

*you
Night*
Empowering Events

**WE HELP WOMEN
EMBRACE LIFE
BEYOND CANCER**



YOU NIGHT EVENTS, LLC
PO BOX 2134 MANDEVILLE, LA 70433
877-591-5936 x1

www.younightevents.com
PUBLIC CHARITY: EIN #82-4444545
WE LIFT YOU UP FUND



PROGRESS REPORT IMPACT REPORT

2021



A sisterhood of support. We lift each other up.



The "We Lift You Up" Fund

A 501c3 Public Charity dedicated to helping women embrace life beyond a cancer diagnosis.

WHAT WE HAVE
ACCOMPLISHED
AND WHERE WE
HOPE TO GROW

www.younightevents.com

www.scartevents.com

www.sheroseexperience.com

www.younight.tv/storycrafting

Instagram: [younight_runway](https://www.instagram.com/younight_runway)



Lisa McKenzie
877-591-5936 x1
lisa@younightevents.com



EMPOWER ONE. IMPACT MANY.

As we embark upon our 10th year, we marvel at all that has been accomplished by our organization in our community, and now in cities throughout America. It has always been a dream of mine to create a sisterhood of support that knows no boundaries. The more we help women, the more we discover the unmet emotional and mental needs of those battling cancer.

Women are fearful after hearing the words, "YOU HAVE CANCER". But many of them say their true hardships begin when they are released from a doctor's care, learning how life will resume under their "new normal". Only others who have gone through the trauma can truly appreciate and understand what the real journey requires.

Some of the women we support are still very much in the trenches, powering through surgeries, radiation and chemo. Others are years beyond their diagnosis, where they have been declared "no evidence of disease", yet they are still emotionally struggling. I invite you to look at page 7 of this report to see just a partial list of the struggles women face during treatment and years after.

We are a collaborative partnership in the community with those who treat cancer patients. We strive to be an extension of their efforts.

There is nothing more thrilling than bringing the sisters of You Night together where their support team of doctors, nurses, family members and friends can witness the empowering results achieved through our unique programs.

I invite you to review the information starting on Page 9 where you can see all of the ways we continue to grow -- all because of sponsor support, event tickets sales and grant support. Thank you for believing in our mission and for helping us reach as many women as possible so that they can live their best lives after a diagnosis.

LISA *McKenzie*

You Night Founder

Winning idea of the 2020 Astellas Oncology International C3Prize



WHO WE ARE

You Night is a multi-faceted patient support program addressing the critical need of emotional healing for women who have had or are currently battling any type of cancer. **We offer unique year-round programs that are alternatives to traditional cancer survivor support groups.** Our method behind our programs is to bring groups of women together to experience the power of a sisterhood, with activities that allow them to see themselves in a more positive light. The bond that is created along the way not only allows for fun and life-changing experiences, but results in lifelong friendships that will endure well past the program experience.

You Night does not discriminate based on race, age, size, shape, ethnicity, religion or socio-economic position. You Night is a therapy-based, self-help program where participants simply need to express a desire to belong to a sisterhood of support.



Women do not have to go through this journey alone. In the You Night sisterhood, the participants "get it".

We partner with area health care providers who refer their patients into our programs. Programs are made possible through sponsorship to You Night Events, LLC, and through charitable donations to our WE LIFT YOU UP fund -- a public charity whose mission is to help women embrace life beyond cancer (EIN 82-4444545). To date, over 500 women in our community have been gifted with the You Night Empowering Runway Experience, with hundreds of additional women given opportunities to participate in our other year-round events (described below).

WHY OUR PROGRAM IS NECESSARY

There are over 16 million cancer survivors in the United States. In New Orleans, it is estimated that this year alone – over 24,000 new cases will be diagnosed.

The good news about cancer care is that -- thanks to advances in the medical community,-- the number of people who survive cancer is growing. **The harsh reality, though, is that mental and emotional care is the overlooked but necessary part of cancer care treatment.**



Women in our communities are struggling with the aftermath of cancer. This includes everything from depression, lack of concentration and low energy, to psychological issues such as fear of recurrence or lack of self esteem due to the harsh physical changes from surgeries. **Most physicians simply do not have enough time during routine office visits to deal with the psychosocial care that women require.**

1 OUT OF EVERY FIVE PERSONS DIAGNOSED WITH CANCER SUFFER FROM VARYING DEGREES OF POST-TRAUMATIC STRESS DISORDER.

Studies of quality of life in cancer survivors have examined both the physical and mental health consequences of cancer and its treatments. In general, health care providers have focused largely on patients' physical symptoms and physical health status, and less emphasis has been placed on mental health issues. For cancer survivors, as for individuals without a history of cancer, physical health directly influences mental health status and overall quality of life. Physical symptoms are more likely to be detected and treated by health care providers, as the mental health and social consequences of illness are less well recognized. Population-based data suggest that cancer survivors are more than twice as likely to have disabling psychological problems compared with adults without cancer, -- published in National Institute of Health

A woman with long brown hair, wearing a white hospital gown, is sitting on a medical table in a clinical setting. She is looking down and to the left with a somber expression. The room has light-colored walls and a small table with three containers on it. A patterned blanket is draped over the table next to her.

A family member's severe illness stretches the emotional resources of the rest of the immediate and extended family. Both the person with cancer and loved ones may need to protect one another from their own emotions.

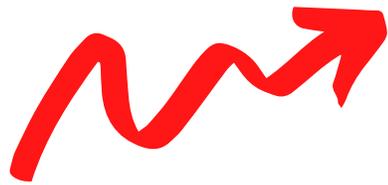
CANCER STRESSORS

We interviewed our 500 You Night sisters and these are just a few of the stressors they listed that they are struggling with as a direct result of cancer:

- Self esteem related to body issues "Loss of self"
- What is the new normal
- Stigma and discrimination being labeled as a cancer patient or survivor
- Impact on career, family, friends
- Financial hardships -- NO WAY OUT
- Medical bills
- Insurance confusions
- The fear of recurrence or death
- Watching others die
- Survivor's Guilt
- Adult relationship hardships
- Destruction of marriages
- Sexual pain and dysfunction
- Loss of sensation
- Relationship issues related to being a "Mom" needing to be strong and patient who feels weak
- Drugs. Dependency. Addiction
- Finding clothing that fits after surgeries -- can be humiliating
- Weight gain
- Weight loss
- Low energy
- "Chemo brain"
- Time management: balancing medical treatment with real life
- Trauma of suddenly becoming "sick", possibly "forever" (when once a "normal" person with a normal life
- Suicidal thoughts
- Lingering physical symptoms (hair not growing back, skin not as soft, radiation scars, surgery scars
- Lymphodema
- Dental Issue
- Fingernail issues

Measuring Progress

Because of community support, we grow!



You Night program milestones

In 2013, You Night started as a runway show to offer an empowering experience for women diagnosed with cancer. Immediately after our first event, we recognized the serious need for an on-going, year-round program. Since our inception, we are happy to report the many programs we have introduced to provide support, therapy and personal development.

2013 Launched the first You Night Runway Empowerment Program of 24 breast cancer survivors to a sold out audience



With a desire to help women gain their self-esteem back after a cancer diagnosis, Lisa McKenzie conceived the concept of creating a group experience where women with breast cancer worked together training for the runway -- mostly for fun, but as a way to think beyond the disease. Over 450 guests poured into the event center cheering, crying and celebrating these amazing SHERoes. It was a complete success.

STAGE OF DEVELOPMENT: Active /Mature

You Night Sisterhood



2014 Expanded program to include all women's cancers, and expanded the program for "graduates" to continue their healing journeys

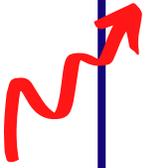


Immediately after the runway show, the first class of 2013 had a bit of a let-down experience because they formed such deep friendships. It was then that Lisa and her small team knew that this was far more than a fundraiser or "runway show", and that women of every type of cancer should be included.

Women diagnosed with cancer needed year-round therapeutic experiences.

The team set out to introduce a variety of options, as well as expand the number of participants in the program.

STAGE OF DEVELOPMENT:
Active / Mature

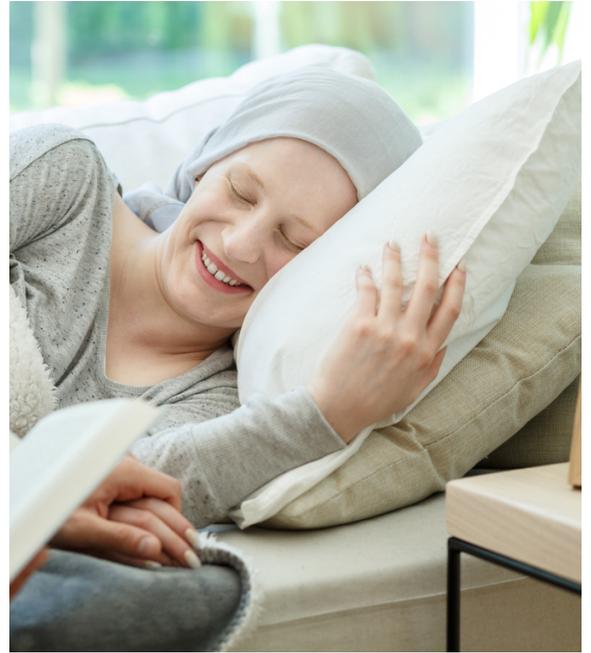


2014 Expanded program to offer **in-person and online private support groups to women looking for advice,**

support, resources and meaningful connections.

We added therapists to our Advisory Board team, and incorporated their wisdom into further developing our programs.

We added meal-train and family support for women in crisis.



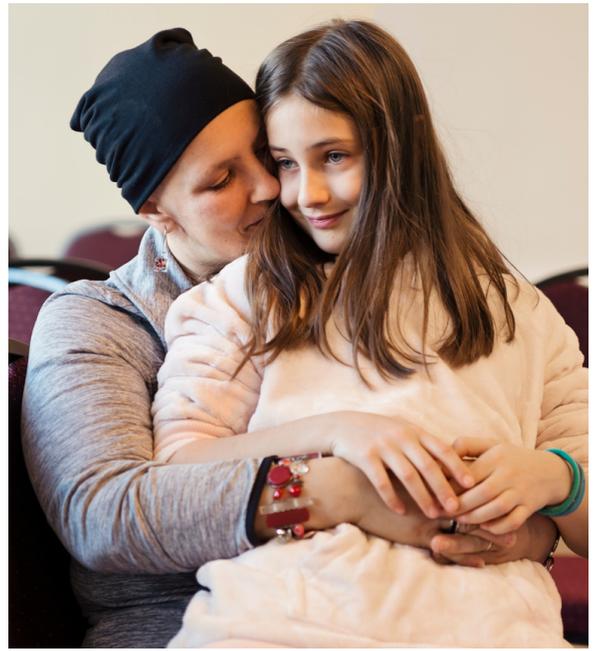
We introduced several online women support groups, including::

- PILLAR Group monthly in-person meetings
- SOAR (Sisters of Amazing Resiliency)
- Triple Negative Support Group,
- Breast Implants Recall Group,
- Metastatic Breast Cancer Group...all open to any woman of any type of cancer.



STAGE OF DEVELOPMENT: Active / Mature

2015 Recognizing the need to support not only the patient, but those in her immediate circle, we **launched two programs to help the caregiver men and the children of those diagnosed.** Our "Knights" of You Night address the need of men who take care of their loved one. Our "Love Always, Mom" addresses needs of the family.



Our support groups for these two categories were launched with great interest and success. However, with a team of mostly volunteers, and with CoVID, we had to pause these programs until such a time that more resources are available to our organization to grow these programs.



STAGE OF DEVELOPMENT:
Launched but stalled due to insufficient resources.



 **2015 Added a 3-day Women's Retreat into our annual program options.**

The retreat was created for fun, bonding and enrichment. You Night was able to bring in guest speakers who covered a variety of topics from health to empowerment. The retreat is open to any woman with any type of cancer. Our retreats have had as many as 100 campers in attendance.



STAGE OF DEVELOPMENT: Maturity (on hold due to CoVID)



2016 Launched "Battle of the Models" -- a runway showdown where our alums go "heel to heel" against industry professional models.

After graduating from the Runway Empowerment Program, participants find strength, a new sense of power and self-esteem. This program was created to encourage alum involvement, showcasing the empowering skills learned in the program.



STAGE OF DEVELOPMENT: Maturity (2021 was held due to CoVID...evaluating 2022)



2017 Launched ScART - Scar Art Group Painting Experience to help women embrace emotional or surgical scars using art as the tool.



The program is now offered at cities throughout the U.S. and is available virtually or in-person. The development includes a proprietary on-line course and instructor certification. CoVID challenged our team to create a home kit option so participants can join virtually. Lisa develops a national relationship with Painting with a Twist Studios to certify ScART Instructors all across the country. A second version of ScART has recently launched that is for health care employees for Professional Development and Therapy to re-charge the participants and remind them of the vital role they play on the front line.



**STAGE OF DEVELOPMENT:
Accelerated Growth - huge
opportunity for national success.
www.scartevents.com.**



2018 Applied for and was granted non-profit status for our "We Lift You Up" fund - a 501c3 Non-Profit Charity



You Night applied for and received non-profit status for its operations and programs. EIN82-4444545



WE LIFT YOU UP



Year-round programs to help women embrace life beyond cancer. PUBLIC CHARITY EIN# 82-4444545



**2020 Launched
Story Crafting
Program - Winner of
the Astellas
Oncology
International
C3PRIZE**

A 6 week on-line small group experience, designed to help women craft stories about their journeys in a powerful way.

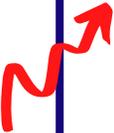
<https://www.younight.tv/StoryCrafting>

**STAGE: EARLY STAGE
/ GROWTH**



SHEROSE

"And just as the Phoenix rose from the ashes she too will rise, returning from the flames clothed in nothing but her strength, more beautiful than ever before."



2021 Created and ready to launch nationwide: You Night's SheROSE Program

A multi-faceted Patient Engagement Program designed to address emotional healing for women diagnosed with cancer. With an increased demand on emotional health programs, You Night is offering our signature programs for implementation by Hospital Partners. The program allows partners to offer therapeutic group experiences, with hundreds of marketing assets for the hospital to showcase the good work they are doing in their communities.

www.sheroseexperience.com

STAGE: LAUNCH



SheROSE is a unique approach to **Therapeutic Group Support**



SheROSE is a Pay-it-Forward Sisterhood and **Community of Ambassadors**



SheROSE is **Inspiring Content** for your Marketing Campaigns



SheROSE patients and medical teams **Celebrate Victories**



2022 Launched "SPARK" Workshops and our 3-Tier Approach for women entering the You Night sisterhood.

Tier One: New Spark Program -- Free monthly workshops for women seeking a sisterhood of support and empowering tools for emotional well-being. This gives women an opportunity to get connected and those who are interested in continuing their growth journey, will be invited to participate in Tier 2.

Tier Two: Runway Empowerment Program. After they graduate from the 9 month program, many participants want to pay it forward in leadership roles - Tier 3.

Tier Three: Leadership opportunities within their own class, on a Corporate Level, as a Ribbon Ambassador, etc. We continue to provide leadership development, which spill out to their personal lives.

You Night Programs are comprised of 3 tiers

TIER ONE:
SPARK
WORKSHOPS

TIER TWO:
RUNWAY
EMPOWERMENT
PROGRAM,
STORY
CRAFTING AND
SCART

TIER THREE:
LEADERSHIP
DEVELOPMENT
AND
LEADERSHIP
ROLES

ALUM
PARTICIPATION
PROGRAMS



RIBBONS ROCK THE RUNWAY

2022 Launching

RIBBONS WALK - a daytime event with a 2.1 mile "runway" recognizing all women's cancer ribbons. Ribbons walk will set out to provide national and regional resources for women diagnosed with cancer. (Venue: Riverwalks Shops)

RIBBONS ROCK - an evening Gala celebrating the women we serve in the program, and bringing together the medical community alongside their patients. At this event, we are setting out to break 3 world records. (Venue: The Sugar Mill)

Record #1:

Most amount of people posing for a fashion brand - 320 persons, with the ad placed in a magazine

Record #2:

Most amount of models in a runway show - 461. We will be featuring approximately 250 You Night alums, with the rest being professional models.

Record #3

Most amount of people doing the shimmy for one minute - 820, with live music by the Molly Ringwalds. Following the runway show, our Gala guests will be asked to help us break world record #3

Advisory Board



OUR ADVISORY BOARD IS COMPRISED OF INDIVIDUALS WHO REPRESENT MANY GENRES OF HEALTH CARE, AND WHO ADVISE ON YOUR NIGHT POLICIES, PROCEDURES AND GROWTH OPPORTUNITIES.

PARTIAL LIST OF MEDICAL ADVISORS

- DR. SCOTT SULLIVAN, CENTER FOR RESTORATIVE BREAST SURGERY
- DR. CHRIS TRAHAN, CENTER FOR RESTORATIVE BREAST SURGERY
- DR. ALI SADEGHI, SADEGHI CENTER FOR PLASTIC SURGERY
- MICHAEL HOLMES, DIAGNOSTIC IMAGING SERVICES
- DR. RALPH CORSETTI, TULANE HEALTH SYSTEMS
- DR. MARC MATRANA, OCHSNER HEALTH SYSTEMS
- DR. JIMMY ELLIS, WEST JEFFERSON CANCER CENTER
- DR. NELLY AOUN, WEST JEFFERSON CANCER CENTER
- WALKER DUPUIS, OCHSNER HEALTH SYSTEMS
- KATHY OUBRE, PONTCHARTRAIN CANCER CENTER
- DR. RAVI TANDON, TANDON PLASTIC SURGERY
- CHAD DEVILLE, RESENSATION, AXOGEN
- DR. MARTHA STEWART, MARTHA STEWART DERMATOLOGY
- JULIE STOKES, FORMER LOUISIANA STATE REPRESENTATIVE AND FOUNDER OF THE CANCER ADVOCACY GROUP OF LOUISIANA
- SHELIA RIVERS, LICENSED COUNSELOR RIVERS THERAPY

Hospital Partnerships

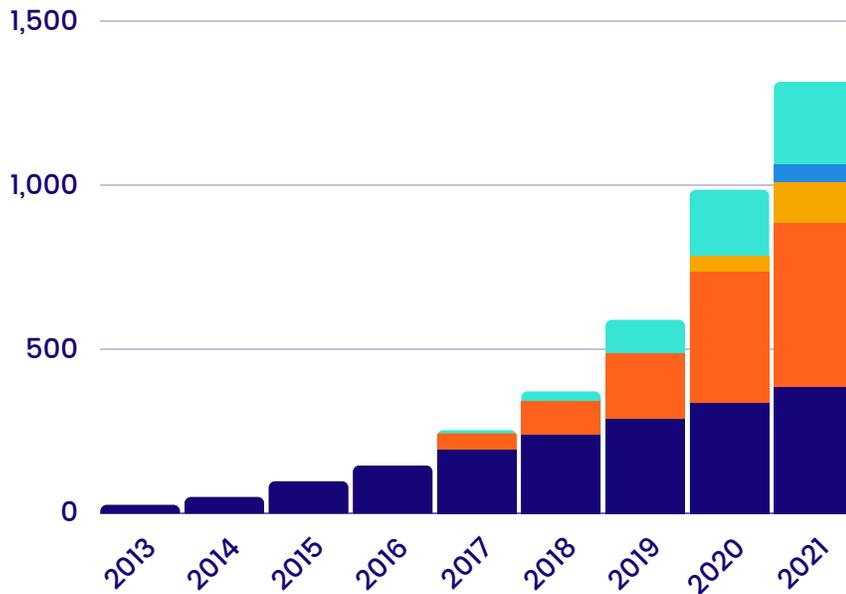
WE WORK WITH HOSPITALS AND PHYSICIANS TO OFFER EMOTIONAL SUPPORT PROGRAMS TO THEIR PATIENTS

- OCHSNER (NEW ORLEANS)
- OCHSNER (ST. TAMMANY)
- ST. TAMMANY PARISH HOSPITAL
- HOUSTON METHODIST
- METHODIST HOSPITAL OF SOUTHERN CALIFORNIA (PASADENA, CA)
- LAKE CHARLES MEMORIAL HOSPITAL
- EAST JEFFERSON MEDICAL CENTER
- TOURO INFIRMARY
- TULANE HEALTH SYSTEMS
- MARY BIRD CANCER CENTER
- WEST JEFFERSON MEDICAL CENTER
- PONTCHARTRAIN CANCER CENTER
- ST. TAMMANY PARISH HOSPITAL



OF WOMEN SERVED SINCE 2013

of WOMEN WHO HAVE BEEN GIFTED OUR EMPOWERING EXPERIENCES



384

GIFTED THE RUNWAY EMPOWERMENT PROGRAM \$4,800 VALUE EACH

500

GIFTED THE SCART PAINTING EXPERIENCE \$97 VALUE EACH

GIFTED TO DATE: \$1,983,850



384 X \$4,800 PER PARTICIPANT
RUNWAY PROGRAM SCHOLARSHPS
\$1,843,200

123

GIFTED THE STORY CRAFTING EXPERIENCE \$650 VALUE EACH



500 X \$97 PER PARTICIPANT
SCART PROGRAM SCHOLARSHPS
\$48,500

56

GIFTED THE SPARK EXPERIENCE



123 X \$650 PER PARTICIPANT
STORY CRAFTING PROGRAM
\$79,950



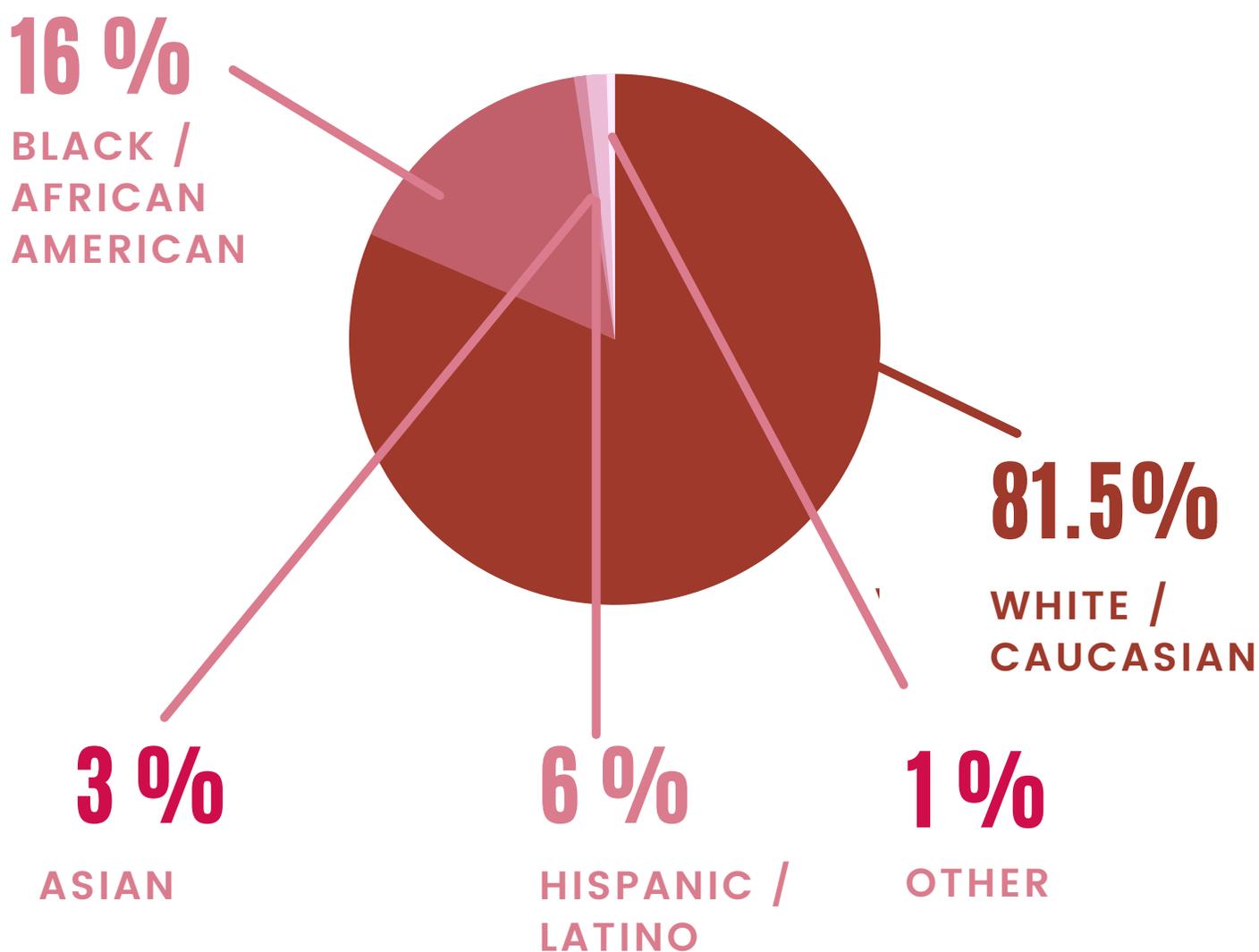
**** (NEW) 56 X \$200 PER PARTICIPANT**
SPARK WORKSHOPS
\$11,200

250

ALUMS GIVEN POST-EVENT NURTURING & LEADERSHIP PROGRAMS

Percentage of women by ethnicities

You Night accepts applicants in a "blind application" process, where we do not ask for a photo or any information that reveals age, size, shape, ethnicity or socio-economic situation. We simply ask applicants to submit contact information, and we ask them to tell us about their cancer journey and why they would like to participate in the program. Participants are chosen in order of the time they apply until the class is full. If the class is full, we offer other participation options. The imbalance shown in this chart is a reflection representing the percentage of different races in the communities we serve. Physicians generally are the referring partners. It is our desire to provide emotional support to as many women as possible - regardless of the labels below -- who desire a sisterhood of support.



ANNUAL BUDGET / OPERATING COSTS

Fiscal Year 2020 Organizational Operating Budget
January 1, 2020--December 31, 2020

Expenses

Payroll, Professional Fees, Event Fees, Insurance, Supplies, Advertising and Marketing, Postage, Equipment and Software, Internet and Web Design, Professional Development, Dues, Fees, Memberships, Meals and Lodging, Loans

Total Expenses \$414,838

Revenue

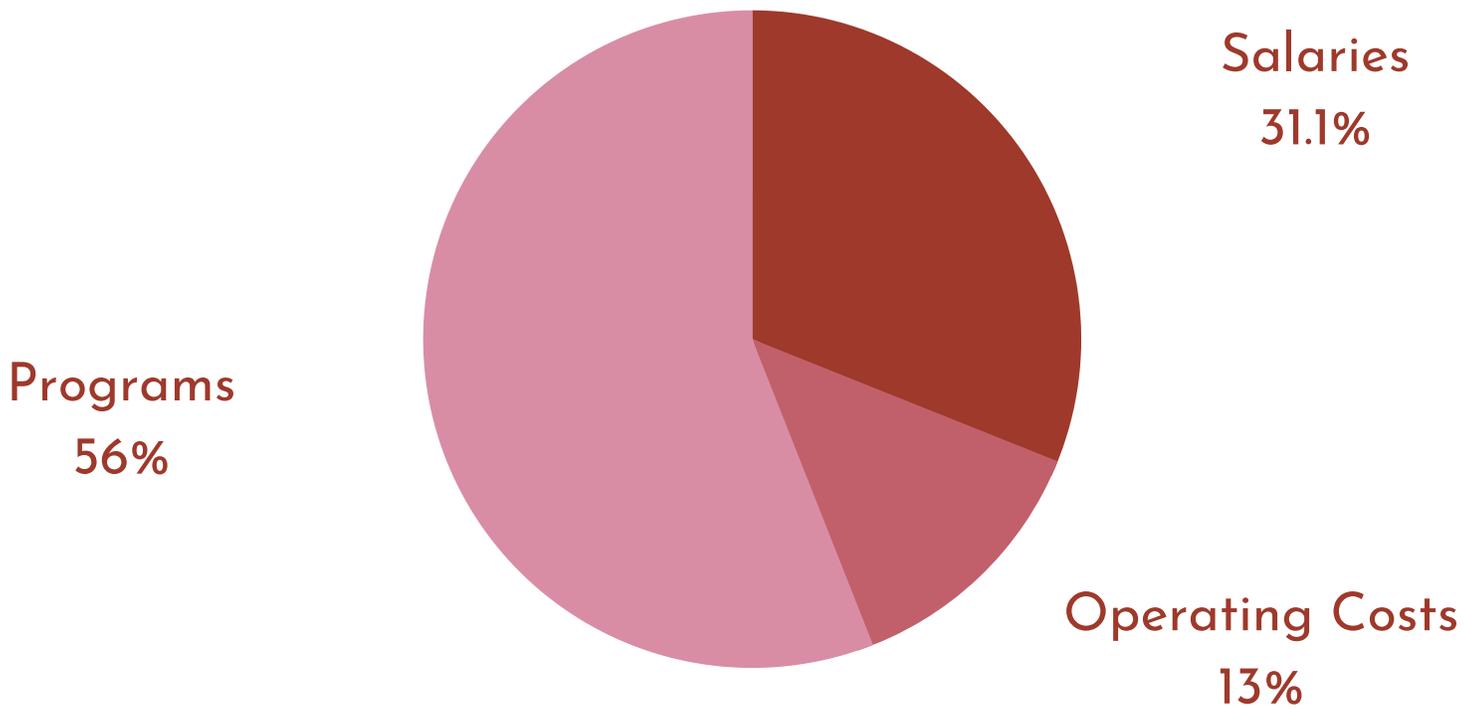
| | |
|--------------------------------------------------|-----------|
| Individual Contributions to You Night Events | \$2,230 |
| Individual Contributions to We Lift You Up Fund | \$4,934 |
| Sponsorship Contributions to You Night Events | \$169,060 |
| Sponsorship Contributions to We Lift You Up Fund | \$46,303 |
| Foundation Grants to We Lift You Up Fund | \$2,782 |
| Events - with funds to You Night Events | \$30,700 |
| Events - with funds to We Lift You Up Fund | \$58,559 |
| Merchandise Sales You Night Events | \$1,458 |
| Merchandise We Lift You Up Fund | \$83.00 |
| Other Income: 2020 SBA Economic Relief Loan | \$40,000 |
| PPP Loan | \$9,900 |

\$415,909**

Total Revenue

**Income was negatively impacted from Hurricane Ida and the Pandemic.

HOW INCOME IS DISPERSED



FUTURE GOALS REQUIRING FINANCIAL RESOURCES FOR GROWTH



We are on a great trajectory but cannot grow unless we have financial support. For 10 years, we have proven our mission with outstanding results. We are looking for local and national partners who believe in our mission so that we can expand our reach to more women diagnosed with cancer. The SheROSE Program and ScART program is easy to manage from our home city and we believe these programs will be nationally recognized within 5 years. These programs will enable the You Night Sisterhood to expand so that women in other cities can experience the same emotional growth as the women we serve in the New Orleans region. Ribbons Rock will help us bring awareness to ALL cancers and the resources available in our region.



Can we count on your support? Please reach out to us if you have any questions or if you have ideas on ways to collaborate.

With gratitude,
You Night Founder Lisa McKenzie
lisa@younightevents.com
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