



**KICK CRAMP'S ASS**

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



# KICK CRAMP'S ASS IMPACT REPORT 2024

## ANNUAL REPORT HIGHLIGHT

An overview of all of the accomplishments that contributed to the mission, vision, values, and corporate strategies 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, and disabled individuals) 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**
- **Fitness and Mindfulness Program**
- **Resource Center**
- **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 eighty (80) pounds 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.



# COMPANY HISTORY

## CONTINUED

**MARCH  
2024**

### **Launched Resource Center**

Released a complimentary tools service on our website offering our magazine, book suggestions, menstrual blood chart, recipes, reports, research, tips, wellness referrals, and womb terminology

**MARCH  
2024**

### **Podcast Season 2 Launch**

Collaborated with ten (10) menstrual equity advocates and wellness entrepreneurs and released over twenty (20) episodes.

**MAY 2024**

### **Certified Military Spouse-Owned Enterprise**

Nationally recognized by the Small Business Association as a military spoused owned business. Featured as an Spouse Influencer of the Month.

**MAY 2024**

### **Menstrual Hygiene Day Event**

Hosted a weekly global challenge in honor of Menstrual Hygiene Day on May 28, 2024 giving away period products and services.

**JUNE 2024**

### **Wellness Professional Of The Year**

Awarded by the Healing Black Woman organization for the effort and impact made on the wellness community globally



# COMPANY HISTORY

## CONTINUED

**JULY 2024**

### **Initiated Loyalty Program**

Any purchases made (products or services) accumulate points that can be used towards future purchases through the KCA Store

**JULY 2024**

### **Began Referral Program**

Loyal consumers and clients have the opportunity to refer their family, friends, and colleagues for a chance to receive discounts on future purchases.

**AUGUST 2024**

### **Released KCA - The Magazine**

Archived our blog (which is still accessible through our **Resource Center**) and migrated to an online publication through the Medium platform.

**AUGUST 2024**

### **Registered Yoga Teacher RYT 200**

Completed applicable certification and became internationally certified to teach yoga and mindfulness practices.

**SEPTEMBER 2024**

### **Launched Pilates for Periods**

Began our fitness and mindfulness program located on our YouTube page offering yoga, pilates, meditation, and breathwork routines and practices.

**DECEMBER 2024**

### **Donated \$7,500.00\* Products & Services**

Strategic partnerships and challenge participants benefited from donated products and services including our period products, gift cards to KCA store, and Menstrual Therapy packages. (\*2023-2024)





# GLOBAL MARKET ANALYTICS

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

## Global Market Reach

**122K+**

views

↑ 122% vs '23

**90+**

countries

↑ 13% vs '23

**775+**

subscriptions

↑ 94% vs '23

## 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.



### 2024: 35+ Partnerships

Since April 1, 2023, we acquired more than 35 strategic partnerships globally, catering to menstruators and proactively advocating for a holistic approach to achieving optimal wellness.



### 2025: 3 Corporate/Government Partnerships

We are aiming to establish a minimum of three (3) corporate or government strategic partnerships globally contributing to various factors that ultimately hinder mental, emotional, physical, and spiritual wellness.



# 2025 GOALS



2024 was about setting the foundation and 2025 is about flourishing.

**99.3%** success rate with **Menstrual Therapy** clients

With such another impactful year in 2024, we look forward to shifting gears and catering to a more specific demographic.

## 01. Supply Chain Expansion

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

## 02. Amplify Pilates for Periods

Produce more yoga, pilates, meditation, and breathwork content. Also, further development by attaining more yoga teacher hours.

## 03. Corporate Contracts

Network and secure corporate or government strategic partnerships serving athletes or military affiliates.

## 04. Season 3 KCA: The Podcast

Deliver a research-driven season 3 with updated and valuable studies, new resources, and expert advice on how to navigate the menstrual cycle journey.





# MESSAGE FROM FOUNDER

## DELIVERING POSITIVE, PRODUCTIVE, AND PEACEFUL STRATEGIES

The first two years of operations have been dedicated to all those who menstruate. We are grateful for all of the individuals that we were able to assist and still have resources, tools, and guidance for them to utilize. In 2024, we are shifting gears and transitioning to focus on athletes and military affiliates to assist with their work productivity, life longevity, and overall optimal wellness.

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Recent research showcases the increases in uterine issues, specifically with athletes and military affiliates. Incorporating health psychology, nutrition, fitness, mindfulness practices, and realistic SMART goal setting are pivotal instruments to achieving optimal wellness. With holistic approaches that have proven to eliminate and prevent uterine ailments, we want to share techniques and approaches to assist these demographics in positively impacting their menstrual cycle journeys. Having a genuine love for women’s sports and being bred from a military family, KCA aims to shift mindsets and assist these menstruators with acquiring menstrual equity, combat period poverty, and achieve optimal womb wellness.

**Brittany Walker, M.S., RYT 200**

Founder, Plant-Based Nutritionist, Author, Podcast Host, and Registered Yoga Teacher



## Dismantling the idea that menstruation is taboo

Every single day, there is a menstruator somewhere globally on their cycle and could use assistance for a more manageable period.

# KEEP UP WITH US

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



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