

# *Cook for the Cure*

## *Party Guide*

*This kit contains information and ideas for hosting a fundraising party to support the fight against breast cancer.*



# Hosting a *Cook for the Cure* Party

## *What is Cook for the Cure?*

- Cook for the Cure® was created by KitchenAid and Susan G. Komen® to give those who love to cook and entertain a way to leverage this passion in support of the fight against breast cancer
- From hosting a party that encourages guests to bring a donation for Komen, to “passing” a specially designed plate with a favorite recipe, the program offers several ways to get involved to support the cause
- To learn more about the program, upcoming activities and how to get involved, visit [CookfortheCure.KitchenAid.com](http://CookfortheCure.KitchenAid.com).
- Visit the KitchenAid blog, The Kitchenthusiast™, at [Blog.KitchenAid.com](http://Blog.KitchenAid.com) for more tips and recipes to customize your event.

## *What is a Cook for the Cure party?*

- Cook for the Cure initiatives occur year-round through parties
- Any get-together, from an impromptu backyard barbecue to a formal black-tie event can be a Cook for the Cure party
- Our goal is gather family and friends around food to raise awareness of breast cancer

## *Contributing to the Cure*

- When communicating party details to guests, we suggest explaining that the purpose of the event is to raise money to benefit Komen
- We recommend offering a suggested donation range, so guests will know what to expect
- As the host, you can gather all donations and collectively submit them to Komen either online or through direct mail
- Guests who prefer for their donation to be tax deductible can make their donation independently

## *After the party*

- Donations can be submitted to Komen online at [Komen.org/DonateKitchenAid](http://Komen.org/DonateKitchenAid)
- Donations can also be mailed directly to Komen using this form: [CookfortheCure\\_DonationForm.pdf](http://CookfortheCure_DonationForm.pdf)
- Visit [Facebook.com/KitchenAid](http://Facebook.com/KitchenAid) to share stories and pictures. Be sure to use the hashtag #CookfortheCure.

## *Tips for Easy Entertaining*

### ***Plan to be the life of the party***

Parties are supposed to be fun, so give yourself a break and spend a little time before your party getting organized. Your efforts will be rewarded when you are able to kick back and enjoy the company of your guests, instead of racing to and fro trying to accomplish something you'd forgotten until the last moment. You may want to consider:

- Writing out the entire menu. You'll be able to organize your shopping list and schedule your prep with more efficiency having written down everything you plan to prepare.
- Delegating some aspects of your party to friends and family. Whether it's cooking, serving, setting the table, decorating the room, or collecting coats at the door, don't be afraid to ask for a little help.
- Recording your event, whether it's with photographs, a guest diary, or shared recipes

Since 2001, KitchenAid has proudly donated over \$10.7 million to Susan G. Komen® through its Cook for the Cure® program including Pass the Plate, pink products, celebrity chef auctions and fundraisers hosted by supporters like you. In 2016, KitchenAid will donate \$450,000 or more to Komen through the Cook for the Cure program to support the fight against breast cancer. Product sales will not affect this donation. Cook for the Cure® is a registered trademark of Susan G. Komen®.

# Susan G. Komen & the Breast Cancer Crisis

## *The Breast Cancer Crisis*

- Breast cancer is the 2nd most common cause of cancer death for women in the U.S. However, breast cancer is the most common cause of cancer death for women 40-49 in the U.S.
- As of January 1, 2014 there were more than 3.1 million breast cancer survivor in the U.S.
- One case of breast cancer is diagnosed every two minutes, and one woman will die of breast cancer every 13 minutes in the U.S.
- Early detection and effective treatment resulted in a 36 percent decline in breast cancer mortality in the U.S. between 1989-2012

## *About Susan G. Komen®*

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$889 million in research and provided \$1.95 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit <http://www.komen.org/> or call 1-877 GO KOMEN. Connect with us on social at <http://ww5.komen.org/social>.

There are more than 100 Komen Affiliates working in local communities

*For more information about Susan G. Komen visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with Komen on [Facebook](#) and [Twitter](#).*

