



Mission

The Junior League of Milwaukee 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.

Vision

The Junior League of Milwaukee will improve the community and respond to its needs through volunteerism and collaborative partnerships.

Community Focus Areas

The Junior League of Milwaukee focuses its efforts on the education, health, and nutrition of women and children in the Greater Milwaukee area.

Commitment to Diversity & Inclusion

The Junior League of Milwaukee welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations and communities.

Focused Community Engagement

The JLM will coordinate its community engagement to provide effective, cohesive, and measurable impacts and improve member learning and satisfaction.

Membership Training & Development

The JLM will create and implement training programs that offer mentoring and skills development to emerging and existing leaders and ongoing skills training for all members.

The JLM will create and implement issue-based training that connects JLM's community service to member development.

Membership Retention & Growth

The JLM will promote an inclusive and diverse environment that attracts new members and retains existing members in all membership categories through meaningful leadership training, community service, and membership engagement activities.

Financial Sustainability

The JLM will develop a multi-year fund development plan and investment strategy to align JLM's revenue and assets in support of its community activities, training, and internal operations.

Brand Enhancement

The JLM will develop and implement a brand and marketing strategy to increase its visibility and reputation as a volunteer organization that promotes voluntarism, trains women leaders, and improves our community.