



With your support and partnership—we were resilient in maintaining and expanding our outreach to more than 500 senior homes from March 2020 to July 2021. We mobilized over 3,000 GlamourGals volunteers across the country. And we didn't do this alone—we did this with you.

Thank you to our generous donors, supporters, and volunteers who refused to let a global pandemic interfere with building friendship and connection with seniors, as GlamourGals pivoted from an in-person volunteer program to a virtual one.

At GlamourGals, our mission is two-fold: addressing elder isolation while building empathetic teen leaders. Our signature program organizes teen volunteer chapters to provide companionship and complimentary beauty makeovers to seniors living in residential care.

We are at a critical juncture right now. There are still unknowns, yet we know that brighter days are ahead. The timing isn't right—right now—to resume our signature makeover and manicure program. Instead, we must continue to take everything we've learned during the pandemic and do more, with you at our side.

Warmest regards,

Rachel Doyle Bayens

RACHEL DOYLE BAYENS
Founder and CEO
GlamourGals Foundation, Inc.



While we wait to return to pre-pandemic moments, our volunteers continue to assemble and deliver care packages, host virtual events, and send thousands of letters to seniors experiencing isolation and loneliness.



My Dear Friend

This award-winning campaign was one of the first covid safe programs we launched and one of our most successful. We engaged thousands of volunteers, safely around the country (and the globe) and reached over 500 senior homes across the United States. #MyDearFriend continues into the 2021-2022 programming year launching an ambitious holiday campaign to bring joy and smiles to 20,000 seniors during the holiday season.



The GlamourGals Inspired Coloring Book

At the start of the pandemic, we realized that in-person events would be placed on hold. We contacted senior homes to see what they needed and the response was overwhelmingly clear: senior homes needed activities. Their ask was simple, "Can GlamourGals send coloring books?" With support from the Winifred Johnson Clive Foundation, we didn't just arrange for coloring books to be delivered to senior homes, we created our own! Images in the coloring book were inspired by real GlamourGals moments.



Media Coverage of GlamourGals' Award-Winning Programmatic Pivot

Press recognized the work of GlamourGals throughout the pandemic, including: The Wall Street Journal, NowThis, The Doctors, NBC News, and more! Rachel Doyle Boyens was featured on the television show Making Good, and interviewed on several podcasts. Rachel also virtually presented the GlamourGals mission as a speaker for OMD, BBG Leadership Academy, Shion, and PulsePoint.

Fast Facts

- 60,000+** Hand-written My Dear Friend letters sent to 500+ senior homes across the country.
- 3,500+** Coloring books were created and distributed to thousands of seniors.
- 1,000+** Volunteers dedicated thousands of hours building intergenerational relationships to end elder loneliness and isolation.
- 100+** Teenagers, students, and young leaders reported a positive volunteer experience with GlamourGals.

“I’m proud to be a part of an organization that fosters connection with seniors across the country who are experiencing loneliness, and giving them moments of happiness through virtual events.”

-Liz, GG Volunteer





#MyDearFriend – Spreading cheer in the holiday season.

Our goal was to reach 10,000 isolated seniors this past holiday season. We not only beat that goal, we doubled it, reaching over 20,000 seniors spread across 115 senior homes, engaging 1,700 note writers! Together, we broke a world record writing the most amount of holiday notes in one day! A special thank you to our note sponsors: Sam Seltzer and Ackerman, Mendoza, Viljoen, & Zurbrugg Financial Group of Wells Fargo Advisors.



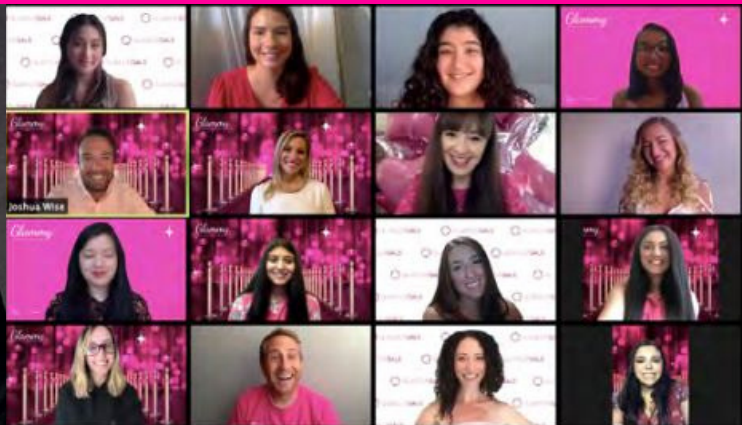
Making Mental Health a Priority for Our Volunteers

In 2020, GlamourGals held its inaugural four-day wellness event, Makeover Your Mindset, to help GG volunteers maintain positivity and mindfulness during the pandemic. The event included panel sessions with GG alumni, college professors, and mental health professionals. Each virtual panel session had over 100 attendees and inspired us to offer a follow-up event in 2021, with a special "Power Hour" focused on health and wellness.

“I learned so much at GG’s Mental Health Summit, including tips on staying positive and connected during quarantine. Taking the time to be present allowed me to be more in touch with my mind and body.”
–Kira GG Volunteer

SUPPORTER AND VOLUNTEER EVENTS

“You have all learned the importance of empathy and making seniors feel included and cared about—and I’m moved by what you are doing.”
-Billy Crystal

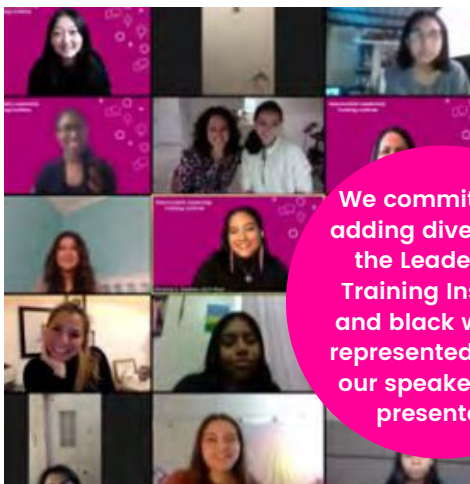


Glammy Scholarship Awards

Each year, a group outstanding GlamourGals volunteers completing high school are eligible to receive a Glammy Scholarship Award. Awards are presented to young leaders for their commitment, creativity, and enthusiasm in motivating volunteers and making seniors feel appreciated and loved. This event also celebrates influential members of the GG community who believe in our work. This year, we recognized award-winning actor Billy Crystal with the 2021 Inspiration Glammy Award.

Illuminate Annual Gala

During the pandemic, our work didn't stop and neither did our supporter events, including Illuminate! This annual event celebrates the professional and philanthropic achievements of a GG supporter for their commitment to our mission through the Spotlight Award. This year, Jill Centella, Managing Director and Global Head of Litigation for J.P. Morgan Chase & Co. received the 2021 Spotlight Award. And in 2020, Alina Casner, former Managing Director and Head of Legal for BNY Mellon Markets and Collateral Management received the award. We hope to come together in-person for our 2022 Illuminate event!



We committed to adding diversity to the Leadership Training Institute and black women represented 75% of our speakers and presenters.



GlamourGals Leadership Training Institute

Tiffany Pham, CEO of Mogul and past Inspiration Glammy winner, kicked-off the 2020 GG Leadership Training Institute. Attendees benefited from women-led panel sessions that were focused on turning a passion into a career. Brienne Colston of Brown Girl Recovery led participants through a 'community mantras' workshop and Chelsea Maddred, a GG alum, ended the event with social media tips and strategies.

Power Brunch

Professional development is important to the GG movement, which is why we made sure to maintain training and mentorship throughout the pandemic. We took our annual in-person Power Brunch and transformed it into an online event for chapter volunteers. There was no break in supporting our volunteers as they are the backbone in making our work possible.



Fall Fete

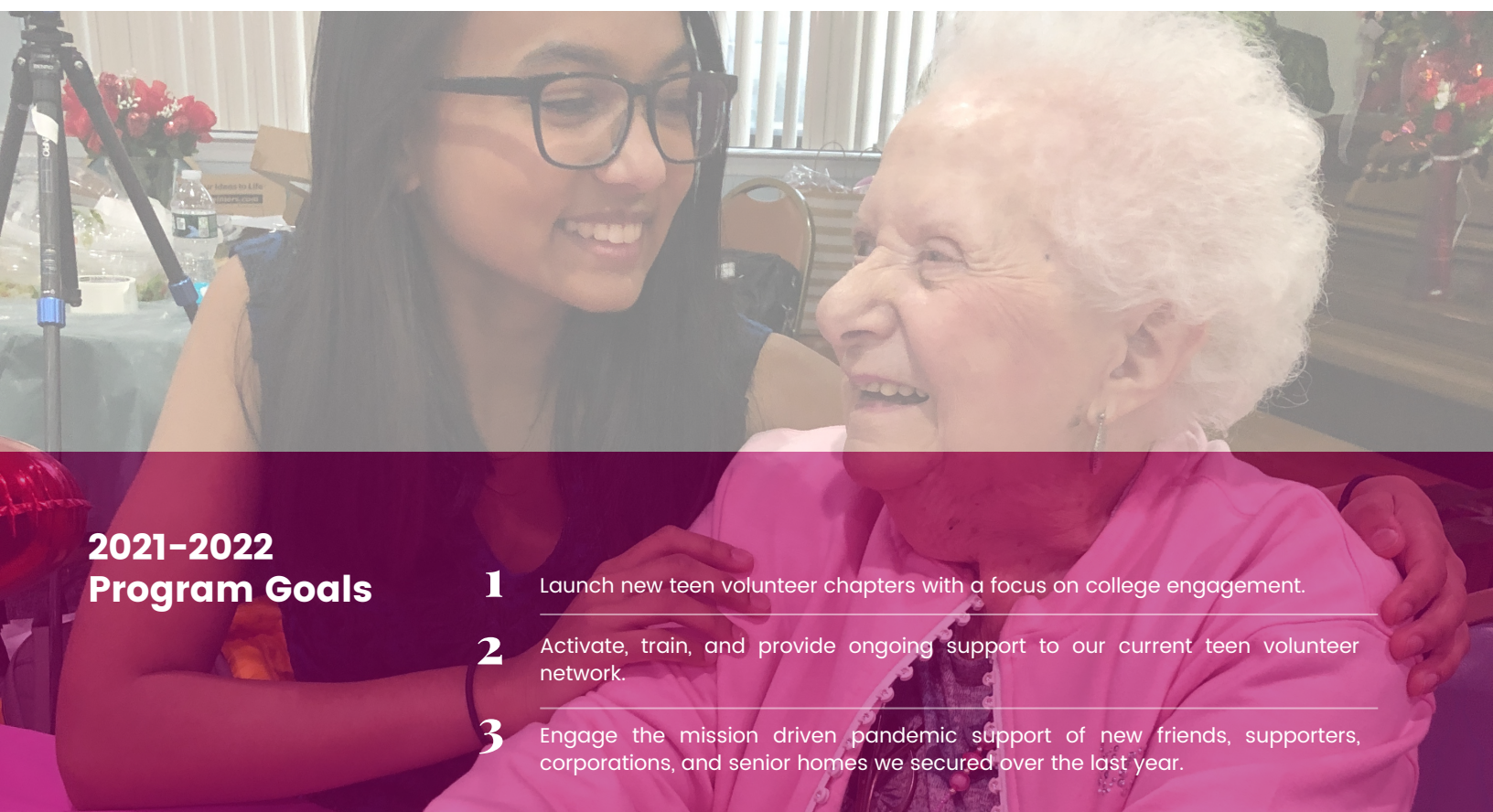
Our virtual event fueled the body and soul while introducing new guests to the GlamourGals network! Attendees enjoyed a 'fall latte' tutorial by Jiyeon Han from the mother-daughter coffee team at NYC-based Bean & Bean. This was followed by a mindfulness meditation guided by Rebekah Dixon, a high-performance mental trainer.

THANK YOU TO OUR SUPPORTERS

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2021-2022 Program Goals

- 1 Launch new teen volunteer chapters with a focus on college engagement.
- 2 Activate, train, and provide ongoing support to our current teen volunteer network.
- 3 Engage the mission driven pandemic support of new friends, supporters, corporations, and senior homes we secured over the last year.

LET'S CONNECT

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