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THE REASON

UNTIL THERE'S A CURE...CLEANING FOR A REASON®
www.cleaningforareason.org

PROMOTE PINKTOBER AS A MESSAGE OF HOPE AND SUPPORT FOR THOSE IN NEED!

By Stacey Schwinghammer

LET'S MAKE PINKTOBER 2016 THE BEST EVER!

TOGETHER WE HAVE BROUGHT MEANING TO CLEANING FOR OVER 10 YEARS

Can you believe that Pinktober is just around the corner? Have you thought about how you plan to spread the word about your partnership with Cleaning For A Reason? In the month of October, the focus is on cancer awareness and everyone who is affiliated with organizations that support cancer patients will have a very captive audience.

This is the time to prepare and let everyone know the difference you are making in your community and also for women battling cancer. Pinktober reminds people of cancer's impact on so many lives and of the importance of continued support for patients and families alike.

Cleaning For A Reason always thinks about what can we do during Pinktober to really extend our support to each of our amazing partners and even more women with cancer. And this is not just any year! **In partnership with maid services throughout the United States and Canada, Cleaning For A Reason is celebrating 10 years of dedicated service to women battling cancer. Since 2006, the foundation with the support of its partners has donated more than \$5.8 million in free services, helping more than 21,000 women with cancer.** That's worth celebrating and promoting!

Communities do recognize businesses that give back. *Let people know that when your business is chosen, they are making a difference for cancer patients.* Pinktober is the perfect time to ramp up your marketing about what you do for women with cancer right within your community. With so many women needing assistance, we must get out the word about this practical help.

With heightened awareness of Pinktober during October, **news sources** everywhere are looking for stories related to cancer causes. Share your story of how and why you got started with Cleaning For A Reason. Include testimonials from your patients and technicians. Have your employees share their stories and the impact cleaning for a cancer patient has made on them. People are drawn to stories that reflect genuine emotion, connection, and personal growth.

Feel free to contact Cleaning For A Reason about writing a **press release**, an effective marketing tool for attracting public attention. News releases get saved, stored, archived, and become a kind of official record on where you've been, what you've done, and what happened when. The great thing about writing a press release is that you can share them so easily on social media. Press releases are about telling a story, your story. *Continued on pg. 2*



Pinktober is a great time to spread the word about a practical help that's available year round for women battling cancer.

Cleaning
for a reason®

WELCOME NEW PARTNERS

Bringing Beautiful, LLC Volant, PA
Clean Queens Ludington, MI
Elite Cleaning & Janitorial Services, LLC Solon, OH
Exclusive Cleaning Services Livonia, MI
Idaho Maintenance Boise, ID
Italian Home Cleaning Services, LLC Dover, NJ
Maids in Blue, LLC Las Vegas, NV
Molly Maid of Kalamazoo & Portage Portage, MI
Molly Maid of Woodbridge Woodbridge, VA
Pristine Maids Niceville, FL
Spring to it Cleaning Lacombe, AB, Canada
Sunlight Cleaning, LLC Fresno, CA
Tailored Building Services, Inc. Concord, CA
The Maids of Syracuse Liverpool, NY
Tried & True Home Cleaning North Plainfield, NJ
Two Maids & A Mop of Alpharetta Alpharetta, GA
Two Maids & A Mop of Montgomery Montgomery, AL
U Can C Clearly West Covina, CA

By Lucy Lee

NEW YORK YANKEES HONOR THE FOUNDATION AND JOIN SPOTLESS SERVICES TO CLEAN FOR A PATIENT

In keeping with their HOPE Week initiative, the New York Yankees recognized Cleaning For A Reason as a charity that offers hope. New York Yankees Manager Joe Girardi wore a Cleaning For A Reason shirt for a press conference aimed at spotlighting the foundation, but his efforts to honor the foundation didn't stop there.

On Tuesday, June 7, 2016, Girardi and players Carlos Beltrán, Starlin Castro, and Jacoby Ellsbury joined our founder Debbie Sardone and a volunteer cleaner from Spotless Services to surprise a local woman battling cancer with free house cleaning. Marybell Ruiz, who is fighting Stage 4 colon cancer, had no idea who was about to walk through her door.

"The Yankees players were so warm and friendly and made Ruiz feel like a million bucks," Sardone said. "I was amazed at how kind and gentle and genuine they were. They really wanted to help her with her house. They wanted it to be clean; they wanted her to feel special today. It just came through in all of their actions and interactions." After they finished cleaning the home, the group enjoyed lunch before returning to Yankee Stadium."

"That was an extremely exciting day," said owner Andrew Shogan of Spotless Services. "Our team member, Evelyn Rodriguez, was thrilled to take part in the cleaning along with the Yankees team members and was equally thrilled to attend the game later that day. Seeing Marybell and her family enjoy the game and take a break from what I can only imagine is a difficult day-to-day was terrific."

Before Tuesday night's game vs. the Los Angeles Angels, Sardone and Ruiz threw out the ceremonial



It's a clean sweep for cancer patient Marybell Ruiz (2nd from left) and her helpers!

first pitch. "Maribel is a huge Yankees fan," said Sardone. "So now, not only is she going to the game and enjoying the time with her family, but she also has a spotless house compliments of the Yankee players and Spotless Services."

Cleaning partners McMaids Home Services of Chicago, IL, and Merry Maids of Grenada Hills, CA, were also invited to attend the game in recognition for being two of the most giving partners in 2015. Attending on behalf of McMaids were manager Jeff Lange and his wife Katharine; and for Merry Maids, owner Marcia Broderick and manager Julie Viescas.

"Working with Cleaning For A Reason has been a very positive and meaningful experience for our company as a whole and for me personally," said Shogan. "My mother is a two-time cancer survivor, I have seen firsthand how a cancer diagnosis and subsequent treatment can be all consuming. More trivial matters, such as housekeeping, take a backseat to more pressing issues. However, as all of us in the cleaning industry know, a clean, uncluttered home can go a long way to improving one's mood, outlook, and quality of life. We are extremely appreciative of the fact that Cleaning for a Reason provides us with an avenue to use our services to give back and provide much needed and well deserved services."

CLEANING FOR A REASON CORE VALUES



FREE
House Cleaning
FOR WOMEN UNDERGOING
TREATMENT FOR CANCER

**DELIVER OUR PROMISES WITH
COMPASSION** to our customers
and partners

Provide **TRANSPARENCY** in all we do
Be **HONEST AND ETHICAL** in our
actions and words

Hold a **PASSIONATE COMMITMENT**
to our vision

Be **RESPONSIBLE** in the
management of our resources

INSPIRE others

Sponsors



american cleaning institute®
for better living



FROM THE FOUNDER’S DESK

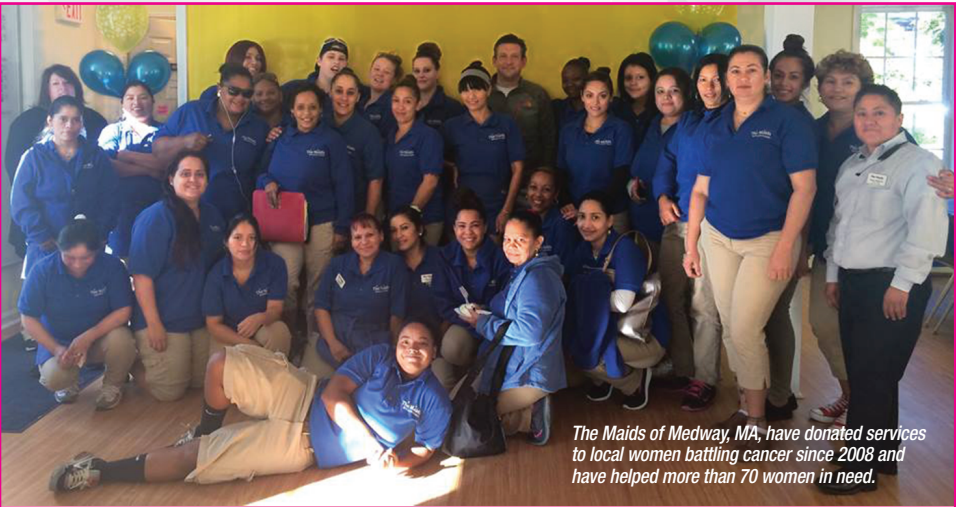
Making the Difference for Cancer Patients One Clean Home at a Time

Are you gearing up for Pinktober in October? It'll be an exciting time and opportunity to share the impact that your business has on cancer patients through your partnership with Cleaning For A Reason. Pinktober, also known as cancer awareness month, is the perfect time to talk about this amazing resource that you are offering through the foundation for women who are battling cancer. Pinktober is dedicated to celebrating life, spreading awareness, and going pink in support of the fight against cancer. Pinktober gives you the opportunity to share how your company makes a difference for women battling any type of cancer.

You want to create awareness of your affiliation with Cleaning For A Reason. While other organizations are focused on raising funds for research, your company and Cleaning For A Reason are providing practical help that women need now. You are directly impacting lives. Wearing pink throughout the month of October is a great way to start conversations. Make sure to display the Cleaning For A Reason logo on your website and all your social media. One of the foundation's biggest needs is to find more cleaning services like yours that will partner and offer their services for free to impact cancer patients. With demand for services always greater than resources, reaching out to more businesses to help more cancer patients is critical.

When you are spreading the word about your partnership with Cleaning For A Reason, you are creating a stronger bond with consumers and even your current clients. Consumers that are impressed with a company's values and reputation are more likely to work with that company and remain dedicated and loyal clients. You are a business that is doing good things in your community. Your company works with a cancer foundation that you and your team are a part of. You donate your resources and your services to make a difference for cancer patients every month. This information needs to be spread to your clients and community on a continual basis.

Cleaning For A Reason gets some of the sweetest calls and emails from cancer patients expressing that



The Maids of Medway, MA, have donated services to local women battling cancer since 2008 and have helped more than 70 women in need.

The Maids of Medway came out for Cleaning For A Reason and did all the things I have just been too exhausted to do and they really did a great job! I am so very grateful to have their help during this time!

~Christine, Cancer Patient, Bellingham, MA

a clean home made them feel better. Together, we affect these patients both physically and emotionally, which impacts their health. When a cancer patient feels that they have some control over their lives, such as having a clean home, the difference can help the patient feel better about their lives and focus on treatment. It is so beneficial to spread the word about how the gift of a clean home impacts the patient on all levels.

As the founder and president of Cleaning For A Reason, I am committed to being a leader in my industry by doing my part to promote awareness of

the cause and engage businesses to give back. I always share the patient's side of just how significant a clean home is. It is so gratifying to see my cleaning company, Buckets & Bows Maid Service, do what they do best, cleaning homes and making life easier for those who need the help. How much moreso for women battling cancer! There are women with cancer who need assistance and have no idea that this service we offer is available. It is the same for cleaning companies that would partner with our cause and foundation, but have no idea that we exist. Your company and Cleaning For A Reason are making a real difference for cancer patients today.

LET’S MAKE PINKTOBER 2016 THE BEST EVER!

Continued from pg. 1

Leverage **social media** to promote the difference that a clean home makes for women battling cancer. When cancer patients are too weak to perform normal, everyday tasks, house cleaning simply takes a back seat. Not only are free house cleanings a much-needed form of support for cancer patients, but also their families, who are likely also overwhelmed by this battle with cancer. Invite your clients and community to spread awareness of the cause both to women with cancer in need of support as well as additional cleaning services that may want to join the cause. Sharing the mission of Cleaning For A Reason allows others to connect and become part of the solution.

You may choose to host a **table or booth at a community event**. Many local events allow groups and companies to set up tables so attendees can browse for different opportunities in their area. What an easy way to make new business contacts and spread the word of your partnership with Cleaning For A Reason. This is a very effective way to get information in front of people, answer questions about what you are doing in the community, and invite people to sign up for your services. People cannot support the cause if they do not know that your business and the foundation exist. People cannot help if they do not know about the cancer patients who need assistance in cleaning their homes. For table ideas and foundation items that you can display and distribute, please contact info@cleaningforareason.org. We are here to help you have a successful event.

Do “**Pink It Up**” throughout the month of October. Wearing pink shows support. The flood of pink in October reminds people of cancer's impact on the world. Wearing foundation swag throughout the month of October is a great conversation starter about Pinktober. It can be a

pin, wristband, or a pink uniform with the Cleaning For A Reason logo. You can go to our eStore for your “Pink It Up” clothing or accessories. How about offering a **Pinktober special or giveaway?** This all creates awareness and sends a message to your community that your company is involved in making a difference.

Pinktober is the time where people are more willing to give back and are looking to make a difference and help cancer patients. People seem to understand that there is a need for assistance and are looking for opportunities to help. Many local businesses are also looking for ways to help and promote Pinktober but just need some guidance. You and your company can impact your community and cancer patients in need. Creating awareness of Cleaning For A Reason and what your business does for the foundation will inform individuals and companies of how they too can make a difference. Thank you for all you do for the foundation and for cancer patients. You are changing lives and giving hope.

SAVE THE DATE



Mark your calendars for our upcoming Teleseminars (4PM CDT)

July 20 – Pinktober – How To Raise Awareness (Lynn Frankenfield)

August 17 – Employee Training – What's Effective? (Debbie Sardone)

Links to past teleseminars are available on the Maid Service Resources Page.



give.mobi/clean
[scan code or enter URL]

Scan the QR code or type in the URL to donate.

Your support today will allow us to provide free house cleanings to women undergoing treatment for any type of cancer.

Cleaning For A Reason requests the pleasure of your company at the

Cleaning for a Reason Reception

Wednesday, October 26, 2016
DoubleTree, Magnificent Mile
300 E. Ohio St., Chicago, IL
5:30pm - 7:30pm

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A DECADE OF DEDICATION

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