



Support Breast Cancer Awareness with the IAFF and Susan G. Komen Passionately Pink®!

In the US, 1 in 8 women will be diagnosed with breast cancer. The effects of a diagnosis can be life-changing not just for the survivor, but for family, friends, colleagues, neighbors... even our nation's bravest are affected by breast cancer.

To help support National Breast Cancer Awareness Month this October, the IAFF is assisting its affiliates and members with its 3rd Annual Susan G. Komen Passionately Pink campaign.

Passionately Pink provides a variety of online tools, printed educational and promotional materials, and other items at no cost or obligation, with the sole purpose of maximizing the impact of awareness-building and fundraising activities in the fight to end breast cancer forever.

Turn Your Local Pink!

Community fundraisers offer the chance to increase breast cancer awareness and raise funds for the IAFF Charitable Foundation and Susan G. Komen®.

Some fun easy ideas include:

- Chili cook-off
- Honey-do auction
- Community pancake breakfast

Fundraising Support

Let Komen boost your pink fundraising with free tools and resources including:

- Breast health information
- Posters and fliers
- A customizable fundraising webpage
- More!

Your Support Makes a Difference

All donations received through the IAFF Passionately Pink campaign are shared equally between the Foundation and Komen. Komen's portion supports national initiatives, as well as community-based education, screening and treatment programs through the network of 118 Komen Affiliates.

For additional information on Passionately Pink, step-by-step fundraising ideas, or help with registration, please contact us at passionatelypink@komen.org or visit our web site at www.passionatelypink.org.



Registering for the IAFF Passionately Pink Campaign

Thank you for supporting the IAFF Charitable Foundation and Susan G. Komen® in the fight to end breast cancer forever! Below are instructions for joining the campaign. If you have any questions please email us at passionatelypink@komen.org and include "IAFF" in the subject line for pink glove treatment.

Register your Local – it takes just 5 minutes!

1. Visit www.passionatelypink.org
2. Click on the pink "Register" tab at the top left of the screen
3. Choose a fundraising kit – either stickers or tear pads (Komen's pins do not meet union specifications)
4. If you are a returning Passionately Pink Local, you'll need last year's username and password. Send an email to passionatelypink@komen.org if you need a reminder 😊
5. Enter your team name as "IAFF Local #xxxx City, State" and select "IAFF" from the National Organization drop down menu

YOU MUST DO THIS IN ORDER TO BE TRACKED AS PART OF THE CAMPAIGN, AND TO QUALIFY FOR IAFF CONTESTS AND PRIZES

6. Follow the remaining prompts and enter all appropriate information
7. Confirm the information was entered correctly, and VOILA! you're now registered! You have immediate access to your customizable fundraising webpage, and the IAFF leaderboard.

Receive Fundraising Materials!

Approximately two weeks after registration, your Local will receive a fundraising kit that includes:

- Posters
- Breast health information
- Special IAFF material
- More

Send In Donations

Each fundraising kit contains a pre-addressed return envelope. It's extremely important to use this envelope and to write your event ID on each check – otherwise your donations may not support the campaign and you may not qualify for IAFF contests and prizes.

Qualify for IAFF Contests and Prizes!

IAFF Affiliates that register with the Susan G. Komen Passionately Pink campaign will be eligible for IAFF contests and prizes, including

- Free registration to 2014 Vincent J. Bollon Affiliate Leadership Training in Florida
- Free registration to 2014 Alfred K. Whitehead Legislative Conference in Washington DC
- Appearance in next year's campaign material
- Special IAFF pink lapel pins
- And More!

Questions?

Send an email to passionatelypink@komen.org with "IAFF" in the subject line, or to speak with someone directly please contact Brittney Dellinger at 6972-701-2134, Stephanie Cox at 972-855-1623 or Liz Gravitz 972-701-2015.

Thank you for your support of the IAFF Charitable Foundation and Susan G. Komen Passionately Pink!