



BEAUTY-N-MOTION WALK 4 WELLNESS for Women & Girls

RE: NON-PROFIT TEAM LETTER

Dear Organization

The 2017 Beauty-N-Motion Tour, will serve as a Prevention Walk and Fundraising Opportunity for African American Women Organizations. This event will attract women of all ages and demographics, participants, donors and volunteers with a direct reach of over 20,000 and reaching more than 100,000 through media outreach. The Mission is to provide health education, access to care, connect women to local resources and provide funds to develop and maintain current health outreach initiatives for women organizations.

Participating organizations span from Civil Rights, Education, Health & Wellness, and Community Outreach and includes, sororities, non-profits, community leaders, policy makers working together for one common goal. These women reflect the demographics and income with the purchasing power of over \$1.1 trillion dollars and that make 85% of household decisions.

African American Women often suffer from the highest rates of curable diseases as well as die from them. We consider women the CEO of their families overall health and wellness and will provide information, programs and tools needed to take control of their health and wellness.

**We invite your organization to participate and support by becoming an Official Walk Team** for the “**Beauty-N-Motion Walk & Wellness Movement**” scheduled to stride into Richmond, VA on Saturday, November 18, 2017 at Baldwin Hills Crenshaw Plaza. By partnering with us, you not only walk to raise money for our communities, but your organization receives up to 30% of your fundraising totals as a **Collaborative Partner**. Attached you will find the **Fundraising & Team Registration Forms** along with other event information to start your Team today!

By supporting this event, you will be part of a cause that make sense and provides a great opportunity to give back as a part of social responsibility to our communities. Join the Movement and let’s work together on Health Prevention for our Sisters and their families. We can be reached at 310.674.6700 and our office will reach out to you in the next few days to get your team set-up to start fundraising. We look forward to you taking this journey with us and please visit [www.blackbeautyshop.org](http://www.blackbeautyshop.org) for more information and to set up your team today.

Sincerely,

*Margo Wade LaDrew*

Margo Wade LaDrew,  
Founder & Executive Director  
Black BeautyShop Health Foundation/Beauty-N-Motion Walk 4 Wellness  
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