



## Lovin' the Skin I'm In - Impact Initiative Hair Care Supplies for Local Homeless Shelters



What: A service project aimed at providing hair care products specific to people of color

Why: Care packages provided in shelters have a void of hair care and beauty needs for individuals with different hair textures and types.

Who: Individuals that will benefit are in homeless shelters in Brown County (Recipients of the supplies but not limited to: Freedom House, Golden House, and House of Hope)

How: During the month of February, each classroom is encouraged to participate by purchasing hair care products or making (monetary or gift card) donations to the Hair Impact Initiative.

When: Winners will be announced on Friday, February 24th and an ice cream party for the winning grade will be during lunch on Tuesday, February 28th.

Ways to support/donate:

1. Amazon Wish List : Products can be delivered directly to Lovin' the Skin I'm In  
[https://www.amazon.com/hz/wishlist/ls/21MZ2PU27MU4K?ref=wl\\_share&fbclid=IwAR2NRIZdt6HJ1-HCfQpBXDGMKBftcg87Uq34G71llTPi-FTHVI50I7IB90Q&mib\\_extid=Zxz2cZ&viewType=grid](https://www.amazon.com/hz/wishlist/ls/21MZ2PU27MU4K?ref=wl_share&fbclid=IwAR2NRIZdt6HJ1-HCfQpBXDGMKBftcg87Uq34G71llTPi-FTHVI50I7IB90Q&mib_extid=Zxz2cZ&viewType=grid)
2. Purchase from a local Black owned supplier and bring products to Foxview
  - a. DePere = Favoryt Brand - <https://favoryt-brand.myshopify.com/>
  - b. Appleton = Shear Beauty Products <https://www.shearbeautysupply.com/>
3. Purchase products at local retail stores and bring to Foxview (See attached list of suggested products)
4. Make financial donations directly to Lovin' the Skin I'm In

Lovin' the Skin I'm In Contact Information

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### Crown Act and Hair Care Needs -

The exceptional nature of Black hair goes beyond just cultural differences. The elasticity and tight coils of Black hair cause it to have unique needs. The physical attributes make it more susceptible to breakage. It cannot easily be straightened without damaging the hair. Black people often wear "protective hairstyles" like braids, twists, and locs to maintain healthy hair. These hairstyles can be worn for long stretches of time without constant manipulation. The alternative is often to use chemical or heat straighteners that can damage the hair in the short and long term.

Black hair is also an expression of identity and culture. It's a representation of history and carries deep emotional significance. Historically, Black hair has carried a profound symbolism. Cornrows, locs, twists, afros, bantu knots, and more all have historic connections to Black pride, culture, religion, and history.

The CROWN Act, which stands for "Creating a Respectful and Open World for Natural Hair," is a law that prohibits race-based hair discrimination, which is the denial of employment and educational opportunities because of hair texture or protective hairstyles. It prohibits discrimination based on natural hair style and texture, such as locs, cornrows, twists, braids, Bantu knots, fades, afros, and/or the right to keep hair in an uncut or untrimmed state."

Black women are 1.5 times more likely to be sent home or know of a Black woman sent home from the workplace because of her hair. 1 in 2 Black children have experienced hair discrimination as early as five years old - and the impact can last a lifetime.

**HOMELESSNESS** - In 2021, the Brown County Health and Human Services Department served 175 people who identified as homeless. Most people experience homelessness due to lack of affordable housing. Homelessness increased by 30% in Brown County between 2014 and 2019. Most minority groups, especially African Americans and Indigenous people, experience homelessness at higher rates than Whites.



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Many stores may carry items marketed specific to black hair care needs, however, many of these items contain harmful chemicals and additives. This can be harmful to the user's hair as well as their overall health. We have created a list of hair care products that have received positive reviews and are healthy for the consumer.

Target: Brand = tgin and Mielle



Walmart: Brand = Mielle



JC Penny: Brand = Daily Essentials



Other online stores:

TreLuxe: <https://discovertrelux.com/>

Donna's Recipe: <https://www.donnasrecipe.com/>

Gabby Bows: <https://gabbybows.com/>