

Chickwagon!

Foundation for Women

CHICKWAGON'S TENTH ANNIVERSARY

AND THEY'RE OFF

For another year, the Chickwagon! is at the Rangeland Derby Chuckwagon Races. It was ten years ago, the Chicks purchase their first wagon and Rick Fraser was their first driver. Rick went on to win the Rookie of the Year and guess what? The Chickwagon once again has Rick Fraser for their tenth anniversary driver.

Décor the barn in Pink again. "Why not", says Rick Fraser, "It's an honor. The girls are great and have brought a lot of magic to the barns, the track and the change the attitude."

Originally ten women got together in 1999 to buy the first all-female chuckwagon tarp. It was instantly called it The Chickwagon. "We certainly stirred up the pot," says Arlene flock, one of the original founders.

More info: Arlene Flock Arlene@flagworks.com

ECONOMIC IMPACT

Over the past ten years -- Talk about economic impact :

Ten years of buying tarps	\$	250,000
Ten years of selling special artworks	\$	45,000
Ten years of charity giving	\$	300,000
Ten years of charity in kind	\$	100,000
Ten years of barn dances/party	\$	150,000
Ten years of parade floats	\$	80,000
Ten years of baskets and bows	\$	30,000
Ten years of voluntary hours		unmeasurable

More info: Lorraine Jones lorrainejones@xplornet.com

CHICKS - OUR FAVORITE THINGS

Most favorite things

- Experiencing Stampede from the inside and not on the sidelines
- Supporting our community and helping those in need
- Being in the Stampede Parade
- Supporting so many great artists
- Looking forward to all the new clothes
- Meeting the best “chicks “ in the world

More info: Tina Buckthorp Tina.Buckthorp@raymondjames.ca

CHICKS HELP THE STAMPEDE

- Marketing to women – Women make 75 % of the entertainment budget decisions
- Old boys club – proved chuckwagon races are not just for the boys
- Vitality and color on the tarmac – chickens, flags and fun
- Wardrobe become a recognizable symbol at the chucks belonging to a group
- Safety – help changes the safety in the barns.
 - New rules for fire hazards, glass elimination
 - Walking horses and spectators
- Entertainment and Food in the barns – The first year be feed about 200 people every night, now 70 % of the barns have food, drinks and some even have planned entertainment
- Being in the barns is THE ticket to have – it is fun back in the barns with the hay and the horses. Great camaraderie
- Drivers’ wives recognizing them

CHICKWAGON TEA

The Chickwagon has always been involved with the women of the Chuckwagon racing families. We recognize that without the wives, mothers and grandmothers helping out the drivers, they would not make it, period. We have made great strides in the past to acknowledge these fine women:

This year on the tenth anniversary there will be a special tea honoring IRIS GLASS – Sunday July 5th

More info: Vanessa Laine: vanessa_laine@scotiamacleod.com

UNIVERSITY SCHOLARSHIP

We have arranged for a University scholarship in the name of the Chickwagon! Foundation for Women. This scholarship will be awarded to a masters student in social work and specializing in domestic violence. More info: Shelly Hesla hesla9@hotmail.com

CHARITIES

Chickwagon, over the last ten years, has been involved extensively with various women's charities both with cash donations, articles in kinds, and manpower. Some of these include Wings of Hope, Safe Haven, Ranch 118 Youth Project, and most recently the YWCA.

Given in cash donations: \$300,000

Baskets and Bow

Each year the chicks put together over 150 baskets for underprivilege women. These baskets include personal items shampoo, perfume, soap, hair products etc. These baskets are greeted with great joy by the mothers as they are rarely recognized.

Décor for the YWCA

Chickwagon worked with the YWCA and decorated an entire floor of the temporary accommodations for women. The amount of personal time given in labor was extraordinary.

More info: Lorraine Jones: lorrainejones@xplornet.com

Contacts Chickwagon foundation for women

Lorraine Jones lorrainejones@xplornet.com

Vanessa Laine vanessa_laine@scotiamacleod.com