

Dear W.H.O. Supporters,

It Feels Good to Give! Didn't it make you feel good inside when your WHO Foundation gave \$15,000 to Haiti after the disaster? Doesn't it make you feel good to work with a company that cares about others and not just their own profit? Doesn't it feel good to know that when you purchase certain products a portion of the profit benefits women and children? Now that's making a difference and leaving a legacy... and looking good doing it!

Early on in my BC career I did not utilize the influence of the WHO Foundation enough. I underestimated the positive power of giving. I now talk about WHO at each spa and highlight the feature of working for a company that gives back. When doing my "good bag" I hold up a heart and share what the WHO Foundation is about. I say: "When you buy products at the mall none of the profit goes to a philanthropy for women and children."

At my spas, I feel proud to be part of WHO and proud to share what they do and stand for. Consider the positive power of giving and leverage the generosity of WHO by sharing this with your clients! It feels good to give...others will agree!

Good WHO News:

June is WHO Month and BeautiControl has a vast number of select items in the month of June that will benefit WHO. More than ever before! Go to Forms on File to download the flyers of these special products to display at your spas so your clients will know that you work for a company with heart. Download the WHO Fact Sheet as well, so you they can read about the WHO Foundation and what it does.

WHO Pledge Commitment program – We have had a 20% increase in participation since we implemented the "I Pledge to the WHO Foundation" wristband initiative in 2010. However, we still have only 1744 participating as of March 2010. Please help us by pledging a dollar amount of your choice to WHO with every order you place.

Unit Chairpersons – 52% of the Units have a WHO Unit Chairperson. The Unit Chairperson is the liaison between your Unit and the WHO Foundation. If you have someone in your Unit with a passion and heart for giving, perhaps they would like to be your Unit's link to the Foundation. Simply submit the form for this position found on BeautiNet.

Director Commission Deduction – 46% of the Directors participate in this commitment to donate a portion of each commission check to WHO.

- Volunteer Service Grants – deadline to submit application is June 1st.
- When you register for Celebration, be sure to register for the WHO Walk
- Walk Sponsorship Contest – raise money for WHO – top 3 fundraisers will win a fabulous prize!
- Don't forget to check out the new Heart to Heart – Connect to WHO blog for all the latest news and information about WHO!

Warmest Regards,

Shelley Callahan

Advisory Board Chair



a message
from
Shelley Callahan

Advisory Board Chair



Share Your Success

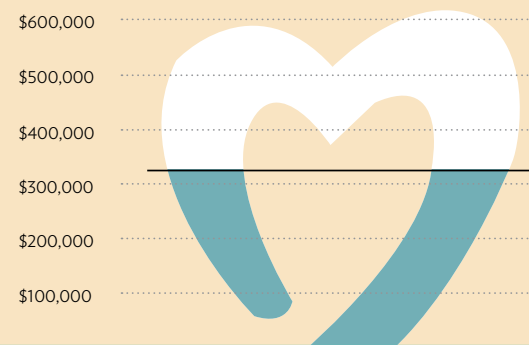
Pledge to the W.H.O. Foundation

A challenge was issued at Celebration 2009 by Shelly Callahan, W.H.O. Advisory Board Chair, to increase the number of Director's Units that are participating. It's a simple way to donate with each order you place. When you submit your Pledge form, you'll receive an "I Pledge to the W.H.O. Foundation" wristband to acknowledge your support.

To make your pledge, visit the Forms On File Section of BeautiNet® and down-load the form. Complete it and send it into the W.H.O. Foundation. Your wristband will be sent to your Director to present to you at the next Unit Meeting. Every dollar matters. Share your success with those in need. Wear your wristband proudly!

Money Matters

Current amount March '10	Goal
\$307,000	\$616,000



IN HONOR:

Faith Anderson
Cathy Wagner's birthday
Tiffany Frush's birthday

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

IN MEMORY:

Denise Bukaty, Cindy Turek's sister
Mrs. Messemer
Mr. D. Henderson
Donna Coyne's mother
Paul Wayne Coates, father of Penny Ford
Heather Panther, daughter of Sandy West
Nell Marmann, former BeautiControl Consultant
Susan Graves
Regina Cardos' & Pamela Tyranski's mother
Lynda Barton, mother of Dawn Hooker

BEAUTICONTROL
W.H.O.
FOUNDATION
women helping others



BOARD OF DIRECTORS

Lou Sartor, Chair
Kathy H. Bailey
Julianne Bosch
Donna Coyne
Jasmine Harris, Ed.D.
Kenneth Kracmer
Martha Rocha
Katherine A. Staton
Judy Ward

BOARD ADVISOR

Albert C. Bosch

ADVISORY BOARD

Shelley Callahan, Chair
Bobbi Hood, Chair Elect
Mandy Adendorff
Marcos Fernandez
Dawn Hooker
Annie Kleoppel
Sue Kuhnert
Janice Lancaster
Liz Licavoli
Paula Lindsey
Lizz Manns
Cynthia Martinez
Denise McDougall
Elsie Morris
Mayra Otero
Martha Roberts
Jennifer Rousseau
Rosemary Scully-Key
Marjory Takach

EXECUTIVE DIRECTOR

Cindy Turek

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

THROUGH YOUR HEARTFELT DONATIONS, TOGETHER WE HAND PEOPLE HOPE.

may/june 2010
who's news

Volunteer Service Grants Enrich Lives

2009 Community Service Award Creates Inspired Youth at One on One Mentoring

You won't risk going very far when your van hasn't had a tire change since 2001! And when you have at-risk youths from six to seventeen who want to be going places, something has to give. That's where volunteer and **BeautiControl Consultant Renee Zimmerman** saw a need—and that's where the Women Helping Others (W.H.O.) Foundation stepped in, awarding a 2009 Community Service Award (now known as Volunteer Service Grants) to One on One Mentoring in Arizona.

Tony Simms, One on One Mentoring Executive Director, shares how one grant, originally submitted by one BeautiControl Consultant, impacted so many individual lives.

"We needed to make sure all our transportation was safe, so we invested the W.H.O. grant money totally in our van," he explains. "We also gave it a new battery, renewed its registration with the motor vehicle department—and even had some left over for van maintenance going forward."

"This van is a great resource. We've really used it this year for the kids in Job Readiness Training—this is a great preparatory program that gets kids business training so they can start to get inspired about what they want to be doing later in life. It really does light them up. We also use it to take kids to yearly outdoor trips like to Mount Lemmon. Our youth have so many diverse experiences on these trips. It's great for them to be in the mountains and in nature," he says. "We have sister agencies who use the van as well, so it's just been a great boon all-around."

Clearly, One on One Mentoring had a vision to broaden the horizons of the youth they serve. Tony adds, "We appreciate the partnership with W.H.O. because it really allows us to mobilize and use the van like we always dreamed!"



The W.H.O. Grant helped make educational field trips possible for One on One Mentoring by providing funding for maintenance of their van. This mine tour was part of the career exploration program where the tour guide explained different mining jobs and the level of education required to obtain them.

Be the one who makes it happen for your charity!
Volunteer Service Grants
— details inside!

Advisory Board members share their hearts with W.H.O.

Annie Kleoppel Senior Director

The Idea Factory

BeautiControl Senior Director Annie Kleoppel thought she knew the value of a dollar. She grew up as one of nine children. But it wasn't until she was introduced to the W.H.O. Foundation that she really learned the significant impact just one dollar could make. Annie has always been an advocate for W.H.O., giving generously and encouraging her team to do the same.

Annie's an idea factory when it comes to business and giving. Part of her secret to easy, generous giving is structuring her cashflow. The money she receives from spa socks at her spas goes directly to W.H.O.

"It is my goal to open the eyes and hearts of those I meet along my journey. I want to help them understand the impact their one dollar will have when they pay it forward. It is my mission to help improve one life at a time, through one spa at a time, and through \$1 at a time."

Mayra Otero Executive Director

Off Her Feet and Into the Driver's Seat

Helping women is one of Mayra Otero's passions in life, and it's her mission to share that passion with others. That's why she joined BeautiControl. Before BeautiControl, Mayra worked 10-12 hour days as a bank officer. She saw that she wanted a great way to make a living but still have fun doing it, so she put herself on the road to success with her spas. Today, she is an Executive Director and proud member of the W.H.O. Advisory Board, and loving every minute of it.

"I am looking forward to helping women and their families by motivating more people to contribute to the W.H.O. Foundation. I want to be known as a person who gives. I want to give trust, belief and care to those who are in need. This is the best gift you can give."

'10 in 2010' Award Presentations Continue Your Money Making a Difference around the Nation

Equine Therapy Center

Equine Therapy Center was established as a therapeutic facility that uses the equine experience as a tool for emotional growth and learning for youth at risk for gang involvement, substance abuse, violence and/or incarceration. Youth are guided in the task of caring for the horses as a means to establish trust, respect and responsibility. Participants are first-time non-violent youth offenders referred by local court systems as individuals most likely to benefit from this type of intervention.

The **\$9,000 W.H.O. grant** will be used for program expenses to help Equine Therapy Center continue to reach at-risk youth in Oklahoma City and surrounding areas.

Senior Director Teri Hubbard presented the check to executive director Prim Cockrell at a recent Board meeting.



Pictured: Jenny Wiseman, Brett Brinkley, Jeff Short, Laurie Weathers, Ross Sears, Teri Hubbard, Brandon Long, Prim Cockrell and Geoff Hoover

Waste Not, Inc.

Waste Not, Inc. provides a creative response to the waste of wholesome food by restaurants, resorts, caterers, etc. They rescue nutritious perishable food that would otherwise be thrown away and deliver it to a diverse network of organizations that feed the hungry. Partner agencies' clients are low-income, mostly single-parent households. The **\$10,000 W.H.O. grant** will help cover the cost of fuel and oil for their fleet of refrigerated trucks, as they deliver 5300 pounds of food per week.



Dee Mitten, executive director of Waste Not, Inc., said, "We want to thank W.H.O. from the bottom of our collective hearts. This funding will support four months of fuel expense for our trucks that deliver hope as well as sustenance to our neighbors in need." Senior Director Stacy Atnip presented the check to Dee Mitten at a January Kick-off Meeting.

You're the one!

Apply Today for a Volunteer Service Grant!

You can make a huge difference for a charity in your community where you volunteer. Now is the time to apply for a Volunteer Service Grant from the W.H.O. Foundation on their behalf. If your organization is chosen, you can experience the gratification of knowing your charity is receiving W.H.O. funding, as you are recognized at Celebration 2010. Applications must be received at the W.H.O. Foundation by **June 1, 2010**. Applications and criteria available on BeautiNet on the Forms on File page under the W.H.O. Foundation tab.



National Executive Director Felix Damian Romero was recognized at Celebration 2009 when the organization for which he volunteers, Hogar Ninos Que Quieren Sonreir, was selected as a Community Service Award recipient.

Volunteer Service Grants



Ideas from Senior Director Annie Kleoppel, Advisory Board Fundraiser Committee Chair and the Committee Members: Spa Your Community!

This summer, shine the light of Spa on the communities in your life. Allow your communities to benefit from your BeautiControl business and raise funds for W.H.O. at the same time!

Connect with groups who could use some TLC! Each month reach out to different hard-working professions in your community and offer a special day to Spa them. For example, restaurant employees are on their feet all day, so what better gift than full-scale pampering? For each group, suggest a specific day at a convenient time and location. Schedule in 30 min, 45 min or 1 hour increments. For added incentive, let them know that you will donate a percentage—you choose how much—of your sales that day to the W.H.O. Foundation.

Display or distribute the W.H.O. Fact Sheet, available on BeautiNet at Forms on File, so clients can know how WHO supports women, children and families in need.

June is W.H.O. Month so now is a great time to start!

- June - Professionals (Veterinarians, Lawyers, Dentists, etc.)
- July - Restaurant Employees
- Aug. - Real-estate Industry
- Sept. - Work at Home Women (Stay at Home Moms, MOPS, etc.)
- Oct. - Healthcare Field (Doctors, Nursing Homes, Hospice, etc.)
- Nov. - Insurance Industry
- Dec. - Churches / Non-Profit Organizations
- Jan. - Laborers / Auto Mechanics & their wives
- Feb. - Teachers / Daycare Providers
- Mar. - Business Owners (Resource Chamber of Commerce)
- Apr. - Administration (Secretaries, personal assistants) *National Administration Month!
- May - Bank Employees

Get Ready for Celebration 2010 Reminders from W.H.O.:

Don't forget the W.H.O. Walk and Walk Sponsorship Contest



The top 3 fundraisers can win fabulous prizes in the Sponsorship Contest AND have the opportunity to join our President, Albert Bosch, as he leads the way on this beautiful 2-mile walk at the Gaylord Texan Resort. **Deadline to submit your Sponsorship form and funds is July 6, 2010.**

Sign up for the Walk, and help those in need as you help yourself! You can register online when you register for Celebration or download the Walk registration form and Walk Sponsorship Contest form at BeautiNet Forms on File under the W.H.O. Foundation tab.

Do you have your raffle basket idea for the W.H.O. Booth at Celebration?

Need suggestions? Here are just a few...

- **Chick-flick Basket** — everything you need for a fun night with the girls: popcorn, movie rental gift card, candy, soda, decorative popcorn bowls, and perhaps even a bottle of pink sparkling wine!
- **Chocolate Lover's Basket** — the name says it all! Fill this basket with all things chocolate: decorative candy, cookies, hot chocolate mix with mug, even a chocolate themed movie!
- **Sunday Brunch Basket** — everything you need for a leisurely Sunday: pancake mix, gourmet coffee, tea, coffee mugs, syrup, jam, recipe book, etc.



June is W.H.O. Month... Ways you can help



- W.H.O. Month products are here! Check out the W.H.O. Month BeautiControl products in your June Achiever identified with a ♥! When you, your family, friends and clients purchase a W.H.O. Month item during the month of June, BeautiControl will make a donation to the W.H.O. Foundation. Remember, BeautiControl already makes a donation to W.H.O. for every Cell Block-C P.M., Detox product, Color of Confidence lip color or W.H.O. Loves You lip color purchased!
- Watch for the June is W.H.O. Month flyers to print and display at your spas. Let your clients know that you work for a company with heart and that their purchase of the select W.H.O. items in June will help make a difference in the lives of those who are struggling. Print out copies of the W.H.O. Fact Sheet as well so you can easily share information about W.H.O. with your clients. (Flyers and Fact Sheet on BeautiNet on the Forms on File page under the W.H.O. Foundation tab.)
- Honor those special people in your life! Make a donation to W.H.O. in June to honor your father or an outstanding graduate.
- Create a Father's Day or Graduation basket and raffle at your June meeting.

Haiti Relief Effort

In honor of BeautiControl Consultants and Associates and their generous support of W.H.O., the Foundation has made a donation to the Haiti relief effort. The W.H.O. donation plus those made by individual Consultants, Associates and outside donors brings the total to \$16,267. We are grateful to each of you who helped support this cause during a time of tremendous need.