

# REGISTRATION INFORMATION

IF YOU HAVE ANY QUESTIONS, PLEASE CALL LOCKS OF LOVE AT 561.833.7332  
OR EMAIL VOLUNTEER@LOCKSOFLOVE.ORG

## BROCHURES

*Locks of Love* can send informational brochures to distribute within your community so that you can raise awareness about your event and our mission. Please fill free to copy brochures as necessary.

## LOGO

Once your salon or event is registered with *Locks of Love* name or logo may not be used on clothing or on items to be sold. The *Locks of Love* name or logo name or logo may not be used on personal or social networking web sites. Please use our banner link to show your support. Contact [volunteer@locksoflove.org](mailto:volunteer@locksoflove.org) or call our office with any questions. *Locks of Love* must approve flyers and press release **before any event can be approved**. Please fax drafts with your event registration form.

## PHOTOS

*Locks of Love* does not permit anyone to copy and use images from our website. We carefully protect the confidentiality of all our recipients and donors and their loved ones! You may submit pictures of your haircut or event to [photos@locksoflove.org](mailto:photos@locksoflove.org) for possible use in our online photo gallery.

## ACKNOWLEDGEMENT

*Locks of Love* wants to thank each donor. Please have each donor complete a hair donation form and send it to *Locks of Love* with their ponytail. Forms are included in this packet and are also available online. If you don't have a form, simply write the donor's name and address on a full size sheet of paper and send it with the donation. It may take as long as 90 days for the donor to receive a thank you card. If names and address are not included a thank you cannot be sent.

## FUNDRAISING LEGALESE

If you are doing a fundraiser you must state the following on any flier and/or ticket sales. You also must state how much of the money collected will be donated to *Locks of Love*. This information can be in fine print and must be on every flier or someone could make a complaint to the Better Business Bureau against *Locks of Love*. *Locks of Love* must approve text of all fliers before any event is approved. Please include the following on all ticket sales and or fliers.

LOCKS OF LOVE IS A NOT-FOR-PROFIT ORGANIZATION PURSUANT TO SECTION 501(c)(3) OF THE INTERNAL REVENUE CODE. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION, NUMBER 60.40.207587.56c, MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1.800.435.7352 (IN FL) OR 1.850.488.2221 (OUTSIDE OF FL.) REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE, LOCKS OF LOVE RECEIVES 100% OF ALL CONTRIBUTIONS COLLECTED.

**IF 100% OF MONEY COLLECTED IS NOT TO BE DONATED TO LOCKS OF LOVE, YOU MUST STATE THE ACTUAL PERCENTAGE THAT WILL BE CONTRIBUTED ON ALL PRINTED MATERIALS RELATED TO THE EVENT.**

## DISCLAIMER

*Locks of Love* is a non-religious, non-political, not-for-profit entity. Further, *Locks of Love* does not take positions or align itself with any special interests. Any event taking place as part of a religious, political or any other special interest group does not reflect the views or opinion of *Locks of Love*.

*Locks of Love's* mission is to promote the well-being of children through its program of providing hairpieces. All events and fundraisers held on behalf of *Locks of Love* must uphold and reflect the mission and desire to help disadvantaged children,

*Locks of Love* commits to all recipients on a LONG-TERM basis, allowing them to receive custom prostheses, every 2 years until the age of 21. Because of these extended promises, our current financial obligation is many multiples of our annual expenses.

Currently, we hold in unrestricted financial reserves approximately 8 times the annual expenses of 2017, (\$765,466) \$6,145,476. While the number does not meet the current financial obligation to our children, our goal is to fulfill our promise of support until each child reaches their 21st birthday.

Locks of Love



# EVENT REGISTRATION FORM

ALL SECTIONS MUST BE COMPLETE AND LEGIBLE WITH DRAFT PUBLICITY ATTACHED BEFORE PERMISSION TO USE THE LOCKS OF LOVE NAME AND LOGO CAN BE PROVIDED. PLEASE CONTACT VOLUNTEER@LOCKSOFLove.ORG IF YOU DO NOT RECEIVE APPROVAL WITHIN 1 WEEK.

Today's Date: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Name of Event: \_\_\_\_\_

Event organizer: \_\_\_\_\_

Parent Sponsor: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Apt: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Location of event: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Will your event be collecting Hair Donations?  YES  NO

- Send all hair donations to *Locks of Love*.
- Send a completed Hair Donation Form for each donor who wants acknowledgement.
- Be sure tht all donations comply with Hair Donation Guidelines.
- Please include additional details regarding hair collection plans on a seperate sheet and fax the form to 561.833.7962.

Will your event be collecting Financial Contributions?  YES  NO

- Send 100% of all donations collected to *Locks of Love*.
- Include a completed Financial Contribution Form for each donor who wants acknowledgement.
- Checks should be made payable to Locks of Love and sent promptly so that they can be deposited within 3 months.
- Send a money order or cashiers check made out to *Locks of Love* to cover cash donations collected.
- Please include additional details regarding financial collection plans on a seperate sheet and fax wuth this registration form.

### Publicity?

- Flyers: Please attach draft for review and approval .
- Press Release: Please attach draft for review and approval.
- Media: Please list all TV, radio, and news coverage that you expect.

SIGNATURE (parent or sponsor if organizer is a minor): \_\_\_\_\_



# PRESS RELEASE

FOR IMMEDIATE RELEASE

**CONTACT NAME:** \_\_\_\_\_ **PHONE #** \_\_\_\_\_

## LOCAL GROUP EFFORTS BENEFIT LOCKS OF LOVE

**WHO:** \_\_\_\_\_ **WHAT:** \_\_\_\_\_

**WHERE:** \_\_\_\_\_ **WHEN:** \_\_\_\_\_

**EVENT DETAILS:** \_\_\_\_\_

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This event will benefit *Locks of Love*, a public non-profit organization that provides vacuum fitted hairpieces to financially disadvantaged children suffering from long-term medical hair loss from any diagnosis. They meet a unique need for children by using donated human hair to create the highest quality hair prosthetics. Most of the children help by *Locks of Love* have lost their hair due to a medical condition called alopecia areata, which has no known cause or cure. Others have suffered severe burns or injuries or endured radiation treatment to the brain stem or other dermatological conditions that result in permanent hair loss. The vacuum fit is designed for children who have experienced a total loss of scalp hair and does not require the use of tape or glue. The prosthesis they provide help to restore self-esteem and confidence, enabling these children to face the world and their peers.

The organization, which began operation in 1998, provides the prosthesis to **children under age 21**. These hairpieces require between **6-10 ponytails** and take approximately **4-6 months to manufacture**. Thousands of bundles of donated hair arrive as a result of the national publicity that *Locks of Love* receives in newspapers, magazine, and television programs. It is estimated that children comprise over 80% of the donors, making this a charity where children have an opportunity to help children.

Donated hair is evaluated for its usefulness according to the following guidelines:

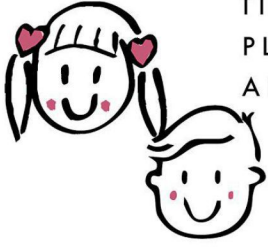
- It must be at least 10", clean and dry.
- It must be bundles in a ponytail or a braid.
- Bleached hair cannot be used.
- Hair that has been dyed or permed can be used.

Monetary donations to *Locks of Love* are tax deductible.

For more information, please email the Events Coordinator at [volunteer@locksoflove.org](mailto:volunteer@locksoflove.org)

**234 SOUTHERN BLVD. WPB, FL 33405 PHONE 561.833.7332 - FAX 561.833.7962**

Locks of Love



## MEDIA TIPS

TIPS FOR GETTING THE MEDIA INVOLVED IN YOUR EVENT.  
PLEASE SEND ALL PRESS RELEASE TO LOCKS OF LOVE FOR  
APPROVAL VIA EMAIL TO VOLUNTEER@LOCKSOFLove.ORG  
 OR FAX TO 561.833.7962

### PRE-EVENT TO DO:

- Complete a Pre-Event Press Release.**
- Send Pre-Event Press Release to *Locks of Love* for approval**
- Contact Local TV, Radio and/or Newspapers**
- Check for correct media contact information**
- Send approved Pre-Event Press Release to media contacts**
- Call and confirm Pre-Event Press Release was received**
- Follow up a couple of days prior to remind them about the event**

### POST-EVENT TO DO:

- Complete a Post-Event Press Release**
- Send Post-Event Press Release to *Locks of Love* for approval**
- Include in Post-Event Press Release "Fun Facts":**  
(Choose exciting pictures of event participants)
  - Longest Ponytail collected
  - Total Inches / Feet collected
  - Amount of money raised
  - Quotes from donors
  - Pictures of event participants
  - Youngest person to donate
- Remember to ask permission to use names and pictures of individuals included in your Post-Event Release**

**Send approved Post-Event Press Release to media contacts**

### PLEASE NOTE:

*Locks of Love* only has one office located in West Palm Beach, FL. For this reason, representative are not available to attend events. Our Communications Director would be happy to provide further assistance with the media (i.e, interviews, quotes) via email or telephone at the number listed below.



# POST EVENT REPORT

**ONCE YOUR EVENT IS CONCLUDED, PLEASE COMPLETE AND INCLUDE THIS FORM WITH YOU PONYTAIL(S) AND FINANCIAL DONATION(S) TO RECEIVE A CERTIFICATE OF APPRECIATION FOR YOUR SALON/EVENT.**

**Today's Date:** \_\_\_\_\_

## CONTACT INFORMATION

**EVENT/SALON COORDINATION:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**CITY/STATE/ZIP:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

## SALON/EVENT INFORMATION

**EVENT/SALON NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**ADDRESS/LOCATION:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**CITY/STATE ZIP:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

## DONATION INFORMATION

**PONYTAIL COLLECTED:** \_\_\_\_\_ **TOTAL RAISED:** \_\_\_\_\_

**FINANCIAL DONORS** \_\_\_\_\_ **YES**

\_\_\_\_\_ **NO**

## POST EVENT NOTES

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*Locks of Love* commits to all recipients on a LONG-TERM basis, allowing them to receive custom prostheses, every 2 years until the age of 21. Because of these extended promises, our current financial obligation is many multiples of our annual expenses. Currently, we hold in unrestricted financial reserves approximately 8 times the annual expenses of 2017, (\$765,466) \$6,145,476. While the number does not meet the current financial obligation to our children, our goal is to fulfill our promise of support until each child reaches their 21st birthday.

- Please complete and send in all Donation forms so we can thank each donor.
- Please do not attach forms to donations. Simply include them in your package along with this report and any financial contributions which you have collected.