

The Junior League of Tuscaloosa Fundraising Event to Run March 6-11, 2023

The Junior League of Tuscaloosa, Inc. (JLT) presents its Little Black Dress Initiative (LBDI) for the seventh consecutive year, beginning Monday, March 6. The week-long event raises awareness and funds to help support the JLT's community partnership with the Tuscaloosa Public Library. Donations may be made [here](#).

Founded in 2014 by the Junior League of London, the Little Black Dress Initiative (LBDI) is a week-long awareness and fundraising campaign that harnesses the power of social media to illustrate the restrictions poverty places on choices, opportunities, and access to resources. Advocates wear one black dress (or outfit) for five consecutive days, in an effort to spark conversations and awareness about poverty and related issues.

The JLT LBDI fundraising campaign leverages the iconic little black dress as a symbol of socio-economic limitations for women in Tuscaloosa. This year, JLT members participating in the event will once again don the iconic little black dress for five consecutive days to raise awareness about the critical need for digital literacy among women and children in Tuscaloosa. The JLT's fundraising goal for 2023 is \$5,000.

This week, more than **110** JLT members will participate with the LBDI through a series of social media posts that highlight what the JLT mission means to them. We invite our community members to follow the JLT Facebook and Instagram pages to hear from our members about how the JLT has impacted their lives.

Parties interested in donating to this year's campaign may do so on behalf of JLT members participating in the initiative or gift general donations. Donations can be made through the league's online donation portal, cash or check. Check donations should be made out to The Junior League of Tuscaloosa, Inc.

Through this event, the JLT aims to share its mission of advancing women's leadership for meaningful community impact through volunteer action, collaboration and training along with getting the community involved in supporting the organization and its causes.

The Junior League of Tuscaloosa (jltuscaloosa.org) prepares women to serve their communities, because tomorrow there will be new issues and new challenges—and the women of The Junior League will continue to serve as the undeterred voices for action, justice and change. We are an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. #needitdone #askawomanjlt

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