

# PAMPER for a PURPOSE

an **iACT** event

**An opportunity for businesses and practitioners to bring global compassion and empathy into their local communities.**



**Pamper for a Purpose** is an opportunity for health, wellness, and beauty providers (practitioners) to bring global compassion and empathy into their business and craft. Practitioners of all types—estheticians, yoga instructors, chiropractors, hairdressers, etc. — donate the fees from their pampering services to benefit iACT’s refugee-led sports, education, and human rights programs.



## **Give a Day**

Choose one day (or multiple days!) in the month of July to donate all or a percentage of your earnings



## **Give a Service**

Choose one or more services that you offer and donate either the entire cost of that service, the cost of a fixed number of that service, or a percentage of that service cost for a time period in July.



## **Give a Product**

Choose a product and give a percentage of those product sales for the month of July!



## **Get creative**

Give in a way that fits your practice or brand!

## **Join the Practitioner Community**

When you make the decision to become a Pamper for a Purpose practitioner, you are joining a global network of individuals who choose to live and give with purpose. All participating practitioners will receive a Welcome Kit as well as marketing and promotional support. The first 25 practitioners will also be gifted two Happy Dot Boxes!

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## **What does it support?**

Pamper for a Purpose is an iACT event. All the proceeds made during the month of July will benefit iACT's sports, education, and human rights programs. The funds you raise could support the salaries of the refugee women we employ, feed children in Little Ripples, our early childhood education program, or provide soccer materials for a Refugees United Soccer Academy so refugee boys and girls can have a safe space to learn about teamwork, leadership, and peacebuilding.



## **The Story of Pamper for a Purpose**

In 2011, Portland hairstylist, Denise Wetherell wanted to find a way to get involved and give back to the refugees who have been suffering as a result of the Darfur conflict in Sudan. Denise created a successful fundraising and awareness event that engaged her surrounding beauty community and local organizations including Never Again Coalition, a Portland-based alliance of professionals and activists formed in response to genocide and other crimes committed against humanity.

Fast forward seven years of successful Pamper for a Purpose events and over \$15,000 donated, Denise, Never Again Coalition, and iACT are taking Pamper for a Purpose to the next level by expanding the network and offering practitioners everywhere an opportunity to be part of pampering for a good cause.

Denise now designates two days out of the year to donate her earnings to organizations benefiting refugees. Using her already existing skills as a hairdresser, Denise was able to bring global awareness and compassion to her Portland community; proof that action can be taken anywhere and giving back can be as easy as going to work.

### **Join Denise in 2019 and give meaning to your craft!**

Visit [iact.ngo/ PamperforaPurpose](http://iact.ngo/PamperforaPurpose) to register for Pamper for a Purpose, July 2019!

Facebook Page: [facebook.com/PamperforaPurpose](https://facebook.com/PamperforaPurpose)

Contact Danielle Kercher at [danielle@iact.ngo](mailto:danielle@iact.ngo) for more information

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iACT is a Los Angeles-based international organization providing humanitarian action to aid, empower, and extend hope to those affected by mass atrocities. Through programs rooted in empathy, iACT provides tools, training, and curricula that create a new culture of participation for people facing and responding to humanitarian crises.



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