

Dear W.H.O. Supporters,

The New Year brings personal and professional resolutions as well as commitments to behavior change in 2010! I hope you include the W.H.O. Foundation in your planning for this next quarter and year. It feels good to give and there is plenty of opportunity to get that good feeling as the need to give continues to grow.

Together our goal is to raise \$616,000 by Celebration 2010 to commemorate the 16th year of the W.H.O. Foundation! We can reach this goal when each Unit contributes just \$70 each month between now and Celebration. There are so many ways to be involved! Here are just a few.

Hearts of Gold: Please join me in the Hearts of Gold Circle with a \$500 or more donation to W.H.O. from Celebration to Celebration. You will be recognized at Celebration to acknowledge your donation. Be generous and have a heart that's on fire for W.H.O.!

Pledge Program: We are releasing an "I Pledge to the W.H.O. Foundation" eye-catching wristband for all who participate in the pledge program, both Consultants and Directors. Directors will receive wristbands monthly to distribute to new participants at the next Unit meeting. This is the perfect recognition of W.H.O. at your Monthly Rally and sends the message that BC is not just skin deep. Wear the Pledge wristband to all BeautiControl events and Spas. They are a great conversation starter!

April Success Meetings: Make it a priority to include W.H.O. fundraisers at these events. Ask your W.H.O. Unit Chairperson to organize a basket to raffle off at the meeting and sell tickets! You can find more ideas in the Ideas of the Month on BeautiNet. Go to Community and click on W.H.O. Foundation, then check out the Chairperson's Corner.

All of these fundraisers will enable the W.H.O. Foundation to award more funds through the **Volunteer Service Grants**. This money can go directly back into your community and it's not too soon to apply. You can find the forms and criteria under the W.H.O. link on BeautiNet Forms, W.H.O. Foundation. The deadline is **June 1, 2010**.

When you touch another person's life through your donations it not only changes them, it impacts you as well. I recently read a book that forever changed my attitude on giving called *The Treasure Principle* by Randy Alcorn. My favorite quote is "Giving isn't a luxury of the rich. It's a privilege of the poor." What good is the monetary success that BeautiControl can bring if we are not using it to the fullest extent? I challenge you to read this small and powerful book and share it with your teams.

My heartfelt thank you and appreciation for your support and continued giving to the W.H.O. Foundation. Without you and your generosity W.H.O. would not be successful. Every \$1 makes a difference! It feels good to give.

Warmest Regards,

Shelley Callahan

Advisory Board Chair



a message
from
Shelley Callahan

Advisory Board Chair

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—Shelley Callahan



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THROUGH YOUR HEARTFELT DONATIONS, TOGETHER WE HAND PEOPLE HOPE.

**Volunteer
Service Grants**
— details inside!

march/april 2010

who's news

W.H.O. grant transforms health care for the homeless in North Carolina

Shelter Health Services clinic received a grant in the amount of **\$12,000** at the BeautiControl Greensboro Kickoff Meeting. BeautiControl consultants from the greater Greensboro, North Carolina region joined in recognizing and celebrating this great organization. Shelter Health Services was selected as one of the **W.H.O. (Women Helping Others) Foundation's** "10 of 2010" awardees. These are the 10 non-profit organizations selected to receive W.H.O. grants in 2010.

"Kickoff meetings are all about gaining the freedom to grow your business and have your best year ever—and that has so much to do with giving," says Cindy Turek, W.H.O. Foundation Executive Director. "Providing healthcare and health education to homeless women and children is so essential. Being able to be efficient and see more clients is critical to the work Shelter Health Services does. Now they will be able to help over 1400 residents at the shelter."

"Joining together to take part in the award is a great experience for everyone," says Albert Bosch, President of BeautiControl. "It shows the power we all have to make a difference."

Michael Sowyak, Shelter Health Services Director, discovered the ability of a wish to take flight. "When I joined Shelter Health Services last January, converting to electronic medical records (EMRs) was just a dream—it almost became an industry buzzword with little chance of reality. W.H.O. clearly saw these advantages and the importance of moving to EMR. Thank you, W.H.O."

The collaboration between the shelter and the free clinic to provide free healthcare to homeless women and children has a legacy of over 20 years. Originally operated and funded by the UNC Charlotte School of Nursing, Shelter Health Services established itself as an independent 501 (c)(3) nonprofit corporation in 2005 with a continued commitment to providing free healthcare and health education to homeless women and children in southern central North Carolina. By providing this access, health issues are removed as barriers to women becoming self-reliant. Shelter Health Services is a level III accredited clinic—the highest level of accountability achievable for quality of care for free clinics—through the NC Association of Free Clinics.

Michael reflects eagerly on the year ahead. "Now we'll be able to achieve our project's three goals—seeing more clients, addressing more conditions and treating more diseases." •

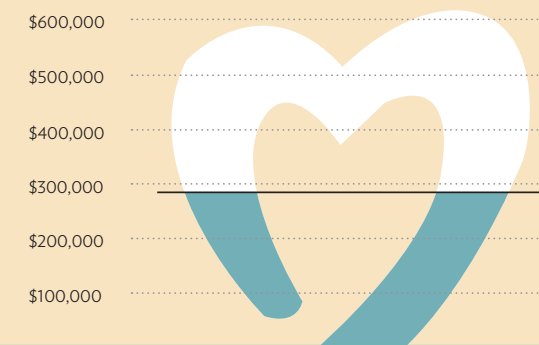


Senior National Executive Director Pualette Britt presenting check to Michael Sowyak, Executive Director of Shelter Health Services.

Money Matters

Current amount: January '10
\$285,000

New Goal
\$616,000



IN HONOR:

Albert Bosch's birthday
Rita Smith's birthday
Jinger Heath
Joyce Shuford
Dianne Kirby
Tonya Lane
Penny Perkins
Beverly Clark
Amy Latty
Ida Frade
Valerie Smith
Kellie King
Suzy Schiavone
Toby Ownby
Lynne Savage

Vicki Byrwa
Kay Dillard
Michele Honore
Josie Jones
Valarie Wingate
Susan McArthur
Beverly Murphy
Bradford Regional
Medical Center

IN MEMORY:

Walter Staiert, Sr., Laurie Staiert's father-in-law
Laverne Meeks' sister
Jewel Dean Ford Sexton
Mary Smith, Sylvia Moore's mother

Don't forget that the W.H.O. Foundation is a 501(c)(3) non-profit organization and your donations are tax deductible.



Established in 1993, the W.H.O. Foundation is committed to encouraging women everywhere to help others through volunteer service, supporting organizations dedicated to the needs of women, children and families in crisis. Since its inception, the W.H.O. Foundation has granted more than \$3.8 million to other non-profit organizations.

1-800-WHO-4-ONE (946-4663) www.whofoundation.org



The Power of One to Make a Difference Consultant Nancy Ham Donates \$25,000 to W.H.O.

"Somehow, somehow, you always get blessed for giving—and it often comes in a most unexpected way," shares Independent **BeautiControl Consultant Nancy Ham**. As owner, Chairman of the Board and CEO of Robert H. Ham Associates, Nancy is used to dealing with big projects. But it was a personal project that became one of her biggest.



In 2009, she donated over \$200,000 dollars to deserving charities, including the W.H.O. Foundation. This year, she has set her personal giving goal at \$1,000,000—and she's excited about helping W.H.O. Advisory Board Chair Shelly Callahan exceed her and the Advisory Board's goal of raising over \$600,000.

As part of Nancy's personal goal, she donated **\$25,000** to the W.H.O. Foundation. She chose to give to W.H.O. because BeautiControl Senior Executive Director Peggy Adams, her best friend, shared the organization's history of touching lives—something Nancy herself is compelled to do.

Nancy began her BeautiControl career because she was inspired to help women and let them know they too could find freedom. In fact, she earned the title of top recruiter two years in a row. Nancy credits her success to her passion for giving.

"I get letters from people telling me they have decided to give more, and to change their lifestyles because they realize others need help," explains Nancy. "I get calls telling me who was helped and what a difference it make in their lives."

Besides her love for supporting programs that make a difference, Nancy knows there are also other rewards that come from donating.

"It inspires others to step up their giving and allows spiritual abundance to flow," she says. "It's a wonderful feeling seeing people understand how much power they really have, and how big they really are."

Nancy has seen first-hand that the more you give, the more you receive. Her life has been enriched by knowing people, places and organizations she never would have come across without a commitment to giving. It is out of this personal experience that she encourages everyone to reach deeper, give more and enjoy that feeling of being a part of something big.

For Nancy, when it comes to giving, today is always the day. "You will have the biggest smile on your face," she promises. "Don't just talk about it; do it!"

Thank You to our Generous Directors and Consultants Donating \$1,000 or more to W.H.O. in 2009!

Peggy C. Adams

Paulette Britt

Tammy T. Clary

Evelyn Coleman

Sharon Coleman

Rebecca Deutsch

Linda J. Gayman

Bobbi Hood

Gina Michelle

Sue Peterson

Faye Powell

Mari Santo-Domingo

Rosemary Scully-Key

Brenda Sawyer

Patricia Seago

Edie Thornhill

Barbara L. Ward

W.H.O. Grant Revitalizing Women's Lives at Time for Change as a Result of 2009 Volunteer Service Grant

Charitable organizations face enough challenges in a day. But last year, the Time for Change group, who provide shelter and services empowering disenfranchised women in southern California, found themselves victims of an office robbery.

"One day we discovered that our office had been broken into. Computers and crucial equipment were all gone," shares Zaheva Knowles, Time for Change Director of Communications & Government Affairs.

Time for Change Volunteer and Independent **BeautiControl Director Karen Fritschi** nominated the organization for a Community Service Award (now Volunteer Service Grant) in 2009—and, just when they most needed it, came the news that they were to receive a **\$20,000** W.H.O. award.

"Since Karen and W.H.O. presented us with that check, this organization has had an amazing time. We were able to purchase new equipment for the office and also fund transportation for our clients," she explains. "One of the most rewarding things has been to see how much it's impacted the shelter. We have been able to bring in baby formula, diapers and childcare, all of which really restores hope for our clients."

Even though things were starting to look up, this resourceful group didn't stop there. Considering how much struggle Time for Change clients have seen in their daily lives, Karen took it upon herself to reach out and give the women a full day of pampering.

"Karen turned this entire place into a spa! She's been our angel in our times of need and she gave them such a treat," adds Zaheva. "The ladies learned about BeautiControl and really let themselves relax and be beautified."

Clearly, staff and clients have had quite a year. Zaheva looks ahead with anticipation. "We want to help as many people as we possibly can, and W.H.O. is helping us achieve precisely that!"



Funds helped purchase diapers and other essential items for clients as well as replacing stolen office equipment. Pictured: Kim Carter, Executive Director

Apply Now for Volunteer Service Grants!

It's not too soon to be thinking about applying for a **Volunteer Service Grant** for the charity for which you volunteer! You can have the opportunity to experience the gratification of being a Volunteer Service Grant recipient by submitting your charity for a W.H.O. Foundation grant. Applications must be received at the W.H.O. Foundation by **June 1, 2010**. Applying is easy—applications are available on the BeautiNet Business Tools page under "Forms on File" for the W.H.O. Foundation.

Volunteer Service Grants

More Giving for "10 of 2010" Grants

BeautiControl Director Donna Hackett presented a \$13,000 check to Michaelle DiRubio of **The Haven of Grace Ministries, Inc.** in Woonsocket, RI. Donna had an opportunity to tour the facility and see how the WHO funds are being used to make much-needed renovations. As a result of the renovations, the organization will have an additional 5 bed spaces to offer homeless women. Susan Mansfield, Executive Director of The Haven of Grace, shares, "We are turning away women everyday, so the WHO funds will allow us to help more women who are struggling."



A Gala of Grants for 2010!

BeautiControl consultants from all regions of northern California poured in to recognize and celebrate two great local organizations in January. **Project Night Night** received a \$5,000 grant and **My New Red Shoes** received a **\$15,000** grant at the BeautiControl Sacramento Kickoff Meeting. My New Red Shoes and Project Night Night were selected as two of the W.H.O. (Women Helping Others) Foundation's "10 of 2010" awardees. These are the 10 non-profit organizations selected to receive W.H.O. grants in 2010.

Cindy Turek, W.H.O. Foundation Executive Director, shared in the celebration. "The work Project Night Night is doing with their comfort packages is so valuable, reaching out to 5,000 homeless children a year in California. And being a homeless child is hard enough—wondering if you will have new clothes or even have shoes to go back to school is tragic. The W.H.O. grant to My New Red Shoes will furnish homeless youth with clothes and shoes for school allowing them to face their school year with pride."



Cindy Turek, WHO Foundation executive director, Caron Tabb, My New Red Shoes executive director, Kendra Stitt Robins, Project Night Night executive director & Platinum Senior National Executive Director Barbara Ward.

"This year, together with the W.H.O. Foundation, we will ensure that thousands of homeless children receive the comforts that they need," says Kendra Robins, Project Night Night Founder and Executive Director. "We can't support the homeless community without receiving support ourselves—we are grateful that the W.H.O. Foundation believes in us!"

Stacie Hershman, Development Director of My New Red Shoes, shared insight about an at-risk population. "Indeed, contrary to common misconceptions, the 'typical' homeless person in the Bay Area is a school-aged child living with a single mother," she says. "My New Red Shoes is honored to receive a grant from W.H.O. to help fulfill the unmet dual community need of raising community awareness about homelessness and providing direct support to homeless youth to increase their chances of staying in school."

Meet our Newest Board of Directors Members Martha Rocha & Kathy H. Bailey

Martha Rocha

Q: What are you most passionate about?

"Working with women and helping them succeed. Prior to working with my current group, the DCI Group, I was Director of External Affairs for AT&T, which means I lobbied and did work on behalf of the Hispanic and Asian communities and engaged different groups as the face of AT&T. I also lobbied and fundraised for elected officials. I got to meet so many interesting women in North Texas! That was the spark. When Cici Rojas, President of the Greater Hispanic Chamber, first approached me to participate with the great organization W.H.O., I couldn't, as I was serving on another board. But I kept seeing the work W.H.O. did, and I was so proud that BeautiControl had a vision to establish a foundation. I thought, "This is something I'd really like to be engaged in."

Q: How does it feel to be a part of the W.H.O. Board?

"Great! It is an honor and I'm so excited. The selection process to serve on the Board is a rigorous one—I was very pleased by this. Just to be considered was an honor. Now that I'm appointed, I'm over the moon. I'm looking forward to knowing the great board the Foundation has, learning more about the great organizations the foundation assists and telling people about BeautiControl—that's what excites me."

Kathy H. Bailey

Q: What interests brought you to serve on the W.H.O. Foundation Board of Directors?

"I love education and literacy – and I know this is one of the emerging areas that W.H.O. is currently focusing on. My husband and I recently moved back to the Dallas/ Ft. Worth area after spending years living overseas in Brussels, Belgium and Manchester, England. During our time in Europe, I really came to know languages and the world firsthand. And, just as you see across states in this country, there are so many commonalities that women and families face – when you look at the issues, it is universal. What I'm most interested in, is finding out what support can we provide to individual women and their families to break the cycle of where they are. In other words, 10 or 15 years from now we can say we've improved the cycle of women's lives. When Julianne Bosch shared with me about W.H.O. and the work the Foundation does, my interest was piqued. I had always wanted one place I could concentrate my interests and it was clear that W.H.O. impacts women and children across the nation."

Q: What are you most looking forward to in serving on the W.H.O. Board?

"I'm really excited. My background is in organizational change and change management. One of the things I'm looking forward to working with the Foundation on is ways to impact organizational structures and see how we can maximize the effectiveness of the work we do."