

**WE WANT YOU
TO GROW WITH US**



MUSTACHES FOR KIDS

MONTREAL

GROWERS KIT

2009

IMPORTANT DATES

Weekly Checkpoints

All checkpoints are at the McKibbins Irish Pub (Bishop St.) at 7:00 pm unless you hear otherwise!

Clean Shave Day - Friday, October 30th

Checkpoint 1 - Thursday, November 5th

Checkpoint 2 - Thursday, November 12th

Checkpoint 3 - Thursday, November 19th

Checkpoint 4 - Thursday, November 26th

'Stache Bash Finale - Friday, December 4th

Location TBD

WHAT THIS KIT CONTAINS

In your hands you hold the golden ticket to mustache growing fundraising supremacy. But before you start picturing yourself taking home the top prize at the 'Stache Bash, you need to know the basics of Mustaches for Kids: what it is, how it works, what is expected of you, and most importantly whether or not a "John Waters" is legal. Hint: it's not.

1. Frequently Asked Questions
2. About Mustaches for Kids
3. Rules
4. The 'Stache Bash Finale
5. Fundraising 'How-To' & Pledge Sheets

FREQUENTLY ASKED QUESTIONS

What? You're confused? "Mustaches? For kids?"

Yes. Mustaches for Kids. We admit that it's a somewhat unusual concept, so we've collected some answers to the questions we get:

Q. Is this a joke?

A. No. Since its inception in 1999, over 120 Growers have joined Mustaches for Kids, and have raised over \$100,000 for the Make-A-Wish Foundation, an organization that grants the wishes of children with terminal illnesses.

Q. I'm a woman. Can I join?

A. Mustaches for Kids does not discriminate against anyone on the basis of sex, age, nationality, or anything else you can think of. Anyone can raise money for the cause. Just remember, "The Mustache is more in the heart than on the face."

Q. I want to do it, but I'm scared.

A. Technically, that is not a question, but we will respond nonetheless. We suggest you step up to the plate. It's time to overcome your fears and grow a Mustache for a good cause. Remember, there's no "I" in "Mustache" but there is one in "Lip Rug". Look to the stache!

Q. What will I tell my friends/co-workers/loved ones/employers who object to my Mustache and ridicule me for it?

A. Do what we do. Fix them with a steely gaze and tell them the truth: "It's for the kids." Then ask them to make a donation.

Q. Why Mustaches? Why the silly name?

A. This is not your typical fundraising organization. We believe in doing good and having a good time doing it. And we like to drink beer.

Q. Are you sure this isn't a joke?

A. Positive.

Q. Swear?

A. We swear to all that we hold holy that this is not a joke; we need your support. The kids need us!

Q. How do I contact Mustaches for Kids Montreal?

A. You can visit the web site by going to www.m4kmontreal.org. You can email us directly at info@m4kmontreal.org. Better yet, you can meet us in person at one of our Mustache Checkpoints. We're very handsome and we give good hugs.

ABOUT MUSTACHES FOR KIDS

This winter in Montreal, a yet-to-be-determined number of brave souls will sacrifice their faces - and dignities - as Growers for Mustaches for Kids. Our goal is to use our pushbrooms to raise \$5,000 for the **Make-A-Wish Foundation** of Canada (Quebec chapter).

Conceptually, Mustaches for Kids works like the read-a-thons you did in grade school. Except there's no reading requirement. And you're growing a mustache. (OK - not exactly the same but you get the idea). Each Grower collects pledges from friends, co-workers, distant relatives, acquaintances, local merchants and bus drivers to sponsor their 'stache.

Oh, one more thing... each 'stache is limited to the Magnum P.I. 'corner-to-corner' style preferred by motorcycle cops and little league coaches the world over. **No goatees, fu-mans, soul patches, stingers, or other redeeming facial hair is allowed.**

The growing season begins at the Clean Shaven Day Kick-Off and for five glorious weeks thereafter, sweet, sweet 'staches are cultivated. During the growing season, Growers and Sponsors have the opportunity to meet up at **weekly Weigh-Ins** to give each other moral support, enjoy a beverage or two, and compare their facial follicle follies. At the end of five weeks, a **'Stache Bash Finale** is held to determine whose 'stache is sweetest, with much fame and hardware to go around.

The 2009 crop of Growers will be a diverse group of men who all share at least two things in common - a desire to make a difference in the lives of some special kids and the ability to not take themselves too seriously.

Over the past nine years, Mustaches for Kids has spread **across the United States and Canada**, a steady expansion that is not unlike the measured, deliberate growth of a Mustache. Mustaches for Kids has enjoyed the efforts of an impressive number of Growers who, collectively, have raised over \$90,000 for the Make-A-Wish foundation.

RULES

Lest you think this is some front for a bunch of guys who just don't want to shave, our Ethics Committee has come up with Mustache Growing Rules.

Thursday October 30th, 2009 is **Clean Shaven Day**. Participants will shave their faces clean of any and all facial hair. This includes, but is not limited to: mustaches, beards, goatees, muttonchops, chinstraps, soul patches, sideburns that extend below the top of the earlobe, and Van Dykes.

For the duration of five weeks sweet Mustaches will be grown for the world to behold. During that time, there will be **weekly Mustache Checkpoint Days** at a local watering hole that is TBD. All involved will shave their mugs on Checkpoint Days, save for the area above their upper lips. No fair growing a full beard or goatee for a month, and then shaving down to just the Mustache. The Mustache must only stretch from one corner of your mouth to the other corner.

No **Hitler Mustaches** are allowed. Also, no **John Waters** Mustaches. We're aiming for Burt Reynolds style 'staches here.

The use of growth hormones and coloring agents is not condoned or sanctioned by Mustaches for Kids. We feel that these Mustache Growing Performance Enhancers violate the spirit of the contest.

Though the **Mustache Checkpoints** are not mandatory - Mustaches for Kids believes in the Honour System - they are a great opportunity to encourage your Mustache brothers-in-arms during the growing season. Mustaches for Kids representatives will be available at all Checkpoints to address any Mustache questions or concerns. And we will drink beer.

With such burgeoning Mustaches firmly in place, fundraising should be a walk in the park. The minimum Pledge Goal for each Grower should be \$50.00 for the Make-A-Wish Foundation, but in no way should anyone be discouraged from participating in the contest because he doesn't think he can make the Pledge Goal - \$5 or \$500, it goes to a good cause. Please be aware of and obey all local laws when soliciting donations.

While Mustaches for Kids does not endorse trash-talking or making disparaging comments of any kind about another Grower's Mustache, there are a number of unsubstantiated medical theories that Mustache Abuse stimulates follicle growth.

When all is said and done, a Mustache Competition will be held on **Friday, December 5, 2009**, where a panel of judges will select the Sweetest 'Stache, using a complicated and very scientific set of criteria. Mustaches will be judged solely on these standards; race, creed, nationality, sexual orientation, and popularity will not be taken into consideration. As in past years, booing will not be tolerated, especially by rival competitors; this is for charity, after all. Much like the Mustache Checkpoints, the final judging should foster a party-like atmosphere to celebrate the fruits of everyone's Mustache labors. And we will drink beer.

While the Growing Season will end after five weeks, there is no deadline for fundraising. Cheques should be made payable to the Make-A-Wish Foundation with "Mustaches for Kids" written in the Memo portion. All proceeds from the Mustaches for Kids Mustache Growing Contest and Fundraiser go to the Make-A-Wish Foundation, which is a non-profit organization dedicated to granting the wishes of children with terminal or life-threatening illnesses. Donations submitted by cheque are tax-deductible. You can hand off cheques to a Mustache Representative at the Mustache Checkpoints, at the Mustache Contest, or mail them to:

Mustaches for Kids
21 Lakebreeze Ave
Pointe-Claire, QC H9S 5H8

Finally, while merchandising is encouraged, please do not violate any local, provincial, or federal statutes. For example, sales tax regulations may apply. And all profits must be donated as well.

Good luck and good growing.

THE 'STACHE BASH FINALE

'Stache Bash Finale? What the heck!?

Congratulations, gentlemen! You've *almost* completed the daunting task of raising a charity Mustache from infancy, over a month ago, to full and virile 'Stache-hood today. And all while raising money for a very worthy cause! Gentlemen, we salute you.

But you're not done yet! Below you'll find some important information regarding this year's Sweetest Mustache Competition: some strategy hints for the competition itself, and some instructions on what will be expected of you.

In a Nutshell

The final check-in on December 4th isn't really a check-in at all. It's a mustache beauty pageant to recognize this year's sweetest 'stache. Yes, that's right... mustache to mustache combat to determine the top lip rug in the bunch.

This year, we're holding the event at a place to be determined. We encourage all growers to invite their friends and family to attend. Judges have been known to be swayed by loud cheering sections. The format of the evening is subject to change but goes something like this:

1. All growers gather at the place at the appointed time (8PM sharp), preferably in a mustache-enhancing costume.
2. Mustache Parade – each grower is introduced to the judges by the emcee.
3. The top growers from the parade will participate in a secret series of competitions that are designed to test thickness, texture, density, coverage, and overall sweetness.
4. The field is whittled down further and those growers still in the running will participate in a Q & A to demonstrate their 'stache intelligence to the judges.
5. A mustache dance-off for the finalists.
6. The winner is crowned.

Please note that the above schedule is very likely to change as we like to keep the exact sequence of events as much of a secret as possible. Just keep in mind that "sweetness" is a measure of the man and the 'stache, not the 'stache alone... as in, having the darkest and thickest 'stache in no way guarantees victory!

Some Important Points

Have Your Donations Organized & Ready - Though we all have fun with the Mustache pageant part of 'Stache Bash, let's not forget that this whole thing is about raising money for **the kids**. Bring with you the donations you've collected along with your completed pledge form (if you've still got it). Place them in an envelope, with your name and the total amount that you've raised (in both checks and cash) written on the outside. We like to do a rough accounting, and at the end of the night announce how much we've raised.

Costumes - Some people like to **dress up** for 'Stache Bash in an **outfit** that **embodies** the **Spirit** of their Mustache. This is perfectly legal, but is not required. If you choose not to come dressed up as,

say, **Magnum P.I.**, the Judges won't hold it against you. On the other hand, if the **Spirit moves you**, it can't hurt.

Be On Time - This is so important we probably should have put it first. So instead, we'll put it again.

Be On Time - Seriously, we can't emphasize this enough. Be at the place at 8PM SHARP! We'll start the competition as soon after 8:00 as we can get everybody organized. We've got a lot of growers this year, and we can't afford to dilly-dally.

Invite Your Friends - The more the merrier. Seriously, the sight of nearly **20-40 charity Mustaches** paraded for your amusement is not one to be missed. And maybe they'll be so moved that they decide to donate right there.

Have Fun - Relax! Let's have some fun out here! This game's fun, OK? Fun goddamnit. And don't hold the ball so hard, OK? It's an egg. Hold it like an egg.

Everyone Has A Chance To Win - Remember, the Mustache is more in the Heart, than on the Face. If you really sparkle in the **Talent round**, that can make up for a less-than-perfect **Bathing Suit section**.

Keep Those Mustaches Regulation - Don't disqualify yourself early by showing up with excess sideburns, a soul patch, or non-regulation handlebars. Corner to corner only, baby. Consult the **rules section** again if you're not clear on anything.

If You're Anything Like Us - You might want to avoid making plans on Saturday.

Good luck, and good growing!

FUNDRAISING 'HOW-TO'

Mustaches for Kids is all about exploiting the philanthropic space on your face. It's simple: you get to grow a mustache and look devilishly handsome and your friends give you money because they're jealous... and because it goes to a damn fine cause! Here's a quick overview of the fundraising side of things and answers to some questions you're likely to encounter when trying to gather donations.

Where Does the Money Go?

Every cent you raise goes straight to the **Make-a-Wish Foundation** (Quebec Chapter, based right here in Montreal). They grant wishes to children with terminal or life-threatening illnesses.

How Much Do I Need to Raise?

This isn't like minor hockey where you have to move a quota of chocolate bars, but please take the fundraising aspect seriously. Some growers raise as little as \$25 and some as much as \$500. Most of us fall somewhere in between. If you're in this to just grow a mustache, then do it on your own time. **If you're growing with M4K you do need to raise money.** Trust us, it's not hard! We've even attached a pledge sheet to make it super easy for you.

How Do I Find People to Donate Money?

It's not as hard as you think. Along with a pledge sheet, we've included a one-pager that explains what M4K is. They make for a great combo. Try posting both sheets on the bulletin board at work. This accomplishes two things: helps you to raise money and informs your boss why you're sporting that lip rug. You should also hit up all your friends and family – if you can get a few donations you'll find that it adds up real quick... and you'll get all the good karma for helping the kids.

How Much Should I Ask For?

Most people donate somewhere between \$5 and \$30. If you're collecting one and two dollar donations you'll have a real hard time raising more than \$20.

What Do I Do With the Money I Raise?

We give all the money we raise to Make-a-Wish a week or so after the final 'stache bash when all the last donations have trickled in.

You have two options: hold onto it yourself and bring it at the end of the campaign in a burlap sack with a dollar sign painted on the side, or you can submit it on a weekly basis to our treasurer Bill Wienand along with your pledge sheet. We prefer the latter so that we can have some idea of how much money we're raising during the campaign. But, it's really up to you.

What If I Miss a Checkpoint?

It doesn't really matter much – just keep fundraising and make sure you find a way to get us the money you've raised by the time the campaign is over. If possible email us your picture to info@m4kmontreal.org so that we can post it.

Tax Receipts

Let's face it. A lot of people will only donate if they can get a tax receipt. That's fine – we're raising money for a bona fide charitable organization and they're entitled to one. Here's how it works: anybody who donates **\$20 or more** is entitled to a tax receipt. If they want one, get their name and address written on a pledge sheet and submit it with your donations. After the campaign is done and

we give all the money to Make-a-Wish, they will issue tax receipts directly to your sponsors. Keep in mind that they're a small organization so it does take them time to do all the required paperwork. You can tell your sponsors the receipts typically get mailed out in January or early February.

Is This Legit?

The idea of growing hair on your upper lip and receiving donations for doing it is kind of odd to some people... so much so that they might even have the nerve to question the legitimacy of M4K when you solicit a donation. This is a difficult and uncomfortable situation for the grower. As a first step, you can direct them to www.M4kmontreal.org and www.MustachesForKids.org to see that we are in fact a real organization that raises real money for a real cause. If that doesn't cut it, offer that the doubter contacts Make-a-Wish directly to verify that we are in fact who we claim to be:

*Make-A-Wish Foundation® of Quebec
67, rue Westminster Nord, bureau 1
Montréal Ouest, QC H4X 1Y8*

*Tel: (514) 488-9474 Fax: (514) 221-4774
Email: rachel.plummer@makeawish.ca*

Rachel Plummer, the chapter's fundraising coordinator.

If that doesn't cut it you're dealing with a real Scrooge... or somebody who's incredibly jealous of your beautiful 'stache. Give them a hairy lip smile and wish them a good day.

**GOOD LUCK,
AND GOOD
GROWING!**