2018 Year in Review

Over the past year, the Look Good Feel Better Foundation has been immersed in an exciting and ambitious undertaking: transitioning the Look Good Feel Better program out of a delivery structure that has been in place for nearly 30 years – a structure that utilizes the American Cancer Society’s infrastructure to deliver the program on a local level across the country. This transformative project is reinventing the program delivery, and how the Look Good Feel Better Foundation and our beauty industry supporters interact with key delivery partners and program participants. It is also opening doors to new, expanded ways to reach and support women, men and teens during their cancer journey.

In addition to our dedicated transition activities, the Foundation also successfully executed a variety of projects to improve program offerings, raise awareness of Look Good Feel Better, increase funds, and drive participation. Below are highlights from this year’s initiatives.

THE LOOK GOOD FEEL BETTER ALLIANCE

The Look Good Feel Better Alliance was introduced in October to provide the framework for the program’s new delivery structure and newly broadened delivery channels. It is a nationwide network of diverse organizations and individuals, united through a common mission to support women in cancer treatment through the delivery of the Look Good Feel Better program.

The Alliance creates a co-branded relationship with hospital delivery partners that establishes an enhanced “partnership” at the community level. Host sites will pay a modest and affordable co-branding fee to support the delivery of Look Good Feel Better workshops. The fees include a suite of benefits, and an improved and significant value proposition for the hospital facility. A thoroughly modern, efficient and interactive software infrastructure supports many of the program’s previously manual processes, and moves all volunteer and delivery partner training online for on-demand access. Key elements include:

- Expanding our delivery to four channels to improve accessibility and broaden reach: (1) hospitals and cancer centers; (2) interactive, live-streaming LGFB Live! Virtual Workshops; (3) online information, resources and support; and (4) community delivery partners (such as our Walgreens partnership – see below).
- Creating a new technology platform allowing for automation of many program processes;
- Hosting webinars and creation of presentation and educational materials for host sites and volunteers to learn about the Alliance;
• Moving all volunteer and delivery partner training to an online platform and creating a new “transition training” to instruct volunteers and host sites on how to use the new tools and processes;
• Updating all Look Good Feel Better program material to remove the ACS name and logo.

WALGREENS’ FEEL MORE LIKE YOU PROGRAM

The Look Good Feel Better Foundation collaborated with Walgreens and Cancer Support Community to pilot and launch Walgreens’ Feel More Like You initiative, which offers support to cancer patients who visit their pharmacies during treatment. The pilot launched in January 2018, and then officially in November 2018 at more than 400 Walgreens stores nationwide. The program incorporates basic LGFB information into ongoing beauty consultant education/training. This integrative approach among Walgreens’ departments will provide several touch points for offering LGFB information and referrals while a customer is in a Walgreens store.

LGFB LIVE! VIRTUAL WORKSHOP PILOT

Look Good Feel Better has been piloting a virtual livestreaming workshop format to provide valuable LGFB information to women who may have difficulty getting to a group workshop, don’t have one close by, or prefer to have more scheduling flexibility. With the help of a livestreamed workshop made possible with advanced videoconference technology, a licensed beauty professional guides a small group of participants in two modules, (1) skin care and cosmetic application, and (2) alternatives for managing hair loss, including the use of wigs, hats and instruction in scarf tying to help manage the appearance-related side effects of cancer treatment. The Look Good Feel Better Live! Virtual Workshops are set to launch in January 2019.
LORD & TAYLOR CHARITY DAY

For the third year, Look Good Feel Better was selected as the charitable recipient of Lord & Taylor’s January all-store Charity Day. This was an all-day shopping event hosted in all stores on January 12 and 13, that:

- Raised $230,000 for Look Good Feel Better;
- Educated sales associates in all Lord & Taylor stores about the charitable work of the program;
- Sold 46,000 savings passes to customers to raise funds for Look Good Feel Better, with volunteers and Lord & Taylor staff educating shoppers about Look Good Feel Better.

A GLOBAL IMPACT

To commemorate World Cancer Day on Sunday, February 4, Look Good Feel Better released the results of its 2016/2017 Global Participant Survey, which documents the positive impact of the Look Good Feel Better program on confidence and self-esteem for women in cancer treatment, and underscores the program’s global reach. The data were compiled from submissions of eight participating LGFB global affiliates, with reporting based on more than 13,300 program participant respondents. Highlights include:

- Slightly more than half (52%) of survey participants reported feeling very or somewhat confident in their appearance before attending a Look Good Feel Better workshop. Following workshop participation, that number increased by 78 percent, to nearly 94 percent.
- Less than one percent of respondents (0.9%) reported a lack of confidence in their appearance after experiencing a workshop.
- Ninety six percent (96%) of respondents indicated that the program was very or somewhat valuable in improving their self-image, and 98 percent would recommend Look Good Feel Better to another person with cancer.

This initiative garnered 77 million impressions for Look Good Feel Better and its affiliates around the globe.
RANDOM ACTS OF KINDNESS

At the 2018 PCPC Annual Meeting February 25-28, Look Good Feel Better and BeautyKind partnered to bring to life this year’s theme, *The Power of Beauty*, by challenging everyone attending to participate in random acts of kindness through the *Power of Beauty...Power of Kind Challenge*. Individuals shared on social media what good deed they or their company has done.

NATIONAL VOLUNTEER WEEK

Look Good Feel Better participated in a nationwide celebration of volunteers during National Volunteer Week, April 15-21, starting with honoring and saluting its own 4,500 U.S. volunteers, and its 14,500 global volunteers. The week kicked off with a blog series that announced the winners of the 2017 *Look Good Feel Better National Sunrise Awards* – three national winners who have demonstrated exceptional dedication and commitment to the Look Good Feel Better program. Volunteers also received their Years of Service Signature Badges and encouraged to share on their social media networks using #LGFBvolunteer.

A WEEK TO CELEBRATE

This year during Look Good Feel Better Week, April 22-28, we challenged our social media followers to “Raise a Brow” to help raise awareness and self-esteem for women in cancer treatment. We asked participants to post a video or “selfie” raising a brow to support or honor a woman they know going through cancer treatment. It proved to be a week filled with heartwarming, creative, and humorous posts that captured the essence of the Look Good Feel Better program. The campaign earned 230k impressions on social media.
BOLD IS BEAUTIFUL

In May, the Look Good Feel Better Foundation partnered once again with Benefit Cosmetics and their Bold Is Beautiful campaign.

- The month-long campaign donates the proceeds of brow waxing services at Benefit boutiques and their retail partner locations across the country to six charitable partners.
- The campaign raised more than $345,000 for Look Good Feel Better.

CELEBRATING SURVIVORS

To commemorate National Cancer Survivor’s Day on June 3, the Look Good Feel Better Foundation introduced a new “Cancer Warrior” Facebook Frame and re-introduced videos from its Help Better Begin video series, which document the stories of women in the midst of cancer treatment as they undergo a Look Good Feel Better transformation. Engagement on the Look Good Feel Better Facebook page increased by 185 percent, reach increased by 181 percent, and followers increased by 105 percent.

DREAMBALL GALA

The 34th annual BeautyCares DreamBall was hosted September 27, 2018 at Cipriani 42nd Street. The event honored 7 individuals including cancer survivors, caregivers, and oncology professionals; beauty industry innovators, a fashion icon, and a well-known TV personality and author, including: Ingrid Jackel, CEO of Yes To, Inc.; Sandra Lee and Kimber Lee, survivor, author, and TV chef/host, and sister/caregiver, respectively; noted NYU oncologist Dr. James Speyer; survivor and Fashion Designer Carmen Marc Valvo; charitable beauty e-tailer BeautyKind; and survivor and Fox Business News Anchor and Correspondent Gerri Willis, who also served as our gala host.
The event was attended by nearly 400 guests, and included an inspiring performance by Anna Eilinsfeld from the new Broadway musical *Pretty Woman: The Musical*, which has designated Look Good Feel Better as a charitable partner. The BeautyCares DreamBall raised $950,000 in support of Look Good Feel Better.

**FALL PARTNERSHIPS**

To create a presence during Breast Cancer Awareness Month in October and throughout the holiday season, Look Good Feel Better partnered with corporate supporters and PCPC member companies including Revlon (Crème of Nature), Jane Iredale, and Henkel’s Sexy Hair brand. You can view and shop all Look Good Feel Better fall partnerships [here](#).

**HSN CARES**

Look Good Feel Better was featured on the HSN *Beauty Report* show on October 10, 2018, during which participating brands made a donation to support Look Good Feel Better. As part of the promotion, HSN also created a special “Beauty Box” that their customers could purchase to support LGFB. The box included product donations from select vendors, with $4.95 from the sale of each box donated to LGFB.

The HSN initiative helped raise awareness of the LGFB program, reaching 91 million households through their broadcast, and with partnership promotions through marketing channels such as: HSN (TV), [HSN.com](http://www.HSN.com), social media, email marketing, and general public relations.

The initiative included Beautyblender, Elizabeth Arden, Elysée, Grande, Korres Cosmetics and StriVectin, and raised $95,000 to support LGFB.

**GIVING TUESDAY**

For Giving Tuesday (November 27, 2018), Look Good Feel Better created a Facebook Fundraiser and encouraged its followers to donate or to create fundraisers of their own through the end of the year. Our goal is to raise $15,000, allowing the program to serve 300 more women with cancer. Please consider donating to the [fundraiser here](#).
LOOK GOOD FEEL BETTER – THE AUCTION

Look Good Feel Better has partnered once again with online philanthropic fundraising powerhouse Charitybuzz to launch its third online auction. This year, the auction kicked off on Giving Tuesday, November 27, and will continue through Wednesday, December 19. View and bid on packages here.

LOOK GOOD FEEL BETTER AMBASSADOR

As part of our ongoing efforts to increase awareness and brand recognition, we’ve enlisted a new Look Good Feel Better Ambassador, makeup artist and beauty vlogger Claire Ashley, to help us expand our reach.

- Claire lost her mother to breast cancer when she was just 12 years old, so she has a close connection with our cause.
- She is the TLC network’s online beauty expert featured in a weekly series called “Love Yourselfie” giving the latest and best how-to tips in beauty.
- Claire has taken the vlogging scene by storm, attracting more than 27 million views to her informative beauty channel. The Washington area beauty vlogger is known for her charismatic beauty videos with over 185,000 YouTube subscribers.
- As a Look Good Feel Better Ambassador, Claire has begun introducing her followers to the many resources that Look Good Feel Better offers, and will continue to work with us on a variety of projects moving forward.

Look Good Feel Better embodies our beauty industry’s mission. Now, more than ever, is the time to join in supporting and championing this program that allows your products and brands to fulfill their highest purpose on every cancer patient’s journey to wellness. Please consider ways to get involved if you are not already, or to continue and possibly expand your involvement with Look Good Feel Better if you are already a supporter. We need the passion and support of our beauty industry’s generous individuals and companies who continue to champion the program. Thank you for all that you do for Look Good Feel Better!

For more information or to learn how you can support Look Good Feel Better, please contact the Foundation at info@lookgoodfeelbetter.org.