



As a valued local business, you are invited to participate in a Junior League of Springfield special campaign next month, the **Little Black Dress Initiative**.

**What is the Little Black Dress Initiative?**

Originated by the Junior League of London, the Little Black Dress Initiative (LBDI) seeks to make “poverty unfashionable” by illustrating the effects severe financial hardship, low self-esteem and limited access to resources and opportunities have on women and children.

Growing up in poverty is one of the greatest threats to healthy child development. Poverty and financial stress can hinder a child’s cognitive development and their ability to learn.

From February 15-19, JLS members will wear the same black dress or ensemble for five consecutive days to raise awareness about the issue of poverty in southwest Missouri. Participants will wear an "Ask me about my dress!" button to spark meaningful conversations about generational poverty, and how the Junior League of Springfield helps women and children in our community.

**Where do the proceeds go?**

Each year, the Junior League of Springfield, JLS, raises money for its community partners and volunteer training through fundraisers. These fundraisers are the lifeblood of JLS and an integral part in fulfilling our mission to promote voluntarism, develop the potential of women, and improve the community. All proceeds from JLS fundraisers support our many important community programs and volunteer training development initiatives.

**What is the goal for this year?**

Our goal this year is to increase poverty awareness and understanding, while contributing to the cause. With an increasing number of local residents living below the poverty level, it is critical that we strive to serve those in need. This year, we are working to raise more than \$5,000 for the Little Black Dress Initiative.

**Want to make a difference?**

- 1) Sign up as a Community Sponsor and donate at least \$100 to the Junior League of Springfield to help us make a difference.
- 2) Commit to wearing a Little Black Dress, black attire, or a sticker at your business on Tuesday, February 16<sup>th</sup>, and share the initiative on social media. As a Community Sponsor, you will receive a full media kit to help raise awareness.

Thank you for your support of JLS and your belief in our mission. You are building better communities and empowering women to lead.

Sincerely,

Fund Development Committee Chair

**P.S. Please show your support today with a \$100 donation to the Junior League of Springfield’s Little Black Dress Campaign.** Donations can be made with check or credit card as shown on the following page.



**YES! We would like to be a Community Sponsor for the 2021 Junior League of Springfield Little Black Dress Initiative!**

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Enclosed is our donation in the amount of:

- \$100
- \$250
- \$500
- Other \_\_\_\_\_

Little Black Dress stickers will be distributed for all your employees to wear on February 16<sup>th</sup>.

How many stickers will you need? \_\_\_\_\_

Please return this form and payment to:

Junior League of Springfield

Attn: LBD

2574 E Bennett St

Springfield, MO 65804

Checks should be made payable to Junior League of Springfield, LBD.

To make a credit card payment, please call the Junior League of Springfield office at 417-887-9422.

Questions? Contact Ashley Feliu at 787-462-9338 or [lbd@jlspringfield.org](mailto:lbd@jlspringfield.org).