

Phone Rings...

Hi! My name is _____ and I am calling on behalf of It's Your Runway, a unique event-planning and consulting organization.

It's Your Runway (IYR) is a unique organization looking to create a bridge between the cosmetology industry and HIV/AIDS research and care.

Our mission is twofold.

The first part of It's Your Runway's mission is to provide opportunities for cosmetologists to profile their skills while raising funds for HIV/AIDS awareness, research, and programming. Part two of our mission is to provide trendsetting cosmetologists exposure through It's Your Runway's website, social media opportunities, and face-to-face venues.

By connecting salons, barbershops, stylists, and others to non-profit research groups and vice-versa, we hope to help raise funds and awareness while simultaneously providing our member organizations with exposure and clientele.

There are a number of programs and simple ways in which we provide these connections, as well as, other opportunities we coordinate and oversee. If you have a minute, I would like to share some of those with you now...

Great, I appreciate your time.

- We **distribute a monthly newsletter**, within which we highlight upcoming events, feature news articles, and promote discounted hair services to our members and new affiliates. In this way, we are simultaneously promoting our member's services while also spreading important awareness and education on HIV/AIDS.
- **The All PRIDE Hair Show** is one of our largest events, taking place in Chicago, Atlanta, and Los Angeles. The show serves as an **outlet for rising stylists**, make-up artists, and models to display their talents and skills, but also provides an **opportunity for us to help spread HIV/AIDS awareness**, promote education, and build support.
- It's Your Runway makes a point of reaching out to our surrounding communities and **provides free on-site hair education and discounted hair services**. Of course, this requires the cooperation of our members, organizations like you, but our members and affiliates share our vision and believe in giving back, **especially to communities where transportation and hair services are often unavailable**.

- Further, we support a system of community service events in which we help **coordinate between communities, non-profits, and stylists**. In this way, we hope to bring to light avenues for organizations to take in order to get involved with their community and give back to those around them. Many stylists have expressed a desire to give back, and we **cater to their needs by matching them up with local community organizations and events**.
- While our site is designed to promote the business of rising stylists, we also focus on **creating exposure for our non-profit members as well**. It is important that we **advertise and promote** their organizations **for free**, because as a non-profit, we believe that they should not have to pay for it. It's something we're happy to provide.
- Lastly, the **GIVE BACK Program** is an exciting opportunity for our members to get involved with. By joining the GIVE BACK Program, all of the service that our members are involved with helps raise funds on multiple fronts. For every membership referral provided by one of our members, **their organization and the AIDS foundation of Chicago will receive a donation. A donation is also made to the Katie Mae Jones Scholarship**, which is reserved for a student looking to attend Cosmetology or Barber's school and has had a family member affected by HIV/AIDS.

All of our work here at It's Your Runway is done with one main goal: **To help our members identify causes and organization to which they can give back**. We make supporting a non-profit organization and contributing to the community in a coordinated effort easier for our members.

We are a rapidly growing organization and would love to have you join us as we continue to help bridge the gap between cosmetology and HIV/AIDS awareness.

I encourage you to explore further on our website, www.itsyourrunway.com, as well as check out information on the All PRIDE Hair Show at <http://www.itsyourrunway.com/allpridehairshow/home>.

Thank you for your time, I hope to hear from you soon!