



Big Wigs

SUSAN G.
KOMEN.
MISSOURI





WHAT IS A “BIGWIG”?

BigWig [ˈBig, Wig] (noun): an important person, usually in a particular sphere; synonym: VIP (very important person)

Komen BigWig (noun): a very important person on a mission to end breast cancer forever by raising awareness and funds in their community; willing to have fun while wearing a ridiculous pink wig

WHY BE A BIGWIG?

- For a chance to be part of our class of St. Louis’ greatest intellectuals, entertainers, and entrepreneurs.
- To engage our community members in Komen Missouri’s mission
- To compete for the title of “Biggest Wig”
- To raise awareness and funds to give back to the St. Louis community and help achieve our vision of a world without breast cancer.

BREAST CANCER AWARENESS BY THE NUMBERS



A WOMAN IS DIAGNOSED WITH BREAST CANCER

A WOMAN LOSES HER LIFE TO BREAST CANCER

1 IN 8 WOMEN IN THE U.S. WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME

BREAST CANCER ACCOUNTS FOR

ONE-THIRD

OF ALL CANCERS DIAGNOSED IN MISSOURI

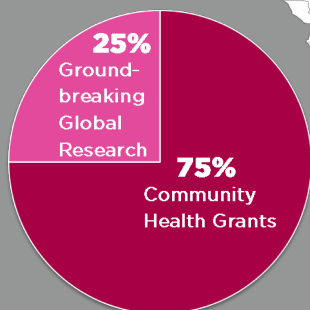
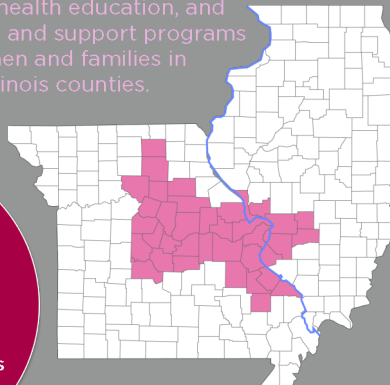
In Komen Missouri's 38- county service area:

- 7 women are diagnosed with breast cancer every day
- 10 women die from breast cancer every week
- 78 women are diagnosed with late stage breast cancer every month

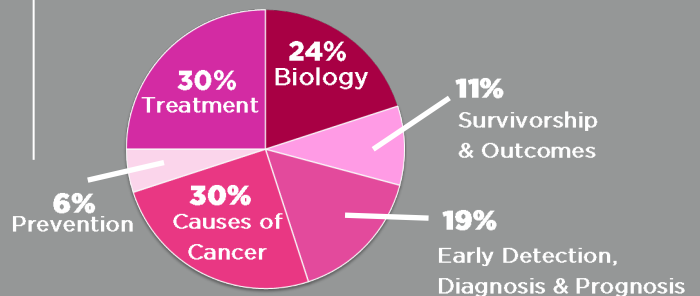
USE OF FUNDS

Susan G. Komen® Missouri

grants funds for local breast cancer screening, breast health education, and patient navigation and support programs serving women, men and families in 38 Missouri and Illinois counties.



SINCE 1982, SUSAN G. KOMEN HAS INVESTED MORE THAN **956 MILLION** IN OVER **2,600 RESEARCH GRANTS** AND MORE THAN **500 CLINICAL TRIALS**.



YOUR RESPONSIBILITIES

As a Komen Missouri BigWig, we ask you to commit to the following responsibilities:

- Pledge to fundraise and/or donate \$2,500 towards Komen Missouri's overall goal of \$40,000
- Choose and purchase a pink wig you feel expresses your unique personality
- Agree to be photographed in your pink wig to promote Komen Missouri and the campaign
- Attend BigWig campaign kick-off party and wrap up ceremony (dates TBD)
- Serve as an ambassador to educate community members in Komen Missouri's mission



TOOLS FOR SUCCESS

Komen Missouri will provide each BigWig with the following tools to use throughout the campaign:

- An easy-to-use, online fundraising platform
- A file of professional pictures including headshots and group photos
- Promotional support tools including BigWigs logos and graphics and a social media guide with example posts for Twitter, Facebook and Instagram
- A template for business cards with personal donation link
- An informational flyer detailing Komen Missouri's mission and how our funds are used within the community

CONTACT INFO

Suzanne Fontaine
Executive Director
sfontaine@komenmissouri.org
314-644-5400

Susan G. Komen Missouri
1002 Hi-Pointe Place, Suite 100
St. Louis, MO 63117
www.komenmissouri.org

