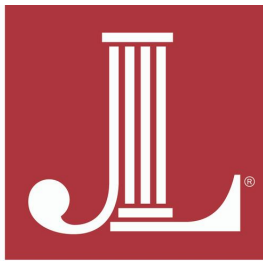




2020-2021

# *Sponsorship Opportunities*



JUNIOR LEAGUE OF  
**FORT SMITH**

**FOR MORE INFORMATION:**



jlfsfunddevelopment@gmail.com



(479) 783- 3930

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.

# JUNIOR LEAGUE OF FORT SMITH

## WOMEN BUILDING BETTER COMMUNITIES

The Junior League of Fort Smith (JLFS) has been a part of the River Valley Community for over 60 years. We are made up of over 1000 women who are dedicated to our community and its growth. In 2013, JLFS began tailoring our efforts to address the foster care crisis in the Arkansas River Valley Community.

In 2018-2019, the Junior League of Fort Smith provided approximately 350 trained volunteers with 442 volunteer hours served! Our efforts impacted at least 830 citizens in our local community.

**With your assistance, the Junior League of Fort Smith will continue acting as agents of social change! Your support will allow us to continue training women to be leaders in our community and will help us to prepare local foster teens for adult life as they age out of foster care.**



## JLFS MEMBERSHIP



**1000+**  
**MEMBERS**

Each event put on by JLFS is created and organized by our members. Our members use skills developed through membership to orchestrate events that allow us to bring awareness to our focus area. Additionally, these events help provide vital funding for JLFS to further our mission of continuing to be a beacon of social change.

# Events & Gatherings

SPONSORSHIP MAY INCLUDE RECOGNITION AT THE FOLLOWING EVENTS

## GENERAL MEETINGS

JLFS holds monthly general membership meetings during the months of: January, February, March, April, May, September, October, November and December. During these meetings, members are updated on organizational goals, projects, volunteer opportunities, and activities. We proudly display sponsorship logos on a projection screen for all members and guests to view.

## SPRING MARKET

**Second Weekend in March | Ft. Smith Convention Center**

**Our annual spring event is one you will not want to miss!**

- Modeled after Holiday Market, this redesigned weekend shopping event debuted in 2020
- Enjoy a shopping experience complete with a VIP Fashion Show and interactive family event
- Silent auctions, raffles, dinner, and much more!



## HOLIDAY HOME TOUR

**First Sunday in December | Ft. Smith Community**

**Members of our community welcome you into their homes to kick off the holiday season!**

- VIP Toast and Tour Brunch to start the festivities!
- Members, supporters, and guests will enjoy an afternoon of holiday bliss as they tour local homes to start their holiday season!



## MAY CELEBRATION MEETING

**First Wednesday in May**

Every year JLFS holds a special end-of-year meeting to reflect on all we have done for the community. This event celebrates the new incoming board, welcomes new active members, and hosts community partners such as yourself!



# OUR PROJECTS



"Thank you for taking time to ensure that I don't fall short and learn my life skills."

"When I need help with finances, food, employment, or other necessities, I will find appropriate help."

**12 PER YEAR**

Educational Life Skills Classes

**233**

Youth directly impacted

## HEAL

Health, Education, Awareness and Leadership

To continue to live our mission, carry out our vision, and support our focus, we are continuously finding ways for our members to serve the community through voluntarism.

Through our HEAL project, the Junior League of Fort Smith aims to form long-term partnerships with other local organizations that address various aspects of the foster care crisis in the Arkansas River Valley.

### Our 2020-2021 HEAL Community Partners:

AR Department of Human Services- DCFS  
GET REAL 24  
Arkansas Family Alliance  
The CALL of Sebastian & Crawford Counties  
River Valley Adoption Coalition

## READY

Real Education and Development for Youth.

Skills-for-Life is a monthly life skills class offered to foster care teens ages 14-21. The classes often include topics such as: personal hygiene, peer pressure, stress, housing applications, college applications, job applications, basic finances, vehicle maintenance, and more! Each month, we work to provide an insightful speaker, fun activity, and free lunch - all of which are donated by our gracious sponsors, community partners, and volunteers.

Independent City is a real-life "game" filled with fun, prizes, and all of the surprises and challenges of real life. Hosted in the spring, this event is our year-end finale which allows our Skills-for-Life students to test what they have learned in their monthly classes. This one-day event provides foster teens with a fun way to learn about making smart life choices while getting hands-on experience with simulated life events, such as applying for a job, apartment hunting, buying a vehicle, grocery shopping, etc. They ultimately learn about choices available to them while in and out of the foster care system and how to prepare for independent adulthood.

## JLFS Scholarship

The Junior League of Fort Smith Scholarship is a new project, founded in 2019, in which our members raise money to give foster teens much-needed financial support to attend college, vocational, or trade schools.

Presently, the most that a foster youth can be awarded from the State to attend college is \$10,920 a year. Most foster youth who go to college must still obtain student loans to make ends meet. The Junior League of Fort Smith's Scholarship aims to fill that gap for college-bound foster youth.

Our second annual JLFS scholarships were awarded in May of 2020. Five deserving students, who were previously in foster care, received a total of \$3,500 in scholarship funds for the upcoming school year.



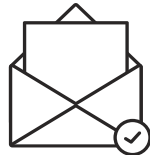
# SOCIAL MEDIA STATISTICS

## Public Facebook

Total Page Likes



**3.1K**



**100% Message  
Responsive Rate**

Total Page Followers

**3,300+**



Top 3 Cities of our Fans: Fort  
Smith, Van Buren, Greenwood



On average, 680 users  
see JLFS content daily

## Private Groups

*Reserved for League business and important announcements for members  
2 Private Groups (All JLFS Members & Sustainers Only)*



**325+**  
MEMBERS

**2300+ YTD Post  
Engagements**



Average views  
per post **88**

## Instagram



**800+**  
FOLLOWER

**202**

Average views  
per post



OVER 65% OF FOLLOWERS  
ARE IN THE RIVER VALLEY

AGE OF FOLLOWERS

35-44.....37%

25-34.....33%

45-54.....17%

# LEAGUE PARTNERSHIPS

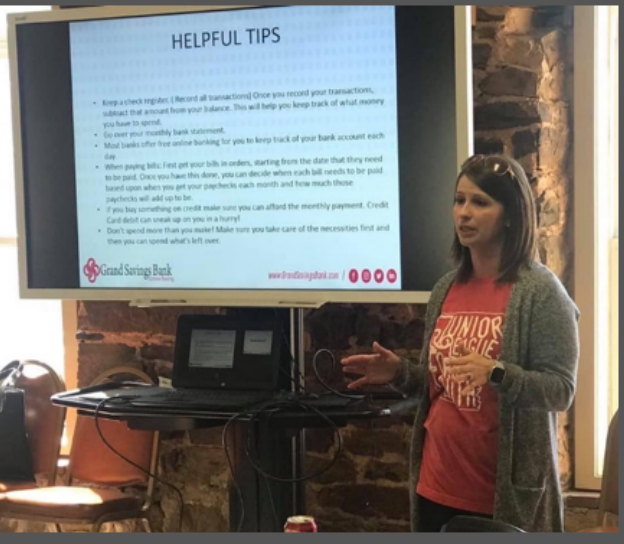
## SOCIAL CHANGE PARTNER | \$7,500+

### Media Benefits

- Recognition on jlfs.org
- Recognition at all JLFS events
- 6 Media posts across all social platforms

### General Meetings

- Logo displayed during social hour for all members and guests to view
- Opportunity to speak at one general monthly meeting to promote business
- Recognition at all JLFS events



### Holiday Home Tour | December 2020

- 2 VIP Toast and Tour Tickets

### Spring Market | March 2021

- VIP table (Seats 8 guests)
- Opportunity to provide promotional material to be distributed during event.

## EMPOWERMENT PARTNER | \$3,000+

### Media Benefits

- Recognition on jlfs.org
- Recognition at all JLFS events
- 4 Media posts across all social platforms

### General Meetings

- Logo displayed during social hour for all members and guests to view
- Opportunity to speak at one general monthly meeting to promote business
- Recognition at all JLFS events



### Holiday Home Tour | December 2020

- 2 Tickets to Tour the Homes

### Spring Market | March 2021

- 4 Tickets to either VIP Fashion Show or Family Event
- Opportunity to provide promotional material to be distributed during event.

# LEAGUE PARTNERSHIPS

## LEADERSHIP PARTNER | \$2,500+

### Media Benefits

- Recognition on jlfs.org
- Recognition at all JLFS events
- 3 Media posts across all social platforms

### General Meetings

- Logo displayed during social hour for all members and guests to view
- Opportunity to speak at one general monthly meeting to promote business
- Recognition at all JLFS events

### Holiday Home Tour | December 2020

- 2 Tickets to Tour the Homes

### Spring Market | March 2021

- 2 Tickets to either VIP Fashion Show or Family Event

## VALUES PARTNER | \$1,500+

### Media Benefits

- Recognition on jlfs.org
- Recognition at all JLFS events
- 2 Media posts across all social platforms

### General Meetings

- Logo displayed during social hour for all members and guests to view
- Recognition at all JLFS events

### Holiday Home Tour | December 2020

- 2 Tickets to Tour the Homes

OR

### Spring Market | March 2021

- 2 Tickets to either VIP Fashion Show OR Family Event



# LEAGUE PARTNERSHIPS

## FRIENDS OF JLFS | \$500+

### Media Benefits

- Recognition on jlfs.org

## Marble Hall | JLFS Headquarters

The Junior League of Fort Smith is headquartered at Marble Hall on historic Garrison Avenue in Fort Smith.

Built in 1859 by Ethelbert Britton Bright, Marble Hall is the oldest surviving building on Garrison. Judging from the surviving newspaper ads, Bright's mercantile store held the very wonders of the world, steadily supplied by steamboats docking at the foot of Garrison. In only two short years after it was built, the American Civil War broke out.

Marble Hall was soon pressed into service as a temporary hospital to care for wounded soldiers (both Union and Confederate). Following Bright's death in 1890, Marble Hall housed a shooting gallery.

Businesses thrived in Marble Hall up through the 1960's, when nationwide interests in downtowns gave way to malls. Marble Hall ultimately fell in disrepair and faced being condemned. Then, in 1977, Phil White took it upon himself to restore Marble Hall. Thanks to his hard work and the continued work of the Junior League in maintaining the building, Marble Hall is available for the generations to still enjoy.

But, maintaining a historic building is not without its challenges. The Junior League of Fort Smith takes pride in our Headquarters and the history it holds. If you would like to make a donation directed to the upkeep of our historic building, please let us know.



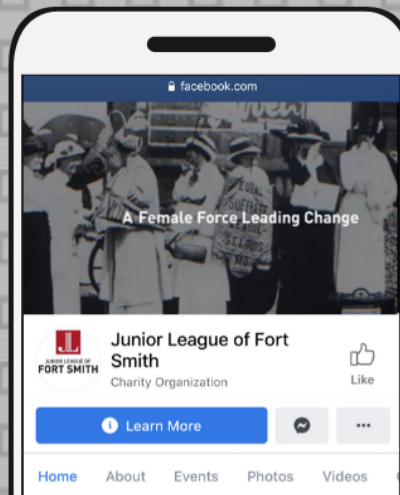
## LETS GET SOCIAL!



juniorleagueoffortsmith



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