



MORE THAN PINK Walk™ FAQs

Q. Why are you changing the name from Race for the Cure® to MORE THAN PINK Walk™?

A. This change is part of the ongoing evolution of Susan G. Komen® as an organization and builds on Komen's successful and engaging More Than Pink brand platform introduced in 2016. More Than Pink highlights the fact Komen and those who support our work are much more than a color, and it enables us to better connect our supporters to the full breadth of the work we do every day to help save lives from breast cancer. The change from a Race to a Walk also aligns this fundraising event with the preference of the vast majority of our participants to walk rather than run.

Q. Does this mean Komen is no longer in a hurry to cure breast cancer?

A. Absolutely not! Our commitment to creating a world without breast cancer is stronger than ever. This new approach is part of an ongoing evolution of our organization intended to better connect the public to the impact they're making on our work to save lives and, in turn, help us generate the critical financial support needed for us to accomplish our Big Bold Goal – to reduce the number of breast cancer deaths by 50% in the U.S. by 2026.

Q. Is Komen moving away from pink?

A. Absolutely not. Pink is still the principal color of the breast cancer movement and remains our signature color. You will still see a lot of pink at the **MORE THAN PINK Walk™**, including the traditional color of our breast cancer survivors. However, this evolution reinforces that the movement is more than a color and it's not enough just to wear pink.

We will be introducing you to our new pillars of our organization: **Research**, **Care**, **Community**, and **Action**. These pillars will help you and our supporters understand the impact you make when you fundraise for this year's event. We are a community of people who want to do more for research, more for our communities, more for caring for those living with breast cancer – including metastatic breast cancer – and more action to get us to a cure.

Q. Other than the name change, what differences will I see?

A. The biggest difference is that the **MORE THAN PINK Walk™** will not have a run element. We're focusing on making the event a walk – which reflects the preference of the vast majority of our participants historically – to create a greater sense of community among participants and to provide a more personalized, emotional experience for all who attend. By focusing on a walk, we can maximize the amount of funds raised by the event that are available to support our work to save lives and end breast cancer.

Q. Will there still be a running race?

A. No. The vast majority of our participants over the years have been walkers. By focusing solely on a walk, we can create a better sense of community, provide a more personal and emotionally impactful experience, and, by eliminating some of the expenses associated with certifying and managing a timed race, maximize the funds available to support our life-saving work. This year's **MORE THAN PINK Walk™** event will be 1 mile long. Please check our website as we will be providing periodic updates on the walk route.

Q. Is the registration fee changing?

A. Yes! We want to ensure everyone in our community is able to participate in our rebranded signature event. From April 1, 2019, until midnight June 29, 2019, adults can take advantage of our Early Bird rate and register for only \$10. On June 30, 2019, adult registration will be \$20 until midnight, August 9, 2019. Registration on the day of the event will be \$30. The registration fee helps offset the costs of conducting the event. Registration for Cleveland and Akron will open on April 1, 2019. Register your team before June 29, 2019 to take advantage of our Early Bird adult registration rate!

Q. Will fundraising be required?

A. We encourage all participants to fundraise for our organization's signature fundraising event. Your fundraising is essential to help us save lives by enabling our research, the care we are able to fund, the community we are able to support, and every action we take to accomplish our goal of reducing breast cancer deaths by 50% in the U.S. by 2026.

Q. How is the money used? Why is fundraising important?

A. Your fundraising will help us do more for research, more for our communities, more for caring for those living with breast cancer – including metastatic breast cancer – and more action to get us to a cure. Thanks to the funds you raise Komen is funding cutting-edge breast cancer research and working to support people in our communities. Komen works every day to:

- Better detect, prevent, and treat all breast cancers, especially deadly metastatic breast cancer.
- Increase access to and participation in innovative clinical trials.
- Improve access to quality breast health services by funding essential patient navigation.
- Provide underserved patients with low- or no-cost screening, diagnosis, and treatment services.
- Eliminate barriers to care by supporting life-changing services like transportation, medication access, and child/elder care.
- Eliminate disparities in breast cancer care and outcomes by assessing gaps in access and quality.
- Provide accurate and balanced information, support, and compassion through the Komen Breast Care Helpline.
- Advocate for federal research funding and access to affordable, high-quality breast health and cancer care services.
- Provide the public and our elected officials with factual, evidence-based breast cancer information.

Q. Is my registration fee a donation?

A. No. Registration fees are not a donation and are not considered part of fundraising for the event. Registration fees provide you access to the event and help offset the costs for things like security, permits, tents, and other operational items. This is why they are not tax-deductible donations. Your additional donations and fundraising help fund our work in the Northeast Ohio community to save lives.

Q. Why do my team members have to register?

A. The registration fee helps offset the costs of conducting the event. But if you register your team early, by June 29, 2019, you can enjoy our Early Bird adult registration rate of only \$10. Starting June 30, 2019, adult registration will be \$20 and will increase to \$30 on the day of the event.

Q. How will people living with metastatic breast cancer be included and recognized at the event?

A. We are passionate about saving lives from breast cancer and bringing more awareness to people living with metastatic disease (which is responsible for most of the 40,000 U.S. breast cancer deaths each year), who often feel left out of many breast cancer events. The reality is their experience inspires us to

work harder and to do more. Our **MORE THAN PINK Walk™** event will include a designated area called “Hope Village” which is dedicated to those living with metastatic breast cancer. In addition, those living with metastatic breast cancer will be recognized as part of the new opening ceremony.

Q. Are survivors and those living with metastatic breast cancer expected to fundraise?

A. We certainly encourage every participant to fundraise, as this is our signature fundraising event. Funds raised by our participants enable us to do more for research, more for our communities, more for caring for those living with breast cancer – including metastatic breast cancer – and more action to get us to a cure. We find that survivors, those living with breast cancer, and others that have a deeply personal connection to the cause are the most powerful and passionate fundraisers.

Q. Do I still get a t-shirt?

A. Survivors will receive a complimentary pink shirt and those living with metastatic breast cancer will receive a complimentary dark pink shirt. General Walk participants will receive a free Komen Wrap to be used during the opening ceremony, but must fundraise to at least \$100 to receive a Walk t-shirt.

Q. Will there still be an expo?

A. Yes, there will still be an expo area before the program and at the conclusion of the walk so that participants can engage with our valued partners and walk sponsors who help make the fundraising event possible.

General Information FAQs

Q. When is the Cleveland MORE THAN PINK Walk™?

A. The **Cleveland MORE THAN PINK Walk™** will take place on Saturday, August 10, 2019.

Q. Where is the Cleveland MORE THAN PINK Walk™ going to be located?

A. The **Cleveland MORE THAN PINK Walk™** will be held at Wade Oval in University Circle, 10820 East Blvd, Cleveland, OH 44106.

Q. What about the Akron MORE THAN PINK Walk™?

A. We are still working hard to finalize a date and location for the **Akron MORE THAN PINK Walk™**. We hope to announce the date and location in early February. Please check our website for periodic updates or sign-up to receive our newsletter so you can get monthly updates right in your inbox!

Q. How much is the registration fee?

A. From April 1, 2019, until midnight June 29, 2019, adults can take advantage of our Early Bird rate and register for only \$10. On June 30, 2019, adult registration will be \$20 until midnight, August 9, 2019. Registration on the day of the event will be \$30. The registration fee helps offset the costs of conducting the event.

Q. Is my registration fee tax-deductible?

A. No. Your registration fee helps defray the costs of producing the event and is not considered tax-deductible. However, any amount that you choose to donate above the entry fee is tax-deductible.

Q. What is included in the registration fee?

A. You will get a Komen Wrap on the day of the Walk that will be used during the new, interactive opening ceremony! Participants will no longer receive a T-shirt unless they reach a minimum of \$100 in fundraising (registration fee is not included in fundraising total).

Q. How can I register?

A. You can register online beginning April 1, 2019 by going to clevelandmorethanpinkwalk.com or akronmorethanpinkwalk.com. You can also register offline by downloading a mail-in registration form (available April 1, 2019) and mailing to the address below with registration fee payment:

*Susan G. Komen Northeast Ohio
5350 Transportation Blvd, Ste 22
Garfield Heights, OH 44125*

Q. How will I receive my t-shirt?

A. Survivors will receive a complimentary pink shirt and those living with metastatic breast cancer will receive a complimentary dark pink shirt. General Walk participants, survivors, and those living with metastatic disease must fundraise to at least \$100 to receive a general Walk t-shirt. Everyone who qualifies for a t-shirt can pick it up on event morning by simply showing confirmation of your fundraising. **We will no longer offer packet mailing as an option**, as there will be no Race bib or guaranteed t-shirt for all participants.

If you have qualified for a t-shirt, you may pick it up August 5th–August 9th from 9am–5pm at the Komen Northeast Ohio office, located at 5350 Transportation Blvd, Suite 22, Garfield Heights, OH 44125. Please direct questions related to t-shirts or pick up location to walk@komenneohio.org or call (216) 292-2873.

Q. How can I become a volunteer?

A. The success of the **MORE THAN PINK Walk™** depends heavily on the support received from volunteers in the months leading up to event day. Please visit our volunteers page at clevelandmorethanpinkwalk.com or akronmorethanpinkwalk.com starting April 1st to learn how you can get involved and complete our volunteer application!

Q. Are pets and strollers allowed at the event?

A. Pets are not encouraged as this is a family oriented event, but strollers are permitted.

Q. What if it rains?

A. Komen holds the right to cancel or change the date or location of the event in its sole discretion, including in the circumstance of extreme weather. It is likely, however, that the event will happen rain or shine. Please dress accordingly.

Walk Fundraising FAQs

Q. Do you require fundraising?

A. We do encourage all participants to fundraise above the registration fee. Just imagine the IMPACT - if every participant raises only \$100 (in addition to their registration fee), we will bring in an additional \$500,000 to support local screening, treatment, and educational programs in the Northeast Ohio community!

Q. Does the money raised at the Walk stay right here in our community?

A. Yes! Up to seventy-five percent of the net income stays right here in our community to fund vital breast cancer health education programs, free mammograms, patient navigation, treatment assistance, and support programs for survivors and those living with metastatic disease. The remaining twenty-five percent supports Komen's national research and training grants program.

Q. Where do I send donations?

A. Donations can be made via credit card online in your Walk Participant Center once you register or may be dropped off or mailed to the Komen Northeast Ohio office using the following mailing address:

*Susan G. Komen Northeast Ohio
5350 Transportation Blvd., Ste. 22
Garfield Heights, OH 44125*

Please include a completed mail-in fundraising form (available online April 1st) with your check/cash. Once donations are received and recorded, they will be displayed in the fundraising totals online in your Walk Participant Center.

Q. Is there a deadline for fundraising?

A. All donations on your behalf that are received 30 days after the conclusion of the Walk and will be credited to your fundraising total.

Q. When and how will I receive my fundraising recognition gift?

A. This year, we are pleased to announce a new fundraising recognition program for those who go above and beyond in their fundraising efforts. Participants are encouraged to fundraise up to 30 days after the conclusion of the Walk. Approximately 5 weeks after the **MORE THAN PINK Walk™**, participants that have raised \$100 or more will receive an email with information about their earned gift level and instructions on how to redeem. After receiving the email, participants will select one gift in their qualifying level or one item in a lower level, as gifts are not cumulative. After choosing, the item will be shipped to the registered address in our system. Komen reserves the right to substitute an item of equal value if recognition items are unavailable. If you have any questions, please contact walk@komenneohio.org.

Q. How long do I have to collect and turn in donations to qualify for a fundraising recognition reward?

A. The fundraising deadline for the Recognition Program is 30 days after the Walk date. Donations to your fundraising page made through this time period qualify you for one of our recognition items. Fundraising rewards are not cumulative. Fundraisers may select one item at or below the level achieved. Participants must be registered to receive a recognition gift. Redemption certificates must be redeemed within four weeks.

Q. Are patients, survivors, and those living with metastatic breast cancer expected to fundraise?

A. Just like our other participants, those who've been diagnosed with breast cancer have an opportunity to earn fundraising recognition items for their efforts. Many of our highest individual fundraisers are survivors and those affected by metastatic disease.

Q. What are some ways I can fundraise for my team/my individual goal?

A. We will have lots of ideas on our Fundraising 101 page at clevelandmorethanpinkwalk.com and akronmorethanpinkwalk.com beginning April 1st.

Walk Team FAQs

Q. How do I form a team?

A. Once Walk registration opens on April 1st, individuals who wish to be team captains can select the "Start or Re-Form a Team" button that will appear. Team captains must register first and start the team before other individuals can join.

Q. What are the benefits of a team?

A. Forming or joining a team multiplies the fun you will have on event day. You can create a team to celebrate a survivor or someone living with metastatic disease or to honor someone you have lost. You can also create a corporate team and get your entire company involved.

Q. Do teams have to fundraise?

A. Teams are not required to fundraise but we strongly encourage it! Teams that fundraise \$2,500 or more will earn a spot in the Team Tailgate area. By meeting the fundraising goal of \$2,500, your team will receive a team zone area as a meet-up spot before the Walk. All teams are encouraged to take advantage of this perk.

Q. One of my team members registered as an individual when they meant to join my team. How do they correct this?

A. Please contact us by email at walk@komenneohio.org or call (216) 292-2873.

Q. Can donations made to a team be split or shared among team members?

A. We are unable to split or transfer donations between individual and/or team accounts.

Q. Will there be an area for my team to meet-up?

A. Teams that fundraise \$2,500 or more will earn a spot in the Team Tailgate area. By meeting the fundraising goal of \$2,500, your team will receive a team zone area as a meet-up spot before the Walk. All teams are encouraged to take advantage of this perk! 🍷

For more information or for other inquiries, please contact walk@komenneohio.org.