



2020

# ANNUAL REPORT

PREPARED BY

**GLAMOURGALS  
FOUNDATION, INC.**

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@GlamourGals



## 2020 Annual Report

The GlamourGals Foundation's 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.

As the COVID-19 pandemic spread earlier this year, senior isolation increased to nearly 100% as visitors were barred from entering these homes. GG National was forced to press pause on its signature makeover program, but manicures and makeovers have always been just half the story.

GG National provides resources, tools, training, and organization to our high school and college volunteers to become compassionate, community-oriented leaders through intergenerational service. GG chapters are actively continuing their service, despite the hardships created for them by the pandemic.

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### QUICK LOOK

- Over 20,000 #MyDearFriend Kind Notes sent to 115+ senior homes across the country
- 100+ new networks engaged in service
- National press includes The Doctors, Now This, and the Wall Street Journal
- 100% of volunteers say they had a positive experience volunteering with GlamourGals
- All volunteer events have been hosted virtually including a new Mental Health Summit
- Over 3,000 GlamourGals inspired coloring books have been mailed to seniors and volunteers sponsored by a grant from the Winifred Johnson Clive Foundation

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Senior isolation is worse than ever right now. Even as a teenager living in a house with my family and seeing friends at school, I feel lonely. I can't imagine what it is like for seniors right now, and I want to be able to hopefully help even a little bit to relieve any pain or hard times they may be going through."

- Sophia, NJ Volunteer



# CHAPTERS

Despite facing new challenges of being isolated at home, learning remotely, and having their entire world turned upside down, over 50% of GlamourGals volunteer chapters (53) remained active throughout the pandemic. GG National kept these chapters engaged and provided multiple programs to interact virtually, including chapter leader meetings and Zoom kind note writing events for chapters. The volunteers created over 5,000 kind notes for the seniors, and 10 chapters hosted Zoom calls with the seniors they normally visit, connecting over games and movies. Some chapters also made care packages, newsletters, and crafts for the seniors. A few outstanding chapters did remote baking with the seniors' cookie recipes and sang Christmas carols from a safe social distance.

GlamourGals ended the 2019-2020 Service Year in June with 133 Intergenerational Service Award Winners and 80 active chapters that hosted 624 in-person and virtual events. From the 2019-2020 end of service year report, 100% of volunteers say they had a positive experience volunteering with GlamourGals.

## Because of their GlamourGals experience:

- 100% of volunteers feel more confident in speaking with others.
- 87% of volunteers feel more confident overall.
- 97% of volunteers say they are more understanding of the issue of elder isolation.
- 87% of chapter leaders feel more confident in their leadership skills.
- 78% of volunteers feel more confident in working as part of a team.
- 82% of our volunteers feel they can still help seniors with the GlamourGals virtual programming despite not being able to physically visit seniors because of the pandemic.



Among many other amazing things, GlamourGals has taught me to be more compassionate and to not be afraid to help others."

- Melanie, NY Volunteer

# VOLUNTEER EVENTS

## POWER BRUNCH

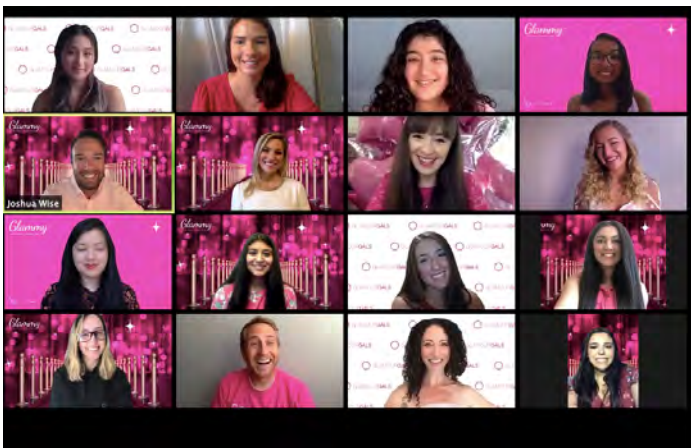
We hosted our 4th Annual Power Brunch at Cadwalader Wickersham and Taft, LLC on February 1st, 2020. Over 50 volunteers attended the event to learn about turning their service into academic success, hear from our alumni panel, and have individual mentor experiences. Mentors for the volunteers included GlamourGals advisory council members and other supporters. 91% of volunteers felt more comfortable talking to others in a professional setting after Power Brunch.



The power brunch was a life-changing experience. It really helped open my eyes about what my future holds in GlamourGals and in my academic career. Being a part of such powerful organizations teaches you so much and really sets you up for life."

- Joelle, NJ Volunteer

## GLAMMY SCHOLARSHIP AWARDS



The 18th Annual Glammy Scholarship Awards were hosted virtually this year. The event started with the Hot Pink Carpet on Instagram Live hosted by GG Alumna Christina Sookhoo featuring special guests, volunteers, alumni, and even a senior. GlamourGals honored wedding dress designer and "Say Yes to The Dress" star Hayley Paige with the Inspiration Glammy Award and awarded 5 volunteers with scholarships of \$1,000 each. The ceremony, hosted by Advisory Council Member Allegra Cohen was streamed live on YouTube and has over 330 views.

# VOLUNTEER EVENTS, CONTINUED

## MENTAL HEALTH SUMMIT

In August, GlamourGals hosted the first "Makeover Your Mindset" Mental Health Panel. GlamourGals created this 4-day event to help deal with the mental health struggles of our teen volunteers during the pandemic. The event consisted of four panels with various speakers including GG alumni, college professors, and mental health experts. Over the course of the four days, about 100 volunteers joined for at least one panel.

“Going to the Mental Health Summit was one of the best decisions I made this summer because I learned so much and heard many insightful tips. Taking the time to do this has allowed me to be more in touch with my mind and body.”

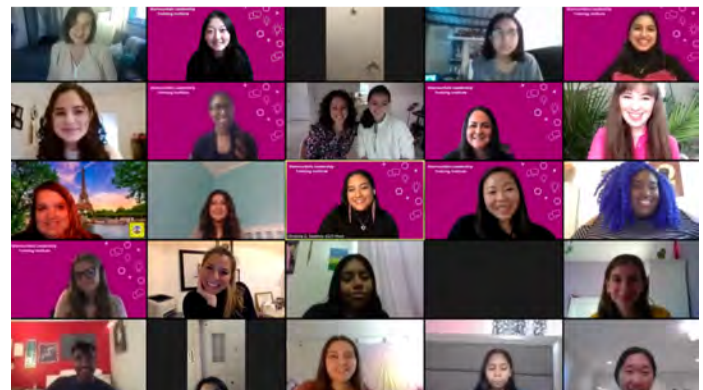
- Kira, NJ Volunteer

## GLAMOURGALS LEADERSHIP TRAINING INSTITUTE

The 18th Annual GlamourGals Leadership Training (GLTI) was hosted virtually on Saturday, November 21st. Tiffany Pham, CEO of Mogul and past Inspiration Glammy Winner, kicked off the event and donated 100 books to volunteers who attended the event. The volunteers then heard from a panel of women who discussed how they turned their passions into their careers. Brienne Colston of Brown Girl Recovery LLC led the volunteers in a workshop about community mantras, which was most of the volunteers' favorite activity of the event. We ended the event with volunteers hearing from Alumna Chelsea Maddred about how to use social media for their chapter. 75% of the speakers at GLTI this year were women of color. Girls Like You sponsored nail kit giveaways for 10 volunteers who completed the event survey. 100% of the participants said they learned something new from the event.

“I went to GLTI this year! I went last year too and had a great time, but honestly didn't expect this year to beat last year since it would be online, but oh how wrong I was. I absolutely loved GLTI this year so much!”

- Alicia, NY Volunteer





# GIVING TUESDAY

GlamourGals turned Giving Tuesday, the biggest giving day of the year, into a day of service. The goal of the day was to engage volunteers and supporters to write 10,000 notes to isolated seniors across the country. 1700+ people took the pledge to write at least 10 kind notes to seniors for the holidays on Giving Tuesday. On December 1st, the GlamourGals team hosted 10 interactive Zoom events for supporters and volunteers to write their kind notes together and learn more about GlamourGals. This day engaged 20 chapters and 150 new networks including key partners such as Ropes and Gray, L’Oreal, Colgate Palmolive, HSBC, New York Junior League, Girl Scouts, Rodan + Fields, Moody’s, and Twitch. We delivered over 20,000 notes to more than 115 senior homes across the country from 1150 people. As part of this program, two donors donated \$1 for every kind note written up to 10,000 notes.



“

I love what you are doing. When I participated in the zoom meeting hosted by one of our offices, I had tears in my eyes. Your work and the people you're reaching really touched my heart!"

- Claudia Rivas

“

As an individual isolated myself during the holidays because of the pandemic, this brings me joy and connection too. Thank you for coordinating the effort to spread care and connection!"

- Hawley Mathieson

“

My mother-in-law is in a nursing home, and I feel so helpless - especially now. I feel like this was a great way to help others like her in some little way."

- Liz Johnson

# COLORING BOOK

In March, at the start of the pandemic, the GlamourGals team reached out to our network of senior homes to understand their needs during this time. There was an overwhelming need for coloring books for the seniors to help keep them active. Samiyrá Lewis, GlamourGals Program Assistant, drew actual moments from GlamourGals makeovers and events to turn these special interactions into coloring pages for the seniors. Supported by a grant from the Winifred Johnson Clive Foundation, GlamourGals printed and mailed over 3,100 coloring books to seniors and volunteers.



“

We gave out the coloring books to them this morning and they were very appreciative. The coloring pages are so thoughtful and heartfelt. It is very touching that you thought of us. I am sure each page will bring a smile to their face. We look forward to the day that we can resume our visits with you."

-Patricia, Director of Therapeutic Recreation & Volunteer Services





# SUPPORTER EVENTS

## ILLUMINATE

With the health and safety of our supporters and stakeholders of utmost importance, we rescheduled our annual Illuminate Gala Dinner to a unique, engaging, and uplifting virtual event over Zoom. Guests were invited to mix a signature drink with Luxury Expert Christian Boyens; hear from our Hosts Ann and Andrew Tisch, Co-Chairs Eric Fisch and Erika Engelson, and special guests; see the impact of our program with a moving video; and applaud as George Whipple presented the 2nd Annual Spotlight Award to Alina Casner.

Mrs. Casner, former Managing Director and Head of Legal for BNY Mellon Markets and Collateral Management, has been a supporter of GlamourGals since 2012. In addition to accepting the Spotlight Award, Mrs. Casner and her husband David Casner have also pledged to support two GlamourGals leadership scholarships per year for the next five years, a commitment that will help fund the higher educational pursuits of 10 outstanding GlamourGals volunteers.

### VISIONARY SPONSORS

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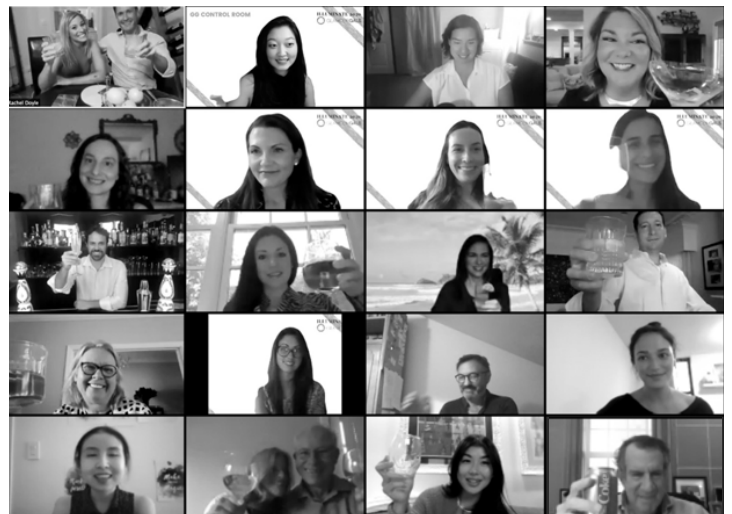
### BENEFACTOR SPONSORS

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I was very impressed with how elegant and touching the program was; it felt powerful and focused. Hearing the volunteers share their stories was especially moving and reinforced how critical the GlamourGals' mission is for teens and the elderly."

- Jennifer Leidel



# SUPPORTER EVENTS

## FALL FETE

This year, replacing the Summer Soiree, usually held in August, the GlamourGals advisory council hosted a Fall Fete. The goal of the event was to fuel the body and mind while introducing new guests to the GlamourGals network and program.

This virtual event featured a fall latte tutorial by Jiyeon Han from the mother-daughter coffee team at NYC-based Bean & Bean. 42 attendees connected via small group sessions moderated by GG veterans and closed the night with a relaxing meditation with Rebekah Dixon, a high-performance mental trainer.

Supporter-led social media promotion, featuring festive graphics, helped to generate interest. Guests commented on how professional and high-quality the Fall Fete was, and how it felt just as engaging and seamless as an in-person event.



It's the best philanthropic Zoom event I've been to."

-Janel, Attendee

## PRESS

In 2020, several news outlets recognized the work of GlamourGals including the Wall Street Journal, NowThis, The Doctors, NBC News, and more. Rachel and the Commack Chapter were featured on the TV Show "Making Good." Rachel was also interviewed in several podcasts including, Youth Workers on Fire Podcast and Hell Yes Life Podcast, and she was a guest speaker for OMD, BBG Leadership Academy, Shion, and PulsePoint. Eight of our chapters were featured in the local press sharing how they served the seniors in their communities before and after the start of the pandemic.



# ADVISORY COUNCIL

## A NOTE FROM THE ADVISORY COUNCIL CHAIRWOMAN

In such an unprecedented year, I am grateful for all of your contributions. Every act of kindness and time that you shared with GG made a huge difference in the lives of the isolated senior citizens we serve - from writing a #MyDearFriend card to brighten up a senior's holiday to giving advice to the GG team to virtually mentoring volunteers. No contribution of your time was too small or went unnoticed. We are immensely grateful to you for helping to keep GG's programs and spirit going as the program quickly pivoted to adapt to our new virtual environment.

We hope to continue to remain agile and flexible in the new year and provide flexibility to allow you to participate in GG in whatever way feels most authentic. I hope to hold more informal zoom coffees and virtual events for the Council to give us all greater opportunities to connect. I also look forward to continuing our important work on the diversity initiative and to recruit more people of color on the council and continue to brainstorm ways to ensure our community is as inclusive and welcoming to all as possible.



**-MARY PENNISI  
CHAIRWOMAN OF THE  
GLAMOURGALS ADVISORY COUNCIL**

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## ADVISORY COUNCIL MEMBER IN TRAINING PROGRAM

In 2020, GlamourGals instituted the Advisory Council Member-in-Training Program to invite continued engagement of stand-out alumni with the organization. The three-month program, held in the fall, pairs a Council Member-in-Training with an active Advisory Council Member who serves as a professional mentor, as well as an ambassador of the Council. The goal is to provide a direct on-ramp for our GG network to join the Advisory Council, increasing diversity, and adding the valuable perspective of GG alumni to our leadership.



# STAFF

## RACHEL DOYLE, FOUNDER AND CEO



Pausing 20 years of in-person programming, Rachel guided the organization to continue GG's impact uninterrupted with a quick pivot to safe and distance programming even engaging 150 additional networks in GG's service. Rachel appeared on The Doctors and several podcasts to share about GlamourGals and the program.

## AMANDA KRUZYSKI, MSW, PROGRAM MANAGER



This year Amanda diligently reconstructed the GlamourGals office, program, internship program, and events to be virtual for the pandemic. In addition, Amanda attended a 5-week DEI workshop to learn how GlamourGals can continue moving in the right direction for promoting diversity and inclusion in our programming and staff.

## EILEEN YOON, COMMUNICATIONS ASSOCIATE



Eileen joined the team in the summer of 2020 and helped redesign the GlamourGals website while simultaneously creating a powerful program video for the Illuminate virtual event. Eileen is continuing to grow the GlamourGals social media presence.

## SAMYIRA LEWIS, PROGRAM ASSISTANT



In 2020, Samyira created the drawings for the GlamourGals Coloring Companion Coloring Book. Her art was transformed into a 20-page book that has been sent to thousands of seniors and volunteers across the country.

## 2020 INTERNS

Jaqueline Alverado, Spring  
Alysha Jhaveri, Summer, Fall  
Lea Frawley, Summer  
Samantha Barth, Summer

Thea Dimapeles, Summer  
Melissa Digiorgio, Summer  
Matthew Yellen, Fall  
Cinthya Munoz Tepan, Fall

# LOOKING FORWARD TO 2021

Continuing on the momentum from Giving Tuesday, GlamourGals will be hosting a week of service encouraging volunteers and supporters to write Valentine's Day cards for the seniors with a goal of writing 5,000 cards. The 5th Annual Power Brunch will be hosted virtually in March, and GlamourGals will continue to celebrate the volunteers in May with GlamMay. We look forward to the day when we can safely resume in-person chapter visits with seniors.

