



KICK CRAMP'S ASS

[www.kickcrampsass.org](http://www.kickcrampsass.org)





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KICK CRAMP'S ASS  
**IMPACT REPORT**  
2023



ANNUAL REPORT HIGHLIGHT

An overview of all of the accomplishments that contributed to the mission, vision, and values of the organization.



# COMPANY INTRODUCTION

To serve, educate and heal individuals holistically through advocating for menstrual equity, period poverty and womb wellness.

## ABOUT US

"Kick Cramp's Ass" is more than just a book! We are an organization delivering service, education, and holistic healing to underrepresented (people of color, women, LGBTQIA+, military affiliates & individuals with disabilities) individuals who menstruate (and their loved ones) and assist them to acquire menstrual equity, combat period poverty, and achieve womb wellness. Do you think that menstruation is a taboo conversation?! Let's dismantle this theory and do what is necessary to conquer optimal wellness.

## WHAT WE DO

We provide services, products, and resources that will be beneficial in improving your menstrual cycle experience.

- **Menstrual Therapy**
- **Wellness Workshops**
- **Educational Podcast Episodes**
- **Menstrual Education Research**
- **Public Speaking**
- **Published Literature**
- **Period Products**



# COMPANY HISTORY

## OUR HISTORY

In 2017, our Founder, Brittany Walker, transitioned to a plant-based lifestyle which provided her the opportunity to lose more than 80 lbs holistically and reversed more than 10 diagnoses including Type 2 Diabetes, Bipolar II Disorder, Ovarian Cystitis, Dysmenorrhea, Menorrhagia and Irritable Bowel Syndrome (IBS). On June 27, 2020, Brittany took her last sip of alcohol and has not turned back since. This capricious period ignited a passion within that she could educate the masses with preventing and/or eliminating chronic illnesses through developing positive health outcomes and overcoming alcohol addiction.

In 2022, she released volume 1 of “*NNG’s Formula to Kick Cramp’s Ass! A Blueprint to Naturally Get Rid of Menstrual Cramps.*” After the feedback received and her passion to assist those who menstruate, she decided to launch **Kick Cramp’s Ass** in an effort to serve, educate, and heal those suffering from uterine ailments.





# GLOBAL MARKET ANALYTICS

An overview of global market research between the media outlets that we use for our social media pages, podcast, and YouTube channel.

## Global Market Reach

**55,000+**

views

**80+**

countries

**400+**

subscriptions

## STRATEGIC GLOBAL CAPACITY

Six out of seven continents with global reach and we forecast to keep expanding.

### Africa



### America Region (North, Central & South)



### Asia Region



### Australia



### Europe Region



# STRATEGIC PARTNERSHIPS

## BUILDING FUTURES, TOGETHER

Collectively working with organizations that align with the mission of serving, educating, and healing the underrepresented in the health and wellness industry.



### 2023: 15+ Partnerships

Since April 1, 2023, we acquired more than 15 strategic partnerships globally catering to menstruators and proactively advocating for a holistic approach to achieving optimal wellness.



### 2024: 40 Partnerships

We are aiming to establish a minimum of 40 strategic partnerships globally contributing to various factors that ultimately hinder our mental, emotional, physical, and spiritual wellness.



# 2024 GOALS



We are locked and loaded for all of 2024 and cannot wait to offer more resources and tools.

With such a successful year in 2023, we are prepared to bring you more of what will truly aid in achieving optimal womb wellness.

## 01. Period Products

Additional period products to aid in combating period poverty including menstrual hygiene items, period pain relief, and sustainable period care.

## 02. Menstrual Hygiene Scholarships

Offering monthly, quarterly, bi-annual and annual scholarships for menstruators to receive the menstrual hygiene products they need during the given reward period.

## 03. New Programs

Provide new services that will cater to various locations, demographics, and diagnoses in an effort to prevent and/or eliminate uterine ailments.

## 04. Season 2 KCA: The Podcast

Presenting an extensive season 2 with interviews, new resources, and expert advice on how to navigate the menstrual cycle journey.



# MESSAGE FROM FOUNDER

## DELIVERING POSITIVE, PRODUCTIVE, AND PEACEFUL STRATEGIES


We still have not made our full first year in business and are thrilled for what is still in store. 2023 has been an amazing year so far with the ability to help hundreds acquire menstrual equity, combat period poverty, and achieve optimal womb wellness. We look forward to the continued relationship to prevent and eliminate uterine ailments.



With a rising increase in uterine health diagnoses, more than 70% of individuals who menstruate suffer from some sort of uterine ailment including fibroids, endometriosis, polycystic ovary syndrome (PCOS), dysmenorrhea, menorrhagia, amenorrhea, or infertility. Adolescents report lack of menstrual education, issues with access to menstrual hygiene products, and media and cultural influences that dissuade behaviors towards positively impacting their menstrual cycle journey. This information is disheartening and we are here to offer alternative options to individuals who are willing to shift their mindset, get disciplined, remain focused, and be patient with the healing process.

**Brittany Walker, M.S.**  
Founder, Plant-Based  
Nutritionist, Author





## Turning Ideas into Enterprise

Advocating for better opportunities that are cost-efficient and sustainable for those who menstruate globally

# KEEP UP WITH US

Stay in contact if you menstruate, want to collaborate, or would like to hire us!



Phone

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Email

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