



Baking Up Love Toolkit

50 bake sales | 7 days



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Baking Up Love | Your Impact



Many people use food as a way to show others how much they care. Certain recipes bring up thoughts of happy memories between families and friends. It allows us to stop and enjoy a moment – either sweet or savory – and can put a smile on our face. Food also provides comfort and joy – something that Susan G. Komen Wisconsin also strives to do.

Those faced with a breast cancer diagnosis know the struggle to keep a daily routine and enjoy life to its fullest at times. And we know there are many in the community who want to help – but may not know how. Which is why we're calling all bakers and those who share a love for food to help us in Baking Up Love this February.

Help us reach our goal to host 50 bake sales around the state of Wisconsin the week of February 11-17, 2019.

Baking Up Love | Getting Started

50 Bakes Sales in 7 Days – Together, we can accomplish our goal and support those in our community affected by breast cancer.



Setting up a Baking Up Love bake sale is easy!

1. Read the [Third Party Guidelines](#) to answer your questions and give you some background info on hosting an event to benefit Susan G. Komen Wisconsin.
2. Register your Baking Up Love bake sale [here](#).
3. Once registered, you will be contacted by Komen Wisconsin to see how we can help you reach your fundraising goal.
4. Utilize the toolkit materials to start planning!

How Komen Wisconsin Can Help

Registered Baking Up Love bake sales will be able to utilize Komen Wisconsin resources including:

- Permission to use the Susan G. Komen Wisconsin mark and logo
- Access to educational materials and information for your bake sale
- Awareness of the event through Komen social media, emails and website
- Representation from Komen Wisconsin at your event (if available)

Using the Komen Name or Logo

Komen's logo is trademarked, and any use without express written permission is illegal. Registered bake sales will be provided permission if requested.

Baking Up Love | Tips for Success

Be Prepared

- Set a fundraising goal for your bake sale.
- Determine the details:
 - Location, location, location! Find a spot to host your bake sale that will provide you with a high traffic area. Think about asking your oncology office, a local school, church, community center or business to help provide with you space or ask to have it at your place of work.
 - Set the date! We encourage you host your bake sale to support those you love on and around Valentine's Day. Komen Wisconsin will help promote all bake sales happening around the state the week of February 11-17, 2019.
- Find some friends! Not sure if you have the time or resources to put together? Ask a friend, family member or colleague to host a bake sale on your behalf. And, recruit them to bake with you.
- Plan your recipes and determine the quantity of baked goods you'll need to hit your fundraising goal. Try one of our favorite pink recipes!

Get the Word Out

Make sure that your community knows when and where they can come out to support your Baking Up Love event. Use email, social media and distribute flyers to share the information. Keep it short and sweet by including the most important details. Use the samples and examples below to get started!

Make It Fun

On the day of your Baking Up Love bake sale, let everyone know there's an exciting event happening. Get into the spirit by decorating with pink table cloths and balloons, dressing up and making some noise.

Use our special Baking Up Love materials:

- Table Sign (explains where proceeds will benefit)
- Treat Name Tags
- Treat Cards
- Treat Sticker Designs

Baking Up Love | Social Media



Sample Posts

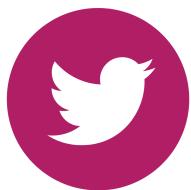
We're #BakingUpLove for @KomenWisconsin this (date)! Join us at (location) to purchase sweet treats and help those affected by breast cancer!

Enjoy a sweet treat and help fight breast cancer at our #BakingUpLove event for @KomenWisconsin on (date). We'll have (types of bake sale items) for sale at (location) with all proceeds benefitting Susan G. Komen Wisconsin.

Share a little love this Valentine's Day week and support our #BakingUpLove event for @KomenWisconsin. Enjoy sweet treats, help fight breast cancer and make an impact in your community!

We're excited to be part of @KomenWisconsin's 50 bake sales in 7 days around the state. Stop by (location) on (date) to help us raise awareness and funds for those battling breast cancer in Wisconsin.

Make sure to follow Komen Wisconsin and tag us in your posts!
@KomenWisconsin





Baking Up Love Bake Sale

Benefitting Susan G. Komen Wisconsin

[insert date]
[insert time]
[insert location]

Baking Up Love | Email Sample



Dear Friends/Family/Colleagues,

This Valentine's Day week I'm excited to support Susan G. Komen Wisconsin and Bake Up Love by hosting a bake sale in honor of (include names of anyone you'd like to honor). My event will be held (date), (time), (location).

To make this event a success I'm looking for help to bake up sweet treats and volunteer the day of the bake sale. Komen Wisconsin has provided me with materials and ideas on how to get things started and now I'm in need of extra hands.

Did you know that every week 90 women in Wisconsin are diagnosed with breast cancer? And 13 will die from the disease? Putting together this bake sale is important to me because ... (include why you want to help those affected by breast cancer.)

Thank you for supporting me as I help do my part to save lives from breast cancer in Wisconsin!

With hope,
(name)

Baking Up Love | Recipe Ideas

Strawberry Crinkle Cookies

Ingredients:

- 1 box strawberry cake mix
- 1/3 cup oil
- 2 eggs
- 1/4 cup powdered sugar

Directions:

1. Preheat oven to 350 degrees.
2. In a mixing bowl add cake mix, oil and eggs.
3. Mix until dough forms.
4. In a small bowl, pour powdered sugar.
5. Using a small ice cream scoop or your hands, form a small ball of dough.
6. Roll the dough in the powdered sugar until well coated.
7. Place the cookies on a baking sheet lined with parchment paper. Bake cookies in preheated oven for 9-10 minutes.
8. Remove, let cookies sit for 1-2 minutes and move to cooling rack.
9. Makes approximately 16 cookies.



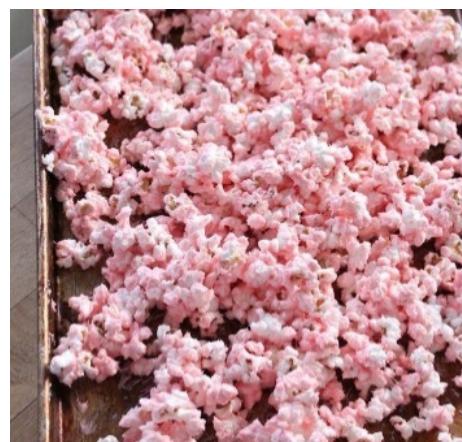
Pink Popcorn

Ingredients:

- ½ cup popcorn kernels, unpopped
- 4 oz. white chocolate baking bar
- 6 oz. white chocolate chips
- 1-2 drops pink food coloring

Directions:

1. Pop popcorn kernels as directed.
2. Place popcorn on a baking sheet and lay flat to cool.
3. On stovetop, melt all white chocolate stirring occasionally.
4. When the chocolate is melted, add food coloring and mix through.
5. Pour chocolate over the popcorn and mix through popcorn.
6. Set aside until chocolate cools and sets.
7. Place popcorn into individual serving bags.



Baking Up Love | Recipe Ideas

Pink Velvet Cupcakes

Ingredients

- $\frac{1}{4}$ cup unsalted butter, softened
- $\frac{1}{2}$ cup granulated sugar
- 1 egg white
- 1 tsp. vanilla extract
- $\frac{1}{4}$ tsp. salt
- $1 \frac{1}{2}$ tsp. baking powder
- 1 cup all purpose flour
- $\frac{1}{2}$ cup plain yogurt
- 2-3 drops pink food coloring



Directions:

1. Preheat oven to 350 degrees.
2. Line a cupcake pan with liners.
3. In a large bowl or stand mixer, cream together butter and sugar until light and fluffy. Mix in egg white and vanilla, followed by salt and baking powder.
4. Alternate additions of flour and yogurt until they are completely mixed in.
5. Add food coloring, mixing well until fully combined.
6. Divide batter between liners using a large cookie scoop.
7. Bake for 18-20 minutes or until a toothpick inserted comes out clean. Cool in pan for approximately 5 minutes before transferring to wire rack.
8. Frost with frosting of your choice and decorate with sprinkles.
9. Makes approximately 8 cupcakes.

Susan G. Komen | Our Story

Susan G. Komen was founded in 1982, as a promise between sisters to end breast cancer forever. Today, Susan G. Komen is the largest breast cancer nonprofit in the world fighting the most common cancer diagnosed in women.

We are more than just a color, and we do more than just raise awareness. Komen is the largest private funder of breast cancer research in the world and provides access to lifesaving breast health services to people across the country and the world through its Affiliate Network.

We are More Than Pink. We are a community of people, inspired by one sister's promise, to end breast cancer forever, and we will not stop until we have succeeded.

Our Vision

A world without breast cancer.

Our Mission

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Our Goal

Reduce current number of breast cancer deaths by 50% in the U.S by 2026.



Komen Wisconsin | Local Impact



Headquartered in Milwaukee, with additional offices in Madison and Wausau, Susan G. Komen® Wisconsin is a statewide resource for individuals who need breast cancer screening, diagnostic and support services.

One-in-eight women will be diagnosed with breast cancer in her lifetime.

There are more than 4,730 Wisconsinites who are expected to be diagnosed with breast cancer this year alone.

We need your help. It is as simple as that.

Where Your Money Goes

Komen Wisconsin raises funds that enable women to detect and survive breast cancer. Funds raised support a variety of local breast cancer programs, as well as direct financial assistance for those in need of breast cancer screenings, diagnostic tests and treatment services.

Locally, in Wisconsin, we have invested more than \$17.9 million right here at home and contributed more than \$6 million to research. Despite these efforts, as many as 710 Wisconsin families still lose their loved ones to breast cancer this year.

With your help, we will continue to advocate, provide assistance for clinical trials and fund research to drive down the horrifying number of 710 moms, daughters, sisters and friends who are expected to die from breast cancer this year.

Third Party Events | Guidelines

1. EXPENSE RATIO: As a responsible steward of public funds, the Komen Foundation believes that a reasonable percentage of the gross revenues from all fundraising activities should be directed to our mission. A third-party event, promotion, or benefit is required to keep expenses under 25% of gross revenue. Exceptions may be made for first-year events and on a case-by-case basis.

2. DISCLOSURE: The public must be informed about the specific dollar amount or percentage that will benefit Komen Wisconsin.

3. SALES PROMOTIONS: If a third-party sells an item as a fundraiser for Komen Wisconsin, the item sold must be non-controversial in nature. Additionally:

- The public must be told the specific dollar amount from the sale of each item that goes to Komen Wisconsin. For example, "\$5.00 per pin."
- If a certain percentage of the sale of an item or ticket goes to the affiliate, the public must be told the specific percentage that benefits Komen Wisconsin.

The affiliate cannot be a beneficiary of funds raised solely through the sale of alcohol which will be consumed at the event.

4. USE OF NAME/LOGO: A third-party must request written permission to use Komen's name and/or logo, and completion of the Third Party Event Application will constitute as such request. Permission to use the organization's name and logo will usually be granted for third-party fundraisers that guarantee a contribution of \$1,000 or more, subject to approval. Third parties may not transfer this privilege to their own customers, members, or other entities that are associated with the primary organization or individual. All references to the Foundation in publicity and promotional materials, on tickets, invitations, or other materials related to the promotion should say:

- Susan G. Komen® Wisconsin (for the first reference)
- Komen® Wisconsin (for the second reference)
- Komen Wisconsin (this is acceptable for subsequent references)

For all events or sales that anticipate net income of less than \$500, the affiliate encourages the organization, individual, or entity to use language such as "all proceeds will benefit breast cancer research, education, screening, and treatment in Wisconsin."

5. REVIEW OF MATERIALS: All promotional material related to an event bearing the Komen and/or Komen Wisconsin name or logo must be reviewed and approved by the Affiliate prior to being printed, distributed, or publicized in any way. This includes, but is not limited to, invitations, press releases, fliers, newspaper articles, radio or television public service announcements, etc.

6. ADMINISTRATION AND VOLUNTEERS: Komen Wisconsin is not able to handle any administrative aspects of a third-party activity. While we are able to give you guidance about your event, we simply do not have the resources to handle administrative tasks like invitation distribution, compiling RSVPs, and/or selling tickets. Likewise, recruitment and training of volunteers is the responsibility of the organizer.

7. PUBLICITY: Organizers of the third-party fundraiser should be prepared to initiate publicity for this promotion and commit the necessary funds from its advertising budget. Komen Wisconsin may be able to promote the event in the following ways:

- Inclusion in affiliate's quarterly e-newsletter sent to target audiences if timeframe is compatible with established e-newsletter distribution • Event/promotion listed on affiliate website's events page
- Event/promotion listing, summary, and photos on the affiliate Facebook page, <http://www.facebook.com/KomenWisconsin>

Komen Wisconsin does not distribute press releases about third-party fundraisers.

8. IRS REGULATIONS: Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions are quite specific and Komen Wisconsin can provide some information and guidance.

9. INSURANCE: Events held at specific locations will be required to obtain the necessary permits and insurance. If insurance is required for your event or sale, at a minimum, the third party fundraiser must present proof of comprehensive general liability insurance in the amount of one million dollars (\$1,000,000.00) which covers liability for bodily injury, property damage, or death arising out of the third party event or sale. At the discretion of Komen Wisconsin, you may be required to name the following as Additional Insured on your policy solely with respect to the sale or event:

Susan G. Komen®
5005 LBJ Freeway, Suite 250
Dallas, TX 75244
AND
Susan G. Komen® Wisconsin
2025 W Oklahoma Avenue, Suite 116
Milwaukee, WI 53215

The event or sale will not be approved until the required insurance documents are received by Komen Wisconsin office.

10. WAIVERS: For sporting events, another requirement is a signed waiver/release from each participant no later than 30 days prior to the event. Once you receive approval for your activity, Komen staff can provide you with the necessary wording to include in the participant release or supply a sample standard waiver.

11. CHECKS: All checks for donations and/or participation need to be made out to the organization that is holding the event and not to Susan G. Komen or Komen Wisconsin. These checks should then be deposited by the organization or individual and one check or money order, along with individual donor documentation, should be made out to Komen Wisconsin.

Checks may be sent to:
Komen Wisconsin
2025 W Oklahoma Avenue, Suite 116
Milwaukee, WI 53215

12. FINAL ACCOUNTING: Proceeds and a brief accounting must be provided within 60 days of the conclusion of the special event or promotion. Please send only one check made out to Komen Wisconsin.

13: ACKNOWLEDGEMENTS: As a matter of course, Komen Wisconsin will send a letter of acknowledgement to the host individual or organization. Letters to individual donors and participants should be prepared and distributed by the organizer. Affiliate staff can provide samples of such letters.

14: MATERIALS AND AFFILIATE PRESENCE AT EVENT: Komen Wisconsin will be pleased to provide breast health materials in numbers that are appropriately in proportion to the expected number of participants. Additionally, upon request and based upon availability, the affiliate can set up and staff an information table or small booth. Komen Wisconsin does not currently sell Komen merchandise and does not have these items available at the office. Additional educational materials and branded merchandise can be purchased via the ShopKomen website.