



Patricia McCoy's Wawela Organization Inspires, Supports Cancer Patients

2016 engagement campaign challenges American Cancer Society, Susan G. Komen Foundation, to follow their lead and designate larger portion of funds to patients

DALLAS, TEXAS, USA, December 18, 2015 /EINPresswire.com/ -- Rowlett, Texas', [Patricia McCoy](#) is expounding upon her initiative that changes the way cancer patients are served. The Founder of [Wawela](#) is rolling out details of the organization's 2016 engagement campaign, her publicist announced today. Wawela is a not-for-profit organization that provides hope and tangible resources to individuals waiting for the cure.

Highlights of Wawela's 2016 engagement plan includes partnerships with influential leaders in their field. Among the Wawela's partners are speakers, medical doctors, nutritionists, performing artists, volunteers, educators, and cancer survivors. A large part of the revenue generated during the 2016 engagement campaign will come from organized events, sponsors, donations, and fundraisers.

After being informed by both the Susan G. Komen Breast Cancer Foundation, and the American Cancer Society that they no longer had financial [assistance](#) when she requested it, Patricia McCoy wasn't entirely sure what would happen next. But she did have an idea.

McCoy says she decided to form Wawela after she realized that it was the desire of her sister who passed away from breast cancer. During her battle, she struggled financially and her bills piled up. Since 2003, Wawela has delivered direct financial assistance to cancer patients who need immediate assistance to pay their rent, utilities, transportation, and funeral expenses.

"We're delighted to be able to provide services that meets an immediate need and lightens the burden of stress that medical expenses can weigh in on the individual," says McCoy. "Having lost my parents and sister to cancer as well as being a cancer survivor myself, I understand what it means to go through. I have decide to go into the trenches where others dare to go and deliver the message of hope to those who desperately wait."

The American Cancer Society sends cancer patients who need financial assistance to Wawela. Patricia McCoy says Wawela is a small foundation that doesn't have the capacity to meet the needs of referrals from these giants, "especially now that we are in the database of major organizations such as American Cancer Society, Texas Oncology, and Kaiser Permanente, to name a few."

With the 2016 engagement campaign, Wawela hopes to sway foundations such as American Cancer Society, Susan G. Komen Foundation, and others to allocate a portion of the hundreds of millions of dollars in revenue that they receive annually, for direct financial and emotional assistance for cancer patients.

"Cancer patients are often challenged by an expensive predicament. Many lose their jobs and deplete their benefits and finances. The need for the infrastructure Wawela provides has never been greater," stated Fran Briggs, publicist to Patricia McCoy. "It's a serious problem made worse by organizations such as the American Cancer Society. They take in hundreds of millions each year for policy, but do not address the immediate financial or emotional needs of people."

Wawela hopes to change that." stated Briggs.

Patricia McCoy has made the best of an opportunity to create a new standard that would change the way people challenged by cancer are served. But it's the woman behind the stunning smile that makes her truly amazing. She says her faith in God, personal experience and determination inspire her to create financial, personal, emotional, physical, and intellectual change.

For more information on partnerships, donations, volunteering, and how you can help, please visit <http://www.wawela.org>. For media opportunities, contact Fran Briggs 206.279.0818, or email FranBriggs@aol.com.

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