

DID YOU KNOW?

Each year in the United States **264,000 cases of breast cancer are diagnosed in women and 2,400 in men**. Breast cancer is the most common cancer diagnosed among US women and is the second leading cause of death from cancer among women after lung cancer.

During the month of October, St. Tammany Health Foundation offers the community an opportunity to unite in support of the work of the cancer center, the Be Well Bus and the STHS Women's Pavilion through **POWER OF PINK**, an awareness and fundraising campaign for breast cancer care and the importance of early detection.

The campaign will feature mammograms and breast cancer education on the Be Well Bus, the opportunity to sign the pink-wrapped St. Tammany Parish Sheriff's Office vehicle, community business Give Back event, 2024 official t-shirt sales and more!

HOW CAN YOU HELP?

- **Host a Give Back Promotion**
 - Offer a signature drink, dish or dessert, or designate a specific item(s) for sale during the month of October with a portion of the proceeds benefitting POWER OF PINK campaign
 - Have customers Round Up their sales at the register
 - Contribute a percentage of sales for a select period of time during October and November
- **Host a Screening Event at your business**
- **Host a Fundraiser**
 - *Dress-Down Day*
 - *Bake Sale/Candy Sale/Pink Ribbon Sale*
 - *Bike/Walk/Yoga event*
 - *Prize Drawing*
- **Fundraise** in honor or in memory of a loved one with breast cancer or a breast cancer survivor
- **Get Creative** with your partnership - we can help with ideas!



Join the challenge of all POWER OF PINK Partners and remember, no donation is too big or too small!

No matter how you choose to participate, you can trust your involvement will make a tremendous difference in the lives of patients in our community by supporting screening efforts, unparalleled patient care, innovative research, education, patient programs and survivorship. **THANK YOU!**

POWER OF PINK FUNDRAISING GUIDELINES

It is important that all campaigns align with our mission and brand. We ask that all fundraisers follow the guidelines below to ensure success for all.

1. EVENT TIMING AND REGISTRATION

- The POWER OF PINK campaign will run from October 1, 2024 – October 31, 2024. You can run your event any time during this timeframe.
- To sign up as a **2024 POWER OF PINK Partner**, simply complete the Pink Partner Event Form online at sthfoundation.org/PinkPartner

2. LOGO USAGE AND MATERIALS

- St. Tammany Health Foundation must review print, digital and online event promotional materials before they are used. Promotions must not imply St. Tammany Health Foundation's endorsement of a product or service.
- We are happy to provide you with logos to use on your marketing material and website. Please submit your high-resolution logo or materials review request to kgthomas@stph.org.

3. EVENT PROCEEDS

- St. Tammany Health Foundation's POWER OF PINK Campaign should be listed only as the **beneficiary** on all POWER OF PINK promotional materials.
- Promotions should clearly state to the consumer the amount or percentage of proceeds that will be donated in support of the POWER OF PINK campaign.
- Proceeds from your event must be presented or mailed to St. Tammany Health Foundation along with the Financial Summary form and any applicable supporting materials within thirty (30) days following the conclusion of your event. **Checks should be made payable to St. Tammany Health Foundation.**
- Event organizers are responsible for recognizing donors to their fundraisers. If you have a participant who would prefer to make their donation directly to St. Tammany Health Foundation for tax purposes, please direct them to Kathleen Thomas at kgthomas@stph.org or 985-338-5328. Please note that IRS guidelines prevent us from providing tax receipts for non-gift transactions such as ticket sales, raffle tickets, etc.

4. PARTNER SUPPORT

St. Tammany Health Foundation is grateful for our generous community partners. We are happy to provide support to your efforts as appropriate. Here are some ways we can help!

- Assist with your publicity efforts by sharing your event on our social media channels, website and e-newsletters.
- Arrange a check presentation and photographs to share with our constituents and on social media.

We are unable to:

- Provide our Partners with patient interactions at their events or for their promotions.
- Process credit cards for your event.

- Contact the media about your efforts. However, we encourage you to contact media about your event in advance to achieve the best possible outcome!

5. PARTNER RESPONSIBILITY

- POWER OF PINK Partners are responsible for all event expenses and must obtain the necessary permits, licenses and insurance if needed to host event(s). St. Tammany Health System, St. Tammany Health Foundation and all related entities cannot assume any liability for your event(s). If circumstances warrant either through negative exposure, fraud, etc. St. Tammany Health Foundation may assume the right to direct you to cancel your POWER OF PINK promotion or event.
- Please advise St. Tammany Health Foundation of any changes in your fundraising event.

NEED HELP?

Contact Kathleen Thomas at 985-338-5328 or kgthomas@stph.org.

On behalf of St. Tammany Health Foundation (EIN: 92-2107617) and the community we serve, we thank you in advance for helping us support the cancer center's mission of providing comprehensive cancer care, close to home. We cannot do it without your continued support.

SIGNING UP IS EASY!

**Just fill out the online Pink Partner Event Form at
sthfoundation.org/PinkPartner**

THANK YOU!



POWER OF PINK PARTNER Pink Partner Registration Form



PARTNER INFORMATION

Business Name: _____

Contact Person: _____ Title: _____

Address: _____

Preferred Phone: _____ Email: _____

Business Website: _____

Social Media Handles -

Facebook: _____ Instagram: _____ Twitter: _____

EVENT INFORMATION

Event Type: Give Back Promotion Dress Down Day Screening Event Register Round Up

Other – **Get Creative!** _____

Event Name: _____

Event Date/Duration: _____ Location: _____

Event Description: *(Describe fundraiser type, where it will be held, participating locations, highlights etc.)* _____

Name/Description of Product/Service: _____

Dollar or Percentage to benefit POWER OF PINK: _____

Fundraising Goal: \$ _____

Email your completed form to kgthomas@stph.org or mail to:

St. Tammany Health Foundation, 1202 South Tyler, Covington, LA 70433
Form may also be completed online at sthfoundation.org/PinkPartner



POWER OF PINK PARTNER Financial Summary Form



POWER OF PINK FINANCIAL SUMMARY

Please complete within thirty (30) days of the conclusion of your POWER OF PINK event(s) and forward as indicated below with your donation.

POWER OF PINK Partner Business Name

Contact

Email Address

Event Name

Total Proceeds from Event | Donation Amount

Checks should be made payable to St. Tammany Health Foundation can be mailed to:

St. Tammany Health Foundation
Attn: Kathleen Thomas
1202 South Tyler Street
Covington, LA 70433

YOUR EFFORTS WILL DIRECTLY IMPACT THE LIVES OF PATIENTS WITH BREAST CANCER, AS WELL AS SUPPORT EDUCATION AND EARLY DETECTION INITIATIVES. THANK YOU FOR MAKING A DIFFERENCE.

CHECK LIST

- Financial Summary Form (this page)
- Check made payable to "St. Tammany Health Foundation" (EIN: 92-2107617)
- Contact the Foundation if you wish to have a "big check" presentation photo opp!