



**JUNIOR LEAGUE OF
KANSAS CITY, MISSOURI**

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CONTACT: Kimberly Craig, Director of Marketing
Junior League of Kansas City, Missouri
Marketing@jlk.org



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**Junior League of Kansas City, Missouri Raises Awareness About Poverty in Kansas City Through
“Little Black Dress Initiative” Campaign and Fundraiser
January 24 – 28, 2022**

KANSAS CITY, MO – The Junior League of Kansas City, Missouri’s (JLKCMO) Little Black Dress Initiative (LBDI) is a week-long awareness and fundraising campaign that harnesses the power of social media to educate people about the impact of poverty on women and children.

From January 24-28, 2022, LBDI Advocates will wear the same black dress (or outfit) for five consecutive days to illustrate the restrictions poverty places on choices, opportunities, and access to resources. Advocates invite dialogue among colleagues, friends, and strangers to raise awareness about improving women’s self-sustainability in Kansas City.

Founded in 2014 by the Junior League of London, LBDI has given JLKCMO the opportunity to meet the League’s mission and provide financial support to several programs in Kansas City.

A few examples of how the League is helping women and children in poverty during the 2021-2022 League year include:

- **Community Kits** are assembled and delivered to local domestic violence shelters to provide women and children with basic needs when they arrive at the shelter.
- The **Empower to Succeed** program offers resources and training to help women gain economic independence and become self-sufficient through sustained employment, in partnerships with Rose Brooks and Amethyst Place.
- JLKCMO partners with **Lazarus Ministries**, who provides compassion and care for unmet needs for those in the urban core. In addition to helping community members shop for fresh produce and grocery staples, members also help prepare and serve meals. Additionally, members assist women in picking out clothes in the Lazarus Boutique.
- **Healthy U Family Meals** provides healthy groceries and teaches cooking skills to more than 200 families each year, working with the Boys & Girls Clubs, Jewish Family Services, and Operation Breakthrough.

The Junior League of Kansas City, Missouri (JLKCMO) is a 501(c)(3) organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.