

HOW IT WORKS:

BEGINNING OCTOBER 1, 2018 as part of Domestic Violence Awareness Month, Perfectly Posh and YDI join forces with the *Fight Against Domestic Violence* (FADV), and *The Alison Show* to challenge YOU to help us share:

1. Share education and the hotline to help anyone get help: 800-799-SAFE.
2. Sponsor a pampering bag: Posh has donated \$1 million in product to share with victims.

We need 20,000 DiVAs to sponsor the bag, kitting, and distribution of them by visiting icanhelpDiVA.org. For just \$5, you can do your part. You'll also be prompted to add a short note of inspiration that will be included in your bag.

These 20,000 bags, along with other critical supplies like sheets, towels, diapers, etc. will be sent to 200 different shelters throughout urban and rural USA. There are shelters located in all 50 states. You will be able to find a list of communities with shelters receiving donation on icanhelpDiVA.org by October 1.

You can sponsor as many as you like.

3. Now, go share YOUR part in The DiVA Project. In video in 1 minute or less, tell why you said, "I can help" raise domestic violence awareness.

Share it on every social platform you use with #icanhelpDiVA. Tag and message your friends and encourage them to get involved, too.

ABOUT THE BRANDING:

October is Domestic Violence Awareness Month. Purple is the color of Domestic Violence Awareness.

The "I" is inserted in the logo to suggest "I can have an impact, and help prevent domestic violence."

Working with strong and outspoken entrepreneurs and influencers: we ARE DiVAs. We can help those victimized find the strength and self-worth to remove themselves from their circumstances: sharing hope and strength.

OTHER THINGS TO KNOW:

Everyone knows someone impacted by domestic violence. 1 in 3 women and 1 in 7 men will personally experience it in their lifetime.

To help, share the National Domestic Violence Hotline: 800-799-SAFE

More than 20,000 calls are taken every day, and they know how to put someone in danger with resources to help.

About the Contribution Committee for The Diva Project:

The Alison Show, and the Fight Against Domestic Violence (FADV) will help Perfectly Posh, YDI, and our Consultants spread and share The DiVA Project.

Perfectly Posh has donated over \$1 million retail dollars in pampering products for aid and care of victims of domestic violence. Additionally, resources and labor for the execution of the project were contributed by Perfectly Posh.

The FADV is a 501(c)(3) not-for-profit. You can learn more about their team and ongoing efforts at FADV.org. If we get the success we are anticipating from this project, Perfectly Posh and YDI look forward to partnering with FADV again on like projects. This foundation helps coordinate shelters, distribution, and supporting most urgent needs of victims, as well as helping coordinate the in-shelter pampering sessions.

Alison Faulkner has graciously donated her time, reach, and resources to share the DiVA Project to her extensive network, as well as using ongoing events in her business to help promote it.

The You Deserve It Foundation will be sponsoring several events and in-shelter pampering sessions to support The DiVA Project. For practical reasons, these shelters must remain highly secure and locations secretive so access is minimal and a very limited number of Consultants will be able to be involved. These events will be VERY small. Your purchase of DiVA swag helps fund the pampering events at these shelters. Watch for details and pictures at icanhelpDiVA.org.

ABOUT THE DONATIONS:

There will likely be very limited proceeds left over from the distribution of bags and supplies from the \$5 sponsorships and other donations. If there are, these proceeds will be donated to the FADV.

You are welcomed and encouraged to support the FADV and organizations like it that help aid victims of domestic violence above and beyond the sponsoring of bags.

Do remember, the proceeds from the purchase of all DiVA Project branded swag will go to benefit the You Deserve It Foundation and the in-shelter and other promotional events of The DiVA Project.

The product donations in each bag will vary, but retail value of each bag is between \$50-\$60.

There will be no inventory impact to Perfectly Posh Consultants and their businesses. Inventory has been carefully selected so as not to impact availability.

Pampering bags will be built in the last several days of October, and will ship by mid-November.

Should more than 20,000 bags be sold, Perfectly Posh is prepared to continue the program with additional inventory. However, there could be a scenario in which the goal is reached and exceeded and sponsorship of bags ends before October 31, 2018.

Everyone who sponsors a bag(s) will receive a special, one-time thank you offer from Perfectly Posh, as well as a sequence of emails (anyone can opt out) that share progress of the program. Be sure to continue to share stories and successes with customers who participate, and carry the program on social media all month long.

*we want to share hope
& bad-assery with
people who are reclaiming
their lives from abuse*

**PLEASE REMEMBER:
THIS PROGRAM BEGINS OCTOBER 1**

icanhelpDiVA.org