

FOR IMMEDIATE RELEASE
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THE JUNIOR LEAGUE OF PHILADELPHIA, INC.
Women building better communities®

THE JUNIOR LEAGUE OF PHILADELPHIA ANNOUNCES COMPLETION OF \$1.4MM CAPITAL CAMPAIGN AND COMMENCEMENT OF HEADQUARTERS RENOVATIONS

Ardmore, Pennsylvania - The Junior League of Philadelphia, Inc. completed its historic *Centennial Campaign for Building Community* in May 2014, raising more than \$1.4 million almost entirely from its own membership. This fundraising success has triggered the commencement of Headquarters renovations on October 22, with an expected completion in May 2015. Also supported by the campaign is the organization's launch of its *Apple a Day Healthy Living Initiative™*, including a Centennial Project.

Emily Schwarz, 2014-2015 President of the Junior League of Philadelphia, said about these initiatives, "We purchased this building in 2003 and have hoped since that time to renovate it. By embarking on these improvements to our Headquarters, our goal is to provide better service to our membership and, by extension, to the communities we serve. As we move forward with construction, we are also seeking to deepen our commitment to fighting hunger in Philadelphia through our *Apple a Day Healthy Living Initiative™*. Put simply, the Junior League of Philadelphia is a group of women building better communities, and we are here to serve."

The recent fundraising effort was the first-ever capital campaign for the organization, founded in 1912. With extraordinary lead gifts of \$150,000 from each of two members, complemented by an additional 40 members' gifts of \$10,000 or more and hundreds of other contributions, the League exceeded its original fundraising goal of \$1 million.

The primary initiative supported by the campaign is the renovation, which has already begun, of the Junior League's Headquarters, located at 25 and 27 West Lancaster Avenue in Ardmore, PA. Significant improvements are necessary to create a modern and professional facility that supports the membership and mission. Housing the award-winning Junior League Thrift Shop, the first floor of the Headquarters will remain unchanged in the renovation process, but more than 5,700 square feet on the second and third floors will undergo significant structural, functional, and aesthetic improvements.

The second floor will be renovated to create a spacious community meeting room with capacity to seat 130 or to be subdivided into two smaller spaces; two committee meeting rooms; a fully-functional kitchen to support meetings and events; and a members' lounge. The third floor will be remodeled to establish a board room and an office suite of four professional work spaces for the League's two administrative employees as well as League leaders. Construction is expected to take just over six months, with little or no disruption to Thrift Shop operations except for a one-month closure in January 2015. Jeff Martin of JTA & Associates is serving as the architect, and Ranieri & Kerns Associates, LLC is the builder.

The other primary strategic initiative supported by the fundraising campaign is the 2012 launch of the organization's *Apple a Day Healthy Living Initiative™*. A stunning 25 percent of Philadelphia residents, double the national rate, are at risk for hunger, and 39 percent of Philadelphia's children live with their basic nutritional needs unmet. The Junior League of Philadelphia is committed to addressing this

epidemic through FEED-ing the community: **F**acilitating increased access to fresh produce; **E**ducating adults and children to experience the connection between healthy eating and healthy living; **E**mpowering individuals to become advocates for their own health; and **D**istributing fresh produce in areas classified as food deserts. Partnering with organizations such as Greener Partners, Lankenau Medical Center/Main Line Health, and SHARE Food Program, the League is developing community programming to meet the urgent needs of the Greater Philadelphia area.

About the Junior League of Philadelphia

The Junior League of Philadelphia, Inc. 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.

The Junior League of Philadelphia, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.

The Junior League of Philadelphia, Inc. is a 501(c)(3) organization and a member of The Association of Junior Leagues International (AJLI). For more information, visit the Junior League of Philadelphia website, www.JLPhiladelphia.org.



The Community Room will overlook Lancaster Avenue and serve as a meeting and event space for the League and its neighbors.



The League's Headquarters is home to its Thrift Shop on the first floor and, post-renovation, will offer multiple meeting and office spaces on the second and third floors.

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