



For more information, please contact:
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New York Junior League
130 East 80th Street
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**THE NYJL
HEADQUARTERS
IS IN
CRITICAL NEED
OF REPAIRS.**

**OUR
HEADQUARTERS
PROVIDES A
HOME BASE FOR
COMMITTED
VOLUNTEERS WHO
WORK
TIRELESSLY,
THINK CREATIVELY,
AND ACT
DECISIVELY.**

**IT IS ALSO HOME TO POOR CLIMATE CONTROL,
NO SPRINKLERS, AND ANTIQUATED WIRING.**

IT'S TIME TO BRING THE NYJL HEADQUARTERS INTO THE 21ST CENTURY.

For more than half a century, the New York Junior League's Headquarters building at 130 East 80th Street has served the organization with grace and style. This historic, landmarked building is our most precious physical asset. Yet the building's aging electrical, ventilation, fire, and life-safety systems are ill suited to the demands of the NYJL's evolving needs and growing membership. Significant upgrades to the building's infrastructure must be made if our Headquarters is to meet our organization's 21st-century requirements.

Major capital improvements to the NYJL Headquarters are the primary focus of *Building Opportunities: The Second Century Campaign for the New York Junior League*. The campaign seeks to raise \$3 million for critical enhancements that include:

- A complete program of electrical upgrades
- Updated wiring that supports our technological needs
- Modern climate control systems, including central air conditioning
- Upgraded fire and life-safety systems
- Renovation of work and meeting spaces

THE \$3 MILLION THAT THE LEAGUE IS SEEKING FOR UPGRADES TO THE BUILDING WILL BE ALLOCATED AS FOLLOWS:

- Approximately one-third for electrical systems and ventilation, including central air conditioning
- Approximately one-third for fire and life-safety systems, including sprinkler systems, code-compliant smoke detectors, and emergency exits
- Approximately one-third for enhancing building efficiency, including reconfiguration and renovation of work and meeting spaces, and technology-related enhancements

WHY MUST WE MAKE THESE IMPROVEMENTS? BECAUSE OUR BUILDING'S SYSTEMS DON'T SUPPORT OUR ORGANIZATION'S NEEDS.

Why is the NYJL conducting a campaign?

The NYJL Headquarters was built in 1927; major refurbishment of the building's systems hasn't occurred since the 1960s, when membership numbers were a fraction of their current levels. The firm of FSI Architecture conducted a survey that details dozens of the building's needs with regard to New York City building code compliance and other factors. We must perform this deferred maintenance if the building is to address the technological and operational needs of our growing organization.

Don't my annual dues cover the NYJL's expenses?

Dues cover only a portion of the NYJL's staff salaries, administration, overhead, and routine maintenance. Like other nonprofits, the League must find additional funding sources for major projects, such as the renovation of our Headquarters, that aren't covered by the annual operating budget.

Don't private events at Headquarters pay for building maintenance?

Events such as conferences and receptions generate only a small percentage of the League's income. This is due, in part, to the fact that the building often cannot be used for summer events because it lacks central air conditioning.

I attend the NYJL's fundraisers—why should I support the Building Opportunities Campaign?

Proceeds generated through fundraisers are specifically targeted to our direct-service community programs. None of these funds can be applied to building improvements without seriously compromising the volunteer training and advocacy efforts that form the core of our mission.

The building looks like it's in good shape—why does the NYJL need money for improvements?

As is often the case with older buildings, many of the facility's most urgently needed repairs involve aspects of its infrastructure, such as heating and wiring, that are not immediately visible. For example, the League recently replaced the building's 75-year-old boiler, an effort funded in part by contributions to the Building Opportunities Campaign.

I already volunteer my time to the NYJL—why should I also give money?

As one of New York City's largest and most vital volunteer organizations, the NYJL needs a facility that will enable our volunteers to function effectively in the decades to come. By bringing our building up to code and modernizing its systems through capital improvements, we will help to ensure that the organization remains focused on its mission of community service.

Is the NYJL going to expand the Headquarters building?

There are no plans to expand Headquarters. The fact that we plan to remain in our current location for the foreseeable future underscores the need for a building that is safe, up-to-date, and efficient.

Does the campaign cover needs beyond building improvements?

The campaign also seeks to raise \$2 million in endowment funds. The NYJL currently maintains an endowment of approximately \$250,000—far smaller than the endowment funds of many comparably sized non-profits. By increasing the endowment, the League hopes to generate a modest income stream that will fund unanticipated expenses, respond to potential emergencies, and capitalize on special opportunities.

Why don't we sell the building, rather than invest in expensive repairs?

The cost of replacing the Headquarters building would be prohibitive. Our building gives the organization a significant architectural and historical presence in the community—one that reflects our century-old commitment to service. What's more, the sale of the building would cover neither the purchase nor the long-term rental of a comparable space. The NYJL owns its Headquarters outright: imposing long-term mortgage or lease payments on future generations of volunteers would not constitute responsible stewardship of our assets.

Why does the NYJL need a Headquarters?

The Headquarters building provides vital meeting space for more than 60 committees, and for numerous educational and training programs. The building also houses our archives, and serves as a venue for fundraisers and income-producing events.

THERE ARE MANY WAYS TO SUPPORT THE CAMPAIGN.

What kinds of gifts does the League accept?

The League accepts gifts of cash, credit cards, securities, direct debit payments, real estate, and personal property. Donations can also take the form of planned gifts administered through bequests, charitable remainder trusts, and charitable lead trusts. Certain gifts can be extended over a period of several years, depending on the amount of your contribution.

Can I give a gift anonymously?

Yes, all anonymous gifts will be kept confidential.

Are there opportunities that publicly recognize campaign donors, such as naming?

A number of gift levels exist for naming opportunities. Recognition programs are also planned for all gift and participation levels.

FOR MORE INFORMATION ON HOW YOU CAN SUPPORT THE BUILDING OPPORTUNITIES CAMPAIGN, PLEASE CONTACT THE CAMPAIGN STEERING COMMITTEE AT 212.288.6220 X243.

SUPPORT THE NYJL'S VISION FOR ITS NEXT 100 YEARS.

MORE THAN A CENTURY AGO, MARY HARRIMAN SET A SHINING EXAMPLE OF INITIATIVE AND SERVICE THAT CONTINUES TO INSPIRE OUR VOLUNTEERS.

The contributions that the NYJL has made to the people of New York City over the past 100 years would not have been possible without the foresight and dedication of our volunteers through the decades.

A strategic investment in our Headquarters will allow future League volunteers and staff to function more productively during our second century of service. Critical improvements funded by the Building Opportunities Campaign will enable the NYJL to create new and expanded training experiences that make it easier for volunteers and staff to assist New Yorkers in need. By supporting the campaign, you will embrace the League's vision for its future, and play a key role in ensuring the organization's success and leadership in years to come.

Your contribution to the Building Opportunities Campaign can take the form of cash, credit cards, securities, direct debit payments, real estate, and personal property. The League accepts planned gifts administered through bequests, charitable remainder trusts, and charitable lead trusts. As with any charitable donation, you may wish to discuss the potential tax benefits of your contribution with your financial advisor. The NYJL urges, welcomes, and thanks you for your support.