



KNOW

cares

ANNUAL REPORT

2021

KNOW

cares



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MESSAGE FROM THE CEO AND 2022 BOARD PRESIDENT



"We are the educators, the mentors, we are responsible for our next generation of women leaders."

HELLO 2022! Where did the last two years go?

Oh yeah, we started a nonprofit, and many are wondering what it is that KNOW Cares does.

Our KNOW CEO and KNOW Cares Board has a set vision and mission; to help women and young girls.

KNOW Cares was created to do a part in ensuring young girls have direct access to an education as well as educational tools, to provide emergency aid relief funds for small women owned businesses that may have been hurt by a pandemic or natural disaster.

We seek out grassroots nonprofits in our KNOW Communities and create awareness, provide exposure and raise awareness in our communities, to do our part and meet needs that are right in our own backyards.

We provide leadership grants to women or young girls that are looking to grow and learn how to be future leaders in their communities and business.

2022 will be our second year as a nonprofit, and it has been quite a journey thus far. Learning all about how we can help our communities and future generations of women leaders and entrepreneurs.

We are still working out the kinks of course and learning as we go ourselves, how to best format our pillars and programs, how to generate funds so that we can do all of the things we dream of doing and we can use all the help we can get from our fellow women!

Being a KNOW Woman is amazing, it creates connection, community and friendships. Being a part of KNOW Cares allows all of us to come together for the greater good, to do our part to ensure that our daughters, nieces, sisters and grandchildren have a bright future where we lift and rise them up! We make sure they are heard and seen!

We are a platform, we are the educators, the mentors and we are responsible for our next generation of women leaders, shakers, entrepreneurs and bosses!



Sarah Benken

Sarah Benken
KNOW CEO

Juanice Oldham

Juanice Oldham
Board President

LEADERSHIP

We believe that all women and youth should have access and opportunity to engage in leadership development programs.

4,500.00

EMERGENCY AID

If COVID taught us anything, its that we never know when something can impact the dreams we built up into a business. KNOW Cares will offer emergency aid relief available to women business owners suffering from hardship.

2,971.00

COMMUNITY

To create awareness and serve our local communities by exposing our community and encourage learning, volunteering and supporting our local grassroots nonprofits.

4,560.00

WOMEN IN BUSINESS

KNOW Cares gives back to aspiring entrepreneurs by engaging in pitch competitions and mentor programs to ensure women and young girls have access to what we KNOW!

9,000.00

EDUCATION

KNOW Cares believes everyone deserves access to an education and to tools that help ensure educational opportunities. KNOW Cares is on a mission to partner with a nonprofit to build a school in 2023. .

19,221.00

2021 FUNDS DISTRIBUTION

In 2021 KNOW Cares worked diligently on our Leadership Grant process and getting our mission out for all to KNOW. We collected a lot of feedback on ways we excelled in raising funds and ways we can work to improve for 2022! We thank each of you who applied for a grant or donated and to those who provided their wisdom to ensure KNOW Cares is a success!

We believe that all women and youth should have access and opportunity to engage in leadership development programs.

Awardees:

Michaela Wuycheck | ASU Lodestar Leadership Academy Phoenix, AZ \$ 995.00

Moms with Sons Fishing | Memphis, TN \$ 500.00

Jamie Van Cuyk Leadership St. Pete | St. Pete, FL \$2,000.00

Soroptimist International of Wake Forest | Wake Forest, NC \$ 1,000.00

TESTIMONIALS:

Michaela Wuycheck | ASU Lodestar Leadership Academy Phoenix, AZ

"I have so dearly appreciated this program and am exceptionally grateful for the grant that KNOW Cares provided me with.

I have actually just left an ASU leadership session this morning!

Were it not for the funds you provided, I am not sure I could have attended this program. Right from the start, it has been a fantastic experience and has challenged my preconceived notions about how successful I could be in my field. I was experiencing "impostor syndrome" in my role and newfound responsibilities. I assumed it must only be me who felt this way - wasn't everyone else confident and assured in their positions? On day one, everyone mentioned their own feelings of impostor syndrome and anxiety over growing in leadership. We were very real and vulnerable with one another!

Since then, I have made invaluable connections, learned more about myself (strengths, weaknesses, leadership style) and as a result, more about my team. I've loved executive coaching which has truly transformed my perspective of work/life balance and how I can show up for myself first.

After receiving this grant and entering this program, I have obtained a raise, promotion, and hired an intern for more direct leadership experience. I feel confident in my abilities to grow as a woman in business, establish strong team connections, and pursue my leadership goals!"

Jamie Van Cuyk Leadership St. Pete | St. Pete, FL

I am two months into the six-month program, and to say that it's an amazing program would be an understatement.

For starters, receiving the funds allowed me to participate in the program without having to worry about the financial cost.

The program itself is very time-intensive, but a program that is worth every minute. So far, I have built relationships with a whole new network of people and learned more about my leadership style. In addition, I have started the process of learning all parts, from the government to culture to education to workforce, and more that make my city such a great place. We have been given access to thought leaders and organizations that I wouldn't have been able to do on my own.

As a member of the 2022 class, I have the opportunity to co-chair our class project. For the project, we will be helping to make capital improvements to an education center in St Pete that helps connect disadvantaged students to the water surrounding us and inspires girls to pursue careers in STEM.

PROJECT UPDATES

KNOW Cares goals for 2022 is to research and partner with a nonprofit that specializes in building schools across the globe. By partnering with an organization to build a school for girls in a developing country, KNOW Cares is helping to ensure access to educational opportunities to the next generation of women leaders.

It is our goal to have enough funds to build a school in 2023!



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