



**Mustaches For Kids – Charlotte
One Grower’s Journey**

From: Michael S.
Sent: Monday, December 31, 2007 11:44 AM
Subject: Mustaches for Kids - Charlotte

Friends:

It is with mixed emotions that I send you this e-mail. I have been pushing Katie for some time host an “event” in Charlotte to help promote Donorschoose.org. Little did I know that when this event transpired, it would not only be an event - but a series of events that would require my active participation. Please see the note below to see the details on the first annual **Mustaches for Kids Charlotte** fundraiser to benefit Donorschoose.org.

That’s right folks, in the month of January I will be subjecting myself to “public humiliation and private doubt” by growing what will no-doubt be a ridiculous looking mustache.

In order to justify this endeavor I need your support. I am asking you to “sponsor” my mustache by making a contribution to Donorschoose.org for \$1 per day of my mustache growth (\$30 in total). This donation will go directly to teacher projects in public school classrooms. I welcome additional donations, and encourage you to pass this note on to other mustache enthusiasts. I will have an official pledge list at each event below, and you can also contribute to individual projects at www.m4kclt.org.

Please let me know if you would be willing to help out, and feel free to join us at any of the events. Also, I’ll note that there are still grower slots available for those of you who are willing to “let it grow” and help this great organization.

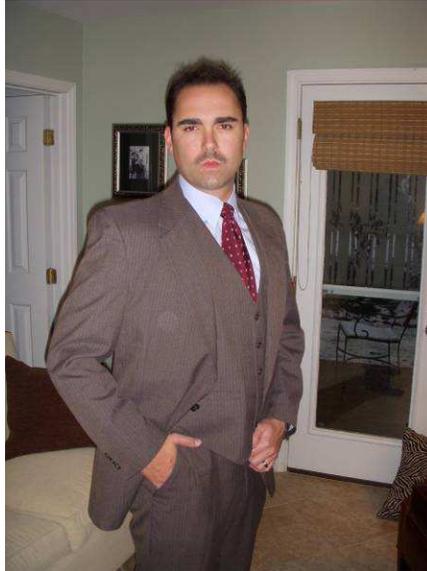
Thank you,

Mike

From: Michael S.
Sent: Friday, January 18, 2008 6:36 PM
Subject: Mustaches for Kids - Checkpoint #1

To my loyal supporters:

Some would say that my toughest week is behind me. I’ve made it through that uncertain period - the upper lip nine o’clock shadow, the questioning looks, the self-doubt. It’s quite evident now. A mustache has arrived.



This is my Robber Baron motif. Quite appropriate for week one I think. I'm off to inspect my oil fields or railroad stations....

I have been blown away by the support of my friends, family and co-workers throughout this fundraiser. In exchange for your generosity I will continue to send you pictures like the one attached, certainly providing ample opportunity for future blackmail attempts. Feel free to laugh along with me.

Through the first week our group of 79 growers has raised over \$9,000 and impacted the lives of more than 1,000 students in local classrooms. But we still have a ways to go to reach our goal of \$25,000. For those of you who haven't had the opportunity to officially donate – please find the instructions below. For those of you who would like to join in the weekly checkpoint fun, see our calendar at www.m4kclt.org.

Happy growing!

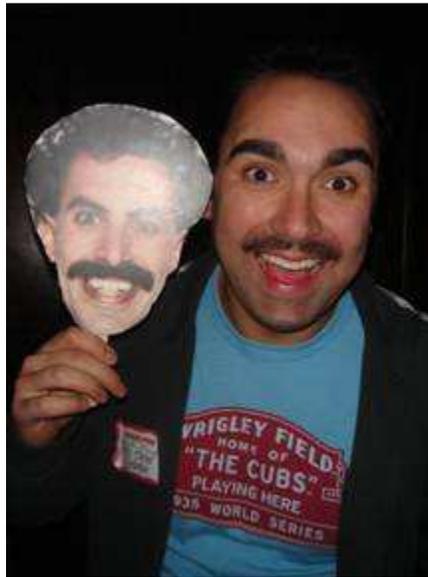
Mike

From: Michael S.
Sent: Friday, January 25, 2008 7:20 PM
Subject: Mustaches for Kids - Checkpoint #2

To my loyal supporters:

Well, it's been another interesting week of facial follicle follies. I thought last week was tough, but there's simply no way to hide now. My co-workers, peers and partners can no longer resist....they have to ask. I spend a good portion of my day explaining this ridiculous mustache.

At last night's weekly Mustache Checkpoint, I was deemed the "grower" who most resembles Borat Sagdiyev from the recent film – [Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan](#). You can imagine my hesitation to share this photo with this distribution list, but the fits of laughter it's been initiating in my house make it the obvious choice for this week's update.



My wife Katie has been researching annulment laws in the state of North Carolina all day as a result of this designation.

Despite the challenges, it's been another amazing week for Mustaches For Kids. We have passed the halfway point in our fund-raising efforts and have now funneled over \$13,000 into local schools and impacted the lives of 2,819 low-income children. I can't say enough about all of your generosity and the tremendous impact we are having in our community.

I've included the instructions again below for those of you who haven't had a chance to contribute. Feel free to visit our website to get the calendar of mustache related events and to see similar photos of my mustached cohorts (www.m4kclt.org).

Happy growing! Talk to you at Checkpoint #3.

Mike

From: Michael S.

Sent: Monday, February 04, 2008 6:52 PM

Subject: Mustaches for Kids - Checkpoint #3

To my loyal supporters:

To start, I apologize for the tardiness of this week's update. When this all started 3 weeks ago, I was unaware of the gravity of the responsibilities associated with growing a mustache in this day and age. Between my mustache media commitments and the hours spent explaining my facial hair to strangers, it's become challenging to find time to write my updates. Enough of the excuses, on to the update...

In week three I definitively transitioned from a "man growing a mustache" to a "man with a mustache". This is a subtle yet important distinction. Here are some observations and questions I've pondered going through this change.

- **Daily Grooming:** Soap? Shaving Cream? Shampoo? Conditioner? Beeswax? What do I do with this thing? None of these items seem to help with the incessant itching.

- **Mustache Fear:** This has been well documented by my peers in M4K 2008, but I've truly felt what they call the "creepy guy" factor sink in this past week. On three separate occasions I've seen women fearfully grasp their purses when I pass them in the parking garage. I also had one woman jump a good foot and a half off the ground when I approached behind her while jogging on a Sunday morning. I've been trying to smile to offset the impact of the mustache, but I'm beginning to think that's making it worse. If anyone has any suggestions I'm all ears.
- **Counter-Culture:** There's been a ground-swell of supporters who are lobbying for me to keep the mustache. I'm now beginning to think there's a solid group of my friends who definitely do not have my best interests in mind. Save for a SIGNIFICANT cash donation to DonorsChoose.org, this thing is coming off Friday night.
- **Mustache Debris:** There are two states of existence in the mustache world. The first is blissful ignorance of assorted crumbs, fluids, and microscopic animals that take up residence in your mustache and the other is living in constant fear of this mustache debris. Unfortunately, my tendency towards paranoia puts me in the later group. I'm not "fondling" my mustache – I'm checking for debris, thank you very much.
- **Rollie Fingers:** This just isn't going to happen. Even if I had sufficient length for the mustache curl (which I don't), my mustache has the consistency of a wire dog brush. I would need some elaborate brace system to buttress my mustache into Rollie's classic curl. It's a sad admission, but it's one that had to be made.

Checkpoint #3 marked the 1st Annual Mustache Olympics. This was a fantastic event put on by Christy Durbin, Rodney Sims and the guys from George Hermann's. There were several mustache related competitions and I'm sorry to say that I finished just out of the medals (4th of 32). It was a good effort and a great time. More importantly (in my mind) I wanted to make sure that my attire matched the theme of the event. I wanted to do something 70's and maybe reminiscent of a John Belushi SNL skit (Chocolate Donuts anyone?). See me with follow grower the "Guinness Grabber" below...



As you can see, this unfortunately backfired into a Richard Simmons motif. You can't win them all. I will say that some enthusiasts are currently trying to raise \$1,500 in donations in order to get me to wear this outfit in the 2008 Corporate Challenge half marathon. We'll see how they do by

Friday. Another costume related point I'll make is that the candy necklace I won as a finalist in the 'Stache Olympics was a pleasant surprise. What a reaction!



Amazing what a little candy around your neck can do.

Moving into the final week, we've now raised \$22,788 and impacted the lives of 4,978 students. Thank you to all you for supporting our efforts to ensure that teachers in the Charlotte area get what they need to educate their students. At our event on Friday, a local teacher visited us to express her gratitude as our contributions had replaced a media room that had been vandalized a few weeks ago in her school. This has been a lot of fun and is truly going to a worthy cause.

If you haven't had a chance to contribute – please see the instructions below.

The 'Stache Bash 2008 will take place at **Connelly's on Friday, February 8th at 7pm** (<http://www.evite.com/pages/invite/viewInvite.jsp?inviteId=KYQHYUXLVIKXKMHOTESV>). Be there or be square.

Happy growing!

Mike

From: Michael S.
Sent: Monday, February 11, 2008 5:49 PM
Subject: Mustaches for Kids - THANK YOU!

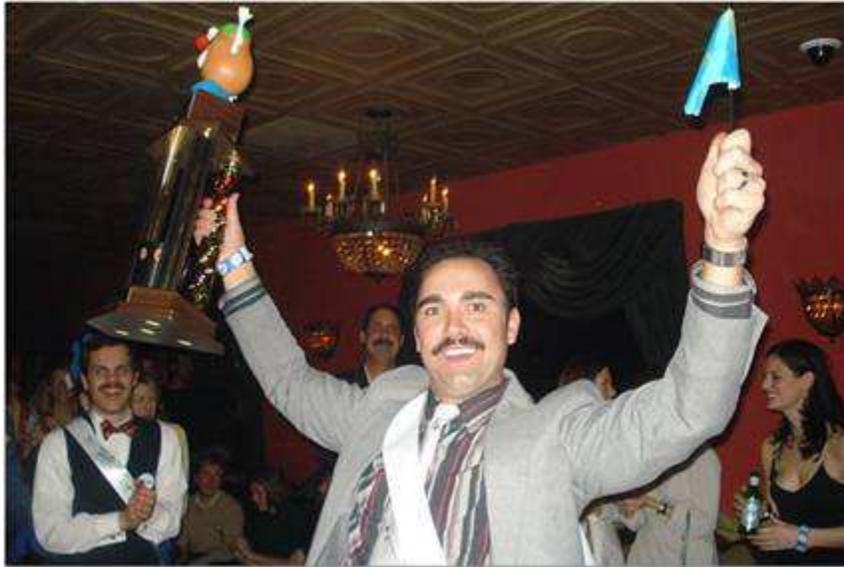
To my loyal supporters:

The mustache is gone, but its proud legacy lives on. Here are just a few highlights from Charlotte's first ever Mustaches for Kids campaign:

- Charlotte is now the world's largest Mustaches for Kids chapter, with 80 growers participating in 2008
- Mustaches for Kids Charlotte set the all-time record for funds raised with \$51,809 channeled into local schools in the last 30 days!
- These efforts will impact the lives of an estimated 12,000 local schoolchildren

On a more personal note, My Third Eyebrow had a very successful Friday night as well:

- I received the “Top Fund-Raiser” award as I was able to raise \$7,300 through all of your generosity!!!
- I embraced my inner Borat and finished in the top 10 for “Best Mustache”
- 45 Bank of America associates sponsored my mustache to the tune of over \$5,000.
- Here I am as Borat celebrating my victory with the national flag of Kazakhstan and the Mr. Potato Head trophy for top fund-raiser (I never thought I'd write THAT sentence):



It goes without saying that I could not have done this without the support of my family, friends, and co-workers. Thank you, thank you, thank you, thank you. Katie and I have been astonished by the response from our adopted home of Charlotte. This is a special city and we are very lucky to know a wonderful group of people here.

For those of you who weren't able to join us Friday – here are some pictures and media from the event.

Charlotte.com: <http://obsent.blogspot.com/>

<http://www.wsocv.com/slideshow/news/15267029/detail.html>

http://news14.com/content/local_news/charlotte/592685/the-greatest-mustache-wins/Default.aspx

Here's wishing you all the best until Mustaches for Kids 2009!

Mike