



Annual Report

JUNIOR LEAGUE

OF LAS VEGAS

2024 - 2025



DR. TYA R. MATHIS-COLEMAN

2024-2025 PRESIDENT

**“IF YOU WANT TO GO FAST, GO ALONE. IF
YOU WANT TO GO FAR, GO TOGETHER.”
— AFRICAN PROVERB**

Over the past year, “*Stronger Together*” has been more than a theme, it has been our guiding force, shaping our mission, driving our initiatives, and inspiring us to push beyond boundaries. We have truly embraced this vision, strengthening our impact within the Junior League of Las Vegas and the broader community.

Through resilience, passion, and unity, we have carried forward the rich traditions of the Junior League, ensuring that our 79-year legacy not only endures but continues to evolve and flourish.

Together, we have met challenges with determination, turned obstacles into opportunities, and created lasting change. The results speak for themselves: united in purpose, we continue to thrive.

As President, my top priority has been leadership development, ensuring that every member has the confidence and tools to excel within the League and beyond. Just one month into the 2024-2025 League year, the Membership Development Committee and Leadership Team launched the groundbreaking EmpowHer Women’s Empowerment Conference, setting an inspiring tone for the year ahead. This event welcomed women from both the League and the community, offering invaluable opportunities to grow, connect, and refine their leadership skills, equipping them to lead with purpose and create a lasting impact in their organizations and beyond.

We also prioritized education, awarding \$50,000 in grants to educators in the school district, helping them enhance their classrooms and expand opportunities for students. Additionally, we invested \$25,000 in scholarships for five deserving students, supporting their post-secondary journey and paving the way for future success. Most importantly, our members exemplified service in action, dedicating over 12,000 hours to volunteer efforts, creating measurable change in the lives of those we serve.



DR. TYA R. MATHIS-COLEMAN

2024-2025 PRESIDENT

Our members brought advocacy to life, taking bold action under the leadership of our PAAC Committee and alongside League members serving in elected capacities. In partnership with the Junior League of Reno, we united for Advocacy Day in Carson City, engaging with elected officials, addressing critical challenges, and raising awareness about our current focus: human trafficking. This year, we strengthened our commitment to this cause by working closely with our two newest partners, St. Jude's Ranch for Children and Be A Shero, ensuring that education and awareness remain at the forefront of efforts to combat this urgent issue. Through collaboration and advocacy, we continue to champion lasting change.

The energy and enthusiasm that new members bring are the heartbeat of our organization. This year, we proudly welcomed approximately 60 new members into the League, each bringing fresh perspectives and a renewed sense of purpose. Our Provisional Committee Chairs and members did an outstanding job in training, mentoring, and encouraging our newest members, ensuring they felt empowered and engaged from the very start. To commemorate their journey, we hosted our first-ever Provisional Graduation Celebration, a milestone event that not only honored their accomplishments but served as a powerful reminder of the League experience. It was a moment filled with excitement, connection, and a shared commitment to service, setting the stage for the incredible contributions these new members will make in the years ahead.

Finally, we came together in grand celebration at the 22nd Annual Paint the Town Red Gala, a night dedicated to honoring community excellence and the trailblazers shaping Las Vegas. We proudly recognized our Lifetime Achievement Award honorees, Sharon Betty and Tamara Peterson, whose leadership and dedication have left an enduring legacy. Eva G. Simmons, recipient of the Florence Lee Jones Humanitarian Award, was celebrated for her commitment to service, while the Community Impact Award honored Athar Haseebullah and the ACLU of Nevada for their profound contributions to justice and advocacy. This unforgettable evening was more than an award ceremony, it was a testament to our mission. Not just to serve, but to uplift, honor, and celebrate those who have paved the way for meaningful progress in Las Vegas.

None of this would be possible without our 600+ incredible members, whose passion, dedication, and leadership propel our success forward. Their unwavering commitment to service and belief in our mission ensure that we continue to grow, evolve, and thrive. The Junior League of Las Vegas and our community partners are building a stronger, more resilient future and creating a legacy that will impact generations to come.

DR. TYA R. MATHIS-COLEMAN

2024-2025 PRESIDENT

Serving as President of the Junior League of Las Vegas has been one of the greatest honors of my leadership journey. This year, I have witnessed the incredible dedication, passion, and impact of some of the most dynamic and intentional leaders. On behalf of the 2024-2025 Board of Directors, Management Team, and every changemaker within our League, I extend my deepest gratitude.

Thank you for believing in our mission, championing our projects, and helping to make our city a place we can all be proud to call home. Because of your dedication, passion, and support, our impact continues to grow, and this is just the beginning. The future is bright, bold, and full of possibility for the Junior League of Las Vegas, and I cannot wait to see the incredible work we accomplish together, shaping lasting change for generations to come.

Yours In Service,

Dr. Tya Mathis-Coleman



DALISA COOPER

2024-2025 SUSTAINING PRESIDENT

It has truly been an honor to serve as the Junior League of Las Vegas Sustaining President over the past two years. This year did not lack any work and our Sustaining members have continued to show unwavering dedication to our community and sustaining projects. I am so proud of everything we have accomplished together.

The Sustainer Board has had another exceptional year. Our Vice President continued to successfully facilitate connections between Sustaining Advisors and Active councils and committees. Thank you to all members who could commit their time and talents as Sustaining Advisors -your support is invaluable.

Our Treasurer diligently maintained our financial records and provided monthly reports to the Board and all committees, while our Secretary kept Sustaining members informed through regular emails and newsletters. The Bear Project Co-Chairs and their dedicated committee had another remarkable year. This year, the project served 336 children across 4 schools, providing clothing, toys, and books just in time for the holidays. We also continued our support of the Shannon West Homeless Youth Center. The workshop following the holiday coffee was, once again, flawlessly organized and distribution to the schools brought pure joy to our community.

The Endowment Fund had a spectacular year, entering into a lease-to-own agreement with the American Institute of Architects (AIA) - an exciting step forward for the Morelli House. The Endowment Trustees continued their partnership with hired financial advisor, The Endowment Partners, with guidance from the reinstated Investment Oversight Committee. Additionally, the Endowment successfully hosted its first High Tea Fundraiser, marking a significant milestone in its fundraising efforts. Seeing the trustee's continued momentum and impact has been inspiring.

Our Events Co-Chairs hosted two wonderful gatherings this year, bringing our membership together for connection and celebration. Our Fall Meeting Brunch at Canyon Gate Country Club and our Spring Meeting at Siena Golf Club were both very well attended and supported - thank you to everyone who could participate.



DALISA COOPER

2024-2025 SUSTAINING PRESIDENT

The Holiday Coffee made a much anticipated return to tradition this year, held at the beautiful private home of Donna Levy. After several years away from hosting in private homes, it was truly special to gather in such a warm and festive setting again. Thank you to all who attended and contributed to the Bear Project during the event - it was a wonderful success.

Our Membership Chair has gone above and beyond this year, not only welcoming new Sustainers and transfers into our League family but also spearheading the complex migration of our website and member portal. Her dedication to ensuring a smooth transition for our Sustainers has been invaluable, and we are deeply grateful for her tireless work behind the scenes.

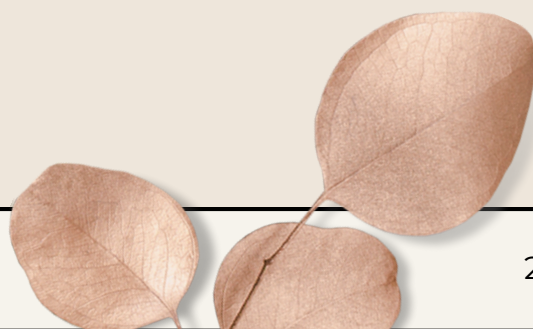
In Fall 2024, our Trip Committee organized a fantastic trip to Temecula, California, where members explored the region's charming wineries and scenic beauty. We look forward to seeing where next year's adventures will take us!

As I reflect on this year and the past two years as the JLLV Sustaining President, I am filled with pride and gratitude. The accomplishments of our Sustainers, Actives, and entire League have been truly remarkable. While I am excited to pass the baton (and perhaps catch my breath!), I know the momentum we have built will continue with great energy and vision.

Thank you for the opportunity to serve, I am excited for the bright future ahead for Junior League of Las Vegas.

Dalisa Cooper

2024-2025 JLLV Sustaining President



2024-2025 BOARD OF DIRECTORS

President: Dr. Tya Mathis-Coleman.

President-Elect: Kristina Villardi

Executive Vice President: Kristen Fulmer

Vice President, Finance: Michelle Eckmann

Recording Secretary: TrinaMarie Shaw

Director At Large: Meg Schroeder

Sustaining Advisor to Board: LuAnn Kutch



2024-2025 MANAGEMENT TEAM

Vice President, League Operations:

Kristina Lowrey

Vice President, Community:

Kristen Vuckovic

Vice President, Fund Development:

Dr. Kanani Espinoza

Vice President, Communications:

Jaclyn Dadas-Kraper

Member at Large of League Operations:

Marissa Shoop

Member at Large of Community:

Brieanna Ellis

Member at Large of Fund Development:

Kaitlyn Tinsley

Member at Large of Communications:

Darcy Escher

Treasurer:

Emily Denson



2024-2025 SUSTAINER BOARD OF DIRECTORS

President: Dalisa Cooper

Vice President: Jennifer White

Secretary: Courtney Holcombe

Treasurer: Robbie McClain

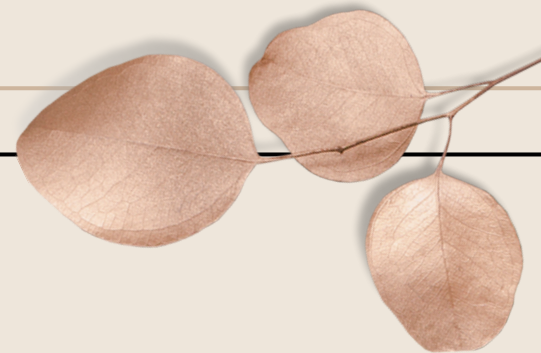
COMMITTEE ALIGNMENT & FOCUS

Across the Junior League of Las Vegas (JLLV), committees brought the organization's mission to life—advancing women's leadership for meaningful community impact—by tailoring their efforts through diverse strategies rooted in volunteerism, collaboration, and training. This work was unified by a shared commitment to combating human trafficking in Southern Nevada.

Each committee interpreted the mission through a unique lens. The DEIB Committee championed inclusivity and empowerment within the League, exemplified by sponsoring three members to attend the ODI Conference in Norfolk, VA, fostering continued learning and representation. The Advocacy & Public Awareness Committee (PAAC) translated the mission into civic engagement by prioritizing legislative advocacy and comprehensive training for members on human trafficking awareness.

Direct service committees—including Be A SHERO, Shannon West, and St. Jude's Ranch—delivered the mission on the ground, offering hands-on support to vulnerable populations and partnering with organizations aligned with JLLV's focus area. Recognizing that leadership also includes the ability to effectively garner support, JLLV equipped members with "Art of the Ask" training to sharpen their fundraising communication skills and enhance donor engagement.

Together, these efforts exemplify how JLLV committees turned mission into action, making a measurable difference in both the community and the lives of their members.

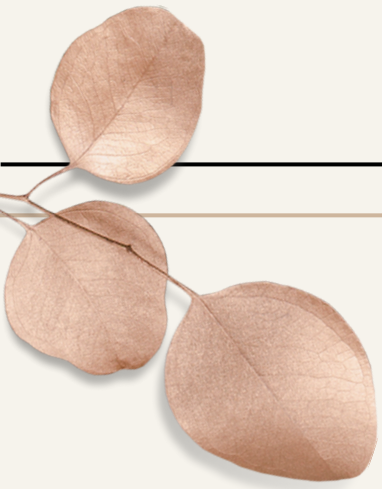


COMMITTEE ALIGNMENT & FOCUS

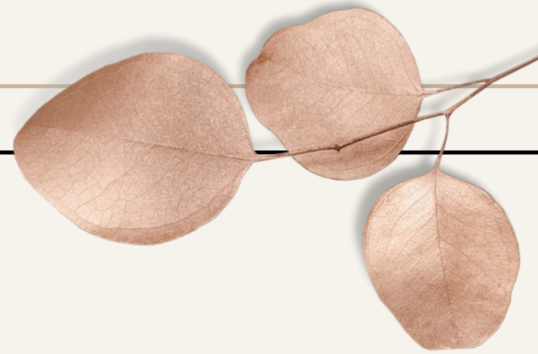
Committees concentrated their efforts across several key strategic areas this past year, reflecting the breadth of the League's impact:

- **Direct Community Service & Partnerships:** Many committees focused on providing essential support and engagement through partnerships.
- **Fundraising & Resource Development:** Committees like Donor Relations, Grant Writing, and Paint the Town Red concentrated on securing the financial resources necessary to fuel the League's work, applying for grants and cultivating donor relationships.
- **Member Development & Engagement:** Several committees centered on the membership experience, including Membership Development , Membership Communications, Arrangements, Social and Legacy.
- **Public Awareness & Brand Elevation:** PRAD and Public Relations worked to enhance JLLV's visibility and community role, securing significant media value (approx. **\$165,000** reported by PRAD) and promoting League activities.
- **Program Development & Execution:** Committees like Education Grants successfully administered significant educational funding (**awarding \$50,027 across 46 grants impacting over 8,000 students**, plus launching a new PEF scholarship), while the new LeadHer committee dedicated the year to planning and launching its leadership program for high school girls.

*Collectively, our members logged approximately **17,830 volunteer hours** serving the Las Vegas community while fostering the Junior League mission.*



Community Council



BE A SHERO

Dedicated to JLLV's focus area of combating human trafficking, the B.E. A S.H.E.R.O. committee's primary objective was to work directly with the B.E. A S.H.E.R.O. Foundation. This partnership engaged JLLV members in direct service opportunities supporting B.E. A S.H.E.R.O.'s mission to offer resources guiding young women towards self-sufficiency and empowerment.

Aligning perfectly with the JLLV mission, the committee's first year of partnership involved supporting five signature S.H.E.R.O programs, including empowerment workshops for 53 young students and assembling nearly 700 essential crisis kits for survivors. The committee also expanded the organization's reach by researching and compiling comprehensive resource lists for survivors in the Laughlin, Mesquite, and Pahrump communities, significantly strengthening the support network. Collaboration extended to partnering with other committees for an awareness presentation.

Members dedicated approximately **121 volunteer hours** to these efforts.

Key Highlights & Accomplishments:

- **Provided direct support to the B.E. A S.H.E.R.O. Foundation across five distinct programs** addressing human trafficking prevention and survivor support.
- **Researched and compiled comprehensive resource lists** for human trafficking survivors in outlying Southern Nevada communities (Laughlin, Mesquite, Pahrump), **expanding the reach of vital services by an estimated 18%.**
- Assembled nearly **700 crisis kits** containing essential items for distribution to survivors throughout the year.
- **Co-hosted an "Eyes Wide Open: Facing Human Trafficking Together" presentation** with the St. Jude's Ranch committee.



DONE IN A DAY

The Done in a Day (DIAD) committee's primary focus was offering JLLV members accessible and impactful short-term volunteer opportunities, connecting members with local organizations for meaningful service completed within a limited timeframe. The committee aimed to provide approximately 1-3 diverse shifts each month.

This work strongly supported the JLLV mission by promoting volunteerism through easily accessible shifts, improving the community via direct support to numerous partner agencies, and developing women by fostering adaptability, community connection, and leadership skills through varied service experiences. The committee facilitated extensive collaboration with a wide range of community partners.

Members contributed significantly, totaling approximately **16,554 volunteer hours**.

Key Highlights & Accomplishments:

- Organized numerous short-term volunteer shifts throughout the year with various community partners.
- Supported high-impact events at organizations like HELP of Southern Nevada and Ronald McDonald House Charities, serving over 15,930 clients during key holiday periods.
- Provided flexible volunteer options enabling broad member participation in community service.
- Maintained and expanded partnerships with a diverse roster of Las Vegas non-profit organizations, such as: HELP of Southern NV, Project Marilyn, The Just One Project, and Spread the Word Nevada.



EDUCATION GRANTS

Investing in the future of Southern Nevada's youth remained the key focus for the Education Grants committee. For over 30 years, this committee has funded innovative classroom projects, and this year reviewed a record 197 applications, ultimately awarding \$50,027 across 46 grants to K-12 teachers.

This work powerfully aligns with the JLLV mission by improving the community through enhanced educational opportunities impacting over 8,000 students, many in Title I schools. Furthermore, it directly supports the development of women by launching a new scholarship in partnership with the Public Education Foundation (PEF), awarding \$5,000 each to 5 young women pursuing higher education and dedicated to public service. The committee collaborated significantly with PEF.

Members contributed approximately **100 volunteer hours**.

Key Highlights & Accomplishments:

- Awarded \$50,027 in grants to 46 Clark County teachers, funding innovative projects impacting over 8,000 students.
- Achieved an 8.8% year-over-year increase in grant applications, receiving a record 197 submissions.
- Launched a new scholarship program in partnership with the Public Education Foundation, awarding \$25,000 total (\$5,000 each) to five young women leaders.
- Facilitated JLLV member visits to recipient classrooms to observe grant projects in action.



FIND THE GOOD DAY

The Find the Good Day committee orchestrated the League's signature event as part of the Association of Junior Leagues International's global initiative designed to inspire intentional acts of kindness. Celebrated annually across all Leagues, Find the Good Day highlights the power of collective good and reflects AJLI's mission to transform communities through volunteer action and leadership.

For JLLV, the primary objective of Find the Good Day was to amplify the League's identity and showcase its meaningful contributions to the Las Vegas community—extending its reach through both financial support and hands-on service. This focus aligns with JLLV's mission by celebrating volunteerism and community improvement through creative, purpose-driven initiatives.

The event provided a valuable platform for developing women's leadership skills through complex event planning, which required clear communication, budgeting, strategy, and team coordination. The committee collaborated closely with Ronald McDonald House Charities (the event host) and supported 18 additional community organizations through both service and financial assistance.

Members dedicated approximately **145 volunteer hours**.

Key Highlights & Accomplishments:

- Successfully expanded the Find the Good Day event to span an entire day in its second year.
- Distributed \$60,000 in awards to 18 community organizations during a central reception hosted at Ronald McDonald House Charities.
- Generated national recognition for JLLV when a committee member's original song for the event was adopted by AJLI.
- Organized multiple service activities, including writing letters to veterans and a volunteer shift at Three Square.
- Enhanced event visibility through marketing efforts, PR outreach, and illuminating the High Roller at The LINQ.



LEADHER

Developing the next generation of women leaders was the key focus for the new LeadHer committee during its inaugural 2024-2025 year. The committee dedicated its efforts to meticulously researching, planning, and developing the foundational structure for a leadership and service program aimed at high school girls.

This initiative directly aligns with JLLV's core mission components of developing women and improving the community. By creating a structured pipeline for young women to gain leadership skills, confidence, and mentorship, LeadHer aims to cultivate future community leaders and empower them to serve effectively, ultimately strengthening JLLV's long-term impact. Collaboration occurred with JLLV leadership, local schools (outreach initiated), and other Junior Leagues.

Members dedicated approximately **90 volunteer hours**.

Key Highlights & Accomplishments:

- Successfully laid the groundwork for the LeadHer program through extensive research, benchmarking, and strategic planning.
- Developed a sustainable program model and tailored leadership curriculum focused on high school girls.
- Created and launched a marketing strategy, opened applications, and held information sessions for the inaugural cohort set to begin in the 2025-2026 JLLV year.
- Initiated outreach to local schools and educational organizations for future partnerships.



PROJECT RESEARCH & DEVELOPMENT

The Project Research and Development (PRAD) Committee focused on researching, creating, and supporting initiatives driving positive change, demonstrating JLLV's mission through data-driven insights and strategic project implementation.

The committee developed and implemented a comprehensive JLLV membership survey, gathering vital feedback on engagement, volunteer preferences, and demographics from 116 members to inform League strategy. PRAD also designed and managed a rigorous grant selection process to award \$100,000 to community organizations, involving membership in the review and scoring, thereby increasing awareness of local non-profits.

Members dedicated approximately **75 volunteer hours**.

Key Highlights & Accomplishments:

- Successfully developed, deployed, and analyzed a comprehensive JLLV membership survey, completed by 116 members.
- Created and managed a detailed grant selection process to **award \$100,000 to community non-profits**.
- Engaged JLLV members in the grant review and scoring process, providing valuable insights and data-driven funding recommendations.
- Produced vital data from the survey and grant process to inform future League planning and partnerships.

What types of community service projects are you most interested in participating in?

116 responses



PUBLIC AFFAIRS & ADVOCACY

Championing systemic change through legislative engagement was the primary focus of the Public Affairs & Advocacy Committee (PAAC) this year. The committee amplified JLLV's voice on critical issues, particularly those affecting women and children and related to the League's human trafficking focus.

This work strongly aligns with the JLLV mission by expanding volunteerism into civic action, developing women as confident advocates and policy leaders, and improving the community by addressing root causes of issues like human trafficking. A key collaboration involved working closely with NV State Senator Julie Pazina to sponsor legislation.

Members contributed approximately **108 volunteer hours** to research, planning, and advocacy.

Key Highlights & Accomplishments:

- Spearheaded the research, development, and sponsorship of Senate Concurrent Resolution 3 (SCR3), advocating for trauma-informed reporting in human trafficking cases – a historic first for JLLV.
- Successfully secured bipartisan support and partnerships for SCR3 with key stakeholders including Senator Julie Pazina and the Las Vegas Metropolitan Police Department.
- Organized JLLV member participation in Advocacy Day in Carson City, facilitating direct engagement with legislators.
- Provided members with opportunities to develop skills in legislative research, policy analysis, and civic engagement.



SHANNON WEST HOMELESS YOUTH CENTER

Providing essential support to vulnerable youth was the key focus for the Shannon West committee, which partners directly with HELP of Southern Nevada's Shannon West Homeless Youth Center (SWHYC). The committee aimed to provide consistent, enriching engagement for the residents.

This hands-on work strongly supports JLLV's mission of volunteerism and community improvement by directly serving youth experiencing homelessness. This year involved significant program expansion and innovation. Key collaborations included the Neon Museum, JLLV member Arlene Barba (Eatiquette), Dr. Annie Weisman (mindfulness), Energy Healing LV, and Democracy for All NV (voter registration).

Members dedicated approximately **317 volunteer hours**.

Key Highlights & Accomplishments:

- Successfully expanded programming, adding fitness components, meal prep shifts, guest speakers, and field trips (e.g., rock climbing, Neon Museum).
- Doubled the committee's operating budget to facilitate enhanced programming.
- Executed over 40 well-attended volunteer shifts throughout the year.
- Facilitated impactful workshops like sound bowl healing with a former homeless youth, leading to ongoing direct programming by the provider for SWHYC.
- Hosted five major themed events: Back to School, Halloween, Holidays, Vision Board, and Cooking Classes.



ST. JUDE'S RANCH FOR CHILDREN

Supporting vulnerable foster youth and survivors of sex trafficking through partnership with St. Jude's Ranch for Children was the primary focus of this committee. Efforts centered on providing direct support, enrichment activities, and resources for the children and the newly opened Healing Center.

This work directly aligns with the JLLV mission by promoting volunteerism through monthly activities, improving the community by serving vulnerable populations linked to the League's anti-trafficking focus, and developing women through committee leadership. Key collaborations included St. Jude's Ranch, Coronado High School, California Closets, and Baskin-Robbins.

Members dedicated approximately **400 volunteer hours**.

Key Highlights & Accomplishments:

- Played a key role in the opening of The Healing Center at St. Jude's Ranch.
- Designed and built the "Hope Closet," providing essential items for residents.
- Hosted monthly themed events and activities for the children at the Ranch.
- Organized donation drives and collaborated with community partners like Coronado High School (clothing collection, Hope Run) and California Closets (closet build).



THREE SQUARE

Addressing food insecurity in Southern Nevada through partnership with Three Square Food Bank was the central focus for this committee. Now in its sixth year, the committee organized and participated in regular volunteer shifts to sort donations and pack meals for distribution.

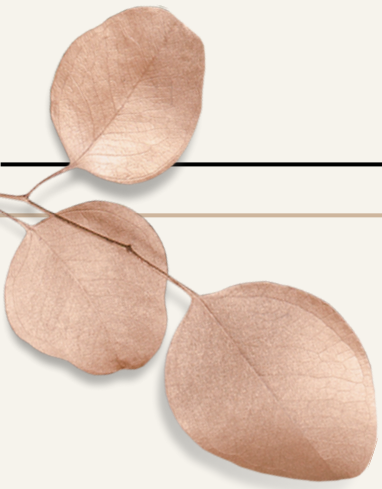
This consistent volunteer action directly supports the JLLV mission by improving the community through hunger relief efforts and promoting volunteerism among members. The committee collaborated closely with Three Square staff, as well as the Boys and Girls Club and Clark County for distribution venues.

Members contributed significantly, dedicating approximately **700 volunteer hours**.

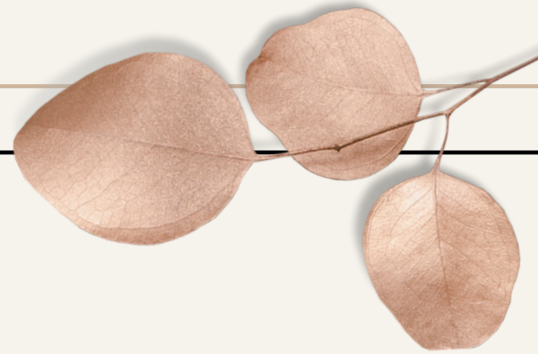
Key Highlights & Accomplishments:

- Organized and staffed **23 pop-up food pantry shifts** throughout the year, involving over **300 volunteers**.
- Distributed over **185,000 pounds of food** to the community.
- Served approximately **12,000 individuals** across roughly **3,000 households**.
- Provided consistent and reliable volunteer support to Three Square Food Bank for six consecutive years.





Fund Development



PAINT THE TOWN RED GALA

Executing the Junior League of Las Vegas's largest annual fundraiser, Paint the Town Red (PTTR), was the key focus for this committee. The primary objective was raising essential funds to support the League's mission, community programs, and operational needs for the upcoming year.

This work directly supports the JLLV mission by promoting volunteerism through intense committee involvement, significantly developing women's leadership skills in complex event management and high-stakes fundraising, and improving the community by generating critical financial resources. Extensive collaboration occurred with Donor Relations, Grant Writing, PR/Advertising, Social Media/Content Creation, Arrangements, and community partners providing sponsorships and attending.

PTTR Committee members contributed approximately **100 volunteer hours** to the planning and execution.

Key Highlights & Accomplishments:

- Successfully planned and executed the large-scale Paint the Town Red fundraising gala.
- **Increased event ticket sales by 37%** compared to the previous year.
- **Boosted event attendance by 25%** compared to the previous year.
- Achieved a **gross profit increase of just over 9%**.



GRANT WRITING

Focused on enhancing JLLV's overall financial condition, the Grant Writing committee researched and applied for grant funding opportunities throughout the year. The primary objective was to secure external funding to support League operations and mission-driven programs.

This work directly supports our mission by seeking the financial investments necessary for JLLV to carry out its volunteer initiatives and develop women leaders.

Members contributed approximately **60 volunteer hours** to grant research and application writing.

Key Highlights & Accomplishments:

- Submitted grant applications to the Raiders Foundation during both Fall 2024 and Spring 2025 cycles.
- Applied for funding from community partners, including Nevada State Bank, Canaralli Family Foundation, and Wynn Resorts Foundation.
- Sought in-kind donations to support the Paint the Town Red fundraiser.

STRATEGIC PARTNERSHIPS & DONOR RELATIONS

Focused on securing vital resources for JLLV's mission, the Donor Relations committee worked to streamline networking, build lasting relationships with donors and sponsors in the community, and support the League's overall fundraising efforts.

This focus directly supports the JLLV mission by cultivating the financial investments necessary to fund League projects and volunteer initiatives. For the first time, the committee also assisted the Paint the Town Red committee with fundraising outreach. Significant collaboration occurred with the PTTR committee.

Members dedicated approximately **70 volunteer hours** to these efforts.

Key Highlights & Accomplishments:

- Leveraged the Little Green Light database to refine donor outreach strategies for increased effectiveness and accuracy.
- Initiated the development of a playbook to guide future committee chairs in donor outreach processes.
- Provided crucial support to the Paint the Town Red committee's fundraising initiatives.



SPECIAL EVENTS

The Special Events Committee curated dynamic, smaller-scale events designed to enrich the member experience, engage the community, and raise critical funds in support of JLLV's mission. These events complemented the League's flagship Paint the Town Red gala by offering fresh, accessible ways to participate and give back throughout the year.

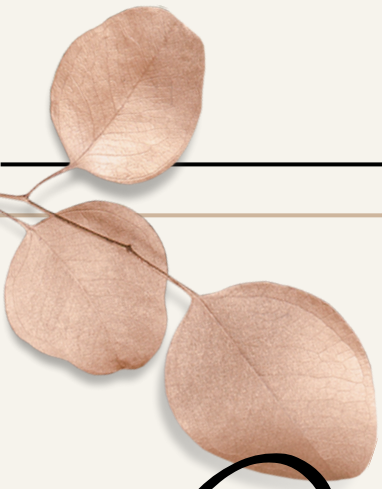
Highlights included the Retro Bar Crawl, Bingo Night, and Bubbles & Brunch — each bringing members and guests together in fun, purposeful settings. The committee also led the impactful Little Black Dress Initiative (LBDI), which raised both funds and awareness for issues affecting women and children in our community, while showcasing partnerships with local organizations.

Every event directly contributed to JLLV's efforts to promote volunteerism, build leadership skills, and support meaningful programs that improve lives across the Las Vegas Valley.

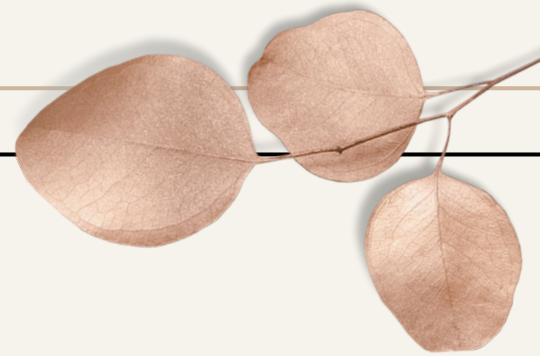
Key Highlights & Accomplishments:

- **Successfully executed the Little Black Dress Initiative (LBDI), raising \$15,000 with participation from JLLV members.**
- Showcased numerous JLLV community partners during LBDI to highlight where donated funds are directed.





Communications Council



CONTENT CREATION

The Content Creation Committee enhanced JLLV's visual communication this year, ensuring alignment with AJLI brand standards. Focused on impactful visuals for events and streamlined content management, the committee supported JLLV's mission by promoting volunteer action, collaboration, and women's leadership development.

Key activities included designing graphics for the Paint the Town Red Gala and EmpowHER training shirts, plus streamlining content requests and organizing Google Drive. A future scope of work and Monday.com integration were also developed.

Key Highlights & Accomplishments:

- **Brand-Driven Design:** Created compelling graphics for the Paint the Town Red Gala, enhancing visibility and engagement for one of JLLV's signature events.
- **Empowerment Through Apparel:** Designed EmpowHER training shirts to foster unity, energy, and brand cohesion among League members.
- **Operational Efficiency:** Streamlined content request workflows and restructured the Google Drive for greater usability and content clarity.
- **Strategic Planning:** Developed a forward-looking scope of work and introduced Monday.com to improve collaboration, tracking, and project management.

Together, these efforts strengthened JLLV's brand presence, improved internal workflows, and laid the foundation for sustainable, scalable communications in the years ahead.



SOCIAL MEDIA & WEBSITE

Enhancing JLLV's online presence and fostering connection was the key focus for the Social Media & Web committee. The committee managed the League's website and primary social media platforms (Instagram, Facebook, LinkedIn), ensuring consistent branding and effective communication.

This work supports the JLLV mission by promoting volunteer opportunities, developing members' digital marketing skills, and improving the community by raising awareness of JLLV's impact to a broad online audience. While no formal collaborations were reported, informal sharing occurred with partner organizations online.

Key Highlights & Accomplishments:

- Surpassed the **20% follower growth goal on both Instagram and Facebook by mid-year.**
- Gained nearly **400 new followers** on Instagram
- Maintained a consistent posting schedule and updated website content regularly.
- **Increased engagement** on Instagram and Facebook posts by nearly **8%**



PUBLIC RELATIONS

Building connections and spreading the word about JLLV's work was the primary focus of the Public and Community Relations Committee. The committee aimed to enhance brand awareness and elevate JLLV's profile within the community through strategic media outreach.

This focus aligns directly with the JLLV mission by promoting the League's volunteer efforts, highlighting member development and leadership, and ultimately improving the community by attracting potential members, donors, and partners through positive visibility. Members dedicated approximately 100 volunteer hours to these PR efforts.

Key Highlights & Accomplishments:

- Successfully secured media placements, generating over 7.8 million impressions, significantly broadening JLLV's reach.
- Featured JLLV events and initiatives (Find the Good Day, Paint the Town Red, & PEF Scholarship) in local news outlets, including FOX 5, KLAS, KSNV, Modern Luxury Magazine and others.
- Updated and maintained a robust media contact list spanning local, industry, and national outlets.
- Actively pursued recognition opportunities by submitting JLLV initiatives for annual awards.

IN THE NEWS

Junior League of Las Vegas holds annual bar crawl event

by News 3 Staff | Wed, October 9th 2024 at 4:40 PM

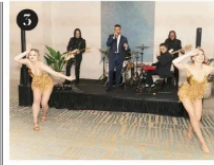


JUNIOR LEAGUE OF LAS VEGAS HOLDS ANNUAL BAR CRAWL EVENT

Junior League of Las Vegas holds annual bar crawl event (KSNV)



1/ Junior League of Las Vegas president Tia Mathis-Coleman and Kristen Vuckovic
2/ Douglas and Stephanie Boyd 3/ Franky & The All Nighters performed.
4/ Event co-chairs Jess Agostino and Jessica Patis 5/ Karla Ben, Jennifer Courten, Ashley DiGirolamo, Jenny Baker and Megan Bichsel
6/ Community Impact Award honoree Athar Haseebullah



ON THE SCENE Living in the Moment

THE PARTY In its 22nd year, the Junior League of Las Vegas' Paint the Town Red Gala brought the community together to honor standout individuals for their service-driven achievements. Held at Durango Casino & Resort, the Moment in Time-themed occasion featured a silent auction of fabulous prizes, a lively cocktail hour and captivating entertainment.

THE PEOPLE Over 360 guests attended the charitable evening, where emcees **Latoya Silmon** and **Zach Conine** elevated the energy before auctioneer **Michael Thieling** took the stage. Junior League past presidents **Sharon Beatty** and **Tammy Peterson** were honored with Lifetime Achievement Awards. **Eva G. Simmons** was celebrated as the Florence Lee Jones honoree, and ACLU executive director **Athar Haseebullah** was recognized with the Community Impact Award.

THE PINNACLE The evening raised over \$300,000 for the Junior League of Las Vegas and its beneficiaries, a testament to the region's steadfast and giving spirit. *BY HANNAH GEORGE*



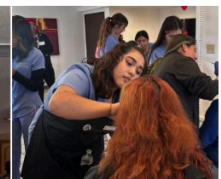
8 NEWSNOW.com

Las Vegas(KLAS)-The Junior League of Las Vegas, in partnership with the Public Education Foundation, announces the awarding of five scholarships, each valued at \$5,000. This scholarship offers essential financial support to deserving young women dedicated to public service and education. Eligible applicants are young women from Clark County, Nevada, who are high school seniors or enrolled in any year of college or vocational school. Applicants must have a minimum weighted GPA of 3.0 to qualify.

Deadline to apply is January 31, 2025. Visit thepef.org/scholarships to apply and learn more about scholarships.

Safenest and Junior League host empowering Galentine's Day event for shelter residents

by News 3 Staff | Sun, February 9th 2025 at 4:32 PM



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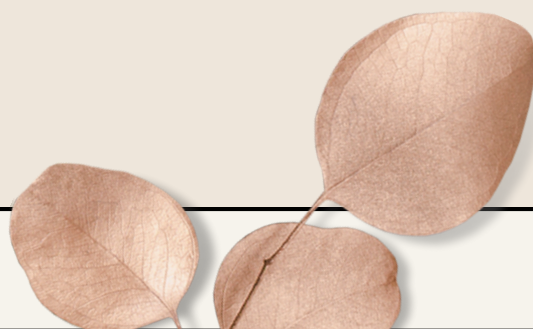
MEMBER COMMUNICATIONS

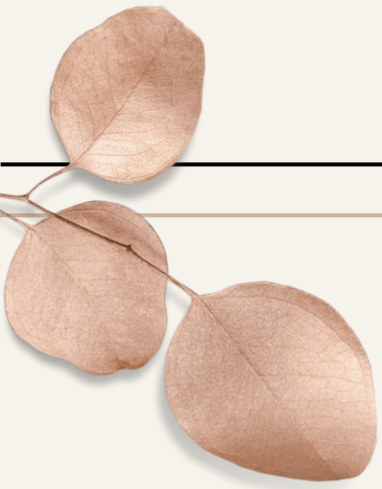
Serving as the central hub for internal communication, the Membership Communications committee focused on keeping JLLV members informed and engaged. The committee managed the weekly newsletter distribution and the JLLV Members Only Facebook group.

This focus directly supports the JLLV mission by facilitating member connection and participation in volunteerism and League activities through timely and consistent communication. Members dedicated approximately 120 volunteer hours to these communication efforts.

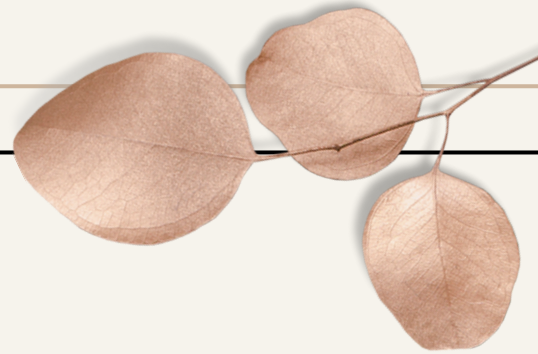
Key Highlights & Accomplishments:

- Successfully **redesigned the weekly member newsletter**, launching in January 2025 with updated AJLI branding elements.
- Maintained high member engagement with the newsletter, achieving consistent **open rates between 75-79%**.
- Streamlined internal communication channels within the JLLV Facebook members group and newsletter distribution lists.





League Operations



DIVERSITY, EQUITY, INCLUSION & BELONGING

The Diversity, Equity, Inclusion, and Belonging (DEIB) Committee focused on fostering a culture within JLLV where all individuals feel seen, heard, and valued, ensuring the League reflects the diverse Las Vegas community it serves. The committee aimed to promote equitable practices through education, outreach, and strategic collaboration across the League.

This focus directly aligns with the JLLV mission by promoting volunteerism within an inclusive environment and developing women as culturally competent, inclusive civic leaders. By embedding DEIB principles into League operations and providing relevant training, the committee worked to ensure leadership opportunities are accessible and supportive for women of all backgrounds. Significant collaboration occurred with Membership Development to present information on diverse cultural practices.

Committee members contributed approximately **150 volunteer hours** to this work.

Key Highlights & Accomplishments:

- Increased the visibility of DEIB principles by incorporating cultural inclusion topics into the majority of the monthly JLLV newsletters.
- Developed and delivered DEIB-focused training sessions and social exercises to the general membership.
- Collaborated with Membership Development on programming related to cultural awareness and inclusion.



LEGACY

Preserving the rich history and impact of JLLV for current and future members was the primary focus of the Legacy Committee. The committee worked to safeguard the League's physical and digital archives, celebrate member accomplishments, and document the history of JLLV's community projects.

This work aligns with the JLLV mission by promoting volunteerism through archival tasks and interviews, developing women's skills in organization and oral history, and improving the community by ensuring JLLV's history informs future strategy and demonstrates its long-term impact. The committee collaborated with UNLV Special Collections, where the archives are housed.

Members contributed approximately **50 volunteer hours**.

Key Highlights & Accomplishments:

- Completed and documented **three oral histories** with JLLV Sustainers and past Presidents.
- Filmed Sustainer members sharing their memories during the February GMM to capture institutional knowledge.
- Visited and liaised with UNLV Special Collections regarding the League's physical archives.
- Worked to make JLLV history more visible and accessible to current members.



MEMBER SOCIAL

Building camaraderie and strengthening connections among members was the focus for the Social committee. The committee aimed to enhance the membership experience by planning and executing engaging social events outside of formal meetings and volunteer shifts.

This focus supports the JLLV mission by fostering relationships that underpin member engagement and retention for volunteer activities, indirectly contributing to leadership development through informal networking. Collaboration may have occurred with Arrangements for GMM social components.

Key Highlights & Accomplishments:

- Organized social gatherings throughout the year to promote fellowship.
- Provided opportunities for members across different committees to connect.



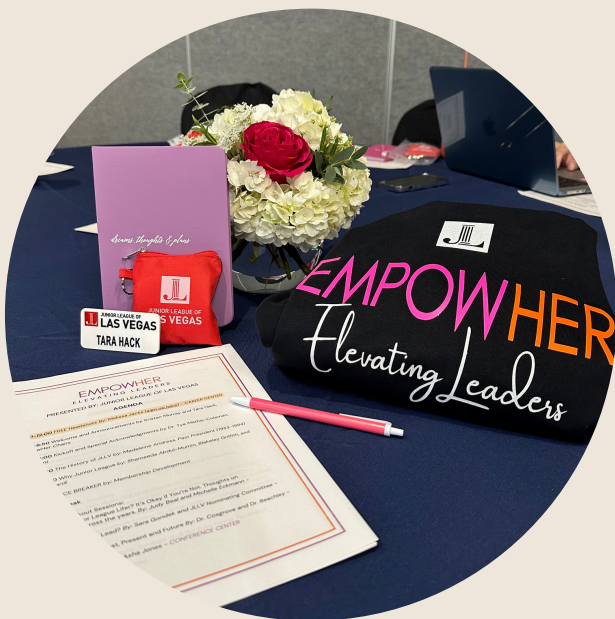
MEMBERSHIP DEVELOPMENT

Empowering JLLV members through targeted training and growth opportunities was the key focus for the Membership Development committee. The committee worked to create opportunities for members to build skills, grow confidence, and step into leadership roles within the League and the Las Vegas community.

This work is core to the JLLV mission, directly developing women personally and professionally. By helping members feel equipped and capable, the committee supports volunteerism and ensures the community benefits from trained volunteers, strengthening the League's collective impact. Significant collaboration occurred with Be A Shero, St. Jude's, Fund Development, and DEIB committees on joint programming.

Key Highlights & Accomplishments:

- Successfully launched and executed the inaugural EmpowHer Conference, attended by approximately **100 women** from JLLV and the community.
- Provided leadership-focused training opportunities for the general membership through GMM presentations and standalone shifts.
- Collaborated with multiple committees (Be A Shero, St. Jude's, Fund Development, DEIB) to deliver relevant programming like panel discussions and training sessions (e.g., "The Art of the Ask").



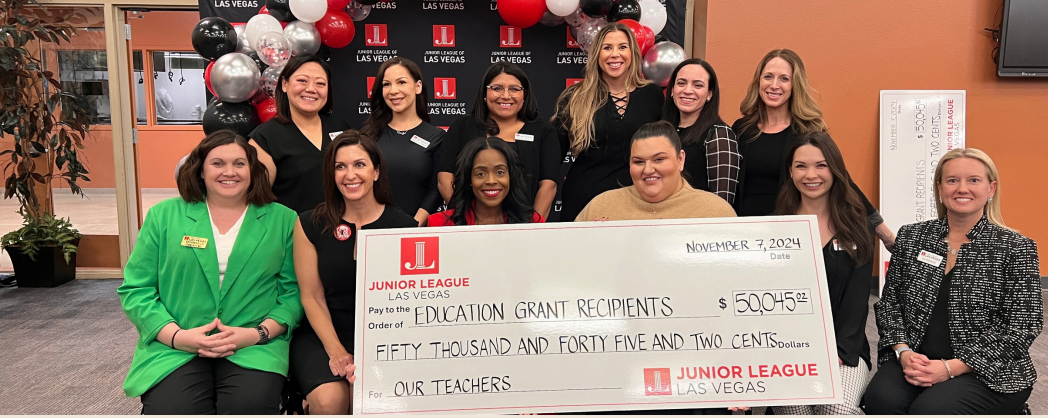
PROVISIONALS

The Provisional Committee aimed to welcome, train, and integrate **59 new members** into the Junior League of Las Vegas for the 2024-2025 year. They implemented a comprehensive program that included dividing members into six pods for mini-projects simulating key League functions such as fundraising and community partnerships. This hands-on training aligned with JLLV's mission to develop effective volunteers and leaders, fostering collaboration and community impact. Monthly training meetings featured various community leaders and organizations, while pod projects involved partnerships with local entities like SafeNest and St. Jude's Ranch for Children.

Key Highlights & Accomplishments:

- Successfully onboarded and trained a class of 59 Provisional members through a comprehensive year-long program including monthly trainings and immersive pod projects.
- **Executed six diverse pod mini-projects** simulating key League functions: **Member Engagement** (fostering connection via meetups, book club), **Research** (surveying 9 Leagues for best practices presented to the Board), **Membership Development** (hosting an AI training event), **Social** (organizing a sold-out candle-making event), **Fundraising**, and **Community Partnership**.
- **Raised over \$5,000** for community partner St. Jude's Ranch for Children through the Fundraising Pod's successful Pickleball Tournament and Raffle, which saw over 50 attendees.
- **Hosted an impactful Galentine's Day event** in partnership with SafeNest, providing clothing, luxury self-care items, makeovers (with Aveda Institute), and empowering professional portraits (with Josh Line Photography) for shelter residents.
- Fostered strong connections and engagement among new members through dedicated pod activities and well-attended training sessions.





ARRANGEMENTS

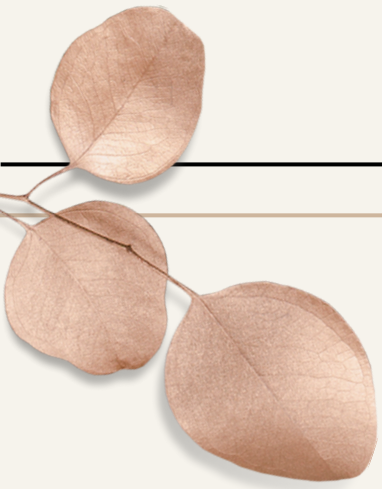
Serving as the operational core for membership engagement, the Arrangements committee meticulously planned and executed the League's General Membership Meetings (GMMs) throughout the 2024-2025 year. Their primary focus was ensuring these monthly gatherings provided valuable knowledge, updates, and social connection opportunities for the League's large membership base.

This work directly supported the Junior League of Las Vegas's mission by developing members' skills in meeting planning, budgeting, public speaking, and hospitality through the practical challenges of organizing GMMs. The committee emphasized efficiency and resourcefulness, successfully partnering with community organizations such as HELP of Southern Nevada, Three Square, and Girl Scouts to host GMMs at low or no cost, demonstrating effective collaboration.

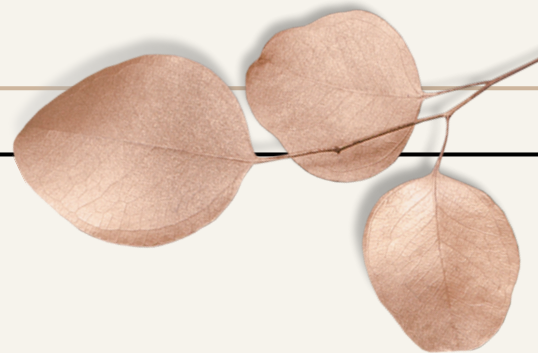
Key Highlights & Accomplishments:

- Achieved record attendance numbers at GMMs, reflecting strong planning and member engagement.
- **Decreased the GMM no-show rate significantly, from approximately 20% in previous years to an average of 10-12%.**
- Successfully executed monthly meetings by leveraging community partnerships for venues and resources.





League Financials



2024 –2025 ENDOWMENT REPORT

Endowment Trustees Report: Strategic Property Transition & Financial Stewardship

The 2024–2025 League year began with a strategic evaluation of the Morelli House’s future. The Trustees explored several options for repurposing the property, including a feasibility study on relocating the House to the Nevada State Museum. However, the projected \$1.5 million cost prompted the exploration of alternative solutions.

After further consideration—including listing the home on the open market—the Trustees, in coordination with the Active Board, approved a “Lease-to-Own” agreement with the Nevada Chapter of the American Institute of Architects (AIA). Key terms of the agreement include:

- Earnest Money Received: \$50,000
- Monthly Lease: \$2,600
- Lease Duration: 18 months, terminating June 2026
- Final Purchase Price: \$500,000 (less capital improvement credits)
- Capital Improvements Clause: Structural and electrical upgrades by AIA may be credited toward the final balance

Lease payments are being directed to a separate Schwab investment account, currently holding a balance of \$50,742.87. Once AIA assumes full ownership, the funds will be consolidated into the main Endowment Fund. To date, \$3,966 has been spent on plumbing repairs, with the Endowment also covering property insurance and taxes. Rental income from AIA totaled \$19,500 as of May 1.

Investment Management & Endowment Growth

With the Morelli House under lease, the Trustees renewed focus on strengthening the Endowment Fund itself. Early in the League year, Endowment Partners LLC was engaged to professionally manage the Fund’s investment portfolio with Schwab.

- Main Schwab Account Balance (as of latest statement): \$1,046,392.81
- New Giving Platforms: Launch of GiveSmart online donations and the inaugural High Tea fundraiser, which raised \$9,328.87
- Other Income Sources:
 - Kagan furniture sale to AIA: \$7,500
 - Morelli House content sales and donations: \$11,592
 - Total Endowment Income This Year: Approximately \$90,221.87

2024 -2025 ENDOWMENT REPORT

Since the Fund's inception in 2016, the Endowment has returned a total of \$99,142 to the Active membership for mission-driven projects. For 2025, an additional \$23,330.86 has been allocated to support active initiatives, in accordance with the Fund's 2.25% distribution policy.

Looking Ahead

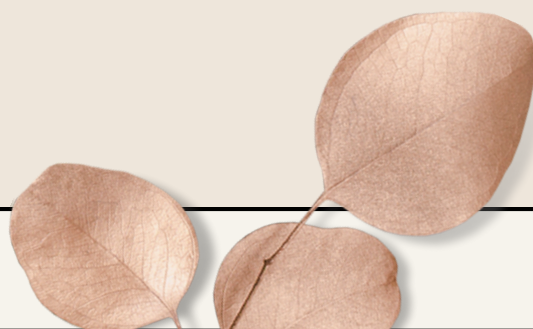
The Endowment Trustees remain committed to long-term financial stewardship and are planning continued growth through targeted giving campaigns and responsible investment strategies. The Morelli House transition marks a significant milestone that allows JLLV to preserve its legacy while expanding its capacity for future impact.

Endowment Fund Balances as of May 1, 2025:

- Schwab (Main): **\$1,046,392.81**
- Schwab (Morelli): **\$50,910.14**
- Bank of Nevada (Operating): **\$30,320.49**
- Bank of Nevada (Morelli): **\$34,829.84**
- Total Liquid Assets: \$1,162,453.28

- Morelli House: **\$450,000.00**

- Total Assets: **\$1,612,453.28**



FINANCIALS

Assets

Cash and Cash Equivalents: \$50,039
Certificates of Deposit: \$1,106,246
Accounts Receivable: \$17,949
Prepaid Expenses and other: \$8,003
Total Current Assets: \$1,382,013

Other Assets

Certificates of Deposit: \$896,079
Investments:
Collections: \$60,000
Total other Assets: \$956,079

Total Assets: \$3,011,701

Liabilities and Net Assets

Current Liabilities

Deferred revenue: \$80,298
Total current liabilities: \$97,186

Net Assets:

Without donor restrictions: \$1,758,660
With donor restrictions: \$1,155,855
Total net assets: \$2,914,515

Total Liabilities and Net Assets:
\$3,011,701

Net Assets without Donor Relations

Contributions and grants: \$43,441
Member dues: \$89,868
Special events: \$222,611
Program and other income: \$5,200
In-kind donations: \$8,533
Investment income: \$107,700
Net assets released from donor restrictions: \$20,920
Total: \$498,273

Expenses

Program: \$266,433
Management and general: \$32,779
Fundraising: \$19,668

Other income (expense)
Unallocated payments to affiliated organizations: \$21,543
Unrealized gain on investments:
Increase in net assets without donor restrictions: \$157,850

Net Assets with Donor Restrictions

Contributions: \$21,504
Investment income: \$70,677
Net assets released from donor restrictions: (\$20,920)

Increase in Net Assets: \$71,261

Net Assets, Beginning of Year: \$1,084,594

Net Assets, End of Year: \$1,155,855

THANK YOU TO OUR DONORS

Diamond \$10,000+

Madeleine Andress/Andress Family Foundation, Thomas Nelson Abdella MD Foundation

Platinum \$5,000-\$9,999

Judy & Brad Beal, Foundation XNL, GBank, Morris A Hazan Family Foundation, Las Vegas Raiders, Silver State ACO, Sprouts Healthy Communities Foundation, Wynn Resorts

Gold \$3,000-\$4,999

ACLU of Nevada Foundation, Sharon Beatty, Tisha Overman Begley, Cathy Bittinger, Christopher Childers, Sonnya & Eric DeBonis, Stan Duvall, Findlay Automotive Group, Nancy GashoFromm, Tammy Peterson, Southwest Gas Foundation

Silver \$1,500-\$2,999

Britta Carlson-Sessums, Lyndsey Davino, Liz Foremaster, Skyler Greenwald Donor Advised Fund, Sherry Lane, Elizabeth McGinnis, Royal Crawl LLC, Simple Generosity, Rex & Sandy Windom

Bronze \$500-\$1,499

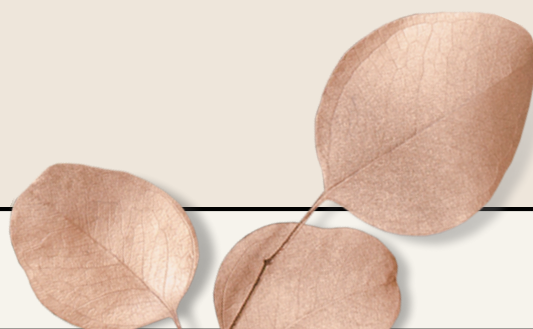
Janice Allen, American Online Giving Foundation, Bank of America Charitable Foundation, Foundation XNL, Constance Brooks, Chelsi Cheatom, Catherine Crockett, Garrick Delafuente, Daron Dorsey, Michelle Eckmann, Kanani Espinoza, Jessica Fields, Jennifer Franco, Susan Graves, Kellie Guild, Dr. Chris Heavey, Kris Helmick, Courtney Holcombe, LuAnn Kutch, Lionel Trust, Stephanie Lowrey-Willson, Melinda Margolis, Dr. Beverly Mathis, David Navarro, Carlotta Rocha, Russell Rowe, Gabriella Sandoval, Kim Sennes, Pawel Szymczykowski, Tito & Sandra Tiberti, Kristen Vuckovic, Devyn Wagner, Jennifer White, Wynn Resorts Foundation, and Kostika Xhurka



IN-KIND DONATIONS

Allegiant Air
Alt F Photography
Area 15
Baskin Robbins
Body Balance Aesthetics
Brezza
Britta Leigh Designs
By Dsign
Canyon Gate Country Club
Canyon Ranch Spa
Carrie Hackmey
Carson Kitchen
Chris Flatt
Cindy and Daryle Coleman
Citrus Pear, LLC
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CORT Events
Crowne Dental
D&R House of Diamonds
DeDee Nave
Dezirae Bruni
DISCOVERY Children's Museum
Dr. Ati Hakimi
Firefighters of Southern Nevada
Four Seasons Hotel Las Vegas
G Aveda Salon & Spa
Hand and Stone Massage
Honey Salt Las Vegas
Horses for Heroes
Hukl Hospitality
iLuminate
Intentional Living Academy
Jason Aldean's Kitchen and Bar
Jennifer Salem
Jessica Hensler
Judy Beal
Kabik Photo Group
Kasia Caldwell
Kendra Scott Jewelry
Lake Mead Mohave Adventures
Las Vegas Aviators
Las Vegas Desert Dogs
Vegas Golden Knights
LVMP Flight Operations
Las Vegas North Premium Outlets

Lazy Dog
Lettuce Entertain You
LEV Restaurant Group
Lorraine Moss
Madeleine & Don Address
Mak King Comedy
Magic Mike Live
Magnum Coffee
Marky Brown
MGM Resort & Casino
Mint Clean Windows
Mon Ami Gabi
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Park House Tea Co.
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The Dentist of Summerlin, Troy Troubough D.D.S
The Las Vegas Motor Speedway
The NOW Massage
The Salt Room
Thunder from Down Under
Topgolf Las Vegas
Total Wine & More
Trader Joe's
Trattoria Reggiano & Fifth Avenue Restaurant Group
TV Transport, inc.
Wynn Resort Las Vegas
YMCA Southern Nevada







JUNIOR LEAGUE
LAS VEGAS

*thank
you!*

Junior League of Las Vegas

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