

STILETTO STAMPEDE

» ANNUAL REPORT 2013



StilettoStampede.org

MISSION

The Stiletto Stampede is a non-profit organization based in Austin, Texas. Our mission is to develop, maintain and support Boob Camp, a free breast cancer wellness program designed to help facilitate the physical, social and emotional aspects of breast cancer recovery. Additionally, we host high heel race events throughout Texas (Waco, Houston, Dallas and Austin) in an effort to raise breast cancer awareness, fund vital local breast cancer programs and lay the groundwork for the possible expansion of our Boob Camp program.

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develop, maintain
and support
Boob Camp



BOOB CAMP

Stiletto Stampede's Boob Camp is a FREE two-part program lead by licensed fitness trainers designed to concentrate on the physical portion of breast cancer recovery as well as the social and emotional aspects of healing. Our post-treatment fitness program is designed to focus on flexibility, range of motion, general fitness and emotional support through group exercise.

Boob Camp is also a unique opportunity for individuals to socialize and meet others within the breast cancer community. In addition to the social aspects, Boob Camp also provides a fun and interactive educational opportunity for individuals to learn more about women's health, wellness and beauty.

Each Boob Camp class will mix stretching, strength training and cardio and will last one hour. Our program is free to all participants, whom must have a release from their doctor to participate.

BOOB CAMP YOGA

Boob Camp Yoga is a FREE class focused on gentle yoga techniques for strength building, flexibility and emotional recovery for individuals who have undergone any breast cancer related treatment.

PROGRAM IMPACT

In early 2013, we held Boob Camp classes on Sunday afternoons at a donated studio space inside Pure Austin on Braker Lane. We averaged between 2-4 participants per class. After several months, we received feedback from participants that the Sunday afternoon time was inconvenient and we began searching for a new location that could offer more convenient times for our camp. While searching for a new home for Boob Camp, we held classes inside Betty Sport in the evenings and tested different days and times for optional class participation.

In the fall, we launched a 5-week Boob Camp course with 1-hour classes twice a week in the mornings at Fitness 360. We had 2 trainers, a volunteer and 6 participants. Once this session was complete, we began looking for a permanent home for Boob Camp with the hopes of a convenient and free location that offered flexible class times and a professional/safe environment for our campers. Our search led to a beautiful new partnership with Seton Medical Center, as they were about to open their new Breast Care Center in Central Austin.

Boob Camp has
partnered with
Seton Medical
Center's
Breast
Care
Center

**BOOB
CAMP**

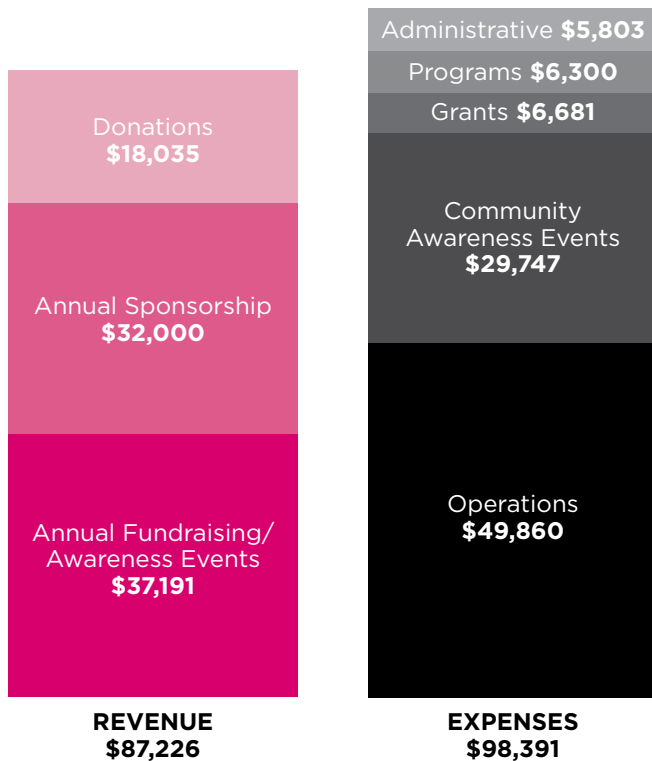


RAISING AWARENESS & FUNDS THROUGH POSITIVE COMMUNITY ENGAGEMENT

- Stiletto Stampede 100-Yard Dash in Heels – Austin
- Stiletto Stampede 100-Yard Dash in Heels – Dallas
- Stiletto Stampede 100-Yard Dash in Heels – Houston
- Stiletto Stampede 100-Yard Dash in Heels – Waco
- FORE! Boobs
- Fashionably Pink

RESOURCES & FINANCIAL MANAGEMENT

In 2013, the board made the decision to hire a full time executive director to run the organization for a limited 12-month period with possible expansion based on performance. This strategic decision was made in an effort to support the 2013 growth goals of the organization and programs.



FORE!BOOBS

