

CUTS
FOR A
Cause



The Gathering Place
a refuge for rebuilding lives

The power of a haircut

A haircut can help someone see how truly beautiful she really is.

A haircut can inspire someone to chase her dreams, however big or small.

A haircut can transform a life.



Thursday, February 9, 2012

www.cutsforacauseco.com



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What is Cuts for a Cause?

Many years ago, a client of The Gathering Place was stuck. She was coming to see us on a daily basis, but was being held back by a barrier unbeknownst to her. And then one day, her whole life changed. Several years went by before she returned, and when she did, she was in a very different place. When asked if there was one service she received from The Gathering Place that gave her that little extra push, she looked up and said simply, "I got a haircut." From this story, CUTS FOR A CAUSE was conceived.

This event is more than a fundraiser

THE CONCEPT IS SIMPLE: On Thursday, February 9, 2012, we invite you to open your doors and use this opportunity to share with your constituents who you are and what you stand for, while donating 25% of each haircut to The Gathering Place.

THE IMPACT IS ASTOUNDING: While 25% of the cost of one haircut may not seem like it will do much, small individual contributions have a huge overall impact supporting the programs and services of The Gathering Place.

How does Cuts for a Cause work?

Once you decide to be a CUTS FOR A CAUSE participating salon, you will receive a sign to place in the window of your salon, signaling to your clients and community that you are taking part in CUTS FOR A CAUSE. Additionally, you will be given signs to place on the work stations of each of your stylists with details of the day, encouraging customers to book their appointments for Thursday, February 9!

Please track the number of haircuts you give that day, and send a check for 25% of each haircut to The Gathering Place by Monday, March 5. The Gathering Place will then send you a letter of acknowledgement for your **fully tax-deductible contribution.**

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What is The Gathering Place?

The Gathering Place opened its doors in 1986 to women and children seeking refuge from the harsh realities of life on the street. This mission continues today, along with greatly expanded facilities and an array of self-sufficiency programs. Women are encouraged to develop individual strengths in an atmosphere of unconditional acceptance and support, with services intended to promote self-advocacy. As Denver's only daytime drop-in center for women and children experiencing homelessness and poverty, The Gathering Place offers essential resources for rebuilding lives. In addition, all programs and services are available to transgender persons. The Gathering Place believes no one—no matter what the circumstances—should have to face hunger, fear or homelessness. The Gathering Place is **A REFUGE FOR REBUILDING LIVES.**

The Gathering Place's Philosophy of Care is founded on
three basic principles:

SHELTER FROM HARM

COMMUNITY OF ACCEPTANCE

OPPORTUNITIES FOR HOPE

The Gathering Place Contact Information:

Laura Meixell, Events Coordinator

Phone: 303-996-9048

Fax: 303-321-0679

Email: laura@tgpdenver.org

www.tgpdenver.org

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Why Should my Salon Participate in Cuts for a Cause?

This event is more than a fundraiser. In addition to financially supporting one of Denver's most established nonprofit organizations, serving the most vulnerable population, you will receive benefits and recognition unique to participating in this event:

- *The opportunity for new customers:* consumers pay attention and seek out businesses that give back to their communities.
- *Exposure to thousands of people in the Denver Metro Area:* through targeted media and public relations efforts, your salon will be associated with the most original fundraiser in town.
- *Demonstrate a commitment to your community:* plain and simple, community involvement is good business,
- *Improve employee morale:* encouraging your employees to volunteer their time and talents has been shown to create an increased sense of fulfillment in their jobs. Volunteering makes people feel good.

Salon Recognition

Participating salons will receive recognition via the following media efforts:

- CUTS FOR A CAUSE website (www.cutsforacauseco.com)
- The Gathering Place website (www.tgpdenver.org)
- The Gathering Place's quarterly newsletter (distribution of approximately 7,500)
- The Gathering Place's annual report
- Social media, i.e. Facebook and Twitter

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Sponsorship Opportunities

In addition to cutting hair, there are several sponsorship opportunities available to support this exciting event:

- \$500- Bronze Bombshell
- \$1,000- Silver Fox
- \$2,500- Goldie Locks
- \$7,500- Platinum Blonde

RECOGNITION*	\$500	\$1,000	\$2,500	\$7,500
Enterprise Zone Tax Credit	X	X	X	X
Cuts for a Cause Website	X	X	X	X
The Gathering Place Newsletter	X	X	X	X
The Gathering Place Annual Report	X	X	X	X
Launch Party Invitation	X	X	X	X
Social Media Efforts, i.e. Facebook and Twitter	X	X	X	X
Press Releases			X	X
Window Signs Displayed at Participating Salons			X	X
Informational Signs at Stylists' Work Stations			X	X
Live Media Spots				X

* \$500 and \$1,000 sponsors will receive name recognition. Prominence of recognition varies depending on level of donation.

** \$2,500 and \$7,500 sponsors will receive name and logo recognition (if applicable).

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Salon Participation Form

Name of Salon: _____

Primary Contact Person: _____

Addresses: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone Number: _____

Best Days/Times to be contacted: _____

Agreement

By signing this form, I agree to donate to The Gathering Place 25% of each haircut given on February 9, as part of the *Cuts for a Cause* fundraising event.

I agree to send the entire donation to The Gathering Place (*Cuts for a Cause*, c/o The Gathering Place, 1535 High St., Denver, CO 80218) by Monday, March 5, 2012

Pursuant to C.R.S. 6-16-110, I agree to disclose in each advertisement the dollar amount or percent per unit of services purchased that will benefit The Gathering Place.

Printed Name of Authorized Party: _____

Signature of Authorized Party: _____

Date: _____

Please mail or fax a copy of this form to:

Cuts for a Cause
c/o The Gathering Place
1535 High Street
Denver, CO 80218

Fax: 303-321-0679, attn: Laura Meixell

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Sponsor Reply Form

I am pleased to sponsor *Cuts for a Cause 2012* at the following level:

- | | |
|--|---|
| <input type="checkbox"/> \$500- Bronze Bombshell | <input type="checkbox"/> \$1,000- Silver Fox |
| <input type="checkbox"/> \$2,500- Goldie Locks | <input type="checkbox"/> \$7,500- Platinum Blonde |

Name*: _____

Name of Business (if applicable): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone Number: _____

**Please list company and individual names as you would like them to appear on printed materials,*

Enclosed is a check in the amount of \$_____. Please make checks payable to *The Gathering Place*.

Please charge my Visa/Master Card/Discover/AmEx: \$_____

Card Number: _____ Exp: _____ Security Code: _____

Name on Card: _____

Signature: _____

Please invoice my company for payment

Remit Payment to: *Cuts for a Cause, c/o The Gathering Place*
1535 High Street
Denver, CO 80218

I am unable to sponsor, but include a fully tax-deductible contribution of \$_____.

I have made a donation of \$500 or more, and would like to receive the Enterprise Zone Tax Credit.