



Mustaches for Kids 2009/2010 Nationwide Challenge: College Edition

Mustaches for Kids

Mustaches for Kids is an annual mustache-growing fundraiser held in cities across the country. Through word-of-mouth enthusiasm and serendipitous internet searches, many individuals discover Mustaches for Kids and express interest in starting a chapter in their town, hamlet, or village. Similar to a charity walkathon, for which participants collect donations per mile, "Growers" raise pledges for every day they cultivate Mustaches over one month. Last year, hundreds of these Growers in 22 cities across the country engaged over 6,000 individuals to give over \$325,000 in resources to high-need classrooms through DonorsChoose.org.

DonorsChoose.org, You Say?

DonorsChoose.org is an online Better Business Bureau-approved charity where public school teachers can post resource requests for their students, and donors from all walks of life can choose the projects they want to support. As a Grower, you simply ask your family and friends to help fund urgent classroom needs, like books, art supplies, field trips, and other resources in honor of your Mustache. In the last 10 years, DonorsChoose.org has been working hard to improve educational experiences for over 2.3 million public school students – and we are excited for your help in supporting more!

The College Edition

Last Growing Season, we were inspired by the men and Mustaches at Virginia Tech. So inspired, that this year we hope to show more college Growers the power of the 'stache. And what better way to stoke a Mustache fire on the collegiate upper lip than an old fashioned competition? Beginning in February, DonorsChoose.org will host an [online competition](#) among college Mustache chapters to see which institution can grow the sweetest 'staches and raise the most cash for public school students in need.



Starting a Chapter at Your School

So we had you at "Mustache?" Starting a chapter is less work than you think. For an organization to be successful, all you need is a group of men willing to go the distance and a group of women willing to stick with them through it all. That's right. Women, otherwise known during Growing Season as Mustache Enthusiasts, are the glue that holds the chapter together. From helping to recruit Growers, to organizing events, sponsoring Growers and helping fundraise, the whole thing would fall to pieces without dedicated Enthusiasts. There's not been a successful M4K chapter in history that didn't have a woman at the helm.

Ready to Grow?

For more information about how you can lead your school to Mustache glory this year, please contact Alex Cerkovink at alex@donorschoose.org. Alex and her friends at Virginia Tech will send you tools to start your Mustache Chapter and give you all the competition details. **Competition Starts February 2010.**

