

## Teaching Them to Fish

### Hairdressers Take Aim at Poverty through Education for Life

“Give a man a fish; you have fed him for today. Teach a man to fish; and you have fed him for a lifetime”—  
Author unknown

NEW YORK: This August, the professional beauty industry will collaborate to help disadvantaged young people in some of the world’s bleakest ghettos break the cycle of poverty. Coordinated by the members of Intercoiffure America/Canada (ICA), hairdressers in salons across North America will raise funds throughout August for EDUCATION FOR LIFE (EFL), an international foundation funding programs for at-risk youth. EFL-funded facilities provide training in hairdressing to young people aged 16 to 21, and equip them with the skills needed to build a future in an otherwise bleak environment. ► [View video](#)

“I first saw EFL in action last September when I attended Intercoiffure’s 20th World Congress in Rio de Janeiro,” says Inge Handing, owner of Coiffeur Ingá in Tampa, Florida, and coordinator of North American fundraising efforts for EDUCATION FOR LIFE. “Casa do Menor and Tesourinha (two of the five ongoing EDUCATION FOR LIFE programs) both presented creative teams. I was truly impressed. As a tourist visiting Rio de Janeiro, I came face to face with extreme poverty. That the EFL creative teams had overcome such profound disadvantages and presented such amazing work was astounding. I resolved to support this program heart and soul.”

Intercoiffure America/Canada (ICA) has thrown its resources behind this program. “This program works,” says ICA President Lois Christie. “90 percent of EFL’s graduates have found a job that keeps them off the street and free from crime and drugs. Our goal is to raise a minimum of \$50,000 for EDUCATION FOR LIFE in August—and every penny of the money raised will go to help EFL students.”

“Get in touch with Inge,” urges Christie. “At the very least, every salon owner in North America can put out a collection box for one month and talk EFL up with its clients. Inge and her fellow volunteers can provide background information, signage and publicity materials, as well as share fundraising ideas.”

“We are coordinating action on three separate levels,” says Handing. “On the most basic level, participating salons are collecting funds to support existing EFL programs. Funds collected by each individual salon are funneled through Intercoiffure to fund the local programs.”

“Second, EFL volunteers are reaching out to North American schools and suppliers for support. The final goal is to establish EFL mentoring programs in the United States,” says Handing.

“Anyone who is interested in participating in the discussion should contact me.”

EDUCATION FOR LIFE was launched in 2004 by Intercoiffure Mondial, under the leadership of president Klaus Peter Ochs. It currently funds five programs in Brazil, Bosnia and Romania. As an international organization of the best and brightest in the professional beauty industry, with members in 55 countries, ICD is uniquely positioned to both mobilize crucial financial resources and match the funds to effective local training programs

**Details on all levels of participation are available from Inge Handing, [inge@intercoiffure.us](mailto:inge@intercoiffure.us).**