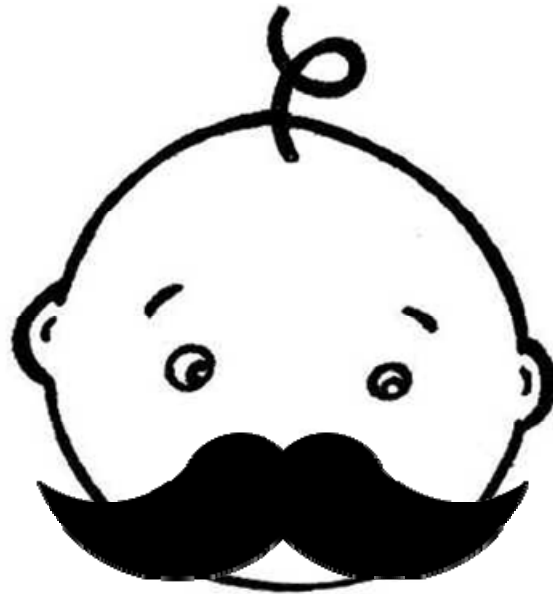


**WE WANT YOU  
TO GROW WITH US**



**MUSTACHES FOR KIDS**

**2010 Grower Kit**

## **IMPORTANT DATES**

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Clean Shave Day – Wednesday, November 17<sup>th</sup> 2010, 6:00

Checkpoint 1 – Tuesday, November 23<sup>rd</sup> 2010, 6:00

Checkpoint 2 – Friday, December 3<sup>rd</sup> 2010, 6:00

Checkpoint 3 – Friday, December 10<sup>th</sup> 2010, 6:00

‘Stache Bash Finale – Friday, December 17<sup>th</sup> 2010, 9:00

## **WHAT THIS KIT CONTAINS**

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In your hands you hold the golden ticket to mustache growing fundraising supremacy. But before you start picturing yourself taking home the top prize at the ‘Stache Bash, you need to know the basics of Mustaches for Kids: what it is, how it works, what is expected of you, and most importantly whether or not a “John Waters” is legal. Hint: it’s not.

- 1. About Mustaches for Kids**
- 2. Frequently Asked Questions**
- 3. About Connecticut Children’s Medical Center**
- 4. Rules**
- 5. The ‘Stache Bash Finale**
- 6. Fundraising ‘How-To’ & Pledge Sheets**

# ABOUT MUSTACHES FOR KIDS

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Mustaches for Kids is a volunteer-run organization started in Los Angeles in 1999 to do good and have fun by growing Mustaches for children's charities. Since its humble beginnings, Mustaches for Kids satellite chapters have spread across the continent, a steady expansion that is not unlike the measured, deliberate growth of a Mustache. Mustaches for Kids has enjoyed the efforts of an impressive number of Growers who, collectively, have **raised over a million dollars for children's charities.**



Here's how it works: Each year, during the four-week Growing Season between Thanksgiving and Christmas, Growers sprout sweet, sweet Mustaches. Per Mustaches for Kids bylaws, they shave their faces, except for the Mustache, a minimum of one time per week and solicit donations from friends, family, co-workers, and people in the community. Kind of like getting pledges to run a marathon, without the exertion, cramping, or dehydration. Call it a facial hair marathon.

This winter throughout Connecticut, a yet-to-be-determined number of brave souls will sacrifice their faces and dignities as Growers for Mustaches for Kids. Our goal is to use our pushrooms to raise \$10,000 for **Connecticut Children's Medical Center.**

Conceptually, Mustaches for Kids works like the read-a-thons you did in grade school. Except there's no reading requirement. And you're growing a mustache. (OK not exactly the same but you get the idea). Each Grower collects pledges from friends, coworkers, distant relatives, acquaintances, local merchants and bus drivers to sponsor their 'stache.

Oh, one more thing... each 'stache is limited to the Magnum P.I. 'corner-to-corner' style preferred by motorcycle cops and little league coaches the world over. **No goatees, fumans, soul patches, stingers, or other redeeming facial hair is allowed.**

The growing season begins at the Clean Shaven Day Kick-Off and for four glorious weeks thereafter, sweet 'staches are cultivated. During the growing season, Growers and Sponsors have the opportunity to meet up at **weekly Weigh-Ins** to give each other moral support, enjoy a beverage or two, and compare their facial follicle follies. At the end of four weeks, a **'Stache Bash Finale** is held to determine whose 'stache is sweetest, with much fame and hardware to go around.

The 2010 crop of Growers will be a diverse group of men who all share at least two things in common: a desire to make a difference in the lives of some special kids and the ability to not take himself too seriously.

# ABOUT CONNECTICUT CHILDREN'S MEDICAL CENTER

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Connecticut Children's Medical Center is the region's only academic medical center dedicated exclusively to the care of children. Here, doctors never mistake children for adults. All children receive the very best care from medical professionals who always keep in mind, the mind of a child. It's this kind of focus that makes Connecticut Children's a different kind of hospital.



In order for CCMC to continue to provide the best possible medical care to children in need, they seek support. As a non-profit organization, they must rely on the generosity of people in the community. When it comes to medical expenses, it costs more to take care of children. And while it's good that they're thriving and growing, many costs are not completely covered by health insurance.

CCMC is many things to many people. They provide all kinds of care to children of all ages. Take a look at some of the ways they serve the kids who need CCMC.

They're a teaching hospital.

CCMC is a teaching hospital, and home of the University of Connecticut School of Medicine Department of Pediatrics and its residency program in pediatrics.

They're a doctor's office.

As the Primary Care Center for the Hartford region, CCMC serves as "the doctor's office" for nearly 15,000 children. It is the largest pediatric primary care service for children between Boston and New York. Pediatricians provide primary care services such as well-child checkups and immunizations, and care for minor illnesses.

They're an emergency room.

The Emergency Department is staffed by physicians and nurses certified in pediatric emergency medicine, and serves approximately 30,000 patients annually.

They're a surgical unit.

More than 5,000 patients are admitted to medical/surgical units and nearly 6,000 surgeries are performed annually.

They're an intensive care unit.

The pediatric intensive care unit serves children with traumatic injuries, life-threatening illness and children recovering from major surgery.

They're a neonatal intensive care unit.

The neonatal intensive care unit cares for about 500 critically ill or premature newborn babies a year; some children who weigh one pound at birth.

Visit their website at [www.ccmckids.org](http://www.ccmckids.org)

# FREQUENTLY ASKED QUESTIONS

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Q. What? You're confused? "Mustaches? For kids?"

**Yes. Mustaches for Kids.** We admit that it's a somewhat unusual concept, so we've collected some answers to the questions we get:

Q. Is this a joke?

**A. No.** Since its inception in 1999, hundreds of Growers have joined Mustaches for Kids, and have raised over \$1,000,000 for the various children's organizations all over the country and Canada.

Q. I'm a woman. Can I join?

**A. Mustaches for Kids does not discriminate against anyone on the basis of sex, age, nationality, or anything else you can think of.** Anyone can raise money for the cause. Just remember, "The Mustache is more in the heart than on the face."

Q. I want to do it, but I'm scared.

**A. Technically, that is not a question, but we will respond nonetheless.** We suggest you step up to the plate. It's time to overcome your fears and grow a Mustache for a good cause. Remember, there's no "I" in "Mustache" but there is one in "Lip Rug". Look to the stache!

Q. What will I tell my friends/co-workers/loved ones/employers who object to my Mustache and ridicule me for it?

**A. Do what we do.** Fix them with a steely gaze and tell them the truth: "It's for the kids." Then ask them to make a donation.

Q. Why Mustaches? Why the silly name?

**A. This is not your typical fundraising organization.** We believe in doing good and having a good time doing it. And we like to drink beer.

Q. Are you sure this isn't a joke?

**A. Positive.**

Q. Swear?

**A. We swear to all that we hold holy that this is not a joke; we need your support.** The kids need us!

Q. How do I contact Mustaches for Kids Hartford?

**A. You can visit the web site by going to [www.m4khartford.org](http://www.m4khartford.org).** You can email us directly at [info@m4khartford.org](mailto:info@m4khartford.org). Better yet, you can meet us in person at one of our Mustache Checkpoints. We're very handsome and we give good hugs.

# RULES

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Lest you think this is some front for a bunch of guys who just don't want to shave, our Ethics Committee has come up with Mustache Growing Rules.

Wednesday, November 17<sup>th</sup>, 2010 is **Clean Shaven Day**. Participants will shave their faces clean of any and all facial hair. This includes, but is not limited to: mustaches, beards, goatees, muttonchops, chinstraps, soul patches, sideburns that extend below the top of the earlobe, and [Van Dykes](#).

For the duration of four weeks sweet Mustaches will be grown for the world to behold. During that time, there will be **weekly Mustache Checkpoint Days** at a local watering hole that is TBD. All involved will shave their mugs on Checkpoint Days, save for the area above their upper lip. No fair growing a full beard or goatee for a month, and then shaving down to just the Mustache. The Mustache must only stretch from one corner of your mouth to the other corner.

No [Hitler Mustaches](#) will be permitted. [Chaplin Mustaches](#) are, likewise, forbidden. Further, whilst we do not expressly prohibit [John Waters](#) Mustaches, it urges each Grower to consider the ease with which he can avoid being that creepy. We're gunning for a timeless look...think [Magnum](#), [Lando](#), [Gabo](#), [Ed](#).

The use of growth hormones and coloring agents is not condoned or sanctioned by Mustaches for Kids. We feel that these Mustache Growing Performance Enhancers violate the spirit of the contest.

Though the **Mustache Checkpoints** are not mandatory, Mustaches for Kids believes in the Honor System. Checkpoints are a great opportunity to encourage your Mustache brothers-in-arms during the growing season. Mustaches for Kids representatives will be available at all Checkpoints to address any Mustache questions or concerns. And we will drink beer.

With such burgeoning Mustaches firmly in place, fundraising should be a walk in the park. The minimum Pledge Goal for each Grower should be \$50.00 for the Connecticut Children's Medical Center, but in no way should anyone be discouraged from participating in the contest because he doesn't think he can make the Pledge Goal; \$5 or \$500, it goes to a good cause. **Please be aware of and obey all local laws when soliciting donations.**

While Mustaches for Kids does not endorse trash-talking or making disparaging comments of any kind about another Grower's Mustache, there are a number of unsubstantiated medical theories that Mustache Abuse stimulates follicle growth.

When all is said and done, a Mustache Competition will be held on **Friday, December 17<sup>th</sup>, 2010**, where a panel of judges will select the Sweetest 'Stache, using a complicated and very scientific set of criteria. Mustaches will be judged solely on these standards; race, creed, nationality, sexual orientation, and popularity will not be taken into consideration. Booing will not be tolerated, especially by rival competitors; this is for charity, after all. Much like the Mustache Checkpoints, the final judging should foster a party-like atmosphere to celebrate the fruits of everyone's Mustache labors. And we will drink beer. **More info will follow closer to the event.**

While the Growing Season will end after four weeks, there is no deadline for fundraising. Checks should be made payable to the Connecticut Children's Medical Center with "Mustaches for Kids" written in the Memo portion. All proceeds from the Mustaches for Kids Mustache Growing Contest and Fundraiser go to the Connecticut Children's Medical Center Foundation. Donations submitted by check are tax-deductible. As this time cash and PayPal donations are not tax

deductible. You can hand off checks to a Mustache Representative at the Mustache Checkpoints, at the Mustache Contest, or mail them to:

Mustaches for Kids  
Po Box 145  
West Suffield, CT 06093

Finally, while merchandising is encouraged, please do not violate any local, provincial, or federal statutes. For example, sales tax regulations may apply. And all profits must be donated as well.

Good luck and good growing.

# FUNDRAISING ‘HOW-TO’

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Mustaches for Kids is all about exploiting the philanthropic space on your face. It's simple: you get to grow a mustache and look devilishly handsome and your friends give you money because they're jealous... and because it goes to a damn fine cause! Here's a quick overview of the fundraising side of things and answers to some questions you're likely to encounter when trying to gather donations.

## Where Does the Money Go?

Every cent you raise goes straight to the Connecticut Children's Medical Center. They provide the best children's care in Connecticut. It's a very good cause. Prizes awarded throughout the season are all donated by individuals and organizations so that all of your hard earned contributions find their way back to CCMC.

## How Much Do I Need to Raise?

This isn't like little league hockey where you have to move a quota of chocolate bars, but please take the fundraising aspect seriously. Some growers raise as little as \$25 and some as much as \$500. Most of us fall somewhere in between. If you're in this to just grow a mustache, then do it on your own time. **If you're growing with M4K you do need to raise money.** Trust us, it's not hard! We've even attached a pledge sheet to make it super easy for you.

## How Do I Find People to Donate Money?

It's not as hard as you think. Along with a pledge sheet, we've included a one-pager that explains what M4K is. They make for a great combo. Try posting both sheets on the bulletin board at work. This accomplishes two things: helps you to raise money and informs your boss why you're sporting that lip rug. You should also hit up all your friends and family – if you can get a few donations you'll find that it adds up real quick... and you'll get all the good karma for helping the kids. We've also included an email template to send out to people you know.

## How Much Should I Ask For?

**Most people donate somewhere between \$5 and \$30.** If you're collecting one and two dollar donations you'll have a real hard time raising more than \$20.

## What Do I Do With the Money I Raise?

We give all the money we raise to Connecticut Children's Medical Center a week or so after the final 'stache bash when all the last donations have trickled in.

You have two options: hold onto it yourself and bring it at the end of the campaign in a burlap sack with a dollar sign painted on the side, or you can submit it on a weekly basis to our treasurer Dennis Berry along with your pledge sheet. We prefer the latter so that we can have some idea of how much money we're raising during the campaign. But, it's really up to you.

## What If I Miss a Checkpoint?

It doesn't really matter much – just keep fundraising and make sure you find a way to get us the money you've raised by the time the campaign is over.

## Tax Receipts

Let's face it. A lot of people will only donate if they can get a tax receipt. That's fine – we're raising money for a bona fide charitable organization and they're entitled to one. Here's how it works: anybody who donates **using a check** is entitled to a tax receipt. If they want one, get their name and address written on a pledge sheet and submit it with your donations. After the campaign is done and we give all the money to Connecticut Children's Medical Center, they will issue tax receipts directly to your sponsors. Keep in mind that they're a small organization so it does take them time to do all the required paperwork. You can tell your sponsors the receipts typically get mailed out in January or early February.

#### Is This Legit?

The idea of growing hair on your upper lip and receiving donations for doing it is kind of odd to some people... so much so that they might even have the nerve to question the legitimacy of M4K when you solicit a donation. This is a difficult and uncomfortable situation for the grower. As a first step, you can direct them to [www.m4hartford.org](http://www.m4hartford.org) and [www.MustachesForKids.org](http://www.MustachesForKids.org) to see that we are in fact a real organization that raises real money for a real cause. If that doesn't cut it, offer that the doubter contacts Connecticut Children's Medical Center directly to verify that we are in fact who we claim to be:

*Connecticut Children's Medical Center Foundation, 282 Washington Street, Hartford, CT 06106*

*Tel: (860) 610-5700, Fax: (860) 610-5740*

*Email: [rboza@ccmckids.org](mailto:rboza@ccmckids.org)*

*Jean Boza, CCMC's Development Officer, knows us and would be more than happy to vouch for any grower participating in Mustaches for Kids.*

If that doesn't cut it you're dealing with a real Scrooge... or somebody who's incredibly jealous of your beautiful 'stache. Give them a hairy lip smile and wish them a good day.

Good luck,  
and good  
growing!

