



2012 PARTICIPANT HANDBOOK



785 Springfield Avenue
Summit, New Jersey 07901
Telephone: 908-277-2904 x14
www.komennorthjersey.org/race

Our Vision

A world without breast cancer.



**Fifth Annual
Susan G. Komen for the Cure® North Jersey
Race for the Cure®
Sunday, May 6, 2012**

**Run with us, walk with us
To the finish line...
Life without breast cancer.**

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Race Facts

WHAT: The Fifth Annual Susan G. Komen North Jersey Race for the Cure®. This is the largest 5K race/walk series in the world.

WHEN: May 6, 2012
7:00am - Registration Available / Packet Pickup Available
8:30am - 5K Run (runners with chips)
9:00am - Expo Opens
9:30am - Survivor Ceremony
10:00am - Walk / Fun Walk (5k / 1mile)

WHERE: Essex County South Mountain Recreation Complex, West Orange, NJ

WHY: Run, Walk or Sleep-In and support the Komen North Jersey Affiliate

- Without a cure, 1 in 8 women in the United States will continue to be diagnosed with breast cancer, a devastating disease that impacts the lives of women and their families in our communities.
- 1 in 7 women in New Jersey will be diagnosed with breast cancer in 2011
- 6,820 women will be diagnosed with breast cancer this year in New Jersey alone, and 1,430 will lose their battle
- More than 207,090 women across the United States will be diagnosed in 2011; more than 39,840 die of the disease (equal to entire population of Hoboken, NJ)
- For the past 30 years, Susan G. Komen for the Cure® has played a leadership role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.
- Our mission remains the same: to save lives and to discover and deliver the cures.
- Susan G. Komen for the Cure®, for the fourth consecutive year, has received the coveted 4-star rating from Charity Navigator, America's largest independent evaluator of charities.



Left: Deb, Lisa and Kathy at one of the North Jersey Affiliate's first Pink Tie Ball Events
Right: Kathy, Lisa and Deb at the 2011 North Jersey Race for the Cure with Honorary Chair, Hoda Kotb

Our Story

The North Jersey Affiliate was founded in 1997 on a promise "to make a difference" to a ten-year-old girl who lost her mother to breast cancer. Affiliate Board of Trustees, Medical Advisory Council, staff and over 700 survivors and activists fulfill that promise every day by delivering the life-saving message of early detection.

Through fundraising events like the Race and Pink Tie Ball, the Affiliate supports community-based breast health education, and screening and treatment programs focusing on underserved and uninsured women. 75% of net funds raised by the Affiliate stays within its service area* and the remaining 25% is directed to the Susan G. Komen for the Cure Award and Research Grant Program.

* Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union, Warren



WHO ARE YOU RUNNING FOR?
Your mom, sister, grandmother, or friend? Whatever the reason for your inspiration, we welcome you to the movement that will end breast cancer forever.

PLEASE DO NOT OPT OUT OF EMAIL NOTIFICATIONS-IT IS THE ONLY WAY YOU WILL RECEIVE ESSENTIAL RACE INFORMATION

HOW can I make an impact:

What does Susan G. Komen for the Cure® North Jersey Affiliate support with monies raised through the Komen Race for the Cure®?

75% of the net funds raised by the North Jersey Affiliate remains in the nine-county Northern New Jersey service area, i.e., Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren counties, to fund breast health education, screening and treatment programs for uninsured and underinsured women. The remaining 25% of net funds raised is directed to the Susan G. Komen for the Cure® Grants Program.

For the 2011 Grant Cycle, the Affiliate awarded over \$1 million in grants to **23** organizations to fund **28** important programs in the local community. Here are a few examples of how your dollars make a difference in the lives of medically underserved women:

- **Bergen County Department of Health Services - Bergen CEED Transportation Project** - Provides reliable transportation to breast screenings and follow up appointments for underserved women residing in Bergen County.
- **Clara Maass Medical Center - Breast Health Outreach and Navigation Program** - Provides vital education and support to underserved African American and Hispanic women in Essex, Hudson and Bergen counties thus eliminating barriers to timely diagnosis and treatment of breast cancer.
- **Hoboken Family Planning, Inc. - Breast Cancer Education and Screening Program** - Provides education and breast cancer screening services to the underserved women of Hudson County focusing on those at high risk -- African American and senior women, as well as minority populations.
- **Morristown Memorial Hospital - Asian and Latino Community Outreach Program** - Provides breast health awareness, outreach and education services to underserved and uninsured South Asian and Latino residents of Morris County.
- **Newark Beth Israel Medical Center, Frederick B. Cohen, MD, Comprehensive Cancer and Blood Disorders Center - The Beautiful You Program** - Helps uninsured and underinsured Essex County women with breast cancer procure wigs, bras, breast prostheses and lymphedema products
- **Overlook Hospital - Breast Health Services for African-American and Latina Women** - Provides a multi- faceted breast health service for medically underserved African American and Latina women
- **University of Medicine and Dentistry of New Jersey - Partners for the Cure: The Promise of Mobile Mammography Program** - Provides digital screening mammograms, clinical breast exams, and education in local settings to uninsured women.
- **Saint Barnabas Medical Center - Access to Lymphedema Garments and Lymphedema Education** - Provides free compression garments to underserved breast cancer survivors with lymphedema.
- **Young Survival Coalition of Northern New Jersey - Support and Education for Young Women with Breast Cancer** - Bridges the gap in access to information for young women with breast cancer who are a minority among breast cancer patients as well as a highly underserved demographic.

To see the full listing of grants, visit <http://www.komennorthjersey.org/grants/current-grant-recipients>

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WHO can give me further information?

Komen North Jersey Affiliate
785 Springfield Avenue
Summit, NJ 07901
(908) 277-2904 ext. 14
Fax: (908) 277-6050

e-mail: race@komentnorthjersey.org

website: www.komentnorthjersey.org/race



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Introduction for Participants

Thank you for participating in the Susan G. Komen North Jersey Race for the Cure® which will be held on Sunday, May 6, 2012 at the Essex County South Mountain Recreation Complex in West Orange, New Jersey.

For those of you who are returning, we thank you for your past efforts and ask that you bring the same enthusiasm as you have in the past and to push your goals from previous years just a little bit higher. For those of you who are joining us for the first time, together we look forward to exceeding the milestones we have achieved in 2011:

- Revenues of over \$1.5 million
- 7,500 registrants

This handbook is intended to guide you – but *you* must bring it to life. We are prepared to assist you in just about any way you need. We offer state-of-the-art tools which will enable you to register and track your progress online, generate emails to help in your fundraising efforts. We will also provide you with personal attention to help you meet – better yet – **EXCEED** your goals.

Checklist

Use this checklist to ensure that you have completed all the steps necessary to have a successful Race for the Cure this year.

_____ Register as a Participant online at www.komennorthjersey.org/race

_____ Set a fundraising goal (raise the bar; take the \$250 challenge)
Make a Mammogram possible!

_____ Ask your family and friends to support your efforts

_____ Share your story. Why do you participate in the Race for the Cure?

_____ Involve your company/employer to support you

_____ Thank everyone who has made a donation to you

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Registration FAQs

WHO CAN PARTICIPATE in the Race?

Anyone can participate in the Race as long as they sign up online or mail in a signed registration form. If someone is not in the financial position to support the Race, encourage him or her to volunteer by calling (908) 277-2904 ext. 31 or email cmiller@komentnorthjersey.org

WAYS TO REGISTER

Online:

Once you sign-up, you can send e-mails out and ask for donations.

Participation fees: Please note ALL RUNNERS WILL RECEIVE A BIB WITH A TIMING CHIP.

	Now - Jan 31, 2012	February - May 3	Race Weekend
Under 10	\$15	\$20	\$25
11-17	\$20	\$25	\$30
18 - adult	\$35 Runner; \$30 Walker	\$40 Runner; \$35 Walker	\$45 Runner; \$40 Walker

Online registration will be open until May 5, 2012

By Mail:

Mail in registration is available to form or join a team. If you are unable to form your team on-line, please call us at 908-277-2904 x14 so that we can do so for you. Keep in mind you will need to designate a co-captain that has a computer to access your participant center.

A printable version of the registration form can be obtained at www.komentnorthjersey.org/race. Click the gray button on the left that says register, then click on the gray button on the right that says Printable Registration.

A registrant must fill out the form, sign the waiver and enclose a check or credit card information. All forms should be mailed to: Komen North Jersey, 785 Springfield Avenue, Summit, NJ 07901

As A Sleepwalker on a Team- Sleep in for the Cure®

If you have individuals who want to join your team, but cannot come to the event – then why not have them Sleep in for the Cure? Sleep in for the Cure is a perfect option to include supporters on your team who are unable to join you in person on Race Day. All Sleep in for the Cure participants will receive a Race t-shirt after the Race is finished. Registration is \$40.00 and includes shipping of the t-shirt.

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FUNDRAISING IDEAS

HOW TO RAISE \$300.00 in 7 DAYS

- Start by sponsoring yourself for \$30.00
- Ask two family members to sponsor you for \$25.00 each
- Ask five friends (use Facebook!) to contribute \$10.00 each
- Ask five neighbors to contribute \$10.00 each
- Ask you boss for a company contribution of \$50.00
- Ask one business you frequent a lot for \$25.00

Fund Raising Ideas A thru Z

- A. Ask Everyone to Make a Donation:** Friends, neighbors, relatives, and co-workers. Explain your commitment to the event, your involvement in the past and why the event is special to you.
Advertise while you walk: Ask local companies to sponsor your efforts and in return you will give them name representation on a T-shirt you wear on the event.
- B. Bake Sales:** Hold a bake sale at work or a busy place.
Bead Sale: A bead sale can net you as much as \$80.00 per strand when sold at a per bead price. This does require you to purchase the beads up front and then selling them.
Book Sale: Have co-workers, friends and relatives donate used books and sell them at work, place of worship or a high traffic area.
Birthday: In lieu of a gift for your birthday, ask your friends and family to make a donation.
- C. Car Wash:** this is a great and easy money maker, as well as fun! Charge a flat rate or ask for a donation. Be sure to wear your Race t-shirt and tell everyone thank you for supporting the event.
Chinese Auction: Have each department at work create a basket with a theme and then sell tickets to drop in a bucket placed in front of each basket.
Change Challenge: Place containers in each classroom/department. Have people put change in every day and by a set date whoever collects the most money is the winner. Or a variation is whoever collects the least money by a certain date so you put change in other containers.
- D. Dance or Dance Marathon:** Hold a school dance and donate the entrance fee to the Walk. Or hold a dance marathon with a special theme. Encourage all students to raise money and make it a fun evening.
- E. Email:** Email everyone in your address book and ask them for a donation. Use our website to create your own page or a heartfelt note explaining why this is important to you, will do the trick.
- F. Fifty-Fifty Drawings:** Hold a fifty-fifty drawing at your place of business weekly or monthly. The winner splits the money and you can apply at to your Team/personal pledge goal. It's a win-win for all.
- G. Garage Sales:** Use this opportunity to clean out your attic or basement and hold a garage sale individually or with your neighbors.
- H. Hat Day:** For a \$1 donation, students/co-workers can be allowed to wear hats to school/office. Encourage wacky had day but get permission first.
- I. Ice Cream Social:** Plan to hold a social at work or school. Ask for donations from all who attend.
- J. Jeans Day:** Co-workers pay a designated amount to wear jeans on a Friday.
- K. Kids' Game Day:** Invite your kid's friends, nieces and nephews, the neighborhood kids, the soccer team, to a game day at a local park or donated indoor location. Like a drop-off party, you coordinate a couple of hours of fun activities and ask the parents for a donation in exchange. Tetherball, Four Square, Jump Rope, Potato Sack races, Yo-Yo contests, you name it! Have

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donated snack food and juice boxes available to round out the fun.

- L. Letter Writing:** Write a letter to everyone you know asking for a donation or specific amount. Be sure to explain why you are doing the walk and your own personal goal.
- M. Matching Gifts:** Ask your company, teach, boss, etc. to match the money you personally raise. Some companies already have a matching gift program; see if your company does. (more info to follow on page 17)
- N. Never miss an opportunity:** Now is not the time to be shy. Let everyone know that you are raising money for Susan G. Komen for the Cure®. When they ask why, the conversation door has been opened. Take this opportunity to tell them why you have chosen to take this challenge. Let them know your hope and purpose is to eradicate breast cancer. Let them know what your fundraising goal is and then ask for a donation. This is a great opportunity to educate your community and fundraise at the same time.
- O. Odd Jobs:** Call neighbors and ask to do some odd jobs, such as painting, cleaning, dog walking, house-sitting and tell them all the money is going to the Race for the Cure.
- P. Popcorn Sale:** Popcorn always smells so yummy. Pop and sell at work, or school.
Potluck Lunch/Dinner: Co-workers donate a favorite dish and sell tickets for \$5 or have friends over for wine/cheese tasting; set a small fee to attend and charge for food refreshments that you provide.
Power of 10 ("The Power of 10 is asking 10 friends and family members for \$10 each. That \$100 will fund a mammogram for someone in need).
- Q. Questions for a Buck:** One team raised money by having their boss, who was constantly being asked question, charge \$1 for each question for a designated time period.
- R. Roll those Pennies:** Roll pennies that are around the house and donate.
- S. Shave your head:** Shave a willing participants head once a specified amount of money has been raised
- T. Turkey Raffle:** Raffle a donated turkey off during the holidays or after.
- U. Ugly Bartender Contest:** Get local bartenders in town to agree to be in you "Ugly Bartender Contest". For a \$1 vote, a lot of money can be raised for your team. The winner gets some kind of reward and is asked to be an honorary team member.
- V. Video Sales:** Hold a video sale at work or school. Have team members bring in videos they no longer watch. Kid videos especially. Hold the sale during lunch or in the evening.
- W. Wedding Gift:** In lieu of a gift for your wedding, ask your friends and family to make a donation
- X. Xylophone Concert:** Hold a music concert or recital. Pass out refreshments and a donation can or sell tickets in advance.
- Y. Yard Work:** Ask the neighbors if you can rake their leaves or pull weeds. Donate the money to your team/personal goal.
- Z. Zoot Suit Party:** Swing music is a ton of fun! Hold a Swing Dance Party or a school dance that features Swing Music and give awards for the best Zoot Suit there.

**Komen North Jersey requests that teams/individuals carefully consider their fund-raising efforts. During the planning of any event, ask these questions:

Is it ethical?

Is it offensive to ANY group?

What is the financial risk/outcome?

Do we have unanswered questions or doubt? Call our office at 908-277-2904 x14

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Some creative fundraising ideas for High School Students can:

Challenge sports teams to a game-teachers against students or a scheduled varsity game against another team. Make it a Pink Game and ask for a donation.

Hold a Dance and charge admission to support your goal. See if you can get Goody Bags donated from local merchants

Ask the science department to compete against the math department.

Ask the athletic director to engage other schools to a challenge on Race Day.

Offer a reserved parking spot- Ask your principal if you can have a parking spot for a month to the student who raises the most funds

Do you have a fundraising idea you'd like to share? Email race@komenorthjersey.org and we will add your idea.

Pledge and Awards

Individuals are encouraged to increase funds through a Pledge and Awards Program. Awards will be given to qualifying teams and individuals.

Individual Prizes

Individuals wanting to participate in the Pledge and Awards program should check out <http://komen.summitmg.com/komen10/default.asp> and click on the Fundraising button on the left. Then click the Pledge and Awards link to see the great prizes you can win for raising pledge money (prized will be listed as they become available).



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PINK HONOR ROLL

Top 100 Fundraisers will be invited to attend the Pink Honor Roll Tent and the following Pink Perks:

Pre-RACE VIP Reception (more details to follow)

VIP Packages– including your VIP PARKING PASS which will allow you to park on-site on Race day (no shuttle to the Race site required!)

RACE DAY

VIP Parking: With your VIP Parking Pass you will be able to park at the “Safari Mini Golf” at the Essex County South Mountain Recreation Complex.

Green Bibs: In honor of your fundraising efforts in 2011, and in addition to your regular bibs, you will receive a GREEN BIB for Race Day to designate you as a member of the Pink Honor Roll. Please wear it with pride on Race day and let people know that YOU are a TOP FUNDRAISER.

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Matching Gifts – Double Your Donations

Matching Gifts are a great way to increase your total fundraising dollars for the Race for the Cure. Find out if your employer has a matching gifts program.

Some companies don't just match gifts made by employees – but gifts made by spouses and/or retirees. Some companies provide donations to 'match' the volunteer hours you have spent on your efforts for the *Komen North Jersey Race for the Cure*. So, take a few minutes to find out if you can double your donations today! If your employer doesn't have an 'official' matching gifts program there are creative ways to double your impact as well . . .

- Ask your boss if s/he will "match what your team or department raises for the *Race for the Cure*"
- Ask your company to 'sponsor' each walker for \$25, \$50 or \$100 for their efforts.
- Ask your boss for a 'challenge grant' – that if your team raises its goal – the company will make a donation to the *Komen North Jersey Race for the Cure*.

For a list of many, but not all companies, that have matched donations events benefiting Susan G. Komen for the Cure, visit

<http://www.komennorthjersey.org/make-a-donation/matching-gifts.html>

Social Networking

Reaching out and asking for donations is easier than ever before with the growing popularity of social networking sites! Who follows you on Twitter? Who are your Facebook friends? Who are you "LinkedIn" with? Are they supporting your efforts yet? Be sure to take advantage of these exciting new ways to raise awareness and money.

Let friends and family know you are participating in a *Race for the Cure* event by becoming a fan of Komen North Jersey. Encourage your donors to forward your page to people in their networks. Networking in today's world is completely different than just five years ago. Try it – it's highly effective, and fun too!



facebook twitter LinkedIn

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Boundless Fundraising with Facebook

What is Boundless Fundraising and how it works?

Boundless Fundraising™ is a Facebook application that enables you to extend your fundraising beyond “MY HQ”. Once you register for an event you are given the option to add the Boundless Fundraising Facebook application with a few simple clicks.

Once you have added the Boundless Fundraising application to Facebook, your fundraising progress is displayed on your facebook page where your friends can check your progress and donate to your efforts. Your friends can click a link to make a donation towards your participation with *the Race for the Cure*. It's that easy!

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General Questions

Race Day Schedule (more info to come)

7:00am - Registration Available / Packet Pickup Available

8:30am - 5K Run (runners with chips)

9:00am - Expo Opens

9:30am - Survivor Ceremony

10:00am - Walk / Fun Walk

If you have additional questions regarding your Race Center, Setting up your page and Sending out E-Mail letters, go to the FAQ and FORMS buttons on our web site and download the FAQ's.



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