

Decorate
for the Cure®


MOHAWK®

Connecting with
Susan G. Komen® Local Affiliates
Makes a Difference in Your Community



Understanding the Fight

Every year, nearly 2 million new cases of breast cancer are diagnosed worldwide. This staggering statistic is humanized by the fact that breast cancer has touched so many of us, whether it is a mother, wife, sister or friend. This leaves us asking: What can I do to help?

Breast cancer is the most common cancer among women and the second-most common cancer overall in the U.S. In 2014, an estimated 232,670 new cases of invasive breast cancer are expected to occur among women in the U.S. alone. So no matter who you are or where you live, understanding breast cancer and joining the fight is important.



Meet Susan G. Komen®

As the largest grassroots network of breast cancer survivors and activists, Susan G. Komen has achieved tremendous, lifesaving strides over the last three decades. Because of the lifesaving work of Susan G. Komen, breast cancer does not have to be a death sentence.

Whether newly diagnosed, currently in treatment, recovering from post-treatment or dealing with a loved one's condition, Susan G. Komen offers resources and support at every stage.

Susan G. Komen's work has helped contribute to:

- The number of women over 40 who reported having a mammogram within the past two years has more than doubled.
- The five-year relative survival rate for early stage breast cancer (cancer that is confined to the breast) is now 99 percent in the U.S.
- Celebrating more than three million breast cancer survivors in the U.S., the largest group of cancer survivors today.
- Funding more breast cancer research than any other entity except the federal government: more than \$847 million to date.
- Funding nearly 500,000 breast cancer screenings for underserved women, and the Affiliate Network invested nearly \$145 million in local communities last year alone.



History of Susan G. Komen®: A Sister's Promise

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen organization and the beginning of a global movement.

What started with \$200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, Susan G. Komen has funded more than \$847 million in research and provided \$1.8 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen has invested more than \$2.6 billion in groundbreaking research, community health outreach, advocacy and programs in more than 30 countries. And they won't stop until the promise is fulfilled.

Our Impact



Invested

\$847M

in breast
cancer research

Distributed

\$1.8B

in community health
& outreach programs

Engaged

22M people

in Susan G. Komen
community events

Mohawk's Commitment

Mohawk Flooring is passionately committed to contributing to the lifesaving work in the fight against breast cancer.

Decorate for the Cure®

SmartCushion™ by Mohawk does even more than protect and serve your carpet by adding extra comfort, durability and an instant warranty upgrade. It helps save lives. Mohawk is proud to donate a portion of every SmartCushion purchase to Susan G. Komen through Decorate for the Cure, with an aggregate guaranteed minimum donation of \$200,000.

Mohawk's SmartCushion through Decorate for the Cure is honored to support the fight against breast cancer with over \$3 million donated to date.

Getting Involved Locally

In more than 18,000 communities across the U.S., more than 75,000 Komen volunteers and staff work to help fund breast cancer education, screening and treatment programs for those that need it most.

Thanks to survivors, volunteers and activists dedicated to the fight against breast cancer, the Komen Affiliate Network is the nation's largest private funder of community-based breast health education, screening and treatment programs.

Mohawk encourages our retailers to get involved locally and take action in the fight. Komen Affiliates are located throughout the U.S. Visit www.komen.org/affiliates to locate your nearest affiliate and get connected.



Affiliate Reach

Komen and its U.S. Affiliates have supported 1,900+ Affiliate grants totaling \$92M.

368,000

Mammograms

176,000

Clinical
breast exams

90,000

Diagnostic
services

36,000

Psychosocial
counseling services

3.7M

Educated about
breast health/cancer

21,000

Educated about
clinical trials

16,000

Assisted with food,
transportation, and
emergency expenses

21,900

Supported through
Breast Cancer Helpline



How Do I Get Involved

Once you've identified your local Komen Affiliate, we recommend connecting with your Affiliate's Executive Director and/or Board President. Invite the Executive Director/Board President out to lunch or over to your store for a tour. Review with the Executive Director/Board President Mohawk's commitment to Komen through Decorate for the Cure, and ask how your store can become involved in your local community efforts.

By visiting the individual Affiliate websites, you will learn more about what each respective Affiliate is doing in the local community. In addition, many Komen Affiliates are very active in social media and have a wealth of information about upcoming events on Facebook and Twitter.

Simple Ways to Get Your Store Involved:

- Rally your staff in volunteering at an upcoming Komen event
- Sign up as a team to participate in an upcoming Komen Race for the Cure®
- Attend a fundraising event in your local market
- Host a Komen fundraising event at your store
- Spread the word about breast cancer awareness and your involvement on your website and in social media

Fundraising Ideas

Make it fun! If you're interested in hosting a fundraising event to benefit your local Susan G. Komen Affiliate and educate potential customers about your passion for the cause, here are some great ideas to get your wheels spinning. Please be sure to work with and invite your local Affiliate to the event.

PASSIONATELY PINK www.passionatelypink.org

Susan G. Komen's Passionately Pink program provides the perfect platform for any type of Komen fundraiser. The site passionatelypink.org connects you to downloadable support materials, event ideas and an event management center. The event center allows you to create a fundraising webpage, collect and manage donations and send Passionately Pink branded e-mails to your customer database. Consider asking your staff to wear pink one day per month, hosting a pink pancake breakfast for your community or holding the store owner "hostage" until enough funds are raised for the cause.

Ideas to get you started:

- Potluck
- Bake Sale
- Wear Pink Day
- Pink Scavenger Hunt
- Bingo Party
- Donation Jars
- Dinner Party

Other great ideas are available at www.passionatelypink.org

Girls Night Out

This idea is all our own! Partner with a local salon to offer a night of Pink Pampering to potential female consumers in your community. Serve pink champagne or pink lemonade and desserts at your store while your guests receive pink “mini” manicures. Provide short tours of your showroom and have an interior designer on hand to “Decorate for the Cure” by discussing current design trends. Distribute gift bags to each attendee that include pink nail polish, a SmartStrand Silk™ and SmartCushion sample and more information about your store.

As the fundraising component, ask guests to donate \$10 per manicure to your local Komen Affiliate. Also, consider raffling off items like a spa gift basket or a cut and bound rug to raise additional funds.



Other Events

Susan G. Komen partners with a wide variety of companies who offer fun and easy ways to get involved in your communities, while supporting local Komen Affiliates. Some of these include:

- Bowl for the Cure
- Rally for the Cure
- Row for the Cure
- Tubbs Romp to Stomp Snowshoe Series
- Zumba

Learn more about these partners and others at <http://www5.komen.org/MeetPartners.aspx>

We want to see what you're doing! Please submit a description and photos of your Susan G. Komen fundraising event(s) to Mohawk's Public Relations Team. E-mail Mollie_Surratt@mohawkind.com or Sarah_Tuck@mohawkind.com for potential inclusion in Mohawk's upcoming communications or national social media channels.



www.MohawkFlooring.com



Sign up at www.komen.org to join the Komen mailing list to learn about awareness events in your area.

*SmartCushion™ by Mohawk is your premium branded cushion that supports great carpet and a great cause.

*The Running Ribbon® is a registered trademark of Susan G. Komen®.

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