



*Through your heartfelt donations, together we hand people hope.*

november/december 2008

# who's news

## The Power of W.H.O. 15 years of making a difference

**Native American culture and art is alive and well in 2008. And for many tribal communities, rich traditions handed down for centuries still proudly endure in spite of hard economic times. In fact, many tribes' traditional handmade goods remain in-demand as our ever-modernizing world turns away from artisanal livelihoods.**

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Meyers explains further that "although the Navajo nation provides some assistance, it is not enough to survive on." With the WHO Foundation grant, 2008 has been particularly fruitful for the elders who are now able to weave with a colorful palette of dyed yarns, another positive effect of the grant adding to the desirability of these artful pieces and a real boon to greater economic stability.

The elders that benefitted from this award have been working diligently as artisans well into their 80s, 90s and 100s with a genuine desire to preserve their native culture and values.

The difficulties of struggling native artisans drew WHO's attention to the Adopt-A-Native-Elder charitable program, which received a \$24,000 grant in January 2008. Because of the grant, dozens of the Navajo nation's impoverished elders received supplemental assistance to buy food, firewood, fuel and quantities of yarn.

Director of the Adopt-A-Native program Linda Meyers adds, "We're providing these women with quality yarn, a market to sell their rugs at full value and the gasoline to take them to and from the rug shows" — earning them the means to live out their purpose as artisans and tribal elders without fear of succumbing to starvation or freezing desert temperatures at night.



Rug specially designed by the Elders for the WHO Foundation.

Once a necessity for cultivating wool to weave, many elders no longer tend the herds of sheep they've looked after their entire lives. Thankfully, with the yarn and weaving supplies this grant has provided, Navajo weavers have been able to produce more colorful and ambitious textiles in greater quantities, fortifying both the financial and cultural aspects of reservation life.

**15** YEARS  
of making a  
difference

FOUNDER: Jinger Heath

*The WHO 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



a message from  
Anna Olivier

A d v i s o r y   B o a r d   C h a i r



## Genesis Personal Development Center Receives \$20,000 to Help Abused Women and Children

Domestic violence often leaves women and children with more than just physical scars. Fortunately, the Genesis Personal Development Center in rural David City, Nebraska, is there to help restore a sense of wholeness to the women and children in these situations through mentoring, counseling, financial assistance and transitional housing.

Motivated by the increasing need and decreasing funding, BeautiControl Independent Unit Manager Angie Peirce stepped up her volunteer fundraising efforts for Genesis this year – and succeeded. Genesis originally requested \$7,500 to repair and restore its facility and help adult women and their children move into permanent housing but received \$20,000 once WHO accessed the need and the passion and dedication of the volunteers.

“This is the miracle we were praying for,” said Patricia Lostroh, Executive Director of Genesis. “This funding is what we need to help us cover operational costs and get women to work and children to school. WHO’s generosity will touch so many lives. By helping to break the cycle of abuse, you not only help the children today, but you help future generations of children as well.”

Angie added, “Just knowing what WHO has done for the Center is amazing. This grant will help these women and children start over and allow the children to participate in activities, such as sports, music and art classes. It will change lives, and I’m so proud to be part of this.”

What a great start to our year together! We had a great Celebration and as of October 15<sup>th</sup>, we have already raised over \$150,000 toward our \$615,000 goal! I am so thankful to each one of you. Special thanks goes out to our WHO Unit Chairpersons who work so diligently throughout the year to raise awareness for WHO. Having a Chairperson really makes a difference, and I encourage each Director to appoint a chairperson to assist with this endeavor. Please visit the “Chairpersons Corner” on BeautiNet for fun ideas for WHO, and share what your unit is doing to make a difference.

The holidays are upon us, and as we stretch our hearts in the season of giving, I want to encourage each unit to commit to the WHO Pledge Commitment Program. What a difference just a dollar per order makes! If only half of the orders placed each month had a dollar donation attached, we would nearly achieve our goal by next Celebration! The number of consultants participating in the Pledge Program has increased, and thanks goes out to all who have committed. But we still have a long way to go. Here’s an idea: an inter-unit challenge to see who will increase their pledge participants by the greatest percentage. The winner will be treated to an ice cream party by the other unit! So, challenge a sister unit or two in your area and enjoy the fun while helping change the lives of women and children. Pledge forms are available on BeautiNet at Forms under WHO Foundation.

Our holiday card program will be available again this year. What a gift, to honor someone by donating in his/her name to change another’s life. That’s a gift that will never tarnish, go out of style, or be tossed away. An investment in another human being is eternal!

WHO is the heart of BeautiControl, it is what we are all about...women, helping others. Not only are you touching and changing lives through our bc spa, but also through your generosity in giving. Thank you for all you do.

God bless you,

P.S. Don’t forget to fill out your order form for the Holiday Card program that we’ve inserted in this newsletter.

*“An investment in another human being is eternal!”*

*"We are a community with incredible needs, and having WHO's support is a gift from God"*

## Families in Crises Benefit by \$10,000 Grant Awarded to Haven of Rest

When the most devastating circumstances strike, families are often faced with tremendous losses and no place to turn. Fortunately, families in Phillips County, Arkansas, have a recovery resource in the Haven of Rest Community Outreach Center. Furnishing clothing and furniture for the needy, as well as running a food pantry, Haven of Rest relies on community donations to keep the center running.

Now the organization has new hope for expanding its community outreach through the generous \$10,000 grant it received from WHO. Through the volunteer efforts of BeautiControl Independent Consultant Cecelia Thomas, WHO became aware of the community's needs to expand with newly renovated space and extended programs for kids. "We are a community with incredible needs, and having WHO's support is a gift from God," notes founder Dr. Anna Shannon.

With this cash infusion, the Center is now looking ahead at more extensive ways to lift up the hungry and homeless. With new offerings like after-school programs and free educational supplies and school uniforms, the grant will also allow the charity to refurbish a building for the shelter and start a learning center for residents' use.

## \$8,400 Grant Awarded to Madonna's Center to Help Teen Mothers

A pregnant teenage mom faces many challenges. Providing basic needs for her baby shouldn't be one of them. The Madonna's Center of Milwaukie understands this and helps provide these teen moms with new cribs, an item costing upwards of \$500. To many teen moms, this is a purchase that they cannot afford, yet the alternative of buying a second-hand crib is too risky, considering the life-endangering hazard that unstable or recalled models present.

BeautiControl Independent Consultant Jennifer Jackson is a new board member for the all-volunteer-staffed Madonna Center and feels strongly that no mom should be left to wonder how she is going to provide for her baby. Jennifer originally requested \$7,950 for Madonna's Center to furnish new cribs, mattresses and bedding. When the WHO Board discovered that the Center is also in dire need of safe car seats for the children, the grant was increased to \$8,400.

The Madonna's Center now has the funds to begin a new "Safer Baby Cribs and Car Seats Loan Program" for teenage parents in the area. The Center's president, Valerie Aschbacher, states, "We're in a fortunate position to be able to afford twelve safe, durable convertible cribs with bedding and car seats to kick-off this new program serving young mothers who have nowhere else to turn."



Director Angie Lattus presents a WHO check to Memorial Healthcare Hospital for the Angel Cart program.

## Baptist Memorial Receives \$1,250 for Angel Cart

BeautiControl Independent Consultant Angie Lattus wanted to bring joy to children spending the Christmas season in the hospital. With the help of her business unit, they pulled off a teddy bear rally so well received that Lattus's family and business team soon began collaborating on a year-round program now called the Angel Cart.

A strategic tool for making the hospital stays not-so-scary for kids, the Angel Cart program was nominated by Angie for a \$1,250 grant from WHO to make it a steady fixture in the Baptist Memorial Hospital's Children's Wing. The Foundation responded with the funding to help the Angel Cart replenish goodies like hardcover books, plush bear toys and crayons for pediatric and emergency room nurses to share with young patients receiving uncomfortable treatments—a soothing surprise in often-traumatic circumstances.

With her first successful grant under her belt, Angie is inspired to work toward forming a foundation to spread the Angel Cart program to hospitals all over.



Senior Director Jennifer Jackson presents WHO check to Madonna Center

# Holiday Cheer For **WHO**mever's On Your List

Make a donation in any multiple of \$5 to Women Helping Others (WHO), and our signature Season of Giving holiday greeting card\* goes out to the recipient of your choice.

Just think. Each year, greeting cards generate \$7.5 billion in retail sales<sup>1</sup>—sales that could be used to grow support for the needy community that WHO serves. What better way to spread holiday cheer to someone who needs uplifting than through this special WHO Foundation offer?

Show your support for WHO to all the loved ones in your life: your children's teachers and coaches; your relatives and co-workers; stuff stockings too. Your generosity to the WHO Foundation has an incredible humanitarian impact:

- Your \$50 donation will feed a senior for three days, when he otherwise wouldn't have the funds to eat.
- Your \$30 donation will provide emergency assistance for two families in crisis.
- Your \$10 donation will provide one uninsured woman basic medical care.

With each donation, you're not only sharing a meaningful gift with loved ones, but also filling a void for those who need it most. When your qualifying donation\*\* is received along with your recipient's mailing address, the WHO Foundation takes care of the rest. See order form provided on the next page.



We make our living by what we get,  
but we make a life by what we give.  
Winston Churchill

IN THE SPIRIT  
OF THE HOLIDAY SEASON

---

HAS MADE A GIFT  
IN YOUR HONOR  
TO BENEFIT  
THE W.H.O. FOUNDATION  
WOMEN HELPING OTHERS®

Inside of card

\*Although generosity in any amount will be graciously accepted, a minimum donation of \$5 is requested in order to take advantage of the greeting card offer. This offer includes paid postage to any US address when a card is mailed directly by the WHO Foundation.

\*\*Qualifying donations are those made in multiples of \$5. A donor may request one card be mailed for each multiple of five dollars donated by providing a recipient mailing list (Excel format preferred, sent via email to [karla.jones@beauticontrol.com](mailto:karla.jones@beauticontrol.com) with the qualifying donation. For example, a \$100 donor may request up to twenty cards be mailed in honor of her donation. Offer is only good while supplies last and expires on or before December 31, 2008.

<sup>1</sup> [Source: Greeting Card Association 2007; [www.greetingcard.org](http://www.greetingcard.org)].



# A message from Jo-Anne Jaeger, Chairman, Board of Directors

What amazing accomplishments achieved by the WHO Foundation this year. The best of all is the celebration of WHO's 15th year of helping women and children in need. So many lives have been changed through your generosity.

This year, to cite just a few, the Foundation helped the homeless find shelter and food; helped with the purchase of safe cribs and car seats for babies born to teen moms in need; assisted in strengthening the bonds between incarcerated mothers and their children; aided victims of Hurricane Ike. That's just a few of the ways your love and support has made a difference.

Another milestone this year was the establishment of the Education and Literacy Grants. These grants enable us to equip children with the power of education and literacy early in their development. Being proactive to the needs of our youth is a powerful mission, and WHO has much to be proud of in this regard. Thousands of children were given books of their own through your donations, and reading programs across the country have received funds to bolster their cause.

Personally, I have much to be grateful for this holiday season. Working with exceptional people who share the same vision for WHO is always a blessing. Special thanks are extended to the WHO Advisory Board and Unit Chairpersons who have done a terrific job this year. The Board of Directors and I are inspired, again and again, by your dedication and focus.

Thank you all for caring. Every contribution is greatly valued and appreciated. Together we can look forward to next year and the next 15 years of making a difference.

Happy holidays.

Sincerely,



Jo-Anne C. Jaeger  
Chairman, Board of Directors  
WHO Foundation

*"The Board of Directors and I are inspired, again and again, by your dedication and focus."*



**Don't forget that the WHO Foundation is a 501c3 non-profit organization and your donations are tax deductible. Your in-kind donations are tax deductible as well, so if you have any jewelry, furs, etc. that you would like to donate for our Luxury Raffle at Leadership, now is the time in order to get that 2008 tax deduction!**

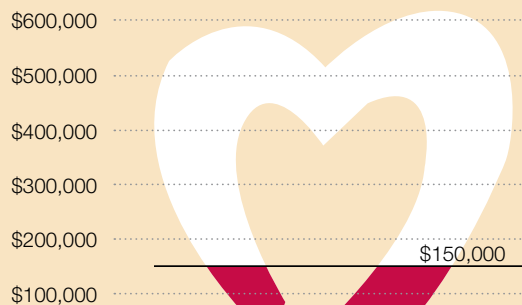
## Money Matters

Current amount – Oct '08

**\$150,000**

New Goal

**\$615,000**



### IN MEMORY:

Tom Hervey  
BeautiControl Consultant Jeanie Bliley  
Sheila Gosnell  
Richard and Franchelle Joslin  
Willie Pratt  
Michael P. Bachman, Sr. — husband of Helen Bachman  
& father of Deborah Reynolds

### IN HONOR:

Dianne Thompson, Senior National Executive Director  
– 25 years with BeautiControl.