

**CENTENNIAL CELEBRATION
CAMPAIGN**

Members
Community

AUDIENCE

STONE

Clean
Polished
Professional
Celebratory

Logo

Billboards

Videos

Ads (print and online)

DESIRED DELIVERABLES

THE LOGO



Full Color



1 Color - Black



Reverse Knock Out

TAGLINE

“LASTING LEGACY”



JUNIOR LEAGUE of COLUMBIA
CELEBRATING

LASTING LEGACY.

100

BILLBOARDS

JUNIOR LEAGUE *of* COLUMBIA
100 YEARS OF

JLCOLUMBIA.ORG

WOMEN
LEADERSHIP
IMPACT
LEGACY.
INNOVATION
COMMUNITY
TRADITION



CELEBRATING 100 YEARS.

TO LASTING WOMEN'S LEADERSHIP
AND MEANINGFUL COMMUNITY IMPACT

 JUNIOR LEAGUE of COLUMBIA





SOCIAL CAMPAIGN

OUR MISSION STATEMENT

The Junior League of Columbia is an organization of women whose mission for the past 100 years has been to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.



COMMUNITY IMPACT



The members of the Junior League of Columbia give 50,000 hours—or **\$1 million worth of time**—to benefit children and families in the Columbia community.



JUNIOR LEAGUE *of* COLUMBIA

JUNIOR LEAGUE *of* COLUMBIA



Over the past 100 years, our female leaders have solidified a lasting legacy. Through volunteer action, collaboration, and training, we have made a meaningful impact in the Columbia community. Cheers to reminiscing, and **here's to moving forward.**



Visit JLColumbia.org to contribute to our lasting legacy.



PRINT AD

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VIDEO

FUTURE RECOMMENDATIONS

100 YEARS of LASTING LEGACY

Taking off in the
1920's

Thriving Throughout the
1930's

Forever Changing the
1940's

Fun in the
1950's

Serving the State
1960's

Shopping in the
1970's

Establishing Impacts in the
1980's



- Katherine Tennent Heath
- Heath and 10 women adm
- Opened Junior League co

- Began operating a conces
- Developed children's thea

- Established Columbia Jun

- Palmetto Prize
- Newly named Junior Leag

- Began Foster Home for gi

- Opened 2nd look thrift sh

- Established Sistercare to
- Established the Columbia Ronald McDonald House and the Columbia volunteer guardian ad litem program
- Provided funding for Richland Memorial Cancer Treatment Center and established Cities in Schools for at-risk young people
- League held its first Holiday Market and produced its first cookbook, Putin' on the Grits

100 YEARS of LASTING LEGACY

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Establishing Impacts in the
1980's

New Neighborhood in the
1990's

Tuning into the
21st century



- Katherine Tennent Heath gathers 10 women and shares her dream
- Heath and 10 women admitted to Association of Junior Leagues, Inc.
- Opened Junior League community center

- Began operating a concession stand at state house
- Developed children's theater

- Established Columbia Junior League School of Speech Correction

- Palmetto Prize
- Newly named Junior League Speech and Hearing Clinic

- Began Foster Home for girls

- Opened 2nd look thrift shop

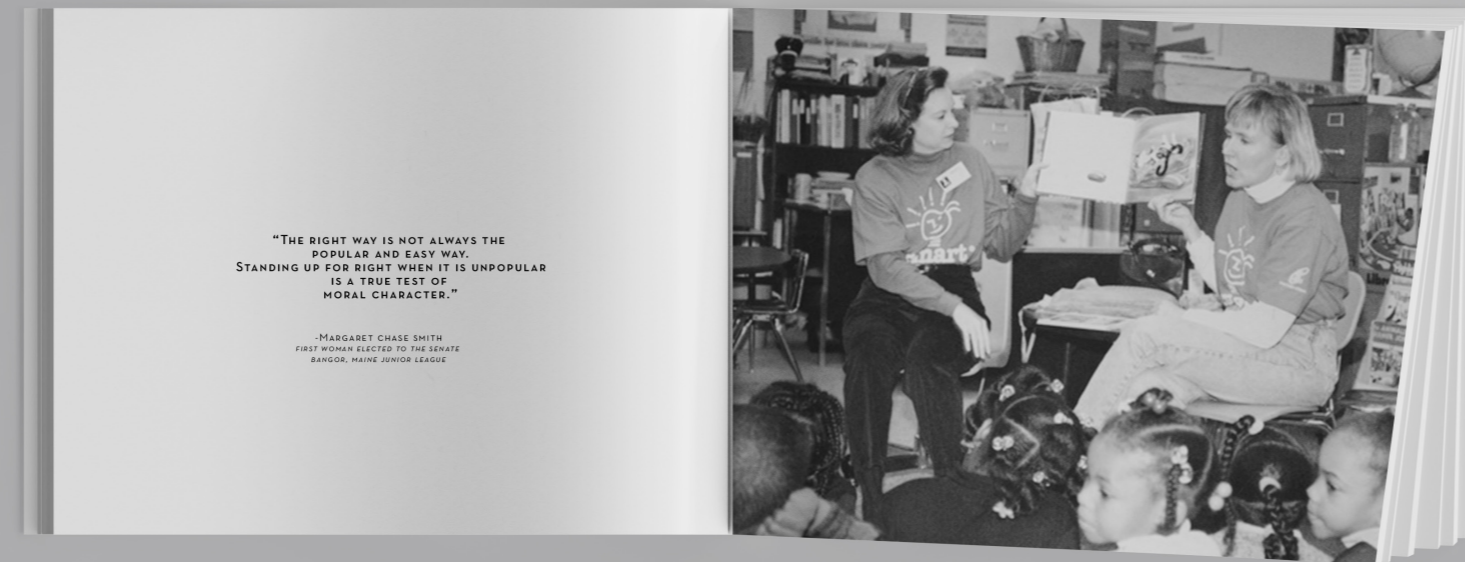
- Established Sistercare to provide services and to advocate for domestic violence survivors and their children
- Established the Columbia Ronald McDonald House and the Columbia volunteer guardian ad litem program
- Provided funding for Richland Memorial Cancer Treatment Center and established Cities in Schools for at-risk young people
- League held its first Holiday Market and produced its first cookbook, Putin' on the Grits

- Focused efforts on school readiness
- Produced 2nd cookbook, Down by The River
- Marked permanence by putting down roots on Devine Street and purchasing current headquarters
- Started the program Smart Matters that would serve the students of Richland county well into the next decade

- Improving the health and well-being of children in the Midlands through Healthy Children
- Little Black Dress Initiative starts

TIMELINE

LASTING LEGACY.



BANGOR, MAINE JUNIOR LEAGUE



COFFEE TABLE BOOK

IMAGE GALLERY

- Scan in and catalog archived photos to create an image gallery for website

PRESS MATERIALS

- Create cohesive press and social content by adhering to centennial guidelines in 2024

THANK YOU