ABOUT THE EVENT

LadiesFirst is an annual brunch fundraiser created to build awareness and support, for women of color that have been directly or indirectly affected by breast cancer. Attendees get to experience:

- Fitness workshops,
- Free health screenings,
- Doctor led panel discussions,
- Wellness house,
- Pampering stations & much more!

Right now, our cancer patients are more at risk of being exposed to COVID-19 because they have underlying symptoms and are still required to go to their chemotherapy appointments during this time, exposing them to outside conditions and even worse, hospitals.

The goal of this fundraiser is to raise $10,000 for our Stay Safe Program that will provide essentials like gloves, sanitizers, face masks, groceries and a private transport voucher to help them avoid taking public transportation.

2700+ SURVIVORS & FAMILIES ATTENDED TO DATE

$90K+ RAISED FOR SUPPORT PROGRAMS

9 YEARS IN PRODUCTION

ABOUT THE ORGANIZATION

AWCAA is a non-profit 501(c) (3) organization that was founded in 2004 as part of an effort to promote cancer prevention and intervention for African women in the Washington Metropolitan Area that has now expanded to different regions across America.

Over the past decade, AWCAA has impacted over 50,000 people in the African community both nationally and internationally through cancer awareness, advocacy, and education.

OUR AUDIENCE

45% Women, ages 18-30
55% Women ages 35-65
85% African American
10% Asian, Hispanic, Indian
5% Caucasian

75% of attendees are breast cancer patients or survivors

2020 AGENDA

JUNE 28, 2020
2 PM - 6 PM
Streaming live from:
ATL | DC | TX

PAST SPONSORS