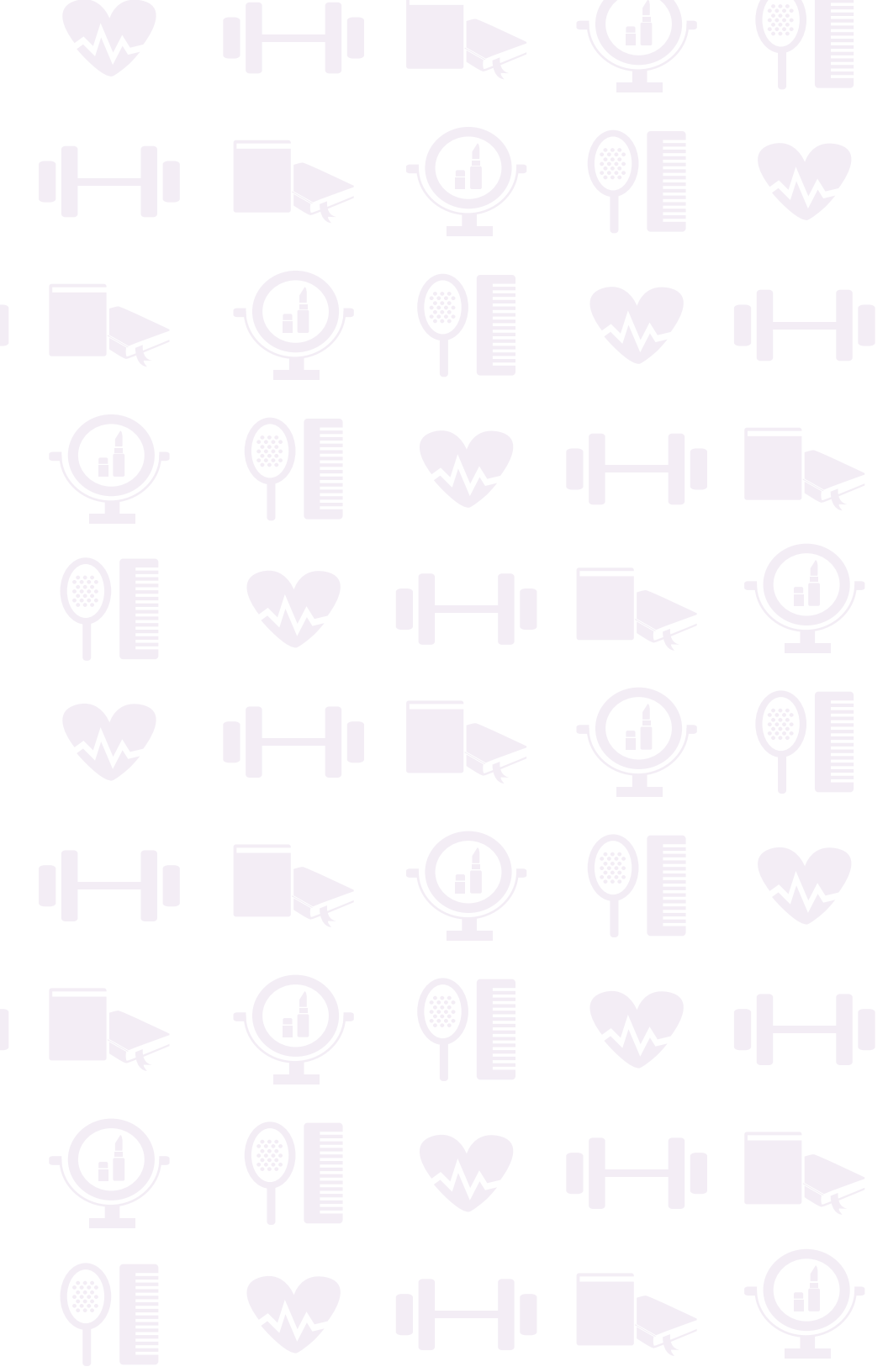




Project
ALOE

Assisting Ladies by Offering Essentials



In less than 5 years,
Project ALOE
has created hundreds
of care packages
for young women
attending colleges and
universities across the
United States.



Project ALOE was founded by Jumoke K. Dada, the creative director of Signature RED a marketing and communications company that specializes in women-targeted marketing.

In 2010, Ms. Dada felt compelled to give back to young women and as a result, created Project A.L.O.E – Assisting Ladies by Offering Essentials. The first year, Ms. Dada and her team collected enough products to prepare 70 care packages for college-bound girls. As a result of the positive response from the community and the success of the send-off event, Project ALOE became an annual initiative.

In 2015 Project ALOE became the main initiative of Signature RED Cares. Signature RED Cares is a 501(c)(3) nonprofit organization whose mission is to prepare youth to be confident leaders and problem-solvers who positively impact the world while supporting them through mentorship and tangible resources.



Project ALOE is a beauty drive and send-off event to help girls be fit, fabulous and focused for college.



Beauty Drive

The beauty drive is the process by which Project ALOE partners with individuals, businesses, and nonprofits to collect hair supplies, cosmetics and toiletries to create care packages. Salons and spas typically serve as drop-off locations for product donations. During the drive, partnering non-profits register multiple girls or girls from the community register independently.



Send-Off Event

The P.A. Cares Send-Off event is the culmination event where young women receive care packages and advice from beauty, hair, fitness and education professionals. It is a fun yet informative event where girls are pampered, mentored, and encouraged to network with other students. In addition, they can sign up to become ALOE Campus Sisters* which, allows them to give back while developing leadership and public speaking skills.

**ALOE Campus Sisters is an opt-in, big sister / little sister matching program for current college students that attended a P.A. Cares Send-Off event.*

sample products

- | | | |
|---------------|------------------|------------|
| Baby Oil | Mouthwash | Toothpaste |
| Blow Dryer* | Powder | Toothbrush |
| Bobby Pins | Rollers | Towel |
| Body Wash | Sanitary Napkins | Wash Cloth |
| Bonnets | Shampoo | Wipes |
| Comb & Brush | Soap | |
| Conditioner | | |
| Cosmetics | | |
| Cotton balls | | |
| Curling Iron* | | |
| Curling Rods | | |
| Deodorant | | |
| Floss | | |
| Lotion | | |
| Moisturizers | | |



**Project ALOE does not accept previously used cosmetics, hair products or toiletries. Gently used blow dryers and curling irons are the only exceptions.*



Project ALOE is an initiative that flourishes with community participation and there are several ways to get involved.

Ambassador

Ambassadors are experts that use their platform to promote Project ALOE. They are typically beauty, hair, fitness or education professionals. Care package recipients that actively promote the project are also considered ambassadors.

Donor/Supporter

Donors or supporters are individuals that donate products or sponsor girls for the send-off event.

Recipient

Recipients are female, high school graduates that are registered to attend a 4-year college or university during the fall semester that immediately follows the P.A. Cares Send-Off event that year.

Sponsor

Sponsors generously offer financial support for the operation of the program by donating funds, sponsoring girls, or purchasing care packages. Sponsors are also corporations that donate large quantities of products for the care packages.

Partner

Partners are nonprofits or educational institutions that promote Project ALOE for the purpose of identifying college-bound young ladies to attend the P.A. Cares Send-Off event. Drop-Off Locations and media are also considered partners.

Host

Hosts dedicate their time and resources to plan and execute a beauty drive and send-off event in their area. A host can be a non-profit organization, school, or business. The Project ALOE headquarters in Philadelphia provides support and materials to Hosts.

Volunteer

Volunteers coordinate and execute the beauty drive, Pack-N-Play, and P.A. Cares Send-Off event. They are the machine behind Project ALOE.

involvement



impact

Project ALOE is an initiative rooted in the importance of educating women and promoting healthy living. Statistics have shown that educating women opens doors for more opportunities and has a positive, ripple effect on society. Through the simple act of offering college-bound girls health and beauty essentials while modeling the importance of giving back, Project ALOE strives to impact the lives of future generations locally and beyond.

Learn more at *Project* **ALOE.com**



Project
ALOE

*is grateful for your
contributions!*

xoxo