



How It Works

SET YOUR GOAL Decide how much money you want to raise through your event to fight breast cancer.

CHOOSE YOUR DAY Choose any day of the year that works for you and your group.

BUILD YOUR TEAM Recruit friends, co-workers and others into your group by phone, email or in person. If you're hosting an event, use our posters and ads to help build your team.

PICK YOUR PINK From subtle pink accessories to head-to-toe pink costumes, choose what works best for your team.

SEND YOUR DONATIONS When your event is done, send back any donations you have received and encourage your team members to send in theirs. Be sure online donors use the team ID number when giving their gift.

Ideas & Materials

If your event is in an office or work environment:

1. Passionately Pink costume contest: Encourage co-workers to dress up in as much pink as possible and award the winner.
2. Pink Potluck: Work with your local Komen Affiliate to get a speaker to share about breast health during a potluck lunch.
3. Pink Pies & More: Ask people to bake their favorite pink cookies, cakes and pies, then auction off all of the goodies.
4. The Ultimate Pink Office: Invite everyone to decorate their offices in pink, have people vote on the best one and award a prize.
5. Distribute Breast Cancer Information: You can find everything you need in our breast health section.

If your event is at a school or college:

1. Pink Car Wash: Set up a car wash fundraiser at your school with all donations supporting Susan G. Komen for the Cure.
2. In the Pink Fashion Show: Put your best pink fashion on display as a special event for family and friends.
3. Survivor Night: Ask a couple of breast cancer survivors to come and share their experiences while enjoying a special pink dessert.
4. Pick your Pink: Specify a type of pink clothing -- from pink hats or shirts to pink togas.

5. Auction All Things Pink: Get local businesses to donate auction items that fit the Passionately Pink theme -- clothing, food, spa treatments like a pink manicure or dinner out.

If your event is at home:

1. Pink Picnic: Host a picnic or barbeque with pink food and decorations.
2. Pink Pedicures: Invite your friends over for a spa night with lots of pink polish to go around.
3. Pink Pajama Party: Gather friends for a sleepover and be sure to put on your pink pjs.
4. Pink Lemonade Stand: Encourage your kids to set up a lemonade stand for the neighborhood.
5. Get Crafty in Pink: Round up several friends and make crafts (in pink!) to sell.

Success Stories

Passionately Pink Freshmen: Don't Be Blue, Be Pink

The Blue Springs School District is perfectly proud of their Passionately Pink freshmen, who have been Passionately Pink for the Cure for two years in a row. They wore pink with style, and sold pink t-shirts and hundreds upon hundreds of pink donuts. They also had an Awareness Wall festooned with over 350 dedication ribbons. The freshmen were so inspirational in their colorful fundraising that local businesses were only too eager to donate money and donuts! In addition, they got local media and newspapers to pay attention, which helped the freshmen achieve one of their chief goals: to make students more aware of breast cancer and its relevance to their own young lives. The goal of this year's fundraising effort is \$5,000.

Compassion With Class: Jupiter Elementary School

Jupiter Elementary School went Passionately Pink by enjoying a wonderful lunch donated by local business partners. The cafeteria staff made a beautiful chocolate cake and some very special cookies! They celebrated survivors and remembered one of the kindergarten teachers (on her 60th birthday) who lost her battle with breast cancer almost three years before. They raised nearly \$587.

Texas A&M University Maggies Lead The Way

The marvelous Maggies, an organization formed to unite a diverse group of (primarily) female student leaders, led by a leader-of-leaders named Kay Duston, went Passionately Pink for the Cure because they realized that even as young women they can be affected by breast cancer. All the girls dressed up in as much pink as possible. The room had pink decorations, they ate pink treats, and had a special guest speaker. They raised \$210.

What's Pink, Doc? Lakewood Health System

The Lakewood Health System Surgical Services Department wore pink on their Passionately Pink for the Cure day in honor of fellow employee and close friend, Pat Eckhoff, who had recently passed away after a long struggle with breast cancer. In addition, the Department proudly showed off their pink fashion sense (and Passion sense!) to visiting Susan G. Komen for the Cure, Brainerd Lakes Affiliate representatives, who were clearly impressed with their dedication to the fight against breast cancer.

Passion Prevails: Washoe County Social Services

Who says government is stuffy and boring? The Washoe County Social Services joined hands and hearts with the Library, the Alternate Public Defender, Adult Social Services, Collections, The County Clerk and Juvenile Services in one of the most meaningful cases of the year. Event organizer Rhonda Walker said, "Everyone found something pink -- whether it was a dress shirt, a scarf, a blouse, a tie, a hat, a pin or even that perfect shade of lipstick, the co-workers in my building packed a powerful pink punch that day. Many kudos to all the men who wore pink shirts or ties in support of our effort. Everyone really came through!" They also held a raffle with wonderful and fun prizes, raising over \$1,000 in a single day!

Frequently Asked Questions

Q: What is Passionately Pink for the Cure?

Passionately Pink for the Cure is an awareness and fundraising program. To participate, pick a day (or days), recruit a group to wear pink and make donations to Susan G. Komen for the Cure.

Q: Who participates in Passionately Pink?

A: Everyone is invited! Passionately Pink events can be hosted anywhere from backyard barbeques to lavish black tie affairs we want everyone to join us in our quest to save lives!

Q: How will the funds raised be used?

A: Eighty-seven cents of every dollar Komen spends goes toward our mission. Twenty-five percent is used to fund life-saving research and 75 percent is shared with our Affiliates across the country to be used in local education, screening and treatment efforts.

Q: What day can we participate in Passionately Pink?

A: You can choose any day of the year. Or choose multiple days.

Q: Will I receive a tax receipt?

A: Susan G. Komen for the Cure issues receipts for any funds of \$10 or more received directly by Susan G. Komen for the Cure. Anyone who provides a check written directly to Komen will receive an acknowledgement within approximately four to six weeks from the date it was deposited. We are unable to issue official tax receipts to team captains to give to their participants at the time they collect donations. Receipts must be sent by Komen after the funds have been received in our office.

Q: Is my donation tax deductible?

A: Yes, all contributions to Susan G. Komen for the Cure are tax-deductible to the fullest extent of the law. Please consult your tax advisor for more information.

Q: What do I do with the money I collect?

A: Mail checks to Susan G. Komen for the Cure, P.O. Box 5027, Hagerstown, MD 21741. If you send checks via Fed Ex or UPS, please use our street address: 5005 LBJ Freeway, Suite 250, Dallas TX 75244. Be sure to mark your donations for Passionately Pink for the Cure and include your team ID on all checks. Please do not send cash - convert it to a check or money order.

Q: When are the donations due?

A: We encourage team captains to send in their donations as soon as their Passionately Pink for the Cure day is over, but donations may be sent in at any time throughout the year.

Q: Can donations be made online?

A: We encourage it! Donors can either click Find a Team on this website and find the team's donation page, or go directly to the team's donation page using the team URL and charge their contributions using credit or debit cards. Online donors receive immediate acknowledgements, and you don't have to worry about sending checks by mail. Best of all, the money Komen saves in postage and handling goes toward the cause.

Q: How should checks be made out?

A: Please make checks payable to Susan G. Komen for the Cure and include your constituent/team ID number on all checks. Checks can either be given to you, as the team captain, or submitted by your team members (just make copies of the donation reply form for them).

Q: What is my constituent/team ID number?

A: Your team ID is located on your team web page. You can also get your team ID number by emailing us at passionatelypink@komen.org or by calling us at 1-877 GO KOMEN (1-877-465-6636) and pressing 3.

Q: Can my gift be matched?

A: If your company matches gifts to nonprofit organizations, find out if Susan G. Komen for the Cure is one of them and request a matching gift checklist from your team captain.

Q: How do I order merchandise?

A: Shop for Passionately Pink for the Cure and other Komen items at komen.org/promiseshop. We've got t-shirts, pins, ball caps, gifts and much more. Fifty to eighty percent of the purchase price of everything we sell supports our promise to save lives and end breast cancer forever.

Q: May we create and sell our own Passionately Pink items?

A: If you have an idea for merchandise, please contact us at passionatelypink@komen.org or call 1-877 GO KOMEN (1-877-465-6636) and press 3.

Q: Is Susan G. Komen for the Cure still the beneficiary of Lee National Denim Day®?

A: No, Komen is no longer the recipient of funds raised through that program.

Q: Is Susan G. Komen for the Cure a nonprofit organization?

A: Susan G. Komen for the Cure is a public charity exempt from federal income tax under Section 501©(3) of the Internal Revenue Code.

Toolkit Available at www.passionatelypink.com