

GIVING TUESDAY

FOR IMMEDIATE RELEASE

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HAICUTS WITH HEART CELEBRATES 7TH ANNUAL #GIVING TUESDAY *East Bay Organization will Give Free Haircuts to Kids Living in Poverty November 30th*

OAKLAND, CA – November 27, 2018 – Rebecca Beardsley, founder and executive director of Haircuts With Heart, announced today that the organization will take part in and support the 7th Annual Giving Tuesday on Tuesday, November 27th, by giving free haircuts to kids living in poverty at the Salvation Army Garden Youth Center in Oakland on Friday, November 30.

“We want to raise awareness about the situation many our kids and families face today,” said Beardsley. “Many of them have to do without every day services – like haircuts -- the rest of us take for granted because of their financial circumstances, and we want to address that in a very direct way.”

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year’s #GivingTuesday will take place on November 27th and kicks off the giving season by inspiring people to collaborate and give back.

“This is the first time Haircuts with Heart will join in with #GivingTuesday,” said Beardsley. “We believe in community and joining together to create awareness around giving. For us, our work is to build trust and establish frequent contact to nourish our guests and contributing partners by giving free haircuts.”

The Salvation Army Oakland Garden Center (SAOGC) is a good example of the kind of community partnership important to HWH. Many of their clients are without shelter every day due to a variety of factors including low wages, job loss, injuries, illness, age, domestic violence, or divorce. While all of us are susceptible to hard times, children and their families are at the most risk, and they make up the largest number of clients they serve.

“With the generous support of organizations like Haircuts With Heart, we are able to help many of these families and individuals not only to meet essential daily needs, but experience the joy found in feeling good about the way they look,” said Captain Connie Hall, the Director of The Salvation Army Oakland Garden Center. “Many of them struggle with finding their value, but through the generous services HWH provides to our clients, they experienced new found confidence. Providing this valued service allowed them to match the beauty they have inside with the beauty uncovered on the outside.”

HWH now works with over 20 area non profits on a regular basis, and is gradually increasing its geographic reach with the goals of serving the entire Bay Area in the not-to-distant future. Beardsley has recruited some of the top stylists in the East Bay to work with the organization, and all of these talented professional share her vision of helping to restore a sense of identify to the underserved in the community.

For more information about HWH and #GivingTuesday, go to www.haircutswithheart.org/givingtuesday . .

About Haircuts With Heart

Haircuts With Heart (HWH) was launched two years ago by top stylist and industry educator Rebecca Beardsley in Oakland, CA. HWH's purpose is to afford disenfranchised people dignity, confidence and hope for new opportunities. Each month, they work with other nonprofit providers to offer adults and children in life transition free haircut events that are caring, fun and respectful. So far they have served families escaping violent domestic abuse situations; sexually abused and trafficked youth; substance-addicted homeless veterans; abandoned women and children desperate to launch a life; learning-disabled and mentally ill adults struggling to maintain semi-independence; and those in transitional housing.

www.haircutswithheart.org

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About #Giving Tuesday

Founded by the team in the Belfer Center for Innovation & Social Impact at the 92nd Street Y in New York, New York (<http://www.92Y.org>), #GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. This year, #GivingTuesday falls on November 27.

#GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. #GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

www.givingtuesday.org

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