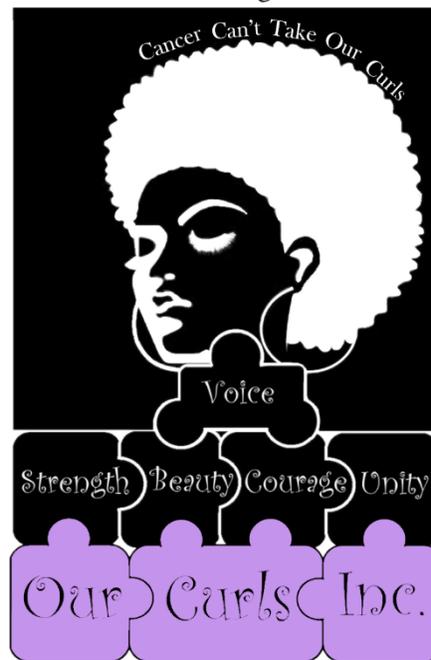


# OUR CURLS, INC

No more suffering in silence.



## Board recruitment packet

This document will explain the formation of Our Curls, Inc., its purpose and service design. After reviewing you will be able to make an informed decision about serving on the board



Dear Prospective board member:

Our Curls, Inc. is looking for dedicated, energized board members who are passionate about serving women with cancer and their families.

The next several years promise to be exciting ones for Our Curls, Inc. The organization will continue to have a positive impact on the communities we serve. The Board of Directors will play a central role in this important work. Because of your experience and involvement in our community, we feel you are well qualified to be nominated for a board position. As you consider this opportunity, we ask you to review the board director position description included in this mailing. As you will see, we are expecting the board to be an active one.

A primary responsibility of board directors is to participate in the development of policy and major decision-making at board meetings held monthly. Another key responsibility is to be active in engaging the community and promoting the services Our Curls, Inc. provides. Board members are expected to lend their expertise to the advancement of the organization.

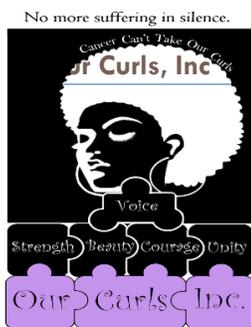
Our Curls, Inc. is the only organization that is tailored to serving the needs of the black community and ways to help empower our community in overcoming the woes and myths of cancer. Since its founding in 2015, Our Curls, Inc. has made great strides in serving the black community and has provided necessary services that are particular to the community, having real impact within the community. We invite you to become a part of this growing tradition.

A member of our Board has been asked to contact you by phone to discuss this invitation with you. You should be hearing from them within the week. In the meantime, if you wish to be considered as a candidate for the Board of Directors, please send in the enclosed response application and acceptance sheet (follow the instructions on the acceptance/denial sheet). If your answer is "yes", you will be asked to participate at a cultivation event where you will meet the team as well as people we service, an interview with designated board members and a short orientation meeting to review board responsibilities in more detail and to receive additional information about Our Curls, Inc.

If you have any questions, please contact me at Cherrise Walker-Betts 803-4624

Sincerely,

Cherrise Walker-Betts  
President & founder  
Our Curls, Inc. Board of Directors



## PURPOSE STATEMENT

On July 18, 2014 I was diagnosed with breast cancer and my life changed as I once knew it. I was aware that breast cancer was no longer a death sentence but that did not alleviate the fear and confusion that comes with the disease. It is gut wrenching! The question prevails, how do I tell my family, children loved ones? Feeling overwhelmed is a definite understatement.

After meeting a few doctors and going through several procedures it was determined that chemotherapy would be beneficial before surgery in efforts to shrink the tumor and kill any floating cancer cells. And so the process began and after two weeks my hair began to fall out. Hair is a women's glory so losing it is very terrifying to say the least. There are two organizations that provide a free wig, The American Cancer society and Roswell. However, their selection was small and moreover, they had not one wig culturally specific to women of color. I wore my natural hair so having to settle for a wig the complete opposite of how I typically wore my hair was disappointing. This added to the emotional stress that I was already trying to manage. Just as thousands of women of color before me I had to settle for a product that did not represent me nor sustain my culture. Out of this emotional experience Our Curls, Inc. was born; promising to fill this gap by providing women of color battling cancer, products and services specific to the needs that we possess.

In 2013 alone 82,080 African American women in the United States were diagnosed with cancer (cancer.org) and 27,060 were diagnosed with breast cancer. Studies show that women of color die at a much higher rate from breast cancer than their white counterparts. Susan G. Komen affiliate of WNY reports that they are focusing on African American women in WNY because of the alarming rate of Black women dying with breast cancer and the economic hardship they face. They also are more likely to be uninsured and have barriers to accessing care. Programs are needed to reach this population.

Women of color must know that breast cancer is no longer a death sentence and there are products and services available to meet their needs and assist with the side effects that this disease impresses upon its victims.

It is Our Curls, Inc. goal to provide wigs, scarves, free wig trimming and will collaborate with other organizations that provide various aspects of education and link our clients to them as necessary. In the near future Our Curls, Inc. will offer support groups, transportation, child play area during the wig fitting, babysitting services for women who participate in the support groups(kid watch) and pamper me sessions (see timeline of services). Our Curls, Inc. will initially begin to serve the women of Erie County and then all women of WNY.

Cancer is emotionally and financially debilitating. High poverty coupled with fear of diagnosis, the system and the process are enough obstacles to prevent women of color from accessing services and

therefore affording themselves a successful recovery. It is imperative for organizations such as Our Curls, Inc. to eliminate this gap and empower women of color by supporting them in this winnable fight.



## OUR CURLS, INC. DESCRIPTION

**MISSION** –To provide women of color battling cancer with ethnic beauty care and life services.

**VISION**- Be regarded as a place where all women of color will receive tailored cosmetic services that promote and sustain a sense of culture and beauty. To always strive to ensure the needs of those affected by cancer are met to alleviate stress and worry.

**VALUE STATEMENT**- To become the company all women of color trust and rely on to receive tailored cosmetic services which will promote and sustain a sense of culture and beauty within our community. To tackle issues that seems to be inherent in our community which impedes successful growth.

## SERVICES CURRENTLY PROVIDED

- Free ethnic wigs for women of color
- Free makeover sessions (PAMPER ME) – makeup lessons, make up kit, ideas for wig & scarf styling
- Referrals to community resources & services for cancer patients
- Support groups (HEAR ME)
- Family activities
- Sponsor families with entertainment, food etc
- Provide personalized baskets to cancer survivors
- Community awareness
- Emotional support

No more suffering in silence.



## Our Curls, Inc. Core Values

*Core values are the fundamental beliefs of a person or organization. These core values are the guiding principles that dictate behavior and action. These values underlie our work, how we interact with each other as well as the community and which strategies we employ to fulfill our mission.*

1. **Cultural preservation**-That every woman of color will have products, programs, and services that always celebrate& represent the beauty of the African American culture. It is their right!
2. **Attentiveness**-Our Curls, Inc. will respect every person that is serviced by providing exquisite customer service and attending to all needs in an efficient, timely and pleasant manner.
3. **Community**-To continuously collaborate with resources in and for the community. To be a valuable resource for the community.
4. **Accessibility**-to be easily accessible to meet the needs of persons served swiftly and competently
5. **Adaptability**-providing best practices by constantly reviewing programs and services offered for effectiveness and change, delete, or add accordingly.

## BOARD MEMBER JOB DESCRIPTION

### Mission

Our Curls, Inc mission is to provide women of color battling cancer with valued ethnic beauty care and life services.

*For more information, please visit [www.ourcurlsinc.org](http://www.ourcurlsinc.org)*

### Position

The Board will support the work of Our Curls, Inc. and provide mission-based leadership and strategic governance. While day-to-day operations are led by Our Curls, Inc's chief executive officer (CEO), the Board-CEO relationship is a partnership, and the appropriate involvement of the Board is both critical and expected. Specific Board Member responsibilities include:

### Leadership, governance and oversight

- Serving as a trusted advisor to the CEO as s/he develops and implements Our Curls, Inc's strategic plan.
- Reviewing outcomes and metrics created by Our Curls, Inc for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings.
- Approving Our Curls, Inc's annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities.
- Contributing to an annual performance evaluation of the CEO.
- Assisting the CEO and board chair in identifying and recruiting other Board Members who would prove to be beneficial in furthering the mission of Our Curls, Inc.
- Partnering with the CEO and other board members to ensure that board resolutions are carried out
- Serving on committees or task forces and taking on special assignments.
- Representing Our Curls, Inc. to stakeholders; acting as an ambassador for the organization to the community at large.
- Ensuring Our Curls Inc's commitment to board and staff that reflects the communities Our Curls Inc. serves.
- Ensuring that the core values of Our Curls, Inc are upheld and implemented.
- Be actively engaged in all communications sent by the CEO, board chair, vice chair or other board members by responding to the messages sent and replying accordingly.
- Regularly attend board meetings, trainings, team building activities and important related meetings.
- Assist in planning fiscal calendar activities.

### Fundraising

Our Curls, Inc. Board Members will consider Our Curls, Inc. a philanthropic priority and make annual gifts that reflect that priority (see bylaws for amount and procedures for giving). So that Our Curls, Inc. can credibly solicit contributions from foundations, organizations, and individuals, Our Curls, Inc. expects to have 100 percent of Board Members make an annual contribution (\$100 per fiscal year) in addition to monthly dues (\$20) that is commensurate with the give or get procedures in the bylaws. Board members will solicit contributions be it financial or professional services for the betterment of Our Curls, Inc. Board members will utilize the connections they have in the community to solicit funds for the furthering of Our Curls, Inc's mission.

### Events

Our curls, Inc. board members will diligently work with other board members to ensure the success of each event. Board members will solicit donations (monetarily, items, professional services, volunteers) for each event. Board members will review and approve proposals for each event. Board members will assist in setting up for events, volunteering at events and cleaning up at events.

### Trainings

All board trainings are mandatory and therefore attendance is expected. Trainings are designed to effectively equip board members with necessary tools to carry out the duties described herein. Board members will comply with requested actions for each training session.

### Board terms/participation

Our Curls, Inc's Board Members have no term limits currently. Board meetings are held virtually on the third Wednesday of the month from 5:30-7pm and committee meetings will be held in coordination with full board meetings. Prospective board members will come to a board meeting, serve at a function sponsored by Our Curls, Inc. or an event where Our Curls is assisting as desired by board chair and chief executive.

### Qualifications

This is an extraordinary opportunity for an individual who is passionate about Our Curls, Inc's mission and who has demonstrated leadership skills or are willing to put the work in develop/hone such skills. It is highly desirable for selected Board Members that have demonstrated leadership ability in business, government, community, philanthropy, and/or the nonprofit sector. His/her accomplishments will allow him/her to attract other well-qualified, high-performing Board Members. The ability to work at the grassroots level and unafraid to develop and cultivate new relationships in the political, business, government and community sectors. Experience in working with faith leaders is highly desirable. Persons who love to work with numbers & financial literacy would be a great asset. Knowledge of working with stylists, makeup artists, cosmetology, esthetics would be extremely beneficial. Having experience in the medical field is a plus. A love and knowledge of social media strategies/platforms would be very useful. An individual who loves to plan, organize, and fundraise is a definite plus. Must be a team player and willing to display customer service at its best! Willing to have fun, be creative, think out of the box and create a culture of caring with the rest of team.

### Ideal candidates will have the following qualifications:

- Extensive professional experience with significant executive leadership accomplishments in business, government, community, philanthropy, personal experience of cancer, or the nonprofit sector
- A commitment to and understanding of Our Curls Inc's beneficiaries, preferably based on experience
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the lives of Our Curls, Inc's beneficiaries.

*Service on Our Curls, Inc's Board of Directors is without remuneration, except for administrative support, travel, and accommodation costs in relation to Board Members' duties, in which case prior approval of the Executive Director, who must ensure availability of funds is required.*

**The following job descriptions are outlined for specific directors. All the information above also pertains to each position outlined below** **Board Chair** Serves as chief volunteer of Our Curls, Inc. Provides leadership to board members. Appoints chairpersons of committees. Addresses issues of the board with chief executive. Evaluates the performance of the chief executive as well as the board members. Develops board agendas for board meetings with the chief executive. Responsible for ensuring board meetings are held at designated times. Chairs board meetings. Hold board members responsible for not fulfilling their duties. When members refuse to fulfill their duties, board chair will motion to the board to have them removed. Sign off on all welcome and dismissal letters. Schedule activities for prospective board members. Ensure prospective board members receive Board Recruitment Manual. Responsible for obtaining signatures of prospective board members for reviewing board recruitment manual. Report all inquiries/requests to chief executive. Other duties as assigned by board.

#### **Vice chair**

Performs chair responsibilities when chair is unable to. Reports to the board chair. Works closely with the board chair and other key staff. Participates closely with the chair to develop and implement policies and procedures for the board. Sign off on all welcome and dismissal letters. Other duties as delegated by the chair. Other duties as assigned by board.

#### **Recording Secretary**

Maintains records of the board meetings. Ensures management of Our Curls, Inc records. Maintains attendance of all meetings, trainings and team building activities. Distributes minutes to board members. Updates bylaws, policy and procedures as outlined by the board. Develops and maintains a board contact tree. Ensures Our Curls, Inc records are properly stored and backed up. Works closely with chair, vice chair and chief executive. Works closely with treasurer to obtain account balances/expenditures for record keeping purposes. Other duties as assigned by board.

#### **Corresponding secretary**

Develops letters at the request of chair, vice chair or chief executive. Responsible for distributing letters via hand delivery, mail, email, messenger, whichever is appropriate. Responsible for following up with receiving party to confirm their receipt of the document. Keep a copy of all documentation sent on behalf of Our Curls, Inc. Reports all inquiries/requests to board chair. Maintain a copy of all inquiries/requests to Our Curls, Inc. Other duties as assigned by board.

#### **Treasurer**

Ensures development and board review of financial policies and procedures. Keeps a record of account balances/expenditures. Reports balances to recording secretary for recording purposes. Report to board account balances/expenditures. Works with chief executive in developing budget reporting and annual reporting. Sign off on checks distributed by Our Curls, Inc. Sign off on funds distributed by Our Curls, Inc. Have access to funding and grantor records. Have access to bank accounts and bank records.

#### **Committee Chair**

Sets tone for the committee work. Responsible for setting meetings for the committee to meet. Ensure that notes are taken and submitted to the board recording secretary that would include, attendees, date, place of meeting, duration and what was discussed. Report to board chair. Report to the full board on committee's decisions and/or recommendations. Other duties as assigned by board.

No more suffering in silence.



Dear Prospective board member:

Thank you for taking the time to review the information in this packet. I hope you found it to be informative and were able to get a good understanding of the mission of Our Curls, Inc.

This project is dear to my heart as there are so many women of color suffering with cancer.

This disease makes you feel powerless and as if you have lost control of your life. This

program will help to empower women and give them a chance to preserve their own personal look. They will no longer have to settle but will have the power of choice.

It is with great admiration that we have considered you and believe that you will be a great asset to the organization. Please complete the bottom section as soon as possible. You can submit this form by email or pictext to the number/email below. **If you accept this invitation you must submit this form along with the application.** Should you have any questions or need to contact me, you can do so by calling me at (716)803-4624 or email at ourcurlsinc@gmail.com. Again, thank you for your consideration!

Sincerely,

Cherrise Walker-Betts

President & founder

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I have reviewed the packet regarding the organization Our Curls, Inc. and (choose an option below):

**gratefully accept the invitation to complete the board recruitment process (please complete demographic information below)**

respectfully decline the invitation at this time

please reach out to me at a later date \_\_\_\_\_

Name \_\_\_\_\_

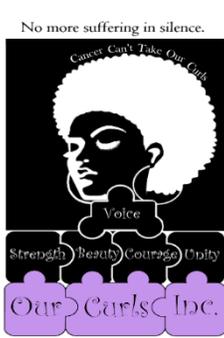
Address \_\_\_\_\_

Phone number \_\_\_\_\_

Email \_\_\_\_\_

Gender \_\_\_\_\_

Ethnicity \_\_\_\_\_



## Board Application Form

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Relevant community experience and/or employment (attach a resume if relevant):

Why are you interested in serving as a Board Director of Our Curly's, Inc.?

Area(s) of expertise/contributions you feel you can make to Our Curly's, Inc. as a Board Director:

Other current volunteer commitments/Do you serve on any other boards?

Will you be able to commit to attending monthly board meetings?

In our own words explain the mission of Our Curls, Inc

**By signing this form, I agree that I have answered all questions truthfully**

\_\_\_\_\_

Signature

\_\_\_\_\_

*Date*

***For Board Committee Use***

***Date application received:***

\_\_\_\_ Nominee has had a personal meeting with the Board Development Committee Chair, Board Chair, Organization Executive Director, or other Board Director. Date \_\_\_\_\_

\_\_\_\_ Nominee reviewed by the Board Development Committee. Date: \_\_\_\_\_

Nominee attended a cultivation event. Date:

Nominee interviewed by the board. Date: \_\_\_\_\_

Action taken by the board: