

# Pennsylvania Principals Give Back as Part of Lifetouch's Memory Mission

Lifetouch is the largest and most trusted family and school photography company in the U.S. The company is known for school pictures and yearbooks, but in 2000, the Lifetouch decided to go beyond North America to serve communities in need around the world by starting the **Lifetouch Memory Mission**.

The Memory Mission enables Lifetouch employees and educational partners to travel across the world to provide volunteer services. Two members of the Pennsylvania Principal's Association have previously volunteered on the Lifetouch Memory Mission to the Dominican Republic.

"Sometimes life presents opportunities to make a small difference for others and to share our talents through service. The Lifetouch Memory Mission has been one of those opportunities for me," said Michael Allison, Hopewell High School Principal, PA Principals Association President, 2007-2008 and 2018-2020, National Association of Secondary School Principals President, 2015-2016, and Memory Mission volunteer to Rio Grande, Dominican Republic in 2016.

The 20-year-old Memory Mission tradition will continue in 2023 as volunteers plan to build a bottle schoolhouse, constructed of reused non-biodegradable materials, in rural Guatemala. In many communities, where only 10% of the population attend middle school, a bottle school provides a dry and clean structure for children to learn.

"We are excited for our next mission. It not only brings resources, education and hope to a community in

Guatemala, but is also focused on sustainability. The creation of the bottle school will impact generations to come. The volunteers will bring back life lessons and learnings they can share with their students and community," said Jan Haeg, Lifetouch Community Relations Manager.

Members of the PA Principal's Association are encouraged to apply. **The application deadline is September 12, 2022.** Lifetouch will have a random drawing for about 45 volunteers to include educators and eligible company employees for the January 18-25, 2023, trip.



**Memory Mission volunteer, Michael Allison, enjoying a school assembly with a first grader.**

"My experience as a Lifetouch Memory Mission volunteer was truly a life-changing event. I would encourage all to apply," said Peg Foster, Crestwood School District Director of Curriculum K-12 and PA Principals Association President, 2010-2011, who served as a Memory Mission volunteer to Constanza, Dominican Republic, in 2015.

To apply for the next Memory Mission, visit: **[lifetouchmemorymission.com](http://lifetouchmemorymission.com)**. To learn more, please contact Chris Kukla at **[ckukla@lifetouch.com](mailto:ckukla@lifetouch.com)**, Kim Noble at **[knoble@lifetouch.com](mailto:knoble@lifetouch.com)** or Cathy Lis at **[cathy.lis@shutterfly.com](mailto:cathy.lis@shutterfly.com)**.



**Memory Mission volunteer, Peg Foster, taking her job of building the school wall very seriously!**

**Editor's Note:** Lifetouch is a long-time Diamond Level Sponsor of the Pennsylvania Principals Association.