

Sarah Moore
Executive Director and Co-Founder

Sarah Moore is a lifelong Arkansan residing in Fayetteville AR. Sarah studied marketing management at the University of Arkansas then held roles in trade, category management, and sales for a Fortune 500 company. Upon departure, Sarah managed product lines of \$38 million dollars across the U.S. The growing disparities and lack of access to needed community resources for loved ones led her to advocacy spaces in 2016. Sarah is one of the cofounders of Arkansas Justice Reform Coalition, started in January of 2019, with initial focus on stopping jail expansion which to date has prevented over \$300mm in needless incarceration. Sarah joined the Fayetteville City Council for Ward 2 covering downtown Fayetteville in January of 2023 where she enjoys some of her favorite places with her family: the Fayetteville Public Library, Wilson park, & Arsagas.