



## Mission

Project ALOE, along with its community partners, supports and encourages college bound girls by providing beauty essentials and education at a send-off event in honor of their achievements while modeling the importance of giving back to others.

## Impact

- Eases some of the financial obligations associated with preparing for a college
- Serves as a philanthropic awareness tool for businesses that provide services and/or products for women
- Complements the efforts made by non-profit organizations that educate women and prepare girls for college
- Offers support and mentorship to female, high school graduates prior to attending college

## Programs



### Beauty Drive

- Project ALOE team works with individuals, businesses, and non-profits organizations to collect hair supplies, cosmetics and toiletries for the creation of care packages.
- Businesses (usually salons and spas) serve as drop-off locations for product donations.
- Partnering non-profits register multiple girls or girls from the general public register independently.



### Send-Off Event

- Fun yet informative event to celebrate, pamper and mentor young graduates before they embark on a new chapter.
- Young ladies receive care packages and advice from beauty, hair, fitness, and education professionals.
- Girls are encouraged to network with other students.

## Organization

Members of the Project ALOE Chapters are responsible for the execution of Project ALOE in their community. Each chapter is led by the project manager and supported by the planning team and volunteers.



If you are interested in joining the Project ALOE team please, email [info@projectaloe.com](mailto:info@projectaloe.com).

## Chapter Project Manager

- Leads the execution of the beauty drive and P.A. Cares Send-Off event in their city
- Forms and manages the planning team and solicits volunteers
- Identifies a Host Organization, local hosts, partners and sponsors
- Adheres to overarching guidelines of Project ALOE
- Recruits ALOE Campus Sisters

## Planning Team

Individuals comprised of various skillsets, committed to working 4 to 6 months. Team consists of:

- Event Planner** - Coordinates fundraisers, beauty drive, and P.A. Cares Send-Off event
- Community Outreach** - Identifies salons/spas, organizations, and businesses that will collect or donate beauty product
- Education Liaison** - Identifies contacts at the local school district and non-profits that will assist with recruiting girls
- Administrator** - Assists Chapter Project Manager in maintaining documents, letters, templates, etc.
- Publicist** - Identifies media partners, bloggers, promoters and networking on behalf of the chapter.
- Connector** - Identifies opportunities for additional resources

## Street Team

All hands-on deck members that assists the Chapter Project Manager and Planning Team with the following:

- Promoting the beauty drive and send-off event
- Collecting product donations
- Attending promotional and fundraising events
- Participating at the Pack-N-Play and P.A. Cares Send-off events
- Decorating, gift bag stuffing, icebreakers, set-up, etc.