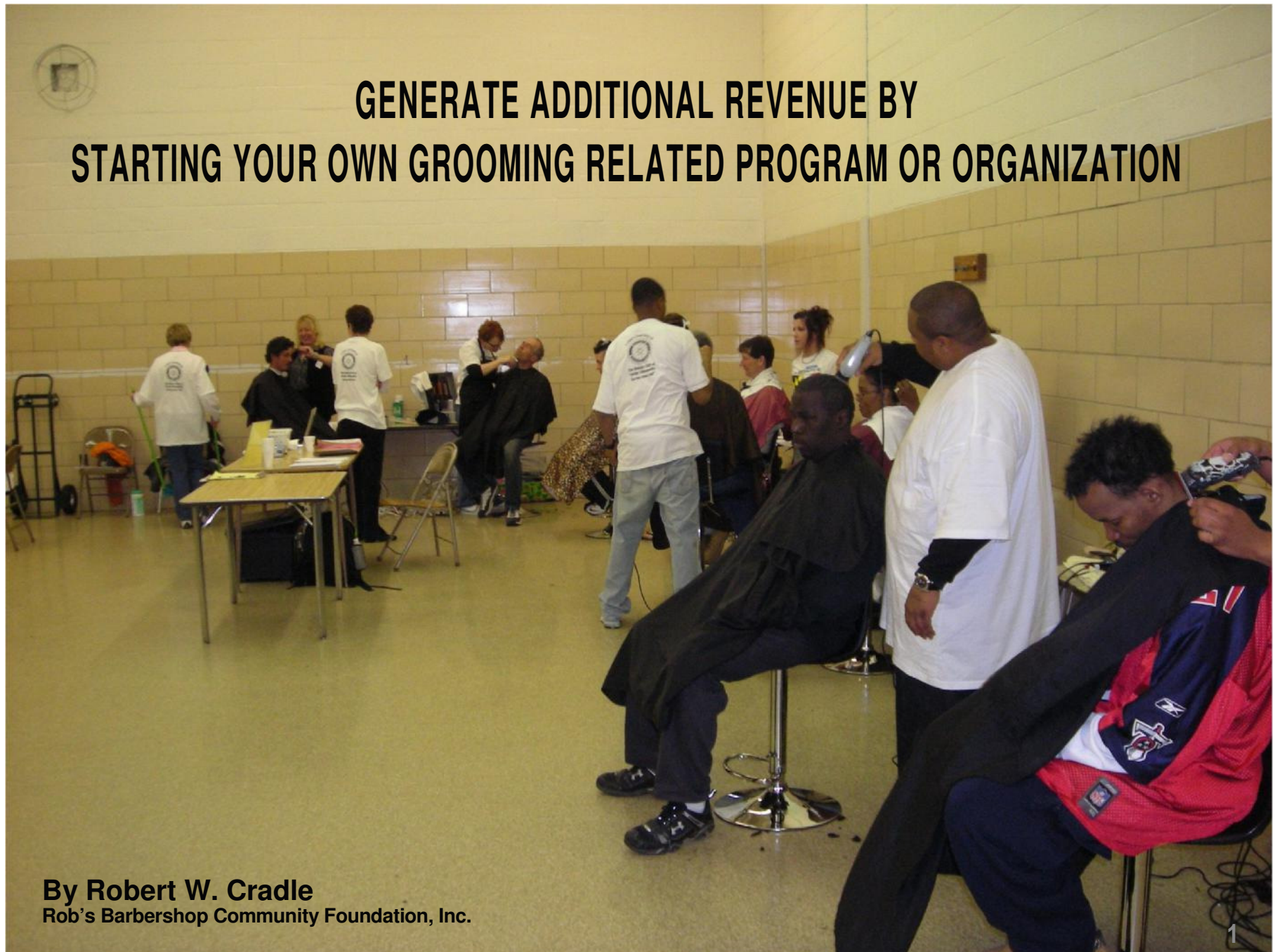


GENERATE ADDITIONAL REVENUE BY STARTING YOUR OWN GROOMING RELATED PROGRAM OR ORGANIZATION



By Robert W. Cradle
Rob's Barbershop Community Foundation, Inc.

- This presentation serves as a guide that list the steps to develop your own grooming related program or organization.
- The sequence of steps are a must and should be adhered to in chronological order.
- Technical Assistance is available upon request from Robert W. Cradle, Master Barber - [email: rcr365@aol.com](mailto:rcr365@aol.com)
\$100 for 10 hours of technical assistance

What are the advantages of creating a grooming program or organization



- To develop an additional revenue stream from a new sector of the public (philanthropic community)
- To give your current customers a reason to financially support you beyond the cost of a haircut or hairstyle
- To create free and positive publicity for yourself and/or your shop
- To solve a problem within your community that many are not licensed to address

An Example:
How Master Barber Robert Cradle
created a grooming related
organization

EIrate

WELLNESS | SPIRITUALITY

OUT OF THE BOX

Haircuts for the Homeless

HOW ONE MAN HAS TURNED A TRIM INTO A TRANSITION FOR THOUSANDS

When 44-year-old Robert Cradle opened his Odenton, Md., barbershop, he simply wanted to cut hair. That was all before his neighborhood grooming service became his life mission.

In 1991, I opened my first barbershop: a modest office space above a pizza parlor. It was directly across from Fort Meade, a U.S. military base where hundreds of Army personnel—and potential clients—resided. So in the following decade,

my shop grew from a one-man operation to a flourishing business that included five barbers. That's when I got an idea.

Fort Meade had opened a homeless shelter called Sarah's House on its premises in 2000. When I met the shelter's volunteer co-

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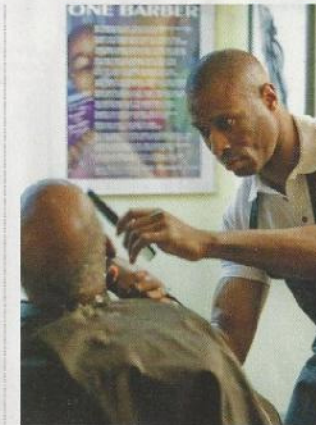


In 2000, Maryland barber Robert Cradle (above and at right) began offering grooming services to homeless people living in a shelter near his barbershop.

ordinator, she mentioned that her residents, mostly women and children, were too poor to patronize local hair salons. I'd been looking for some way to give to the community, and this seemed like the perfect opportunity. So I bought a ballot box and labeled it with a sign that read "Haircuts for the Homeless." I turned it into a collection box and placed it at the front of my store so my customers could throw in a couple dollars. Within a month, that pot of cash totaled a couple hundred bucks—enough for me to pay one of my barbers to visit the homeless shelter and provide free haircuts to about 100 people. With the help of an attorney, I immediately formalized the effort into a charitable organization that I call Rob's Barbershop Community Foundation, Inc. (rbcf.com).

Over the next two years, the once-a-month service became bimonthly, and I eventually collected enough donations to begin offering haircuts at three homeless shelters in the area. Sometimes, I'd simply send a barber to the shelter or connect female homeless residents with local stylists; other times, the shelter would arrange for a busload of its residents to come to my shop. Once they arrived, we took them in the same way we would any client—only the pay for their services came straight out of the collection box.

As I interacted with the homeless, my view of them shifted. Most didn't fit the stereotype a lot of us have of them as lazy



"I'd been looking for some way to give to the community, and this seemed like the perfect opportunity."

and irresponsible. I began to see how easy it is to become homeless, especially if you're already living close to the economic edge. In some cases, all it takes is rooming with

someone who doesn't pay his or her share of the rent, which can lead to eviction for both. Medical expenses, loss of work, personal injury—all can become reasons that someone is suddenly homeless. As I listened to the stories of all those who sat in my barber chair, I didn't just cut their hair; I developed compassion for them. They found themselves in difficult circumstances, just like any of us could.

In 2003, I made the choice to take my charity to another level. I sold my barbershop so I could manage the nonprofit full-time. I had a list of personal reasons for wanting to do so, but there was one main reason: I wanted a job with a purpose. Offering free haircuts—along with a lot of hope and encouragement—gave me that sense of purpose and fulfillment. To prepare for the mission, I took courses in nonprofit management and fundraising and read everything I could find on those topics. I also did volunteer work with other nonprofits so I could learn what to expect and how to sidestep mistakes.

That training proved invaluable in helping me to make the organization impactful. Since its inception, we've given a total of 13,543 free haircuts to a combination of men, women and children of every racial background. Of that total, 1,755 have reported that after using our grooming services they were able to go on job interviews with a clean and neat appearance, which can make all the difference in whether a person can land a position, earn income and transition back into a home or apartment. I've also expanded our services. Using generous donations to the charity, I've partnered with local shelters around Baltimore and Annapolis, Md., to install and operate barbershops on their premises. Once we've set up a shop, I train some of the shelter's residents to cut hair.

Four years ago, I got a call from the staff at a group home—they'd just taken in 10-year-old Black girl who'd been sexually abused. When I saw her, I understood why they'd asked for my services: Her hair was all over her head. I could hardly even get a comb through it. Once I'd untangled her hair and styled it, she gave me a hug, a big smile and two words I'll always cherish: thank you. That child didn't know it, but her gratitude that day was a gift to me—one that I'm working to pass on to our nation's most impoverished.

WANT TO HELP OUT?
Log on to rbcf.com to learn how you can lend some assistance to the homeless through Rob's Barbershop Community Foundation.

An Example:
How Master Barber Robert Cradle
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What should I do first?



- Investigate! What population(s) within a certain geographic area currently suffering from barriers to receiving their regular grooming and hygiene care?
- Examples of target populations can be; the unemployed, the homeless, children, women, or other groups
- Examples of barriers can be; lack of accessibility, lack of affordability, lack of knowledge, lack of skill or other obstacles
- Conduct research that will discover if any group(s) in your area suffer from any barrier(s) to their grooming and/or hygienic care
- If you discover that there are group(s) suffering from grooming and/or hygienic barriers, then systematically measure how severe the need is in terms of exact numbers. Also, identify exactly what are their barrier(s).

IF YOU IDENTIFY A GROUP... WHAT'S NEXT?

1. Conduct additional research identifying any organization (s) already addressing barriers to grooming and hygienic care in your area
2. If there are no other organizations addressing barriers to grooming and hygienic care, begin conducting research identifying funding sources that offer financial support for your target group
3. If lucrative support is available, construct a charitable purpose for your grooming program or organization based on your research findings
4. Decide whether you should partner with an existing organization or incorporate your own organization
5. If you decide to partner with another organization you only need to create a program at this point. Be sure your partner is a tax-exempt organization. Develop a written agreement that will allow your program to raise funds through that partnership (now skip to #14 on this list)
6. If you decide to start an organization yourself, all other remaining instructions in this presentation will apply to you (proceed to #7 on this list)



Let's create a legal entity to address the problem!

- 1. If you decide you need to proceed with starting a new organization, recruit a board of directors and source of legal expertise**
- 2. Determine state requirements for incorporation**
- 3. Draft articles of incorporation**
- 4. Draft by-laws**
- 5. Secure documents necessary to obtain tax-exempt status**
- 6. Hold a meeting of your initial board members to approve articles and bylaws, to authorize tax-exempt filings, to elect officers, to create appropriate policies and to agree on a periodic meeting schedule.**
- 7. Develop a strategic plan that systematically fills the need and reduces the barrier(s) found. Secure board approval for the plan.**
- 8. Develop a one-year work plan, including a process to measure outcomes.**
- 9. File articles of incorporation with state and determine annual reporting requirements, if any, in your state**
- 10. File application with the IRS for tax-exempt status**
- 11. After receipt of IRS tax-exempt status, file application for exemption from state income tax (if applicable and required in your state)**
- 12. Determine if sales tax exemption can be secured in your state, if so, file an application**
- 13. Develop a one-year organizational budget, program budget, secure board approval and seek start-up funding from your board members and other key supporters**

- 14. Locate a source of accounting expertise**
- 15. Establish an accounting system and record-keeping procedures; open a bank account**
- 16. Develop a fundraising plan**
- 17. Register with your Secretary of State as a fundraising organization, if applicable**
- 18. Conduct your fundraising plan toward individuals, foundations, corporations, government and/or federated campaigns**
- 19. Recruit staff, contractors and volunteers as needed**
- 20. File employer registration with federal/state governments for income tax and FICA withholding**
- 21. Register with the state unemployment insurance program per the requirements of your state**
- 22. Secure liability insurance**
- 23. Secure insurance coverage for equipment and property**
- 24. Develop orientation guides for staff, contractors and volunteers**
- 25. Create a service delivery method for your clients**
- 26. Begin marketing program services to your clients**
- 27. Begin program activities**
- 28. Evaluate your service delivery method, outcomes and outputs**
- 29. Create a public relations plan**
- 30. Regularly reassess the validity of your strategic plan (involve representation of stakeholders and clients)**

OTHER HELPFUL HINTS...

- 1. Always evaluate your outputs and outcomes.
Determine if they are really reducing the problem(s)?**
- 2. Always seek nonprofit management training**
- 3. Get trained in resource development (fundraising)**
- 4. Join your local association of fundraising professionals**
- 5. Join your local association of nonprofit organizations**

Remember, you can call for Technical Assistance!

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