



ANNUAL REPORT 2024



FIGHTING PRETTY

4800 S MACADAM AVENUE, SUITE 205 PORTLAND, OR 97239

TABLE OF CONTENTS

ABOUT FIGHTING PRETTY	03
WORD FROM OUR FOUNDER	04
2024 IMPACT	05
OUR COMMUNITY	11
RECOGNITION	14
YEAR END FINANCES	19
OUR TEAM	20

ABOUT FIGHTING PRETTY

Fighting Pretty was founded on the idea that we are women, not just cancer patients, and we are more than our cancer. The organization's mission is to help women battling cancer feel strong and beautiful. We strive to empower them so they know they are not alone and can look at themselves in the mirror and see a strong, amazing, fierce, beautiful woman.

Our founder, Kara Frazier, was diagnosed with Stage 3 breast cancer at age 26. Despite undergoing chemotherapy, radiation, double mastectomy, and more, it was two special items—hot pink lipstick and a pair of gifted mini pink boxing gloves—that helped her feel strong and beautiful.

Once Kara completed her treatment, she wanted to share her strength. She passed on her gloves to five other women battling various types of cancer, and Fighting Pretty was born.

Since 2013, Fighting Pretty has made a significant impact, reaching over 48,000 women across all 50 US states and 30 countries worldwide. Our efforts have been recognized on esteemed platforms such as the Today Show, the New York Stock Exchange, and have even been featured in campaigns by Gap Body and Ulta Beauty.



The Story of the Gloves



Fighting Pretty Founder, Kara Frazier (middle) received a pair of mini pink boxing gloves from her college friend's mom, Meg O'Hanlon (not pictured). Kara sent them to Jen Lincoln, who then sent them to Sandy Sopp. Sandy sent them to Dorothy Schilder (on right), who passed them to Janet Boname (on left). Janet gave them back to her daughter, Jen. Carol Sopp and Judy Hafner (both pictured) are huge supporters of Fighting Pretty.



May Jen Lincoln and Sandy Sopp rest in peace and may their beautiful souls live on forever.



Kara Frazier

A WORD FROM OUR FOUNDER

After 11 strong years as a non-profit organization, I am honored and excited about what we have accomplished over the years.

Back in 2013 when Fighting Pretty began as just idea, I never could have imagined the impact we have been able to make across the globe. However, one thing has never changed: our mission. We have always been committed to helping women feel strong and beautiful through their cancer journey.

This past year was no different. We continue to be nimble in our operations and our structure. We currently have a total of five working moms who are dedicated to the mission and empower our community to stay strong, feel beautiful and remember they are not alone.

Plus, there are now a total of four Student Ambassador Groups across the USA who are running their own "Fighting Pretty" organizations on campus and helping women battling cancer in their communities. Fighting Pretty is giving these young women the experience they need for their careers and the leadership and empathetic experience that can use for a lifetime. The impact of Fighting Pretty goes beyond just the patients we help, it spreads to their cancer care teams, families, friends, volunteers, donors and anyone who interacts with this mission.

Each member of the Fighting Pretty team has driven past cars in Oregon, Indiana and New Jersey on many occasions and have seen pink gloves hanging from rearview mirrors. My sister met a stranger at the Jersey Shore wearing a Fighting Pretty t-shirt and my uncle encountered an old friend with a Fighting Pretty koozie at the beach. The movement is spreading and we couldn't be more honored to know we are truly making a difference.

By remaining true to our mission, we continue to send individual Pretty Packages to women across the globe and through our Strength and Beauty Program, we are able to work with other non-profits and cancer care teams to reach women at their most vulnerable state. Each year, we expand how we engage with our community and in 2024 launched our first ever "Pretty Powerful Girls Day Out" Fundraiser in collaboration with Thrive Causemetics to not only pamper women in attendance, but raise money to fund our programs. Let's just say it was Pretty darn Powerful!

In 2024, we helped more women battling cancer than any year prior, but until cancer is eradicated, we have a lot of work to do. We are so thankful for our amazing community who gives us the strength we need so we can send on the strength to women who need it most!

Together, we are stronger!

KARA FRAZIER
FOUNDER

2024 IMPACT

Since 2013, Fighting Pretty has been helping women battling all types of cancer, all over the globe feel strong and beautiful. The three main programs we focus on to provide this impact are:



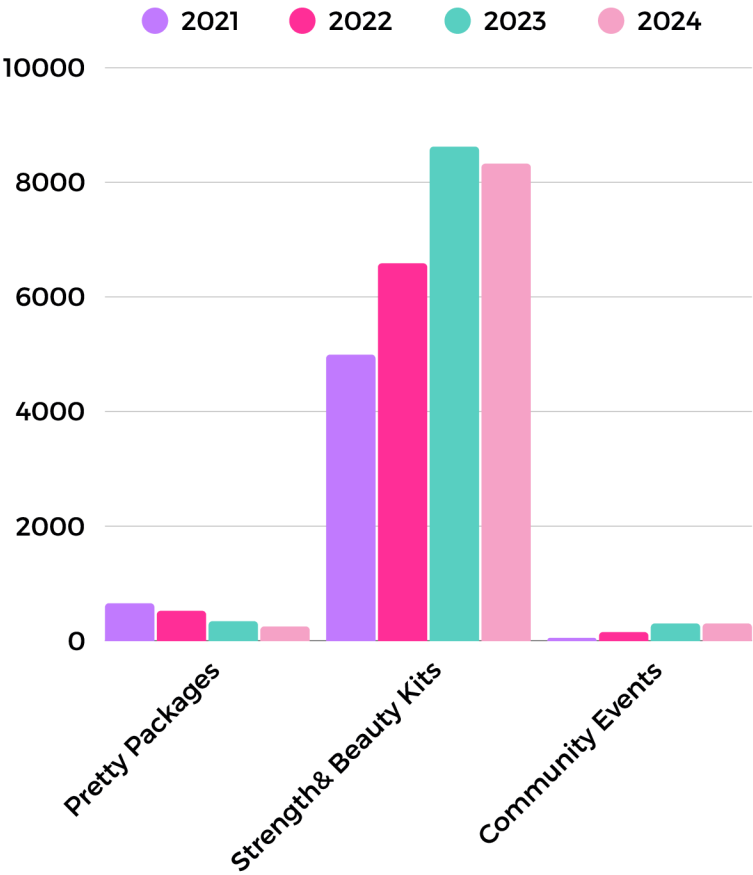
PRETTY PACKAGE PROGRAM
Inspirational Pretty Packages on Fighting Pretty shop for loved ones battling cancer



STRENGTH & BEAUTY PROGRAM
Send Strength & Beauty Kits directly to patients undergoing active cancer treatment



FIGHTING PRETTY COMMUNITY
Fighting Pretty community to empower and inspire



Overall Impact

40K+ women impacted since 2013
all cancer types
all ages
all stages of treatment
survivorship & thrivership!

Pretty Packages have been sent to women battling cancer in all **50** US states and **30** countries globally!

139 **CANCER ORGANIZATIONS** received Strength & Beauty Kits in 36 states and 4 countries

4 Student Ambassador Teams have helped over **1,000 WOMEN** in their communities

OVER 2,000 volunteers have helped support our mission

GLOBAL REACH

We are thrilled to have spread the message and support of Fighting Pretty to two new countries in 2024. Barbados and Kenya are now included in the Fighting Pretty family of impact!



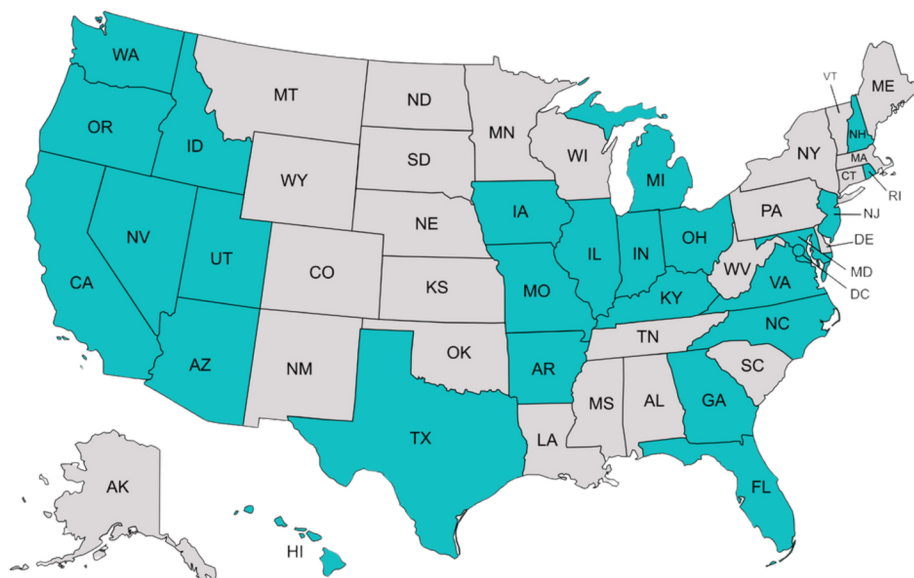
- Afghanistan
- Australia
- Barbados
- Belgium
- Canada
- Croatia
- Denmark
- Egypt
- England
- Finland
- France
- Germany
- Guam
- India
- Ireland
- Japan
- Kenya
- Mexico
- Morocco
- New Zealand
- Norway
- Oman
- Philippines
- Puerto Rico
- Saudi Arabia
- Slovenia
- South Africa
- Sweden
- Turkey
- Ukraine

Since 2013, we have reached all 50 US states and 30 countries globally! The Fighting Pretty gloves are a universal sign of strength and are impacting women across the world!



STRENGTH & BEAUTY PROGRAM

The Strength and Beauty Program is at the heart of our mission and truly enables us to reach more women battling all types of cancer at all different stages of cancer treatment. Each of our Strength & Beauty Kits contains our signature Gloves of Strength, a paraben-free lip product, and information about ways women can get connected and join the Fighting Pretty community. These Kits are small but powerful reminders to women in active treatment that they are strong, beautiful, and part of a nation-wide community of support and encouragement.



in 2024, we set a goal to help over 8,000 women by sending our Strength & Beauty Kits top hospitals, cancer clinics and other cancer-focused nonprofits across the globe.



BARBADOS



KENYA



CANADA



USA



We are proud to share we surpassed that goal and sent over 8,200 Strength & Beauty Kits to 75 partner organizations in 26 states plus two new countries including Barbados and Kenya.

STRENGTH & BEAUTY SPONSORS

Sponsor Spotlight



Deloitte has been part of the Fighting Pretty family since inception. Deloitte has donated over \$30,000 since 2013 and has helped support thousands of women battling cancer all over the country. Deloitte was the first corporate partner to ever sponsor our Packing Parties and we are forever grateful to our board member, Dennis Quackenbush and his incredible team at Deloitte including their biggest star: Janet Mahoney.

In addition, we are so thankful for our additional sponsors who help to fund Strength and Beauty Kits that are sent to women in active cancer treatment!



KATHLEEN
DUNHAM,
MD



STRENGTH & BEAUTY RECIPIENTS

ARIZONA

CASTING FOR RECOVERY
DESERT HEMATOLOGY ONCOLOGY

ARKANSAS

GENESIS CANCER AND BLOOD
INSTITUTE

CALIFORNIA

AIS CANCER CENTER
SAN DIEGO BREAST CANCER
WARRIORS
WOMEN OF COLOR

DISTRICT OF COLUMBIA

GEORGETOWN, OURISMAN BREAST
CENTER

FLORIDA

I PINK I CAN
BREAST CANCER FOUNDATION OF
CENTRAL FLORIDA

GEORGIA

CANCER AND BLOOD SPECIALISTS
OF GEORGIA

HAWAII

PALI MOMI MEDICAL CENTER
KAPI'OLANI WOMEN'S
AMBULATORY CANCER CENTER
WILCOX MEDICAL CENTER

IDAHO

GEM STATE CANCER & BLOOD
SPECIALISTS

ILLINOIS

GILDA'S CLUB CHICAGO
FIGHTING PRETTY - BRADLEY
UNIVERSITY
FIGHTING PRETTY - DEPAUL
UNIVERSITY

INDIANA

CANCER PATHWAYS MIDWEST
DEACONESS CANCER SERVICES
METHODIST HOSPITAL CANCER
CENTER
YMCA OF SOUTHWESTERN INDIANA

IOWA

HEARTLAND ONCOLOGY & HEMATOLOGY

KENTUCKY

U OF LOUISVILLE, BROWN CANCER
CENTER

MARYLAND

KAUFMAN CANCER CENTER
MARYLAND ONCOLOGY & HEMATOLOGY
ULMAN FOUNDATION

MICHIGAN

GILDA'S CLUB DETROIT
MICHIGAN CANCER SPECIALISTS
TRINITY HEALTH OAKLAND
ZANGMEISTER CANCER CENTER
IHA HEMATOLOGY & ONCOLOGY

MISSOURI

FIGHTING PRETTY - MIZZOU
MERCY HEALTH FOUNDATION
ONCOLOGY HEMATOLOGY ASSOCIATES

NEVADA

HOPE CANCER CENTER
RENOWN HEALTH
LAS VEGAS BREAST CANCER WARRIORS
THE REMISSIONARIES

NEW HAMPSHIRE

DARTMOUTH CANCER CENTER

NEW JERSEY

MOVE OVER BREAST CANCER
CHILTON MEDICAL CENTER
SUMMIT HEALTH CARES

NORTH CAROLINA

CONE HEALTH WESLEY LONG CANCER
CENTER

OHIO

HEMATOLOGY ONCOLOGY CENTER
THE CHRIST HOSPITAL HEMATOLOGY &
ONCOLOGY SERVICES
JAMES CANCER CENTER
FIGHTING PRETTY - OHIO STATE
UNIVERSITY

OREGON

AMERICAN CANCER SOCIETY
BREAST FRIENDS
CELILO CANCER CENTER
OHSU - COMMUNITY
HEMATOLOGY ONCOLOGY
GRESHAM
OHSU KNIGHT CANCER
INSTITUTE
NARA
NORTHWEST FAMILY SERVICES
NORTHWEST SARCOMA
FOUNDATION
SAMARITAN CANCER
RECOURCES CENTER
LATINO NETWORK
ST CHARLES CANCER CENTER
COMPASS ONCOLOGY

TEXAS

METHODIST MANSFIELD
MEDICAL CENTER
PRETTY GIRLS WITH CANCER
HOUSTON METHODIST WEST
WOODLANDS CANCER INSTITUTE

UTAH

OGDEN REGIONAL MEDICAL
CENTER
REVERE HEALTH

VIRGINIA

INOVA SCHAR CANCER
INSTITUTE

WASHINGTON

LOWER COLUMBIA CANCER
CENTER
CANCER CARE NORTHWEST
PINK LEMONADE PROJECT
MULTICARE CANCER INSTITUTE
MULTICARE REGIONAL CANCER
CENTER

BARBADOS CANCER SOCIETY CANCER MUST BOW (KENYA)

PERSONALIZED PRETTY PACKAGES

The Pretty Package program is the heart and soul of Fighting Pretty. When we were founded over 10 years ago, it all started with our founder, Kara sending one Pretty Package at a time to a woman in need.

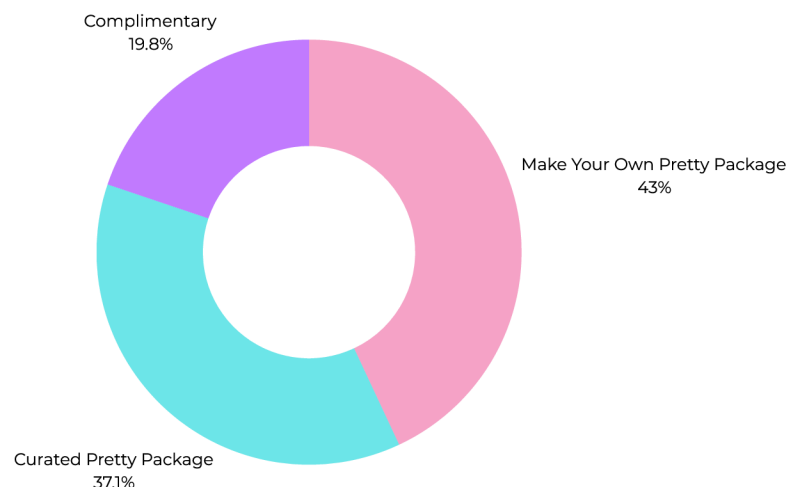
Now, we have curated a full online Fighting Pretty shop to help loved ones, friends and family choose items that can help a woman in their life who is battling cancer feel strong and beautiful. Because everyone has their own definitions and methods of feeling strong and beautiful, there are different items that may appeal to individual women.

Fighting Pretty offers a variety of items of apparel, accessories, lifestyle items, stickers, and of course our Mini Boxing Gloves of Strength! There are three types of Pretty Packages:

- 1 - Make your Own Pretty Package
- 2 - Curated Pretty Packages
- 3 - Complimentary Pretty Packages



In 2024, we sent over 237 customized and personalized Pretty Packages all over the globe!



COMMUNITY IMPACT

Our community is the cornerstone of organization and we strive to help more and more women battling all types of cancer feel strong and beautiful every year.

We offer a range of events and opportunities to connect. In 2024 alone, we have not only impacted women who have received our Pretty Packages and Strength and Beauty Kits, but our community.

Comprehensively, Fighting Pretty impacted over 33,661 women, volunteers and more through all of these additional efforts!

- Beauty and Bubbles (free pampering event): 75
- Pretty Powerful Girls Day Out Fundraiser: 60
- Virtual FP Conversations: 50
- Fighting Pretty Volunteer Packing Parties: 423
- Student Ambassador Volunteers: 347
- Fighting Pretty through Cancer Facebook Group: 1,834
- Email Database: ~7,800
- Cancer Hacks Newsletter: ~200
- Social Media Followers:
 - Facebook: 8, 347
 - Instagram: 14, 895



FIGHTING PRETTY EVENTS

Pretty Powerful - Girls Day Out

Fighting Pretty introduced a new signature event to not only support women battling cancer, but invite the community for a day of pampering, treats, and empowerment. Our annual “Pretty Powerful - Girls Day Out Fundraiser” was hosted in collaboration with Thrive Causemetics where we hosted 60 women at The Oregon Golf Club, connected with our community and raised funds to support our mission.



Fighting Pretty community member Aubrey Kyung spoke about her cancer experience and how her mindset has impacted her journey. Plus, one of our favorite activities at the event was being able to provide a Thrive Causemetics-branded Lipstick Bar! Two staff members from Thrive Causemetics provided assistance to attendees to find their perfect lipstick shade with generously donated lip products of all new colors. Each attendee left with one or two brand new lip products.

In addition, we hosted eight Portland-based small business vendors providing products and services to remind women they are strong and beautiful.

Each woman was greeted at the door with a mocktail or cocktail and there were tasty bites, incredible raffle prizes and a beautiful day of comradery and pampering.

FIGHTING PRETTY EVENTS

Annual Holiday Pack-a-thon

Fighting Pretty has hosted dozens of Packing Parties over the last 11 years and typically we create hundreds of Strength & Beauty Kits or Pretty Packages with the help of volunteers.

As an end to our Giving Tuesday fundraising efforts and kick off to end of year giving, we opted to host a Holiday Pack-A-Thon inviting our community to and volunteer their time and pack 2,000 Strength & Beauty Kits.

Hosted at our Fighting Pretty Headquarters in December, over 40 community members joined us for a holiday-themed brunch and celebration of Fighting Pretty's 2024 impact.

Kris Lugo, a survivor and woman who is truly Fighting Pretty, was celebrated and honored alongside her family and supporters.

In just over two hours, our staff and volunteers packed over 2,000 Strength & Beauty Kits to be sent out to 17 hospitals and treatment centers over the next couple of months. These Kits included our signature Gloves of Strength along with Burt's Bee's lip products donated by Ulta Beauty.

We are so grateful to friends who are so dedicated to supporting Fighting Pretty's mission to help women battling cancer feel strong and beautiful!



IN-KIND DONORS

Donor Spotlight

thrive™
causemetics

Thrive Causemetics has donated thousands of lip and skincare products so Fighting Pretty can live out the mission to help women battling cancer feel strong and beautiful. These products go into our Strength and Beauty Kits and Pretty Packages sent to women in the fight!

Year over year, we rely on this donation and are beyond grateful for the support Thrive Causemetics provides. Their products are not only fabulous, but are paraben-free, clean and are "Fighting Pretty-approved!"



We are so thankful for additional sponsors who help supply products that either go into our Strength and Beauty Kits, are included in our Pretty Packages, or distributed at events - all supporting our mission to help women battling cancer feel strong and beautiful!



Cosmakery



ULTA
BEAUTY



BEAUTYCOUNTER

divi



bryght

Gemelle
BEAUTY STUDIO



Thank you to all of the individuals who ran Lipstick Drives and donated clean beauty products to Fighting Pretty!

Learn more about Lipstick Drives at www.fightingpretty.org/lipstick-drive

BEAM IMPACT DONORS



Consumer Power = Social Impact

We have partnered with Beam which turns *consumer power* into real tangible impact, aka direct funding for nonprofits, like Fighting Pretty. You consumers buy things from a Beam brand they can select a nonprofit, and the brand donates funding to Fighting Pretty.

We are so lucky to have partnered with the brands below and are always looking for ways to add more brands to this Beam platform to further our mission of helping women battling cancer feel strong and beautiful.

AURA HOUSE

COSABELLA

divi

Humble™
SIMPLE AND TRUE.

LYSSÉ
NEW YORK

SiO
BEAUTY

*Become a
Beam Partner*

www.beamimpact.com

*Shop through
their App:*

Beam
Make the World Brighter

PARTNER HIGHLIGHT

Brides for a Cause is a Portland-based 501(c)(3) tax-exempt organization with a mission to collect and resell donated wedding dresses to raise funds for women's causes. They receive wedding dress donations from designers, bridal stores, manufacturers and brides from all over the country and serves thousands of brides each year.

Fighting Pretty has been working with Brides for a Cause since 2017 and receiving incredibly charitable donations each year. In exchange, we volunteer our time and help the Brides for a Cause team on select days to assist brides in their shopping adventures! It is such a pleasure!

We are so grateful for the ongoing partnership with Brides For A Cause. Since 2017, they have donated \$75,000 to Fighting Pretty to help women battling cancer feel strong and beautiful!

To learn more about Brides for a Cause, visit:
<https://bridesforacause.com>.



TOP DONORS

We are so grateful!

Aaron Miller
 Adrienne San Nicholas*
 Alyssa Gawlinski*
 Ann Boland*
 Anne Mouslmani*
 Apple Electric
 Ashley Uchtman*
 Ashlynn Racine*
 Barbara Leonard*
 Brittany Lundeen*
 Big Oyster Brewery
 Briar Ridge Country Club
 Brides for a Cause
 Carol Sopp
 Caroline Smith*
 Carson & Kalah Hickox*
 Cheryl Carrigan*
 Christy Kwan, Pinc Blink
 Clark Foundation
 Colleen Butler*
 Cosabella
 Courtney Burnett*
 Crystal Moore
 Danica Petroschius
 Debbie Frans*
 Deloitte NY
 Denise Quackenbush*
 Dennis Quackenbush*
 DivCo
 Divi Official
 Donna Colbert*
 Donni Cimmery*
 Eileen Hermle*
 Elizabeth Dunne
 Erika DiPalma*
 Faith Home Healthcare
 Faith Tesoriero*
 Gabrielle Domangue*
 GIDI Promotions
 Gloria Vanderzanden
 Grace Pauluzzi*
 Harry Caswell, Inc.
 Harveys*
 Heather Pilkington*
 Helen Donner*
 Hillview HSA
 J. Michael Miller
 J. McLaughlin
 Jazzercise
 Jeff Weiss*
 Jeffrey Magnusson
 Jesse Guglielmo*
 Jessica Meyer*
 Jodi Rausch*
 John & Joan Wolfle
 Julia Sugrue*
 Kate Ivory*
 Kathy Jennings*
 Kati Dunham
 Katie Thomas*
 Keith Kostrzewski*
 Kelly & Mary Jones
 Kimberly Leverich-Graham
 Kory Stoeckle*
 Laura Gilmore*
 Lauren Gamsey*
 Leigh Erion*
 Lenybel Sopp
 Lisa Ewers*
 Liset Tarango
 Lori Hickox
 LoriLee Bielski*
 Lyssé
 Marcia Sporny*
 Margrethe Williams*
 Mary Beckham*
 Maryann Skaflestad*
 MaryJane Moore*
 Meaghan McMahon*
 Megan Fox*
 Meineke Car Care
 Michelle Holman
 Michela Doran*
 Naima Bergan*
 Nicole Wolverton*
 NKS Distributors
 Noreen Baker
 OHSU
 Paige Berty*
 Pam Gruszka*

Pamela Long*
 Paul Pauluzzi*
 Pave Advisory - Ameriprise
 Pequannock Crunch Softball Team
 Piper Sandler
 Pompton Plains Police Department
 Red Apple Lipstick
 Richard and Stacy Rosenthal
 Roxi Fantasy Gaming
 RuthAnne Chamberlain
 Samantha Leenas
 Sass at Home
 Silver Moon Brewing
 Sio Beauty
 Sips & Stones
 Skin By Lovely
 StarCycle Portland
 Sydney Matthews*
 Tatiana Mattos*
 The Punaro Group
 Theresa Conroy
 Tracey Pieczonka
 Thrive Causemetics
 TripAdvisor
 Upper Saddle River Police Association
 Val DeCosta
 Wendy Clifford*

*Denotes recurring donor - Fight Club Member



A WORD FROM OUR FIGHT CLUB MEMBERS

FIGHT CLUB - AN EMPOWERMENT MEMBERSHIP

Cancer not only affects women diagnosed with cancer. It impacts families, friends, colleagues and neighbors. Fighting Pretty is always looking for ways others can empower women in the fight. By joining "Fight Club," every membership helps to build our programs and enables us to help more women battling cancer year over year.

At just a \$20/month or \$200/year membership, members sponsor Strength and Beauty Kits that are sent directly to women undergoing active cancer treatment, get early access to our events, discounts on merch and care packages to send to cancer patients in their lives. Fight Club members can be confident knowing their contribution is truly helping women feel strong and beautiful during and after cancer treatment.



"I am a member of Fight Club because Fighting Pretty means SO much to me and my family! I've been able to witness firsthand the impact that \$10 a month can make! Every woman deserves to feel strong, empowered, and beautiful. Fight Club allows me to directly support women in their cancer journey."

~ Grace Paulozzi
Founder of Fighting Pretty Mizzou
Fight Club Member



"I am currently battling breast cancer and a friend sent me a Pretty Package with gloves and lip balm before I went in for my second lumpectomy. I am stage 1 and can see the finish line and know that I am incredibly lucky. It was important to me to get involved and give back. I had been looking for an organization to work with and when I looked more into Fighting Pretty, I knew it was the right one. I wanted to be involved somewhere that the funds were used to support the cause as much as possible and that allowed me the opportunity to do things as well as donate. Fight Club was a great entry point, especially since I am still in treatment and energy is not always there."

~ Kathy Jennings
Fight Club Member

Join Fight Club

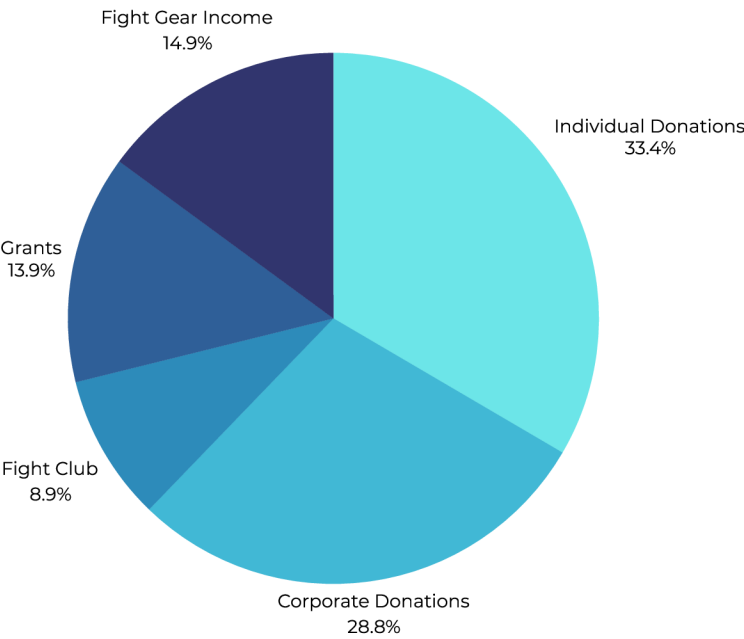


You are invited to join Fight Club by donating a minimum of \$20/month or \$200 per year to help support the programs and events at Fighting Pretty!

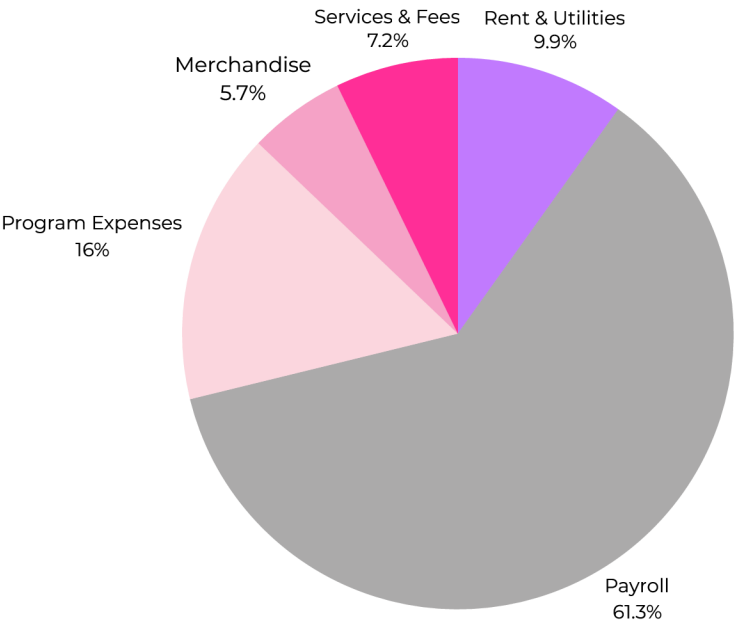
www.fightingpretty.org/fightclub

2024 FINANCES

2024 REVENUE
TOTAL INCOME:
\$219,473



2024 EXPENSES
TOTAL EXPENDITURES:
\$198,601



OUR TEAM



Wendy Clifford
Director of Operations

Kara Frazier
Founder

Jess Meyer
Operations
Manager

Corinne Christian
Director of
Outreach

Megean Sanchez
Content Manager

BOARD OF DIRECTORS



Alyssa
Gawlinski
President



Dennis
Quackenbush
Treasurer



Michelle
Kirkland



Sunshine
Maracle



Morgan
Mitchell



Peter
Nicholson



Carol
Sopp

STUDENT AMBASSADOR TEAMS





FIGHTING PRETTY

Fighting Pretty is a 501(c)(3) non-profit organization on a mission to help women battling cancer feel strong and beautiful.

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Suite 205
Portland, OR 97239

Email:

info@fightingpretty.org

Tax ID number:

46-2464012