

DANCING FOR DOLLARS

(AND HEALTH CARE)

On December 6, 1985, the Salinas, California Chapter of PLENTY USA held a 'Dance-a-thon' to benefit PLENTY's health care project in Lesotho, southern Africa. Five volunteers, over a two-month period recruited dancers, gift prizes, enlisted a local dee jay, located a hall, and sent out invitations to all of PLENTY's California supporters. On the Friday night of the event they decorated the hall, prepared the food and beverage tables, and collected tickets. Dozens of local businesses contributed prizes for the dancers, ranging from AM/FM cassette radios, to free dinners to the

'whale-watching cruise' donated by Princess Lines, and a big-screen video projection unit for showing videos of Lesotho as part of the Dance-a-thon light show. The dancers, some seventy in all, went out and solicited pledges for every minute they would be dancing. This imaginative event, for a total investment of about \$70 (most of that for the mailing of invitations), raised \$7,000 for the project, and everybody had a great time to boot! Now that's an example of what grassroots fundraising can do. Plans are already in the works to do it again this year.

Some Basotho villagers do a dance of their own in the area to be served by PLENTY's Health Clinic project.

