



PINK OUT FOR THE CURE



Susan G.
Komen
FOR THE **cure**  **CENTRAL
FLORIDA**

What is Pink Out for the Cure?

Pink Out for the Cure is a fundraising program for Susan G. Komen for the Cure Central Florida Affiliate. The program encourages healthy living and breast cancer awareness among some of the most passionate grassroots advocates for our cause: students.



Last year, dozens of unofficial “Pink Outs” were hosted across Central Florida. The all new Pink Out for the Cure program puts resources and fundraising tools behind your school’s efforts, allowing your school to:

- Increase attendance at sporting events
- Showcase school pride, unity, and good sportsmanship
- Generate community and media interest in your school’s philanthropic pursuits
- Spotlight students who exemplify stewardship
- Honor breast cancer survivors and provide a memorial opportunity for families who have lost loved ones to breast cancer
- Educate students, teachers, parents and school board members about the importance of breast health and early detection



How do I host a Pink Out for the Cure?

Hosting a Pink Out for the Cure event is easy! Simply fill out the attached form, select the date of an already scheduled sporting event, and choose how you want to “Pink Out” your school. By teaming up with Komen Central Florida, you will be provided an array of resources to help you plan your event.

Event planning resources include:

- Permission to call your event “Pink Out for the Cure”
- Permission to use the Susan G. Komen for the Cure mark and logo
- Access to educational material and information
- Access to discounted official Susan G. Komen for the Cure merchandise (for fundraising only)
- Representation from Komen Central Florida at your event (as available)
- A dedicated Komen staff or board member will assist you in planning your event

Pink Out for the Cure Fundraising Ideas

- Sell specially designed t-shirts before gameday so everyone will wear them to your Pink Out for the Cure.
- Add a donation amount to the price of each ticket sold.
- Host a raffle and sell tickets for homemade prizes, desserts, and services at your Pink Out.
- Build a wall of hope by selling pink ribbons for \$1 and displaying them in your gym.
- Team up with a school rival the week of your Pink Out to host competitions to see who can raise the most donations. Have the principal of the winning school announce the winner at halftime in a pink wig.
- Show “Pink Penny Pride” and compete with other classes to see who can bring in the most pennies.
- Use “The Power of 10” and have students ask 10 people for \$10. Think how much your school could raise for breast cancer research if every student raised \$100!
- “Thons” are always a great way to raise donations. Host a team mow-a-thon, wash-a-thon or other fun “thon” activity.

How to “PINK OUT” your event

- Purchase pink shoelaces, socks, or wristbands for the team to wear.
- Have fans create pink posters to show support for players and breast cancer survivors.
- If your athletic budget permits, purchase pink jerseys for the team to wear (these can be signed and raffled off for donations during the game).
- Get your mascot involved. Come up with creative cheers and pink signs for the mascot to display.
- Honor breast cancer survivors during breaks or halftime in a highly visible area like center court.
- Have your announcer read important breast health messages throughout the event.



Discounted Fundraising Merchandise

One of the benefits of teaming up with Komen Central Florida to host your Pink Out for the Cure event is access to Susan G. Komen for the Cure's popular merchandise collections for fundraising purposes. You will be permitted to place orders for fundraising merchandise through the Komen Central Florida office at a discount of 40% or more the retail price. Payment for fundraising items is due at pickup. Donations raised from the sales of fundraising merchandise can be turned in after your Pink Out for the Cure event. Merchandise available to Pink Out for the Cure events can be found below. Other items are available upon request.



Wristbands

Retail cost: \$2.00 each
Pink Out for the Cure cost: \$0.35 each
Suggested fundraising donation: \$2.00 each



Lanyard

Retail cost: \$6.00 each
Pink Out for the Cure cost: \$3.05 each
Suggested fundraising donations: \$6.00 each



Tumbler

Retail cost: \$12.00 each
Pink Out for the Cure cost: \$8.00 each
Suggested fundraising donations: \$12.00 each



Shoelaces (also available in pink)

Retail cost: \$2.00 each
Pink Out for the Cure cost: \$.80 each
Suggested fundraising donation: \$2.00 each



Ribbon Bands (silly bandz) - Pack of 3

Retail cost: \$2.00 each
Pink Out for the Cure cost: \$35. each
Suggested fundraising donation: \$2.00 each

Be a Cureleader for your school!

At the heart of every successful Pink Out for the Cure is a team of dedicated Cureleaders. These coaches, boosters, parents, and teachers plan their school's involvement in the program, recruit volunteers and fundraisers to champion the event, and ensure the successful execution of the event on the big day.

Here are a few helpful tips you can use as a Cureleader to make your Pink Out for the Cure event a fully engaging and educational success:

- Share your personal story and commitment to the fight against breast cancer with your athletic department, coaching staff, booster club, and school administrators.
- Designate a Chair for the planning committee of your Pink Out for the Cure. This individual will work with Komen staff and/or board members.
- Plan ahead. Look at your team's schedule and determine how much time you will need to successfully execute the unique details your event. For example, are you planning on designing a tshirt? If so, you will need more time for design, printing, and sales.
- Communicate to fans, teachers, and the student body that you are personally committed to the success of your school's Pink Out for the Cure. Recruit a dedicated committee (it doesn't have to be large) to assist you in Cureleading the success of your school's event.
- Promote your school's Pink Out for the Cure event and your involvement at every opportunity. Utilize email lists, newsletters, posters, letters home to parents, your local newspaper, community groups and meetings, television and radio.
- Reach out to the visiting coaching staff before the event and encourage them to participate in your school's Pink Out for the Cure event, or host one of their own.
- Utilize your Komen Central Florida contact for help with planning your fundraisers, "Pinking Out" the team, promoting your event, and providing educational messaging during your event.
- Above all else, have fun! Make your event entertaining and full of life. Celebrate survivors. Remember loved ones lost. Educate and save lives. Pink Out for the Cure provides an opportunity to bring together students, parents, and teachers for a common goal: to raise awareness and funds that will help find the cures to end this deadly disease forever.





Fast Facts on Breast Cancer

Fast Facts - Nation

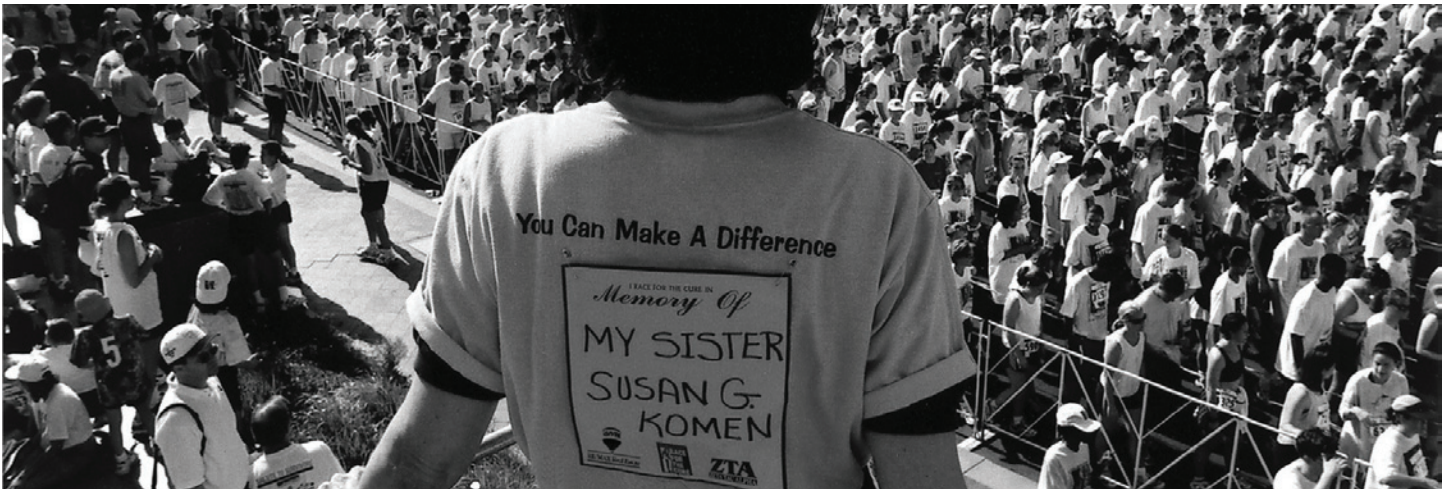
- One in eight women will be diagnosed with breast cancer during their lifetime in the United States
- An estimated 207,090 new cases of invasive breast cancer were expected to occur among women in the United States during 2010
- There are about 2.5 million breast cancer Survivors alive in the United States today
- One woman is diagnosed with breast cancer every three minutes, and one woman will die of breast cancer every 13 minutes in the United States

Fast Facts - Central Florida

- In 2007, only 66.1% of women 40 and older in Central Florida had a screening mammogram.
- In 2007, only 66.4% of women 18 and older in Central Florida had their annual clinical exam
- 33.2% of all breast cancers diagnosed in Central Florida from 2004-2006 were diagnosed in a late stage causing the patient to require a more aggressive treatment and face a higher risk of mortality.
- In 2006-2008, 19.5% of people diagnosed with breast cancer lost their lives to this disease here in Central Florida alone.
- An estimated 25% of females in Florida between the ages 18-64 have no form of health insurance.
- Hispanics are more likely to be diagnosed with a more aggressive breast cancer. In 2009, 21.5% of the population was Hispanic in the state of Florida, compared to the national rate of 15.8%.
- In 2011, Central Florida will be home to approximately 1,897,881 females. If 1 in 8 women will be diagnosed with breast cancer in her lifetime, 237, 235 women in our community face the risk of a breast cancer diagnosis.

Fast Facts - Your Risk

Do you know your risk for breast cancer? Talk to your doctor. Learn the fast facts about your body and know how to recognize changes in your breasts.



About Susan G. Komen for the Cure®

Born in a promise between two sisters -- Nancy Brinker to her sister, Susan G. Komen, who died from breast cancer at the age of 36 -- our vow to end breast cancer forever has become the promise of millions.

Since launching the breast cancer movement 25 years ago, we have transformed the culture of how the world talks about and treats this devastating disease, helping to turn millions of breast cancer patients into breast cancer survivors.

Today, Susan G. Komen for the Cure is the world's largest and most progressive grassroots network of breast cancer survivors and activists the only grassroots organization fighting to cure breast cancer at every stage, from the causes to the cures and the pain and anxiety of every moment in between.

The Promise of Susan G. Komen for the Cure is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

About the Komen Central Florida Affiliate

At the local level, the Komen Central Florida Affiliate works to reduce breast cancer in Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter and Volusia counties by funding education, screening and treatment programs with an emphasis on the medically underserved. In 2010, with the help of the community in such events as the Komen Central Florida Race for the Cure and Pink Out for the Cure, the Affiliate raised over \$800,000. We continue to grow and act as a caring resource for local women and their families.

How are the funds used?

Affiliates of Susan G. Komen for the Cure fund a variety of community-based breast health education and breast cancer screening and treatment projects for the medically underserved. Up to 75 percent of an Affiliate's net income stays in the community to fund local breast health education and breast cancer screening and treatment projects. Remaining net income (a minimum of 25 percent) supports the Komen for the Cure Award and Research Grant Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world.

Contact Information

To host a Pink Out for the Cure, mail the attached Letter of Agreement to Komen Central Florida, c/o Natalie Phillips, 1350 Orange Ave Suite 260, Winter Park, FL 32789. For more information, email Nphillips@komentcentralflorida.org or call 321-972-5534.