



GO PINK IN OCTOBER FOR ELLIE FUND



ABOUT ELLIE FUND

Since 1995, Ellie Fund has provided non-medical essential services – including grocery gift cards, healthy prepared meals, transportation to appointments, childcare, housekeeping, and integrative therapies – to breast cancer patients so they can focus on what matters most: spending time with their families and healing. Every woman and man in active treatment in Massachusetts is eligible.

HOW TO PARTICIPATE:

- Decorate your **storefront pink** with themed merchandise and in-store displays
 - Direct sales of **pink clothing, pink flowers, pink nails, etc.**
 - Offer Ellie Fund **bracelets and/or pens** for a suggested donation
 - Display our **poster with the QR code** in store windows
 - Distribute Ellie Fund's patient postcards
 - Donate a **percentage of OCT sales** for a designated day, weekend, or THE MONTH!
 - Offer customers to **"Round Up"** at checkout
 - **Police & Fire Departments** – sell PINK PATCHES
 - **Sweat Pink:** for fitness classes in October, registration fees benefit Ellie Fund
 - **Restaurants!** Offer a % of sales from pink mocktails, menu items, and/or desserts
- (please note: we cannot accept % of sales from alcohol or cannabis)*

ELLIE FUND CAN PROVIDE: a poster for the store window, bracelets, pens, ELLIE cards, marketing toolkit with QR Codes, logos, templates, ready to use graphics, hashtags etc.