

BREAST CANCER AWARENESS MONTH

PINKTOBER



WELCOME

We're so glad you're here



UNITE
FOR CURE

BREAST CANCER AWARENESS MONTH

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AGENDA

Introductions

Meet the team

Performance:

SGK Totals

Goals:

2024 Goals

National PepsiCo Susan G Komen Partnership:

SGK Site

Walks:

Dates / Registration / Entry free

Fundraising:

Kendra Scott

Apparel store front

Call to Action:

Race for the Cure

Best practice sharing

Activation ideas

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YOUR PEPSICO SUSAN G. KOMEN COMMITTEE



Kaitlyn Bone
FLNA R&D
Product
Development



Jessica Holt
FLNA KAM:
West Region



Megan Linneman
FLNA TM:
Palmetto Zone



Amy D Wehr
FLNA PGT
Comms



Kathryn Kennedy
PBNA
Commercial Sr
Director

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3 Year Performance

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2021

\$124,016 Raised for SGK

568 Walk Participants

30 Teams Enrolled

2022

\$124,720 Raised for SGK

411 Walk Participants

14 Teams Enrolled

2023

\$152,209 Raised for SGK

668 Walk Participants

59 Teams Enrolled

2024 Goals



\$125,000 RAISED FOR SUSAN G KOMEN

\$35,000 DONATION FROM APPAREL SALES

700 PEPSICO WALK PARTICIPANTS

60 PEPSICO TEAMS

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PEPSICO National Team



SUSAN G.
KOMEN.



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PepsiCo National SGK Page



PepsiCo National Team

Ready to get started?
There are **3 ways** to
Participate!!

JOIN A TEAM

START A TEAM

DONATE TO A PARTICIPANT

We're all in and we
need you with us.

We've raised

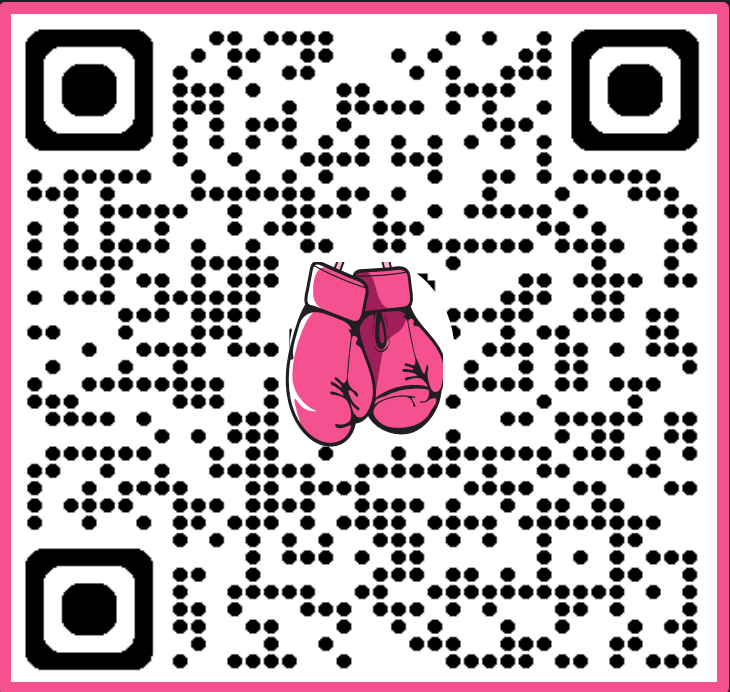
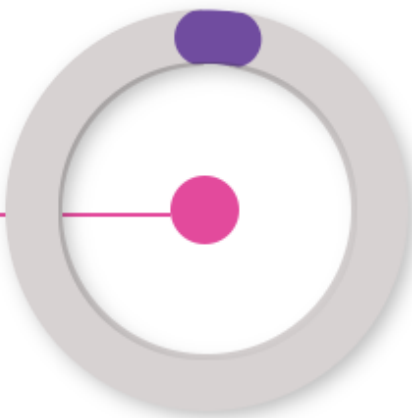
\$3,464

Our goal is

\$125,000

Number of gifts: **12**

Total Team Members: **42**



Teams

Frito Lay/PepsiCo Team: Orange County
Golden Girls: NYC
NNE Walkers for Knockers: Walk Where You Are
PBNA Chicagoland: Chicago
PepsiCo OR & SW WA: Oregon & Washington
PepsiCo NYC: NYC
PepsiCo: North Texas: Dallas
PepsiCo WIN: Walk Where You Are

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Walks

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2024 Walk Schedule



St. Louis | June 8
Madison | June 8
Portland | Aug 24
Bloomington | Sept 7
Washington DC | Sept 8
 **New York City | Sept 8**
Detroit | Sept 14
Cleveland | Sept 21
Tulsa | Sept 21
Milwaukee | Sept 22
Seattle | Sept 28
Chicago | Sept 28
Newport Beach | Sept 29
Toledo | Sept 29
Nashville | October 5
Manchester | October 5
Indianapolis | October 5
Fort Worth | October 5
Houston | October 5
Springfield | October 5
Tampa | October 5
Los Angeles | October 5


San Francisco | October 6
Jackson | October 6
Rogers | October 12
Denver | October 12
Louisville | October 12
Murrieta | October 13
Honolulu | October 13
Omaha | October 19
Oklahoma City | October 19
Dallas | October 19 
Miami/Ft. Lauderdale | October 19
Cambridge | October 26
Charlotte | October 26
Atlanta | October 26
Walk Where You Are | October 26 
Austin | October 27
Hartford | October 27
San Antonio | November 2
San Diego | November 3
West Palm Beach | January 2025

How To Join A Team


1. Go to home page – [Susan G Komen PepsiCo National Teams Page](#)
2. Select “JOIN OR START A TEAM”
3. Scroll to find the team you wish to join and select “JOIN TEAM”
 - [WIN MORE THAN PINK TEAM](#)
4. In the specific Team page, select “Join Our Team”
5. Select “CREATE AN ACCOUNT” for new members, or “LOG IN” for existing
6. Follow prompts to enter desired donation amount, survey information, address, and shirt size
7. Review and finalize

****Remember to enter your PepsiCo charity match on the giving website****

https://www.cybergrants.com/pls/cybergrants/eg_portal.home?x_gm_id=7648&x_page=giving



PepsiCo National Team



CONTACT
PepsiCo National Team Champions:
Kathryn Kennedy
Kathryn.Kennedy@pepsico.com
Jessica Schumacher
Jessica.schumacher@pepsico.com

Ready to get started?
There are **3 ways** to Participate!!

[JOIN OR START A TEAM](#)

[DONATE TO A PARTICIPANT](#)

We're all in and we need you with us.

We've raised **\$625**

Our goal is **\$75,000**

Number of gifts: **5**
Total Team Members: **25**

Ready to get started?
There are 3 ways to Participate!

[JOIN OR START A TEAM](#)

[DONATE TO A PARTICIPANT](#)

WIN MORE THAN PINK VIRTUAL

Join MORE THAN PINK Walk Where You Are

Members Recruited: 2

Amount Raised: **\$200.00**

[JOIN TEAM](#)

[DONATE](#)

Select a team member to donate to:

Women's Inclusion N: [DONATE](#)

[Join Our Team](#)

Our Company: PepsiCo
Our Event: 2022 Komen MORE THAN PINK Walk Where You Are
Date: Saturday, October 29, 2022

Questions and Contact

*Would you like to be recognized as a breast cancer survivor or living with metastatic breast cancer?

Please select response

*Why do you walk?

Please select response

*What is your t-shirt size?

Please select response

All participants who raise \$100 will receive an official event t-shirt. Survivors and those living with metastatic breast cancer will receive a special event shirt regardless of fundraising level achieved.

*How did you hear about this event?

Please select response

Participation and Fundraising

Which best describes you?

Adult \$0 Youth under 18 \$0

Do you have a discount code?

YES NO

How much can you raise to end breast cancer?

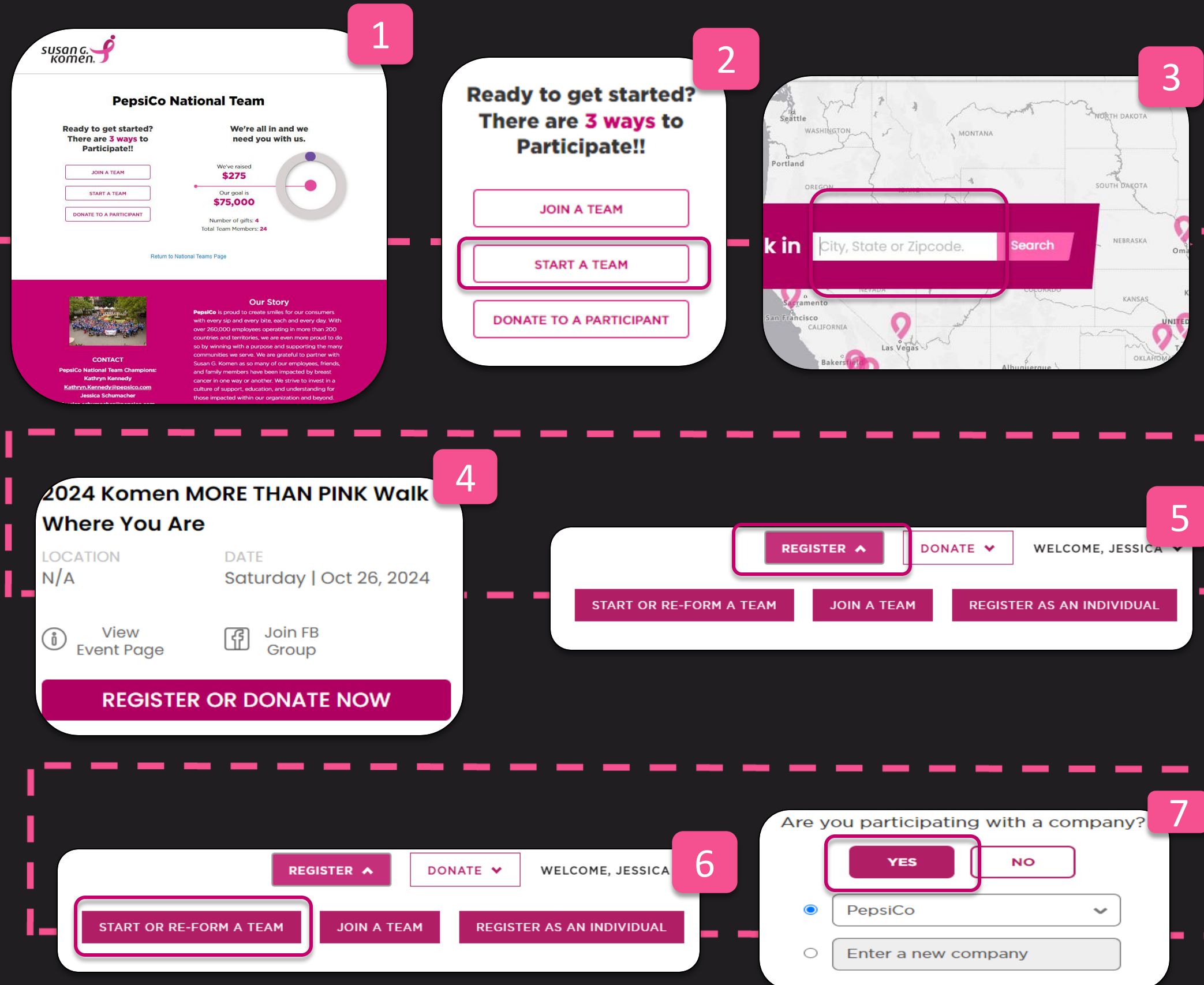
\$250.00

Will you kick things off by making a donation to end breast cancer?

\$500 \$250 \$100 \$50 \$30 Other No, Thanks

How To Create A Team

1. Go to home page – [Susan G Komen PepsiCo National Teams Page](#)
2. Select “START A TEAM”
3. Search the City to pull up race dates
4. Select the race you wish to support and click “REGISTER OR DONATE NOW”
5. Select the “REGISTER” link on the walk page
6. Choose “Start or Re-Form a Team”
7. Follow prompts to enter in personal information, desired team name (EX: Frito Lay – Northcentral Region), desired donation amount
8. Select YES to “Are you participating with a company?” Select PepsiCo.
9. Review personal info and launch team site



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Fundraising



BREAST CANCER AWARENESS APPAREL FUNDRAISER

PRICE LIST

| | |
|---------------------|------|
| Stripe T-Shirt | \$28 |
| Stripe Sweatshirt | \$35 |
| Logo T-Shirt | \$20 |
| Men's Snap Polo | \$30 |
| Men's Button Polo | \$30 |
| Ladies Dri-fit Polo | \$30 |
| Dri-fit Pullover | \$38 |
| Ladies 1/4 Zip | \$38 |

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APPAREL FUNDRAISER



OPEN:
August 1st –
October 31st

ACCESSORY PRICE LIST

| | |
|-------------|------|
| Beanie | \$15 |
| Bucket Hat | \$18 |
| Trucker Hat | \$15 |
| Belt Bag | \$15 |

100% of profits will be donated directly to Susan G. Komen
Same supplier as 2024 | *NEW* items shipping weekly | Product and Logo availability will vary by style



YTD Activation

Kendra Scott Mother's Day Shop

Supporting Susan G. Komen



Pop-Up Kendra Scott Booth during Mother's
Day Week & Virtual Shop

Monday, April 29 – Tuesday, May 7

\$888.55 Donated to SGK
+\$475 PY!

Pink Tie Guy

February 2024



Susan G. Komen
Pink Tie Guys are
ambassadors and
advocates



Frito Lay had their first
ever Pink Tie Guy
Anthony Kyles



Funds Raised
\$1,454

WIN Leaders attended
the Pink Tie Guy
campaign Kick Off at
the Star on February 6



Kelley Keith, WIN Member
Amy D Wehr, SGK Committee Co-Lead
Mackenzie Kocienski, WIN President



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Upcoming



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October Events

Upcoming Activity

**Tuesday
October 1st**

October Breast
Cancer
Awareness
Month Virtual
Kick Off

**Wednesday
October 16th**

HQ BCA
Event/Gym
partnership

October

Month Long
Events



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Call To Action

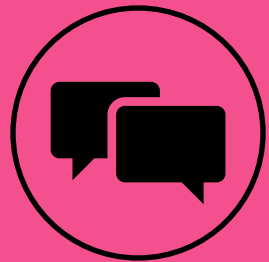
*SUSAN G.
KOMEN.*  **UNITE
FOR CURE**



Create a Team



Set Fundraising Goal



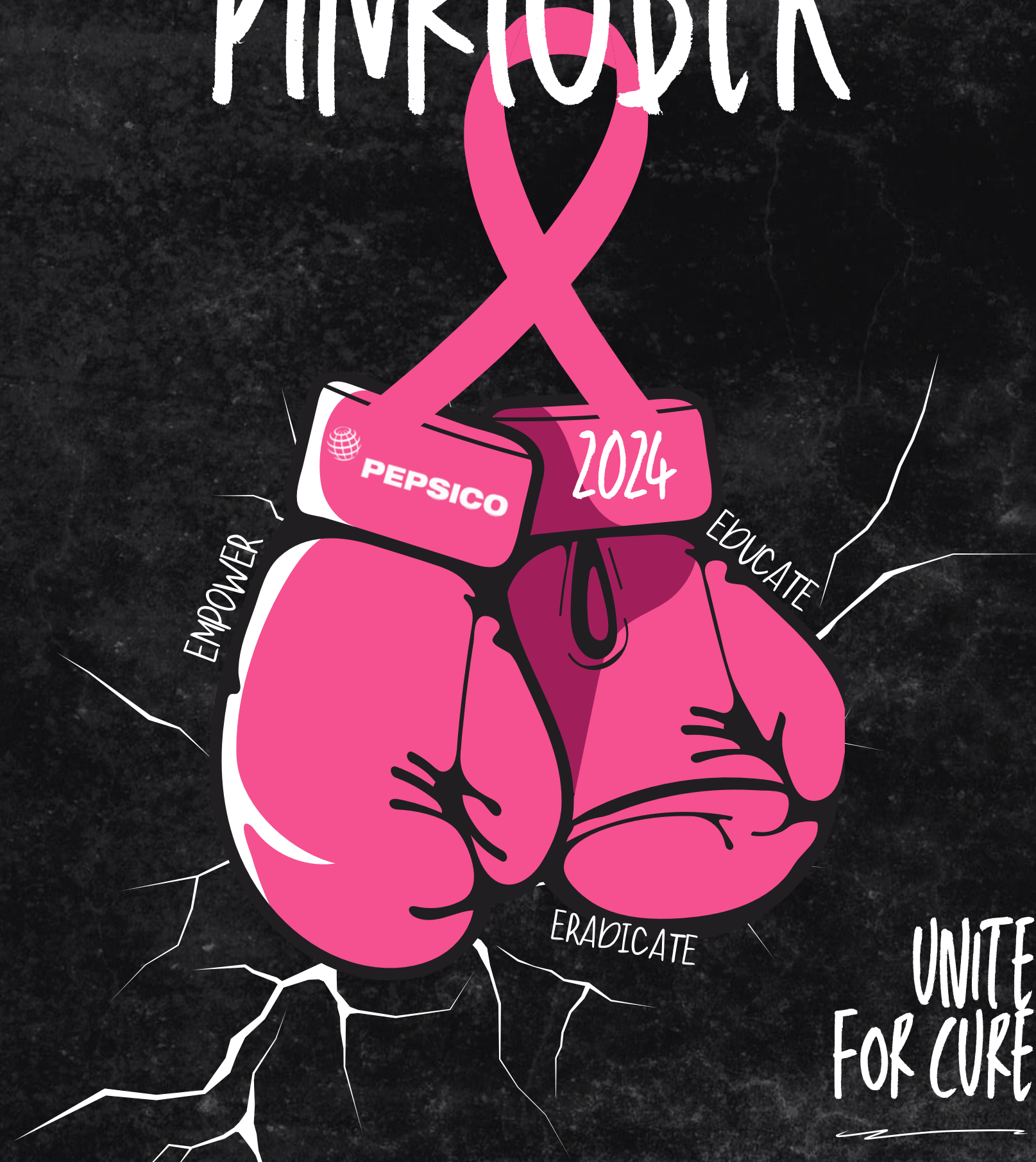
Communicate



Share Best Practices

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