

F'n Ca.

What I do...

I work with individuals, children, and families that have recently endured a cancer diagnosis. My goal is to allow an individual to design a shirt that they feel comfortable & empowered wearing. Their design represents their strength, and courage during these difficult times. The design is meant to be fun and create empowerment when seen.

Once the shirt is designed by the individual, family, or myself, the shirt is brought to life. I provide that shirt to the immediate family free of charge. This will give them an immediate product they can use at their discretion. Whether it's something they wear, show off, or just carry with them. Their shirt is a symbol of their strength and courage to fight through these troubling times.

Their design will then be sold on the company website. This will allow others to join the fight and represent this individual's design. This will allow friends, family, and a community to represent the support each family deserves. This will reinforce "strength in unity" as others receive their shirt, show off the design, and explain its purpose.

The sale of this shirt will carry on for 4 - 12 weeks. Once complete, the design will be removed from the website. The family will then receive a check that reflects fifty percent (50%) & all donations received during that time. This money will assist with unexpected medical expenses a diagnosis presents. Not only do I want to help build the shirt, but I want the project to provide financial relief.

In the end, I will be a resource to each of these families. The process itself will be fun, stress-free, and empowering. I know each individual and family will find purpose in their design. It's something they can hold on to throughout time.