2015 TEAM CAPTAIN’S GUIDE

Mother’s Day, Sunday, May 10, 2015

Host Site: Southdale Center
Edina, Minnesota
www.komenminnesota.org
BREAKING NEWS! The Twin Cities Race for the Cure® will be returning home to Southdale Center in 2015! SAME MISSION. SAME RACE. ORIGINAL PLACE. Join us on Mother’s Day, May 10, 2015, where thousands of people will gather at Southdale Center to raise funds, bring awareness, celebrate cancer survivorship and honor those who have lost their battle to the disease. The route will take participants on a 5K trek around beautiful Lake Cornelia in Edina.

Dear Team Captain,

Breast cancer affects us all, not just those diagnosed. Husbands, wives, brothers, sisters, daughters, sons, neighbors, friends, and co-workers are deeply touched by this disease, too. This year alone, it’s estimated that 4,110 Minnesota women will be diagnosed with breast cancer. Although we’ve made significant progress in the fight against this disease, until no one fears a diagnosis of breast cancer, we still have a lot of work to do!

Your participation is a beautiful tribute to those whose journey has ended and to those whose very presence is an inspiration. Every step you take and every dollar you raise brings us closer to a future without breast cancer. And, because you’re taking those steps with a team - you’re multiplying your impact on the cause.

For over 30 years, Susan G. Komen has played a critical role in every major advancement 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. Your team’s registration and fundraising dollars support these critical advancements and will make a difference right here in Minnesota.

We hope you find everything you need in this guide to organize a successful Race team. If you have any questions, please call us at 952-746-1760 or email us at info@komenminnesota.org.

Thank you for joining us in the fight to end breast cancer forever. Together, we can Race for Impact!

Sincerely,
Char, David, Denise, Megan and Lanny
Susan G. Komen® Minnesota staff

QUESTIONS? Contact: info@komenminnesota.org or call 952-746-1760.
Our Vision: A world without breast cancer  
Our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures

ABOUT SUSAN G. KOMEN®: FULFILLING A PROMISE

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 $847 million in research and provided more than $1.8 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 komen.org or call 1-877 GO KOMEN. Connect with us on Facebook at facebook.com/susangkomen and Twitter @SusanGKomen.

ABOUT SUSAN G. KOMEN® MINNESOTA

This year, Susan G. Komen Minnesota® is celebrating its 23rd Annual Komen Twin Cities Race for the Cure®. We are proud to have invested over $42 million in the fight against breast cancer since 1993. Each year, Komen Minnesota helps fund groundbreaking breast cancer research, in addition to granting funds to local nonprofit organizations to implement innovative, culturally appropriate, and comprehensive breast health initiatives and programs throughout Minnesota. Each of these organizations plays a critical role in advancing the Komen mission. In 2014, more than $1.5 million were distributed to help fund research and statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting medically underserved Minnesotans. For a complete listing of our grant recipients, a grant application, volunteer opportunities or more information about our statewide impact, visit us at komenminnesota.org. See how the efforts of our Team Captains, fundraisers and donors have made a positive impact in the fight against breast cancer.

Susan G. Komen® Minnesota is a Minnesota 501(c)3 nonprofit corporation; Internal Revenue Service #41-1924790; Minnesota Tax #4336115.

DID YOU KNOW?

75% of every net dollar raised is used to fund community health grants throughout Minnesota.

25% of locally raised net funds are invested in groundbreaking breast cancer research through Komen Foundation’s Research Grants Program.
TEAM CHALLENGE

WHAT IS A TEAM?

A team consists of 10 or more people who pre-register for the Race as members of the same team by Thursday, April 16th (postmark) or Tuesday, April 28th (online). Teams may consist of any combination of runners, walkers, kids, or Sleep in for the Cure® participants. Team members do not have to participate in the same event on Race Day. Whatever event members choose, the goal is the same - to end breast cancer forever! Start recruiting team members now!

Alone, you can help; together, we can RACE FOR IMPACT!

WHAT ARE THE TEAM CAPTAIN’S RESPONSIBILITIES?

- Create/Register your team online by April 28, 2015. (Even if your team members register with paper forms, you must register your team name online to prevent duplication of team names.)
  Go to komenminnesota.org to set up your team today!
- Register yourself as a team member. Captains are not automatically registered when they create a team.
- Recruit people to join your team; team members must be registered by April 16, 2015 (postmark) or April 28, 2015 (online).
- Encourage team member fundraising. We have “Scratch ‘n Give” cards available for a fun and easy way to help you reach your team goal! Let us know if you’d like one.
- Promote online registration. Help pink go green!
- For any team member paper registrations: Collect and submit all entry forms and payments together by April 16, 2015.
- Pick up and distribute all team member T-shirts, participant wristbands, bibs and survivor and kid’s bags.

TEAM NAME

Be creative, but remember, we are a family event. Please create “family friendly” team names. Komen Twin Cities Race for the Cure® reserves the right to remove names that are determined to be inappropriate for the event. After you’ve created your team online, be sure your team members know your EXACT team name. By doing so, they will register correctly for your “Cally’s Crew” team, not another Captain’s “Callie’s Krew” team.

TEAM CATEGORIES & AWARDS

An award will be given to the largest team in each of the four categories listed below. Winners will be announced at the outdoor stage on Race Day between 7:30AM-9:30AM.

1. LARGE CORPORATE: 500 employees or more; team members may include friends and family of employees.
2. SMALL CORPORATE: Less than 500 employees; team members may also include friends and family of employees.
3. FAMILY/SOCIAL GROUP: Gather your friends and family and make a team.
4. SCHOOLS/COLLEGES/UNIVERSITIES: Students, teachers, staff, and their friends and family. Consider creating a competition between classrooms or fraternities/sororities and clubs to see who can enlist the most participants or raise the most money. Get the word out on Facebook and Twitter!

YOU and your team have the power to make a difference!
There are two ways to register your team: ONLINE or BY MAIL.

ONLINE: (For questions or issues with online registration, please contact Active’s customer support team at: givingsupport@active.com or 1-877-228-4881.)
- Go to komenminnesota.org and click on the “Komen Race for the Cure” tab, then “Teams”, then “Create a Team”.
- Click on the green button titled, “Team Captains-Create Your Team”.
- Once you have created your new Active account or logged into your existing account, the “Team Creation” page will appear. Enter your 2015 Race team information there. Please note: If you participated last year with the same team name, you must still “create” the team for the 2015 Race.
- All team members must be registered by April 16th (postmark) or by April 28th (online)!

BY MAIL:
- As the Team Captain, you must first create your team online (to avoid duplication of team names). See the instructions above. Once you’ve created your team, you may send in your paper registration forms.
- Each team member must complete a registration form, which may be photocopied from page 9 in this packet or downloaded from komenminnesota.org.
- The Team Captain must collect all signed registration forms and fees from each team member. Before mailing, verify the accuracy of your team name and that each member has signed the required waiver on all forms.
- Mail ALL registration forms, fees, donations (placed in a separate envelope marked “Friends for the Cure”), and the “Team Challenge packing list” together, in one envelope, to ensure that your team members are registered for your team.
- Must be postmarked by April 16, 2015.
- Mail to: Susan G. Komen Twin Cities Race for the Cure®
  960 Southdale Center
  Edina, MN 55435

TEAM CHALLENGE PACKING LIST
Please complete this form and submit it with all of your mail-in (offline) team member’s Race registration forms. We will provide a complete packing list of all team members when you pick up your team’s materials. When the data entry is complete, your offline team registrant’s names will be visible on your online team roster. It is important that you review your online team roster and notify us of any necessary changes by May 1, 2015.

Team Name__________________________________________________________________________

Captain’s Name__________________________________________________________________________

Captain’s Mailing Address__________________________________________________________________________

City__________________________ State______ Zip___________

Captain’s E-Mail Address__________________________________________________________________________

Captain’s Phone Number (Day) __________________________ (Evening) __________________________

TEAM CATEGORY (please check one of the following):
____ Large Corporate: (500 employees or more)       ____ Small Corporate: (Less than 500 employees)
____ Family/Social Group                                             ____ Schools/Colleges/Universities

Please send Team Challenge Packing list with registration forms and payments to:
Susan G. Komen Twin Cities Race for the Cure®
960 Southdale Center
Edina, MN 55435

**Remember, offline registration forms MUST be postmarked by April 16, 2015.**
In finding the cures, in your community

Will you stand up and support a promise made between two sisters over 30 years ago and help find the cures for breast cancer?

More than nine Minnesota women a day hear the words, “You have breast cancer” and nearly two Minnesota women die from breast cancer each day. When you invest in the Susan G. Komen Twin Cities Race for the Cure® sponsorship, you invest in the lives of the people closest to you, the people of your community, your family, colleagues, neighbors and friends.

This year, the Komen Twin Cities Race for the Cure® celebrates its 23rd annual Race! Thousands of participants, local and national corporations, and the support of the Minnesota community have established this event as the best of its kind, raising millions of dollars in our quest to cure breast cancer by funding life saving research and local breast health programs and services.

We invite you to join us on our mission to end breast cancer by becoming a 2015 Twin Cities Race for the Cure® sponsor.

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**Important Deadlines & Details**

**Team Captain Checklist**

- **Create your team online at komenminnesota.org.**
  - "Note deadlines: April 16, 2015 (if mailing/offline) or April 28, 2015 (online)"
  - **Deadline:** April 28

- **Register yourself as a team member.** Please see the deadlines noted above.
  - **Deadline:** April 28

- **Invite friends, family and co-workers to join your team. Instruct them to register as a team member, not as an individual participant. Encourage online registration.**
  - **Deadline:** April 28

- **Download a Team Recruitment poster to spread the word about your team.** The poster is available at komenminnesota.org/Komen Race for the Cure/Teams tab.
  - **Deadline:** April 28

- **Anyone can support your team from out of town or from the comfort of their own bed. Sleep in for the Cure® allows them to register for your team, receive a fundraising page and Race T-shirt! Team Captain’s will pick up their materials with the rest of the Team Packet. Learn more at http://www.komenminnesota.org/Komen_Race_for_the_Cure_/Register/Sleep_In_for_the_Cure.htm**
  - **Deadline:** April 28

- **If team members prefer offline registration:** Mail in all offline entry forms and a Team Challenge Packing List (see page 5) by April 16. Be sure that each entry form has your team name written correctly on it and that the participant waiver has been signed.
  - **Deadline:** April 16

- **Set fundraising goals for yourself and your team.** If you raise $100 or more as an individual fundraiser, you’ll be eligible for Friends for the Cure® fundraising rewards. Find details at komenminnesota.org/Komen Race for the Cure/Friends for the Cure Fundraising tab.
  - **Deadline:** Today

- **Remind team members of the benefits of Corporate Matching Gifts.** Check with employers about matching gifts. A $50 donation could be worth $100!
  - **Deadline:** Ongoing

- **Verify the accuracy of your team roster by logging in with the link you receive after your team is created online.** Sometimes people inadvertently register for the wrong team. Call the Race Hotline at 952-746-1760 by May 1st if there are errors noted on your roster.
  - **Deadline:** May 1

- **Notify team members of your Race Day meeting time & location.** You may choose any place that is suitable for you.
  - **Deadline:** May 10

- **Pick up all team member’s T-shirts, participant wristbands, survivor and kid’s bags.** Pick up is in Southdale Center, 1st floor, on May 6 & 7 from Noon-8PM, on May 8 & 9 from 10AM-8PM, and on Race Day from 6AM-9:30AM. Remember, all participants registered as team members MUST get their materials from the Team Captain.
  - **Deadline:** May 10

- **Create a team poster or banner to carry on Race Day to rally support for your team.**
  - **Deadline:** May 10

- **Submit Friends for the Cure® donations to be eligible for individual fundraising rewards.** See the Friends for the Cure® form on page 11.
  - **Deadline:** June 10

**Race Events & Details:**

**Late Team Registrants:** Any person mailing in an entry form for your team after the April 16th offline registration deadline may still walk with your team. However, they will be considered an individual participant. Their T-shirt and participant wristband won’t be available with the rest of your team’s materials at Team Packet Pick Up. Their items will be available at Individual Packet Pick Up, beginning May 8th.

**Pre-Race Day Events:**

- **Saturday May 9**
  - 10:00AM-Noon Kids for the Cure® Activities
  - 11AM Kids for the Cure® Fun Run

**Race Day Events:**

- **Sunday May 10**
  - 7:00-10:00AM Health Expo
  - 7:25AM 5K Women’s & Men’s Wheelchair Race
  - 7:30AM 5K Women’s & Men’s Run
  - 8:15AM Survivor Celebration & Photo OUTSIDE & NEW TIME!
  - 9:15AM 5K Walk
  - 9:15AM 1K Walk OUTSIDE & NEW TIME!
WHO ARE YOU RUNNING FOR?

WHY FUNDRAISE?

Share the importance of the Race with others. It’s not just an inspiring walk or run, it’s a fundraising event that helps fund community organizations which support statewide breast cancer screening, education, awareness, outreach, and treatment support programs targeting the underserved and underinsured in Minnesota, as well as provide funds to research programs dedicated to finding the cures.

As a leader of your team, and therefore a leader in the fight to end breast cancer, it’s important for you to know and share with your team members the importance of fundraising. Your registration for the Race is the first step toward running breast cancer out of town! The next step, fundraising, will truly move us closer to the finishline - a world without breast cancer. To get there, we are counting on your leadership.

Fundraising isn’t required, but every dollar makes a difference. There are fundraising incentive rewards available, too! However, the ultimate reward is knowing you’ve brought our community miles closer to the reality of a world without breast cancer!

In 2014, Susan G. Komen Minnesota funded over $1 million in breast health and breast cancer services across Minnesota and over $400,000.00 in groundbreaking breast cancer research. However, additional requests for other worthy breast cancer programs totaling over $600,000.00 were not funded simply because we lacked the funding capacity. Fundraising dollars are critical to individuals who have received life-changing assistance from grantees in our network that rely on Komen funds.

WE LIVE HERE. WE RACE HERE. WE SAVE LIVES HERE!
Friends For the Cure®
Raise Money. Get Rewarded.

Your Registration Fee Gets You to the Start Line; Your Fundraising Gets Us To the Finish Line!

You don’t need to be a fundraising expert in order to be successful at it; you just need the desire to stand up to breast cancer and make a difference! The Friends for the Cure® Fundraising Program makes it easy for individual fundraisers to make a difference and be rewarded!

You may participate exclusively online or combine it with this donation form. Get Started! Go to our website, komenminnesota.org, to register for the Race and you will receive your own fundraising web page. Your friends and family can go to your page to make donations in support of your efforts. Help us on our mission to end breast cancer so that not one more of our mothers, sisters, daughters, or best friends ever has to die from this disease. As a Friends for the Cure® participant, you will see how one person really can make a difference!

Fundraising Rewards: By participating in our Friends for the Cure® program as an individual fundraiser, you will be eligible to receive exciting new Race for the Cure® prizes. The more you raise on your individual fundraising page, the greater the prize value. It’s easy… ask 10 friends for $10.00 and you are on your way! Donations go twice as far if the donor’s employer has a matching gifts program. Go to komenminnesota.org or call us at 952-746-1760 for details and the complete list of prizes and rules. Make it your goal to be the recipient of our top fundraising prizes!

Donations are 100% tax deductible.

Name (Please print the name of the fundraiser whose page you’d like credited with these donations. Remember, team member’s individual fundraising pages contribute to the collective Team total.)

Address

City/State/Zip

Telephone (with area code)

☐ Check box if you've also collected donations online.

Donor’s Name   Amount Received
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Use a separate sheet of paper for additional donations. Record your total in the pink TOTAL DONATIONS box.

*Mail in Donations: Donations may also be mailed (must be postmarked by June 10, 2015) to Susan G. Komen Twin Cities Race for the Cure, Attn: Friends for the Cure, 960 Southdale Center, Edina, MN 55435. To ensure proper credit for your fundraising efforts, please print your name on all mailed donations. All envelopes must include a Friends for the Cure® donation form to ensure proper credit to your fundraising totals.