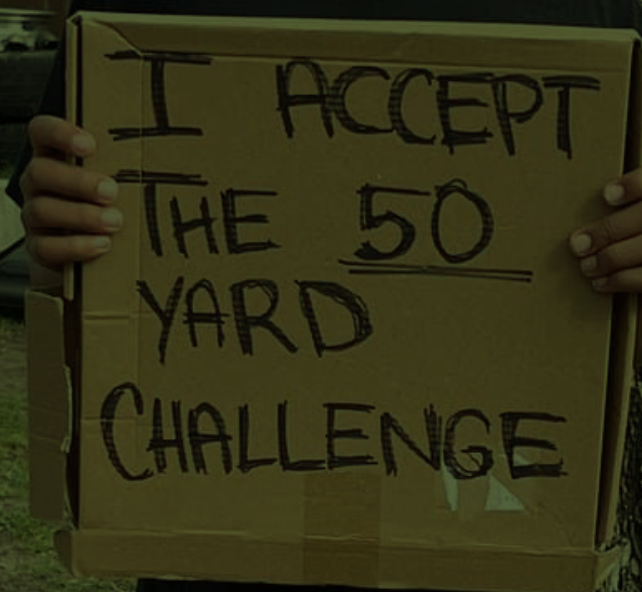




Raising
Men & Women
LAWN CARE SERVICE

Media Kit

We are Raising Men & Women to be leaders
in our community through service to others.





Raising Men & Women LAWN CARE SERVICE

Our Mission

Raising Men & Women Lawn Care Service is the union of an ordinary yard maintenance service and the commitment to establish an inspiring program to keep our youth (girls & boys) on a positive path while learning and understanding their value in society.

RMLCS/RWLCS provides free lawn care to our elders, those who are disabled, single mothers and our veterans, who do not have the time, resources and/or money to take care of their yards.



We inspire kids to serve others.



Making a difference one lawn at a time

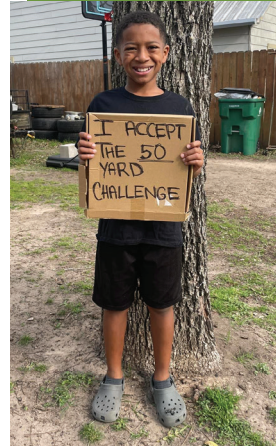
In over 8 countries, we have thousands of kids signing up to make a difference in their community by completing our 50 yard challenge. From our humble beginnings in Huntsville, Alabama, our organization has experienced tremendous growth in just 5 short years.



Raising Men & Women LAWN CARE SERVICE

The 50 Yard Challenge

We challenge kids to cut 50 lawns FREE for the elderly, disabled, single parents, veterans, & anyone in need of help in their town. If they accept this challenge, the kid will send us a photo of them holding a sign saying **“I accept the 50 Yard Challenge”**, and in return, the kid receives a white Raising Men/Women shirt along with shades & ear protection to get started.



Our Shirt System



When a kid signs up for our 50 Yard Challenge, they start off with a white shirt. We have it set up similar to the karate system. **For every 10 lawns cut, they get a new color shirt.** Once they mow 10 lawns, they get an orange shirt; 20 lawns earns a green shirt; 30 lawns earns a blue shirt; 40 lawns earn a red shirt, and 50 lawns earn a black shirt. Once they reach 50, they become a lot like a black belt at mowing lawns.

We have Special Edition 50 Yard Challenges for kids who have completed the original 50 yard challenge

- 100 Yard Challenge
- Teacher's Edition
- Essential Workers
- Fallen Heroes Edition
- Postal Service
- First Responders
- Military Edition





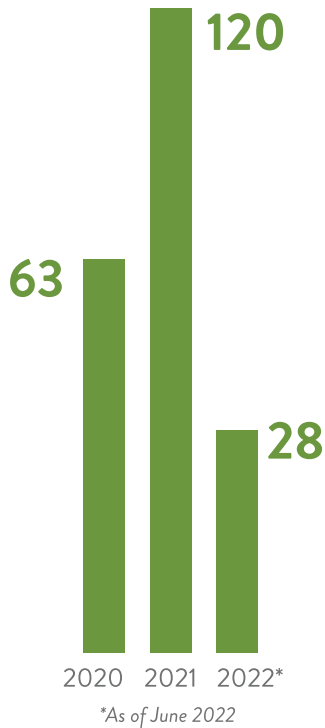
Raising Men & Women **LAWN CARE SERVICE**

You can help, from Anywhere!

Raising Men Lawn Care Service can only achieve its goals with the assistance of generous donations from individuals. Without these donations, serving those in our area would not be possible.



The majority of our lawn care equipment comes from donations from our Amazon Wish List.



Kids Completing 50 Yard Challenge per Year

Each child who completes the challenge is delivered a lawn mower, weedeater and blower to continue making an impact in their local community.

Lawn care equipment purchased from Amazon and donated to RMLCS is vital to our success.

3,933

Kids Mowing

21,000

Lawns Mowed Freely

250,000

Supporters Worldwide

