

FOUNDATION

OUR MISSION

The Junior League of Jacksonville (JLJ) 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.

VISION

The Junior League of Jacksonville will be a force of change as we strive to improve the quality of life in our communities. We will train and utilize the talents and energies of our diverse membership in order to serve as a group of active volunteers and innovative leaders.

VALUES

The Junior League of Jacksonville is guided by the following values:

- A membership that is inclusive of all women who believe in the importance of women's civic leadership
- The power of collaboration across all sectors to create sustainable and thriving communities
- The significance of women exercising leadership widely and broadly throughout the community
- A League environment that encourages diversity of opinion and supports multigenerational engagement

COMMITMENT TO DIVERSITY, EQUITY & INCLUSION (DE&I)

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

COMPETITIVE ADVANTAGE

What we do best is develop a network of women empowered as leaders to create community change.

STRATEGIC GOALS AND PROGRAM OBJECTIVES

COMMUNITY ENGAGEMENT

1. By 2025, the JLJ, in accordance with its partners, will increase the number of adults and middle schoolers in Health Zone 1, who report eating the recommended amount of fruits and vegetables daily by 10%.
 - 1.1 By 2025, the JLJ will partner with three new organizations in Health Zone 1, to expand or start nutritional education programming in said organizations.
 - 1.2 By 2025, the JLJ will increase produce grown in Health Zone 1.
 - 1.3 By 2025, the JLJ will increase public awareness of legislation surrounding food insecurity.
 - 1.4 By 2025, the JLJ through its partnerships will increase the availability of fresh produce to households in District 5 (Health Zone 1) by 5%.

MEMBER ENGAGEMENT

2. By 2025, the JLJ will have a system in place to measure, track and impact membership engagement in support of the mission.
 - 2.1 By 2025, Membership Council will establish a system to evaluate membership engagement in JLJ programs and set a manageable goal for engagement.
 - 2.2 By 2025, all Councils will adopt member engagement metrics and apply them to proposed activities (both virtual and in person) for the year.
 - 2.3 By 2025, increase or maintain the retention rate of members at every status.

MEMBERSHIP - DIVERSITY, EQUITY & INCLUSION

3. By 2025, the JLJ will attract and retain a committed membership with a desire to work in an inclusive and respectful manner with each other and within the Jacksonville community.
 - 3.1 By 2025, the JLJ will have a membership (including leadership) that is reflective of the community.
 - 3.2 By 2025, the JLJ will identify barriers to DE&I within current organizational systems including the path to leadership.
 - 3.3 By 2025, the JLJ will create training, processes, policies, plans and programs that meet the diverse needs of JLJ's membership.

FINANCIAL SUSTAINABILITY

4. By 2025, the JLJ will develop a strong, sustainable organization with diverse revenue sources and will work to maximize the potential revenue from the Riverside House.
 - 4.1 By 2025, the JLJ will have developed a diversified, mission focused fund development plan.
 - 4.2 By 2025, the JLJ will have created and implemented an ongoing membership training curriculum regarding fund development
 - 4.3 The JLJ will annually increase revenues from major fundraisers by 20% year over year and small fundraisers by 10% year over year.
 - 4.4 Riverside House rental revenue will increase 20% year over year for the life of this plan so that by 2025 the house is self sustainable with revenues of approximately \$140,000 per year.
 - 4.5 By 2025, a comprehensive strategic Riverside House marketing plan will be developed and implemented.
 - 4.6 By 2025, a comprehensive strategic Riverside House facilities master plan will be developed and implemented.
 - 4.7 By 2025, the Elevator Capital Campaign will be complete and construction will be underway.