



Junior Auxiliary  
OF MERIDIAN

2023 - 2024  
Corporate Sponsorship  
Opportunities

*Caring Hearts. Helping Hands.*

| Since 1941 |

# A Letter From The President

## 2023-2024 Executive Board

### **PRESIDENT**

Ashley Gayden

### **FIRST VICE PRESIDENT**

Nicole Dye

### **SECOND VICE PRESIDENT**

Dr. Marie Roberts

### **THIRD VICE PRESIDENT**

Alison Gardner

### **RECORDING SECRETARY**

Hannah Evans

### **CORRESPONDING SECRETARY**

Melisa Cooper

### **TREASURER**

Kimberly Shirley

### **PUBLIC RELATIONS CHAIR**

Jessica Gamble

### **SILENT AUCTION CHAIR**

Brooke Wedgeworth

### **SPONSORSHIP CHAIR**

Kate Davis

### **CHARITY BALL CHAIR**

Shelby Chaney

### **CONSTITUTION & YEARBOOK**

Hannah Carpenter

### **EDUCATION CHAIR**

Felicia Runyon

### **LIFETIME ENGAGEMENT**

Dr. Jennifer Carney

### **PARLIAMENTARIAN**

Kaki Knight



**Junior Auxiliary**  
OF MERIDIAN

*After another year of dedicated service, Junior Auxiliary of Meridian continues to make a profound impact on underprivileged children in our community. As the leading nonprofit for children's charitable services, we are committed to being a vital part of our community.*

*No other organization in our region unites nearly 70 devoted women focused on serving Meridian and Lauderdale County. Since 1941, we have actively identified needs, taken decisive action, and led projects providing essential support to at-risk and underprivileged children.*

*Our projects cover a range of services including activities and mentorship for foster care teens at Hope Village, school uniforms, personal hygiene items, eye exams, and prescription eyeglasses via Helping Hands, mentorship for high school girls through Crown Club, literacy promotion and books for 2nd graders via RIF, teacher mini-grants, Hearts for the Arts, and a yearly service project by our provisional class.*

*As your president, I'm honored to kick off a new year of service. We have an ambitious plan to deepen community engagement, gain support, and secure funding for ongoing initiatives. This is an exciting moment in the Junior Auxiliary of Meridian's impact.*

*Whether you are a member, sponsor, or supporter, you are the driving force behind this organization – the children we serve, thanks to your unwavering support. I look forward to working alongside each of you and witnessing the ways you will help us fulfill our mission in the coming years.*

*In service to others,*

*Ashley Gayden*

Ashley Gayden  
2023-2024 Chapter President  
[president@jameridian.com](mailto:president@jameridian.com)



# Junior Auxiliary of Meridian

*at a glance* 

## Contact

### EMAIL

Sponsorship@jameridian.com

### FACEBOOK

@JAMeridian

### INSTAGRAM

@JuniorAuxiliaryofMeridian

### WEBSITE

www.jameridian.com

### PAYPAL

@JAMeridian

### MAILING ADDRESS

P.O. Box 3194  
Meridian, MS 39303

Junior Auxiliary of Meridian is a 501(c)(3) nonprofit organization that represents a serious endeavor on the part of women to be active and constructive community participants and assume leadership roles in meeting community needs. Organized in 1941, the Meridian Junior Auxiliary is one of 102 active chapters in the Southeast, and is one of the 10 charter chapters of the National Association of Junior Auxiliaries (NAJA) Inc.

Junior Auxiliary provides members with the opportunity to serve and be a vital part of the community through chapter service projects that directly benefit children. We facilitate a number of financial and volunteer projects dedicated to touching the lives of children from kindergarten through high school across Meridian and Lauderdale County. Our love for the children extends through local schools, community events, and the homes of families in our community - to help the children of today become productive citizens of tomorrow.



*A Lifetime of Giving*

**5513** HOURS COMMUNITY SERVICE (2022-2023)

**200+**  
TOTAL CHAPTER MEMBERS

**300+**  
SCHOOL UNIFORMS DONATED (2022-2023)

**9** COMMUNITY YOUTH ART INSTALLATIONS PAINTED

**6** STANDING SERVICE PROJECTS

**5500+**  
BOOKS DONATED TO CHILDREN (2022-2023)

**\$25K+**  
GRANTS AWARDED TO TEACHERS (2022-2023)



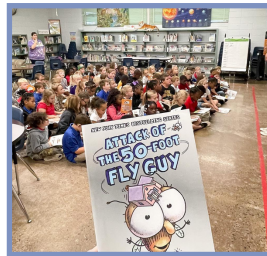
# Service Projects

## Reading Is Fundamental (RIF)

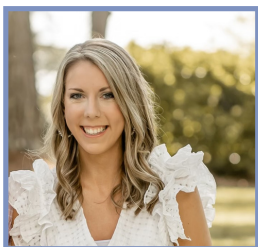
For over 40 years, members of Junior Auxiliary of Meridian have been dedicated to reading to local elementary students from Lauderdale County Public Schools and Meridian Public Schools. Thanks to funding from the Phil Hardin Foundation and generous sponsors, JA of Meridian actively promotes literacy, child development, and learning through book distributions and community events through our Reading is Fundamental (RIF) project. In the fiscal year 2022-2023, our Chapter generously donated over 5,500 books to children across our community. Moreover, JA proudly serves as the presenting sponsor of "Dr. Seuss Day" at the Mississippi Children's Museum-Meridian.



**Project Chair:**  
*Ellen Countiss*



## Junior Auxiliary Mentors (JAMs)



**Project Chair:**  
*Abby Sollie*

JAMs offers crucial mentorship to teenagers residing in foster care at Hope Village. Junior Auxiliary of Meridian reaffirms its dedication to serving every child in our community through its steadfast, ongoing connection with the teens at Hope Village. Throughout the year, JAMs actively supports Hope Village's mission by delivering stability, consistency, and encouragement through enjoyable activities that also impart vital life skills like financial literacy, gardening, etiquette, and promoting healthy living.



**2021 NAJA - Winner  
Louise Eskrigge Crump Award**





# Service Projects

## Helping Hands

Helping Hands ensures that area children receive essential items throughout the school year. We collaborate with local school counselors to identify and meet student needs, including uniforms, eye exams, glasses, and shoes. During the 2022-2023 school year, we fulfilled over 300 requests for school uniforms, a testament to our goal of fostering a positive outlook among children by providing proper clothing and footwear for the school environment. Additionally, we extended a helping hand to our neighbors in Amory following the devastating tornado, donating 60 packs of baby wipes, 450 garbage bags, 100 tote bags, 75 pairs of work gloves, and over 75 bundles of newspapers.



**Project Chair:**  
*Jesslyn Prewitt*

 **2021 NAJA - Winner**  
**Public Relations Service Award**



## Educator Mini Grants



**Project Chair:**  
*Mary Ellen Waters*

JA of Meridian recognizes the importance of education as an essential building block for a strong and thriving community. Creating, supporting, and nurturing innovative educational projects is essential for community development and progression. Teachers, counselors, and librarians who work in schools in Meridian and Lauderdale County have the opportunity to apply for a grant that ranges from \$250-\$1,000. The grant applications are scored as follows: using innovative and creative methods of instruction, integrating conventional instruction with other forms of teaching, instruction being incorporated in the regular curriculum, having significant instructional value, and having a positive effect on student attitude and behavior.



 **2019 NAJA - Winner**  
**Public Relations Service Award**



# Service Projects

## Provisional Class Project



2023-2024  
Provisional Class

Each year our Provisional Class develops a service project based on a community need. The 2022-2023 Provisional Class created the beYOUty Shop project. A self-esteem building workshop using hair care as a focal point, this project was geared toward building self-esteem and confidence while teaching important self-care skills to local middle school students. The beYOUty Shop was held at Northeast Middle School on April 4th, 2023, and students were taught about hair care and provided with essential products to take home by several generous community business donors.



## Crown Club



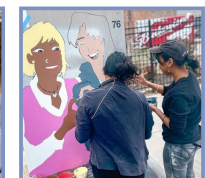
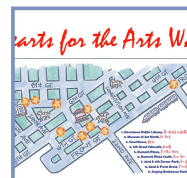
Project Chair:  
*Lizzie Mason*

Junior Auxiliary of Meridian's Crown Club offers high school young ladies a chance to cultivate their character through community service. This class encompasses sophomore, junior, and senior young women from local high schools. Nominations for potential members of the Crown Club of Meridian can be made by Active, Associate, and Lifetime members of Junior Auxiliary, as well as school guidance counselors, who believe they would be exemplary candidates. Crown Club members participate in monthly service, mentor, and professional development opportunities.

## Hearts for the Arts - Crown Club Project



Hearts for the Arts aims to expand, support, and enhance opportunities for youth arts education in the community. The project began with an arts supply drive benefiting the classroom needs of local educators and continues with arts-related areas of focus each year. This project has reached our community in numerous ways, including a World Arts Day Festival, and a permanent Art Walk Trail in downtown Meridian, featuring the artistic creations of local youth.



# Sponsorship *at a glance*

Our sponsorship opportunities are split between our two primary annual fundraising events: Toasts & Smokes and the Annual Charity Ball. This year, there are eleven sponsorship slots available for each event. These opportunities offer sponsors the chance to promote their brand to both Junior Auxiliary Members and the broader community of Lauderdale County. Being a sponsor not only grants access to exclusive VIP areas but also offers a distinctive chance to collaborate with the Junior Auxiliary of Meridian and witness the direct impact on children in our community.

By sponsoring the Junior Auxiliary of Meridian, your company will be showcased to over 3,500 community members. Elite, Crown, Gold, and Silver Level sponsors will prominently feature their name, logo, and website link on JA of Meridian's website. Furthermore, sponsors will receive acknowledgment across JA of Meridian's social media channels, newsletter, email communications, press releases, and at chapter meetings. Additionally, there are opportunities for event naming rights\* and brief keynote speaking slots during chapter meetings\*.

Each of the Junior Auxiliary of Meridian's community service projects is made possible thanks to the generosity and funding from our sponsors.

Funds raised from these events are used to sustain Junior Auxiliary in our mission to support the children of Lauderdale County.

## **SPONSORSHIP DEADLINES:**

**Toasts & Smokes: 11.24.2023**

**The Charity Ball: 2.12.2024**



**Sponsorship Chair:**  
*Kate Sprabery Davis*



**We welcome your support in any and all ways you are able to give.** Sponsorships and individual donations are welcome.

There are various sponsorship and giving levels that offer a wide range of recognition and engagement opportunities.

**Elite Level** **\$7,500**

- 1 Toasts & Smokes opportunity
- 1 Charity Ball opportunity

**Crown Level** **\$5,000**

- 2 Toasts & Smokes opportunities
- 2 Charity Ball opportunities

**Gold Level** **\$2,500**

- 6 Toasts & Smokes opportunities
- 7 Charity Ball opportunities

**Silver Level** **\$1,000**

- 2 Toasts & Smokes opportunities
- 1 Charity Ball opportunity



Junior Auxiliary  
OF MERIDIAN

# TOASTS & Smokes

DECEMBER 2ND 2023

7pm - 10pm | Castle Grove Plantation | Tickets \$65



## THE VIP EXPERIENCE

### *Exclusive Sponsor Perks*

- 2-hour early entry, 5 pm - 7 pm, to include:
  - Exclusive entertainment by Ben McBride & The Livestock Band
  - Private Bourbon Tasting, presented by bourbon ambassadors
- Private viewing area for the SEC Championship
- Open bar, with premium bourbon selection
- Craft cocktail pairings with our tasting menu
- Premium cigar selection
- Custom keepsake cup

"Toasts and Smokes" is the latest addition to Junior Auxiliary of Meridian's fundraising events. Introduced in 2022, it is a relaxed autumn gathering featuring our famous Silent Auction. "Toasts and Smokes" stands out as a distinctive, bourbon-themed occasion, offering guests the opportunity to sample different varieties of bourbons and cigars. The inaugural "Toasts and Smokes" was a resounding success, selling out with over 350 attendees. This year, we anticipate welcoming nearly 500 guests to Castle Grove Plantation.



Event Chair:  
Kaki Knight



Assistant Chair:  
Blake Munn

EVENT SPONSORSHIP DEADLINE:  
| Friday, November 24th, 2023 |



# Toasts & Smokes

## SPONSORSHIP



### ELITE LEVEL

\$7,500

There is one (1) opportunity to sponsor Toasts & Smokes at this level:

1. Sponsor the Mustache Band, our main event entertainment

#### **Sponsorship Benefit:**

- Eight (8) VIP tickets to Toasts & Smokes
- Recognition on all promotional collateral. Including, but not limited to:
  - An individual social media post, featuring company logo
  - Recognition, with company logo, on JA of Meridian's website
  - Mention in all other promotional announcements
- On-site event recognition

### CROWN LEVEL

\$5,000

There are two (2) opportunities to sponsor Toasts & Smokes at this level:

1. *Sponsor Ben McBride and The Livestock Band, our VIP event entertainment*
2. *Sponsor the Cigar Tables*

#### **Sponsorship Benefit:**

- Six (6) VIP tickets to Toasts & Smokes
- Recognition on all promotional collateral. Including, but not limited to:
  - An individual social media post featuring company logo
  - Featured recognition on JA of Meridian's website
  - Mention in all other promotional announcements
- On-site event recognition



# Toasts & Smokes

## SPONSORSHIP



### GOLD LEVEL

\$2,500

There are six (6) opportunities to sponsor Toasts & Smokes at this level:

1. Sponsor the SEC Championship Viewing, shown on large, outdoor, inflatable screen
2. Sponsor Glow Gear (dancefloor party glasses, & glow accessories)
3. Sponsor Keepsake Matchboxes, passed with cigars
  - Sponsor's logo will be printed on all matchbooks
4. Sponsor the Mechanical Bull
  - Sponsor will receive a keepsake cowboy hat featuring their logo
5. Sponsor the Photobooth
  - Sponsor's logo will be placed on the filter & displayed on all photos
6. Sponsor the keepsake event Koozies, passed to all attendees
  - Sponsor's logo will be placed on the koozies

#### **Sponsorship Benefit:**

- Four (4) VIP tickets to Toasts & Smokes
- Recognition on promotional collateral. Including, but not limited to:
  - Sponsor listed in social media recognition post
  - Recognition on JA of Meridian's website
- On-site event recognition

### SILVER LEVEL

\$1,000

There are three (3) opportunities to sponsor Toasts & Smokes at this level:

1. Sponsor Snapchat Filter
  - Sponsor's logo will be placed on filter & displayed on all photos
2. Sponsor the Floral Arrangement
3. Sponsor the Firepits

#### **Sponsorship Benefit:**

- Two (2) VIP tickets to Toasts & Smokes
- Recognition on promotional collateral. Including, but not limited to:
  - Sponsor listed in social media recognition post
  - Recognition on JA of Meridian's website
- On-site event recognition



ANNUAL  
**Charity Ball**

MARCH . 2ND . 2024

7pm - 11pm | Northwood Country Club | Tickets \$100



As our flagship fundraising event, Junior Auxiliary of Meridian has hosted the annual Charity Ball for over 75 years. With your support, this cherished Meridian tradition is bound to be a success. In 2023, we welcomed over 330 guests to the Ball, and this year we anticipate over 450 attendees. Guests can look forward to an evening filled with exquisite cuisine, music, dancing, and entertainment at this highly anticipated "black tie" affair. The 2024 King, M.L. Waters, and Queen, Rhonda Poole, will be honored under the spectacular theme, "Through the Looking Glass." Proceeds from the evening will fund the service projects of the Junior Auxiliary of Meridian, enabling us to provide the children of Meridian and Lauderdale County with the opportunity to become productive citizens of tomorrow. Additionally, Charity Ball attendees will experience a night of fabulous fun, as if they've stepped "Through the Looking Glass."

## The VIP Experience

*Exclusive Sponsor Perks*

- 2-hour early entry, 5 pm - 7 pm, to Include:
  - Exclusive premium open bar
  - Exclusive musical entertainment
  - Specialty Hors d'oeuvres
- Reserved Parking
- Custom keepsake Champagne Flutes



**Event Chair:**  
Shelby Chaney

**EVENT SPONSORSHIP DEADLINE:**  
| Monday, February 12th, 2024 |

 Junior Auxiliary  
OF MERIDIAN  
ANNUAL  
Charity Ball

| 2024 Ball King & Queen |



Rhonda Poole  
&  
M.L. Waters



Rhonda Alexander Poole, a Meridian native and graduate of West Lauderdale High School, has led an accomplished life with a heart of service. In 1985, she began her retail business, Rhonda's Connection, which continued to grow and flourish for over 25 years. After closing, she embarked on a new business venture, Poole Properties. She and her husband, Ed, have been married for 39 years and have raised two daughters together. They are long-time members of Northcrest Baptist Church, where Rhonda has actively served on several committees. Rhonda enjoys volunteering, exercising, taking pictures of sunsets, and traveling, but, most of all, she cherishes spending time with her family at the beach, loving on her grandchildren.

Rhonda is a lifetime member of Junior Auxiliary, where her volunteering journey began. She has also served as a board member of the Meridian Little Theatre, the Boys & Girls Club, and as President of the Board at Lamar School. Today, Rhonda is an active Partner of the Mississippi Children's Museum - Meridian. She has served as Judges Chair for DYW, judging several programs within our State. is a longtime member of the Hope Village Guild, where she also has served as President.

Marion Lloyd (M.L.) Waters was born in Columbus. A graduate of Heritage Academy and Mississippi State, M.L. joined his father and two of his brothers, Mike and David, in the family business - Waters Truck and Tractor. The brothers purchased the International truck dealership in Meridian, and formed Waters International.

M.L. is an Eagle Scout, a member of the SAE Fraternity, and has volunteered and served on numerous boards in different capacities in Meridian. Presently, M.L. serves on the MCC Foundation Board where he has served as vice president, and president and is on the finance committee. During his time as a member of the EMBDC, M.L. has served on the board of directors and held various offices, including president. He is a charter member of the Alliance for Growth, was awarded the Hartley D. Peavey Entrepreneur Excellence Award, was recognized as a Meridian Community College Philanthropist of the Year, and recently retired from the Mississippi Power Company Board of Directors after 12 years of service.

M.L. is married to lifetime JA member Kim Mosley Waters. They are members of Central Baptist Church where M.L. has served on various church committees. They have two children, Cori and Josh (Christin), and are the proud grandparents of Callie.



# Charity Ball

## SPONSORSHIP

### ELITE LEVEL

\$7,500

There is one (1) opportunity to sponsor our Annual Charity Ball at this level:

1. Sponsor the band, our main event entertainment ... TBA!

#### **Sponsorship Benefit:**

- Eight (8) VIP tickets to the Annual Charity Ball\*
- Recognition on all promotional collateral. Including, but not limited to:
  - An individual social media post, featuring company logo
  - Recognition, with company logo, on JA of Meridian's website
  - Mention in all other promotional announcements
- On-site event recognition

### CROWN LEVEL

\$5,000

There are two (2) opportunities to sponsor our Annual Charity Ball at this level:

1. Sponsor the event's professional photographer/videographer
2. Sponsor the Cigar Tables

#### **Sponsorship Benefit:**

- Six (6) VIP tickets to the Annual Charity Ball\*
- Recognition on all promotional collateral. Including, but not limited to:
  - An individual social media post featuring company logo
  - Featured recognition on JA of Meridian's website
  - Mention in all other promotional announcements
- On-site event recognition





# Charity Ball

## SPONSORSHIP

### GOLD LEVEL

\$2,500

There are seven (7) opportunities to sponsor the Annual Charity Ball at this level:

1. Sponsor the Photobooth
  - Sponsor's logo will be placed on the filter, & displayed on all photos
2. Sponsor the Souvenir Koozies
  - Sponsor's logo will be placed on the koozies
3. Sponsor a Roulette Casino Table
4. Sponsor a Craps Casino Table
5. Sponsor a Craps Casino Table
6. Sponsor a Blackjack Casino Table
7. Sponsor a Blackjack Casino Table
  - Each casino table will have custom playing chips featuring the sponsor's logo
  - Each casino table will have a custom display screen featuring the sponsor's logo

#### Sponsorship Benefit:

- Four (4) VIP tickets to the Charity Ball\*
- Recognition on promotional collateral. Including, but not limited to:
  - Sponsor listed In social media recognition post
  - Recognition on JA of Meridian's website
- On-site event recognition

### SILVER LEVEL

\$1,000

There is one (1) opportunity to sponsor the Annual Charity Ball at this level:

1. Sponsor the Snapchat Filter
  - Sponsor's logo will be placed on the filter, & displayed on all photos

#### Sponsorship Benefit:

- Two (2) VIP tickets to the Charity Ball\*
- Recognition on promotional collateral. Including, but not limited to:
  - Sponsor listed in social media recognition post
  - Recognition on JA of Meridian's website
- On-site event recognition





# Junior Auxiliary OF MERIDIAN

## *The Junior Auxiliary Prayer*

Send us, oh God, as Thy messengers to the hearts without a home, to the lives without love, to the crowds without a guide. Send us to the children whom none have blessed, to the famished whom none have visited, to the fallen whom none have lifted, to the bereaved whom none have comforted.

Kindle Thy flame on the altars of our hearts, that others may be warmed thereby; Cause Thy light to shine In our souls, that others may see the way; Keep our sympathies and insight ready, our wills keep, our hands quick to help others In their need.

Grants us clear vision, true judgement, with great daring as we seek to right the wrong; and so endow us with cheerful love that we may minister to the suffering and forlorn even as Thou wouldst. May the blessing of God Almighty, The Father, The Son, and The Holy Spirit, rest upon us all and upon all our work. May He give us light to guide us, courage to support us, and love to unite us now and forever more.

*Thank You!*



Friends of Junior Auxiliary  
DONOR INFORMATION

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Yes! I would like to help support Junior Auxiliary of Meridian

Donation Amount

\$500

\$200

\$50

\$350

\$100

Other: \_\_\_\_\_

I would like for my donation to remain anonymous

To show our gratitude, all donors will be recognized publicly, with names displayed at this year's Charity Ball, on our website, and on our social media accounts.

Thank you for your support!

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*Junior Auxiliary of Meridian, Mississippi is a 501(c)(3) nonprofit organization.  
Our tax exempt identification number is 64-0431584.*





# Junior Auxiliary OF MERIDIAN

## Sponsorship Commitment Form

SPONSOR / COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

### Sponsorship Level

#### TOASTS & SMOKES

ELITE \$7,500

CROWN \$5,000

GOLD \$2,500

SILVER \$1,000

#### CHARITY BALL

ELITE \$7,500

CROWN \$5,000

GOLD \$2,500

SILVER \$1,000

Sponsorship Level Details: \_\_\_\_\_

*Junior Auxiliary of Meridian, Mississippi is a 501(c)(3) nonprofit organization.  
Our tax exempt identification number is 64-0431584.*

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_