

TLC Timeline: (Highlighted words have links at Halloweenhelper.blogspot.com)

[August 29](#): Hurricane Katrina hits central Gulf Coast

[August 31](#): **Anne Ginther** posts "Halloween Helpers" blog to rally youth of America to trick-or-treat for hurricane relief

[September 4](#): 10-year-old **Talia Leman** independently writes up "**The Plan**" for hurricane survivors--faxes to HyVee Grocery Chain headquarters.

HyVee immediately backs her with 8.5 million trick or treat bags and 4.5 million print ads for distribution to 221 stores across 7 states.

[September 9](#): First local television news story airs on WOI-TV 10:00 p.m. news.

[September 17](#): **Leman on front page of Des Moines Register**. TV stations across Iowa pick up story.

[September 18](#): Ginther introduces herself to Lemans. They join forces, later to discover they live just one street away from each other.

[September 19](#): The 10-year-old, two moms and a grandmother divide up the 50 states and begin an e-mail campaign to schools across the USA to raise one million, per Talia's plan. Schools respond enthusiastically. Some Superintendents opt to collect loose change in lieu of trick-or-treating, others ask if they can roll their current hurricane relief efforts into this national tally. TLC broadens into a "rally, tally and tell" kids' movement for hurricane relief.

Soon afterwards the regional Red Cross gets inundated with phone calls from around the nation. TLC is referred to the National Red Cross Headquarters.

[September 20](#): Newspapers across the country start to pick-up Des Moines Register article from the AP wire. Calls for interviews come into the Leman home from around the nation.

September 23: "Rainmaker and Sun", a prestigious integrated marketing firm in Los Angeles, California, designs TLC Logo, pro bono.

September 30: Team TLC builds their office headquarters in Lemman house.

WHO-TV airs story that is later picked up by **MSNBC**.

October 3: \$182,000 raised within 2 weeks of the e-mail campaign. The TLC moms realize they will far surpass the original goal of one million—but decide not to tell Talia.

October 4: Students at **The Academy** in Des Moines (Talia's school), and **Eason Elementary** in Waukee (brother Zander's school), write letters and color pictures for children in the Gulf Coast shelters.

Wal-Mart donates \$1600 worth of gift cards. TLC kids shop for kids in shelters.

All items are to be hand-delivered the following day.

October 5: TLC Advisors Anne Ginther (IA) and Gretchen Hansen (MN) fly south to help with children in two shelters in Baton Rouge, Louisiana through October 10th.

They hand deliver the **letters** along with items purchased by TLC kids.

Children in the shelters write back.

October 6: MSNBC starts running WHO-TV's story around the clock.

October 7, 8: TLC Advisors hold "TLC Job Fair" for children in shelters to take a TLC job and help with the effort. Many children opt to color pictures on homemade stationery for the Iowa TLC kids to use for thank you notes.

TLC total climbs to \$239,641.27

October 8: TODAY SHOW comes to Waukee. Mom, Dana Lemman, joined by 6 year-old **"Chief Operating Nemesis"** Zander Lemman and 10-year-old **"TLC CEO"** Talia Lemman, talks with Lester Holt.

October 12: Ginther hand delivers **letters from children in shelters** to children at The Academy in Des Moines.

October 14: **Iowa Governor Vilsack holds press conference.** He promises Talia he'll ask all the governors across USA to get word out about TLC and gives a personal

donation to TLC. Talia gives the governor a handwritten thank you note. Stationery is from 6 year-old TLC Artist Jonathan in a Baton Rouge shelter.

Hy-Vee unveils their TLC posters and orange TLC trick-or-treat/grocery bags for the first time.

UNICEF hears about TLC through the media, and together they decide to join forces.

October 17: Resolution passed by City of Waukee to recognize Talia for her efforts to assist those left homeless by Hurricane Katrina. Talia receives standing ovation.

NHK, a Japanese public broadcasting station with an audience of 200 million viewers, decides to do a feature story about Talia's TLC movement during Japanese prime viewing time. They arrange to send a reporter and cameraman to spend Halloween weekend in Waukee, Iowa.

TLC tally totals over \$500,000

October 20: UNICEF announces Talia as their "NATIONAL YOUTH AMBASSADOR" for her outstanding work. UNICEF has no record of ever having appointed a national YOUTH ambassador prior to this announcement.

October 21: TLC on Front Page of Des Moines Register

October 21: Governor sends out letters to all governors across the USA, and their press secretaries, in support of TLC.

October 22: TLC children in Waukee participate in costume parade as part of "Wauktoberfest"

Talia co-hosts with Lt. Governor Sally Pederson at "Mardis Gras in the Museum"--a Benefit Event for Iowa's Gulf States Relief Fund and also sings at the event.

October 25: HyVee hosts a kick-off Halloween Party for TLC.

October 28: Talia is interviewed live on CNN American Morning--broadcast nationwide.

October 30: Beggars night. Talia kicks off the event with a conference call of trick-or-treaters from around the nation. With international and local media on site, children in costume run through a toilet paper starting line held by their parents.

Night culminates in BIG BASH at Westlakes Hy-Vee. See TLC trick or Treating on TV: **<http://www.whotv.com/global/category.asp?c=51406>** then scroll down to "TLC Hurricane Relief" to click on and play the video!

The West Lakes Hy-Vee brings in more than \$5,000 that night.

October 31: Halloween! Numbers start coming in from previous night's trick-or-treating. TLC is on the **front page of the Des Moines Register** with their latest news.

November 1: Talia and TLC are featured on **NPR** across the nation.

The TLC total now hovers just under \$700,000. Team TLC decides not to report any more numbers until December 1.

November 5: Mac McCoy of WQW FM invites Talia to continue to do goodworks for the community by offering her a regular radio spot on his program to benefit the Animal Rescue League. He calls the radio spot "TLC"—Talia Leman's Critters.

November 9: Trying to figure out a way to respond to the evolution of TLC, and carry the tally forward past Halloween, Anne brainstorms the RANDOMKID.ORG concept. This website will allow kids to not only continue to "rally, tally, and tell" for hurricane relief, but to also reach out to the world in other ways. Team TLC decides unanimously to dissolve TLC into RANDOMKID.ORG on December 1st.

November 10: Anne registers the RANDOMKID.ORG domain.

November 11: Anne trademarks the RANDOMKID name.

November 18: Talia decides, now as a RANDOMKID who wants to continue to reach out, to design a product to benefit children in need everywhere. The product is an Italian modular link PEACE BRACELET, featuring charms of flags from areas of conflict and suffering (Iraq, Afghanistan, North Korea, China, Bangladesh, Iran, etc.) She intermixes with the charms international symbols for peace, harmony and balance. She works with the vendor to arrange to have him sell the bracelet at a discounted rate for children (half-price), with 50% of all profits going to benefit vulnerable children in these countries through UNICEF.

November 19: UNICEF arranges for Talia to go to Houston to visit with hurricane survivors. Talia begins an on-line diary for UNICEF of her experiences.

December 1: Final TLC Press Conference. 4000 schools have now reported their tallies. On a conference call with schools across the nation, TLC CEO Talia Leman will conduct a meeting at which, for the first time ever, a number will be released for how much kids across the country have raised for hurricane relief. Only our volunteer mom accountant knows the number.

Hy-Vee gives a check for \$250,000 in recognition of the efforts of TLC.

December 2: Talia Leman, Anne Ginther and Dana Leman take a long nap.
