

# ABOUT THE RED ROSES FOUNDATION

The proposed RED ROSES FOUNDATION will be part of the RED ROSES MUSICAL and will be registered and incorporated closer to production of the Musical - please visit the Musical's website at [www.redrosesmusicaltour.com](http://www.redrosesmusicaltour.com) for detailed information on the Musical and then return to this Foundation website.

The Foundation's visual logo is based on the musical's fantasy "Stefanie's Skyscraper for the Homeless" (featured in the Musical's storyline) - an elegant nineteenth century building that has a glass dome on top to reflect the sun's rays during the day and, at night, emits a beam of light to welcome the homeless.

Separate to the box office receipts from every Thursday night performance of the RED ROSES MUSICAL (donated to The Salvation Army for homeless initiatives) the RED ROSES FOUNDATION will be registered and incorporated as a charity, raising funds (nationally and internationally) as the Musical tours.

Those funds will, in turn, be donated to smaller homeless charity organisations (nationally and internationally) that have difficulty in raising funds for their homeless programs - the Foundation won't work at the "coal face" in providing homeless services as that is best left to organisations that have the expertise.

In selecting homeless organisations to support, particular focus will be placed on the organisation having a reasonable level of executive salaries and on the organisation's overheads - of particular interest will be homeless women's charities and assistance to mental health / homelessness related charities.

The Foundation will also help individuals (after formal assessment and through mentoring programs) who fall outside the safety net of traditional homeless charities - the emphasis will be on helping the more severe cases of homelessness and in helping the homeless to become self supporting.

Personal interest free loans will be considered, low interest loans for start up homeless related businesses, and bonds / funding for approved accommodation.

A percentage of all the profits from the musical (ticket sales, merchandise sales etc) will be donated by the Producer to the Foundation and the Foundation will be independently managed by a Board of Directors.

The Foundation will publicly raise homeless charity funds from sales of the "Red Roses Foundation Bags" (see later on this website) and through sales of Foundation merchandise - with the Foundation receiving longer term shares in income from the Musical and, ultimately, owning the Copyright in the Musical.

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