



Making a Difference for Marginalized Women

21.4 million American women find themselves, and consequently their children, living below the line of poverty. They struggle to make ends meet; they struggle for acceptance; they struggle to survive. Crystal Knapp has become a voice to these marginalized women encouraging them to “reach up” and find empowerment through real-life solutions and stories.

Crystal Wacker Knapp is the Founder and Editor-in-Chief of *Reach UP* magazine, a direct result of this 5' gal having lived and worked in one of New York's toughest inner-city neighborhoods for nine years. Quick to see disparities, “unfairness” as she terms it, Crystal discovered an astonishing void in publishing. Where were the women's magazines for marginalized women? Her skills in donor communications, teaching and her first-hand experiences with moms in the projects proved essential as she tackled starting this unique magazine. Today, Knapp and her team of volunteers publish a print & digital quarterly magazine in English and Spanish. Current circulation is over 11,000. The FREE mags are distributed through nonprofits nationwide working with their target audience. *Reach UP* is donor funded. Married to author, David Knapp, she loves collaborating on other writing and speaking projects.



Story Ideas

- ◆ **Nobody Ever Told Me About Changing My Sheets:** Stories of women who have never been exposed to basic living skills.
- ◆ **I Made It Out of My Pit:** Panel of women, with their mentors, who pulled out of their “pits” - prostitution, homelessness, trafficking survivor, prison, etc.
- ◆ **A Hand Up, Instead of a Hand Out:** Inspiring women to “reach up” out of their not-so-cozy, oppressive “normal” life to greater understanding and emotional health, plus set goals.
- ◆ **Teens Are Running Households:** The hidden scandal when drugs, gangs and alcohol rob generations of their mothers.
- ◆ **Media Omission Exposed:** Why are nearly 42 million women left out of the magazine industry?
- ◆ **Riches to Rags, Southern California to Inner-City New York:** My story of how I found my life's passion teaching how to “reach up” to disenfranchised women.
- ◆ **Charities can be Hurting Those in Poverty:** A balanced poverty recovery process includes Relief, Rehabilitation and Development.
- ◆ **So You Want To Volunteer?:** 5 Tips to make the most of your volunteering time with the marginalized, both for yourself and for the people you serve.

“The women on both sides (Coffee Creek Correctional) really enjoy it.”
Chaplain Susan M.

“The homeless ladies here in Greenville ... feel very special to receive such a lovely gift.” Minda S.

“I want to get my GED...!” An motivated reader's expression after reading a first-person article on goal setting and getting a GED.