

GREATER TAMPA BAY REGION

# THE MADE WITH LOVE PROJECT

A COMMUNITY-LED  
RESPONSE TO COVID-19



PROPOSED BY

Kisses for a Cause  
in collaboration with  
Women's Ambassadors Forum  
and Light Daring Leadership & Facilitation

INFO@KISSESFORCAUSES.ORG

# PROJECT OVERVIEW

## THE NEED

Coronavirus has disrupted our lives. It has crashed economies and broken healthcare systems. The government has provided stipends, and food pantries are supplying basics, but life as we know it has been upset and effects will be felt for months and years to come.

## THE TEAM

Kisses for a Cause is the charitable endeavor of Sarasota-based artist, Alexis Fraser, also known as Lipstick Lex. The organization was created to promote the arts and spread positivity through cultural and educational programs, experiences, and community outreach initiatives. Never before has this mission resonated so closely with a widespread global need.

The *Made With Love Project* is a collaboration between local female entrepreneurs, Ingrid Harb (Women Ambassadors Forum), Kim Linton (1Light Daring Leadership & Facilitation), Alexis Fraser (Lipstick Lex), and Kristi Finigan (Kisses for a Cause).

## THE INITIATIVE

In June 2020, we intend to provide 7,500+ community kits to struggling families across the Tampa Bay Region while making a conscientious effort to drive economic impact by partnering with regional businesses.

## THE PURPOSE

Our goal is to provide hope, supplies, personal enrichment to families in a time of crisis and uncertainty.

## THE KITS

Community kits adorned with the art of Sarasota-based artist, Lipstick Lex, will consist of items such as:

- Local Gift Cards & Coupons
- Non-Perishable Food Items
- Activities for Kids & Parents
- Health & Wellness Products



# JOIN THE MOVEMENT

Regardless of how Covid-19 is impacting you, whether it be professionally, personally, or both, there are ways that you can get involved with this movement and help provide support throughout the Greater Tampa Bay Region.

01

## DONATE

Consider paying it forward and financially contributing to assist with the production of these community kits. There are two ways to donate:

- Text **LOVE** to (941) 499.5933
- Visit [kissesforcauses.org](http://kissesforcauses.org)

02

## LEVERAGE YOUR NETWORK

- Get social.
- Raise awareness.
- Spread the word. Share the campaign.
- Engage your circle.

03

## PROVIDE PRODUCT

Help us stock the kits with your product.

04

## GET CREATIVE

Creativity is key in these most unprecedented times. Businesses have had to pivot substantially. Fundraising looks different today than it did three months ago. Needs have evolved on both from a donor and beneficiary perspective.

Have an idea that drives business for your company *and* advances the mission of the cause? Let's put our creative minds together and find a way to keep your brand relevant and at the forefront of people's minds, build loyalty, and give back in ways that are sometimes bigger than a single donation.

LET'S SEE WHAT OUR COMMUNITY CAN DO.