



GO **PASSIONATELY PINK**<sup>®</sup>  
& HELP END BREAST CANCER FOREVER!

susan g. komen  
**PASSIONATELY**  
**PINK**<sup>®</sup>  
[passionatelypink.org](http://passionatelypink.org)

# TURN YOUR PASSION **PINK**

Register online today to become a Passionately Pink event coordinator!

Go to [passionatelypink.org](http://passionatelypink.org) and click on the pink “Register” tab. It’s fast, easy ... and it’s FREE.

## Choose your Passionately Pink Fundraising Kit

Pick the one that best suits your event. There are four options to choose from:



### LAPEL PIN KIT

Perfect for Pink Outs at the office, bake sales, campus events or any place where people want to show their support!



### STICKER KIT

Perfect for youth fundraisers, school events or any place where participants may not want to wear pins!



### TEAR PAD KIT

Perfect for an Honor Wall at the office, in your retail location, at your school — or anywhere!



### “GREEN” KIT

Perfect for the environmentally friendly! Contains collectible lapel pins only.

Thank you for supporting Susan G. Komen® as we continue to help fulfill our promise to *end breast cancer forever.*

# GO ONLINE & DO **MORE**

**Passionately Pink** offers a variety of online tools to help.

When you register as a Passionately Pink event coordinator, you'll get a personalized webpage to help plan your event and keep track of your donations.

You'll also get email templates to use as you communicate with your friends, family and co-workers about your fundraising efforts.

At [passionatelypink.org](http://passionatelypink.org) you can:

- Promote your event
- Download posters, flyers, breast cancer information & more!
- Access support materials and information, including event ideas, photos, videos and more!



## Read Alantheia's Story

Alantheia was diagnosed with Stage II breast cancer at age 48 — **just weeks after learning that both of her daughters were pregnant.**

A nonprofit center — locally funded in part by a grant from Susan G. Komen — covered her screenings and post-diagnosis treatment.

Today, Alantheia is spending lots of time babysitting her grandchildren. She says, "My grandchildren don't know how hard I've fought...but they know I'm here."



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# HAVE **FUN** ... & HELP END BREAST CANCER

## At Work

Have Passionately Pink Friday  
Have a Passionately Pink bake sale

## In Your Community

Hold a Passionately Pink car wash  
Have a Passionately Pink lemonade stand

## At School

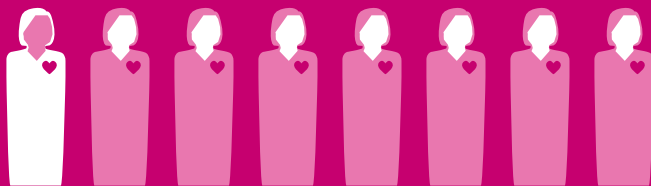
Turn the school Passionately Pink for a day  
“Pink out” an athletic event

## With Friends & Family

Host a Passionately Pink dinner party  
Host a Passionately Pink game night

Visit [passionatelypink.org](http://passionatelypink.org) for dozens of ideas to help you raise money!

**1 IN 8** WOMEN IN THE U.S. WILL  
BE DIAGNOSED WITH BREAST  
CANCER IN HER LIFETIME



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HELP END BREAST CANCER**

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## PASSIONATE ABOUT HELPING END BREAST CANCER?

## WE'RE HERE TO HELP TURN YOUR PASSION PINK!

**P**assionately Pink works with real individuals — just like you — who want to raise money to make a difference and help end breast cancer forever.

Through Passionately Pink you will inspire others with your passion and creativity while raising money for breast cancer research, education, screening and treatment programs at local and national levels.

Passionately Pink is here to help make your fundraising efforts stronger. From your FREE Passionately Pink Fundraising Kit to online support, **we provide promotional and educational materials at no cost or obligation to you.** And it all begins the moment you register at [passionatelypink.org](http://passionatelypink.org).



[passionatelypink.org](http://passionatelypink.org)

# PASSIONATELY PINK® Q&A

**Q** What is Passionately Pink®?

**A** Susan G. Komen Passionately Pink® is a personal fundraising booster! We work to help make your fundraising efforts stronger by providing you with promotional and educational materials.

**Q** Who participates in Passionately Pink?

**A** Anyone who wants to raise money to help Susan G. Komen® in our mission to end breast cancer.

**Q** When can I go Passionately Pink?

**A** You can go Passionately Pink any time of the year.

**Q** How do I register?

**A** Go to [passionatelypink.org](http://passionatelypink.org) and click on “Register.” Registration is fast, easy and FREE!

**Q** What is my Event ID number and why is it so important?

**A** Every Passionately Pink registrant is assigned an Event ID number during the registration process. This number helps track your donations accurately. If you forget your Event ID number, simply call 1-877 GO KOMEN (1-877-465-6636) x2202 or send an email to [passionatelypink@komen.org](mailto:passionatelypink@komen.org).

**Q** How will the money I raise through Passionately Pink be used?

**A** All donations raised through Passionately Pink support Komen’s

national work, which includes funding more breast cancer research than any other nonprofit.

If a donor lives in a Komen Affiliate service area, close to 75% of the donation is shared with the Komen Affiliate to help fund local education, screening and treatment programs in your community.

**Q** Is my donation tax-deductible?

**A** Contributions to Susan G. Komen may be tax-deductible to the fullest extent permitted by law. Please check with your personal tax advisor about the tax deductibility of your gift.

**Q** What do I do with the donations I collect from my Passionately Pink activities?

**A** First, ensure that all checks are made out to “Susan G. Komen.” Next, make sure your Event ID is written on each check. Please do not send cash — convert cash donations to a check or money order. Then, mail donations to Susan G. Komen, P.O. Box 5027, Hagerstown, MD 21741. Because we use a P.O. Box, we cannot accept FedEx or other express delivery services.

**Q** Is Susan G. Komen a nonprofit organization?

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



To learn more or to register visit [passionatelypink.org](http://passionatelypink.org).  
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Email [passionatelypink@komen.org](mailto:passionatelypink@komen.org).

