIATION OF
JUNIOR LEAGUES
INTERNATIONAL
AJLI AWARD
**MARKETING &
COMMUNICATIONS**

NEWSHEET
The Centennial Experience



The 92nd and final issue of
The Junior League of Birmingham's publication

The Junior League of Birmingham had a landmark year marking its Centennial, and JLB didn't keep the celebration internal—quite the opposite, actually. As one of the oldest Leagues in the country and the oldest women's group in Birmingham, Centennial Marketing Chair Honora Gathings Pinnick knew the spotlight would be on the JLB for the year—and wanted to make the most of it.

“From a community marketing standpoint, my goal was to use these celebrations as an opportunity to share our story—who we are and what we do,” she said. “It all goes back to our mission. We are mission-focused; it's why we're here, to serve the community. It's what we do and have continued to do for 100 years. That's what's going to keep us here in Birmingham, and why our members joined the League. So many nonprofits [in Birmingham] started off as Junior League placements. I wanted to share our story and our impact.”

And share, we did: as far back as 2018, the JLB created a Centennial Celebration Steering Committee, with the purpose of the Centennial being to raise awareness of the League so that more people know about its impact and leadership in the community. Media coverage was focused on five areas—television, digital, print, social media, and e-blasts—and efforts reached an audience of 46.1 million.

“It was a total temporary, one-year rebrand, a new identity that encompassed our old identity,” Pinnick said. “We used the Centennial as an opportunity to get in front of people.”

One of the most forefront accomplishments in terms of marketing efforts around the Centennial was the short film *The JLB: 100 Years of Service and Impact*, with the

film even making it into the 2022 Sidewalk Film Festival, where it was shown to over 250 filmmakers and 25,000 film lovers. A mascot—Constance, or “Connie”—was created, and there was a special page on the JLB website dedicated to the Centennial. A campaign, “101 Reasons Why,” asked 100 League members why they chose to serve. Billboard space was purchased throughout the city, not for one particular fundraiser, but for promoting the entirety of the JLB. New t-shirts were created, and a gala was held; a Centennial booklet took a look at who its members are and shared histories of different placements, and a media kit was created for the Centennial film. A new logo was developed as far back as 2020, and a new tagline was created for the occasion: “Honoring our past. Forging our future.” In short? The efforts were monumental and numerous.

“It's always so important for us to be aware of where we came from and how we got to today, and to take a moment to truly appreciate it,” Pinnick said. “To look back and see all of the ideas [from yesteryear], we thought, ‘Wow, these women were trailblazers. They were doing things other women were not doing at such a large rate.’ It's so important to remember and celebrate what they did while looking ahead to what's next and building momentum.”

In addition to sharing the JLB's story externally with the community, “We tried to find a way to tell our story and share with our members how we got to where we are and get them excited for the next 100 years,” Gathings said. “How to get more involved and find the best ways to contribute and serve the community and, in summation, telling our why and giving our members more familiarity which, in turn, helped us be more able to share our story.”

2022-2023
AWARDS & RECOGNITION

**DOROTHY SCHWARTZ
COMMUNITY IMPACT AWARD**
Julie Roark

DOTTIE HAYNES SERVICE AWARD
Denise Hill

SPIRIT OF THE LEAGUE AWARD
Maggie Cornelius Jane Farris
Shun Jones Kaitlin Schaeffer
Victoria Smith Crystal Smitherman
Abbey Grace Worrell

PROVISIONAL OF THE YEAR AWARD
Ginger Brook
Baylee Clark
Robin Hood

SUSTAINER OF THE YEAR AWARD
Ashelynn Smith

**OUTSTANDING IN-LEAGUE
COMMITTEE AWARD**
Meetings & Events

**OUTSTANDING COMMUNITY
PROJECT AWARD**
The World Games 2022 Volunteers

FUND DEVELOPMENT AWARD
Lindsay Cochran

WOMEN TO WATCH AWARD
Ashleigh Aldridge Quiwintre Grisham
Virginia Grisham Macy Harvey
Amber Hooks Kellie Lloyd
Diana Rawlings Kristy Stewart
Keiara Turner

VOLUNTEER LEADERSHIP AWARD
Forge

**KENDYL LOWE
BOARD SERVICE AWARD**
Haley Scallions

**LEE ANN PETTY
COMMUNITY PARTNER AWARD**
Grace Klein

