

M4K Richmond Inc.

501 (c)(3) Nonprofit Number : 27-1881035

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Men Grow Mustaches to Raise Money for Local Richmond Children's Charities

Four Weeks of Mustache Growing Improves the Quality of Life for Local Richmond Children Through Individual Fundraising, Partnering with Local Richmond Charities and Businesses... and Having a Little Bit of Fun with Facial Hair.

Mustaches for Kids® is an annual mustache-growing fundraiser that is held in cities throughout the United States and Canada. Through word of mouth and serendipitous internet searches many individuals discover this organization and participate. The Richmond chapter of Mustaches for Kids® (**M4K Richmond**) was founded in 2003 after local philanthropists David Hogan and Aaron Breed participated in their first "Growing Season". What began as a somewhat bizarre and humorous fundraising concept has grown into an active 501 (c)(3) Nonprofit Organization with over 120 annual growers raising \$150,000 in 2015 and more than \$500,000 cumulatively since 2003. All of the proceeds from the fundraising are given to local Richmond, child-benefiting charities including ASK Childhood Cancer Foundation, The Children's Hospital Foundation, Feedmore, and Greater Richmond SCAN.

Here's how it works: During the four-week Growing Season each fall Growers sprout sweet, sweet mustaches. Per the bylaws they shave their faces except for the mustache a minimum of one time per week and solicit donations from friends, family, co-workers, and people in the community. Kind of like getting pledges to run a marathon... without the exertion, cramping, or dehydration of physical exercise. Checkpoint meetings are held weekly at local watering holes in an effort to ensure compliance with the growing standards and to give Growers an opportunity to evaluate and ridicule each other.

At the end of the Growing Season **M4K Richmond** hosts a final gala, "The 'Stache Bash", that is a cross between a beauty pageant, dog show, and police lineup. During the 'Bash, Growers donning mustache-enhancing costumes are put through tests of mind, body, and 'stache where only one is declared to be the "Sweetest."



M4K Richmond Growers pose for a picture at the 2014 'Stache Bash at Hardywood Park Craft Brewery

The 2016 Growing Season kicks off on November 2nd and extends through December 2nd. Each participant receives a T-shirt and a pint glass with the **M4K Richmond** logo. Proceeds from this year's Growing Season once again benefit our local Richmond, child-benefiting charities including but not limited to: ASK Childhood Cancer Foundation, The Children's Hospital Foundation, Feedmore, and Greater Richmond SCAN.

If you would like more information, to participate, sponsor, or to schedule an interview, please visit our website at www.m4krichmond.org or email us at m4krichmond@gmail.com.