



Through your heartfelt donations, together we hand people hope.

may/june 2009

who's news

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W.H.O. awards Education/Literacy grants

The W.H.O. (Women Helping Others) Foundation awards **\$60,050** to 13 non-profit organizations serving women, children and families in need. Congratulations to all these deserving recipients.



\$5,000 to 4 Children's S.A.K.E., Ft. Lauderdale, FL

Requested \$1,000

This 100% volunteer organization serves foster care, kinship, medically needed and special needs children who have been abused, neglected or abandoned. Their Books Too program helps these children develop a love of reading, leading to their improved interest and skill in achieving academic success. Currently 42 disabled children are enrolled, out of a total of 300 special needs children in the area—but there are no materials (Braille, signing, audio, video and large-print) that are suitable for these kids. Although the organization had requested a \$1,000 grant, W.H.O. increased the grant to \$5,000 so more materials can be purchased and up to 100 special needs children can benefit.

\$3,000 to Family Peace Project, Athens, TX

Requested \$2,000

Battered and abused women and children often arrive at a shelter with nothing but the clothes they're wearing. Family Peace Project provides them with immediate shelter and transitional housing - and then takes caring one step further. Recognizing the children's vulnerability, Family Peace Project plans to create a small children's library in the main shelter. This will comfort the children and help them develop a love of reading. The Project had requested \$2,000, but W.H.O. increased the grant to \$3,000 to allow them to purchase more of a variety of books suitable for a wider age range, plus create a peaceful reading area equipped with a chair, area rug, bookshelves, big pillows and cd player.

\$5,000 to Kansas Pediatric Foundation, Lenexa, KS

Giving children a chance to reach their full potential is behind the Turn a Page, Touch a Mind program at the Kansas Pediatric Foundation. Each visiting child is given a new book by the physician, who then discusses with the parents the importance of reading aloud daily to their child. The family trusts the doctor, and his words and guidance are quite influential. The \$5,000 W.H.O. grant will purchase more than 1,400 books to be distributed to children up to the age of 5 who are living in poverty. Their goal is to prepare these at-risk children to enter kindergarten with skills to succeed.

\$5,000 to Reading is Fundamental of Southern California (RIFSoCal), Los Angeles, CA

In its mission to promote literacy and motivate children to read, Reading is Fundamental has been awarded \$5,000 to build at-home libraries for socially and economically disadvantaged children and their families. The children choose their own book and are immediately involved. Studies show that the more books in the home, the better the reading scores. The W.H.O. donation will buy 8,205 books and serve 2,735 children. These funds will then be matched 3 to 1 by RIF National, effectively tripling the number of children who benefit.

\$5,000 to Texas Boys Ranch, Lubbock, TX

At the Texas Boys Ranch, boys 4-18 who have been removed from homes due to abuse or neglect are given a chance for a better life. With four houses and a capacity to care for up to 32 boys, the Ranch believes strongly

15 YEARS
of making a
difference

The W.H.O. Foundation celebrates 15 years of providing community-focused charities with the resources to fulfill their potential in serving the overlooked needs of children, women and families everywhere.



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

in renewing these boys' hopes and dreams—and equipping them to make their dreams a reality with the skills they need to be a productive member of society. The W.H.O. grant will purchase desktop computers with monitors, keyboards, software, printers and internet connections—one setup per house.

\$4,500 to Cabrini-Green Tutoring Program, Chicago, IL

Give children the skills to help them succeed in life, and you give them a bridge to a better future. Cabrini-Green Tutoring's Student Life Skills & Social Opportunities program focuses on improving reading, literacy, writing, math, computer, life skills and social skills. The program helps economically disadvantaged children and aims to overcome negative attitudes towards literacy and learning. The W.H.O. donation will be used toward funding such activities as career day, black history month, field trips, the life skills program and the health and wellness program.

\$5,000 to Seigle Avenue Partners, Inc., Charlotte, NC

Seigle Avenue Partners offers inner-city children, grades K-8, and their families free afterschool care and literacy-based Freedom Schools summer programs. The program strives to increase the children's love of reading, their performance and self-esteem through having them study one or more books chosen around the theme "I Can & Must Make a Difference." This award-winning curriculum builds thematically each week from self to family, community, country and the world. Each child is permitted to bring the books home to build their personal library. The funds from the W.H.O. donation will go toward purchasing books for this six-week program benefitting 70 children.

\$5,000 to Hope Foundation, Takoma Park, MD

Hope's Father to Child Reading Program focuses on family literacy, particularly the father/child relationship. Due to financial hardships and the out-of-town relocations that the prison system arranged, many families cannot visit a parent who is incarcerated and relationships then suffer. Recognizing that parent involvement, as well as books in the home, are among the best ways to help children become fluent readers, this program brings books to the fathers, records them reading aloud and then sends the signed book and the audio or video home to the child. The W.H.O. donation will support their library of children's books as well as purchasing new books, audio tapes, shipping materials and postage.

\$3,750 to West Vigo Community Center, West Terre Haute, IN

Research shows that many students lose the equivalent of one or two months of reading and math skills during the summer. The Books & Bites Program, a Saturday summer learning and lunch program, serves 45-50 West Vigo elementary students. It helps bridge the gap educationally and nutritionally for these kids. The W.H.O. donation will help purchase books,

which the children are able to take home each weekend, and purchase the meals for children and their attending parents.

\$4,000 to Corazon a Corazon, Chicago, IL

Corazon a Corazon was formed in 2002 to meet the growing need for educational and literacy services for the Hispanic residents in South Chicago. In particular, it provides afterschool educational enrichment programs to at-risk, low income Hispanic children. The programs combine tutoring and educational computer programs to improve math and reading comprehension. A summer school program in July is also provided through a partnership with the University of Notre Dame. With the W.H.O. donation the program can purchase "ReadAbout" software, which encourages reading skills, and Scholastic books to complement the software.

\$5,000 to Trinity River Mission, Dallas, TX

The Dallas community that Trinity River Mission serves has an 80% high school drop-out rate, a low-literacy level and a low percentage of English proficiency among its Hispanic residents. The mission helps children and youth in grades 1 through 12 by providing intervention with literacy and academic tutoring and by bringing parents and teachers together for support. The W.H.O. grant will be used to purchase books for its Tutor Power Hour Program, expand on-line math tutoring to strengthen learning and help fund educational field trips.

\$4,800 to The Works, Edina, MN

The Works is a "hands-on, minds-on" museum that brings math and science to life. Their programs are targeted to children, ages 5 to 12, who participate in hands-on STEM (science, technology, engineering and math) workshops that meet science standards and inspire children to learn. The goal is to inspire these children with a love of learning and a life-long interest in these more technical areas. Between 30-40% of the program is provided free to economically-disadvantaged children. The W.H.O. grant will buy materials for approximately 960 students at 16 summer school sites. Students build three projects, each one strengthening their math and science skills.

\$5,000 to Everybody Wins! CT, Hartford, CT

Everybody Wins! CT provides programs that engage students, encourage leadership and learning, inspire a love of reading and build stronger communities. The W.H.O. grant will help fund the Readers are Leaders program, which currently helps 850 students, with each student receiving at least four books per school year. This program is a leadership/literacy program where adolescents read to younger children, benefiting both age groups in vocabulary and reading comprehension. Younger students benefit from an older role model, while older students build self-esteem and learn valuable team-building skills.

Experience the pride of being a CSA recipient



When BeautiControl Independent Senior Director Jennifer Jackson heard that the Madonna Center was selected for a \$8,400 Community Service Award in 2008, she was thrilled. She knew the organization would be able to use the funds to help teen mothers purchase cribs, mattresses and bedding they otherwise couldn't afford. Plus, funds would also be used for assembly tools and truck rental fees to deliver the furniture. This has made a huge difference in the lives of these women—and it's a moment that Jennifer will never forget.

The W.H.O. funds have already helped six teen mothers, each with a heartwrenching story of need and appreciation. Valerie Aschbacher, President of the Madonna Center, recalls one in particular. "We had helped one teen while she was pregnant and then lost track of her after the baby was born. When she contacted us again, she was homeless and desperate. The W.H.O. funds provided her with a new crib, mattress and bedding for the baby. Plus, she moved into an apartment and re-enrolled in school. Her picture shows her with a huge smile because that's the day she knew she and the baby would be sleeping in their own place. Although she doesn't have a bed yet, she knows the baby will have a bed to lay her head on, instead of sleeping scrunched up in a car seat. I think of her story every day and it never fails to remind me of why the Madonna Center exists."

You too can experience the gratification of helping a charity for which you volunteer if your organization is awarded a Community Service Award. Imagine the feeling of being center stage at Celebration 2009 to receive the grant on behalf of your favorite charity. **Applications, available on BeautiNet®, must be received by the W.H.O. Foundation by June 2, 2009.**

Celebration 2009

W.H.O. Walk and Walk Sponsorship Contest



Walk for W.H.O. and make a difference for women, children and families in need. Do it for the satisfaction and the exercise. Plus, be a Top 3 Fundraiser and win fabulous prizes in the Sponsorship Contest.

Join BeautiControl President Albert Bosch as he leads the way on this beautiful two-mile walk at the Gaylord Texan Resort.

For more details and forms go to BeautiNet.com, W.H.O. Foundation, Forms.



Raffle baskets

Put a basket together and help raise money for W.H.O. Here are just a few suggestions:

Picnic in the Park Basket—everything you need: a bottle of wine, gourmet crackers and cheeses, fruit and a colorful blanket.

Kiss the Cook Basket—perfect for the chef in the family. Use an Italian or Mexican food theme, and fill with recipes and ingredients for the perfect meal. Don't forget the apron!

Show Us Your State Spirit Basket—put together a basket of goodies with items that represent your geographic area.

June is W.H.O. Month!

Help lift communities with donations to W.H.O. Your sales will benefit families everywhere.

♥ Check out the W.H.O. Month BeautiControl products in your June Achiever. Each time your family, friends and clients buy a W.H.O. month product during June, BeautiControl will make a donation to the W.H.O. Foundation. This includes the phenomenal Instant Face Lift Treatment.

♥ Cell Block-C® P.M. Protection is a year-long W.H.O. product, with a BeautiControl donation made with each sale.

And, remember, you can honor those special people in your life through a donation to W.H.O. In June, think fathers, brides or an outstanding graduate or create a Father's Day or graduation basket and raffle at your June Team Rally.



Welcome to our newest W.H.O. Board member

Meet Julianne Bosch. Having spent the last several years volunteering her time and energy with community organizations in Mexico, Julianne recently moved to Dallas with her husband Albert Bosch, President of BeautiControl, and their three children, Sofia, Alexander and Isabel.

Fluent in Spanish, Julianne has a Bachelor of Science in Business Administration from The University of Arizona, a Master of International Management (MIM) from Thunderbird-The American Graduate School of International Management and a Doctor of Philosophy (PhD) in Management from California Coast University.

"We believe Julianne will be a tremendous asset," said Cindy Turek, W.H.O. executive director. "Her experience and insight are only matched by her compassion and commitment to help others."

Prior to moving to Dallas, Julianne was involved with the Women Against Violence organization in Mexico City. "Living in Mexico, I saw how hard people worked to get by and how much they sacrificed on a daily basis," said Julianne. "The whole experience served as a real wake-up call for me. I knew through my time and energy, I could help make a difference and touch lives—including my own."

Back in the U.S. with her family, Julianne's passion for helping others grew. "I now recognize just how much need there is in our own communities. When I was approached to join the board, I didn't hesitate to accept. Especially after I learned the organization makes a significant impact in the community."



Our year together is rapidly coming to a close. I want to thank everyone who continues to support W.H.O. through the Pledge Program, Director Commission Deduction, donations with orders, team rallies and fundraising. You are all a vital part of something bigger than yourselves, as evidenced in the Education/Literacy grants recently awarded. Lives are truly being changed because of your compassion and commitment to help others. And just think, those grants are helping children today and into tomorrow as these children share their love of learning with their children in the future.

We are currently at \$346,000 of our \$615,000 goal! Every donation through July 8 counts towards our goal. And every dollar counts! If you are not part of the Pledge Program, please sign up today by downloading the form from Forms on File on BeautiNet. And while you're online, check out the great fundraising ideas on the W.H.O. section: host a bake sale, a yard sale, a Consultant hosted pamper-day, a pancake breakfast—it's limitless! Have fun, be creative!

Celebration is right around the corner, and another way to raise funds is to participate in the W.H.O. Walk. This year, BeautiControl President Albert Bosch and his wife Julianne will be walking with us, leading the way on this milestone event. Enter the Walk Sponsorship Contest, where you can help women, children and families in need plus have a chance at winning an incredible prize. Approach businesses with this worthy cause and have them sponsor you for the walk. Their donations are tax deductible. You can download donation receipts from BeautiNet at the W.H.O. section. Let's show Albert what we are all about!

Don't forget the ever popular Basket Raffle at Celebration. Attendees always look forward to the creative and innovative baskets your Teams raffle off. What a fun and challenging way to touch others.

Finally, remember to use www.goodsearch.com instead of your usual search engine and make W.H.O. the charity you goodsearch for. That way, W.H.O. receives donations every time it is used.

I look forward to seeing YOU at Celebration and celebrating YOUR success!



a message
from Anna Olivier

Advisory Board Chair

"You are all a vital part of something bigger than yourselves, as evidenced in the Education/Literacy grants recently awarded. Lives are truly being changed because of your compassion and commitment to help others."

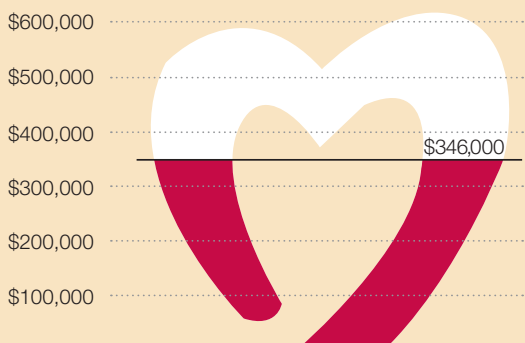
Money Matters

Current amount—May '09

\$346,000

New Goal

\$615,000



IN MEMORY:

Nicole Nielsen Misselhorn
Elizabeth "Betsy" Thompson, mother of Nancy Ham
Bob Thomas
BeautiControl Consultant Jewel Horton
Jim Olivier, husband of Anna Olivier
Gery

IN HONOR:

BeautiControl Creative Department
BeautiControl Consultant Lynn Zelsdorff



W.H.O. is BeautiControl's charity of choice.

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Don't forget that the W.H.O. Foundation is a 501(c)(3) non-profit organization and your donations are tax deductible. Your in-kind donations are tax deductible as well, so keep this in mind when creating your gift baskets for the Celebration 2009 raffle.