



Participate in a Charity Payroll Giving Campaign for Susan G. Komen

WHAT IS PAYROLL GIVING?

Payroll giving allows you to automatically donate a portion of your paycheck to **Komen**, the leading nonprofit organization dedicated to breast cancer. It's a simple, tax-efficient way to contribute to a cause that saves lives.

WHY PARTICIPATE?

- **Convenient and easy:** Donations are automatically deducted from each paycheck. One-time donations are also available.
- **Tax benefits:** Contributions are made before taxes, reducing your taxable income.
- **Employer matching:** Many companies match employee donations, which can double your impact.
- **Help fund research and support services:** Gifts help fund critical research, community health programs and public policy and advocacy focused on the breast cancer community.
- **Sustained support:** Payroll giving ensures a steady stream of funding for breast cancer research, education and patient support services.
- **Boost employee engagement:** Employees feel more connected and motivated when they contribute to a cause that matters. Supporting Komen fosters a sense of community and purpose.
- **Create a culture of philanthropy:** Encouraging giving fosters teamwork and a supportive workplace environment focused on shared values.

WHY NOW?

Participating in a charity payroll giving campaign for Komen not only supports vital breast cancer initiatives but also enhances employee engagement and corporate reputation.

Partner with Komen today and join the fight to end breast cancer and strengthen your team's sense of purpose and community.



HOW DO WE IMPLEMENT A GIVING DAY?

1. **Choose Komen as your charity partner:** Form a partnership with Komen and emphasize their mission and impact in the fight to end breast cancer in company communications.
2. **Set clear objectives:** Define goals for participation rates and fundraising to guide your campaign.
3. **Create a simple process:** Implement an easy payroll deduction system for contributions to Komen.
4. **Communicate effectively:** Promote the campaign through emails and meetings, sharing stories of how donations help fuel Komen's work to drive research, provide care, take action and unify communities.
5. **Engage employees:** Organize events, awareness campaigns or matching donation programs to encourage participation.
6. **Monitor and evaluate:** Track metrics like participation rates and funds raised, then gather feedback to improve future initiatives.
7. **Celebrate success:** Share updates on the impact of contributions and recognize employee involvement to foster pride and engagement.