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Daisie Foundation, CHA treat 200 moms to makeovers and pampering for 5th year

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Popular event included roundtable, lunch and inspiration

CHICAGO (May 8, 2025): For the fifth year, the Chicago Housing Authority (CHA) partnered with the Daisy Foundation, a non-profit that specializes in random acts of kindness, for a Mother's Day Makeover Experience honoring 200 CHA residents at Venue West.

CHA and other moms were treated not only to a day of makeovers and pampering but also inspiration and empowerment from women of vision through the Foundation's Leading Ladies Panel Series.

"It was another incredible day of pampering for CHA mothers and, as always, we are excited to partner with the Daisy Foundation," said Kristen Hamer, CHA's Director of Corporate and External Partnerships. "We hope this experience provided a boost of confidence and self-esteem for CHA moms, who rarely, if ever, have a day of self-care such as this."

Daisy Foundation Executive Board President Julie Hightower said:

"We are so honored to celebrate, to pamper, to love 200 moms, And we are so grateful for this partnership with the Chicago Housing Authority. Moms make so many sacrifices. So this is just a way to say thank you and we wouldn't be who we are without you."

Moms were treated to full makeovers, including professional hair, makeup and styling to help them feel confident and celebrated. Moms also received high-quality portraits to commemorate their experience.

Nikita Phillips wasn't going to attend initially but decided to and was glad she did, not only for the makeover, but for the people she met.

“I’m having a great time,” she said. “I feel like a million bucks. If you look good, you feel good. (CHA), keep doing events like this. I just ran into a few ladies with backgrounds in accounting and tech, so you have a lot of business-worthy females here. There are a lot of amazing people.”

Maria Talavera also said she wasn’t going to attend at first but was pleasantly surprised.

“You (come and get) makeup and your life is changed,” she said. “I’m so happy for next year that I’m coming back.”

The event featured a lineup of impactful speakers who shared powerful messages of resilience, self-care, and empowerment.

Panelists: Tameca Reed, Senior Vice President & Head of Client Portfolio Management, Old National Bank; Dr. Elana Comrov, Medical Director, Molina Healthcare; Rani Morrison William; Chief Diversity and Community Health Equity Officer, UI Health; Edith Ruiz, External Affairs Manager, ComEd; Angela Reed, District Manager, Banana Republic Factory Stores. Moderator was: Evrod Cassimy, News Anchor, NBC 5 Chicago

Sponsors were: Benefit Cosmetics, ComEd, Eloquii, Banana Republic, Generation Bliss, Kraft, Mane Space, Meijer, Molina Healthcare, UI Health, Old National Bank, Penske, Pink Pewter, Pin Me Up, Shiraleah, T-Mobile, Women’s Bar Association of Illinois



An attendee of the Daisie Foundation/CHA Mother’s Day Makeover Experience smiles after her makeover at Venue West, May 6, 2025.



An attendee of the Daisie Foundation/CHA Mother's Day Makeover Experience examines a dress in the wardrobe section at Venue West, May 6, 2025.



Daisie Foundation Leading Ladies panelists and employees smile at the Daisie Foundation/CHA

Mother's Day Makeover Experience at Venue West, May 6, 2025.

About The Daisie Foundation: Making our mark since 2016, Daisie Foundation is a nationally recognized organization whose mission lies in empowering women and children in overlooked communities by providing ongoing opportunities to succeed. The work is rooted in random acts of kindness that, over the years, have impacted 2,700 mothers and 8,900 students and counting in Chicago, Houston, and Milwaukee. For more information, visit daisiefoundation.org. You can also find Daisie Foundation on Facebook, Instagram, and Twitter.

About the Chicago Housing Authority (CHA): CHA is the third largest public housing authority in the nation and the largest single owner of rental housing in Chicago. Through its public housing and voucher programs, CHA serves 135,000 people in 65,000 households across all 77 of Chicago's community areas. CHA's mission is to create and sustain strong communities where seniors thrive and everyone can unlock their economic power, ensuring that every neighborhood in Chicago has quality affordable housing and everyone feels welcome. For more information, visit www.thecha.org.