



You Picked The Wrong Chick Newsletter

August 2022

Introduction

Thank you for being a supporter of You Picked The Wrong Chick! The purpose of these newsletters are to keep everyone updated on our mission status. These will be distributed monthly to all parties actively involved and/or interested in YPWC's success.

Our Mission

YPWC is designed to provide Moments of Joy in the form of gifts and uplifting amenities to women undergoing cancer treatment.



Our People:

Melissa McKenna, President

Tricia McKenna, Vice President

Amanda Perrott, Secretary

Kevin Owens, Treasurer

Stephanie Waikel,
Chief Operating Officer

Katherine Knudson
Digital Marketing Director

A Letter From Melissa



Hey Y'all! So this might be lengthier than future newsletters as I'm catching up on 6 months of statuses so there's a lot of information to provide. Bear with me! .

You Picked The Wrong Chick was established in February 2022 in honor of my sister, Krista and her courageous fight against cancer. The beneficiaries of YPWC will be multiple women fighting that fight. We want to help as many women as we can, but at this point we have to stay in the NE Indiana region. After more research than I care to relive and multiple meetings with people who have done this longer than me and know WAY more than I do, adjustments to the foundation and its mission have had to be made. YPWC does not provide the "everyday" amenities we initially wanted to because there are already nonprofits in NE Indiana that do that. We are collaborating with those organizations in their efforts. YPWC will provide "Moments of Joy" (think Dates Nights, Spa Days, Road Trips, etc.), along with a gift tote, blanket, and tumbler. Each item being personally run past Krista and approved from a patient's perspective. The idea is for women to take these bags to treatments with them. Each package is worth an estimated \$250. We would never last in the cut throat nonprofit community if we did the same thing as other nonprofits.

Please note that I say the beneficiaries WILL BE because, as you know, we have not provided these gifts and amenities yet, due to multiple changes we have had to make in our mission. All women who submit their stories to us will be recipients of our gifts/amenities. As of now I have 5 stories submitted by 5 wonderful women who are helping YPWC and will be provided a thank you gift very soon.

Fundraising

The fundraising up until this point has been amazing. The Barley Pop, merch sales and online campaigns have been incredible and humbling. It's the only way we are going to succeed, as we built this business with zero capital.

Presale Net Proceeds: \$885

BPO Net Proceeds \$3464

What's Going On:

At this point we are actively pursuing vendors we can partner with to fulfill our "Moments Of Joy" (See last page) Some of these include: Golf Course, Personal Chef, Yoga Studio, Hotel, Romantic Dinner Restaurants, Family Friendly Restaurants, Mani/Pedi, Movie Theatre and Gas Stations. Also looking for contact at the Komets, SkyZone, Children's Zoo and Fort Wayne FC. We have the general contact information for most of these organizations, but if you have a personal reference, we would love to have them!

Melissa is meeting with women's groups and organizations all over Fort Wayne and introducing them to YPWC to start building relationships. Some of these include 100+ Women Who Care, Association of Fundraising Professionals, Pat Dyer Memorial Fund and Cancer Service of NE Indiana.

Upcoming Events

November 2022: "FriendsRGiving"

These plans are still in the works, but we would like to use this as the rescheduled launch party.

Obviously a Thanksgiving/Autumn theme. More details to come!



Continued.....

Melissa met with Tisha Strasser, owner of Bring It - Push It - Own It in Fort Wayne. Bring Its mission is to improve mental health by increasing resiliency, confidence and empathy, and to build strong healthy communities while connecting the



the brain and heart through movement, mentoring and team-building. This is done through year round programs, workshops and socials for women, men, children and teens of all adaptations. Tisha has a makeshift ramp for her adaptive guests that is getting the job done, but still requires lifting, tilting and unnecessary attention. A deck with an ADA ramp would bring the Huffman Street studio to a whole other level. There is a fundraiser on FB to accept donations to build this ramp for them. This is a collaboration between Bring It and YPWC to further our presence in the Ft. Wayne nonprofit community, as well as helping out a pretty amazing lady and amazing cause

Cheers!



That's a wrap for this month. We have some exciting meetings in the works with potential donors and are working daily to get more exposure to YPWC and its mission. As always, if you have ANY references you'd like to pass along, we'd be happy to reach out to them! Thank you all for your support, positive vibes, generosity and great energy! Talk to you next month!

Moments of Joy

Family Fun Day

Fort Wayne Children's Zoo, SkyZone, Family Friendly Restaurant
*designed for 4

"Me" Day

Hair Treatment, Mani/Pedi, Massage

A Day of Rest

Sleep Mask, Calm App, Book Club, Essential Oils

Road Trip

Gas Card, 1 Night Hotel Stay
*designed for 4

Date Night

Restaurant Gift Card, Romantic Private Chef Dinner, Movie Pass
*designed for 2

Namaste Day

Yoga Class, Spa, Vitamin Shoppe

Nah-Mah-Stay Home

Music Subscription, TV Subscription, HomeGoods Gift Card

Let's Eat!

Cooking Class, In House Chef, GrubHub, Doordash, Instacart
*designed for 4

Game Night

Tincaps, Fort Wayne FC, Komets, Bowling
*designed for 4

Hit The Links

18 holes and Lunch
*designed for 2

**These items are a guideline of the amenities we provide.
Packages are customized for each individual woman's needs.**

www.BringItPushItOwnIt.com



www.ShopYPWC.org



Contact Us:

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