



FOR IMMEDIATE RELEASE
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For Immediate Release

5 Days, 1 Dress, A World of Difference!

Charlotte, N.C., Mar. 7, 2022 – Today, The Junior League of Charlotte, Inc. (JLC) kicks off its 7th annual Little Black Dress Initiative (LBDI).

LBDI is a social media driven fundraising campaign that uses the iconic “little black dress” to raise awareness about challenges facing members of our community with limited access to resources. From March 7 - 11, 2022, LBDI advocates will wear the same black dress or black outfit for five consecutive days as a visible symbol of solidarity and a call to action. Participants are encouraged to harness the power of social media to spark dialogue and drive online donations from family, friends and coworkers.

Funds raised during LBDI are aimed at furthering the critical focus area of the JLC: to ensure that all children from birth to 5th grade in high priority zip codes in Mecklenburg County are school ready.

"More than one in seven Charlotte residents live below the poverty line, and one in five children in Mecklenburg County live in poverty. The pandemic has exacerbated the challenges faced by our most vulnerable children and families. As restrictions lift and people begin to regain a sense of normalcy, going back to the status quo is not enough. Join the Junior League of Charlotte in raising awareness and funds to combat poverty and help strengthen our community," says JLC President Kellie Lofton.

The fundraising effort, awareness campaign and volunteer activities this week directly impact the Junior League's community partners. The JLC has more than 450 active members engaged in hands-on community and internal volunteer placements, contributing a combined estimated 19,500 volunteer hours per year. The funds raised go directly to support the JLC's mission by supporting its community partners, placement activities, community outreach efforts and membership training. A few of the specific ways the League will use the donations contributed during LBDI include:

- Prepare and provide hundreds of bundles each month for children experiencing homelessness
- Provide support at mobile stores impacting more than 2,000 students and teachers every month with Classroom Central
- Provide leadership training to JLC members via programs including Get on Board, Leadership Development Institute, and the Public Policy Institute
- Partner with organizations including Heart Math Tutoring, Thompson Child and Family Services and Charlotte Bilingual Preschool to providing reading buddies and tutors in high-poverty schools to ensure that all students develop the strong foundation in math and reading and enthusiasm for academics needed for long-term success.

LBDI is open to both Junior League members and the general public. If you would like to join the campaign, you can create a participant page through this link: <https://jlcharlotte-lbdi2022.causevox.com>.

TRAINING VOLUNTEERS SINCE 1926

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THE JUNIOR LEAGUE
OF CHARLOTTE, INC

Making A Difference Since 1926

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General donations to LBDI can be made on the JLC's website: <https://www.jlcharlotte.org/donate>. If you have any questions, please contact jlc.lbdi@gmail.com.

We look forward to your participation in helping us achieve our fundraising goal of \$45,000 to support the Junior League of Charlotte.

About the Junior League of Charlotte, Inc.

The Junior League of Charlotte, Inc. (JLC) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community. Through its actions and the leadership of trained volunteers, the JLC has been a leading force in improving the lives of children and families. Since 1926, the JLC has donated over \$13.7 million dollars in grants and special projects and more than 1.6 million hours of volunteer service to the greater Charlotte community. Between the Charlotte Nature Museum, Discovery Place, the Levine Children's Hospital Family Resource Center, and more, the League has left a legacy of service, dedication and compassion. Projects currently supported by the JLC include: Alexander Youth Network, Bright Blessings, Center for Community Transitions, Charlotte Bilingual Preschool, Charlotte Speech & Hearing Center, Classroom Central, Digi-bridge, Done In A Day, Heart Math Tutoring, Renaissance West Community Initiative, Sugar Creek Charter School and Thompson Child and Family Focus. For additional information, call [\(704\) 375-5993](tel:7043755993) or visit www.jlcharlotte.org. You can also follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

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