

About me

Yugonda Sample-Jones



Yugonda Sample-Jones is a dedicated community leader, advocate, and connector based in Newport News, Virginia, with deep roots in Eastern Shore Virginia and Maryland. As a wife and mother of four, she has spent over two decades working to empower individuals and strengthen communities in Newport News' East End.

In 2010, Yugonda founded Royals, a program in partnership with the Phyllis Wheatley YWCA, designed to help young women build self-confidence, engage in community service, and become advocates for positive change. Her passion for community development deepened through her roles as an AmeriCorps Vista and a community liaison for the Choice Neighborhood Initiative (CNI), where she connected residents to critical resources, helped reduce crime rates, and increased food access through community gardens.

In 2019, she launched Empower All, LLC., a SWaM-certified business committed to fostering socioeconomic stability by collaborating with businesses, nonprofits, and government agencies to address pressing community needs. Under her leadership, Empower All has made a significant impact—helping over 300 families secure stable housing, supporting 65 new entrepreneurs, and hosting numerous educational workshops.

Beyond her direct advocacy, Yugonda is a strategic connector, bringing together community leaders and organizations to create sustainable partnerships and long-term solutions. She has played a key role in organizing annual programs, engagement initiatives, and symposiums that drive meaningful change.

Most recently, she led the transition of the Newport News Choice Neighborhood Initiative Citizens Advisory Committee into the East End Civic Association, an independent organization dedicated to educating and advocating for the East End community. She continues to serve as Chair of the Citizens Advisory Committee and actively contributes her expertise as Vice Chair of the Newport News Board of Zoning Appeals, as well as a board member for the Human Rights Commission and Transitions Family Services.

Through her work, Yugonda Sample-Jones remains committed to breaking down barriers, building strong communities, and ensuring that every individual has access to the resources they need to thrive.

