



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, 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
- Visit the KitchenAid blog, The Kitchenthusiast™, at 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 make an impact in the fight against 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 through direct mail
- Guests who prefer for their donation to be tax deductible can make their donation independently

After the party

- Donations can be mailed directly to Komen using this form: [CookfortheCure_DonationForm.pdf](#)
- Visit [Facebook.com/KitchenAid](https://www.facebook.com/KitchenAid) to share stories and pictures. Be sure to use the hashtag #CookfortheCure

Since 2001, KitchenAid has proudly donated over \$11.6 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. Cook for the Cure® is a registered trademark of Susan G. Komen.

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



SUSAN G. KOMEN & THE BREAST CANCER CRISIS

The Breast Cancer Crisis

- Breast cancer is the **most common** cancer among women in the U.S.
- Today, there are more than **3.5 million breast cancer survivors** in the U.S.
- **Every 2 minutes**, a woman in the U.S. is diagnosed with breast cancer.
- In 2018, more than **40,000 women** and more than **400 men** in the U.S. are expected to die from breast cancer.
- Improvements in early detection and treatment have contributed to a **39 percent decline** in breast cancer deaths in the U.S. between 1989-2015.

About Susan G. Komen®

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$956 million in research and provided more than \$2.1 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in 60 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. That promise has become Komen's promise to all people facing breast cancer.