

# LOOKING BACK ON 2018-2019

Official newsletter of the Junior League of Ocala



## *A New Initiative*

### INTRODUCING OUR COMMUNITY IMPACT PROJECT

The Junior League of Ocala unveiled our new community impact initiative, R.E.A.C.H., during the 2018-2019 league year. R.E.A.C.H. is an acronym for reading skills, engaging parents, advancing achievement, classroom support, and healthy choices. This initiative is a collaboration with the Marion County Public Schools. During the 2018-2019 league year, members focused our volunteering efforts on Oakcrest Elementary.

We started the year off with a bang with a social media fundraiser to raise funds for backpacks stocked with school supplies. With the support of our community, we raised over \$3,200 and provided 445 backpacks in addition to uniforms for the Oakcrest students. To begin the school year, we purchased buddy benches and extra large blocks from Imagination Playground for the students to use during recess. We also decorated and stocked two "Little Free Libraries", one for the older students and one for the younger students. Members volunteered their time by starting a lunchtime reading program with the 3rd graders and helped with school-sponsored events such as the Scholastic book fair, a "book tasting", Pancakes for Literacy breakfast, Sauce & Science Night, Polar Express book party, among others.

*Thank you to our 2018-2019  
board members!*

**PRESIDENT: DANIELLE  
HAMPY  
PRESIDENT-ELECT: AMY  
INGRAM  
TREASURER: LINDSEY  
BIGELOW  
TREASURER-ELECT: DESI  
LEIBFRIED  
MEMBERSHIP VP:  
MELISSA GALLOWAY  
COMMUNICATIONS VP:  
CHARLOTTE MARTIN  
SECRETARY: LYNDSAY  
LANDMANN  
PARLIAMENTARIAN:  
SHANAE PICKENS**

# Autumn Gift Market

## SHOPPING FOR A CAUSE

We held our signature annual fundraiser, the Autumn Gift Market, at the Southeast Livestock Pavilion on November 3 and 4, 2018. Attendees enjoyed a two day shopping experience full of a wide array of more than forty vendors and got a head start on gifts for their Christmas list. In 2018, we had a VIP booth where VIP guests were treated to snacks, beverages, and a reusable tote. Beverages were provided by Island Grove Winery and Katya Vineyards. Guests could also purchase separate tickets to a Princess Story Time on Saturday that featured Frozen's Anna and Elsa. Children were read a story, created a small craft, and had photo opportunities with the princesses. Net proceeds for the event totaled over \$14,700 and benefited our R.E.A.C.H. initiative!

We look forward to seeing you at our 2019 Autumn Gift Market on November 16th and 17th with a special VIP night on November 15th!



Thank you to our sponsors!

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Bojangles

Closetmaid\*

Community Bank & Trust of Florida

Eaton's Beach Sandbar & Steam Shack\*

Federated Insurance

Friends of Junior League of Ocala

Fuller Amusement

Fuller & Fuller Attorneys at Law

Good Time Printing

Island Grove Winery

Katya Vineyards

Keller Williams Cornerstone Realty

Lauren Gibson - State Farm Agent\*

Mark D. Shelnutt, Attorney \*

Rocket Entertainment\*

Sabal Direct Primary Care\*

Signature Brands\*

Southeastern Livestock Pavilion\*

Tucker & Welch Attorneys at Law

\*denotes sponsorships of \$500 or more



## *HeART in the Park*

### CREATING ART FOR THE COMMUNITY



The Junior League of Ocala held our second annual HeART in the Park fundraising event at Tusawilla Park on February 2, 2019. The event is popular with families since it's a way to channel your inner artist for a great cause. Each ticket included an art tote, a canvas, several paintbrushes, an art smock, and access to art and craft supplies. Despite the weather, we were able to raise more than \$5,200 for our R.E.A.C.H. initiative!

In addition to all of the painting activities, this event featured live music, Face Painting by Tonya, and food trucks for families who wanted to enjoy a picnic in the park.

Thank you to our sponsors who helped us put on this event!

Angie Lewis - State Farm Agent  
Appleton Museum of Art  
Best Version Media  
Brown & Brown Insurance Agency  
Chiropractic Centers of Ocala  
Family Times Magazine  
Fine Arts for Ocala, Inc.\*  
Good Time Printing, Inc.  
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Nickel Tile, Inc.  
Ocala Civic Theatre  
Ocala Electric Utility\*  
Ocala Eye  
Ocala Family Medical Center  
Ocala Lawn & Maintenance  
Pediatric Associates of Ocala  
Radwear Designs  
Reilly Arts Center  
Robert Boissoneault Oncology  
Institute  
Rocket Entertainment  
The Cornerstone School  
TJM Promos, Inc.

\*denotes sponsorships of \$500 or more



# *Pints for Parks*

## RAISING A GLASS TO GREAT CAUSES

Our fourth annual Pints for Parks was held on March 30, 2019 at Infinite Ale Works. Each year people look forward to this event as it is a laid-back fundraiser where you can stop in, enjoy some local brews with your friends and family, all while supporting a great cause. We raised over \$9,000 which went towards our R.E.A.C.H. initiative as well as the City of Ocala Recreation and Parks Department. The Junior League of Ocala has a long-standing partnership with the Recreation and Parks Department which will be continued with this annual fundraiser. Our supporters who attended this event had access to several activities in addition to the beer tastings which included brewery tours, food trucks (Captain Caliente and DB's Rolling Dough), cornhole tournaments, live music provided by Leisure Chief, raffle items, and a photo booth.



Thank you to our sponsors for helping to make this a successful event!

Apex Office Products & Furniture  
Brick City Title Insurance Agency, Inc. West  
200

Brittney Mahaffey, Fontana Realty  
Brown & Brown Insurance Agency\*  
Bruce Chiropractic & Comprehensive Care  
Chiropractic Centers of Ocala  
Crippen\*

Dove Enterprises Contracting & Design, Inc.  
and Realty & Development Inc.

Geo-Tech, Inc.  
Infinite Ale Works  
Jenkins Acura  
Jenkins Kia of Ocala  
Kimley Horn

Laser Action Plus  
Matt Wardell for City Council District 4\*  
Meldon Law

Midstate Skin Institute\*  
Raney's\*

Southern Lamps, Inc.  
Tillman & Associates Engineering  
Trademark Press Solutions  
Trilogy at Ocala Preserve  
Tucker & Welch Attorneys at Law  
Zone Health & Fitness\*

\*denotes sponsorships of \$500 or more



## *Provisional Update*

### NEW MEMBERS MAKING AN IMPACT ON OUR COMMUNITY

The Junior League of Ocala welcomed an extraordinary group of women to our organization in the fall of 2018. These members are known as provisional members during their first year of membership in the Junior League of Ocala. Our provisional members started their year with a "Super Supper" at Mesa de Notte. They were able to meet their provisional committee and chair, who would guide them through their first year in the league at this supper. Throughout the year, the provisional members volunteered alongside active members through our "Done in a Day" (DIAD) volunteering outreach program and helped put on our annual fundraisers.

Additionally, the provisional members attended three meetings tailored specifically to them where they learned more about the history of the Junior League of Ocala and how to become an effective volunteer. The last of these three meetings was a celebration of their provisional year where they met for a game night full of different board games. At our General Membership Meeting in March, twenty-three provisional members were inducted as active members of the Junior League of Ocala. We can't wait to continue to see the positive impact that these members will have on our community right here in Marion County!





# Backpacks and LBDs

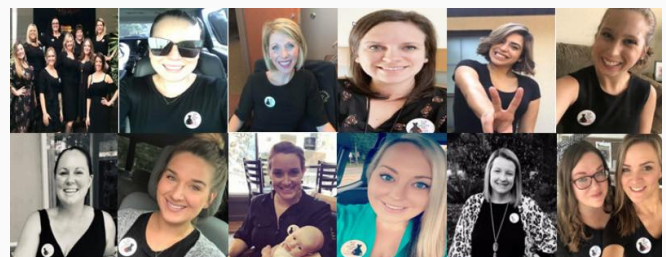
## FUNDRAISING FOR THE CHILDREN IN NEED

The Junior League of Ocala used social media to put on two other fundraisers in addition to the three annual fundraisers.

To kick off our R.E.A.C.H. Initiative, the Junior League of Ocala launched a Facebook campaign in July 2018 to raise funds for backpacks for children at Oakcrest Elementary School. For just \$7.50, we were able to provide a backpack stuffed with school supplies for the children who needed them. After a huge response from our community, we were also able to provide a uniform shirt to the students. We are excited to note that we raised more than \$3,200 with this Facebook campaign. At the beginning of August, we held a community social at Infinite Ale Works where Junior League of Ocala members helped stuff the backpacks with school supplies and uniform shirts alongside community members.



The Junior League of Ocala joined other Junior Leagues and hosted a social media fundraiser known as The Little Black Dress Initiative on November 12th-16th, 2018. Advocates wear the same "little black dress" for five consecutive days to illustrate the lack of resources underprivileged students in Marion County face and the effects it has on their education, confidence, and overall well-being. Junior League of Ocala members and community members were encouraged to take part of the campaign by choosing to wear their favorite LBD (or an all black outfit) and a button that says "Ask Me About My Dress" to spark discussion among the community. Angie Lewis - State Farm Agent's office joined us for the initiative. The Mojo Grill & Catering also donated 20% of their sales on Tuesday during the week of the initiative. At the end of the week, we were able to raise more than \$5,000 through this social media campaign to support our R.E.A.C.H. initiative.



# *Training and Developing Effective Leaders*

## ORGANIZATIONAL DEVELOPMENT INSTITUTE, STATE PUBLIC AFFAIRS, & FALL LEADERSHIP CONFERENCE

The Junior League of Ocala provides unique ways to train and develop members to become community leaders.

One way that members can learn how to become effective leaders is by attending the Organizational Development Institute (ODI), a training conference sponsored by the Association of Junior Leagues International (AJLI). The league chose six members to attend this conference where they participated in mission-based training in key areas critical to the Junior League of Ocala: community impact, diversity & inclusion, fund development, governing for excellence, membership development, and communications. While these topics will be tailored to the league, our members can use the training provided from ODI and apply it to other nonprofits they are a part of.



The Junior League of Ocala is a member of the Junior Leagues of Florida State Public Affairs Committee (SPAC) which represents 22 leagues and over 11,000 women across the state. SPAC's purpose is to advocate for issues of importance related to the Junior League of Ocala's mission.

Two of our members attended the Winter SPAC Conference in March 2019. These members met with local and state representatives in Tallahassee and had valuable discussions that we hope will lead to a positive impact on the women and children of Marion County.

Amy Ingram, our president for the 2019-2020 league year, attended AJLI's fall leadership conference in Sugar Land, TX, where she learned how to deal with conflict, effective communication techniques, and how to improve our membership experience. We are excited for her to use all that she learned at this conference for our upcoming league year!



Amy is pictured above on the right alongside the Junior League of Long Island's president, Tracy Smith.



# *A Year of Service*

## THROUGH OUR VOLUNTEERING PROGRAMS

Each year, the Junior League of Ocala offers numerous opportunities for our members to volunteer in and around Ocala known as our "Done in a Day" (DIAD) and "Done in a Meeting" (DIAM) programs.

We partnered with fourteen different nonprofits and volunteered at their events throughout the year contributing more than 2,000 hours of service during the 2018-2019 league year. Oakcrest Elementary recognized and honored three of our members for each volunteering more than 25 hours at the school during the year.

Our DIAM program focused on items that Oakcrest students needed throughout the year such as books, recess equipment, uniforms, and items for their resource room. We also collected dresses and accessories for PACE's "Believing in Me" gala.

*If you are part of a nonprofit that aligns with the Junior League of Ocala's focus on women and/or children and would like to be considered to be a part of our DIAD or DIAM programs, please contact our DIAD chair for the 2019-2020 league year, Ashley Davies, at [diadjlocala@gmail.com](mailto:diadjlocala@gmail.com).*

### Thank you to our members who served as 2018-2019 chairs!

Arrangements - Molly Roberts  
Autumn Gift Market - Ashley Davies  
Community Impact - Marissa Thames and Rachel Slocumb  
Done In A Day - Margaret Anne Mareina  
HeART in the Park - Amanda Leone  
Pints for Parks - Jessica Gilbert and Rachel Slocumb  
Provisional - Heather Deutsch  
Public Relations - Olivia Russell  
Recruitment - Pamela Wardell  
Social - Cortnee Gilchrist  
State Public Affairs - Wynn Smith  
Sustainer - Sadie Fitzpatrick



### Our mission:

The Junior League of Ocala promotes voluntarism, develops the potential of women and improves communities through the effective action and leadership of our trained volunteers. Our organization is exclusively charitable and educational.