



Prom Project Recruitment Information

1. About the HWDSB Foundation

The Foundation is the arms-length charity that serves students of the HWDSB by removing barriers to learning so all students can reach their full academic potential. More information about our activities and impact can be found at www.hwdsbfoundation.ca.

2. Inception of Prom Project Hamilton

Launched in 2014 to support the mission statement of removing barriers, the project recruits new and gently used formal wear that students can access free of charge to attend their proms, grads, formals or any event feeling confident stylish and proud.

3. Launch and the Fashion Show

- Officially launched on February 1st the project is in phase one – information to the community in order to recruit items required by students.
- Phase two commences with the Prom Project Fashion show in March.
- Phase three starts in April with communications to the student body and student families.

4. What does event day look like?

Students will arrive to find a very organized, colour coded and sized array of dresses, suits, accessories and personal hygiene items. There are minimum 50 volunteers dedicated to each site who act as personal shoppers to each student to ensure they feel welcome and comfortable in their search. Seamstresses are on site to do minor alterations and students can access free styling services and demonstrations to learn about hair, makeup and nail applications. Overall the atmosphere is friendly, confidential and warm.

5. What are the challenges?

- Clothing sizes – larger sized dresses and smaller sized suits. Donations of shoes and accessories are needed to complete the shopping experience.
- Student communications – getting the information into the hands of the students and parent community is often difficult and we rely on both the schools and the external community organizations to assist our effort.

6. How can you get involved?

- Do a drive at school or work with your teams and staff
 - o Branch out to parents, aunts, uncles, neighbours and friendship circles
 - o Promote the opportunity through emails, newsletters, postings, social media
- Promote to your online community through social postings and shares

What is offered to Students?

ITEMS IN NEED	HOW YOU CAN ASSIST
<ul style="list-style-type: none"> - Gowns, Dresses, Skirts, Tops - Suits, Dress Shirts, Vests, Dress Pants - Accessories – jewelry, purses, shawls, hair styling items - Ties, Shoes, Belts 	<p>Look in your closet, do a drive at school, work, through family and friendships or the social media community.</p> <p>Donations of gently used items can be taken to one of our drop off locations (listed at www.promprojecthamilton.ca)</p>
Grab bags filled with makeup and personal product.	Target of 500 units of a variety of unopened items.
Hair, makeup and nail stylists doing demos and providing helpful styling tips.	Volunteer your time, talent and equipment on event day.
Seamstresses on site for alterations.	Volunteer your time, talent and equipment on event day.
Dry-cleaning vouchers to ensure the donations are clean and ready to wear.	Donate funds or dry-cleaning vouchers specifically purchased for formal dresses and suits.
General donors to help defray the costs of running this incredible project.	You love the program but have no clothing, accessories or services to donate. Do a coin or donation drive at your school or your work. For as little as a \$20 donation you can help us with our program costs and you get a tax receipt!

Sponsors

- Tandia Credit Union, Johnson Insurance, Hamilton Spectator, approximately 20 businesses as drop off-points and many donors over the course of the season. Vogue Models & Talent and CF Lime Ridge sponsor the fashion show.

Key Dates

- February 1st – Project Launch
- March 25th from 12:00 pm to 12:45 pm – Prom Project Fashion Show at CF Lime Ridge
- April 29th from 9:30 am to 2:00 pm – Prom Project Hamilton at Sir Allan MacNab High School
- May 6th from 9:30 am to 2:00 pm – Prom Project Hamilton at Delta Secondary School

Contact Information

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