



Through your heartfelt donations, together we hand people hope.

july/august 2009

who's news

Trinity River Mission receives \$5,000 to help maintain tutoring program

Improving a child's reading and math skills helps improve the chances of life-long success. Add love and a safe environment and you seal the deal. That's what the volunteer-based Trinity River Mission does. Through its Tutor Power Hour Program, dedicated to helping children and youth in grades 1 through 12, the Mission provides literacy and academic tutoring and brings parents and teachers together for support.

The \$5,000 grant from W.H.O.'s Education and Literacy Grant Program was presented to the Trinity River Mission at the June BeautiControl and W.H.O. BBQ event at BeautiControl's Austin Ranch facility. Following a short video on the Mission's work, Dolores Sosa Green, Executive Director of the Mission, accepted the check and addressed the BeautiControl Associates. "This means so much to the children. The W.H.O. grant and the books it will provide for the program make a remarkable difference. **In the mostly Hispanic Dallas community we serve there is a low-literacy rate and low percentage of English proficiency. Only 35% of the children graduate from high school. But those who go through our program have a 90% to 100% graduation rate—and 80% go on to college.**"

In addition to providing books, the W.H.O. grant will also be used to expand on-line math tutoring to strengthen learning and to help fund educational field trips.

"It's incredible to see such important work being done in our own community," said Cindy Turek, W.H.O. Executive Director. **"The folks at the Trinity River Mission are offering more than just tutoring, they're giving these students hope that they can truly have a better future."**

Many of those who have gone through the Tutor Power Hour Program return as volunteers. Although they have often left the neighborhood, they want to help others, like they were helped. This love and gratitude are keys to the success of the Mission and allows the Mission to continue to promote literacy, augment academic skills, and develop educational success.



BeautiControl President Albert Bosch and W.H.O. Executive Director Cindy Turek present the check for \$5,000 to Trinity River Mission Executive Director Dolores Hart.

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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

W.H.O. and BeautiControl celebrate moms

The special work that mothers do deserves to be recognized—and celebrated. BeautiControl joined W.H.O. at two Mother's Day events where love and appreciation for moms and the difference they make in others' lives took center stage.

Senior Mothers Honored at "An Affair to Remember" Luncheon

It was an event that lived up to its name. Elegance, glamour and entertainment ruled the day at the Dallas Park and Recreation Department's senior mother's day luncheon. The celebration touched the hearts of the 675 senior moms who were honored for the vital role they play in their community and families.

The majority of these moms are from low-income families, where they are the strength, heart and wisdom behind their children and, in many cases, the grandchildren whom they're raising. Despite financial hardships, these ladies keep the children focused and involved in their school and community



Former First Lady Laura Bush was the featured guest speaker and thanked mothers everywhere for giving us all a better future. She remarked on how women across the world are united in their shared bond of motherhood and then shared special memories of her own mother.

Every senior mother was given a gift bag generously filled with BeautiControl spa products. Later Albert Bosch, President of BeautiControl,

accepted a gift on behalf of BeautiControl's donation and thanked the Associates for the hours they contributed assembling these bags and helping make this event a success.



Low-income children shop for Mother's Day gifts with W.H.O. bucks

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, 68 boys and girls were able to experience the joy of shopping for Mother's Day gifts for their moms, grandmothers or other special women in their lives. The children were all from the after-school Dallas Community Lighthouse and the Jeffries Street Learning Center.

The participating children attend the after-school programs sponsored by the Dallas Community Lighthouse and the Jeffries Street Learning Center. These two facilities pull together for the



Mother's Day event and the shopping area is set up in the larger Jeffries Street gymnasium. 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 and presented to them in a bank envelope—ready for shopping.

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 set and cosmetic bags filled with product. DesignPac, Inc., PlainsCapital Bank and individuals made monetary contributions, and Robert Ham, Inc. donated gift bags, tissue paper and ribbon.

BeautiControl and W.H.O. Associates helped the children shop. Julianne Bosch, W.H.O. Board Member and wife of BeautiControl President Albert Bosch, and their three children, Alex, Isabella and Sofia were on hand to help, serving as personal shoppers.

The event kicked off with a sponsored pizza party and concluded with volunteers packaging the gifts that were purchased with love and destined to make Mother's Day a more beautiful day for these children and their families.



Celebration reminders

Join in the "fun-raising"

The W.H.O. Basket Raffle is one of the highlights of Celebration. There's an amazing amount of care and creativity that goes into each basket, but the money raised from the sale of raffle tickets is the true motivation behind this important fundraiser. Each ticket purchased helps fulfill our mission of helping others.



If you've put together a basket, please remember to bring it to Celebration and drop it off at the W.H.O. Booth when you arrive. Then check back often to see the displays and try your chance at winning another Unit's creative basket. The baskets are rotated every few hours so there are always new ones added as the weekend unfolds. Remember, winners need to transport their baskets home, so please consider size and contents when creating yours.

Check out the new products at the W.H.O. Booth. Stop by and see what's new. Come early, come often. You'll love what

you see. The W.H.O. Booth is open at various times from Wednesday, July 29 through Saturday, August 1. Check your Celebration registration pack for specific times.

Community Service Awards

If you submitted an application for a Community Service Award, check your registration packets for information and details.

Walk for W.H.O.

It's not too late to register for the 10th Annual Walk for W.H.O. Join BeautiControl President Albert Bosch as he leads the way on the two-mile walk at the beautiful Gaylord Texan Resort. Put your heart into it—and your feet in front of you—and enjoy the walk.

Fill out your registration form on BeautiNet.com, Forms. As always, your \$20 fee includes your fabulous Walk t-shirt!

If you pre-register, you'll find your t-shirt voucher in your registration packet and you may pick up your shirt at the Booth when you arrive.



W.H.O. Schedule of Events

Wednesday, July 29

- W.H.O. Booth opens—see registration packet for exact times
- Register for the W.H.O. Walk
- Pre-registrants pick up Walk t-shirts

Thursday, July 30

- 11:30 to 1:00—W.H.O. Advisory Board Meeting and Luncheon
- W.H.O./BC event
- Hearts of Gold

Friday, July 31

- Warm up and 10th Annual Walk for W.H.O. Sponsorship winners recognized—6:45 a.m.
- 10th Annual Walk for W.H.O. begins—7:00 a.m.

Celebration
2009

What an incredible year we have had! I'm amazed at all that we've accomplished over the past 12 months. As I leave, having had the privilege of serving you as W.H.O. chair, I am humbled by your generosity, even during tough times.

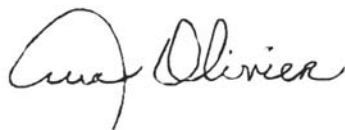
I would like to express my deepest appreciation to all of you who participated in the Pledge Program (which has more than tripled this year), the Director Commission Deduction and in various fundraising events. And thank you to those who purchased raffle tickets at national events and at your monthly team rallies. A special thank you goes to the W.H.O. Unit Chairpersons—you are all incredible ambassadors for W.H.O. We couldn't do it without you!

We'll never fully know the impact we've had on other's lives, but we know we've made an amazing difference. Since last Celebration, \$316,700 has been given in grants through your fundraising. Uninsured children received dental and eye care; women escaping domestic violence covered move-in costs, helping them rebuild their lives and the lives of their innocent children; the children of low-income households were fed and nourished; and abused and neglected children removed from violent home situations received duffel bags filled with comfort items to help them transition. All because of you. This is just a sampling of the huge difference your pledges and other fundraising efforts have made.

Yet, there is still more to be done. So many hurting innocents who need your touch. I am so blessed to introduce **Shelley Callahan as our next W.H.O. Advisory Board Chair for 2009-2010**. She will provide incredible leadership and inspiration to you, and I know she will lead the W.H.O. Foundation to great things. Please offer her your deepest support, as I will.

Thank you for the privilege of serving you. Remember, we are the hands and heart of God touching those in need, and as we do so, we touch His heart. You are the heart of W.H.O.

God bless you.



Shelley Callahan
Independent Senior Director



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 HONOR:

Melissa Brisbois



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.