

# CURLS AND CAREGIVERS

## OUR MISSION

Our mission is to empower children, teens, and caregivers with culturally rooted beauty and wellness education — building confidence, life skills, and community connection through natural hair care and holistic self-care practices.

## OUR VISION

Our vision is a society where every child feels proud of their roots, every caregiver is equipped to nurture that identity, and every community recognizes beauty and wellness as essential pathways to healing and opportunity.

## OUR VALUES



**COMMUNITY  
CARE**



**CULTURAL  
EMPOWERMENT**



**TRAUMA  
INFORMED  
EDUCATION**



**PRACTICAL  
SKILL BUILDING**

## NOW SERVING



### **RICHMOND, VA**

BIPOC youth — especially those in foster care, group homes, and underserved communities



**Website:** [HealthyCurlCollective.com/CurlsAndCaregivers](https://HealthyCurlCollective.com/CurlsAndCaregivers)

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# CULTURAL EMPOWERMENT & SKILL-BUILDING



## CULTURAL EDUCATION

Our programs deliver age-appropriate hair care training rooted in Black culture and identity. We equip youth and caregivers with the skills and confidence to provide proper natural hair care.



## COMMUNITY PARTNERSHIPS

We collaborate with agencies, schools, and community organizations to ensure youth in underserved communities receive consistent, high-quality support.



## PROVEN IMPACT

Our founder is a trauma-informed natural hair care specialist and youth advocate with over a decade of experience in education, beauty, and community building.



## ACCESSIBLE & FLEXIBLE

We offer in-person workshops across Richmond, VA and surrounding counties, as well as virtual sessions statewide. All materials are provided, and programs can be customized to fit your audience's needs and schedule.

## OUR PROGRAM IMPACT:

- ✓ Starter Kits Included
- ✓ Digital Learning Tools
- ✓ Dedicated Mentorship
- ✓ Trauma-Informed Care
- ✓ Community-Driven Support
- ✓ Culturally Affirming Content
- ✓ Family-First Approach
- ✓ Holistic Wellness Focus
- ✓ Virtual & In-Person Options
- ✓ Peer-Led Groups
- ✓ Safe, Nurturing Spaces
- ✓ Self-Care Education
- ✓ Caregiver Empowerment
- ✓ Ceremony of Completion
- ✓ Child-Centered Guidance
- ✓ Evidence-Based Methods
- ✓ Practical Hair Care Skills
- ✓ Strength-Based Healing
- ✓ Trusted Community Allies

# OUR CORE PROGRAMS

Building Confidence. Preserving Culture. Passing on Skills.



## CURL CONFIDENCE (Ages 5-21)

A dynamic, hands-on cultural identity workshop designed to empower young girls in foster care and underserved communities to love, care for, and celebrate their natural hair. This session blends education and self-esteem building, helping girls understand their hair type, basic maintenance techniques, protective styles, and the history of natural hair in Black culture.

**Builds pride, self-care routines, and cultural identity.**



## ROOTED IN CARE (Caregivers & Professionals)

This culturally responsive training equips caregivers of Black and biracial youth with the foundational skills, tools, and awareness needed to care for natural hair respectfully and effectively. The session includes hands-on product education, maintenance routines, trauma-informed care considerations, and the importance of cultural pride through hair.

**Strengthens cultural sensitivity and grooming confidence.**



## SKILLED HANDS (Ages 9-21)

This immersive workshop is for older youth ready to build confidence and skill with natural hair care as a potential pathway to income and independence. Students will learn beginner techniques like twisting, braiding, parting, pricing services, hygiene, time management, and how to offer basic hair care to others.

**Learn marketable skills to generate income immediately after workshop.**

SCHEDULE A WORKSHOP



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