

# PULSE

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## *Giving* WITH A **BIG** HEART

### Exclusive on Digital *Pulse*!

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*Giving*

TOWARDS  
HEALTH

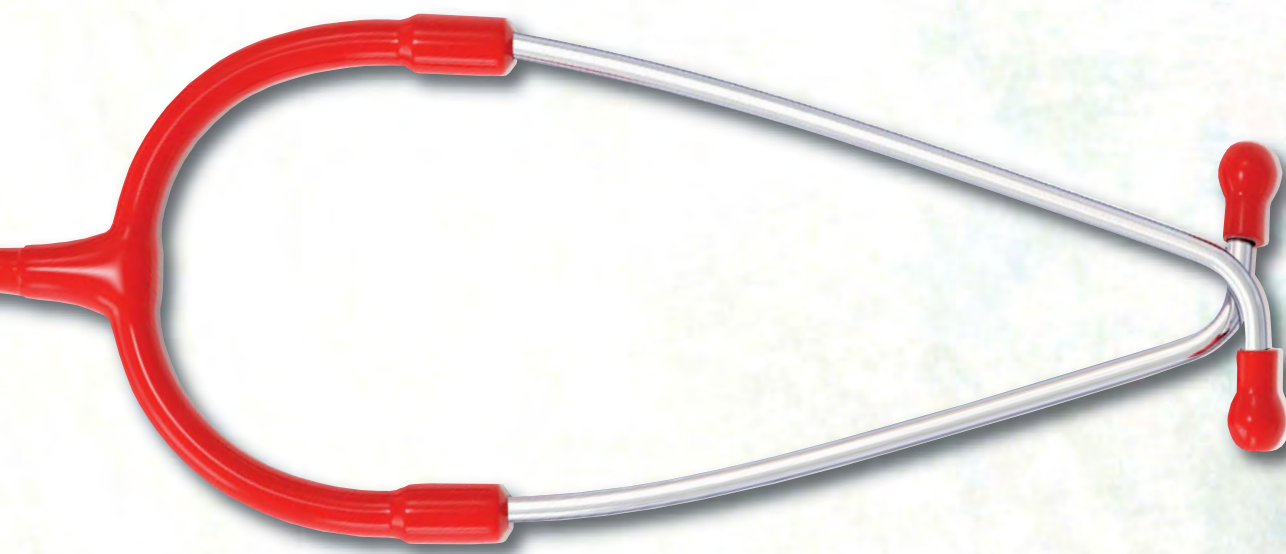
BY MAE MAÑACAP-JOHNSON



**M**uch like the spa and medical field partnership that is seen forging today, there's a seemingly strong bond between generosity and health. Many willingly give when the social cause being championed relates to health issues, such as cancer, obesity or heart disease. In fact, based on *Dynamics of Cause Engagement* (see sidebar on page 26), a study conducted by Ogilvy Public Relations Worldwide and Georgetown University's Center for Social Impact Communication, breast cancer, heart disease and diabetes rank high in the social causes Americans have wide knowledge of and are involved in.

On a global scale, these health issues affect a majority of the population. In a report published on [globalissues.org](http://globalissues.org), 36 million deaths each year are reportedly caused by noncommunicable diseases, such as cardiovascular diseases, cancer, diabetes and chronic lung diseases (a quarter of these take place before the age of 60).

**It is not surprising then for the spa industry, given its commitment to spread the message of a healthy lifestyle, to support a cause that is closest to its heart—health.**



## Social Cause: Cancer

As a life-threatening disease, cancer is a health issue the spa industry is passionately involved in. Many raise funds and donate to cancer research, while others, like Spa 4 The Pink, focus on providing education and support for patients who survived cancer through their oncology modified training for spa professionals and the soon-to-be-launched Shared2, a one-for-one donation model.

"I knew about Spa 4 The Pink and its founder Julie Bach through LinkedIn," recalls Global Journey Media Managing Director Rus Withers who, like Bach, lost family members from cancer. Aside from the fact that the cause resonated to him on a personal level, he also saw a great partnership fit, especially since music can be a powerful healing tool for those recovering from cancer.

"Scientific studies have [shown] that relaxing music speeds up the healing process and has many health benefits beyond the feelings of peace and relaxation," he says.

Music was certainly a main feature in the Spa 4 The Pink awareness event sponsored by Ready Care, Global Journey Media, Sanitas and other companies during the 2011 ISPA Conference & Expo at Mandalay Bay Resort & Casino in Las Vegas, Nevada. The event featured jazz pianist and Norwegian composer Tron Syversen along with holistic therapist Christina Helmstad.

Launching at the 2011 ISPA Conference, says Bach of Spa 4 The Pink, has radically shifted the paradigm from which the charity operates. "Spa 4 The Pink is deeply indebted to ISPA Conference. If our impact on the world is aligned with our enhanced vision, the results will be immeasurable."

Another ISPA member that has successfully raised funds for breast cancer awareness is The Medical Spa at Nova in Ashburn, Virginia. Now on its second

year, the spa has helped raised \$5,850 for Tigerlily Foundation, an organization dedicated to educating, supporting, and empowering young female breast cancer survivors—ages 15 to 40—who often have more aggressive breast cancer and higher mortality rates.

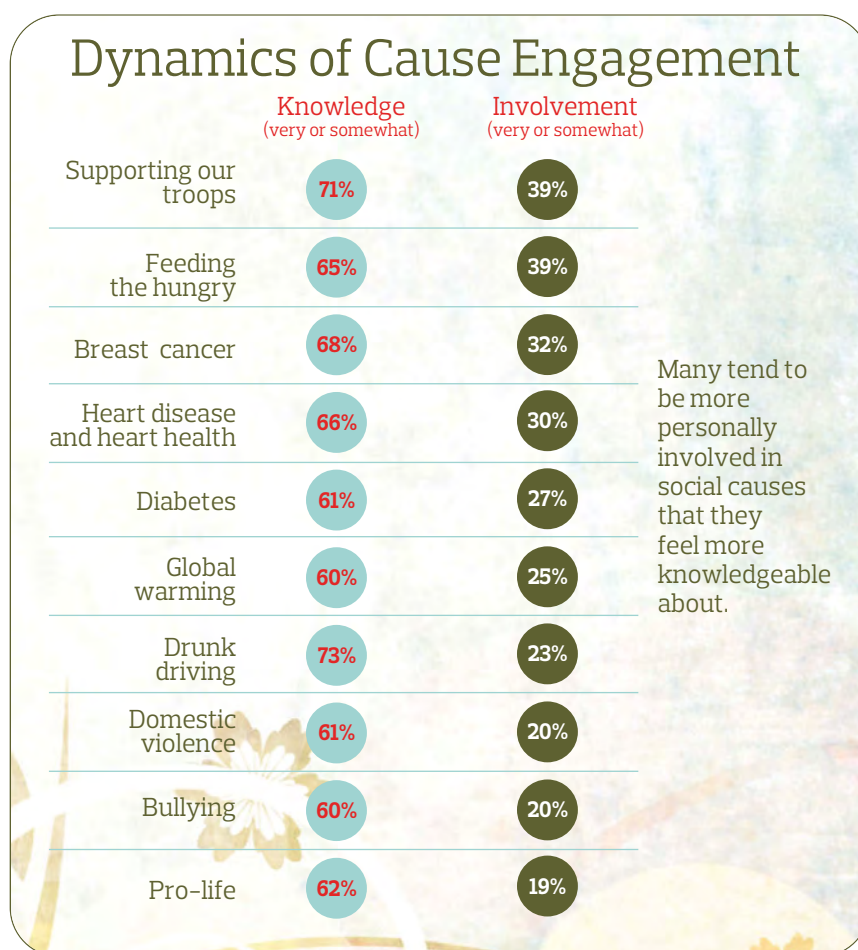
"We are thrilled to announce such astonishing growth and success," says Dr. Grace Keenan, CEO and Medical Director of Nova Medical & Urgent Care Center, Inc. The event was a runaway success, marking a 140 percent increase in funds raised compared to its inaugural year. Attendance has likewise doubled, with 100 attendees in total this year.

At the "open spa" event held last October, the spa gave attendees a sneak peek of their spa services, including treatments specifically designed to benefit

breast cancer survivors, like the Underwater Massage (performed in a hydrotherapy tub) and the Balancer Treatment which includes wraps applied to the chest to generate a deeper massage. Nova's certified fitness instructor also conducted fitness assessments to evaluate attendees' physical fitness needs. The event included a raffle drawing and silent auction of around 50 donated products with proceeds given to the foundation.

"The proceeds from our event will help fund Tigerlily's special educational and support programs which are designed to improve the overall quality of life for young adult breast cancer survivors. We are grateful that we are able to contribute to such a worthy cause and hope that this event continues to grow in the years to come," says Dr. Keenan.

(CONTINUED ON PAGE 28)



Study conducted by Ogilvy Public Relations Worldwide and Georgetown University's Center for Social Impact Communication



### Social Cause: Arthritis

Arthritis may not be as popular for fundraising as cancer, but it is a degenerative disease that is second only to heart disease as a cause of work disability. In fact, according to data from Arthritis Foundation, arthritis is one of the most prevalent chronic health problems and the leading cause of disability among those over the age of 15.

To increase awareness about the disease, Massage Envy decided to take on this health issue through its Healing Hands for Arthritis program. "At Massage Envy, we witness the debilitating effects arthritis can have on our members and guests every day and recognize that more must be done to help raise awareness and find a cure for the [nearly] 50 million adults and 300,000 children currently suffering," says Massage Envy President and COO Dave Crisalli.

According to Paula Stapley, director of communications of Massage Envy Franchising, LLC, the decision to collab-

orate with Arthritis Foundation made sense as Massage Envy wanted to create an event where there is a direct relationship between the benefits the spa provides through massage therapy and the people who are affected by the cause they partner with. "Healing Hands for Arthritis is a reflection of our fabulous therapists and estheticians who help our members and guests relax, realign and rejuvenate," she says.

Launched last October 12 to celebrate World Arthritis Day, the one-day national event gathered a network of over 700 Massage Envy locations which donated \$10 from every one-hour massage and facial treatments to support Arthritis Foundation's education, research and advocacy initiatives. Additionally, Murad—Massage Envy's exclusive skin-care partner—donated 10 percent of all its retail sales sold at Massage Envy locations during the event. In total, Healing Hands for Arthritis raised \$493,150 for the Arthritis

Foundation.

Part of its success is attributed to strategic marketing leading up to the big day. "This event, heavily driven by public relations, was also supported by a comprehensive national advertising campaign, including national TV, online and magazine [promotions]. To maximize the traffic potential of this event, regional co-ops were also encouraged to develop local co-op marketing plans, to include online, broadcast, and PR efforts," says Stapley.

Getting employees involved was also crucial to the overall success, so incentives were put in place to encourage staff to help stir a marketing buzz. "Our franchisees and regional developers are generous individuals who want to be part of their communities and help those in need. They incentivized their teams at the local level by, for instance, holding contests for most appointments booked or most donations [raised]," she says.

(CONTINUED ON PAGE 30)

## Selection Criteria

Massage Envy understands that there is a whole lot of work that goes into selecting charities to partner with. According to Director of Communications Paula Stapley, several criteria need to be met:

- Ideally, the charity has a mission related to health and wellness.
- The cause should appeal to Massage Envy employees, helping them to become involved "hands-on" with the charity in ways that go beyond a one-day effort.
- The charity or cause should be widely familiar and adhere to the highest standards of efficiency, reporting and transparency.
- The charity should be national with substantial focus in North America and ideally is women-focused, or at least women-friendly.
- Beyond Massage Envy's financial contribution, the charity must be open to creative sponsorship opportunities and look at the partnership as long-term and hopefully, beyond a one-day event year-after-year, building relationships with its franchise community.
- Responsiveness and cooperation from both sides is critical to making the partnership work. Thus, Massage Envy requires the charity to have chapters or local representation with a large number of resources in the majority of the U.S.

## BY THE NUMBERS

**24.3 million** Number of women with doctor-diagnosed arthritis\*

**17.1 million** Number of men with doctor-diagnosed arthritis\*

**39 million** Number of physician visits caused by arthritis\*

**67 million** Estimated number of Americans ages 18 years or older projected to have doctor-diagnosed arthritis by 2030\*\*

\* Data from Arthritis Foundation ([arthritis.org](http://arthritis.org))

\*\* Data from the Centers for Disease Control and Prevention ([cdc.gov](http://cdc.gov))

## GIVING TOWARDS HEALTH

(CONTINUED FROM PAGE 28)

### Social Cause: Nursing Excellence

Giving towards health need not solely mean supporting a particular health issue. In the case of Fayeze Spa located in Ontario, Canada, its philanthropy work is focused on nursing excellence. In May this year, the spa launched its Nursing Excellence Award wherein recipients recognized for their outstanding medical care received framed certificates of Nursing Excellence and a \$2,500 Fayeze Spa gift card.

The inspiration to launch a Nursing

Excellence Award came after Fayeze Spa owner, Fayeze Tamba, received exceptional care from one particular nurse while recovering from a surgery at London Health Sciences Centre, Victoria Hospital in Canada.

Anxious leading to the surgery, Tamba says the post-surgical care he received exceeded his expectations, and the nurse assigned to his recovery epitomized kindness, gentleness, and attentiveness. "In short, her care was exemplary, and on the way home, I became determined to demonstrate my

"Sometimes, one must do the right thing for his community, and because of the exemplary care of my nurse, creating an award [that can be used as a forum to encourage more people to show their appreciation for the entire nursing profession] was simply a no-brainer."

appreciation by giving her a spa day [which, I was told, was not possible because nurses are not allowed to receive gifts from patients]," he says, adding that his efforts to look for ways to reward exceptional nurses eventually led to a partnership with the Nursing Week Gala conveners to honor rarely recognized and generally under-valued nurses through the Nursing Excellence Award.

To help promote this initiative, Fayeze Spa added a nominations page on their spa Web site, encouraged nominations through Fayeze Spa E-news, created an online Nursing Excellence Award icon and prominently featured it on the spa's home page as well as posted the nominations criteria on their Web site. "We also did radio and newspaper advertising to invite deserving nominations as well as issued a news release that resulted in radio and TV interviews and newspaper editorials. Since the gala, ongoing



E-news Bulletins promote the award each month and invite nominations at any time,” Tamba says.

On its inaugural year, they received a total of 40 nominations. “Determining the finalists and ultimate winner was a difficult ordeal as the first award established the bench marks for subsequent presentations,” he recalls some of the challenges. The award, according to Tamba, sparked numerous congratulatory calls from valued clients and respected colleagues. The oft-repeated message was, he says, ‘Why hasn’t this been done before?’

Fayez Spa, he continues, receives too many solicitations for donations in any one year to count, and the majority of

them come from various health-related foundations. But their partnership with Nursing Week Gala is an easy initiative because the community involved with the health care profession in South-Western Ontario is already organized. These health care partners include the London Health Sciences Centre, St. Joseph’s Health Care, Western University’s Arthur Labatt Family School of Nursing, Fanshawe College School of Nursing, Middlesex London Health Unit and Jarlette Health Services.

As to how this initiative impacts the bottom line, Tamba admits he has no measuring stick. “To be honest, I have no way of measuring this, and I don’t care. Sometimes, one must do the right thing for his community, and because of my own health scare and subsequently, the exemplary care from my nurse, creating an award [that can be used as a forum to encourage more people to show their appreciation for the entire nursing profession] was simply a no-brainer,” he ends. ■



**Who else are doing social good** in the name of better health? Visit digital *Pulse* at [experienceispa.com](http://experienceispa.com) to read more.

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