

THE REASON

MAY 2016 • ISSUE 5



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

THOSE WHO CAN, DO. THOSE WHO CAN DO MORE, VOLUNTEER.

THE LYNN CHALLENGE

GO CLEAN FOR A CANCER PATIENT!

In honor of Cleaning For A Reason Week, April 18–24, our Executive Director Lynn Frankenfield issued a challenge to owners and managers of our partnering cleaning companies: Join your technicians to clean for a cancer patient. Here are a few testimonials from those that took up the challenge.



Owner Jeff Hutton cleaned for the first time and it was for a cancer patient.

got to experience it firsthand. After an hour and 45 minutes, I was pretty exhausted. It was very hard, not like building some project in the garage with power tools! We got to share a few minutes chatting about her journey, before I had to head out to check out a job on which we had a new house cleaner. Rebecca did a great job of finishing up the things I didn't get to as I drove off into the sunset.

As I pulled away, I felt how lucky I was to have a healthy life and especially how lucky our business is that we get to give back to someone who just needs the help.

We've cleaned for about 14 patients and over 40 jobs to this point. The beauty is that although on paper we are the ones who gave, the reality is that we are the ones who gained. What a great feeling.

Jeff Hutton, Owner
We Clean 4 You
The Woodlands, TX



Katelynne Katelynne, Ciria Ramirez, and Sherry Kuykendall are choosing to make a difference for women with cancer.

My name is Sherry Kuykendall and I am the Operations Manager for Top Mops Cleaning Service. I had the humbling experience to clean with my team for a Cleaning For A Reason patient. She is a Mom of two small children and just as sweet, pleasant, and appreciative as can be. I noticed how frail and thin her body is as she enjoyed the afternoon sun, but was humbled by her emotional strength and courage.

Thank you, Cleaning For A Reason, for giving me such an opportunity to serve.

Sherry Kuykendall, Operations Manager
Top Mops Cleaning Service
Lexington, KY



Owner Karen Even (right) is happy to clean for cancer patient Cynthia Hartman (left) of Howards Grove, WI.

I am so glad to do it. I enjoy helping women in their time of need and am grateful to be a part of Cleaning For A Reason. I have been in business for over 38 years and have cleaned many of my customers' homes over those years. I have experienced a variety of cleaning challenges and have been fortunate to meet many wonderful people. I started the business out of my home and have built it into the successful cleaning company that it is today. Although I now spend most of my time overseeing the operations of the business, I do go out with the cleaning teams from time to time and clean with them. During Cleaning For A Reason Week, I felt so grateful to experience Cynthia's appreciation of Gingham Girls coming to her home to clean.



Karen Even, Owner
Gingham Girls Cleaning Service, Inc.
Sheboygan, WI

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WELCOME NEW PARTNERS

Abseco Cleaning Services Lenoir City, TN
Absolutely Clean Farmington, TX
All In One Services, LLC Old Bridge, NJ
Angel's Maids And Janitorial Services Aranudville, LA
Avendra Service Group Tampa, FL
B&C Services Of Illinois Oak Park, IL
Benicia Cleaning Service Benicia, CA
Beyond Clean Markham, ON, Canada
Capulet Cleaning Kannapolis, NC
Cleaning In Action, LLC Gaffney, SC
Cleaning With Meaning Bushwood, MD
Discreet Diva, LLC Lansing, MI
Elite Housekeepers Baytown, TX
Golden Shine San Diego, CA
GreenTree Cleaning Services Irvine, CA
Harford Housekeeping, LLC Jarrettsville, MD
Holistic Home Cleaning Boulder, CO
Indoor Edge Cleaning, LLC Gresham, OR
KTproclean Ankeny, IA
Lil Hot Mess, LLC Arlington, TX
Mae's Personalized Cleaning, LLC Winfield, MO
Maid Cleaning Nashville Nashville, TN
Maid To Be A Blessing Calhoun, LA
Maid Valet Valdosta GA
MaidPro Central Bucks Washington Crossing, PA
MaidPro The Woodlands Magnolia, TX
Merry Maids of Reading Reading, PA
Our Family Cleaning Service Laurel, DE
Pretty and Polished Cleaning Sacramento, CA
Ready Cleaning Services Kansas City, MO
Sc3ntz, Inc. Norfolk, VA
Specialty Cleaning Company St. Simons Island, GA
Star Quality Cleans Portland, OR
Sue Bee's Cleaning of Spokane Spokane, WA
The Cleaning Authority of Fort Myers & Cape Coral Cape Coral, FL
The Maids of Forsyth and Gwinnett Suwanee, GA
Three Roots Cleaning Services, LLC Perryville, MD
Two Maids & A Mop of Tallahassee Tallahassee, FL
You've Got Maids of Fort Lauderdale Plantation, FL

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



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for better living



FROM THE FOUNDER’S DESK

Understanding Cancer Patients

I have had the opportunity over the years to get to know a few of our cancer patients from my cleaning service. You know the difference that a clean home can make. Can you imagine how much moreso a clean home can impact a cancer patient?

Patients often express a huge sense of relief after being matched with a maid service. Cancer is isolating enough, but our cleaning partners are welcomed into the homes of women with cancer, where they help to make it a place to heal and invite others in. For many patients, a clean home can mean a healthier home and a shortened “to do list,” allowing patients to focus on their health and their treatment. A clean home can also make it easier to welcome into their homes other much-needed support from family, friends, and community.

Even though cancer is a widespread disease, each individual who suffers from cancer is uniquely affected. Family and friends of loved ones who are battling cancer are often confused and worried along with the patient. It can be difficult to cope with a diagnosis of cancer and its treatments, along with the possible side effects. These patients are scared and fighting for their lives. Their attitude and mood can change from day-to-day, one minute feeling hopeless and the next feeling like they can take on the world.

Coping with cancer in everyday life means being prepared for the unexpected. Do you or your techs get frustrated when a patient has to cancel at the last minute? Has a patient just not been home when their cleaning was scheduled? As an owner of a cleaning service, I know that this occurs at times, but I always remind myself and my staff to

remember that these are cancer patients and their plate is very full working on saving their life.

Patients may find themselves exceedingly tired and unable to eat or sleep properly, often having to restrict their activities and what they can manage. Patients may experience mental cloudiness, also known as “chemo brain,” where they could feel forgetful, confused, or have difficulty concentrating. Many times, patients may find themselves suddenly “sick” and have to rush into a doctor’s office, only to wait for hours and have no idea when they will get back home. The patient’s chemo treatments can greatly affect their immune system so that just a sneeze from another person can put them at risk for a hospital stay. Can you imagine living with that fear?

I’ve also realized that cancer treatments can affect the patient differently every time. Even when you have a scheduled cleaning appointment, the patient may have to cancel based on how their body is responding to chemo that day and the severity of their symptoms. There are so many factors that these women are experiencing and having to consider in their overwhelming world of fighting this disease.

We do not always know the situation for these amazing cancer patients that we have chosen to help. Serving cancer patients has taught me to have patience and to want to help these women even more. Your friendly, caring smile and support goes a long way and means the world to these women. As always, Cleaning For A Reason thanks you for making a difference in these patients’ lives and for making their world a better place. Having a clean home when you are sick is a wonderful thing.



"I cannot express my gratitude enough for Cleaning For A Reason and Polished Cleaning Services of Keller, TX. I'll be hiring them once my fourth donated cleaning is done. I truly appreciate their service."

"My cancer left me in a chair. It's so hard for me to mop floors and clean the oven. I work hard to keep my family fed and in clean clothes. Such a blessing to have help without having to explain anything. Those women came in and went to work. I just wanted to cry from the release of stressing over things they just made disappear. Thank you! God bless you."

"I regretfully have had to refer two friends to your site. Cancer is hard enough. You hate to see your loved ones get their news. Thankfully, there are great people like you to help."

~Mary Clinton, Cancer Patient, Haslet, TX



CHARTER PARTNERS

- American Maid Cleaning, LLC
- Buckets & Bows Maid Service, Inc.
- Clean & Simple Cleaning
- Complete Custom Cleaning, LLC
- Dial A Maid, LLC
- Domestic Aide of Tulsa
- Domestic Service Resource, Inc.
- Guarantee Girls
- Imperial Cleaning Company
- Jo Ann's Home Solution (formally Jo Ann's Professional Cleaning)
- Johnny Sparkles Cleaning
- Life Maid Easy
- Lilly's Cleaning Service, Inc.
- More Time for You
- Never Clean Again
- Partners In Grime – MO
- Pearl's Home Cleaning Angels
- Pride Klean Service Corp
- Teresa's Family Cleaning, Inc.
- The Cleaning Authority – Nashville
- The Cleaning Pros, Inc.
- The Cleaning Solution
- The Upstairs Maid

THE LYNN CHALLENGE

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Owner Tom Heveron and staff are proud to be part of Anita Astrachan's (far right) support system during her battle with cancer.

I partnered in 2007 with Cleaning For A Reason after I learned about this wonderful foundation that makes a difference for woman with cancer. We have been able to give more than 400 free home cleanings to patients since partnering. I am very passionate about this foundation and want to help impact those in

need. For me, there is nothing more rewarding than to know that I am making a difference in the lives of those who need assistance.

We are proud to be part of Anita Astrakhan's support system as she fights for her life. I am honored to have been able to clean personally for Anita. She is so tired these days and is very grateful for these services. I can go to sleep at night knowing that I helped someone fighting for her life. It is giving to others that makes me happy.

Tom Heveron, Owner
Beachland Cleaning Service
Vero Beach, FL

SAVE THE DATE

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

May 18 — How To Set Up A Successful Cleaning For A Reason Program In Your Business

RIBBON CUTTING EVENT


Celebrating 10 Years of Service / Friday, April 1, 2016, Lewisville, TX

In partnership with more than 1,200 cleaning companies throughout the United States and Canada, Cleaning For A Reason celebrates 10 years of dedicated service to women battling cancer. Since 2006, these two forces have donated more than \$5.7 million in free house cleaning services, helping more than 21,000 women with cancer. The foundation is based in Lewisville, TX.



The Board of Directors joins Executive Director Lynn Frankenfield (left, ribbon); Debbie Sardone (scissors); and Lewisville Mayor Rudy Durham (right, ribbon).

HELPusHELP WOMEN CANCER



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.

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{YOUR AD HERE}

If you're reading this, so are your potential customers. Contact lynn@cleaningforareason.org for details.

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