



**HOW TO START YOUR OWN  
PAINT-IT-FORWARD  
CHARITY PROGRAM**

Presented by Joshua Abramson, ALLBRIGHT 1-800-PAINTING.  
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# BACKGROUND

## Painting Happiness

To me, painting is one of the most satisfying jobs available, and this is one of the main reasons I started ALLBRIGHT 1-800-PAINTING in 1987. Everyday home and business owners share their visions, and trust in us to execute those visions in order to beautify or restore a building.

The ALLBRIGHT 1-800-PAINTING motto of “Painting Happiness” is a reflection of how much happiness painting can bring, both for the customers and us as a company.

## The Paint-It-Forward Program

Paint-It-Forward started out small – a local program for the Greater Los Angeles community where we took nominations of deserving families and non-profits and then provided one of them with free painting services and supplies. The program was designed to give back to our local community and spread a little “Painting Happiness” at the same time. The first year was a success, so we ran it the next year, and the year after that, and in 2015 we celebrated our 10 year anniversary of Paint-It-Forward – a program that started out small but has grown to positively impact so many lives in our community.

## The Expansion of Paint-It-Forward

When other painting contractors found out about Paint-It-Forward, they wanted to know how to get involved too. Since we all operate in different communities around the country, I felt that the best way was to expand Paint-It-Forward and give other contractors the tools and resources they need to start their own Paint-It-Forward program in their own communities.

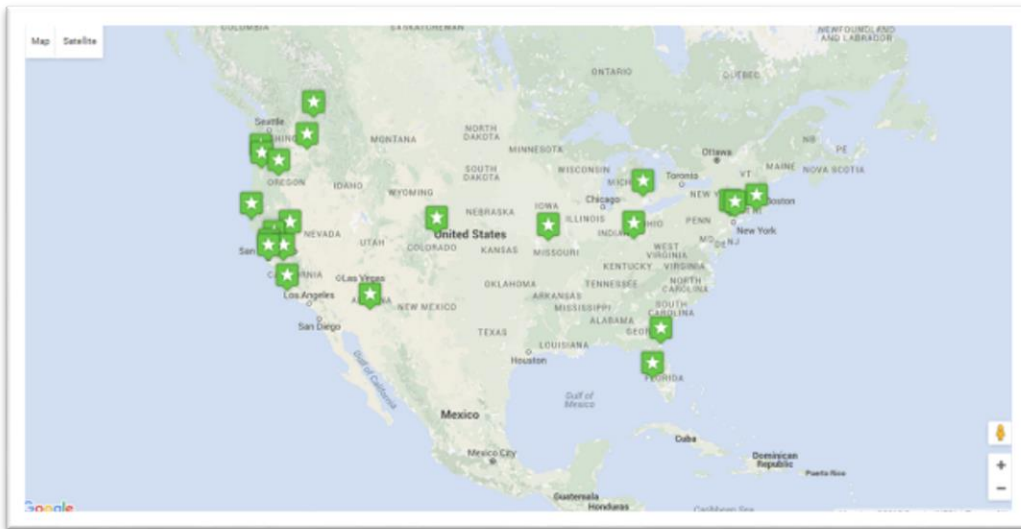
Over the years, a number of painting contractors and companies have joined us in starting their own Paint-It-Forward programs. In 2015, our combined efforts over the years reached a goal of over \$1,000,000 worth of free painting supplies and services delivered to deserving community members all across the United States.

**We’d like to welcome YOU to the Paint-It-Forward family. This document should contain everything you need to get your program up and running.**

## The Paint-It-Forward Map

As interest in Paint-It-Forward has grown across the country, we have created a [dedicated webpage](#) where painting companies and contractors can get more information, and where people can find a Paint-It-Forward program in their area. The map represents all Paint-It-Forward programs as well as similar painting-based charitable programs across the country.

**When you get your program started, please let us know so we can add you to the map!**



## Paint-It-Forward Basics

Getting down to the absolute basics of Paint-It-Forward:

- Community members nominate deserving families and non-profits within your service area who could use painting services but cannot afford it.
- Designated company staff narrow the list down to 5 possibilities.
- Your painting crew and staff is called in for a special meeting. Each person gets to vote for their favorite story.
- A winner is chosen and that family or non-profit gets their prize, with free supplies from you & sponsors, and free services from your volunteer crew members.

**Those are the basics of Paint-It-Forward, but the program is only as successful as your marketing and coordination efforts.** In the rest of this document we will talk about each phase of the program, giving guidance and tips for how to execute the phase successfully.

# PAINT-IT-FORWARD PHASES

## Planning

- Assign roles and responsibilities
- Create a dedicated webpage
- Create the nomination form
- Choose a prize amount and timeline
- Find sponsors
- Get everyone on board

## Marketing

- Design & order event merchandise
- Create press release announcement
- Create newsletter, email blasts, blog posts, social media posts
- Post ads in local magazines & newspapers
- Distribute flyers to store owners

## Choosing a Winner

- Collect stories
- Narrow down the stories to the top 5 candidates
- Vote on the winner
- Notify the winner
- Meet the winner and determine the painting project & project start date
- Create new marketing materials.

## The Big Event

- Send prep crew one day early
- Plan breakfast and lunch for the event date
- Divide crew into teams for project execution
- Ending the event
- Send out final marketing materials

**On the next pages we will detail each aspect of these phases to help you run a smooth, successful Paint-It-Forward event.**

# PLANNING

## Assign Roles & Responsibilities

To run a successful event, start out by deciding who will be in charge of each aspect of the event. You'll need assign the following responsibilities:

- Creating a website
- Finding sponsors
- Designing and ordering materials
- Writing duties (press releases, newsletters, blogs, social media)
- Local marketing
- Event planning
- Someone to take photos & videos

As well as any other duties that come up in conjunction with the event.

## Create a Dedicated Webpage

The webpage will be a main 'hub' where people can learn more about the event as well as nominate deserving community members. Our website is <http://www.abpainting.com/paint-it-forward/> and you can see a snapshot of it below.



### How Paint-It-Forward Works

Each year we ask our local community to submit stories of a nonprofit or people they know who are in need of painting but can't afford it due to some difficulties in life that they may have experienced. Once these stories are submitted, the ALLBRIGHT 1-800-PAINTING FREE Happiness team and its customers vote on the top candidates and announce the winner soon after. The recipient receives up to \$10,000 worth of FREE painting services. All the employees (and even some family members) volunteer their time to a family or nonprofit organization in need. A freshly painted building or home can brighten their outlook and bring a little painting happiness into their lives.

ALLBRIGHT 1-800-PAINTING FREE was founded 27 years ago and is a full service painting company serving Los Angeles, Santa Clarita Valley, San Fernando Valley, and Ventura County. The "Paint-It-Forward" campaign has grown to over \$1,000,000 worth of



Nominate someone you know who is in need of painting but truly cannot afford it.

1 NOMINEE INFO	
Nominee Name	<input type="text"/>
Nominee Email	<input type="text"/>
Nominee Phone	<input type="text"/>
Nominee Cell	<input type="text"/>
Nominee address -City, State, Zip	<input type="text"/>
How did you know them?	<input type="text"/>
Select	<input type="text"/>

As you can see, the webpage has the Paint-It-Forward logo, a description of the program, and a clearly marked space where people can submit their nominations.



Examples of other Paint-It-Forward webpages include:

- <http://burnettpainting.com/paint-it-forward>
- <http://toliverpainting.com/paint-it-forward/>
- <http://www.freshcoatpainters.com/paint-it-forward.aspx>
- <http://arizonapaintingcompany.com/about-us/paint-it-forward/>

## Create a Nomination Form

You have to think about your nomination form before the event begins in order to make sure you include all the necessary elements you will need from nominees. **The easiest way is to include a nomination form right on your website.** If not, you'll have to tell people what you need from them, and where they should send it (to a specific address, email, etc.).

The elements you want to include on your nomination form are:

- Nominee information – name, email, phone, cell, address
- How the person knows this nominee
- A description of why this person, family, or non-profit deserves the award
- Photos of the location that needs painting
- Information about the person submitting the nomination – their name, email and phone number

## Choose a Prize Amount and Timeline

The prize amount will depend on the size of your business and what your business can afford. We have increased our prize over time and now offer \$10,000 in painting supplies and services. You can decide what is right for your business, but a general guideline is: small business - \$3,500, medium business - \$5,000, large business - \$7,500 or more.

You also need to decide on your timeline. At ALLBRIGHT 1-800-PAINTING our timeline is:

- The Planning stage from July to August
- The Marketing stage from September until November 15 (the last day we accept nominations)
- The Choosing a Winner stage in the end of November through December
- Then the big event happens in January for interior painting projects or early spring for exterior painting projects.

In terms of setting your own timeline, it may be helpful to plan when you'd like to hold the big event, then work backwards from there. Make sure you allow enough time for each phase, especially planning and marketing.

## Find Sponsors

Paint-It-Forward is a program the whole community can get involved in, so adding sponsors to your team will only make it better. Some sponsors you'll want to target:

- T-shirt printing company
- Paint suppliers
- Marketers
- Printers (for banners, flyers, etc.)
- Local media
- Gift basket/flower/balloon company (to award the winner)
- Food, restaurants or catering companies for the big event

## Get Everyone On Board

A final planning step is to get everyone in your company on board with the event. You'll want to hold a company meeting to explain what Paint-It-Forward is all about. You'll also want to ask for the help of your staff and painting crew, since this is a volunteer event and no one gets paid. Let them know that they have been blessed with talents to help another, and they have something important that they can give back to the community.



As you can see, we've never had a problem getting everyone on board! The staff and crew at ALLBRIGHT 1-800-PAINTING is always eager to donate their time to this wonderful event.

# MARKETING

## Design & Order Event Merchandise

Before the nomination period starts, you'll want to design and order all promotional materials for the event. This includes:

- T-shirts, which your crew will wear during the nomination period to advertise the event
- Fliers and lawn signs, which you'll want to post around your office, give to other local businesses, and post around town
- Ads, which will be placed in local magazines and newspapers, telling the community about the event and to submit nominations
- Blogs, newsletters, social media and other company-based marketing

Below is an example of a past Paint-It-Forward shirt that ALLBRIGHT 1-800-PAINTING crew wears from September-November in order to promote the event everywhere they go.



## Create Press Release Announcement

You can get your event started on the right foot by creating a press release announcing the Paint-It-Forward event. The press release should explain the giveaway and that you need the community's help to nominate families and non-profits who deserve the award. The press release should point people to your Paint-It-Forward webpage where they can turn in their nominations.

**On the next page we've provided an example of a press release announcing the event.**





## FOR IMMEDIATE RELEASE

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## A.Allbright Painting (4<sup>th</sup> Annual) \$7500 Paint Charity Giveaway

A.ALLBRIGHT PAINTING, INC. announces its Fourth Annual \$7,500 Charity Paint Giveaway Event. Nominations are now being accepted for deserving families or nonprofit organizations in need of painting services. The Santa Clarita Valley-based residential painting company will select one recipient, based on need, to receive \$7,500 in free paint, labor and materials.

The Charity Paint Giveaway was started in 2005 by A.ALLBRIGHT PAINTING employees and founder Joshua Abramson. Each year the staff considers all the worthy nominations that are sent in and then vote on the family or organization that they feel is the most deserving.

In 2007, the vote was nearly unanimous for the DeLong Family in Canyon Country. Jacob DeLong, 8 years old, was the second child in his family to be diagnosed with Leukemia. His older brother Justin lost his battle with Leukemia in 2000. His mom, Lisa, quit her job to care for her son while he battled the disease and underwent chemotherapy. Because of the medical expenses, Jacob's family was unable to afford painting services.

A.Allbright Painting was proud to be able to give their home an entire exterior paint makeover with fresh new colors. Dunn Edwards donated all the paint and A.Allbright's own colorist helped choose the colors.

Over the past three years, each of the recipients had experienced some hardship which prevented them from being able to afford the painting services that they needed. Some had lost loved ones tragically and others were battling cancer and undergoing chemotherapy at the time. 2008 has been a tough financial year for many people. We want to help! Perhaps you know of someone who is struggling due to medical problems or financial problems. We want to know about that family. Maybe there's a nonprofit organization that is doing fantastic things to help others, but they're struggling themselves to make ends meet. We want to help! We have been honored in the past to be able to bring joy to the families and to meet the needs of our previous winners, and we look forward to doing it again this year.

Please help by sending in your stories, pictures and supporting materials no later than November 20th to A. Allbright Painting at 27903 Smyth Drive, Valencia, CA, 91355. Additional information may be obtained by visiting our website [www.aallbright.com](http://www.aallbright.com) or contacting Joshua Abramson at [josh@aallbright.com](mailto:josh@aallbright.com) or calling (661) 294- 1159.



## Create Newsletter, Email Blast, Blog, Social Media

You can also help create a buzz about your Paint-It-Forward event by including it in all of your other regular marketing activities.

- Create a special newsletter or email blast for subscribers and past customers
- If you have a blog, dedicate a special post announcing the event
- Create some social media to tell followers about Paint-It-Forward

In each of these activities, encourage people to nominate the deserving families or non-profits that they know about and to spread the word to others. Always include a link back to your Paint-It-Forward webpage so people can easily turn in their nominations.

## Post Ads in Local Magazines & Newspapers

In finding sponsors for the event, you may find local magazines and newspapers that are willing to donate space for advertising. If not, it's still important to purchase these ads so they can reach your community. Run these ads throughout the entire time you are accepting nominations. Make sure to point readers to your website so they can easily send their nomination.

## Distribute Flyers to Store Owners

You can also get the help of other local business owners in promoting the event by handing out flyers for them to post in the store. Tell them that it isn't a gimmick but a true giveaway to say "thank you" to the community for their support and to give back to those in need. As an extra incentive you can tell them that if the nominating person or recipient mentions that they saw the flier in their store, you'll mention their business in press releases.



In addition to giving flyers to store owners, you can also create lawn signs to post on busy street corners, on current jobs, and other places (see example above).

**On the next page you'll see an example of a double-sided flyer that we gave to local businesses.**



An example flyer given to local businesses. We've found it is nice to make these double sided, so if the business puts it in the window it can be viewed from both sides.

**ALLBRIGHT**  
— 1-800-PAINTING —

**PAINT**  
it forward

*Our 10th Annual Charity Giveaway*  
Deadline 12/11/16

Our family-owned business is giving away another **\$10,000** paint job to a deserving family or non-profit. Go to our website to nominate some in need.

**WWW.ALLBRIGHTPAINTING.COM**

**FREE Interior Paint**  
Our Rainy-Day Special  
(call for details)

Lic.# 665826  
**Exteriors & Interiors**  
661-294-1159



# CHOOSING A WINNER

## Collect Stories

Throughout the nomination period you should be collecting stories on your website – or by some other designated method, such as having people mail, email, or drop off the stories. Have a designated place to keep your stories safe, and a specific person who is in charge of them.

ALLBRIGHT 1-800-PAINTING has found that it is a good idea to have a lengthy nomination period. We collect stories from September through November 15.

## Narrow Down the Stories to Top 5 Candidates

When the nomination period is over, assign a special group within your company to review all the stories. The goal is to narrow it down to the top 5 candidates, and it can be tough! It is also a good idea to do a little investigating into each of the chosen stories before the company vote. Unfortunately you can get some bogus stories too.

When the top 5 candidates are selected, we like to notify each of them, telling them they have a 1 in 5 chance of winning the grand prize.

The selection committee should then create display boards for each story. The display boards should include the story and any pictures that were turned in. These display boards are important to really bring the story to life visually, and to help your crew members choose their favorite story to win the prize.

## Vote on the Winner

When the top 5 are chosen and display banners are created, call a special company meeting to review the nominees (we do this on the day before Thanksgiving). **You can also invite the media**, who may want to cover the story or even do a live event.

Each of the stories are read aloud. Then all company staff and crew cast their vote in a secret ballot. Whoever gets a majority of the votes wins the prize.

In the marketing phase, you let your marketing materials do the talking – the t-shirts your crew wears to advertise the event; the signs in local businesses, in yards and street corners; the ads in local newspapers and magazines; the continuous mentions in newsletters, blog posts, articles that you write, and social media.

However, **from here on out, you want to document the event with pictures and videos** (and sometimes media spotlights) that will tell the story of the winner and show the transformation of their home.

**You'll see what I mean on the next page and throughout the rest of this document.**

## Notify the Winner

Notifying the winner is always a special and emotionally-charged event. The initial notification is done by phone call right after the vote has been taken. As I mentioned, our vote is held on the day before Thanksgiving, and notifying the winner on this day is the perfect kickoff to a day of thanks.

When you notify the winner, put the phone on speaker so everyone can be part of the event – record the call, take pictures, or do a video to capture the excitement. If you're lucky you'll get some local media to cover the event. **In our first year, local media attended the voting event and we got this amazing spotlight in the paper on Thanksgiving Day.**

4 → ANTELOPE VALLEY / THURSDAY, NOVEMBER 24, 2005 / DAILY NEWS



Employees of A. Albright Painting listen while the recipient of the free service hears the news; Josh Abramson holds the phone. David Crane/Staff Photographer

### A holiday gift for widow

#### Local business to provide free house painting

**By Patricia Farrell Aidem**  
*Staff Writer*

VALENCIA — Josh Abramson's eyes usually don't fill with tears when he leads staff meetings at his Valencia painting company.

But Wednesday's gathering of some two dozen employees and others in the upstairs conference room at A. Albright Painting was special.

The crew had gathered to hear about the five top nominees for a company contest — \$5,000 worth of painting services for a deserving household — and to vote for the winner.

"Oh, my God!" cried Sylvia Aquila of Acton, reached by phone after employees decided she would be the recipient of the company's donation.

Abramson gave Aquila the good news via speakerphone. The workers who crowded the conference room listened in, wearing huge smiles and dabbing at tears as Aquila, a recent widow and mother of two, talked with Abramson.

The staff had gathered for a monthly meeting — dining on pizza to celebrate a profitable month — and to hear the stories of those nominated for the painting services. Abramson read letters about families and one nonprofit organization in need, but became tearful and was unable to finish Terry and Linda Bundy's story of Aquila, their neighbor in Acton.

"Just last month, Carlos, her husband of 20 years, died suddenly of a heart attack," the letter read. "He was only 40 years old. ... She is left to raise their 9-year-old daughter and their 16-year-old son."

Carlos Aquila was stricken as he was driving about a block from the family home. His car swerved into a parked car and his son and a friend pulled him from his car and called 911. He died at a hospital.

"There wasn't even a chance to say goodbye," the Bundys wrote.

The four runners-up in the contest each received a few votes, but about three-quarters of the crew marked the index card on the bulletin below the copy of the Bundys' letter.

"This would be something nice for her, her husband passed away," Engelbert Barrientos said after casting his vote. "It's Thanksgiving and we have a lot to be thankful for. It's nice to be able to help someone else."

Aquila, a faceless voice on speakerphone, was clearly stunned as Abramson explained how her story had touched him, his employees and a representative from Dunn-Edwards, which will donate the paint. Work will begin in January.

"This is God's work, through you guys," she said, quite evidently holding back tears. Thank you so much. My children thank you. God bless you guys."

Patricia Farrell Aidem, (661) 257-5251  
pat.aidem@dailynews.com

## Meet the Winner & Determine Project/Dates

Sometime after notifying the winner, you schedule an in-person meet up, where you get to meet the deserving family or non-profit that will be getting the prize. Since we notify the winner on the day after Thanksgiving, we usually wait until the beginning of December for our in-person meet and greet.



We like to bring a little gift with us when we first meet the winner, which is why we mentioned trying to get a gift basket sponsor (or flowers, balloons, etc.). We also use this initial meeting to talk about the winner's painting needs.

- **Listen** to the winner's ideas, and also make observations on what areas need paint.
- **Estimate** the project to ensure the scope matches the prize level. Sometimes ideas have to be adjusted.
- **Determine** a project date. (We do interior projects in January and exterior projects in early spring)



If possible, also **bring along a professional colorist** to help the family or non-profit pick out colors. All the pre-planning you can do now will make the project run smoothly later.



As demonstrated here, you should also **take pictures** to document meeting the winner. These pictures can be used to create new marketing materials that create buzz for the Paint-It-Forward event.



After the meeting with the winner, **call a company meeting** to tell staff and crew the project date so they know well in advance. Have them tell (and invite!) family and friends so you have more volunteers for the Big Event.

## Create New Marketing Materials

With a winner selected, it's now time to create some buzz – about the chosen recipient and the Big Event. Pictures and photos you take during the notification phone call and initial meeting will help bring these marketing materials to life. Some marketing options:

- **Create a new press release.** Your first press release was aimed at telling people about Paint-It-Forward and encouraging them to nominate those who may deserve the award. This second press release should be focused on revealing the winner and telling their story.
- **Send a newsletter** or email to customers & subscribers to tell them about the winner.
- **Create blog posts** announcing the winner and leading up to the event. Here are some example blog posts from our 2014 Paint-It-Forward:
  - The first blog post reveals the winner and brings the story to life using pictures and video:  
[http://www.abpainting.com/blog/a.allbrights\\_9th\\_annual\\_paint\\_it\\_forward\\_charity\\_recipient\\_revealed/](http://www.abpainting.com/blog/a.allbrights_9th_annual_paint_it_forward_charity_recipient_revealed/)
  - The second post reminds people about the winner and the event date & time:  
[http://www.abpainting.com/blog/paint\\_it\\_forward\\_2014\\_the\\_big\\_day\\_is\\_almost\\_here/](http://www.abpainting.com/blog/paint_it_forward_2014_the_big_day_is_almost_here/)
- **Announce the winner on social media** and continue to remind people about the event as the date gets closer.
- **Order a banner for the event.** See the picture below as an example.
- **Invite media to the event.** They may want to cover the story now and/or at the event.
- **Invite sponsors to the event.**





# THE BIG EVENT

## Send Prep Crew One Day Early

The Big Event is a one-day, all-hands-on-deck painting project. The project has already been planned out, colors chosen, etc. but in some cases you may want to speed things up by also sending a prep crew one day early. They may begin cleaning, prepping the area, and so on to get ready for a 1-day home makeover.

## Plan Breakfast/Lunch for the Event

During the event we like to offer food and beverages to volunteers. In the “finding sponsors” part of the planning phase, we mentioned finding sponsors for this part of the event. You may find sponsors who can donate food, drinks, or even cater the event. As the Big Event grows closer, make sure you have everything set up so this part can also go smoothly.

## Divide Crew into Teams for Project Execution

Getting a head count before the Big Event can help you divide people into teams, although some last minute adjusting on the day of the event may be needed.

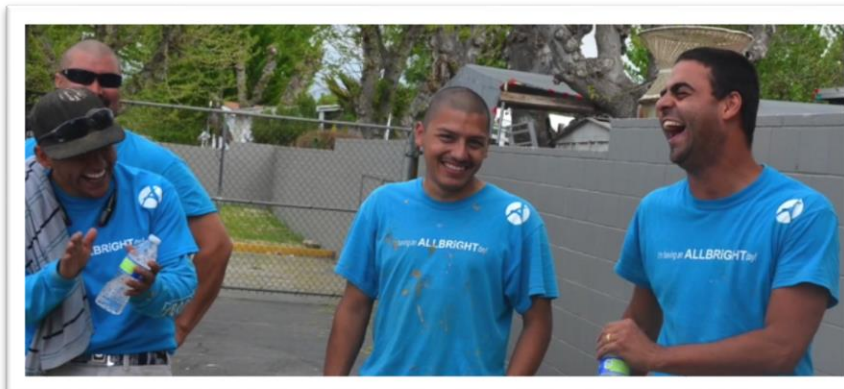
You'll want to have painters assigned to specific areas and also have a plan for your non-painting volunteers – assisting painters, helping with breakfast/lunch, taking pictures/videos, cleaning up, etc.





## Ending the Event

With a solid game plan, your event will be executed in just one day. We find our events typically end around lunchtime. As we gather for lunch and celebrate the successful project, I like to **remind everyone why they are there and thank them for their time.** Our volunteers always enjoy the event and the recipient of the prize is always grateful for the “Painting Happiness” we brought into their lives. It’s a positive experience all around.





## Send out Final Marketing Materials

Hopefully you've taken some great photos and videos during the event to help you create your final marketing materials. Here are some ideas

### Local Media

Local newspapers and magazines may have covered the story during the event. You can also send in materials – press release, article, pictures, etc. – after the event.

### Professional Videos

We also gather up our pictures and videos to create a more professional video using editing software. This video shows how you can use your still-shot photos, combined with music and editing, to create a professional video. This is from an event where we donated \$25,000 in painting services to the Children's Hunger Fund. <https://youtu.be/ywMIHfzNrJo>



You can also combine still photos with videos taken during the event to create a stunning video that chronicles the journey. This one tells the story of the Espinoza family and our painting makeover: [https://youtu.be/0smt\\_FfumIk?list=UUnYmp4oyqUse0fUg7svX-8Q](https://youtu.be/0smt_FfumIk?list=UUnYmp4oyqUse0fUg7svX-8Q)





We used pictures and videos to tell the story of the Village Tree Preschool Paint-It-Forward event here: <https://youtu.be/MbArv92Q7TA?list=UUnYmp4oyqUse0fUg7svX-8Q>



And we used still photos, videos, and even drone footage to tell the story of our 2015 Paint-It-Forward winner, Partners for Potential: <https://youtu.be/wQN5XsBX4M>



These examples show that whatever you have – whether it is just still photos or photos and videos – you can use your footage to create amazing, heart-felt, professional videos using video editing software.

### **Blogs, Newsletters and Social Media**

You can then tell the story and share your pictures and videos by sending out a newsletter to customers/subscribers, creating a blog post, and posting on social media. We like to recap the event and also thank everyone who made it possible.

### **Press Release**

We like to do a final press release recapping the event. You can see an example of a final press release on the next page.



**FOR IMMEDIATE RELEASE**

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**A.Allbright Painting Announces Winner of \$7500 Paint Charity Giveaway**

*Family of 8 Year Old Leukemia Patient Received Gift*

Valencia, CA – With immense excitement the employees of A.Allbright Painting gathered on Saturday, February 9, at the house of Jacob DeLong, an 8 year old Leukemia patient and the winner of this year’s A.Allbright Painting Charity Giveaway!

This is the 3rd Annual Paint Charity Giveaway sponsored by A.Allbright Painting, a local Santa Clarita Valley painting company. Any deserving family or nonprofit organization could be nominated to receive the gift of \$7500 in free paint and services. Deserving entries from all around the Santa Clarita Valley were received, but ultimately, the employees of A.Allbright Painting voted, and the chosen winner was Jacob DeLong and his family.

8 year old Jacob DeLong is the second child in his family to be diagnosed with Leukemia. His older brother Justin lost his battle with Leukemia in 2000. His mom, Lisa, quit her job to care for her son while he battles this disease. She also invests much of her time to help other families of children who have been diagnosed with cancer. Because of the medical expenses, Jacob’s family is unable to afford painting services. The following is an excerpt from a letter we received by Lisa DeLong after the event. Also, see attached pictures of the event

“We moved here seven years ago, after Justin died. We were running away from memories, both wonderful and painful. He was only fifteen when he died, and our previous home had been filled with his life. He was always happy. Even when diagnosed with leukemia at the age of five, he was happy – constantly smiling, always looking on the bright side. But the leukemia returned and took his youthful, teenage body, and we had to say goodbye. So we moved to our new white house. White walls made a clean slate... no memories, no past, no pain. While working for the Michael Hoefflin Foundation, my six-year-old son Jacob was diagnosed with leukemia. Leukemia had devastated our family in 1990, and again in 2000. Now in 2006 I felt completely exhausted.”

“When I found out we were nominated to receive the 3rd Annual A. Allbright Paint Giveaway, I didn’t realize our house even needed painting. As I took pictures of the house, I realized how bad our home looked. Paint was chipping so badly from patio cover to the warped garage door.”

“Things like house paint go unnoticed as you shuffle from one appointment to the next, wait in lines, and give your child treatments.”

“When the team arrived, they went right to work like cosmetic surgeons. Nearly forty men, women and children surrounded every door, window, and even the roof of my house. Finally, the bandage-like tape was peeled away and the workers retreated. I couldn’t take my eyes off of her – like a well dressed woman with just the right accessories – a true Painted Lady. Thank you all for this wonderful gift!”

A.Allbright Painting wishes to thank the entire Santa Clarita Valley for your stories and support. This giveaway could not have happened without you! Your constant support and referrals enable A.Allbright Painting to continue their community service.

# CONCLUSION

## Benefits of Paint-It-Forward

Paint-It-Forward has been a rewarding experience for ALLBRIGHT 1-800-PAINTING and I know it will be rewarding for your company too. Some of the many benefits include:

- The ability to give back to the community that has supported you all these years.
- Team building and comradery among your company's staff and crew.
- A time to reflect on our own gifts and use these gifts to help others.
- Creating a general 'buzz' around your business, as a result of all your marketing efforts.
- Establishing your company as a solid member of the community and a household name.

These benefits (and more) are yours when you start your own Paint-It-Forward charity program in your community. **We'd like to welcome you as the newest member of the Paint-It-Forward family.**



## Contact Josh

Hopefully the resources in this document will help you to get your Paint-It-Forward program up and running, but if you have any further questions, please contact Josh.

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