



**Hi, I'm Chad. Thanks for taking the time to explore an opportunity we have to improve the talent industry. I hope our shared values for people & planet can help build a relationship that contributes to a more sustainable future.**

I've been a fashion model and commercial actor for over 20 years, part in thanks to being at the right place at the right time and having a couple of kick ass agents I used to call my bulldogs, during an era of big budgets and *traditional* advertising. During my career, I've represented some of the most iconic brands in the world, shot with many of the world's most renowned photographers & worked with some of the biggest personalities in the business. Some people consider these as the things that have made me *successful*, but I'm most grateful for my career as the catalyst that connected me to many interesting people, who I had the chance to befriend. It is these friendships that I deem my greatest opportunity to make a difference.

While I've had the opportunity to gain a sincere appreciation for world culture, photography, travel, and other benefits, I've also had a bird's eye view & personal experience of **the social, economic and environmental challenges our industry has on those who work within it and the planetary impact of all it represents**. I've seen and experienced the good and the bad of an industry that has the potential to offer much opportunity but for most, is plagued by great *missed* opportunities. As a long-time veteran and a father who understands the influence the talent industry has on kids, I want to help reroute some of the missed opportunities, **because a large number of the talent industry is made up of society's most vulnerable- our kids and youth**.

My personal experience speaks to the benefits that a modeling career can offer and the long-term challenges that make the industry in need of reform. The industry entices youth with promises of large contracts & future fame, but the reality is that a majority who enter don't ever experience consistent success. Instead, they are derailed from the educational and career paths that would provide them longevity & prosperity throughout their lives. Many, while chasing the next gig, get caught up in an industry ripe with exploitation, low & inconsistent pay that often doesn't provide a decent living wage, lack of business & negotiation control and often unsafe or inappropriate working environments that put young people, especially, in the position to make poor decisions that can impact their physical and mental health and ultimately, their outcome.

Many brands are promoting their conscious work to root out detrimental norms from their supply & value chains in order to gear up for a much-needed *holistic* approach toward a more sustainable world that values people & planet. Norms like fast fashion, over consumption, irresponsible resources management, human trafficking and child labor concerns are some of the most notable plagues of our industry, but rooting them out forces the question:

*Can a brand claim they recognize social & environmental responsibility when talent within their supply chain isn't hired, protected or treated within the same policies?*

I believe there is a responsible & valuable way for companies to hire *informed* talent who can represent their brands with integrity & dignity AND, through this more responsible pathway, *exceed* their social, economic & environmental commitments by honoring fair trade practices that build resilience in both their supply chain and the long-term outcomes of the talent who are within it.

**We need your help to lead a VISION that will achieve these goals.**

I'm working in partnership with the [AddyPres Corporation](#), a public charity my wife, [Vanessa](#) and I co-founded in 2014, with the mission to connect communities and commerce in *compassionate values*, and the vision of creating a better world for people and planet. We are connecting with leaders, fashion industry alliances, brands, models and other key stakeholders to create the **AP Future Careers Program**: a program committed to improving the partnership between brands, talent, & management to ensure safety through pathways that value fair trade, resilience to unemployment and providing long term educational & vocational career path opportunities that root out the derailment of child & youth professionals and offer the byproduct of helping companies exceed ESG commitments.

**I KNOW YOUR BRAND IS COMMITTED TO ESG,  
HERE ARE THE WAYS YOU CAN SUPPORT A VISION THAT WILL IMPROVE ITS VALUE:**

- **PARTICIPATE IN THE AP BRAND SURVEY**, helping us define the greatest value, guidelines & opportunities within the brand/model/agent partnership. **Please follow this link** to the [AP Future Careers Program for the Fashion Industry](#) page, scroll to the BRANDS & CORPORATIONS **page section** and complete the “**AP BRAND SURVEY**”. (This will take about 5 minutes)
- **As we build alliance networks for our system, HIRE ME** (or other participating talent) **to represent your brand** with integrity. **This support will strengthen the value of our work and provide direct support** to the AddyPres Organization through a donation commitment as follows: % of model commission fee + % of agency booking fee donated to AddyPres Corp, a 501(c)(3) in support of our initiative. \*Bookings handled in partnership by [mary@lamodels.com](mailto:mary@lamodels.com), be sure to mention that you want to support our work.
- **When asked, put value in joining a network of *responsible* companies who commit to hiring *certified* talent** through agencies & companies hosting our system; ensuring talent is valued & safe with connections that ensure long term education & career path opportunities that improve their lives & outcomes (with a byproduct that helps your company exceed annual ESG commitments).

Thank you for your support and participation in making our industry better and safer for all who work within it.



**Please connect with us in interest:**

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**Thank you for the opportunity!**

Our principles are guided by the 17 UN Sustainable Development Goals, Ellen MacArthur Foundation & B Impact Assessment.