Warrior Wednesday leads the charge in advocacy for the cystic fibrosis community.

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WARRIOR WEDNESDAY WEDNESDAY

> 2020 MPACT REPORT

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# IGNITE THE A

No.

#### IGNITE THE ADVOCATE, CHAMPION THE CAUSE, EMPOWER A COMMUNITY

Warrior Wednesday is amplifying the voice of the cystic fibrosis community worldwide! As the ever changing landscape of CF brings new hope and new challenges, we stand united to empower our CF Warriors and their families. We rally to honor and remember all those who came before us that paved the way to make today's reasons to celebrate our CF Warriors even more triumphant.



PIPERS

### COALITION OF CFNON-PROFITS



















GINGING AT THE TOP OF MY LUNGS









### PARTNERSHIPS



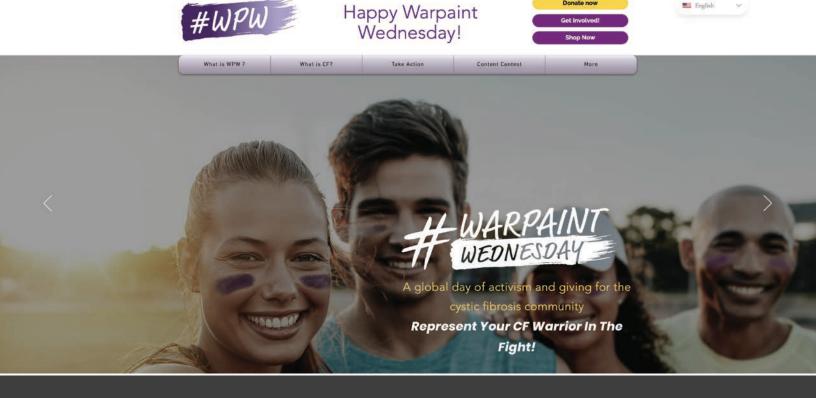
TDI is a web design and digital marketing firm based out of West Palm Beach, Florida. TDI took Warrior Wednesday under its wings to provide pro bono support to develop a full-scale strategy for achieving soaring growth.



iSplack is the official paint provider of Warrior Wednesday providing a percentage of sales back to the CF community. iSplack under eye stick is high-end, high-performance eye black that goes on smooth, comes off easily, and contains no harmful chemicals.







2,076 USERS (Sept 1 - Sept 30)

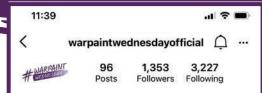


295 **USERS** (Wed, Nov 25)

English

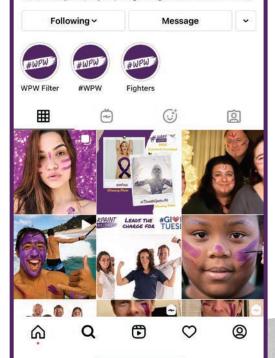
**TOP 4 PARTICIPATING COUNTRIES** US, United Kingdom, Australia, and Canada

### **INSTAGRAM**



Warpaint Wednesday Charity Organization Warpaint Wednesday is a global day of activism and giving for the cystic fibrosis community fueled by the power of social media and collaboration. warpaintwednesday.com

Followed by sasserjess, meganangelina37 and 55 others



**7,534** TOTAL REACH (653.4 % Increase)

**3K** REACH DAY OF THE EVENT

singingatthetopofmylun · Follow

QUV

singingatthetopofmylungs Happy #warpaintwednesday 🖤 Warpaint 122 Wednesday is a global day of activism and giving for the cystic fibrosis community fueled by the power of social media and community collaboration and Singing at the Top of My Lungs is thrilled to be a part of it! If you don't have your own war paint, join ignite the advocate in you with the official @warpaintwednesdayofficial Instagram filter! I'll be going live with WPW at 3pm PST/6pm EST to talk all things CF. We won't stop until there's a cure for everyone fighting #cysticfibrosis! #untilitsdone

ed by pipersangelsfoundation and



You are all warriors! I too am a CF patient I'm 62 now but wasn't diagnosed till I was 58 yrs. old. I truly don't know how kiddos and parents do it, so you are warriors and you all have my prayers – Leslie Harland

D

### INSTAGRAM CONT.

benmudge\_ • Following

benmudge\_ © Today was #warpaintwednesday It's a day to celebrate those who have fought battles against #cysticfibrosis both past & present.

It's aimed to help spread the awareness of this illness in the hope that it no longer becomes an affliction that shortens lives.

Please head over to @warpaintwednesdayofficial & see how you can get involved & help raise awareness for people like me. Ps there are some amazing prizes for the best post!

camason824 · Follow

QQA

camason824 Shay was diagnosed with Cystic Fibrosis 6 days after she was born. We knew little to nothing about this disease and were shocked to learn that our perfect baby had issues going on in her tiny body that we would never be able to fix. BUT since then we have taken charge and found out all of the amazing ways the CF community has been working endiessly to find ways for a longer and better quality of life and will not stop until a cure is found for Cystic Fibrosis. We are very hopeful and beyond thankful for our perfect little Warrior. She has already shown us her strength and rocks a smile everyday. We are appreciative for the chance to now he able to fight along

#### 801.4% INCREASE Content Interactions

7,562 ACCOUNTS REACHED

My CF warrior is 4 years old. 23 pills, 3 liquid meds, 3 neb meds, 3 exacerbation hospitalizations, 2 sinus surgeries, 2 bronchoscopies, and 1 gtube. — Jillean Teeples

4,042 PROFILE VISITS **51,395** IMPRESSIONS

7

1,848 CONTENT INTERACTIONS

### **INSTAGRAM FILTER**

51.3K

2.3K

191 SHARES

1.4 K CAPTURES

240 SAVES



8



BentMudge

**Chole Dubo** 1:58 / 29:00

Josh Llewellyn

Laura Bonnell

Will Schlucter

1:02/21:54 Julia Rae :

2,030 TOTAL VIEWS

### LIVE INTERVIEWS

Megan Barker, CF Spouse Laura Bonnell, The Bonnell Foundation Amber Dawkins, CF Warrior Ninja Chole Dubois, Breathe Purple Eric Larsen, CF Fighters Josh Llewellyn-Jones, CF Warriors Katie Malik, CF Yogi Rima Manomaitis, Lung\_Story\_Short Dylan Mortimer Ben Mudge Katie Osbornl, Alltheworldsherstage Julia Rae, Singing At The Top Of My Lungs Will Schlucter, GoBigWill Jeremiah Stemple, Path Way CF Super Hero LeeAnn Suit

295

COMMENTS

335 INTERACTIONS

**13** Shares

9

6 SAVES



About See All A global day of activism and giving for the cystic fibrosis community

 237 people like this including 48 of your friends
()

277 people follow this

http://www.warpaintwednesday.

Send Message

wpw@pipersangels.org

Charity Organization - Event

warpaintwednesdayofficial

Warpaint Wednesday is in Brazil. December 10 at 9:40 AM - @ Congratulations to #CFWarrior & friend in Brazil who just recently got married in a beautiful, covid friendly wedding. This year brought some lows (@ pandemic and all) but in the low moments can come the highs too; the beautiful and the magical. Thank you Lara for being a voice for the #CFcommunity @

**Create Post** 

♀ Check in 🛛 🖀 Tag Friends

Posted @withregram • @laracastilhooficial #warpaintwednesday is a day to celebrate those who have fought battles against cystic fibrosis, both in the present and in the past.... See More

- Lost my little sisters. They were warriors! Miss them everyday— Terry Dugas

#### 56,624 TOTAL REACH (40.6 % Increase)

12K REACH DAY OF THE EVENT



40 PILLS PER DAY 1 EMERGENCY SPINAL SURGERY 2 FEEDING TUBES 1 DOUBLE LUNG TRANSPLANT 30 ROUNDS ☞ CHEMO FOR POST TRANSPLANT CANCER 6 MONTHS ☞ RADIATION 1 LYMPHOMA SURGERY 300 HOSPITALIZATIONS

247 People Reached

Engagements

Boost Post

#WPW

167,413 IMPRESSIONS

# 1,185



I absolutely love this campaign, unleash the warrior within... fantastic! Great job! –Liz Poret-Christ

# **EONTENT CONTEST**

ARPAINT

@ Nicalette Spear Art

Winning Video

2020 Content Contest

@erInnh

Winning Photo

2,917 PAGEVIEWS

2,148 UNIQUE VIEWS

#### 18 **ENTRIES**

1,237 GALLERY VIEWS

22 GALLERY SUBMISSIONS

> 823 GALLERY VOTES

ONTEST 11







Warpaint Wednesday

12 subscribers

SUBSCRIBE

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HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION

ABOUT

Uploads PLAY ALL









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Warpaint Wednesday Launch Party 2019 Recap 5 views • 1 month ago

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H 40 >

12

Warpaint Wednesday 2020 Overview 40 views • 1 month ago

Warpaint Wednesday -Battles By The Numbers -. 276 views • 1 month ago

171

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VIDEOS

490 VIEWS

► N 1 0 000/04



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### O'NEILL THROUGH MAUI OLA





To get involved and for more information about participation, partnership, and sponsorship opportunities, please contact:

### Tatiana Tims at Tatiana@pipersangels.org.

