



## FOR IMMEDIATE RELEASE

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### **Despite Covid-19 Closures, Paul Mitchell Schools Raise \$852,000 for Charity**

Each year, more than 100 schools and 14,000 Future Professionals in Paul Mitchell cosmetology and barbering schools voluntarily raise money for a variety of national and local charities. This year's campaign started in February but came to a screeching halt when the coronavirus pandemic struck. The schools had just reached the midway point before the nation shut down and quarantine began.

After only five weeks and thousands of creative "FUNraising events," Paul Mitchell Schools raised over \$852,000 to benefit nine national charities and dozens of local nonprofits, bringing their 17-year total to over \$22 million. Most important, the cost incurred in raising the \$22 million has been less than 7%, an amazingly low amount compared to the national average of 25%.

"Like every other business, the health and safety of our students and team members became our highest priority, but the needs of our supported charities and the people they serve remained high on our list," said Paul Mitchell Schools Dean and Cofounder Winn Claybaugh. "Although our regular lives might be on hold, the needs of the people we serve through these charities are not on hold. The 10,000 orphans we feed through Food 4 Africa every day are not on hold. The potentially life-threatening diseases of the 10 million children who walk into a Children's Miracle Network Hospital cannot wait for a curve to flatten. Victims of human trafficking are in grave danger and need Cast's help now. Every one of our charity partners reported that they were increasing, not decreasing, their efforts to meet the needs of the people they serve, and we were proud to lend a hand."

While Paul Mitchell Schools were adapting to their own specific challenges, they didn't hesitate when asked to turn in their funds so our charity partners could continue their work. Grants of \$50,000 each went to **Best Friends Animal Society, Coalition to Abolish Slavery and Trafficking (Cast), Children's Miracle Network Hospitals, Food 4 Africa, Gary Sinise Foundation, Leeza's Care Connection, No Limits, and Thirst Project.**

Additional funds went to the [Andrew Gomez Dream Foundation](#), which provided grants to the following organizations:

- \$10,000 to [Franciscan Haircuts from the Heart](#), which provides haircuts for people who are homeless, elderly, disabled, or poor.

- \$10,000 to the [Professional Beauty Association \(PBA\) Disaster Relief Fund](#), which helps beauty industry professionals rebuild their lives after natural disasters.
- \$25,000 to [Maggie's Wigs 4 Kids](#), which provides free wigs and support services children and young adults experiencing hair loss due to cancer, alopecia, burns, trichotillomania, and other disorders.
- \$25,000 to [EBeauty](#), which provides wigs for women undergoing chemotherapy treatments through its Wig Exchange and Hospital Partnership programs.
- \$25,000 to [Hair Aid](#), which teaches the skill of hair cutting to people living in poverty so they can start their own micro businesses and earn money to support their families.

In addition to supporting the national and international charities, many Paul Mitchell Schools raise money and provide hands-on support for local charities in their own communities. This year, the schools raised over \$87,000 for 79 local charities, including [Salvation Army](#), [Boys and Girls Clubs](#), and [Homeboy Industries](#), which is the largest gang rehabilitation and re-entry program in the world.

### Messages from Our Partners

**John Paul DeJoria**, cofounder and chairman of Paul Mitchell, acknowledged the schools' longtime support for [Food 4 Africa](#). To date, the schools have provided more than 28 million meals for orphaned children. "We are extremely proud of our dedicated Future Professionals and staff who have—during these trying times—raised over \$850,000 for the benefit of others. This is an example of true heroes: thinking of and helping others during these times," John Paul said. *Paul Mitchell Schools' donations to date: \$1.1 million.*

**Marie Osmond**, co-host of *The Talk*, popular entertainer, and cofounder of [Children's Miracle Network Hospitals](#), said, "Children's hospitals are on the frontlines of the Covid-19 crisis, open 24/7/365 to provide high-quality, compassionate care. To meet these urgent demands, Children's Miracle Network Hospitals is committed to ensuring 170 children's hospitals across North America have the resources they need to care for the most vulnerable kids. But we can't do it alone. That is where amazing fundraising partners like Paul Mitchell Schools step in to support. Kids can't wait for a cure, for the curve to flatten, or for an economic boost. Thank you, Paul Mitchell Schools, for your continued support and generous donation." *Paul Mitchell Schools' donations to date: \$1.5 million.*

**Gary Sinise**, who played Lt. Dan in *Forrest Gump* and founded the [Gary Sinise Foundation](#), said, "I am grateful to all those at Paul Mitchell Schools for their incredible support during this difficult time. With the launch of our Emergency COVID-19 Combat Service, we've been able to add additional assistance to our nation's healthcare professionals, as well as support first responders, service members, veterans, and their families who have been impacted by the novel coronavirus. On behalf of everyone at Gary Sinise Foundation, thank you, Paul Mitchell Schools." *Paul Mitchell Schools' donations to date: \$935,000.*

Representing [No Limits for Deaf Children and Families](#), motivational speaker and deaf comedian **Kathy Buckley** said, "Covid may have put the world on hold but not the hearts of Paul Mitchell Schools, who

continue raising and donating funds to much-needed nonprofits worldwide. No Limits is so very grateful. Their donation allowed us to create a summer school program to keep the children and families active and connected during these trying times as well as to provide food for them. No deaf child of No Limits will be without for Paul Mitchell Schools made sure of that. Thank you for the continuous support.” *Paul Mitchell Schools’ donations to date: \$950,000.*

Talk show host and health advocate **Leeza Gibbons** founded [Leeza’s Care Connection](#) to support caregivers and help families cope. “When the lockdowns started, Paul Mitchell Schools were planning their fundraising efforts, like they do every year,” Leeza Said. “With schools closed and events shut down, how were they going to honor their tradition of making a difference? They moved forward—not in spite of it all, but because of the added challenge. They chose not to focus on what we lost but on the resilience we gained and on the hopefulness that is inseparable from their culture. Against all odds, our charity and several others got the donations that are so urgent to our operations. More than that, we got a reminder that people are good, we’re not what happens to us, and no matter what, we find a way forward.” *Paul Mitchell Schools’ donations to date: \$1.2 million.*

[Thirst Project](#) founder and CEO and one of *Forbes* magazine’s “30 Under 30” **Seth Maxwell**, says, “Show me a collection of schools, future professionals, educators, and owners of institutions who give of themselves more faithfully, more consistently, or more generously than the Paul Mitchell Schools. You simply cannot. There are none. We at Thirst Project have been SO busy the past few months. The Ministry of Health in ESwatini asked us to play a lead role in shaping their Covid-19 response in the water, sanitation, and hygiene sector. We deployed more than \$150,000 in the first eight weeks of the crisis to build handwashing stations and donated hygiene kits with soap and sanitizer to over 100 villages serving 10,000 homesteads. How can you fight COVID-19 without safe water or if you can't wash your hands? The Paul Mitchell Schools' generous support of our work year after year has allowed us to scale our programs and literally save lives.” *Paul Mitchell Schools’ donations to date: \$550,00.*

[Cast \(Coalition to Abolish Slavery and Trafficking\)](#) Executive Director **Kay Buck** says, “Cast is an essential service provider during the two pandemics we face today: the Covid crisis and racial inequality. When the Covid shelter-in-place orders commenced, we knew that home was not safer for victims of human trafficking who were trapped in place with traffickers. Cast’s doors remain open 24/7 to provide emergency housing, safety, and healthcare—a 270% spike in services since March. There has never been such an urgent time to take action. Words truly are not enough to express our gratitude to Paul Mitchell Schools for continuing their support even when their Future Professionals were experiencing hardships as well. Partnerships like ours demonstrate that love, hope, and action will prevail over any tragedy or injustice that comes our way. *Paul Mitchell Schools’ donation to date: \$425,000.*

[Best Friends Animal Society](#) CEO **Julie Castle** says, “Paul Mitchell Schools truly represent what silver linings are all about during these challenging and uncertain times of 2020. It’s an honor to be associated with a company that places such a high value on generosity and kindness. We are so incredibly grateful to be a recipient of their FUNraising campaign, and admire their commitment to Best Friends Animal Society and animals across the country.” *Paul Mitchell Schools’ donation to date: \$105,000.*

## **A History of Giving**

Giving back has always been a cornerstone of Paul Mitchell Schools. In addition to the annual FUNraising campaign, Future Professionals give back through their schools' year-round partnerships with local organizations, including boys and girls clubs, animal shelters and rescue groups, nursing homes and senior centers, organizations that help people return to the workforce, women's and homeless shelters, complimentary services for first responders and cancer survivors, and countless outreach programs.

Winn says, "People often ask why we promote FUNraising in our schools. We believe that service is the rent we pay for room on this earth, so it's our job to make sure we provide opportunities for our students to give back. Our FUNraising campaign lets us give back to our communities, join together as a team for something important outside of work, and provide our students with opportunities to develop skills that will help them in their careers and in life."

To learn how you can partner with your local Paul Mitchell School or join the FUNraising campaign, visit [www.paulmitchellschoolsfundraising.org](http://www.paulmitchellschoolsfundraising.org).

## **About Paul Mitchell Schools**

At Paul Mitchell Schools, we believe that education is an adventure and the learning experience needs to be fun and well rounded. Our courses focus on important technical skills and business knowledge with an emphasis on social and community responsibility. Our learning leaders are trained to draw out the artist in our students and prepare them to enter their chosen careers as community-conscious salon and spa professionals. Through our annual "FUNraising" campaign, we've raised and donated over \$22 million in support of many charitable causes. We've built homes with Habitat for Humanity, fed thousands of African orphans, and supported the victims of AIDS, breast cancer, homelessness, abuse, and hundreds of other causes.

Established over 38 years ago, the Paul Mitchell network is nearly 100,000 salons strong and in 81 countries worldwide; every professional hairdresser knows the Paul Mitchell name. With the addition of more than 110 Paul Mitchell Schools, we've taken the world of cosmetology and barbering education by storm! Visit [www.paulmitchell.edu](http://www.paulmitchell.edu) to learn more.

## **Related Links**

- YouTube 2020 FUNraising playlist: <https://bit.ly/31DfAcf>
- 16-Year FUNraising History video: <https://bit.ly/3ip7sCf>
- Marie Osmond Thanks Paul Mitchell Schools: <https://youtu.be/g4XIzIenwRg>
- Leeza Gibbons Thanks Paul Mitchell Schools: <https://youtu.be/0cEt2FQV1bE>
- Kathy Buckley Thanks Paul Mitchell Schools: <https://youtu.be/x4w4v1UuGA4>
- 2020 FUNraising photos: <https://bit.ly/2O20uF9>

## **About the 2020 Charities**

**Andrew Gomez Dream Foundation** was founded to honor a successful Paul Mitchell School graduate whose struggle against mental illness ended tragically in suicide. The foundation helps cosmetology students, graduates, and cosmetology-related enterprises. Funds have provided educational opportunities, assistance after natural disasters (through our support of the PBA Disaster Relief Fund), and support in the fights against breast cancer, domestic violence, and other destroyers of self-esteem.

**Best Friends Animal Society** is dedicated to ending the killing of dogs and cats in America's shelters by 2025. In addition to running lifesaving programs in partnership with more than 2,800 animal welfare groups, Best Friends operates the nation's largest no-kill sanctuary for companion animals. Working collaboratively with shelters, rescue groups, other organizations and you, Best Friends will end the killing and Save Them All.

**Children's Miracle Network Hospitals (CMN Hospitals)** raises funds for 170 children's hospitals that provide 32 million treatments each year to kids across the United States and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment, and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$7 billion, most of it \$1 at a time. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible.

**Cast (Coalition to Abolish Slavery and Trafficking)** is ending modern slavery through education, advocacy, partnerships, and empowering survivors of human trafficking.

**Food 4 Africa** is committed to supplying at least one vitamin- and mineral-enriched meal each day to the children of Southern Africa, where the HIV/AIDS epidemic has left more than 11 million children orphaned. There are currently 3.9 million orphans in South Africa. Of these, approximately 2 million have been orphaned as a direct result of AIDS, and countless others have been orphaned as an indirect result.

**Gary Sinise Foundation** was established under the philanthropic direction of actor Gary Sinise, an advocate of our nation's defenders for nearly 40 years. Our mission is to serve our nation by honoring our defenders, veterans, first responders, their families, and those in need. We do this through a number of national and local programs, funded by the generosity of the Foundation's 60,000+ donors. These programs—designed to entertain, educate, inspire, strengthen, and build communities—serve America's heroes and their loved ones 365 days a year.

**Leeza's Care Connection** is the place to go to answer the question, "Now what?" when someone you love has a chronic illness or disease. Life doesn't always come with a happily ever after ending, but Leeza's Care Connection offers free services and programs to help you through it when it feels like all hope is lost. Leeza Gibbons started this service to honor her mom, who died of Alzheimer's disease.

**No Limits** is the only family-centered program in the world that teaches low-income deaf children (birth to age 18) the skills to succeed in school and in life through its international theater program and afterschool educational centers that enhance their confidence and communication skills while providing the leadership and academic skills to be college ready. No

Limits educates parents to be advocates for their deaf children and shows that they have the potential to go farther than they can imagine.

**Thirst Project** is the world's largest youth water organization. In just ten years, Thirst Project has mobilized more than 800,000 students and young people who funded over 3,000 water projects in 13 countries, giving more than 400,000 people access to safe, clean drinking water for life.