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THE SALVATION ARMY  
CENTRAL VIRGINIA

**MEDIA RELEASE**

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## Mayor Danny Avula to Keynote 2026 Leaders Doing The Most Good Awards Luncheon

*The City of Richmond and The Salvation Army Central VA highlight pathways to stability*

**RICHMOND, Va. (Feb. 19, 2026)** – The Salvation Army Central Virginia is proud to announce **Mayor Danny Avula** as the keynote speaker for the **2026 Leaders Doing the Most Good Awards Luncheon**. The luncheon will take place on **Wednesday, April 29, at The Dominion Club** in Glen Allen, Virginia.

The Leaders Doing the Most Good Awards Luncheon is The Salvation Army Central Virginia’s annual fundraiser honoring nonprofit, corporate, and individual excellence while mobilizing community support for local programs serving neighbors experiencing homelessness, hunger and crisis.

“I’m grateful for The Salvation Army’s steadfast service to Richmond’s most vulnerable neighbors—and for the community leaders who step up to support that mission. **Doing the Most Good is a powerful reminder that progress happens through partnership:** listening, investing, and building pathways from crisis to long-term stability. The City of Richmond is proud to work alongside The Salvation Army Central Virginia—from operating the Inclement Weather Shelter to advancing the Capital Campaign and the Center of Hope—and I’m **honored to join this year’s luncheon** as keynote as we continue this work together,” said Mayor Avula.



*The Honorable Danny Avula  
Mayor, City of Richmond*

Mayor Avula took office as the 81st Mayor of the City of Richmond on January 1, 2025. A pediatrician and longtime public health leader, he previously served as Director of the Richmond and Henrico Health Districts, led Virginia’s COVID-19 vaccination effort in 2021, and later served as Commissioner of the Virginia Department of Social Services. Mayor Avula and his wife, Mary Kay, have lived in Richmond’s East End for more than 20 years and are raising their five children in the city.

Proceeds from the luncheon directly benefit The Salvation Army Central Virginia’s local work across Greater Richmond, including the Men and Families Housing First Shelter, Inclement Weather Shelter, food assistance, Christmas assistance, wellness access, rent and utility support, youth programs and camps at the Red Shield Youth Center located in the East End, and ministry outreach.

This year’s honorees are **Daily Planet Health Services** (Nonprofit Excellence), **Marco’s Pizza RVA** (Corporate Excellence), and **Mr. Dick Guthrie** (Individual Excellence). The luncheon will be emceed by **Ms. Jasmine Turner**, Anchor and Investigative Reporter for 12 On Your Side.

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### **About The Salvation Army**

The Salvation Army annually helps more than 25 million Americans overcome poverty, addiction and economic hardships through a range of social services and youth programs and is #DoingTheMostGood at 7,600 centers around the country. Since 1885, The Salvation Army has been serving the Richmond area, and today, The Salvation Army Central Virginia Area Command meets needs across 16 localities through the Men and Families Housing First Shelter, Inclement Weather Shelter, food assistance, canteen ministry, rent and utility assistance, mentorship programs at the Red Shield Youth Center and ministry outreach at the Corps/Church.

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