



abby's closet

Our Mission

"Abby's Closet" has a very simple mission - to collect prom dresses and distribute them (free of charge) to girls who might otherwise be unable to attend their prom due to the cost. "Your Prom" magazine surveyed its readers in 2003 and found that women expect to spend approx. \$203 to purchase a prom gown. Additional expenses for shoes, jewelry, hair, make-up, etc. make the total average cost \$530. This is an expensive, but very special evening in a young girl's life. We want to help ensure that every girl who wants to attend her prom is able, and that the cost doesn't hold her back.

The picture of Abby and her friends at their first high school prom epitomizes what this is all about. These seven girls have all been friends since grade school. They had dreamed about this night for many years, and had vowed that they would come together during the party for a picture (without their dates) to remember the event. They spent weeks shopping for the perfect gown, they poured over teen magazine for ideas on hair styles, makeup, jewelry, etc. When the big night came, they felt so grown-up and beautiful. It is now 3 years later. The girls attended their final prom the following year, graduated from high school and are now sophomores at various colleges in Oregon, Texas, Colorado, Utah and Montana. Yet, they remain best friends. Their high school prom is a very special memory they will always share.

The response to this effort has been overwhelming. We especially appreciate our friends, co-workers, and family who volunteered to serve on our first Board of Directors: CARA GAMBELL (Nike), SARAH ROECKER (Nike), JENNIFER EMERY (Nike), SHARLA MCGEE (Nike), LORI TYDEMAN (WorldRelo Realtors), LISA HANSON (Nike), DEBBY ADAMS (Nike), PEGGY KEONJIAN (Better Home and Gardens), BARBARA ADAMS (West Linn High School) and NINA PARIKH (University of Oregon student). We also appreciate all of the volunteers who are working so hard to help ensure that a girl's prom dreams come true. Thank you so much!

Sally and Abby Egland (Co-Founders)

Important Dates

3/11: T-shirt orders due
3/25: Email to let us know if you can volunteer on April 3.
4/3: Prom Dress Boutique (give-away event)

MARKETING

The die-cut flyers (in the shape of a prom dress) advertising the dress collection drive have been a huge hit! We gave away the first 1,000 flyers in just 3 days. Our wonderful partner, and the person who actually came up with the flyer idea, DICK MAUNU at MAUNU PRINTING, immediately printed 2,000 more. Thanks to him, as well as BLYNDA BARNETT at Ivey Imaging, who designed the flyers for us. If you need any more, please email us.



Abby (far right) and Friends

PROM BOUTIQUE Sun., April 3

The Prom Boutique (give-away event) is coming up soon. It will be held on Sunday, April 3, 10:00-5:00 (with set-up and take-down prior and after) at the RED LION HOTEL - PORTLAND CONVENTION CENTER. A committee is hard at work advertising and planning the event. Please email us by 3/25 if you can help the day of the event. (For confidentiality reasons, volunteers need to be over 18 yrs. and not in high school.)

Order Your T-Shirt Now!

If you would like to order an "Abby's Closet" t-shirt, please email us (address below) **BY FRI., 3/11** and let us know the quantity and sizes (women's S - 2XL). We'll have them ready to wear at the Prom Boutique. The shirts are baseball style (cotton/spandex) with ¾ raglan sleeves. The body is pink and the sleeves are light pink. The cost is \$15 (you can pay when shirts are delivered). To view the shirt:

<http://www.hanesprintables.com/Catalog/CatalogProduct.aspx?ProductID=SL61>

DRESS DRIVE

Thanks to everyone who has already made a donation! Our goal is to collect 400 dresses. (Of course, more would be better!) So far, we have approx. 200. Dress drives are currently being conducted in numerous high schools, including: Southridge, Franklin, Grant, Central Catholic, LaSalle, Valley Catholic, Tigard, Tualatin, West Linn, Wilsonville, Sherwood, Lake Oswego, Lakeridge, Gladstone and Wilson. Thanks to our volunteer coordinators at these schools. The biggest need right now is dresses.

Here's how you can help:

- ✦ Forward this email and flyer to family, friends or co-workers (and ask them to forward it on to their friends).
- ✦ Sponsor a dress drive in your school, neighborhood, church or business. (Be sure to check with us first to ensure we're not duplicating efforts.)
- ✦ Purchase a dress to donate (There are lots of good sales right now! We especially need dresses in very small or large sizes.)
- ✦ Donate cash, and we'll do the shopping!

Thanks to DIANE HARRELL, NORVIN AND HOLLY COLLINS, DICK AND CANDACE PETERSEN for their very generous cash donations. Thanks also to the businesses whom volunteered to be drop-off sites and are collecting dresses for us (see website).

MEDIA

We are receiving lots of media attention. To view the latest, go to our website. Thanks to our PR Committee: PEGGY KEONJIAN, DAYNA KEOUGH, ERIC EGLAND and a huge "thanks" to JENNIFER MUNOZ at May Co.

PLEASE HELP COLLECT FORMAL DRESSES!!

Helping prom dreams come true ...

Abby's Closet, Inc. is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Tax ID #65-1230155. All donations are tax deductible as allowed by law.

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