

New and Important Changes to Rally for the Cure®!

Rally for the Cure® is no longer managed and operated by a third-party business partner of Susan G. Komen®. The Rally program is now being managed and operated by Susan G. Komen directly.

Since Komen is a non-profit organization, there are some programmatic efficiencies that need to take place. The largest changes to the program include the following:

- The required \$20 per person registration fee has been eliminated.
- In the past, this registration fee covered the costs of running the program, such as the prizes, participant day event favors, printed items, magazines, event day decorations, etc.
- With the elimination of the \$20 registration fee, all the event day items you received in the past are no longer automatically provided.

Volunteer Ambassadors now have a variety of options on how to structure their Rally event:

- Collect \$20 per person and make that a straight donation to Komen (it wasn't in the past).
- Collect \$20 (or any denomination that works best for your group) and re-invest that money into your Rally event in the form of prizes, event day gift items for participants, decorations, etc.
- A combination of both; from funds collected use a portion as a donation to Komen and use a portion for the purchase of event day items.

This choice is up to you and your group.

Introducing, Shop Rally, an Online Store!

- We created an online store where you can purchase Rally branded event day gifts, items, prizes, etc., that best suit a variety of tastes and price points, all with a percentage of goods sold benefiting Susan G. Komen.
- This site is RallyForTheCure.onlinebrandingstore.net **Note:** the Rally store is a bulk order on demand solution. Your order will take 7-10 days to produce plus transit time.
- The site will make it easy for Rally Ambassadors to purchase Rally branded golf, tennis and other items to support their event, thank participants, and create fun-themed events!

The primary goal for these changes is to allow more of your fundraising dollars to directly benefit the cause, and help find a cure for breast cancer.

Please register your Rally event at www.rallyforthe cure.com. Your fundraising dollars can remain local at your choosing to help women within your local community, or be directed to Komen headquarters to help fund life-saving breast cancer research. Once registered, all supporting materials will be emailed to you directly.

Thank you in advance for your continued support!
In Gratitude,
The Rally Team at Susan G. Komen