

Proposal for Anniversary Partnership



Dear Dry Bar,

I'm Jenna Edwards, founder of The For a Day Foundation, a national service non-profit committed to creating emotionally therapeutic experiences for pediatric cancer patients - and providing them and their families with a joyful and much needed diversion from the strain of chronic treatment. Specifically, we host themed parties in hospital playrooms, like Queen & Hero for a Day, and have served over 8,000 kids through 17 local chapters.

Like Dry Bar, we exist to bring a pep-in-the-step of our audience, making them feel good and bringing a smile to their face. For kids with cancer and other serious illnesses, positive mindset and therapeutic play can influence how they cope with the trauma and isolation of treatment, communicate their pain, and manage their medical fears and phobias.

This year, we celebrate 20 years of service! We're extremely proud of each volunteer, each donor, and every partner that's gotten us here. 20 years of generosity is an enormous gift. As part of our 20-year-anniversary plans, we'd like to create more partnerships that help us maintain our mission, and contribute to our expansion.

We've strategically selected Dry Bar for our "Treat It Forward" campaign, based on positive messaging placed throughout the salon, encouraging clients to extend the power of a great hair day to make a difference for kids with cancer with a donation.

- "Maybe you can't solve all the world's problems while having your hair done, but you can sure make a difference. Help a child with cancer become a hero, a star, a queen for a day."
- "What's better than feeling beautiful? Making beautiful. Help a child with cancer believe they're a hero, a queen, a star - for a day."
- Sometimes it's the little things. Like having your hair done. Or wearing a crown. Or turning a moment of "me" time into making a difference time, with a simple text. Here's how you can extend the potential of your great hair day to help a child with cancer."

Clients are pointed to a mobile donation website and an 'unselfie center' with instructions for snapping a selfie under a tiara-shaped wall decal (with their fresh blowout or styling) and encouraged to share it online with #treatitforward. The campaign could run for 4 to 6 weeks.

With a complementing marketing tone, branding aesthetic (yellow and purple), and geographic reach, we see Dry Bar as a strong fit for carrying FADF's positive message and mission to a wider audience in 2020. The following pages showcase working drafts of the collateral pieces we propose using in this campaign.

They consist of three (3) versions of mini-posters to display at styling stations, check-in desks, restroom, etc, and the 'Unselfie Center.' We also recommend including a business card-sized piece as a take-home reminder of how to make a donation or find out more about FADF.

In late 2018, FADF was featured in TheSkimm.com. As a result, we received over \$10,000 in donations and launched 6 new local chapters in the following months. Our goal with this partnership is a similar result (or exponentially more!) from using Dry Bar locations to promote support of and involvement with For a Day throughout the US.

June is our anniversary month, and running the campaign during that month is ideal, although I understand that in-person business is managing unique circumstances right now. I hope that can give us time to discuss the opportunities and create something truly remarkable together. Additionally, I am open to running a trial in NYC (our home office).

I sincerely hope this is something that can be considered. We'd be honored to call Dry Bar a partner in our continued success!

Warmly,

A handwritten signature in black ink that reads "Jenna Edwards". The signature is fluid and cursive, with the first name "Jenna" and last name "Edwards" clearly legible.

Jenna Edwards
President, For a Day Foundation
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IMPACT REPORT 2019

Since 2000, FADF has served the pediatric cancer community with themed parties in hospital playrooms, like Queen & Hero for a Day - reaching over 8,000 kids! Instilling a sense of normality - Relieving stress - Managing medical fears & phobias

"It makes me just happy to know that she will have good memories of this and that it won't be memories of the pain and crying."



IN 2019, 18 LOCAL CHAPTERS
SERVED A RECORD

834

children and granted **family experiences**
to **6 families**.



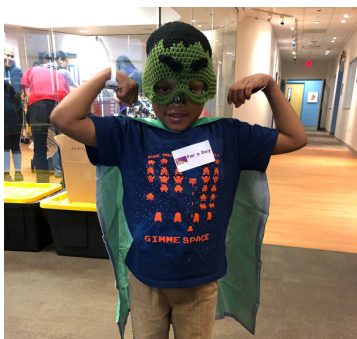
459



375

LOCAL CHAPTERS:

ATLANTA
BOSTON
CHICAGO
CHARLOTTE
DALLAS
DC
DENVER
HOUSTON
JACKSON
LOS ANGELES
MINNEAPOLIS
MIAMI
NASHVILLE
ORLANDO
PITTSBURGH
PHILADELPHIA
NYC
SAN JOSE



Her mother said, "I can see a bit of her coming back." She could not WAIT to get into the hallway and show everyone her new look, topped with a one-of-a-kind tiara.

For more photos and detailed reports please visit: www.foraday.org/activity or www.foraday.org/fadfamily

Mini-posters for styling
stations, check-in desks,
waiting tables, etc.

*directions for donations will
be a weblink

Sometimes it's the little things.
Like having your hair done.
Or wearing a crown.



Or turning a moment of "me" time
into making a difference time, with a simple text.
Here's how you can extend the potential of your
great hair day to help a child with cancer.

Text 'FADF 10' to 50155 to donate \$10
#TreatItForward

Over 6,000 childhood cancer patients have been
given hope and happiness for a day since 2000.
Learn how your support makes a difference:
Foradayfoundation.org



MAYBE YOU CAN'T SOLVE ALL
THE WORLD'S PROBLEMS
while having your hair done,
but you can sure make a difference.
Help a child with cancer become
a hero, a star, a queen for a day.

Text 'FADF 10' to 50155 to donate \$10
#TreatItForward

Over 6,000 childhood cancer patients have been
given hope and happiness for a day since 2000.
Learn how your support gives her a day she'll never forget:

Foradayfoundation.org



What's better than feeling beautiful?
Making beautiful.



Help a child with cancer believe they're a hero,
a queen, a star—for a day.

Text 'FADF 10' to 50155 to make a small
donation that makes a big difference.
#TreatItForward

Over 6,000 childhood cancer patients have been
given hope and happiness for a day since 2000.
Learn how you can treat it forward:
Foradayfoundation.org



Unselfie Center
with yellow tiara wall decal
(no-residue adhesive)

Decal dimensions:
3.75 inches tall
6.8 inches long

UNSELFIE CENTER

FOR THE *Queen for a Day*®



Go ahead. Take a selfie with a tiara.
And make a toast. For all the children who need to
believe they're a star, a hero, a queen for the day.

Share your selfie on Facebook, Twitter, or Instagram
with #treatitforward

Text 'FADF 10' to 50155
to donate \$10.
Foradayfoundation.org



3.75 inches



6.8 inches