



WOMEN'S **LEADERSHIP** SUMMIT

April 2022

WWW.JUNIORLEAGUEOFGREENSBORO.ORG/WOMENS-LEADERSHIP-SUMMIT/



Presenting Sponsor

ABOUT THE SUMMIT

APRIL 2022 VIRTUAL & IN PERSON FORMAT

The 11th Annual Women’s Leadership Summit, hosted by the Junior League of Greensboro, is a virtual and in person conference focused on developing women as leaders in our community. The conference will kick off on **April 22** with two virtual speakers and conclude on **April 29 at Elm & Bain** with an in person keynote speaker and networking breakfast, all with an empowered group of high-achieving women.

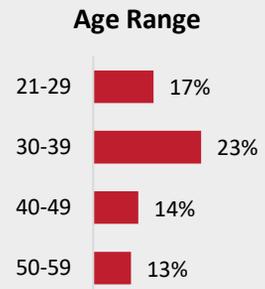
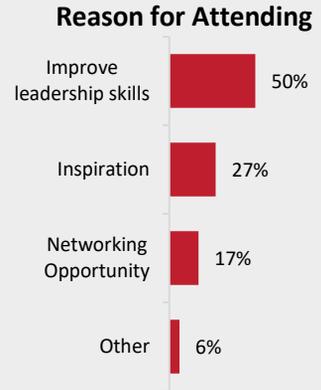
YOUR SUPPORT

Your support for the Junior League of Greensboro’s Women’s Leadership Summit demonstrates your support for the next generation of women leaders - the women who will shape our community’s future, whether it’s through business, philanthropy, politics, or otherwise. In addition to providing leadership development for women, this event is a fundraiser. The proceeds contribute to the League’s mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

In our 94th fiscal year, the Junior League of Greensboro continues to make an impact. We have recently established partnerships with Church World Services Greensboro and the Kellin Foundation. Our volunteers spend time furnishing apartments for refugees, supporting Kellin Kids programming, and participating in trauma and resilience training. Even though these are just two of our new initiatives, the impact we make through all of our partnerships feels familiar to anyone who knows the Junior League and our history. Indeed, we have always sought to change the community through the action of effective volunteers and funding.

The Junior League of Greensboro recognizes our sponsors in many ways, ensuring that thousands of our members, friends, and social media followers know that your business is investing in future women civic leaders in the Triad. We proudly offer these benefits for your support.

Recent Summit Attendees...



Industries Represented:

- Manufacturing
- Healthcare
- Finance
- Education
- Communications
- Nonprofit
- Technology
- Recruiting
- Consulting
- Real Estate
- Retail

Over half of attendees are in a leadership position within their organization.

Impacting the Community

Since 1928, the Junior League of Greensboro (JLG) has dedicated volunteers and resources to issues facing our community. The JLG strives to create meaningful and lasting impact in the community through its membership and its efforts with community partners. Each year the League identifies organizations to directly partner with by providing time, talents, and funds. Our current partners include:

CHURCH WORLD SERVICES REFUGEE WELCOME TEAM

The Junior League of Greensboro will work in partnership with Church World Services to provide furnishings and decorate 4 apartments for new refugee arrivals. This project will make a direct impact by helping newly placed refugees have a welcoming and safe place to live in Greensboro.

KELLIN KIDS

The Junior League of Greensboro will work in partnership with The Kellin Foundation to organize and facilitate 6 sessions of educational programming for children ages 2-18 enrolled in the Kellin Kids program. Kellin Kids is a program built to encourage kids to find their passion, utilize their talents, and give their time to make a difference in the community. Kellin Kids is dedicated to kid-developed, kid-driven solutions to community problems.

JUNIOR LEAGUE KIDS IN THE KITCHEN

Kids in the Kitchen is a national Junior League initiative that began in 2006. Kids in the Kitchen addresses the growing problem of childhood obesity by using hands-on curriculum that educates both the parent and child on healthy eating choices. Junior League volunteers will be responsible for delivering food demonstrations for children at LeBauer Park monthly.

COMMUNITY HOUSING SOLUTIONS OF GUILFORD

The Junior League of Greensboro will work in partnership with Community Housing Solutions of Guilford to provide home repairs to 5 homes that may include building ramps, roof repairs, floor repairs, landscaping, and accessibility modifications. Community Housing Solutions' mission is to make Guilford County homes warmer, drier, and safer by providing repairs and ownership opportunities to low-income homeowners.

HANDS ON HELP

Hands on Help is an initiative designed to increase the scope of impact in the community with needs that come up on an ongoing basis. The focus is to partner with local nonprofits or organizations for done-in-a-day projects needing volunteers and funding. Once projects are approved, the Hands on Help committee assists with logistics and requests for general membership volunteers to complete the project for the community partner. Some of last year's projects were a gift-wrapping station at Greensboro Farmers Market, assembling food packs for Backpack Beginnings, and sorting/distributing food with Out of the Garden Project's Fresh Mobile Markets.

Community Impact

The Community Impact Fund is used for one-time emergency assistance within our community. This figure represents 3% of our overall funding.

2022 KEYNOTE SPEAKER

Kendra Adachi is the New York Times Bestselling author of *The Lazy Genius Way* and creator of *The Lazy Genius Podcast*. As a systems expert and professional permission giver, Kendra helps others stop doing it all for the sake of doing what matters. She lives in North Carolina with her husband and three kids



Kendra Adachi
2022 Keynote Speaker

Learn more at:
thelazygeniuscollective.com

PAST KEYNOTE SPEAKERS

2021: **Cheslie Kryst**, Miss USA 2019, Miss North Carolina USA 2019

2019: **Jess Ekstrom**, Founder and CEO of Headbands for Hope

2018: **Denise Ryan**, Author and motivational speaker

2017: **Glennon Doyle Melton**, New York Times Best Selling Author

2016: **Jennifer Pharr Davis**, National Geographic Adventurer of the Year

2015: **Bonnie St. John**, Author, Olympic athlete, and business owner

2014: **Jenna Bush Hager**, Author and TV personality

2013: **Dr. Aldona Wos**, Former Secretary of NC Department of Health and Human Services

2012: **Jennifer Thompson**, Author

2011: **Nancy Lublin**, CEO Dress for Success and Author

MEET OUR VIRTUAL SPEAKERS

The Summit will include two opportunities to hear from two amazing leaders in addition to our keynote speaker. These will be offered in a virtual format on **Friday, April 22 from 9:30-11:30 am.**



Kathie Niven
CEO, Biscuitville



Mary Hemphill
CEO, The Limitless Lady, LLC

MEET KATHIE NIVEN

Serving in roles as CEO, president, vice-president and senior executive for both national and international brands, Mrs. Niven specializes in designing and executing brand strategy and organizational design. In 2018, she was promoted to President to prepare the brand for growth and continue executing the brands 9-year plan. In 2021, Niven was promoted to President and CEO reporting to the Executive Chair and 2nd generation owner, Burney Jennings. Since joining in 2010, Mrs. Niven has enjoyed an executive leadership role in driving Biscuitville's growth from \$55mm to \$125mm.

She has been married to her husband, Drew, for 25 years, and they have two children – Ellie, 15 years old attending Page High School, and Will, 19 years old, attend West Point USMA.



Kathie Niven
2022 Virtual Speaker

MEET MARY HEMPHILL

Mary is a Leadership Expert & Coach, K-12 Educator & Administrator, Author, & Inspirational Speaker. With over 15 years of professional experience as a teacher, administrator, state director, & university professor, Mary understands the importance of fusing education, empowerment, & leadership together as she works with learning & working communities & speaks to audiences across the country. She holds a PhD in Leadership Studies from NC A&T State University, & currently teaches as an adjunct professor at the University of North Carolina at Chapel Hill. Dr. Mary Hemphill is also the CEO and Founder of The Limitless Leader, a company that helps individuals ignite the leader in themselves so they can better serve their community, company, & personal career. Mary has led, coached, & impacted close to 30,000 individuals around the world on transformational & innovative strategy, self empowerment, & leadership through her Limitless Leader Program.



Mary Hemphill
2022 Virtual Speaker

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$10,000 (1 Available)

- Exclusive listing as 2022 Presenting Sponsor
- Fifteen (15) General Admission tickets to attend the event (includes 15 curated conference swag boxes)
- Ten-minute speaking opportunity (live or pre-recorded) to attendees at both of the speaker sessions
- Opportunity to include promotional flyer/handout in conference attendee boxes
- Opportunity to include promotional giveaway in conference attendee boxes
- Delivery of conference attendee boxes for presenting sponsor (one delivery of 15 boxes will be made directly to the sponsor)
- Name and logo displayed at beginning of each session during sponsor recognition
- Name and logo on the Junior League of Greensboro's website (www.juniorleagueofgreensboro.org/womens-leadership-summit/)
- Recognition on all relevant JLG social media platforms
- Recognition and full page ad in JLG 2021-2022 Annual Report Publication, *EverGreene*
- Logo + link in the Monday Minute newsletter for two months leading up to the event

GOLD SPONSOR - \$5,000

- Twelve (12) General Admission tickets to attend the event (includes 12 curated conference swag boxes)
- Two-minute speaking opportunity (live or pre-recorded) to attendees at the virtual speaker session and verbal recognition at the in person session
- Opportunity to include promotional item in conference attendee boxes
- Delivery of attendee boxes for gold sponsor (one delivery of 12 boxes will be made directly to the sponsor)
- Name and logo displayed at the beginning of each session during sponsor recognition
- Name and logo on the Junior League of Greensboro's website (www.juniorleagueofgreensboro.org/womens-leadership-summit/)
- Recognition on all relevant JLG social media platforms
- Recognition and full page ad in JLG 2021-2022 Annual Report Publication, *EverGreene*

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR - \$2,500

- Ten (10) General Admission tickets to attend the event (includes 10 curated conference swag boxes)
- Verbal recognition during both speaker sessions
- Opportunity to include promotional item in conference attendee boxes
- Delivery of attendee boxes for silver sponsor (one delivery of 10 boxes will be made directly to the sponsor)
- Name and logo displayed at the beginning of each session during sponsor recognition
- Name and logo on the Junior League of Greensboro's website (www.juniorleagueofgreensboro.org/womens-leadership-summit/)
- Recognition on all relevant JLG social media platforms
- Recognition and ½ page ad in JLG 2021-2022 Annual Report Publication, *EverGreene*

BRONZE SPONSOR - \$1,000

- Eight (8) General Admission tickets to attend the event (includes 8 curated conference swag boxes)
- Verbal recognition at the in person speaker session
- Delivery of attendee boxes for bronze sponsor (one delivery of 8 boxes will be made directly to the sponsor)
- Name and logo displayed at the beginning of each session during sponsor recognition
- Name and logo on the Junior League of Greensboro's website (www.juniorleagueofgreensboro.org/womens-leadership-summit/)
- Recognition on all relevant JLG social media platforms
- Recognition and ¼ page ad in JLG 2021-2022 Annual Report Publication, *EverGreene*



Presenting Sponsor

TICKET PRICING

GENERAL ADMISSION TICKET - \$100

- One (1) ticket for admission to the event, which includes:
 - Admission to the in person keynote speaker and networking session on April 29th
 - Access to both virtual speaker sessions (sessions will not be recorded)
 - Breakfast will be offered on April 29th
 - Curated Conference Swag Box which will be available at registration at the in person event

WHO WE ARE

MISSION STATEMENT

The Junior League of Greensboro, North Carolina, 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.

OUR MEMBERSHIP

The Junior League of Greensboro is composed of **more than 700 members**:

- **160+ ACTIVE MEMBERS** – Members who volunteer in community projects and fundraising activities and participate in the League's training, educational programs, and administration.
- **560+ SUSTAINING MEMBERS** – Former Active members who have been trained to participate individually in community programs.

POSITION STATEMENTS AND PUBLIC STANDS

The Junior League of Greensboro, North Carolina, Inc., deems the following elements essential to a healthy community: environment, family and children, voluntarism and community, women and women's health, and quality of life for older adults. The Junior League of Greensboro, North Carolina, Inc., supports quality public education, improving literacy, safe and healthy housing, access to basic needs, community enrichment, and establishing positive role models and mentors.

The Junior League of Greensboro, North Carolina, Inc. condemns racism and is committed to fostering a culture of belonging and acceptance through the ongoing education of its members and through its support of programs that embody this same commitment to diversity and inclusion.

PAST AND PRESENT PROJECTS

Over the League's 90+ year history, more than \$3.5 million has been contributed to the community.

Major projects supported by the Junior League of Greensboro since its founding include:

- Autism Research Project
- Blandwood Mansion & Carriage House Restoration
- Center City Park
- Cerebral Palsy School* (now Gateway Education Center)
- Champion Coalition*
- Children's Home Society
- Clara's House
- Coloring/Guidebook of Greensboro*
- Cone Elementary Partnership*
- Day Care Endowment/Humpty Dumpster Recycling Program*
- Day Care and Remedial Reading Scholarships
- Drug Action Council
- EPIC - Family Life Council
- FACE IT (Substance Abuse Community Awareness Program)*
- Family and Children's Service* (formerly Family Services Agency)
- GirlCHARGE
- Green Hill Center for North Carolina Art
- Greensboro Children's Museum Early Childhood Exhibit
- Greensboro Historical Society
- Greensboro Pharmacy* (part of HealthServe Ministry)
- Greensboro Public Library Family Learning Program
- Greensboro Public Library StoryLine Program
- Greensboro Public School Fund*
- Greensboro Science Center*
- Greensboro Symphony Guild*
- Guilford County Commission on the Needs of Children*
- Guilford County Public Health Department Baby Love Program
- Guilford Education Alliance Teacher Supply Warehouse
- Gus the Bus
- HAVE (Housing Assistance Volunteer Effort)
- HealthServe Ministry
- Kids Path (part of Hospice)
- Junior Achievement
- Kids Voting
- LINKS Halfway House Renovation
- Mary's House
- FIRST North Carolina (formerly NC FIRST Robotics)
- Pathways Child Care*
- Project Independence
- Senior Resources of Guilford
- School Based Health Clinic
- Stepping Stones Playschool*
- Summit House Women's Learning & Resource Center
- Turning Point
- Village Project at Guilford Elementary
- Vision and Hearing Testing in Public Schools
- Women's Resource Center
- Women's Work Habitat House
- YWCA Teen Parent Mentor Program