Notebook giveaways help anchor learning

The GlamourGals Foundation has more than one tool in its beauty bag. As if helping to fight senior isolation is not enough, they discovered an opportunity to do it while developing a teen empowerment program. GlamourGals sounds like a name for a group of superheroes—and this team of high school and college teens is just that. For 20 years, they have been bringing joy, care and support to more than 120 senior living facilities all over the U.S. The GlamourGals Foundation is giving back to these beauty heroes by providing them with leadership and communication training. And they’re using notebook giveaways purchased with a 4imprint® one by one® grant to make sure that learning sticks.

Using beauty as a tool for connection

When young ladies volunteer to help fight senior isolation, it’s important to give them the tools to make it a valuable journey. “Nowadays, it can be intimidating for teenagers to start a conversation with senior people,” commented Amanda Kruzynski, program manager at the GlamourGals Foundation. “Using beauty services is a great way for them to break the ice and start a conversation naturally.” The volunteers offer a variety of services, from a light makeover to a manicure. The number one goal is to pamper the seniors and make them feel special.

“Did you know that 60% of seniors in residence don’t receive any visitors?” Kruzynski asked. “It is hard to see how not having anyone to talk to really affects you. When we announce to a senior resident that our GlamourGals are coming to visit the older ladies, they are really excited to welcome younger girls to talk to.”
But it’s not all about aesthetics. Behind their beauty work lies a valuable opportunity for training and leadership. “Our goal is to help our Gals along the way. We give them the tools to give safe beauty services, and we train them on communication and leadership skills that put them ahead for life. We also organize an annual event that empowers them.” Kruzynski explains.

Every year, the volunteers are invited to the GlamourGals Leadership Training Institute (GLTI). It is a full day of training and learning where successful women entrepreneurs share their knowledge with the volunteers. In 2019, the Foundation used the bright pink Curvy Top Notebook with Pen to reward its 125 volunteers for their hard work. “It was so cute to see the volunteers take extensive notes during the speakers’ presentations. No book was left at the end the event. We know for sure this knowledge will stay with them, thanks to the notebook giveaways.”

Unexpected learning opportunities

The GlamourGals volunteer because they are eager to learn—about senior care, about nursing, about memory loss care. Little did they know the global pandemic we are experiencing would provide another learning opportunity: how to innovate in order to respond to an unexpected crisis. Despite their inability to visit seniors in the residences, the GlamourGals have been busier than ever writing cards that they address to their “Dear Friend.” We must say, these Gals make the most of it and are full of resources!

A note from Cheryl:

Way to go, GlamourGals! Associations like the GlamourGals Foundation never cease to amaze us with their creativity and philanthropy. It was so rewarding to be able to provide these young ladies with notebook giveaways as bright as they are. For more information on our grant program, visit onebyone.4imprint.com.