

*Through your heartfelt donations,
together we hand people hope.*



W.H.♥
FOUNDATION
Women Helping Others

BEAUTICONTROL
W.H.♥
FOUNDATION[®]
women helping others

Who We Are

Established in 1993, the Foundation has awarded more than \$3.8 million in grants to charities that have touched the lives of 370,000 in need.

The W.H.O. Foundation is committed to

- encouraging women everywhere to actively participate in volunteer service
- supporting organizations dedicated to the needs of women, children and families in crisis
- impacting the education and literacy of needy children through the non-profits that serve them

As a non-profit charitable 501(c)(3) organization, your support of W.H.O. through your heart-felt donations, fund-raising and local volunteerism fills a critical void in helping thousands.



Changing Lives

General National Grants

The W.H.O. Foundation carefully considers how to help organizations that are dedicated to helping women, children and families in the United States and Puerto Rico. In 2009, the Foundation awarded \$156,000 to 10 non-profit organizations. Each of these organizations was carefully selected to maximize the impact the funding would provide and offer aid to those most in need. The Foundation recognizes the value of new programs created to respond to changing needs and will consider funding projects of an original or pioneering nature within an existing organization.

Education/Literacy Grants

In 2009, the W.H.O. Foundation Education/Literacy grants supported free after-school tutoring programs, provided books for low-income children and so much more. The Foundation awarded \$60,050 to 13 non-profits, serving the educational and literacy needs of women, children and families.

Programs receiving funds this year included those that focus on increasing children's love of reading and their self esteem. Others address the need for inspiring children to improve math and science skills and tutoring to increase students' chance of academic success.

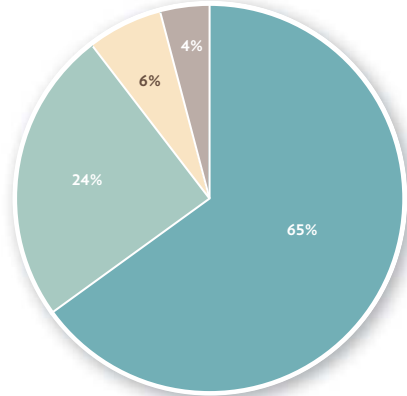
Visit www.whofoundation.org for general National Grant and Education/Literacy grant applications and criteria.

Volunteer Service Grants

Never before has the power of the W.H.O. Foundation been more impactful than in the past year. In the midst of an uncertain economy and a decrease in charitable giving, W.H.O. made a powerful difference for women, children and families. In 2009, the Foundation awarded \$105,500 to seven deserving charities where BeautiControl Consultants volunteer their time and energy. The grants support the Consultant's volunteer efforts as they support their local communities.

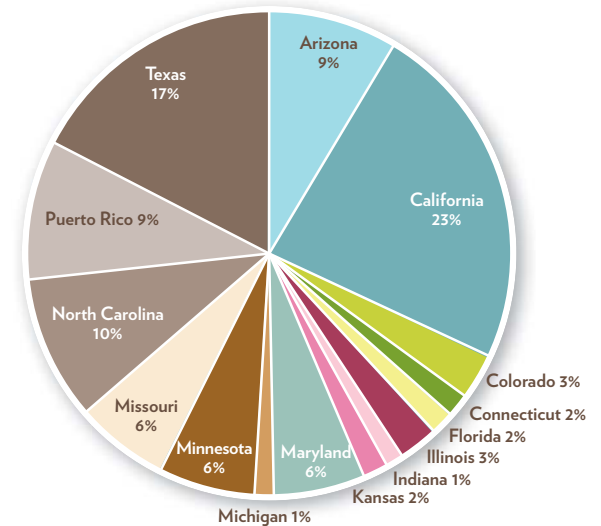
W.H.O. Funding:

2009 Monetary Donations



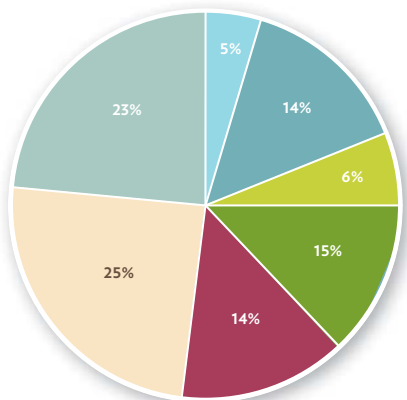
BeautyControl Independent Consultants/Directors	\$292,299.92
Cause-related marketing (BeautiControl, Inc.)	\$108,511.77
Corporate sponsorship/events	\$28,096
Individual donations (outside donors, BeautiControl associates, etc)	\$18,899.28
Total	\$447,806.97

2009 Grants by State



Arizona	\$27,500	Maryland	\$20,000
California	\$75,000	Michigan	\$4,000
Colorado	\$10,000	Minnesota	\$20,800
Connecticut	\$5,000	Missouri	\$20,000
Florida	\$5,000	North Carolina	\$31,000
Illinois	\$8,500	Puerto Rico	\$30,000
Indiana	\$3,750	Texas	\$56,000
Kansas	\$5,000	Total	\$321,550

2009 Grants Given



Adult Pregnancy and Various Needs	\$15,000
Adult-Homeless, Food Pantries, and Clothing	\$46,000
Adult- Health, Medical, Uninsured, and Camps	\$20,000
Adult- Domestic violence, Rape, Substance abuse, Gang, Criminal, and Incarcerated	\$41,000
Adult-Education & Job Training	\$45,000
Child- Health Care and Abuse Issues	\$79,000
Adult-Education & Job Training	\$75,550
Total	\$321,550

Our heartfelt thanks to our corporate sponsors:

Austin Ad Group Incorporated, BeautiControl, Inc.,
 Gaylord Texan, Grapevine Convention & Visitors Bureau,
 Matrix Creations, Inc., Sue Gragg's Precious Jewels,
 Sam Pack's Five Star Ford, TricorBraun,
 and Wyndham Jade.

W.H.O. Grants Build Confidence and Change Lives Across America

W.H.O. delivers \$26,000 to Meals on Wheels of Asheville-Buncombe County

It's long been the mission of Meals on Wheels to provide hot, nutritious meals to the elderly homebound to help them continue to live in their own homes and maintain their dignity while aging. Recognizing the importance of keeping seniors healthy, W.H.O. presented Meals on Wheels of Asheville-Buncombe County with a \$26,000 grant. The original request was for \$16,000, but WHO increased the grant to help make a difference for more of their elderly citizens. Of the total grant, \$10,000 was used to provide 2857 meals for the homebound and \$16,000 was used to purchase 76 meal transport systems to insure the meals were kept at a safe temperature for delivery.



3,000 children receive comfort from \$20,000 grant to My Stuff Bags Foundation

In 1998, My Stuff Bags Foundation was created to provide comfort and hope to America's children in crisis, especially those suffering from abuse, neglect and abandonment. This unique organization spreads joy and hope to these children by providing them with duffel bags filled with necessary and comforting items.

The \$20,000 grant from W.H.O. has played an important part in furnishing these bags and their contents to children who frequently enter shelters with nothing of their own.

Grand Rapids Wheelchair Sports Association receives \$4,000 grant

Many times, children and adults with physical disabilities don't have the support or opportunity to be active in recreational activities. Serving over 300 children, Grand Rapids Wheelchair Sports Association is dedicated to providing those with physical disabilities the opportunity to participate in recreational and competitive wheelchair activities.

In 2009, the W.H.O. Foundation awarded Grand Rapids Wheelchair Sports Association \$4,000 to purchase two wheelchairs so additional children can participate in the basketball and tennis programs.



W.H.O. and BeautiControl Celebrate Moms

Thanks to the efforts of the W.H.O. Foundation, the generosity of BeautiControl and the energy and time donated by W.H.O. and BeautiControl Associates, each year, boys and girls experience the joy of shopping for Mother's Day gifts for their moms, grandmothers or other special women in their lives.

In 2009, the participating children attended the after-school programs at Dallas Community Lighthouse and Jeffries Street Learning Center. For six weeks, the children earned points for attendance, improved grades, good report cards and community-based activities. Then the special day arrived, where their points were converted to W.H.O. bucks, which they used to purchase gifts.

Buying gifts for their moms helps build these children's confidence and self-esteem, but it was their smiles and the sheer joy of the experience that was most obvious. BeautiControl donated all the bath and body products and the majority of the other gift items, such as purses, jewelry, flower totes, padded hangers, heart frames, towel wrap sets and cosmetic bags filled with product. DesignPac, Plains Capital Bank and individuals made monetary contributions, and Robert Ham, Inc. donated gift bags, tissue paper and ribbon.



How You Can Help

You can make a difference in the lives of women, children and families in need by supporting the W.H.O. Foundation. There are several ways you and your family can make a donation.

W.H.O. Cards

Give the gift of love in honor of a loved one or friend. Send a W.H.O. e-Postcard or W.H.O. will mail a note card from you to the address you request. Cards are available for memorial gifts, in honor of, in celebration of a birthday, a holiday, to congratulate someone for a job well done, and more. Simply fill out the online form on the W.H.O. website, or give us a call to make your request.

Online Giving

Please visit the WHO website under How You Can Help section or give us a call to donate with your credit card. Visa®, MasterCard®, Discover® and American Express® are accepted.



Mail a check donation

Please mail checks to:
The W.H.O. Foundation
P.O. Box 816029
Dallas, TX 75381-6029

Purchase BeautiControl Products

Buy BeautiControl's revolutionary Cell Block -C® P.M., BC Spa Detox Refreshing Mist, Bath Soak, Clay Masque, Body Crème, Detoxifying Foot Crème, W.H.O. Loves You Lip Color and Color of Confidence Lip Color and make a difference. For every one of these products purchased, BeautiControl makes a donation to the WHO foundation. To purchase these products through an Independent Consultant or to find out more about BeautiControl, go to www.BeautiControl.com. Your purchase directly benefits the W.H.O. Foundation.



Corporate Matching

Many employers will match each donation you make to a charity. Your employer may ask you to fill out a form listing the charity and the donated amount; then your employer will cut a check to your charity for the same amount. Your donations to the W.H.O. Foundation could double thanks to your employer!

Use www.goodsearch.com instead of your usual search engine. It works just like Google™, Yahoo!®, MSN®, etc. All you have to do is type in Women Helping Others to answer the question, "Who do you GoodSearch for?" For those of you who do your shopping online, check out the many stores that have teamed up with GoodShop. If you purchase through this search engine, a portion of the sales will go to W.H.O.

Donate through grocery reward card

Texas residents only: You can make a

donation every time you go grocery shopping! Use your Tom Thumb or Randalls Reward Card and link it to our Good Neighbor #2970. A percentage of your purchase will go to the W.H.O. Foundation.

Helping Women in Need

The *Women Helping Others* book helps women undergoing or recovering from cancer treatment. This unique interactive resource is designed to enlighten and encourage women along their journey to recovery. The book:

- Enlightens women with hard-to-find image and beauty solutions for those undergoing the affects of radiation and/or chemotherapy
- Encourages women through positive affirmations and exercises
- Empowers them through a series of interactive activities

Women Helping Others book is a collaborative effort between the W.H.O. Foundation, members of Gilda's Club North Texas, Baylor Medical Center and BeautiControl Associates and Independent Consultants and Directors.



To Order: The book is available free of charge to cancer patients and cancer organizations. *For cancer patients*, please mail or fax your request to the address below. *For company requests*, please fax or mail request on company letterhead. *For all others*, a \$5 donation per book is suggested to cover the cost of the book plus shipping and handling. All proceeds from the book will be donated by W.H.O. to charities and organizations that support awareness in health and education issues for women and children.

W.H.O. Foundation
P.O. Box 8816029
Dallas, TX 75381-6029
Fax: (972) 341-3080

Meet the W.H.O. Advisory Board

This year, the W.H.O. Advisory Board is made up of 19 BeautiControl Directors and above chosen to represent the W.H.O. Foundation in the BeautiControl sales force. Advisory Board members serve a two-year term and help discover ways to increase funds for the W.H.O. Foundation. Meet our 2009-2010 Advisory Board members below.

Shelley Callahan –
Advisory Board Chair

Bobbi Hood –
Chair Elect

Mandy Adendorff

Marcos Fernandez

Dawn Hooker

Annie Kleoppel

Sue Kuhnert

Janice Lancaster

Liz Licavoli

Paula Lindsay

Lizz Manns

Cynthia Martinez

Denise McDougall

Elise Morris

Mayra Otero

Martha Roberts

Jennifer Rousseau

Rosemary Scully-Key

Marjory Takach

The Chain of Confidence Benefits the W.H.O. Foundation

In August 2009, BeautiControl and W.H.O. joined a global movement, started by Tupperware Brands. The Chain of Confidence is a movement committed to spreading confidence to every point of the globe, enlightening, educating and empowering women and their families.

The Chain of Confidence helps raise awareness of the W.H.O. Foundation. By sharing passion and confidence, W.H.O. and BeautiControl are dedicated to helping women in communities everywhere.



From the Executive Director



It's a brand new year, full of new possibilities. And thanks to so many supporters, in 2009, we were able to send more than \$321,550 to over 30 deserving organizations.

It is the hard work and continued commitment from our nationwide supporters that allows us to give so generously to these organizations. Through the donations and support of the friends and family of W.H.O. across the nation, along with BeautiControl Associates and Independent Directors and Consultants, the W.H.O. Foundation helps bring relief and solutions to those in need.

In 2010, we have the opportunity to reach out to even more families in need. Please consider joining us in our mission to spread confidence to women everywhere. It is our goal to help those less fortunate than us. Your dollars help bring relief to these individuals. In ways large and small, you are touching lives. There is strength in numbers!

Together we can make a difference; together we can build confidence.



Cindy Turek
Executive Director
W.H.O. Foundation

Meet Our Board of Directors

LOUANN SARTOR - CHAIR

Louann Sartor is president of PlainsCapital Bank Carrollton. She has more than 25 years experience in bank marketing and bank business development.

DONNA M. COYNE - CHAIR ELECT

Donna M. Coyne is president of Carl Ryan Associates LLC, a management-consulting firm. She served as Chair for A.S.K. Texas, a special needs adoption agency.

JASMINE B. HARRIS, ED.D - SECRETARY

As the owner of Small Miracles Academy schools, she has a passion for creating a strong educational foundation for children.

KATHERINE A. STATON - TREASURER

Katherine Staton is a partner in the litigation section of Jackson Walker, a Dallas-based law firm.

JULIANNE BOSCH

Julianne is the wife of Albert Bosch, president of BeautiControl. She is fluent in Spanish and has been involved with the Women Against Violence organization in Mexico City.

KENNETH KRACMER

Kenneth Kracmer is the managing partner and director of public relations at HCK2 Partners.

JUDY MYNETT WARD

For the last seventeen years, Judy has served both individuals and businesses in the Dallas community as a financial advisor for New York Life and registered representative for NYLIFE Securities LLC.

ALBERT C. BOSCH - BOARD ADVISOR

Albert C. Bosch is President of BeautiControl, Inc.

CINDY TUREK - EXECUTIVE DIRECTOR

Cindy Turek is a past board member of the W.H.O. Foundation and has served as its Executive Director for more than seven years.