



JUNIOR LEAGUE OF
WINSTON-SALEM

WOWS



JUNIOR LEAGUE OF WINSTON-SALEM • SPRING 2021

WORDS OF WINSTON-SALEM

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SPRING 2021 CONTRIBUTORS TO WORDS OF WINSTON-SALEM:

NICOLE ABOLINS
REBECCA CRAIG
DANETTE JOHNSON

AD MANAGERS:

MEGAN DIFFENBAUGH
NICOLE ABOLINS

DESIGN:

SIR SPEEDY PRINTING

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- Adam F., new FCDS parent



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Forsyth
For What's Ahead

BETTER TOGETHER



Dear Members and Friends,

Thank you for taking the time to read the WOWS (Words of Winston-Salem) annual magazine and for your support. I have been humbled and honored to serve as the 2019-20 President of the Junior League of Winston-Salem and remain in awe of the women with whom I have served. I am

proud of our many accomplishments and grateful to be part of an organization that continues to impact our community.

It seems like so long ago that we welcomed Adrian Wood of *Tales of an Educated Debutante* as our September 2019 GMM speaker. She radiated warmth, love and humor as she shared personal stories and encouraging words to our members. It was that General Membership Meeting that set the stage for our League year: 10th Annual Boutique, Inaugural Little Black Dress Initiative and 14th Annual Tour of Fine Spaces. Our members were excited not only for our Signature Fundraisers, but also for our Signature Community Placements: BookWORM, Puppet Show and Strong Women, Strong Families, along with partnerships with other community organizations.

So much of our League year felt like business as usual. Our BookWORM Fall Drive was another success, with hundreds of books collected and sorted by the committee and shared with our community partners. The Backpack Program and Puppet Show Committees were volunteering weekly in the Winston-Salem/Forsyth County Schools. The fall Strong Women, Strong Families health fair had been an impactful event, and we gathered as friends and League members to support the 10th Annual Boutique Holiday Market.

Our January GMM gathered the membership together in training for our inaugural Little Black Dress Initiative, which you will read more about later in this issue. With the guidance of several Active and Sustaining Members, we prepared to embark - online and in-person - on our journey as Advocates. What began over the summer as the question, "Is LBDI even feasible for the JLWS?" surpassed our wildest expectations. We exceeded not only our fundraising goals, but also our outreach goals by educating our friends and neighbors about the effects poverty has on opportunity and choices in Forsyth County and how the JLWS directly impacts the health, well-being and empowerment of women and children in our community.

There's no way any of us could have predicted that in March, our work and social lives would come to a screeching halt due to COVID-19. But here we are...homeschooling our kids, conducting Zoom meetings for work, Junior League and birthday celebrations, and social distancing in an effort to slow the spread of this horrible virus. Now, more than ever, our JLWS community, connection and sense of belonging are of utmost importance. I know that my daily and weekly phone calls, text messages and Zooms with JLWS members have helped maintain my sanity and human connection with women who encourage and uplift me. My hope is that you are being supported by your networks, too.

The Junior League of Winston-Salem has had a strong presence in our community for 97 years and continues to be highly respected, supported and impactful despite the pandemic. Our members are the heartbeat of this organization and given the opportunity to be president this past year was one of the most humbling and rewarding experiences of my life. Whether you're a new or lifelong Member, sponsor, donor, advertiser, community partner or all of the above, you have played a key role in helping us successfully carry out our mission. Your continued support and encouragement is greatly appreciated.

Warmest Regards,

Elizabeth Myers
2019-2020 JLWS President

2020-2021 BOARD OF DIRECTORS

President: **Walker Jones**
President-Elect: **Liz Noland**
Administrative Vice President: **Amy Shively**
Communications Vice President: **Diane Green Staff**
Communications Assistant Vice President: **Olivia Williams**
Community Vice President: **Carrie Vickery**
Community Assistant Vice President: **Becky Nguyen**
Finance Vice President: **Abby Archer**
Finance Assistant Vice President: **Isabelle White**
Membership Vice President: **Betsy Adams**
Membership Assistant Vice President: **Allison Bradbury**
Long Range Planning Chair/Strategic Planning Officer: **Ariel Whitman**
Volunteer Development Chair: **Jennifer Baker**
Nominating Chair: **Sam Turner**
Sustainer Advisor to the Board: **Alyson Bailey**
Member-At-Large: **Allison Goodson**

2019-2020 BOARD OF DIRECTORS

President: **Elizabeth Myers**
President-Elect: **Walker Jones**
Administrative Vice President: **Megan Ragone**
Communications Vice President: **Kaci Baez**
Communications Assistant Vice President: **Diane Green Staff**
Community Vice President: **Megan Davis**
Community Assistant Vice President: **Carrie Vickery**
Finance Vice President: **Samantha Woltz**
Finance Assistant Vice President: **Abby Archer**
Membership Vice President: **Jessica Gajewski**
Membership Assistant Vice President: **Betsy Adams**
Long Range Planning Chair/Strategic Planning Officer: **Amber Kirkman**
Volunteer Development /P&A Chair: **Jennifer Baker**
Nominating Chair: **Kimberlee Blaylock**
Sustainer Advisor to the Board: **Alyson Bailey**
Member-At-Large: **Virginia Ellis**

MISSION

The Junior League of Winston-Salem, Inc. (JLWS) 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.

VISION

The Junior League of Winston-Salem, Inc. nurtures and educates individuals to build healthier families and a stronger community.

VALUES

- We exist to strengthen and improve our community.
- We value and support the power of trained volunteers.
- We value each member.
- We value and encourage ethnic, racial, religious, and economic diversity.
- We grow through challenging experiences.
- We wisely manage our resources.
- We are ethical and fair.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

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

MEMBERS IN ACTION

by Danette Johnson

With 2020 in the rearview mirror, JLWS members are taking time to reflect on some of the more positive experiences and silver linings of this past year. While volunteering in a traditional sense changed, putting a hold on some of the League’s signature events such as Puppet Show and Strong Women, Strong Families, that does not mean that the women of JLWS have been inactive. Far from it! Many of our new and active members as well as sustainers have found ways to remain involved in the community.

While many of our new member class have cited joining JLWS as a way to stay connected in the community, other members and sustainers have said that remaining active in their respective churches has been a good source to keep them grounded.

Jennifer Szescula, New Member class 2020-2021, has been able to volunteer her time to make sandwiches at HOPE of Winston-Salem, which helps bring nutritious meals to children throughout Forsyth county during the weekends. Way to go Jen!

Vacation experiences are other areas of life that are not quite the same as they once were, but where there is a will there is a way!

Enter staycations: defined as remaining relatively closer to home while still exploring attractions and sites locally. So many of our members have had staycations with family or planned weekend trips within North Carolina to scratch their travel itch.

Membership Council member, Paige Bosworth, had a great idea to celebrate her birthday that is definitely worth stealing: “Did a staycation in town at the Cardinal - felt even more luxurious with other travel options off the table and larger celebrations a no-go.”

For those of us craving togetherness, organizing digital hangouts is another inventive way many members choose to stay connected

with friends and family. Everything from Zoom cocktail hours to family Google Hangout calls are made a weekly priority. Digital hangouts have become a staple to stay connected to those outside of the immediate household; when it comes to creating lasting memories with their families, a common trend among sustainers includes nights at home revolving around puzzles, drawings, and games.

Terri Crawford shared that “game nights, lots of walking, and back to having family dinners together at a reasonable hour since there are no school activities” have been some of her favorite things to do.

Among the new and active members, everything from learning a new language to cooking and making healthier lifestyle choices

have become popular endeavors. New member Heather Bingham says she “invested in a Peloton and has been rockin” some rides!

“I’m an ICU nurse, so I haven’t actually had any time off, I’ve worked even more than usual, but working out regularly is a personal goal of mine and the Peloton has helped me do that!” We are all rooting for you, Heather!

Pet adoptions boomed in 2020



Welcome, Bella! Adopted May 2020 ♥



Meet Rusty! Adopted May 2020 ♥

Last, but not least, 2020 saw a boom in pet adoptions by JLWS members. I would love to take this time to shout out to all the new pets who have found their forever home and have become part of the JLWS family. Welcome to the family!

With everything that JLWS members have been able to accomplish during the past year on such a steep learning curve, I am excited to see what the next year brings.

ACTIVE MEMBERS OF THE YEAR LINDSAY HODGSON AND VIRGINIA ELLIS



Lindsay Hodgson



Virginia Ellis

I have the great pleasure of presenting the Active of the Year award.

This year is unique because we are actually honoring not one but two distinguished ladies for their tremendous

work and dedication to the League. This dynamic duo was the driving force that made our inaugural LBDI a huge success. I am honored to announce Lindsay Hodgson and Virginia Ellis as the 2019-2020 Actives of the Year.

Lindsay began extensive research on the LBDI in the Summer of 2019. She collected data on Leagues who had incorporated the initiative focusing on their goals, fundraising objectives, successes and related events. She connected with and interviewed members from Leagues across the country and AJLI to further understand how to implement the campaign. With the information obtained, a timeline and an action plan were created. Virginia came on board in the fall and was the perfect counterpart for Lindsay. Her marketing and technology experience played an integral role in effectively communicating the initiative to League members and the community.

Together, Lindsay and Virginia spent time reaching out to committees within our League to collaborate on LBDI. During the fall town hall meetings, they listened intently to the League members' feedback regarding the goal, vision and tools needed to become an advocate.

In the winter, they focused on setting up the campaign website, creating the advocate toolkit, working with the Communications Council and planning social events. For the January GMM, they devised and led advocate training sessions with the help of several other League members.

In February 2020, the JLWS participated in its first ever LBDI reaching our fundraising goal in the very first day. With 54 advocates and 440 donors, we were able to raise over \$25,000, nearly tripling our initial goal. This important achievement proved timely given the fundraising challenges faced recently with the COVID-19 pandemic affecting our community.

In just eight short months, these ladies were able to successfully

implement a powerful awareness and fundraising campaign giving our members an avenue to spark conversations and highlight needs within our community. Members were also able shed light on JLWS programs that impact these needs. With funds raised, the JLWS can continue to support and grow our signature projects. Lindsay and Virginia's dedicated efforts, hard work and tireless promotion were nothing short of spectacular. Thank you for working above and beyond what was expected of you and for always doing it with a smile. We are so appreciative of your everlasting commitment to the League and for being outstanding leaders. On behalf of the Nominating Committee and entire Junior League, I would like to congratulate you both on your fine achievement!

– Kimberlee Blaylock, 2019–2020 Nominating Chair

COMMUNITY PARTNER OF THE YEAR ROBIN ERVIN, DRESS FOR SUCCESS



The JLWS recognized Robin Ervin with the Community Partner of the Year Award, the executive director of Dress for Success. Robin educated JLWS members about the impact Dress for Success has on women in our community and led efforts that partnered Dress for Success with the JLWS' Little Black Dress initiative, orchestrating

a professional clothing drive using donations obtained from JLWS members.

NEW MEMBER OF THE YEAR JENNIFER LEE

The New Member of the Year award was presented to Jennifer Lee for going over-and-beyond in her support for the Junior League. Outside of her required activities, Jennifer donated additional time and energy to assist with New Member Recruitment efforts for the 2020-2021 year.



Moving to the Winston-Salem area in 2018 she quickly became

involved in community efforts through her work as a volunteer at Brenner Children’s Hospital. She joined the JLWS to network with other women in the community and expand her volunteer opportunities. We are happy to announce that because of her dedication to the League and the Winston-Salem community in combination with her passion for telling others about the Junior League, she was nominated for New Member Recruitment Assistant Chair for the 2020-2021 year.

FRIEND OF THE LEAGUE
DIXON DOUGLAS, CYCLE BAR OWNER



The Friend of the Junior League Award is given each year to acknowledge those in the community who have been particularly generous with their support and commitment to the Junior League. We were pleased to award the 2020 Friend of the Junior League award to Dixon Douglas, Owner of Cycle Bar. Dixon hosted a charity community ride for the Junior League’s inaugural Little Black

Dress Initiative, donating 100% of the proceeds raised from the event. His energy and enthusiasm for supporting his community if infectious and the JLWS looks forward to partnering with Cycle Bar for future events!

IN-LEAGUE PLACEMENT OF THE YEAR
RECRUITMENT



Jennifer Smid
Recruitment Chair



Lindsay Sullivan
Recruitment Assistant Chair

The In-League Placement of the Year went to Recruitment for their efforts in developing a year-round recruitment calendar, only to abruptly switch to a fully virtual process when the pandemic hit.

In summer 2019, the Recruitment committee utilized social and service events to help bring in a strong new member class of over 50 women. Once applications closed at the end of the summer, they turned their eye to using other signature events to

begin recruitment for 2020-2021. They held get-togethers before Boutique and invited potential members to attend our Music & Brews event during the inaugural Little Black Dress event. When the world went into lockdown in March, the committee quickly transitioned to a virtual plan to ensure they did not lose momentum for the following year. By the time the new League year began, they already had the plans in place for virtual trivia, info sessions, and game night. This would have all been daunting for even the most seasoned active, but it was even more impressive that our committee was made up of first-year active members.

SUSTAINER OF THE YEAR
HEATHER ZIFCHAK

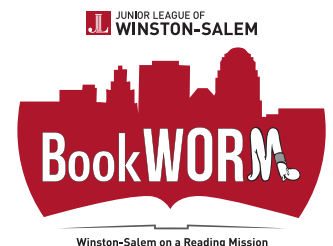


This year the League is happy to recognize Heather Zifchak as the Sustainer of the Year. Heather, a 27-year JL member, received this award for her leadership and commitment to both her community and the League for her work on Project Mask W-S and Sewing for

Babies. She also hosted a JLWS Sustainer sewing event at the Village Fabric Shop and led efforts around the holiday bow and wreath-making workshop during Boutique, an annual fundraiser hosted by the Junior League of Winston-Salem. Thank you, Heather, for the hard work you give to building healthier and happier lives for those within our community.

COMMUNITY PLACEMENT OF THE YEAR
BOOKWORM

Community Placement of the Year was awarded to BookWORM (Winston-Salem On A Reading Mission) for their creation of a long-term strategic plan to allow the placement to grow through the years. While BookWORM was unable to fully implement their plan in the Spring due to COVID-19, the ground work they laid has and will continue to allow BookWORM to successfully collect books and distribute them to those in our community that need them most.



ANNUAL REPORT

STATEMENT OF FINANCIAL POSITION

(All Years End on May 31)

ASSETS	2020	2019	2018
Cash and Cash Equivalents	\$ 165,769	\$ 471,836	\$ 447,309
Short-Term Investments	225,000	-	49,951
Promises to Give	-	-	1,600
Inventory	2,627	2,875	3,937
Investments – Marketable Securities	129,257	59,000	59,122
Prepaid Expenses	3,613	3,542	5,541
Property and Equipment, Net	33,448	42,534	46,693
Beneficial Interest in Assets Held by Others	\$ 165,673	\$ 165,126	162,561
Total Assets	725,387	744,913	\$ 776,714
LIABILITIES AND NET ASSETS	2020	2019	2018
LIABILITIES			
Accounts Payable and Accrued Expenses	\$ 1,059	\$ 2,738	\$ 4,822
Deferred Membership Dues	74,540	77,825	82,720
Total Liabilities	\$ 75,599	\$ 80,563	\$ 87,542
NET ASSETS			
Without Donor Restrictions			
Undesignated	\$ 481,615	\$ 499,224	\$ 526,611
Board Designated for Endowment	<u>125,295</u>	<u>124,818</u>	<u>122,581</u>
	606,910	624,042	649,192
With Donor Restrictions	42,878	40,308	39,980
Total Net Assets	\$ 649,788	\$ 664,350	\$ 689,172
Total Liabilities and Net Assets	\$ 725,387	\$ 744,913	\$ 776,714

STATEMENT OF ACTIVITIES

(All Years End on May 31)

SUPPORT AND REVENUE	2020	2019
Contributions and Grants	\$ 67,592	\$ 55,210
Memberships	92,055	94,677
Boutique	26,746	29,378
Tour of Fine Spaces	-	6,725
Advertising Income	4,200	3,800
Investment Income, Net	6,062	7,000
Miscellaneous Income	2,259	7,044
Unrealized and Realized Gains on Investments	-	2,131
Change in Value of Beneficial Interest	547	2,565
Total Support and Revenue	\$ 199,461	\$ 208,530
EXPENSES		
Program Services	\$ 137,959	\$ 153,611
General and Administrative	58,731	59,644
Fundraising	17,333	20,097
Total Expenses	\$ 214,023	\$ 233,352
Change in Net Assets	(14,562)	(24,822)
Net Assets, Beginning of Year	664,350	689,172
Net Assets, End of Year	\$ 649,788	\$ 664,350

 This and future annual reports will be located on the Junior League of Winston-Salem website.

2018-2019 SUPPORTERS

SPONSOR

Berkshire Hathaway Home Services
Blue Ridge Vineyards
Bo-Ty Walker Florist
Canteen
CycleBar Winston-Salem
Edward Jones -Charmon Baker
Foothills Brewing
Forsyth Country Day School
Hiller-Ringeman Insurance
Icon Custom Builders
Ideal Landscaping
The Katharine
McCullough Tile & Stone
Midtown Café & Dessertery
NC Fine Wines
Ned Eldridge
O'SO Eats
Oak Street Lofts
Piedmont HomeHealth
PMC Properties Group "The Residences"
The Porch & Cantina
Seasons Style & Design
The Sherwood Restaurant
Ski & Tennis Station
Summit School
Wake Forest Baptist Imaging

FRIEND

(\$250 TO \$999)

Marie Arcuri
Rantlet Bell
Sherry Buckalew
Amy Egleston
Teresa Inman
Stephanie Moser
Pfefferkorn Foundation
Susan Thomas

2019-2020 SUPPORTERS

SPONSOR

ADAMS Design Build
Alma Mexicana
Berkshire Hathaway Home Services
Calvary Day School
Canteen
Cg2 Home Inc.
Emerald Pearl Kitchen & Baths
First Citizens Bank
Foothills Brewing
Forsyth Country Day School
G.W. Smith Lumber
The Graylyn Estate
Icon Custom Builders
K&W Restaurant
Little Richard's Bar-N-Que
Meadowlark Pediatrics
Dr. and Mrs. Michael Morykwas
NC Fine Wines
The Porch & Cantina
Renu Energy Solutions
Solid Foundation Construction
Summit School
Sunshine Beverages
Tijuana Flats
Timberwolf Designs
West End Cabinet
Willow Bistro
Womble Bond Dickinson

LEADER

(\$1,000 TO \$2,499)

Marie Arcuri
Pfefferkorn Foundation

FRIEND

(\$250 TO \$999)

Amy Egleston
Teresa Inman
Heather Mackey
Mary McCandless
Allison Roquemore
Debra Yancey

ANNUAL FUND DONORS

2018-2019 ANNUAL FUND DONORS

Caitlin Adcock	Teresa Crawford	Lindsay Hodgson	Becky Nguyen	Christine Kelley Storch
Anita and Tom	Jayne Dallas	Natalie Holton	Liz Noland	Michelle Sutton
Ogburn, Jr. Fund	Elizabeth Dampier	Marsie Hubbard	Heather Parker	Genevieve Tedder
Anonymous	Megan K. Davis	Teresa Inman	Becky Perkinson	Jennifer Thielker
Marie Arcuri	Terrie Allen Davis	Kay B. Johnson	Buff C. Perry	Susan E. Thomas
Charmon M. Baker	Stephanie Flores De Valgaz	Walker Jones	Lara Hanes Pierce	Kellon Tippet
Kimberley Baker	Alisha DeTroye	Deanna Kaplan	Marjorie Pike	Samantha Perrotta Turner
Julie Barker	Rosena F. Dillard	Barbara Kirby	Jackie Piscetelli	Two Men and a Truck of
Bill and Louise	Robyn Earthman	Amber Kirkman	Louise Brock Pollard	Winston-Salem
Bazemore Fund	Kathleen Evans	Debra C. Liu, MD	Hannah Proctor	Mrs. John Vogler
Sarah Blackwell	Sherrie Fain	Martha Lowry	Rantlet S. and Frank M.	Catherine Kendrick
Briana Brewer	Eboni Ellis Farabee	Heather Mackey	Bell, Jr. Advised Fund	Webster
Dr. Margaret Funch Brock	Arabelle Fedora	Lyndsay Madden	Allison Reaves	Kathy Welch
Pat Brown	Alicia Freimuth	Rebecca Maddux	Marycobb Reeves	Ariel Whitman
Kristin Kelly Broyles	Jessica Gajewski	Sue Martin	Jill Rhoades	Sarah T. Whittington
Sherry Buckalew	Cornelia Groce	Mary McCandless	Robert and Amy Egleston	Julie Williams
Laurel Orrell Buckingham	Julianna Gyves	Jennie and Roy McDonald	Advised Fund	Emily Williamson
Dudley Burkhalter	Debbie Harlee	Loy McGill	Lauren Rogers	Heather Wilson
Lara Carter	Rebecca Harper	Barbara McManus	Aimee Rowe	Samantha Woltz
Charles S. and Beth D.	Sara Harper	Katherine Memory	Pamela Saunders	K. Wood
Baldwin Advised Fund	Andrea Harrelson	Sara Miller	Jody Weber Shaw	Eva Wu
Alice Day Clark	Mrs. Paige Hass	Stephanie Moser	Amy Shively	Prudence Yates
Susan Maier Colon	Sue Henderson	Elizabeth Myers	Martha Sobel	
Jennifer Conrad	Ella Hill	Katie Neal	Lindsay Stanley	

2019-2020 ANNUAL FUND DONORS

Elizabeth Adams	Sara Crowder	Kathleen Hansen	Debra Liu	Heather Parker	Amy Shively
Abby Archer	Leah Crowley	Debbie Harlee	Martha Lowry	Callie Parks	Lindsay Stanley
Marie Arcuri	Elizabeth Dampier	Andrea Harrelson	Annette Lynch	Becky Perkinson	Christine Storch
Alyson Bailey	Megan Davis	Paige Hass	Heather Mackey	Buff Perry	Lindsay Sullivan
Kimberley Baker	Terrie Davis	Laura Hefner	Amanda Marshall	Lara Hanes Pierce	Jennifer Thielker
Charmon Baker	Dianne Del Bueno	Ella Hill	Mary McCandless	Marjorie Pike	Crystal Tickle
Beth Baldwin	Alisha DeTroye	Lindsay Hodgson	Kelly McConnico	Jacqlyn Piscetelli	Kellon Tippet
Pamela Ball	Megan Diffenbaugh	Carol Holden	Barbara McManus	Louise Pollard	Marian Trattner
Louise Bazemore	Marian Douglas	Shelley Holden	Jayne Mebane	Jane Potter	Elizabeth Turner
Brianna Berish	Heather Egan	Natalie Holton	Katherine Memory	Katie Power	Samantha Perrotta Turner
Sarah Blackwell	Amy Egleston	Jacqueline Hundt	Andrea Mendlow	Megan Ragone	Kathryn Vernon
Kimberlee Blaylock	Virginia Ellis	Teresa Inman	Gayle Meredith	Elaheh Rahbar	Carrie Vickery
Allison Bradbury	Eboni Ellis Farabee	Megan Jarrell	Sara Miller	Allison Reaves	Stacey Walker
Briana Brewer	Arabelle Fedora	April Johnson	Kristie Moesner	Jill Rhoades	Ondra Walker
Patsy Burgess	Kelsi Finan	Kay Johnson	Kelly Moose	Sallie Rice	Jane Watkins
Ashley Byrd	Alicia Freimuth	Walker Jones	Stephanie Moser	Elizabeth Richardson	Sarah Whittington
Heidi Christie	Jessica Gajewski	Kristin Kelly Broyles	Rene Myers	Katy Ringeman	Julie Williams
Deborah Clark	Deborah Gardner	Barbara Kirby	Leigh Myers	Allison Roquemore	Emily Williamson
Brandi Cleveland	Linda Garrou	Amber Kirkman	Elizabeth Myers	Aimee Rowe	Heather Wilson
Mary Coan	Lucy Gidley	Theresa Knops	Becky Nguyen	Lorre Ruffin	Julie Wise
Susan Colon	Allison Goodson	Anita Sue Kurtz	Elizabeth Noland	Marley Russell	Samantha Woltz
Laurie Connolly	Erin Greene	Erin Kwasnik	Sue Northcraft	Pamela Saunders	Karen Wood
Jennifer Conrad	Allison Griffin	Kaye Lambert	Katheryn Northington	Emily Sharpe	Debra Yancey
Marian Couch	Cornelia Groce	Megan Lawson	Anita Ogburn	Jody Shaw	
Rebecca Craig	Michelle Gross	Dee Leroy	Lynne Park	Heather Shilt	

STAYING CONNECTED TO OUR COMMUNITY THROUGH A PANDEMIC

by Rebecca Craig

With our calendars cleared and many of us staying at home more than before, it has given us time to reflect on what is most important. Family, friends, health, and safety are foremost on many of our minds. But let us not forget our neighbors! While many things have been able to adapt virtually, there are many still in need in our physical world.

After reaching out to the community, we heard back from several individuals about the ways they stay engaged despite the various obstacles put in place by the pandemic. The organizations highlighted here are not a complete list of the many groups in our city with which you can get involved, and inclusion in this article does not constitute an endorsement by the Junior League.

American Red Cross

Throughout its history the **American Red Cross** has aided people in their time of need, and this season is no different.



- Caroline Fountain of the Northwestern chapter of North Carolina says that “COVID-19 has not changed the Red Cross mission, we are still providing the same types of support as we always have.”
- In addition to many other services, the Red Cross directly serves our population through processing blood donations
- Blood donors are needed now as much as ever
- All donors will receive free COVID-19 antibody testing
- For more information on donating blood, please visit RedCrossBlood.org

Project Mask WS



Started by three Winston-Salem women just after the March 2020 stay-at-home orders were finalized, **Project Mask WS** is a truly grassroots effort that responded to a veritable public health need by making hand-sewn masks.

- Provided over 124,000 masks for the community
- Junior League sustaining member Heather Zifchak was instrumentally involved with the effort, providing fabric from her store the Village Fabric Shop, as well as her sewing abilities

- Provided mask-making kits to an army of over 3,600 volunteers
- While the need for hand-sewn masks is not as acute at this time (fortunately!), you are welcome to visit their Facebook group (“*Project Mask WS*”) for more information on any ongoing needs

Second Harvest Food Bank

Many children who received free or reduced meals at their schools are now relying on the help of food assistance organizations like **Second Harvest Food Bank** to feed them.



- Jenny Moore of Second Harvest explains that “Food insecurity was a significant social concern before the COVID-19 ever hit. Now, in the face of pandemic-related jobs losses and furloughs, the need for food assistance among families has increased significantly.”
- Moore says that “social distancing and masking won’t stop the fun our volunteers have or the difference they make in the lives of food insecure families.”
- For more information on getting involved with this vital organization, please visit SecondHarvestNWNc.org/Volunteer

H.O.P.E. of Winston-Salem



H.O.P.E. of Winston-Salem’s primary mission is to provide nutritious weekend meals to children throughout Forsyth County, which they’ve continued to do (and then some) throughout the pandemic.

- They have a need for (masked and socially-distanced) volunteers to help with their mission
- For more information on getting involved with this organization, visit HopeWS.org/Ways-To-Help/Donate-Time

(continued on page 12)

(continued from page 11)

Goler Community Garden



The Junior League's **Goler Community Garden** provides fresh produce to patients of the Downtown Health Plaza, thus supporting the surrounding community with a nutritious source of food.

- Volunteers are needed to plant, cultivate, and harvest produce from the garden year-round
- For those who prefer to volunteer outdoors, this is a wonderful option to get involved
- Both Junior League members and non-members are welcome to join, though gardening sessions are limited to 10 volunteers to ensure social distancing is maintained
- For more information, please contact Morgan March at goler@jlws.org

Housing Justice Now

Housing Justice Now is a housing rights group based in Winston.



- With increased unemployment, many people are struggling to make housing payments
- The CDC has announced a halt to all evictions for public health reasons, but protections from this moratorium are not automatic and many people still face housing instability
- JLWS Little Black Dress Assistant Chair Jen Brown talks about her involvement with Housing Justice Now: "I've been volunteering as a court watcher for Housing Justice Now and it has been illuminating. Before this, I knew we had a housing crisis here in Winston-Salem, and now? I've come face to face with some of the folks that have been taking advantage of our community members. While the CDC moratorium halts some evictions (in theory!) our vulnerable population needs help."
- For more information on this organization, you can visit their Facebook page [@HousingJusticeNowWS](#)

Action4Equity



Action4Equity is a local, grassroots advocacy organization that is focused

on addressing the causes and conditions of racial inequity in our school system.

- JLWS President-Elect Liz Noland says of the organization: "They are doing vital work in our community, from fundraising to support remote learning during COVID-19, to hosting speakers and events to educate our community about educational inequity, to taking direct legal action to address discriminatory practices."
- For more information, visit their page at Action4EquityWS.org

JLWS COMMUNITY IMPACT



PUPPET SHOW

"You Can Always Talk to Someone" (Puppet Show) addresses the issues of child abuse, neglect and internet safety. The Puppet Show equips children with the knowledge of what to do in these situations and encourages students to talk with a trusted adult.



BOOKWORM

A drive to collect new and gently used children's books in order to distribute to Forsyth County children and families in need.



KIDS IN THE KITCHEN

Empowering youth to make healthy lifestyle choices and helps reverse the growth of childhood obesity and its associated health issues.



STRONG WOMEN. STRONG FAMILIES.

Facilitating relationships with the medical community, educating the community on healthy food preparation, and providing a meal for mothers and students of Kimberley Park Elementary School.

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BOUTIQUE 2019 by Isabelle White



The Junior League of Winston-Salem's Boutique Shopping Event celebrated its tenth and final year in December 2019!

As one of the League's two big fundraisers, along with Tour of Fine Spaces, Boutique has been vital to furthering the Junior League's mission of developing women leaders and serving our community.

Back in 2010, Boutique originated as a Halloween themed shopping event called "Bootique." The League saw it was a great way to raise funds in support of our mission and also give our community a unique shopping experience. The committee got creative with Halloween decor and a "Ghouls Night Out" and fun activities for the kids. In 2012, the Boutique committee decided to change "Bootique" to "Boutique." They went with a true Christmas theme along with amazing holiday decor and Santa.

The Boutique Shopping Extravaganza brought vendors from all over the state (and beyond) together under one roof for a weekend of shopping festivities. Boutique was a great way to kick start holiday shopping to find that special gift for everyone on your list. In 2019 the committee worked hard to host workshops for those attending on Saturday. Those workshops included a session with Pure Barre, wreath making with Heather Zifchak, Maghon Taylor with All She Wrote Notes, and cookie decorating with The Canvas Cake Studio.

Boutique will always share a special place in our memories and our hearts. Thank you to all of you who have shared in the joy of our holiday fundraiser.

COMMUNITY BABY SHOWER/ DIAPER DRIVE

by Sarah Blackwell

In the spring of 2016, Family Services and Fox8 teamed up to hold the first ever Community Baby Shower in the Triad. Katie Nordeen, then a Fox8 anchor, was the face of the Community Baby Shower as she was preparing to welcome her second child. That initial effort resulted in 45 new and soon-to-be mothers receiving items that would help them welcome their children into the world.

The Junior League of Winston-Salem became involved in the Community Baby Shower in 2017. That first year, volunteers worked to sort and organize items collected during that year's drive, but by the spring of 2018 Community Baby Shower had

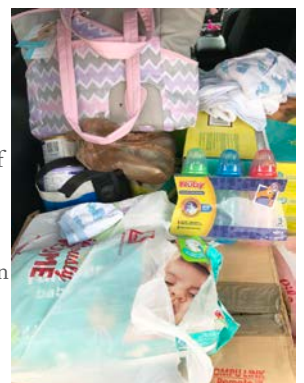
become an official placement within the Junior League.

Members of the Community Baby Shower committee were tasked



with picking up donations from A Cleaner World locations and delivering to Family Services. We also distributed collection boxes at various daycares, preschools, and elementary schools. Our team worked hard spreading the word and as a result, 91 mothers received cribs, diapers, formula, and hand-me-down clothes, among other newborn necessities.

Junior League volunteers lent their time and talents for one more Community Baby Shower drive in 2019 before the program came to an end. Working to spread awareness of the challenges facing new mothers living in poverty was an excellent example of the Junior League's vision to build healthier families and a stronger community, and our team was grateful for the opportunity to lend a hand!





Boutique *SHOPPING CARD!*
THE JUNIOR LEAGUE OF WINSTON-SALEM

By Alison Grein

I think we can all agree that 2020 was the year of change and a time for trying new things. That was definitely the situation for the Boutique shopping event. After surveying our 2019 vendors and listening to our members, the Boutique committee and Board decided it was time for a major overhaul. The current Boutique leaders Isabelle White, Lauren Rogers, Alison Grein and Kristie Moesner began 2020 with brainstorming ideas of continuing with a shopping event, but contemplating on how to revamp it. Thus, came the idea of a Boutique Shopping Card. Over the summer, we searched far and wide to bring you an amazing selection of vendors from the local area, as well as New York and Kentucky. For \$40, members got a digital coupon book filled to the brim with discounts to 65+ amazing businesses for our two weeks shopping extravaganza of October 24 - November 8.

The committee took pride in recruiting a variety of vendors. In fact, 84% were small businesses; 75% were local Winston- Salem

businesses; 68% were Women owned and 6.8% were Black owned. We are also proud to say we recruited a selection of brand new businesses, and Boutique Shopping Card was their first event! 100% of Boutique Shopping Card proceeds went to Junior League initiatives and in turn those vendors received exposure and increased sales. Not only did you support JLWS causes but you helped our friends and neighbors in the community.

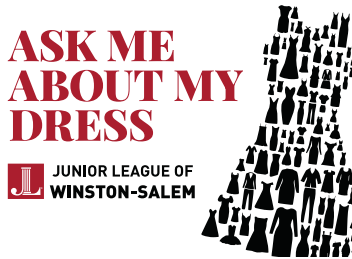
Along with the discount cardholders received during the two week shopping event, many social events were planned at local vendors. AR Workshop in Reynolda, Mellie & Emilia, Kim Taylor & Co., CycleBar, Rolly's Baby Boutique, Design + by Cassandra Michelle and Kendra Scott excitedly held virtual and face to face events at their locations for all cardholders to come take advantage of the discount they were offering and to socialize with other JLWS members. We can't wait to see how Boutique Shopping Card grows in 2021!

A SPECIAL THANKS TO ALL OUR 2020 RETAIL SUPPORTERS!

123 Cuisine	Designer Jewelry Finds	Known Coffee	Pesca Muerta
Aixa Maria's Gift Baskets, LLC	Dewey's	Lavender and Honey Kitchen, LLC	Pink Rhino Beauty Parlor
A Proper View	Doodlations	Leanback Soul Food	Piper + Fig
Armored Self Defense	Eliza Dee Clothing	Little Details	Polliwogs
AR Workshop	Emily Anne Ink	Marie Sharp's USA	Quinn Creations
A Wink & A Nod	FABU	Mast General Store	Radar Brewing Company
Bagel Station	Fete Home	McCall's	Rave Beauty
Borough Chocolates	Fiddlin' Fish Brewing Company	Mellie & Emilia	Red Cardinal Studio
Burn Boot Camp	Forsyth Plastic Surgery	Monkee's	Reynolda House Museum Shop
Camel City Glass	Fraleigh's Boutique	Monroe 26	Rolly's Baby Boutique
Caniche	Happie Food	Nitsa's Apparel	Shairpins
Clayton & Crume	Healthy Made Simple	On Time Lawn Care, LLC	Sophisticated Florals by
Clean Juice	Himalayan Hideaway Salt Cave	Orijinal	Stephanie
Cute Buttons, Gifts & Paper Boutique	Howlin at the Moon Bakery	Our Learning Studio	Sunny's Shoes
Cycle Bar	Joyful Confetti	Pailess	Swoozies
Dashing Trappings	Kim Taylor and Company	Paisley	Village Tavern
Design+ by Cassandra Michelle	Knotty Kid	Pendred Keller Jewelry	

LITTLE BLACK DRESS INITIATIVE 2020

by Virginia Ellis and Lindsay Hodgson



One highlight of 2020 was the successful launch of our inaugural Little Black Dress Initiative (LBDI), thanks to our entire membership. Fifty-six members, including 11 sustainers, wore the same black dress for five days to spark conversations and raise awareness about poverty and how it restricts choices and opportunities. Each social media post, email, and conversation made a difference.

We are proud of our membership for executing the campaign thoughtfully and respectfully. The fifty-six advocates raised \$24,500 from over 440 donors.

The LBDI campaign also offered our community two opportunities to socialize before COVID-19 restrictions began. Forty-eight riders joined us for our Pedal Out Poverty cycle ride at CycleBar. The energy was fantastic! Additionally, over 100 members, community partners, friends, and family joined us for our Music and Brews for LBDI event at Fiddlin' Fish.

The campaign was also well received by the community. We saw comments on social media from the community such as, "I love this. It's my favorite thing I've heard about Junior League yet!" Seven community partners joined us for our Music and Brews for LBDI event to share about their partnership with JLWS. Each community partner reiterated how valuable the campaign was to raise awareness and expressed their gratitude for our continued partnership with their program.

As a result of a single donation of \$3,000 from a local community member learning about the impact of the JLWS, the Puppet Show team has been able to translate and re-record the performance in Spanish.

Together we were able to increase awareness of issues facing the community of Winston-Salem and share how the mission of the



Junior League is impacting women and children. When we emerge from the current COVID-19 restrictions, we recognize that more than ever, support of programs like JLWS will be needed in our community and the funding will be there to make sure these programs are fully supported for the future.



SUSTAINER STRONG

JLWS Sustainers show resilience in response to the COVID-19 Pandemic

by Sarah Dalrymple and Eva Wu

Over the last several months, the novel COVID-19 outbreak has changed the way companies and non-profits operate. Business owners and employees were forced to navigate a new normal. Many Junior League of Winston-Salem business owners and employees in the non-profits that serve the community have adapted and are grateful for loyal customers, volunteers and staff that have allowed business and community work to continue.

MELANIE BARBEE, Rolly's



Rolly's, owned by JLWS Sustainer Melanie Barbee, has remained open during the pandemic but as a result of less foot traffic, Barbee might have been the only person to staff the store until volunteers stepped in to help. She said, "We never closed because of that loyalty. But we quickly

adapted our business model: we answered phone calls, took private appointments, shipped all over the country, and drove around town delivering 'sweet things to little ones.'" Barbee adds, "COVID-19 has taught us to be smarter business people, that customer service is the only way we will stay in business another 36 years, and that our community is so kind and pulling for us and other small local businesses."

HEATHER PARKER, Vienna Village



Vienna Village, a long-term health care facility opened in 1965 by Heather Parker's grandmother and aunts, experienced drastic changes due to COVID-19 - all necessary to protect their elderly residents. Beginning mid March, the facility locked down which meant that

only staff and emergency personnel were allowed inside the building. The residents were no longer able to see their families in person and visits were made through Facetime and windows. By fall of 2020, the facility had opened to outside visits but with many restrictions. According to Parker, "the entire focus (during the pandemic) has been to monitor and implement the many guidelines and recommendations from numerous government agencies in order to keep our residents safe, healthy and COVID-19 free."

MINDY BLOOM, Ronald McDonald House Development Director

Ronald McDonald house adapted almost all processes and operations for the pandemic from scheduling to serving meals to the social activities of guests. Guest scheduling became more staggered, allowing a room to be dormant for 48 hours before the next guest. Meals went from buffet style prepared and donated by volunteers to single serve meals ordered from restaurants. Bingo Night and Pet Therapy paused so that guests could safely socially distance. Staff schedules changed both for social distancing and to allow staff members opportunity to work remotely and help their children with online learning. Bloom acknowledges, "I've learned that childhood illness and pregnancies can't be stopped by COVID-19 and Ronald McDonald House is essential."

MEGAN LAWSON, Winston-Salem Street School Development Coordinator



The Winston-Salem Street School was planning a grand graduation celebration for their sixteen seniors when the pandemic shut down all schools in the spring of 2020. Through generous donations of laptops and hot spots, Street School students returned to class within days via online learning. In addition

to being able to provide continued education, the school has also supported families with donations of cleaning supplies and weekly essential grocery items.

EVA WU, Chair Crosby Scholars Placement

On a national level, the college application rate has declined as a result of the pandemic, but the demand for essay critique continues as Forsyth County high school seniors apply to college. A team of thirteen sustainers has continued to read essays for seniors seeking a place with the college of their dreams. The essay review typically occurs via email exchange. Several in-person boot camps allow students and readers additional time for essay review. The only change from normal operating procedures has been conducting the boot camps via Zoom with students and readers sent to breakout rooms to discuss essay edits and suggestions.

In these unprecedented times, The Junior League of Winston-Salem and the sustainers continue to show the same leadership, resilience and community support that have endured almost 100 years.

SEEN AROUND TOWN



Summer New Member Recruitment Event – Goler Garden



2019-2020 New Member Group



December 2020 Virtual Book Club Gift Exchange



Summer 2019 Recruitment Event – Goler Community Garden



LBDI Fiddlin' Fish Fundraiser Event



LBDI Fiddlin' Fish Fundraiser Event



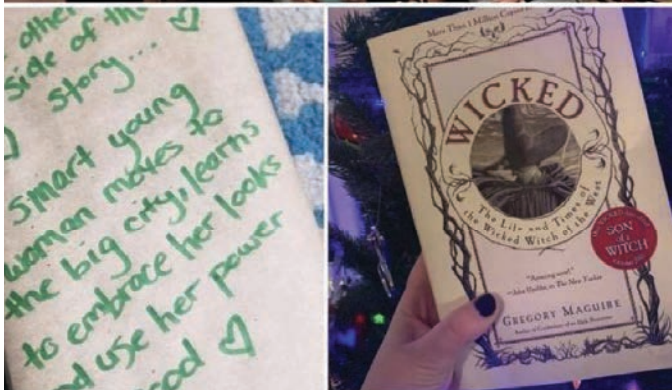
LBDI Cycle Bar Fundraiser Event



Boutique 2019



General Member Meeting January 2020



December 2019 Holiday Book Swap



December 2020 JLWS Holiday Elf Party @ the Drive In



2019 New Member Seminar

JUNIOR LEAGUE OF WINSTON-SALEM



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