

Chelsea Bellew

2023 - 2024

JLPB President



Board of Directors - The Board of Directors consisted of 10 women, including President, Chelsea Bellew, Executive Vice President, Danica Sun, President-elect, Maria Pumarejo, Treasurer, Kathryn Sexton, KJ Dunlap, Nominating Chair, and Board Members at Large, Emily Friedlander, Kate Stamm, Lisa Farley, Ashley Costa and Kasia Marczyk. The Redeem Team.

The BOD led the charge to update our mission statement this year:

The Junior League of the Palm Beaches is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. Its purpose is exclusively education and charitable.

In addition, we established two working definitions for our focus areas:

The Junior League of the Palm Beaches is committed to providing meaningful opportunities for children and young adults to increase their levels of education and literacy in Palm Beach County. Our nonprofit specifically addresses these challenges through grade readiness, emergent literacy, and life skills programming provided to those in need.

Junior League of the Palm Beaches also seeks to improve the health and wellness of women and girls in our community through our period supply bank, leadership training opportunities, and educational opportunities in order to empower strong female civic leaders.

The Board of Directors rewrote the membership policies in its entirety, while creating more flexible statuses to engage members throughout their lives. Brand new governance and operation policies were also written, while our conflict of interest and confidentiality policies were updated. Continuous research was conducted to create new potential fundraising initiatives and community partners to strengthen our impact throughout Palm Beach County.

Community Advisory Council - Maria Pumarejo, President elect, lead the Community Advisory Council, comprised of the following leaders: Larry Rein, CEO of ChildNet, Kristin Calder, CEO of Literacy Coalition of Palm Beach County, Jeff DeMario, CEO Vita Nova, Pranati “Pranoo” Kumar, Founder of Rohi’s Readery, Dana Middleton, President of Intelligent Office Palm Beach Gardens, Rob Torrington, Senior Vice President, Investments, of Raymond James & Associates, and Pamela Rada, Wellington Regional Medical Center.

The council once again allocated mini grants to three organizations: Junior Achievement, Sea Turtle Adventures iCare Program, and the American Association of Caregiving Youth.

Finance Council - This year JLPB hired a bookkeeper to help us maintain accurate and timely financial statements throughout the year. We conducted an audit that received a clean opinion. We also moved our endowment from Alliance Bernstein to Northern Trust based upon an improved business relationship and appreciation for nonprofits. The endowment was over \$1 million as a result of these changes.

Membership Council - The Membership Council was led by Julia Roxas. JLPB welcomed 93 new members between its two new member classes. The Education & Training Committee helped execute extensive training, including the President’s Leadership Series which provided training on board governance, management styles, nonprofit finance, fundraising and communications/branding for the nonprofits. There was a renewed emphasis on training as each General Membership Meeting featured panels with experts on Literacy & Education, Women’s Health, Mental Health, Women in Public Office and Women Owned Businesses. We also participated in our second annual International Women’s Day Event with women from FPL and ESPN, hosted by CityPlace. Cluster meetings were held in November and March around Palm Beach County at dynamic locations to foster engagement in a smaller group setting as well.

Events Council - This was the first year the Events Council existed, under the leadership of Kirsten Davis. Dynamic ticket pricing and sponsorship packages led to renewed fundraising and engagement for every event. Lady in Red was hosted at The Colony in September with almost 200 attendees, the Holiday Luncheon was hosted at the Four Seasons with Honorary Chairs and Past Presidents Kathryn Vecellio and Julie Rudolph with 120 attendees, and May Dinner was hosted at the Pelican Club with Honorary Chair and Past President, Laura Russell with 150 attendees. In addition, the council hosted our second ever 5k at Cacti Park of the Palm Beaches to resounding success. Small fundraisers were hosted for Halloween at Drive Shack and with a spring training game at Cacti Park. The first ever sip and shop with Hill House was also executed perfectly. Renewed partnerships with the Norton Museum of Art and Palm Beach Symphony also led to new networking opportunities for our members with these groups.

Development Council - The Development Council was led by Alexia Medick for its first year. Her work with her council led to better stewardship of sponsors and processes of thanking donors for the incredible contributions to JLPB. We were awarded two grants, one from the Mary Reynolds Foundation and one from the Lost Tree Foundation, both to help improve our

legacy Eye & Ear project in the future. A renewed use of GoogleGrants was also implemented this year. Our events also had wonderful silent auctions due to the donations secured by the ladies on this council.

Community Council - The Community Council had wonderful success this year as it installed more than 20 little libraries at Title 1 schools around Palm Beach County and distributed more than 100,000 period supplies to 25 partners. Mentorship continued working with Vita Nova and new partnerships with the Literacy Coalition and Dolly Parton's Imagination Library were created. Renewed partnerships with Path to College, the North Palm Library and Quantum House led to members volunteering more than 1,400 hours towards our focus area. The Council hosted its first ever Find the Good Day, an initiative created by AJLI in the fall and hosted Day of Impact in March 2024 where JLPB volunteers contributed more than 100 hours in one day to partners around our county. A partnership with the Food Bank of Palm Beach County was secured this year to house the period supply project in the future after one year of using temporary storage, which will help increase the project's impact tenfold in the future.

Communications Council - The Communications Council, led by Christine DeMichael, spearheaded social media posts and regular eBlast communications with both active and sustaining members. They created a record number of graphics while helping JLPB to market its events and recruitment efforts to individuals outside the league at higher rates of success than ever before. The Council also helped President, Chelsea Bellew, establish her new monthly President's Messages, presenting as fireside chats to keep all members of JLPB in the know, while also helping her to establish a separate Instagram account for future JLPB Presidents to archive their achievements each year.