



JUNIOR LEAGUE OF
WASHINGTON

**LEADING CHANGE
AND TRANSFORMING
COMMUNITIES**

**CORPORATE
SPONSORSHIP PACKET**

WHY PARTNER WITH JLW?

At the Junior League of Washington (JLW), we transform our community while transforming our members' lives. We are a network of more than 2,300 highly trained women volunteers, dedicated to improving Washington, DC, through our effective action and leadership. Our programs develop exceptionally qualified civic leaders, who are then prepared to address the ever-evolving needs of our community.



At Iona's core, our work is about building relationships with seniors in the community; not only does Iona benefit from the inter-generational aspect of JLW volunteers, but JLW members are experts at building relationships.

**SALLY WHITE, EXECUTIVE DIRECTOR OF
IONA SENIOR SERVICES**

The Meg Graham Scholarship has not only eased my family's financial burden as I attend college but also afforded me the opportunity to get a college degree.

**EDWIN MUSIBIRA, PAST WINNER OF JLW'S
MEG GRAHAM SCHOLARSHIP**

The Junior League of Washington is a catalyst in helping us close the literacy achievement gap for our city's youngest learners.

ASHLEY JOHNSON, CO-FOUNDER OF THE LITERACY LAB

One of the best parts of (JLW's partnership with A Wider Circle) is that I immediately get to help someone...being able to give someone feedback after a mock interview is so rewarding."

TAMARA POWELL, JLW MEMBER

League members are a community of women empowering other women – this has remained consistent (across our history).

AGATHA TOMASIK, JLW MEMBER



OUR HISTORY OF IMPACT

Founded in 1912 and incorporated in 1914, JLW is one of the oldest and most effective volunteer organizations in the city. The work and achievements of JLW over the last century is an inspiring story with results that can be felt through the fabric of modern DC.

In the 1920s, our volunteers funded the Convalescent Ward at Children's Hospital and helped open the Social Services Department at Children's Hospital.

In the 1930s, our volunteers established an employment bureau with Epiphany House, helping 4,000 residents find jobs.

In the 1940s, our volunteers raised money for war bonds and served as the backbone of the famous "Gray Ladies" brigade of the Red Cross.

In the 1950s, our volunteers partnered with the Corcoran Gallery of Art on an innovative children's program and established the clinic for children with intellectual development issues at Georgetown Hospital.

In the 1960s, JLW provided emergency relief funds to Mayor Walter Washington after the 1968 race riots, funded the first social services agency located on site at a public housing project, and supported a social worker in 12 wellbaby clinics.

In the 1970s, JLW awarded grants of more than \$100,000 to provide a safe haven in Washington for victims of domestic violence – My Sister's Place.



In the 1980s, our volunteers worked with (and funded) the National Museum of Women in the Arts to establish the volunteer and docent program, partnered with DC Board of Trade to cofound Leadership Washington (now Leadership Greater Washington), and provided a founding donation to the WhitmanWalker Clinic.

In the 1990s, our volunteers founded and secured initial funding for a child development center for homeless children (now Bright Beginnings) and refurbished two DCPS libraries.

In the 2000s, our volunteers formed a partnership with the Library of Congress, supporting the National Book Festival with over 200 trained volunteers each year.

In the 2010s, our volunteers distributed more than 130,000 new books to children in DC through our Resolution Read initiative and created a new leadership program, Get On Board, to train JLW members to serve on the boards of area nonprofits.



OUR FOCUS TODAY



Our commitment has remained unwavering: to develop exceptionally qualified civic leaders who can identify our community's most urgent and pressing needs and address them with meaningful and relevant programs and initiatives that not only improve lives but change the way people think.

For the last 20 years, JLW has focused on tackling the complex issue of literacy in our community. We know that an individual's ability to read, write, and communicate lays the groundwork for future success in all areas, and that a more literate DC means a stronger, more vibrant DC. We've established partnerships with incredible organizations, like the Library of Congress' National Book Festival; donated more than 130,000 new books to children in Wards 5, 7, and 8; and provided hundreds of thousands of volunteer hours to provide much needed hands-on support to nonprofits focused on adult, child, and cultural literacy.

JLW PARTNERS WITH MORE THAN 20 ORGANIZATIONS CREATING THEIR OWN IMPACT ACROSS WASHINGTON, DC, INCLUDING:

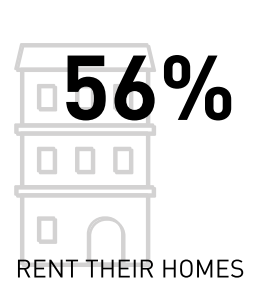
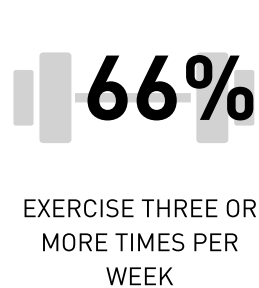
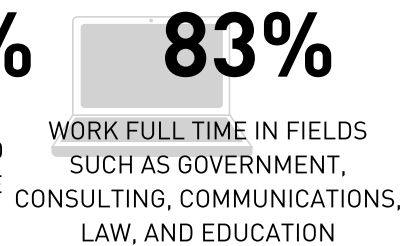
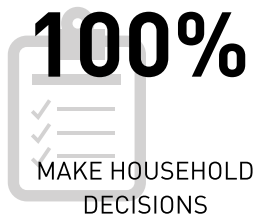
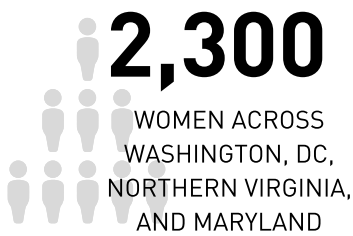
Bright Beginnings
Higher Achievement
Horton's Kids
Washington School for Girls
The Literacy Lab
A Wider Circle
Calvary Women's Services

Iona Senior Services
N Street Village
National Rehabilitation Hospital
Folger Shakespeare Library
Mount Vernon
NMWA
Community Family Life Services

AND MANY MORE!

THE WOMEN OF JLW

JLW women are strong female leaders everywhere: in the workplace, at home with their families, in their volunteer service in the community, and when engaging socially with friends. Their connectivity, commitment, and compassion make them ideal advocates for your brand.



**JOIN CURRENT AND PAST SPONSORS
IN SUPPORT OF OUR MISSION**



PARTNERSHIP OPPORTUNITIES

Partnership with JLW is an investment in the training and development of the next generation of Washington, DC, leaders and it puts your brand in front of some of DC's most engaged and energetic women. With events, fundraisers, and trainings throughout the year, where do you want to leave your mark?



READERS2LEADERS FAIRS
OCTOBER 2019, FEBRUARY 2020,
AND APRIL 2020

In 2019-2020, JLW is hosting three literacy fairs in celebration of our 20th year focused on addressing illiteracy in the greater Washington, DC, community. Each fair will include seminars, workshops, readings, book drives, and activities, but will focus on a unique angle: adult literacy and women's empowerment (October), a signature event and celebration of literacy (February 2020) and family literacy (April 2020).



TOSSED & FOUND
MARCH 20-22, 2020

Since 1993, JLW's Tossed & Found rummage sale has welcomed nearly 80,000 shoppers, providing bargain prices on high-quality, gently used merchandise and raising funds to support JLW's work in the community. Over Tossed & Found's 27-year history, the sale has raised more than \$2.4 million.



LITTLE BLACK DRESS INITIATIVE
FEBRUARY 2020

This year, JLW is piloting a new initiative that taps into our most valuable resource: our membership. A social media campaign that will allow our members to share the JLW story with their networks and draw attention to the ways in which JLW and its partners support literacy in DC's most impoverished communities.



WOMEN'S LEADERSHIP BREAKFAST
MARCH 6, 2020

JLW's annual celebration of women's leadership, where attendees will hear from inspiring speakers about their leadership journeys, have the opportunity to network with other attendees, and kickoff a celebration of International Women's Day.



KITCHEN TOUR
APRIL 18, 2020

An annual spring fundraiser where attendees have the opportunity to explore a unique Washington, DC, neighborhood while touring some of the city's best kitchens and enjoying tastings from area restaurants. This year, we'll be focused on Capitol Hill.



KIDS IN THE KITCHEN:
DATE COMING SOON

Our annual event showcasing ways kids can eat smart and make healthy lifestyle choices. Targeted to children ages 3-13, local chefs host healthy cooking demonstrations, fitness experts lead high-energy exercise sessions, and certified nutritionists are on hand to answer questions.

SPONSORSHIP LEVELS

Partnership Benefits	Presenting \$10,000+	Platinum \$7,500 - \$9,999	Gold \$5,000- \$7,499	Silver \$2,500- \$4,999	Bronze \$1,000- \$2,499	Crystal <\$1,000
Speaking Opportunities						
Member Meetings	✓					
Women's Leadership Breakfast	✓					
Company Logo Display						
Event Signage	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	
JLW Website	✓	✓	✓	✓		
Member Communication	✓	✓	✓			
Member Meetings	✓	✓	✓			
Window Display (Georgetown HQ, M St NW)	✓					
Selection of Complimentary Tickets to JLW Fundraisers and/or Events	✓	✓	✓	✓	✓	✓
Verbal Recognition at Select JLW Events	✓	✓	✓	✓		
3039M Magazine Ad	✓	✓	✓			
Volunteer Opportunities Alongside JLW	✓	✓	✓			

This is not an exhaustive list of sponsorship opportunities. Please contact sponsorjlw@jlw.org to develop a bespoke package for your company that meets your audience where they are – be it via social media, website, member newsletter, printed event materials, volunteer opportunities, or event access. In-kind donations are appreciated at all levels. For the purposes of donor benefits, in-kind donations will be recognized at 50 percent of the fair market value. Regularly needed services and products include silent auction items, refreshments, media, print, photography, entertainment, videography, AV, and event decor.

MISSION

The Junior League of Washington is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



VISION

The Junior League of Washington strives to be a vibrant presence in the lives of the women and children in the greater metropolitan area of the District of Columbia, serving as a resource throughout the community to effect positive change, seek common ground, and inspire hope.

COMMITMENT TO DIVERSITY & INCLUSION

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



WWW.JLW.ORG

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