



JUNIOR LEAGUE
SAN JOSE

Impact Report

2024-2025

Our Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

President's Message

As President of the Junior League of San Jose (JLSJ), I am filled with pride and gratitude for the incredible work we have accomplished together this past year. It is my pleasure to present this Impact Report, highlighting the strides we have made in Visibility, Membership, Community Impact, and Fund Development. The commitment and passion of our Members have been the driving force behind our success. This report showcases not only the numbers, but also the stories of impact that remind us why we do what we do.

I encourage each of you to take the time to review this report and reflect on your contributions, whether through volunteering, donating, or advocating for our Mission. Each role is vital and has helped shape the Junior League's legacy of "Developing Women to do a World of Good".



Leading with Heart,

Anne Souza

President, 2024-2026

Junior League of San Jose

Board & Management Team

2024-2025

President - Anne Souza

Treasurer - Vikki Pummer

Secretary - Kate Pavlina

Nominating Director - Natasha Bhave

At-Large Director - Heather Kellagher

Executive Vice President - Janelle Greenlee

Community Vice President - Victoria Hazelwood

Fund Development Vice President - Danielle Burkhart

Membership Vice President - CaMicha Alexander



Dorothy Bogen Farrington Award Winners

Gini Bossenbroek (Active)

Kay Gallagher (Sustainer)

Kate Payne (Sustainer)

Pat Gustke Sustainer of the Year Award Winners

Julia Lombardi

Marlene Zapata

Catalyst Award Winners

Megan Wong

Sonia Ashok

Michaelyn Bollinger

Maiya Marshall

Melica Sapon

Sara Beachler

Vikki Pummer

Natasha Bhave

Preeta Anil

Olivia Freytag

Emily McCrone



JUNIOR LEAGUE
SAN JOSE

A Resurgent Year:

Renewed Energy, Deeper Impact

The Junior League of San Jose has experienced a **truly transformative year**, marked by a palpable surge of energy and renewed purpose. This past year wasn't just about what we did; it was about how we thoughtfully **prepared to do even more**, solidifying our foundation to create lasting change in San Jose. We're thrilled to share how your vital support empowered us to invest in our future, strengthen our Members, and set the stage for even **greater community impact**.

This year, we strategically focused inward, ensuring **our League is robust and ready** for the challenges ahead. We revamped our internal training, equipping our Members with advanced skills in nonprofit management and strategic impact areas. We also meticulously refined our community impact strategy, readying our return to direct action with clearer focus and stronger partnerships. Our refreshed focus is already yielding incredible results: our New Member class is one of our most engaged ever, our Committees are thriving, and our revamped communications are elevating our voice across Santa Clara County.

This past year has laid the groundwork for a **future of deeper connections and amplified impact**. We are incredibly grateful for your steadfast partnership and invite you to explore the exciting journey ahead!



Membership Experience

Investing in Women, Igniting Potential

This year, the Junior League of San Jose experienced a **vibrant resurgence in our Membership**, reigniting the passion that drives our Mission forward. We didn't just grow; we invested deeply in the growth of local women, ensuring they have the skills and connections to volunteer and lead. This created a dynamic community where New Members are enthusiastically stepping into leadership, Active Members are more engaged than ever, and cherished Sustainers are **reconnecting with renewed purpose**.

HIGHLIGHTS

- Transformed New Member experience with dynamic, comprehensive one-day "Super Saturday" orientation and updated online education modules
- Launched our new Leadership Training Program (LTP) with 8 Training Topics, designed to equip Members to step into leadership roles within the League and the broader San Jose community
- Enhanced publicizing of dozens of online Junior League workshops and trainings, utilized by dozens of JLSJ Members, all at no cost to our League



376

Total Members

94%

Active Member Retention

24

New Members & Transfers

*"If you're a woman in San Jose, **JLSJ is where you want to be**. I'm incredibly grateful to be a Member of such an impactful organization and I already can't wait for our next League year!" - Jennifer, Active Member*

Community Impact

Strategic Refocus for Deeper Reach



This year, the Junior League of San Jose took a strategic pause to reimagine and **strengthen our approach to community impact**. After concluding our prior focus area of Transitional Age Foster Youth (TAY), we dedicated this year to ensuring our next chapter would be even more impactful and aligned with our five Impact Strategies.

We began by celebrating our TAY community partners, honoring our shared achievements. Additionally, we proudly granted \$15,000 to the Bill Wilson Center's Family Resource Center for a new playground, providing a vital space for children while parents access resources, continuing **JLSJ's cherished legacy** of creating nurturing environments for families. Our Community Committee then meticulously evaluated and tightened our grant application and process, preparing for our new focus area of addressing Poverty and Food Insecurity. This strategic recalibration led to an overwhelming number of highly qualified grant applicants, showcasing significant community need and trust in JLSJ. We're thrilled to announce **our new partnership** with local nonprofit Hunger at Home, directly addressing food rescue and distribution.

*"JLSJ brings me closer to the community in powerful ways- when we're directly serving our partner, **we build a strong community** inside and beyond our league."*
- Annelise, Active Member

\$15,000

Grant to Bill Wilson Center Family
Resource Center Playground

\$50,000

2025-2026 Grant to
Hunger at Home



 **JUNIOR LEAGUE**
SAN JOSE



Fund Development

Innovative Strategies, Award-Winning Success

In recent years, our Fund Development Committees have revolutionized our approach, shifting to a **leaner, diversified strategy** that empowers Members. In 2024-2025, this innovative model not only allowed us to meet our goals by February, well ahead of schedule, but also earned us the prestigious **Association of Junior Leagues International (AJLI) Fund Development Award**.

We moved away from relying on a single large event, embracing a mix of annual campaigns, strategic partnerships, and Member-driven events. This significantly reduced workload and burnout while still exceeding our \$67,000 goal by raising over \$90,000.

Our success is rooted in our commitment to training every Member in diverse fundraising methods. By prioritizing Member well-being and skill development, we've built a **robust, sustainable fund development model** that will continue to fuel the Junior League of San Jose's Mission.

\$67,000

2024-2025 Goal

\$90,000+

Amount Raised



*"What I appreciate most about our Fund Development is that **everyone can pitch in!** Whether it's through donations, events, or spreading the word, there's a path for everyone to support our Mission." - Patricia, Active Member*

Visibility & Communications

Elevating Our Voice, Amplifying Our Impact

This year, the Junior League of San Jose **significantly elevated its presence**, both digitally and within the San Jose community. Our dedicated Communications Committee tirelessly revamped our image and marketing materials, ensuring our message is clear, compelling, and reaches broader audiences. We focused on strategically enhancing our social media presence and proactively sought new networking and engagement opportunities to ensure more people in San Jose understand the vital work of JLSJ.



Introducing "Find the Good Day": Our New Signature Event

This year, an Ad Hoc Committee thoroughly explored and developed the concept of a new signature event **designed to amplify our community visibility**. This exploration culminated in "Find the Good Day," an event inspired by AJLI's annual international day of service.

"Find the Good Day" will hearken back to the spirit of our beloved past Signature Event, the Volunteer Recognition Luncheon (VRL), serving as a **powerful platform to highlight the incredible good happening in San Jose**, celebrating the unsung heroes and organizations dedicated to making our community better.

3

Major Visibility Campaigns

86,261

2024-2025 Instagram Views

*"The clarity and excitement I've seen in our League is remarkable. You can totally see renewed energy online and in the community... **the League is back!**" - Marlene, Sustainer*



Thank you!

We appreciate the
generous support
of our
2024-2025 Sponsors

Diamond - \$10,000+



Gold - \$2,500

Andrea & Joe Thomas
Kate Pavlina
Kelli Lee
Mary & Angelo Danna
Maribeth Portz & David Wanek

Silver - \$1,000

Bill & Christine Robbins
Danielle Burkhart
Janelle Greenlee
The Board of Junior League of San Jose
Valorie Carpenter
Vikki & Ludwig Pummer

Bronze - \$500

Anne Souza
Cathleen & Steve Stugard
Gini Bossenbroek
Marcie Soderquist
Martha Lazarakis
Natasha Bhav
William & Mary Werthman

Want to Reconnect with JLSJ? We'd love to see you!
If you're looking to re-engage but aren't sure how,
email us at jlsj@jlsj.org. **Get involved in 2025-2026!**



JUNIOR LEAGUE
SAN JOSE