



The Cocktails &
Caregivers
Foundation

Annual Report

2021

Prepared By:

The Cocktails & Caregivers Team

WHERE IT ALL BEGAN



It's crazy to think this community focused on giving light grew from the darkest moments of my life. A little blog called *Cocktails & Chemo* became my safe space when my world was falling apart. My fiancé, Joe Clark, was diagnosed with colon cancer two days before his 28th birthday and two months before our wedding. As the world of cancer and chemotherapy swirled around us, we found a place to pause by sharing our stories with our virtual friends.

In 2021, we officially changed our name from Cocktails & Chemo to Cocktails & Caregivers to give all caregivers a place to feel seen and cared for. Whether you're a caregiver, a worried family member, a friend, a donor, or just like strong cocktails and strong people-- we hope this little piece of the internet gives you courage.

XO,

Amanda Clark

THE MARTINI CLUB

In 2021 C&C launched our monthly recurring donation program, The Martini Club. Donors can sign up to give as little as \$10 a month, but the ongoing support is priceless! This exclusive "club" comes with special perks for its VIP's and most importantly provides funding to lighten the load of caregivers across the country.



Caregiving isn't always a club you ask to join and that's why our donors are here to help.

In 2021 The Martini Club raised \$5,520 with 31 VIP Members!

the Blue Martini
\$10 MONTHLY DONATION

- Donation provides items for monthly care packages
- Your name in upcoming book for caregivers
- Exclusive access to swag and tickets for events

the Dirty Martini
\$50 MONTHLY DONATION

- Contribute to the #OurTribe grant fund
- Your name in upcoming book for caregivers
- Exclusive access to swag and events

the Cosmo
\$25 MONTHLY DONATION

- Gives one gift card to a caregiver per month
- Your name in upcoming book for caregivers
- Exclusive access to swag and tickets for events

the Perfect Martini
\$100 MONTHLY DONATION

- Send one family a year an #OurTribe grant with your donation
- Your name in book for caregivers
- Exclusive access to swag and events
- Receive two tickets to the BLUE TIE GALA (\$300 value)

Thank you so much for your generosity!

GIVING CAMPAIGNS

Total 2021 Online Donations / 63 Donors / \$6,694.56

Evereve Birthday Fundraiser / Carmel, Indiana / \$478.48

Synergize Fundraiser / Carmel, Indiana / \$3,325

2021 EVENTS

Healing Words Workshop

March 2021 / 47 Virtual Attendees



Our Healing Words Workshop featured guest speakers; Nikki Moore, Emmalee Hinton, & Samantha Smith. It brought caregivers together across the country to help find healing through telling their authentic story.

Cheers To You

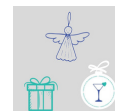
November 2021 / 52 Virtual Attendees



Our Cheers To You event was a virtual party just for caregivers who needed some love and recognition. Each caregiver attendee received a surprise package that we opened together LIVE during the event.

Angel Family Giving

Holidays 2021 / \$3,389



The 2021 Holiday Season brought us 5 Angel Families to bless through Amazon Wish Lists. Our Cocktails & Caregivers community stepped up big time to help make the holidays special for these families. Thank you so much for your generosity.

CARE PACKAGES

Knowing how to help when someone gets sick is tricky. Through the online caregiver nomination program, our team goes to work preparing gift cards, notes and packages for every single eligible nominee to remind caregivers they are not alone.



104 Total Care Cards & Packages Sent in 2021!

Alabama
Arizona
California
Connecticut
Florida
Georgia

Illinois
Indiana
Iowa
Kansas
Massachusetts
Minnesota



Missouri
Nebraska
New Hampshire
New Jersey
New York
North Carolina

Ohio
Pennsylvania
Tennessee
Texas
Virginia
Washington
Wisconsin

SWAG SALES



*Stronger than my next cocktail!
Feel good and look good too--this year
we added 7 new swag options that sold
out in record-time.*

#OURTRIBE

In 2021, #OurTribe granted a total of \$12,000.

#OurTribe is here to offset the costs of childcare and be the extra hands you need.
Many hands make for a light load, #OurTribe is here for you!

APRIL

Lindsey Holwerda - Illinois

MAY

Heather Burgess - Indiana

AUGUST

Kristen Rivera - Wisconsin

SEPT

Blair McKissock - Indiana

OCT

Sarah Mallios - New Hampshire

DEC

Courtney Veach - Iowa

MEET OUR HELPERS



Jen Cook
Founding Member



Amanda & Mira Clark
Founders



Alex Umbach
Vice President



Stephanie Anderson
Financial Advisor



Ashley Goldman
Caregiver Communications



Lindsey Hammond
Treasurer



Sarah Mitchell
Secretary

MEET OUR HELPERS

Advisory Board



Heather Bailey
Event Specialist



Robyn Birren
Donor Relations



Keli Novack
Caregiver Outreach Team



Erin Watts
Caregiver Outreach Team

CONTACT



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THANK YOU

Thank you--two small words that don't really do justice for the appreciation we feel for our donors and supporters. Whether you've followed the blog from day 1, or you're a friend or family member of one of our team, or you just stumbled onto our website one day as you dove down into the depths of the internet, we're glad you're here. Foundations like this one don't run without people like you believing in our mission. Thank you for your support. Now go live loud and love deep! And maybe take a picture or two ;)