



## HOPECUTS

### Fact Sheet for Salon Owners

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#### What is HopeCuts?

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As a salon owner, you help make people look beautiful every day. *HopeCuts* is a fund-raising program, which gives you the opportunity to help make people look good on the outside, while feeling great on the inside! It's a way for you to help "cut out" cancer, HIV/AIDS, diabetes, and other life-threatening diseases by donating your talent for **one day!** It's also a way to let your community know about your salon and your philanthropic activities such as supporting the work of City of Hope.

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#### How Does It Work?

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On Sunday, August 22, 2010, *HopeCuts* will be held at salons all across the Northeast and Southeast United States. *HopeCuts* is a simple event that makes a large impact. Here's how it works:

- You recruit your staff to volunteer and donate their time. Hours of operation are up to the individual salon.
- You take bookings for the event like any other day. The event does not need to be limited to haircuts. You can offer other regular services such as hair coloring, perms, manicures, massages, etc. The types of services you offer are up to you. All checks should be made payable to City of Hope.
- To garner more enthusiasm, you can offer refreshments, door prizes and light entertainment (music, clowns, etc.).
- City of Hope will assist you in publicizing the event. This will help to maximize your charitable efforts.
- The proceeds derived from the day are donated directly to City of Hope. You may pick a specific discipline to earmark your money to. The disciplines include Breast Cancer, Prostate Cancer, Genetic Research, Diabetes, HIV/AIDS, Positive Image Center, Bone Marrow Transplantation Program or Pediatric Cancer. You can also decide to let City of Hope use the money where it is needed the most.

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## How Will The Funds Benefit City of Hope?

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City of Hope had the most humble of beginnings in 1913 when volunteers raised two tents in the Southern California desert, offering a haven for those stricken with tuberculosis. For nearly a century, City of Hope has pioneered the fusion of compassionate patient care, leading-edge biomedical research and humanitarian philanthropy.

Today, the state-of-the-art medical and research center, which stands on a 112-acre campus at the base of the San Gabriel Mountains, has become an internationally recognized institution and stand as a testament to the philanthropic spirit that has brought it to the forefront of 21<sup>st</sup> century innovation. City of Hope is world-renowned for its treatment and research to combat leukemia and other forms of cancer, diabetes, HIV/AIDS and other life-threatening illnesses.

All of this is possible only through City of Hope's extensive volunteer network of more than 500 auxiliaries and industry groups located across the country. It is the compassion and philanthropic spirit of these hundreds of thousands of people who come together from all walks of life, age groups and cultures to support City of Hope that allow us to continue our lifesaving work. The funds raised by *HopeCuts* will support this lifesaving work.

City of Hope is consistently rated among the best charities in the nation. Among the national publications acknowledging City of Hope are *Consumers Digest*, *Good Housekeeping*, *The Nonprofit Times*, and *Smart Money*. As well, *Forbes* magazine recently listed City of Hope as one the country's most important charities.

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## Benefits to Your Salon

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- **Expand your business** - We will provide your salon with a generous supply of "Save the Date" cards that could be sent to your inactive clients or your current client base (to suggest they bring a friend). These cards can also be sent to current customers to show your charitable side.
- **Media coverage** - Register by July 22, 2010 and your salon will be listed in our press releases and collateral material. You will soon be seeing our full-page ad in *American Salon* magazine calling for salons to participate in *HopeCuts*.
- **Community recognition and education** - *HopeCuts* salons are often featured in their local newspapers. We will also provide cancer prevention and education brochures, pink and red ribbons, and other materials to help educate and inform.
- **In-Salon advertising** - To build the excitement, we will provide posters and counter cards which will arrive after July 20, 2010. You may want to have some of these items available at the front desk of your salon for clients who may want to make appointments ahead of time. We can also provide banners to place indoors or outdoors on *HopeCuts* day.

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## Reasons to Participate

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- **Your customers will appreciate your commitment.** Research shows that customers feel good about supporting a business that gives back to charity. In fact, 76% of consumers would be more likely to switch to a brand or retail outlet associated with a good cause (up 18% since 1993). (1997 Cone/Roper CRM Report)
- **Cancer touches everyone.** Unfortunately, most of us can think of at least someone we know who has cancer or another life-threatening illness. This is a way to fight back in their name.
- **Our dedication to research.** City of Hope spends nearly \$2 million on research each week, bringing treatment from the laboratory to the bedside quickly. Your support brings us one step closer to a cure.
- **We're a top ranked charity.** City of Hope consistently receives top rankings from charity watchdog organizations, and was just named America's twelfth best charity by Consumer Digest. Of every dollar donated, \$.85 supports patient care and research programs, \$.10 improves buildings and facilities, and just \$.04 is spent on administration costs.
- **To support our patient centered philosophy.** Our unique programs are designed around a patient's emotional, spiritual and social well being. In fact, City of Hope was one of the first medical centers in the nation to consider the emotional cost that illness has on the lives of patients and their loved ones. We are committed to developing programs that help individuals regain the self-esteem, confidence, and quality of life that illness often takes away.

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## What is City of Hope?

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Our goal at City of Hope is to one day win the fight against cancer, diabetes, HIV/AIDS and the many other serious diseases that continue to devastate lives all around the world. Every day researchers, physicians and staff - combined with the legendary generosity of volunteers - are working to take us one step closer to making this goal a reality.

At City of Hope everything we do is guided by a credo inscribed on the Golter Gate in our International Garden of Medication and written by Samuel H. Golter, City of Hope's Executive Director from 1926-1953. That credo is: **"There is no profit in curing the body if in the process we destroy the soul."**

At City of Hope, we are driven by the belief that healing does not come about by a new treatment or drug alone, but also by the care that a patient receives. Our philosophy of hope has inspired us to develop programs that focus on treating the whole person - of tending to our patients emotional, spiritual and social well-being, in addition to their physical care.

For almost 100 years City of Hope has been renowned for its research and treatment to combat life-threatening illnesses. One of a select group of medical centers designated by the National Cancer Institute as a Comprehensive Cancer Center (the NCI's highest accreditation), City of Hope shares its work with medical centers worldwide and touches the lives of millions of people everywhere.

We spend nearly \$2 million a week on research to win the long-term battle against cancer, diabetes and HIV/AIDS. These efforts include cutting-edge work in:

- **Pediatric Cancer:** City of Hope has been studying and treating the special needs of pediatric cancers since 1954. We've made great progress - survival rates are up from 10% 25 years ago to over 75% today.
- **Bone Marrow Transplantation:** City of Hope helped pioneer the lifesaving bone marrow transplantation (BMT) procedures, and performed more than 500 BMT's in 2000.
- **HIV/AIDS:** City of Hope is testing an innovative gene therapy treatment that could prevent people with HIV from developing AIDS. It also has the potential to lower the cost of AIDS treatment and provide long-term or permanent resistance to the virus.
- **Diabetes:** City of Hope helped create low-cost synthetic insulin called Humulin™, now used by more than 4 million diabetics worldwide. City of Hope is also on the verge of a cure by transplanting healthy Islet cells, the cells that create insulin, into the diseased pancreas to replace the cells that are not functioning. Early trials have produced some very promising results!

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### How Do You Register?

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It is easy to register for *HopeCuts*. Simply fill out the enclosed Participation Agreement and mail or fax it back to us. Upon receipt of the form, you will be contacted by a member of the City of Hope who will work with you to make your day's event as successful as possible.

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### Items Supplied by City of Hope

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The following items will be made available upon request to you to assist in a successful event:

- **T-shirts** featuring your salon's name and all other sponsors
- **Posters/Counter Cards** - You will be supplied with both posters (11 x 17) and Counter Cards (8 x 11 easel-back cards). Again, this will help you gain more visibility among your existing clients. In addition, it may create an atmosphere of more enthusiasm among you salon staff - many of whom hopefully will volunteer to donate their time to the event.
- **Save-the Date Cards** - These postcards could be sent to your inactive clients or your current client base (to suggest they bring a friend). These cards can also be sent to current customers to show your charitable side.