

ENHANCE

Estée Lauder:

■ GIVING WOMEN A STEP UP AND A FRESH START

Personal care and grooming products from Estée Lauder are giving women the confidence they need to enter the job market, or just to feel good about themselves, thanks to the company's product donation program through Gifts In Kind International.



More than 240 nonprofit organizations in 39 states and the District of Columbia received

donations of Estée Lauder products through Gifts In Kind International in 2006, enabling them to help many people in need—the majority of them women—better prepare to enter the workforce, contribute to their communities and feel good about themselves.

“Due to the generosity of Estée Lauder, underprivileged women have the ability to go to job interviews, schools and community activities with added confidence that helps bridge the gap between those who can and those who cannot,” said Nathan Lambert, the Gifts In Kind Director for Tennessee’s Community Assistance Corporation. “Eighty percent of the people served through this contribution are products of abuse, neglect and mental/physical illness.”

Sisters On A Mission, a support group for African American women with breast cancer, distributed Estée Lauder products to women’s shelters and senior facilities. The group promotes breast cancer awareness throughout Delaware, New Jersey and Pennsylvania.

“We really provide help to all women in the community who need help,” said Founder and President Cynthia Church, a 16-year breast cancer survivor. “You never know when you’re going to find yourself facing the challenge of being diagnosed with cancer.”

Church said the group provides support to low-income women so that they can focus on their health issues.





“We can’t pay for their treatment, but we can help out in other ways so that they can save their money to pay the medical bills,” said Church. “Estée Lauder products and many other donated items help get these women through the tough times, and help get them on their feet.”

Estée Lauder donations have also allowed children in need to give gifts to their mothers, been included in holiday gift bags for the needy and provided relief to the ill.

“We have used the bath and body products donated by the Estée Lauder corporation in baskets that we make up for patients in our Special Care Obstetrics Ward. These patients are often on long-term bed rest for anywhere from one week to three months. These gift baskets are filled with nice bath products and lotions, as well as relaxation-inducing items such as heat packs and music CDs,” said Karen Sandock, perinatal services manager for Memorial Hospital in South Bend, Ind. “Though it may not seem like much, they are very much appreciated by the patients and are often included on the post-discharge survey as a bonus that made the stay a bit better.”



Providing Emergency Personal Care Items

Estée Lauder partnered with Gifts In Kind International to respond to the continuing needs of Hurricane Katrina and Rita victims in early 2006, sending personal care items to the St. Landry Evangeline United Way in Opelousas, La. Donations were distributed through Gifts In Kind International as part of its disaster/emergency response mechanism.

THANK YOU, ESTÉE LAUDER!

“The cosmetics and beauty supplies that we received from Estée Lauder help the young women on welfare as they prepare for job interviews and first-time jobs. Because of the donated items, the women can look their best as they prepare to enter the world of work.”

—Jeffrey C. Woodyard, Executive Director
Tri-County Opportunities Industrialization Center, Inc.
Harrisburg, Pa.

“The Estée Lauder cosmetics that we received from the Gifts In Kind program were distributed to clients who would otherwise have been unable to purchase these items. On numerous occasions we have received feedback from our clients stating that the ability to wear make-up to both interviews and subsequent jobs contributed to an elevated sense of worth and increased their self-confidence. Thank you for your generous contribution.”

—Eric Langley, Coordinator
Center for New Directions, Idaho Falls, Idaho

EMPOWER

Welfare Reform Liaison Project:

■ TEACHING PEOPLE TO HELP THEMSELVES

An award-winning training program in Greensboro, N.C. is using its partnership with Gifts In Kind International to move its graduates off the federal welfare rolls and into living-wage jobs.



In 1997, following close on the heels of the 1996 Welfare Reform Law, Rev. Odell Cleveland had a vision—to develop a program that would provide people with the skills they need to become self-sufficient. He followed through on that vision, creating the Welfare Reform Liaison Project (WRLP)—a program that today may well be the premier welfare-to-work model in the nation.

Cleveland set out to fill a need that was not being met by the North Carolina community after doing research at nearby universities and working with more than 80 local churches. In 1998, he met Nathan Cook, the program manager of Gifts In Kind® Greensboro—a Gifts In Kind International affiliate that was managed by the United Way of Greater Greensboro. Cleveland and Cook worked together to expand the program to get more products to people in need, while developing a job training program to help local welfare recipients land





and retain living-wage jobs. The marriage of the two programs was a natural fit, thanks to Cleveland's past experience as a salesman for a local trucking firm.

"In the early days the legitimacy for this program came from the Gifts In Kind® Greensboro program," said Cleveland. "Gifts In Kind® Greensboro, along with United Way staff, sent many support letters on behalf of the project and helped to develop the program from the ground up."

Today, nearly ten years after its creation, the WRLP program has graduated 265 students. Seventy-one percent of those graduates have living-wage jobs.

Putting Skills to Practice

"We focus on providing a hand up, not a hand out," said Cleveland. Students who begin the program are expected to be on time and attend at least 75 percent of classes. "We provide continuing support to them, even once they've graduated, but we also expect them to tow their end of the deal."

Although the program centers on the distribution center facility that hosts the Gifts In Kind program and a class curriculum, students are taught the basic skills that are expected in the workplace, such as the importance of being on time, staying in their work area and asking questions when they don't understand how to do something.

"The distribution center is the laboratory. They can mess up here and learn from their mistakes, before they begin working in the real world," said Fred Newman, WRLP's vice president of operations. That distribution center is a renovated textile factory that offers 75,000 square feet of space for the WRLP programs.

Students who complete four required classes can then work in the distribution center, where they are paid, thanks to grants that support the WRLP program. "Getting paid eight dollars an hour allows them to begin to grasp the relationship between working and receiving a paycheck, which can be quite powerful," said Newman.



WRLP Graduate Works with VISTA

Linda Harris, a graduate of the WRLP program, brings in and supervises many volunteers through the AmeriCorps*VISTA program. The Greensboro Day School, WorkFirst (Department of Social Services), United Living and Malachi House are just a few of the organizations she works with to bring volunteers into the WRLP distribution center.

Harris joined the WRLP program eight years ago, after she found herself out of a job at the age of 40 and unexpectedly rearing her grandson.

"WRLP mentored me to go on to do new and better things," she said. "The training included computer skills, personal development skills and more. But the best part of the program is that they stick with you. They follow up and provide support, even after you've left. In other programs, once it's over, it's over."