



**2022-2023**  
**SPONSORSHIP**  
**OPPORTUNITIES**

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**220 SOUTH MAIN STREET, SUITE 22, ROYAL OAK, MI 48067**



JUNIOR LEAGUE OF  
**BIRMINGHAM, MI**

# LETTER FROM THE PRESIDENT

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Dear Supporters,

The Junior League of Birmingham, MI, Inc. is an organization dedicated to empowering women to be civic leaders through an effective training program. Since 1952, we have donated over \$5 million and over one million volunteer hours to the community. We have been critical actors in the establishment of now well-known local nonprofits, such as CARE House, Common Ground, and Lifehouse PATH to name a few.

Today, our League focuses on women in crisis in Oakland County. To that end, we are excited to announce our dedicated partnership with HAVEN of Oakland County, which provides support and services to survivors of domestic violence and sexual assault and their family. As part of this dedicated partnership, the Junior League has committed to using our community impact project budget for the year as well as all our volunteer might to support the initiatives of HAVEN. We will be financially supporting and providing woman-power to multiple events each month to support and lift up of the women at HAVEN. We could not be more proud or honored to have this opportunity to effect change for this community of brave survivors.

To better prepare our members to be effective volunteers and leaders, the Junior League is also launching a Public Policy Advocacy Institute. The Institute will train our members, as well as members of the community, on how to be effective advocates for issues that matter to them and their community. The Junior League is also launching extensive professional and personal development training, such as non-profit board member certification training. We believe that educated leaders can foster and create the greatest impact.

As in the past, the success of our events and projects has been due to the contributions of our corporate partnerships, who have gone out of their way to lend financial support. Every year the money we raise furthers our mission of community impact and training. We would like to extend the opportunity to your business to be a Junior League of Birmingham, MI, Inc. sponsor. As a sponsor, your organization will receive exposure with our audience and the community as being a partner in change with the Junior League. As you can see from the enclosed sponsorship package, we have several different packages for sponsorship. You can choose how you would want to participate in helping make the community we live in a better place.

We are looking forward to hearing from you. Should you have any questions, please do not hesitate to contact us at [donor@jlbham.org](mailto:donor@jlbham.org). Thank you for your consideration, and we look forward to collaborating with you to build a better community.

Best wishes,  
Melanie Esland  
2022-23 President, Junior League of Birmingham, MI

**220 SOUTH MAIN STREET, SUITE 22, ROYAL OAK, MI 48067**

# WHO WE ARE

The Junior League of Birmingham, MI Inc. (JLB) is an organization of women who, through leadership training and volunteer projects, work to create positive change in our community. Join us as we work to improve the lives of women, children, and families throughout Oakland County!

## MISSION

Established in 1952, the Junior League of Birmingham, Michigan, Inc., (JLB) is an organization of women committed to **promoting voluntarism**, **developing the potential of women**, and **improving the community** through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## FOCUS

We believe that **all women** should have equal opportunity, the resources to unlock their potential, and the structures to support them. Of the more than 111,000 individuals living in poverty in Oakland County, nearly 60 percent are women. This impacts their health, home and food security, educational and employment opportunities, and the lives of their children and families.

## IMPACT

Your donation to the JLB helps us provide support to women in crisis in Oakland County. As part of our mission, we provide our members with training to help them learn critical leadership skills to use in their JLB volunteer opportunities and work outside of the League. Since our inception, we have contributed more than **five million dollars** and over **one million volunteer hours** into the community.

## WE REPRESENT

A majority of JLB members live and work in Oakland County, with additional strong member reach and influence in Wayne County and Macomb County.

### COMMITMENT TO DIVERSITY & INCLUSION:

The Junior League of Birmingham, Michigan, Inc. welcomes **all women** who value our mission.

We are committed to **inclusive** environments of **diverse** individuals, organizations and communities.

## MEMBERSHIP

### WE IDENTIFY AS WOMEN:

- Who are single, partnered, married, divorced, widowed; with and without children
- Who are culturally, ethnically, religiously and spiritually diverse

### MEMBER DEMOGRAPHICS:

- More than 325 accomplished women
- Members range in age from 22 to 100 with the average age ranging from 28-58
- Over 98% are college educated
- 70% of members have a household income of \$100K+
- Members manage their households and/or lead in the following fields:
  - Healthcare
  - Advertising/Marketing
  - Higher Education
  - Automotive
  - IT/Technology
  - Communications/PR
  - Law
  - Consulting
  - Manufacturing
  - Education
  - Nonprofit
  - Engineering
  - Real Estate
  - Financial Services
  - Sales
  - Government



# THEN TO NOW

OVER SEVEN DECADES OF LIFE-CHANGING COMMUNITY IMPACT IN SOUTHEAST MICHIGAN

- 1952** → JLB Bargain Box was established as a money-raising thrift shop, which powered the JLB to develop projects for and provide direct services to Oakland County women and children in need
- 1964** → JLB was a critical supporter in the founding of New Horizons, a not-for-profit rehabilitation agency that still provides services to people with disabilities today
- 1977** → JLB was the founding member of the Junior League Child Abuse and Neglect Council, which formed CARE House of Oakland County, a community partner we continue to support today
- 1979** → JLB joined the Michigan State Council of Junior Leagues and began public advocating for issues affecting women and children in crisis including domestic violence, foster care, human trafficking, and equality for older women, some of which we continue to advocate for today
- 1991** → JLB helped establish PATH Family Services at Lighthouse, where residents of their two-year transitional housing program for domestic violence victims & homeless women and children continue to reside
- 1995** → JLB created the Families Involved Together (FIT) community program, an after-school and summer program that developed and ran parenting and student enrichment classes in Pontiac schools; the award-winning program was acquired by the YMCA of Metro Detroit
- 2014** → JLB along with the other eight Junior Leagues in Michigan successfully advocated for anti-human trafficking laws signed by Governor Rick Snyder
- 2017** → JLB launched Little Black Dress Initiative and adopted Women in Crisis as JLB's Focus Area. The first Little Black Dress Brunch was held at 220 in Birmingham and benefited JLB initiatives with Lighthouse PATH.
- 2019** → JLB inaugurated our annual Volunteer-a-Thon, 26.2 consecutive hours of volunteering in Oakland County. Each year Volunteer-A-Thon pours the entire volunteer force of the JLB into projects benefiting various direct service partners in the community.
- 2022** → JLB announces a dedicated volunteer and support partnership with HAVEN of Oakland County and develops a community advocacy training series, the JLB Public Policy Institute

# 2022 - 2023 JLB CALENDAR OF MAJOR EVENTS

## **September**      **Fall Kick Off: Dine Out to Donate**

In partnership with Hometown Restaurant Group, JLB will kick off the League year for dine and donate dinner night on September 27, 2022. League supporters and members of the public will eat as a community at Pop's for Italian, One-Eyed Betty's, and Public House to support League initiatives.

## **October**      **Bingo for Boots**

A perennial favorite for JLB members and guests! JLB welcomes everyone to join the League for a night filled with music bingo. For each admission ticket purchased, JLB buys a pair of winter boots for a woman in need.

## **November**      **Non-Profit Board Member Certification Training**

On November 5, 2022, JLB and Aly Sterling partner to offer a unique training opportunity for community members to learn non-profit board governance. Participation in this workshop will cover the following: A board member's purpose, roles and responsibilities; signs of a healthy board and organization; basic training on governance best practices; and how to align your interest and skills with the right nonprofit.

## **December**      **Winter Party**

On December 3, JLB welcomes members and the public to kick off the holiday season with food, spirits and dancing.

## **January**      **Trivia**

This longstanding annual event continues on January 28, 2023 to bring the league and friends together for friendly competition of trivia. Attendees will compete in teams for fun prizes and bragging rights.

## **March**      **Women's Empowerment Brunch**

As an evolution of the popular Little Black Dress event hosted by the League, the Junior League of Birmingham, MI will host a brunch at the Community House in Birmingham, MI on March 18. The event will showcase community guest speakers to leave all to be inspired and empowered

## **April**      **Public Policy Institute**

The JLB Public Policy Institute helps prepare community members to enhance their effectiveness in the nonprofit arena by deepening their understanding of advocacy and relevant public policy issues. The Institute covers an introduction to Advocacy, City and County Overview, State and Federal Overview, and Appointments to Boards and Commissions.

## **Volunteer-a-thon**

For the fourth year, JLB will be running their Volunteer-a-thon event which coincides with National Volunteer Week. The league will conduct 26.2 straight hours of volunteering and benefits local charity organizations through various projects.

## **May**      **Derby Party**

We are off to the races with our Derby viewing party to end the year in style on May 6. League members and friends are encouraged to wear their derby best for the chance to win prizes, play some games and of course watch the fastest two minutes in sports.

# SPONSORSHIP LEVELS

## DIAMOND

### **\$10,000+ Donation**

- A personalized sponsorship package will be designed to fit your needs.

## PLATINUM

### **\$5,000 Donation**

- Opportunity to speak at General Membership Meeting to share information about your company/organization with our members in person or via Zoom
- Prominent highlight of your business in two JLB e-Focus bi-weekly newsletters
- Recognition of your business in two JLB e-Focus bi-weekly newsletters
- Recognition in JLB Annual Focus (annual report)
- Recognition on our JLB website
- Social media feature highlighting your business quarterly
- Social media thank you

## GOLD

### **\$2,500 Donation**

- Opportunity to speak at a General Membership Meeting to share information about your company/organization with our members in person or via Zoom
- Recognition in JLB Annual Focus (annual report)
- Prominent highlight of your business in one JLB e-Focus bi-weekly email newsletter
- Recognition of your business in one JLB e-Focus bi-weekly newsletter
- Recognition on our JLB website
- Social media feature highlighting your business two times per year
- Social media thank you

# **SILVER**

## **\$1,000 Donation**

- Recognition in JLB Annual Focus (annual report)
- Recognition on our JLB website
- Recognition of your business in one JLB e-Focus bi-weekly email newsletter
- Social media post highlighting your business two times per year
- Social Media thank you

# **BRONZE**

## **\$500 Donation**

- Recognition in JLB Annual Focus (annual report)
- Recognition on our JLB website
- Recognition of your business in one JLB e-Focus bi-weekly email newsletter
- Social Media thank you

# **FRIEND OF THE JLB**

## **\$100 Donation**

- Recognition on our JLB website
- Recognition in the Annual Focus (annual report)
- Social Media thank you

# **LEGACY CLUB**

## **\$40 Monthly Recurring Donation**

- Minimum of 12 months
- Legacy Club members would receive a special token of recognition at the Women's Empowerment Brunch
- Recognition on our JLB website
- Recognition in JLB Annual Focus (annual report)
- Social Media thank you

## MATCHING GIFTS

Increase the impact of your gift by requesting a matching gift form from your employer. Spouse and retiree gifts may also be eligible. Contact your Human Resources Office or [donor@jlbham.org](mailto:donor@jlbham.org).

## IN-KIND DONATIONS

In-kind donations are vital part of the Junior League of Birmingham, MI, Inc.'s (JLB) event and community support. By directing donated goods and services from a local business to a local community event and/or partner, it is a win-win for all. Donated goods and services may be branded by the donor. This provides an opportunity for company brand awareness and recognition within the community while supporting the efforts of the JLB.

### In-Kind Donation Level Qualifying In-Kind Donation Value:

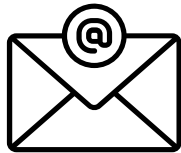
- Platinum \$5,000
- Gold \$2,500
- Silver \$1,000
- Bronze \$500
- Friend of JLB \$100

\*In-kind contributions are fully tax deductible, less any goods or services provided in return for your contribution. Please consult your tax accountant for authoritative information on tax deduction.



# CONTACT US

**Interested in supporting the JLB?**



donor@jlbmich.org



248-203-9841

Scan to Donate Now



# THANK YOU!

220 MAIN ST, STE. 22, ROYAL OAK, MI 48067

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