



BEAUTIFULLYEMPOWER**HERED**

Media Kit

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Table of contents

- 03** MISSION
- 04** HISTORY OF BE
- 05** BE'S FOUNDER
- 06** BE'S LEADERSHIP TEAM
- 07** THE PROBLEM
- 08** OUR SERVICES
- 09** OUR ASK
- 10** HER STORY CONFERENCE



our
MISSION

We empow**HER** women by creating space,
extending resources and host events for
women to be their true self. We want to make
sure all women feel confident & have a safe
space to do so.



our **HISTORY**

In less than 4 years, BE has impacted over 548 women through events, 92 women served through services and worked with multiple sponsors/partners through the Chicagoland community.

'20

The Beginning

During a global pandemic, Bree launched a virtual workshop for 25 women called Be Bold. Be True. Be You. which focused on identifying the building blocks of who you are, who you want to be and how to get there.

'21

More Courses, More Women

Bree rolled out 2 more online courses that women could participate in. During the pandemic, in person events were limited. When Bree got the chance, she hosted the first HER Story Conference in August '21 with 69 attendees, 9 local sponsors and multiple donation items for a raffle.

'22

A Larger Purpose

Heather and Ladonna met with Bree and formed the leadership team. They built an online community through a third party where women could ask questions without being judged. It was a way to feel included, empowered and appreciated. The second HERSC was executed with 184 attendees.

'23

HER Store Opens + Non-Profit Forms

Ari joined the leadership team and we took BE from an LLC to a non-profit. We opened the HER store where the clothes sold were funds to help women get the help they deserved. Also, BE raised \$1500 for the horrific tragedy in Maui to give back to women affected.



introducing
BE'S FOUNDER

Bree's vision and dream has always been to create a space where women of different shapes, sizes, ages, cultures, and lifestyles could come together in purpose to discover the power of their potential and use it to create in themselves.

In order for this space to exist, Bree knew she needed to share her own experiences of overcoming challenges and pushing herself to the next level. If she could show the strength of her own vulnerability, other women and girls would find their strength too--creating a strong and supportive community of women.



Bree Casey (Wysocki)
Founder + CEO

Leadership TEAM

We are a small but mighty team that achieves success from all different angles. With expertise from all different industries, we are here to help women feel confident in their skin through mental health services, career counseling and events.



BREE CASEY (WYSOCKI)
Founder + CEO



HEATHER KOZIK
Chief Operations Officer



LADONNA GRANDBERRY
Chief Events Officer



ARIANNA VIOLA
Chief Development Officer

The **PROBLEM**

Health insurance has become increasingly expensive and individuals are barely affording the basic insurance plan. In order to find help, women need to have access to resources regardless of their insurance plan.

41%

of Adults reported having debt from unpaid medical or dental bills.[2]

21%

of the U.S. population is enrolled in Medicaid/CHIP health coverage plans. [2]

26%

in a 2022 Forbes Advisor survey thought a medical bill under \$500 is "unaffordable" if they were paying out of pocket. [3]

25.9 million

Americans didn't have health insurance at any point during 2022. The highest population without insurance is young adults from 19 - 25 years old. [4]

only **SERVICES**

BE offers mental health services, career counseling and events to help women find their inner voice and truly live out the life they have always wanted to have. We understand that medical insurance can be expensive, confusing and certain plans do not get access to certain services. We at BE do not want women to not seek help because of their health insurance. We are here to help those without access to receive quality resources. Together, we can achieve success in whatever way you would like to see it happen.



MENTAL HEALTH SERVICES



CAREER COUNSELING



EVENTS

how can you **HELP**



DONATE

Shop directly from our BE store or donate directly thru our donation buttons.



SPONSOR

Sponsor one of our upcoming events or our annual fundraiser, HER Story Conference.



PARTNER

Partner with us at a future event.



VOLUNTEER

Volunteer your time in a specific capacity either in-person or virtually.



The
HER STORY
Conference

BE's annual conference is significant for multiple reasons. It is our annual fundraiser for our services throughout the year.

We bring local businesses, women, and partners together to speak on all things women. It is a huge opportunity for businesses to advertise that they truly care about women and their mental health to make sure we all feel confident in our skin.

Topics that will be discussed by experts include:

MENTAL HEALTH

MOTHERHOOD

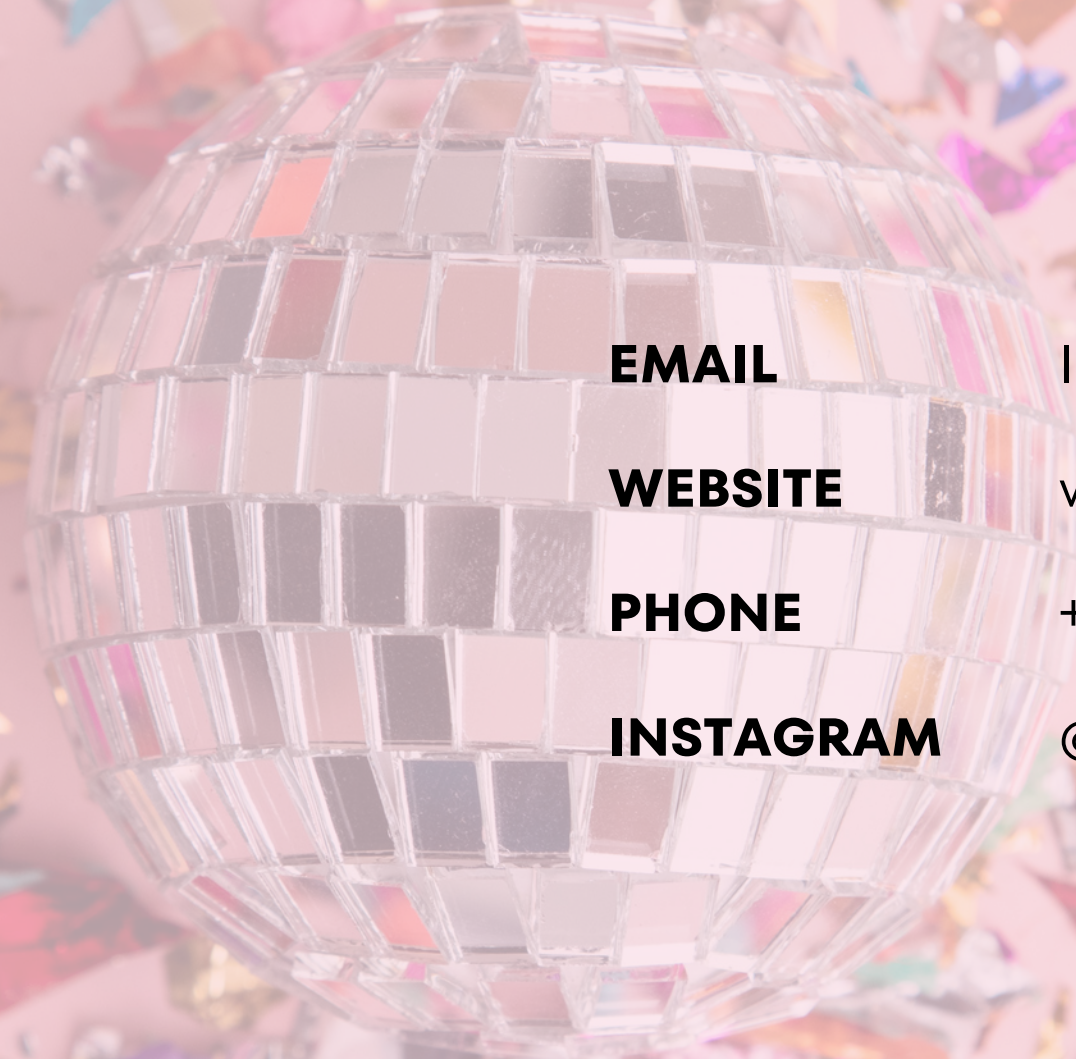
FINANCIAL LITERACY

LIFE TRANSITIONS

COMMUNITY BUILDING and more.



contact us



EMAIL Info@beautifullyempowHERed.org

WEBSITE www.beautifullyempowHERed.org

PHONE +1-630-660-3283

INSTAGRAM [@beautifullyempowhered](https://www.instagram.com/beautifullyempowhered)

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