

## **FOR IMMEDIATE RELEASE**

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## **JUNIOR LEAGUE OF RICHMOND EXPANDS COMMUNITY FOCUS TO BETTER SERVE GREATER RICHMOND**

### *League Seeks New Partnerships to Support Growing Community Impact*

RICHMOND, VA, June 22, 2026 - The Junior League of Richmond (JLR) is proud to announce an expanded community focus designed to meet the evolving and pressing needs of the greater Richmond community. Building on a century of service and leadership, the League is launching its new community focus: "Women Building Better Communities."

For 100 years, the Junior League of Richmond has partnered with local organizations and community leaders to address both emerging and longstanding challenges facing the region. Through volunteer action, collaboration, leadership training, and community investment, the League has continuously adapted its work to create meaningful and lasting impact.

The League's expanded focus now centers on five priority areas that reflect some of the community's greatest needs:

- **Health & Wellness:** Promoting access to care, wellness, and education for healthier individuals and communities.
- **Supporting Families:** Providing resources and support that strengthen families and help them thrive.
- **Literacy:** Promoting literacy to share the love of learning at all ages.
- **Active Kids:** Encouraging healthy habits and active lifestyles for children and youth.
- **Housing:** Supporting safe, stable, and affordable housing to strengthen our community.

This evolution broadens opportunities for members to engage in impactful volunteer work while strengthening partnerships across the Richmond region.

"Our goal is to ensure that the Junior League of Richmond continues to respond thoughtfully and effectively to the needs of our community," said Dagny Barone, President of the Junior League of Richmond. "By expanding our focus areas, we are empowering our members to make a difference in more ways and helping address the issues that matter most to residents living in the greater Richmond area."

The League's community partnerships and programs already support organizations making a meaningful impact in some of these areas, including partnerships connected to health, family support services, literacy

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initiatives, and youth wellness. Existing and future collaborations will align with the League's renewed commitment to strengthening the community through hands-on service and leadership development.

"As the League looks toward the future, we are excited to deepen our community impact through five priority focus areas: Health & Wellness, Supporting Families, Literacy, Active Kids, and Housing" said Tasha Moore, Executive Director of the Junior League of Richmond. "In the coming months, we will intentionally engage nonprofit organizations, academic institutions, community leaders, and cross-sector partners to better understand the needs, opportunities, and innovative work already taking place across Greater Richmond.

The Junior League of Richmond believes the strongest community solutions are built through authentic partnerships, active listening, and a shared commitment to creating lasting impact. As the nonprofit landscape continues to evolve, the League is eager to work alongside our community partners to identify where our members, volunteers, leadership development, and resources can contribute most effectively. Together, the League looks forward to building relationships that strengthen our community and create opportunities for all individuals and families to thrive."

Organizations interested in a partnership with the Junior League of Richmond should submit an interest form at: <https://www.jlrichmond.org/communityengagement/>.

The expanded focus also reflects the League's continued dedication to developing women leaders who are equipped to create positive change throughout the Richmond area. Each year, JLR members contribute approximately 1,600 hours to advance the work of its nonprofit partners. Since 2022, JLR has awarded nearly \$600,000 in grants to local community organizations.

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The Junior League of Richmond is an organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. With a rich history of 100 years of service since its founding in 1926, the Junior League of Richmond continues to be a driving force in making a positive impact in Richmond, Virginia.

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