

# Do Something *Beautiful* Grant



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Ginger & Maude® has applied for Mangomint's *"Do Something Beautiful Grant"*, a do-good grant program where eligible businesses apply and compete for a \$20,000 grant to execute on their proposed community initiative."

With the \$20,000 grant, Ginger & Maude would make the world more beautiful by creating a haircut service delivery program for folks experiencing houselessness in Portland. The program would be built upon our volunteer experience and partnerships with Rose Haven and New Avenues for Youth.

# Do Something *Beautiful Grant*





*“Do Something Beautiful Grant”*

Proposal





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# Who It Can Help

## people experiencing homelessness



Ginger & Maude® has a long history of prioritizing people and community. One area that is particularly important to us is our work providing free haircuts to people experiencing homelessness.

It is our belief that a haircut is never just a haircut. A haircut offers an opportunity for connection and genuine conversation with another. For the duration of the service, we are invited to relax, to take a breath, to be still. And in that time, we get to feel like we are the focus, like there is at least one other person who sees us—like we are beautiful and deserving of care. Simply put, a haircut service is often also a moment in which we are reminded that we matter.



It is our great fortune to be able to provide this reminder to others, and nowhere do we feel it is more important than with the members of our community who are currently unhoused, for it is these individuals who are too often overlooked or made to feel the opposite. On the direct impact our service makes, **Liz Starke, Development Director of the nonprofit Rose Haven, says,**

*"Haircuts being accessible onsite for our guests at Rose Haven provide dignity and autonomy, helping boost their self-esteem and confidence. For most of the women we serve, they suffer from social isolation and the stigma of poverty—so they are rarely able to treat themselves, have one-on-one human connections, or be physically touched. The conversations and socialization that happens during the haircuts are just as important as the style, and the physical connection helps restore a sense of trust and safety. Haircuts are one of our most popular activities and we are hopeful we can expand these offerings as a result of this partnership with Ginger & Maude."*

With \$20,000, Ginger & Maude would make the world more beautiful by creating a service delivery program, built upon our volunteer experience, providing free haircuts to youth, women, and gender non-conforming folks in partnership with two local nonprofit organizations dedicated to addressing homelessness in Portland, Oregon. This grant would enable us to create a long-term and consistent program for these centers by allowing us to purchase the supplies necessary to create both a mobile salon we can take from site to site and hygiene care kits we can give to each client we serve. Through this, we would be able to multiply our current impact, reaching even more people and reminding them, too, that they are beautiful and they matter.



WE DON'T JUST LOVE HAIR, WE LOVE PEOPLE.

# Who It Can Help

## Rose Haven



**ROSE HAVEN**

Rose Haven “is a day shelter and community center serving women, children and gender non-conforming folks experiencing the trauma of abuse, loss of home and other disruptive life challenges.

We break the cycle of homelessness by providing meals, clothing, first aid, mailing addresses, hygiene, restrooms, showers as well as educational programs and guidance through medical and social services. By meeting basic needs and building trust, we empower our guests to explore long-term change.”

Learn more at [rosehaven.org](https://rosehaven.org)



# Who It Can Help

## New Avenues for Youth



**new  
avenues**  
FOR YOUTH

New Avenues for Youth “is a Portland-based nonprofit organization dedicated to the prevention and intervention of youth homelessness. Our services for young people (ages 9–25) focus on the individual—their experiences, identities, needs, and goals—and helping them make positive change in their lives.”

Learn more at [newavenues.org](http://newavenues.org)

# How It Will Work

## Service Program



Ginger & Maude already provides free haircuts to unhoused community members on a volunteer basis and on an irregular schedule. The nonprofit organizations we work with, such as Rose Haven and New Avenues for Youth, have a big need for a consistent program of haircut services, yet they have limited space and little to no haircutting equipment. We have the processes and knowledge to implement a monthly program to meet their needs, we just don't have the resources to do it. The grant will allow us to equip stylists with mobile salon equipment and pay them a minimum living wage so that we can schedule a consistent monthly program to better support these nonprofits and the unhoused community members they serve.

We will deliver a long-term program of monthly service events where three of our licensed stylists bring in all the required mobile salon equipment and provide free haircuts.

# How It Will Work

## Hygiene Kits



In addition to the need for haircut services, these nonprofits have an ongoing need for hygiene kits. As part of our program, we will provide a hygiene kit to each person served. The kits will include requested items: comb, shampoo, detangling conditioner, bar soap, razor, toothbrush, toothpaste, lip balm, hand lotion, and pocket tissues in a waterproof bag.



# How It Will Work

## Budget & Timelines



The grant funds will be used solely for this proposal.

Cost estimates in an itemized Excel file have been prepared.

The program can be launched and all equipment, supplies, and hygiene kits can be purchased within the 30 days of receiving the grant funds.

# CONTACTS



Deanna Everson  
*Founder & President*



Krista Gray  
*Vice President*  
(Primary Contact)



Nicki Hogue  
*Education Director*  
(New Avenues for Youth  
Program Coordinator)



Ligeia Minetta  
*Stylist*  
(Rose Haven  
Program Coordinator)



Brontë Olson  
*Content Writer*

Mangomint will select 20 finalists on September 6,  
and winner will be selected through  
**public voting September 9-21.**

[mangomint.com/beautiful](http://mangomint.com/beautiful)