



# SALON PARTNER GUIDE

Hair Donation Ottawa raises funds for cutting-edge cancer research at CHEO, empowers kids with hair loss by providing them with free wigs and supports green initiatives. Official Hair Donation Ottawa salon partners will serve as ambassadors for this incredible fundraiser!

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## SALON PARTNER BENEFITS

- Inclusion on our official list of Salon Partners, which will be shared with participants who are looking for recommended places to get their hair professionally cut and styled.
- Recognition as an official Salon Partner on Hair Donation Ottawa's social media channels ([Facebook](#), [Instagram](#), [Twitter](#)).
- Proudly display to your patrons, staff and partners that your business supports your local children's hospital.
- Upon request, we can provide you with CHEO-branded signage and stickers for displaying in your salon, as well as a digital copy of our logo for use on your website, social media and in digital communications promoting your participation in Hair Donation Ottawa.
- Feel great knowing that you are making a genuine difference in the lives of children and youth in our community who are battling cancer and/or hair loss.

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## SALON PARTNER REQUIREMENTS

- Commitment to fundraise for CHEO at least once per year through a fundraising method of your choice (e.g. proceeds of sales, ask-at-the-cash, peer-to-peer, employee giving, etc.).
- Help us promote Hair Donation Ottawa on your website and social media channels periodically throughout the year.

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## HOW TO APPLY

1. Contact Bob Ghosh at [bghoshe@cheofoundation.com](mailto:bghoshe@cheofoundation.com) to express your interest in becoming an official Salon Partner.
2. Complete the Salon Partner questionnaire, so we have all the information we need to provide you with recognition.
3. Receive the Salon Partner toolkit from the CHEO Foundation.
4. Begin promoting that you are a proud supporter of CHEO and start spreading the word about Hair Donation Ottawa across your network!

