

# FODADA 2015 UPDATE

A snapshot of our efforts and accomplishments during the year

## Your logo, our gear.

2015 saw a dramatic expansion of our corporate & group programs. By putting their logos and designs on our gear corporations, businesses and groups were able to raise funds for causes important to them while funding fodada's programs for dads and families. By using our clothing for your customized gear we were able to provide over 10,000 meals to families, plants trees, help wounded warriors, fight Alzheimers and much more.

## Working with dads in the prison system

In 2015 we began a relationship with the penitentiary system in the State of Oregon as part of fodada's "dad and me" program in an attempt to pilot a version of the program to provide interaction opportunities for dads behind bars with their children. The initial group has been selected and the dads and kids have already signed their commitment letters.

## Thank you

That is the best way to begin the 2015 year wrap up. Without you and your support we would not be where we are. fodada has always had some lofty goals. This is what your support resulted in 2015:



## Dad & Me expands...

dad and me - our marquee program in supporting and promoting father and child interactivity took center stage in 2015 with a commitment in using education as its core. We begin discussion with world wide organization in understanding how to better tap into and leverage their programs to service dad and me. From the





## product development key to line growth

We continued to push for relevant product development and launch in 2015. New items included:

- New Dad Pack (pictured above) includes a matching tee for dad and newborn with a welcome note for dad
- The crown tee - signifying the role of a great dad and his responsibility.
- Signature line - new release of logo applied to polo, tees and hoodies.
- Queen bee - in celebration of the amazing women in a dad's life and in recognition of our 4th annual self defense day.

## Advisory Council

fodada will be establishing an Advisory Council to better leverage key individuals in decision making for programming and overall business growth. Please forward to those you believe may have an interest in discussing the council and its role.

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UN to the CERN and IUCN, we are now working on some very exciting collaborations to be conducted at the local level. The pilot of such local programs was launched at the University of California Irvine's Engineering Department (pictured) where dads and kids got a chance to build their own LEDs to place inside halloween pumpkins. The program is now looking to expand to other departments at the University as well as geographical expansion to other universities in hopes of formalizing a program that can be rolled out to universities and community colleges across the US. We also engaged local partners in piloting programs around the active (pictured; dads and kids took on an obstacle course on the beach facilitated by our local partners CDM Fitness) and social parts of the Dad and Me program, both of which will be expanding in 2016.

## *Red Beanie Campaign exceeds 10,000 families*

heart disease is the #1 killer in the world and in being so affects a great number of families by taking away dad much too soon. In 2015 we provided 3000 bright red new born beanies to hospital delivery rooms to be put on the babies in the delivery rooms. The bright red beanies get the attention of parents at a major point in their lives making the statement that few very simple changes in their lives can significantly increase their chances of being around to see their babies grow up. With the help of budding filmmaker Shayan Ebrahim and incredible story of Dan Floriani, we produced a video in support of this campaign. Link below

<https://vimeo.com/126571848>



We are expanding the red beanie campaign in 2016 by providing matching beanies (pictured) for the dads and the new borns in an attempt to begin a bond and commitment to a heart healthy lifestyle.



### *Fourth annual fodada International Women's Self Defense day reaches new milestones*

Over the past three years we have pushed for women's empowerment. Yes, a brand dedicated to the celebration and promotion of great dads wants to empower women. Why? first, every great dad has amazing women in his life whether it be their mother, spouse, sister or daughter that he cares deeply about. Second, the legacy of teaching our kids and bringing to the forefront the importance of empowering and protecting women.

2015 planning for fodada's International Women's Self Defense Day which took place on November 21st began in March and immediately showed promise to be one of our biggest years. We added new cities across the US as well as international locations such as Pakistan, India, South Africa, Belgium, and Israel. We also surpassed providing free self defense classes for over 5,000 women. Needless to say we are looking forward to an even bigger effort in 2016 and have begun outreach with international organizations to conduct sessions in more locations especially the countries most in need of such a program.

### *2016 and beyond...*

The last three years have been filled with amazing highlights of what a little idea can accomplish. None of this would have been possible without your generous support of our brand and cause. Every time you, your group or your company choose to patronize fodada, you are making a statement about how a piece of clothing can mean so much to so many. We hope to continue to earn your support and trust in 2016. Thank you and Happy New Year!