Mission:
The Junior League of Richmond is an organization of women committed to the mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

Vision:
An inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families, striving for collective impact through collaboration and advocacy.

Commitment to Diversity & Inclusion:
The Junior League of Richmond welcomes all women who value our Mission. We are committed to inclusive environments of diverse individuals, organizations and communities.
The Junior League of Richmond (JLR) is a member of the Association of Junior Leagues International (AJLI). Since its founding in 1901, AJLI has evolved into one of the oldest, largest, and most effective women’s volunteer organizations in the world, encompassing more than 150,000 women in 291 Leagues in four countries. For more than a century, AJLI has been on the forefront of social reform, identifying problems and finding solutions.

Founded in 1926, the Junior League of Richmond is proud to have been admitted into AJLI in 1927. Since then JLR has set its sights on the Richmond community and its commitment to children and families has remained steadfast. The volunteer spirit is what the Junior League is all about, volunteers give their time and talents to help others in need...without pay, but not without rewards.

Investing in our League and our community for over 90 years...

1959: Senior Center of Richmond founded for interdisciplinary programming
1977: Science Museum of Virginia’s Discovery Room founded for hands-on education for children
1984: Maymont Children’s Farm founded to develop educational programs
1969: Valentine Museum Junior Center founded to provide programming for children
1991: Sacred Heart Center founded
1939: MCV Immunology Clinic & Well-Baby Clinic founded
1949: Speech Clinic & School founded
1945: VMFA Community Arts program created
1978: Youth Gallery founded to explore art through sight & touch
Done in a Day: assists other community organizations in one-day projects focused on children and families, totaling over 1,400 volunteer hours annually

Families First - Early Childhood: provides programming and special events that promote the stability and well-being of children and families in Richmond, covering topics such as; parenting, nutrition, self-esteem, health and wellness, life skills, and educational enrichment

Families First - Elementary: provides programming and special events that promote the stability and well-being of children and families in the Richmond Public Schools, covering topics such as; literacy, self-esteem, health and wellness, life skills, and educational enrichment

Good Sports: designed to educate elementary aged children at Peter Paul Development Center on Character Counts! six pillars of character development through learning a variety of sports

Kids in the Kitchen: supported by the Association of Junior Leagues International, assists 7th grade female students at Anna Julia Cooper Episcopal School in making healthy lifestyle choices to help reverse the growth of childhood obesity and its associated health issues

Literacy through Art Outreach: guides families across Richmond in creative play by sharing a story and related art project to encourage literacy and inspire artistic development

Professional Exploration Program: encourages Boys and Girls Club members aged 12 - 15 to assess their skills and interests, explore careers, and make sound educational decisions in preparation to join the work force
At a Glance

- JLR is a diverse group of 900 women, members range in age from 21 to 96.

- More than 1057 meals served to children and families during monthly community programs.

- Over 933 books given to children through various JLR programs and partnerships.

- 62 Done in a Day projects serving organizations throughout Richmond, with at least one being in the East End of Richmond each month.

- 25 students were served through Good Sports at Peter Paul Development Center, a program aimed at character development through sports.

- 82 New Members conducted a coat drive and donated 400 coats to Martin Luther King, Jr. Middle School and Anna Julia Cooper Episcopal School.

- An average of 75 guests served meals at Doorways each month.

- JLR's largest fundraiser, the Clothes Rack, sold $573,000 worth of merchandise with the help of 1,100 volunteer shifts.

- Over 600 individual, corporate, and foundation gifts to the Annual Fund and sponsorships of events enabled JLR to bring our mission to life.
Sponsorship Opportunities

Touch a Truck
is held in October at
Richmond International Raceway
9:00 am - 10:00 am...VIP Hour
10:00 am - 3:00 pm...General Admission
Rain or Shine

Climb. Explore. Learn. Touch!
12th annual Touch A Truck provides the
unique opportunity for children to explore
vehicles of all types, including public
service, emergency, utility, construction,
landscaping, transportation, delivery,
and just plain cool all in one place!

Book and Author
is held in May at
Greater Richmond Convention Center
12:30pm...Luncheon
7:00pm...Dinner

Book & Author Event is a well-loved literary event
that brings the Richmond community together
every spring with five nationally-known authors
and their exciting new books. Now in its 73rd
year, the Book & Author dinner is the longest-
running event of its kind in the nation.

Audience: Draws over 1,000 attendees each
year.

Sponsor Visibility: Could include logo inclusion
on posters, advertisements, billboard, program
ads, mentions on event website, stage banners,
and media presentation.

Additional Value: Opportunities for your guests
to interact with best-selling authors, League
members, and the Richmond community.

Sponsorship Packages: From $300 “Pick-up
Truck” to $10,000 “Bulldozer”

League Sponsor
custom package also available

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