

Welcome to Hair with Heart!

**My name's Hannah and I'm so glad you're doing Hair with Heart
– You're going to make such a big impact with your chop!**

Dear Friend,

My name's Hannah and I'm 15 years old. I started getting bald patches in my hair when I was 4 years old and when I was 5, I was diagnosed with Alopecia Areata. Alopecia Areata is a lifelong condition where your immune system attacks your hair follicles, causing the hair to fall out.

Something I have found hard is being called names or being teased at school. Mostly everyone is nice, but some kids don't understand my condition and I don't always like to stand out.

Thanks to Variety I have received two wigs that I really love – they helped rebuild my confidence, so I felt happy again playing netball and being on stage either dancing, singing or acting.

Thank you so much for joining the Hair with Heart movement, you're making a real impact! We've put together this pack to help you make the most of your big chop.

You'll find the **Hair Hero guidebook**, which is packed with fundraising tips from other Hair with Heart fundraisers PLUS *The Journey of Your Hair* – an explainer on just where it is your donated hair and the funds you raise through your big chop will go. You'll be surprised, your impact doesn't end with just one wig!

I hope you have an amazing time doing Hair with Heart. Your kind gesture to donate your hair and raise vital funds for kids in need goes further than you know.

You're not just helping young people like me who are experiencing permanent or acute hair loss – in fact, the funds you raise can change a child's life by giving them access to the help that no-one else is able to give through one of Variety's grants and programs. Australian kids experiencing disability, chronic illness or disadvantage need support and thanks to your fundraising efforts, Variety can give it.

I hope you feel awesome knowing that you're making a difference in so many people's lives.

Good luck with your big chop and thank you for joining the Hair with Heart community!



Hannah Hodge
Hair with Heart ambassador





**YOUR
HAIR WITH
HEART STORY
IS ABOUT
TO BEGIN!**



Thank you so much for joining the Hair with Heart community!

You're our Hair Hero! We'd love to share a story to get things started.

It's called: *The Journey Of Your Hair.*

It all started when you made the big-hearted decision to help someone facing hair loss due to a medical condition by donating your hair and fundraising through Hair with Heart.

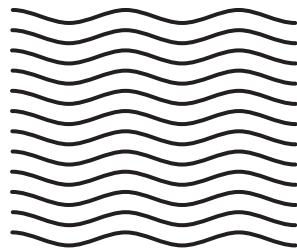
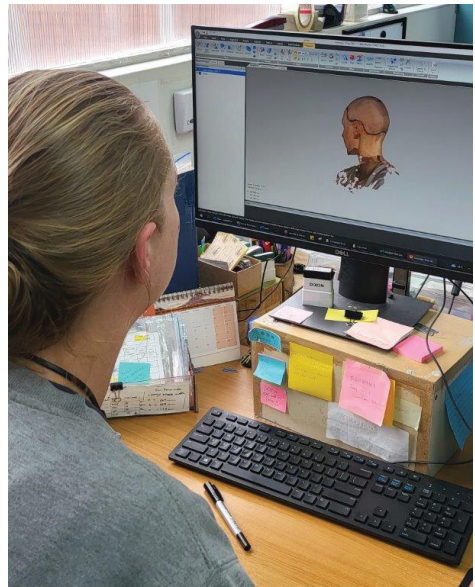
Right now, there is a person with alopecia, cancer, or another medical condition waiting to receive their very own custom-made wig. This wig has the power to help renew their sense of happiness and confidence – and it could have some of YOUR very own hair in it!

The next big step is the **Big Chop**: the day that you cut off your locks and send them through to Variety's Hair with Heart HQ.

From there, your hair will be sent on its way to become a part of a specialised wig – it's like magic!

But there's a plot twist...

You might think that your hair donation can only help one person – but that's not true at all!





In fact, your hair has the power to change more than one life. It helps in three ways:

1. When we receive your hair, our wonderful volunteers unpack, sort and send it to the wigmaker. Variety raises money from these donations, which in turn help fund our incredible range of programs and grants that support kids who are sick, living with a disability or experiencing disadvantage.
2. By donating your hair and fundraising for Variety, you're also helping to supply wigs to kids who have lost their hair due to a medical condition through our wig grant. Did you know it takes 10-20 ponytails to make just one wig, or that a specialised wig can cost up to \$6,000? Not only is your generosity helping to provide a wig to a kid that needs it – you're also alleviating financial pressure for their family too.
3. Finally, your hair journey helps by inspiring your friends, family and local community to support your chop and donate through your Hair with Heart fundraising page. The funds you raise go directly towards Variety's grants and programs, so your big chop goes so much further than you might think: you are changing the lives of children by giving the help that no-one else is able to give.

To find out how to donate your hair, make sure to check out the 'How to chop guide' included in your welcome pack!

The steps to success for YOUR Hair with Heart story

Step 1: Use your resources

On our website you'll find a treasure trove full of awesome resources – all designed specially to help YOU make the most of Hair with Heart! Just visit hairwithheart.variety.org.au/resources

In the meantime, rifle through the welcome pack - and check out your hair ties and magnetic photo frame while you're at it!

Step 2: Share on social media

TikTok, Instagram, Facebook – what's your favourite social media channel?

Of course, it's really important to let people know about your Big Chop, because there might be lots of friends and family who'd love to show their support!

Head to the Resources page above to find digital resources that you can share on social media to let people know what a fantastic thing you're doing and how they can get involved.

Step 3: The party grows! Grab a Chop Buddy or Chop Squad

Every main character needs their best buddies alongside them, right?

Take a moment now to think of a Chop Buddy (or a whole Chop Squad) who you think might be interested in joining you on this amazing journey!

It could be schoolmates, family members, family friends – or anyone really, as long as their hair is up to the task!

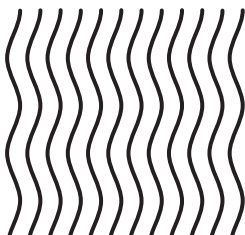
Then get inviting!

Step 4: The power of a self-donation

A few years ago, some of our Hair Heroes discovered a superpower... the power of a self-donation! Because here's the thing...

Donating to your OWN fundraising page both helps you towards your fundraising goal, and INSPIRES people to donate themselves!

In case you haven't gotten around to it yet, head to your fundraising page to donate what you can to support Aussie kids who are sick, living with a disability or experiencing disadvantage.



Step 5: Claim your rewards as a thank you from us!

We know how busy life can get and your fundraising efforts are so valued. As a thank you, we want to reward you with a few tokens of our esteem. Mementos if you like, of your Hair with Heart story.

So, when you reach \$750, you'll earn your very own tote bag.

And if you can raise an impressive \$1,500, you'll get a full size beach towel as a big THANK YOU for being such an amazing fundraiser!

(Spoiler alert: we know you can make it)!



Step 6: Badges to earn

On your online dashboard you'll find a list of badges ready to be lit up, each representing a new action you can take towards Hair with Heart success!

If you head online to your dashboard right now, you'll see any badges lit up that you've already earned, as well as those waiting to be added to your collection.

Which badge could YOU earn today?



Hannah's Story: Walking into High School with CONFIDENCE

You heard from Hannah Hodge in the letter with this pack, but I would like to share more of Hannah's story with you.

Hannah's mum Christine described her as *"outgoing, someone who loved to sing, play, and hang out"* – but throughout primary school, Hannah's hair loss was taking its toll.

"It was far from easy," Christine said.

"Hannah's confidence levels were dwindling and our bright and vivacious little girl was disappearing under the weight of her alopecia."

As Hannah got older, the thought of going to high school was really scary.

How could Hannah face the challenges of high school with confidence and happiness?





Thankfully, generous humans like you helped to provide Hannah with her second wig just in time for high school!

Hannah said that having the wig made a world of difference.

Of course, as a tall, 13-year-old girl with Alopecia, you want to feel as confident as you possibly can when you walk into your new high school for the first time.

Hannah is now 15 and being outgoing and friendly, she has made lots of friends at school.

She now feels so accepted and loved by her peers that Hannah even wears her wigs less and less!

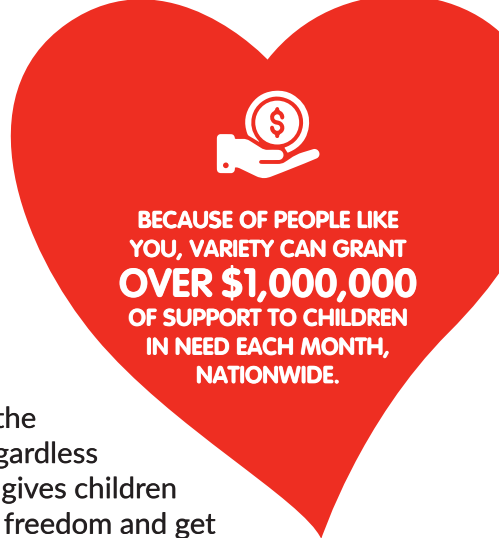
Christine said: *“Starting high school was an important step and we spoke with Hannah’s teachers a lot before she started.*

“Having the option to wear her wigs has helped her build confidence – it’s so important she feels the same about herself with or without a wig.”

Hannah’s life was made so much better because incredible people like you donated their hair to form her special wigs.



Your generosity is transforming children's lives



BECAUSE OF PEOPLE LIKE YOU, VARIETY CAN GRANT **OVER \$1,000,000** OF SUPPORT TO CHILDREN IN NEED EACH MONTH, **NATIONWIDE.**

With your help, we ensure children have the best opportunity to live life more fully, regardless of ability or background. The work we do gives children the opportunity to improve mobility, gain freedom and get involved in their community, where they can better communicate, achieve independence, and increase their self-esteem.

Thanks to your support, we help kids with these challenges:

- Socioeconomic disadvantage
- Sickness
- Disability

By delivering support to Aussie kids in the following ways:

- Grants
- Programs
- Activities

To find out more about Variety's grants and programs visit:

<https://www.variety.org.au/how-we-help/stories/>

Thank you for taking part in Hair with Heart!

If you ever need any extra help or guidance, make sure to check out our FAQs on our website, or get in touch: **02 9819 1056** or **hairwithheart@variety.org.au**

*1 October 2021 - 30 September 2022



How to chop guide

CUTTING YOUR HAIR:



When cutting your hair:

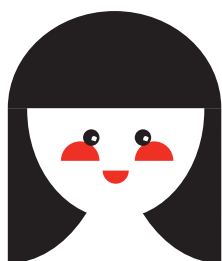
1. Your hair should be clean and dry
2. Tie hair in multiple pony tails. You can use the hair ties provided in this pack!
3. Plait each pony tail and secure each end with a hair tie.
4. Cut above the top hair ties.

SENDING YOUR HAIR:

1. Complete the online form: variety.org.au/hair-donation-form/
2. Put your hair into a Ziploc bag
3. Post your hair and the printed form to:
Variety - The Children's Charity
Locked Bag 2468
St Leonards NSW 1590



HOW YOUR HAIR WILL BE USED:



If your hair is **>35cm** and **not chemically straightened or coloured**, it can be used to create a specialised suction wig for people who have lost their hair due to a medical condition. Long, natural wigs like these are especially popular with children and will be cared for and cherished for years to come.

If your hair is **<35cm** and/or **coloured**, it can still be part of a beautiful wig! Wigmakers can work with shorter and coloured ponytails to craft stylish wigs that adults in particular love.



Thank you for your
incredible contribution.
Your chop changes lives!

