

Help Whip Cancer Squad...

Thank you for agreeing to be part of Cindy's 2008 Help Whip Cancer Squad. One in eight women in the U.S. will develop breast cancer throughout their lifetime. But with localized detection, and regular screenings and mammograms, the five-year survival rate has improved to 98 percent*.

The Pampered Chef® is committed to raising funds for breast cancer education and early detection programs through our Help Whip Cancer® (HWC) campaign. Since 1999, consultants and customers have enthusiastically raised more than \$5 million for this very worthy cause. In celebration of women everywhere, the month of May is dedicated to raising funds and awareness in the fight against breast cancer.

What is Cindy's HWC Squad goal?

The goal is to raise \$1,000 for breast cancer education and early detection programs by collecting sales of \$4,000. During May only, The Pampered Chef® will donate 25% of sales from breast cancer designated fundraisers to breast cancer research and education. Also, The Pampered Chef® will donate an additional \$1 for every Help Whip Cancer product sold and Cindy will match that with an additional \$1 donation per product sold. The potential is amazing!

How will we reach this goal?

With the help of 20 "squad members" committed to selling \$200 worth of Pampered Chef products, we will reach the goal.

What do I need to do as a Squad Member?

It's easy. You will receive a packet with two catalogs (more if you ask), order forms and a flyer about the special HWC products for sale only in May. Show these at work, to your friends and family, even send one with a spouse or friend to work to collect orders. You will receive an e-mail that you can forward to friends and family directing them to the website to place orders. To reach goal, each squad member needs to try to collect a minimum of \$200 worth of orders (this includes any current product and/or HWC products).

*Statistics provided by the American Cancer Society.

What are the Help Whip Cancer (HWC) products?

There are three special products. Remember - \$1 of the sale of each product goes towards the HWC campaign, plus Cindy will match each of those dollars.

- ♦ **NEW! Pink Kitchen Brush (\$6.00).** Fits comfortably in your hand and can be used on all of our cookware and stoneware. The Pink Kitchen Brush features a pink Pampered Chef® logo on the handle and a pink spiral design on the brush end.
- ♦ **NEW! Pink Kitchen Gloves (\$10.00).** These latex gloves with cotton lining keep hands and forearms dry during use. One size fits most, 15" length from cuff to fingertips. The Pink Kitchen Gloves feature a stylish white cuff with pink polka dots.
- ♦ **NEW! Pink Mini Scoop & Measure (\$5.00).** Allows for quick transfer of foods from a cutting board or hard surface by scooping. Its compact size holds up to 1/4 cup and is perfect for chopped herbs, garlic, nuts and even liquids..



In addition, our special Help Whip Cancer® pink products include an educational insert with important breast cancer facts from the American Cancer Society.

Besides raising funds and awareness, are there any other perks to those who participate?

When we reach goal, every squad member who collected at least \$200 in orders will be eligible for free prizes. Everyone will receive a prize valued between \$15-\$100.

Prizes will be given away on a point system. Whoever has the most points, get the first pick from the prizes. I will contact each member in points order and give you the opportunity to choose. Ties will be broken by total sales.

How do you get points?

- ♦ One point for every HWC item sold
- ♦ Five extra points for every 10 items sold
- ♦ Five points for reaching \$200 in sales (before tax and shipping and handling)
- ♦ Five extra points for every additional \$50 sold over the initial \$200
- ♦ One point for every order collected
- ♦ Ten points for submitting at least \$200 worth of orders to Cindy by May 15th
- ♦ Ten points for agreeing to host a catalog, kitchen, fundraiser or cooking show between June 1- August 30, 2008
- ♦ Five points for signing up for the 2009 HWC Squad
- ♦ Five points for recruiting another squad member for 2008 or 2009

Prizes could include items such as a Salad Spinner (\$50), Bamboo Spoon Collection (\$49), Large Stainless Steel Bowl (\$39), Trifle Bowl (\$39), 8" Executive Saute Pan (\$38), stoneware, Simple Additions, \$25 gift certificates and more. Everyone will receive a prize with a value of at least \$15. The prizes get better and better depending on how far we exceed goal.

Will there be any extra special recognition?

The top point earner will receive a \$100 Pampered Chef gift certificate. The top Help Whip Cancer Product Salesperson (min. of 10 HWC products must be sold) will get a choice of the Special Edition Simple Additions® Pink Bowl Trio (\$19.50 value) or Simple Additions® White Rectangle Platter & Woven Rectangle Tray (\$52.50 value). Ties for either of these will be broken by overall sales.



Thank you for participating...

I am so excited to be coordinating this second annual local fundraiser for breast cancer education and prevention. Too many women and their families are affected by this disease and I feel strongly that we need to do all that we can to educate and spread awareness.

This fundraiser was very successful last year. The inaugural team raised \$1,105.74 for breast cancer education and early detection programs. I hope we can exceed that amount this year!

Each year I meet more and more women who are affected by breast cancer. And, it seems to hit closer and closer to home. I hate the thought of women that I care about going through this, but am heartened by the fact that so many are winning the battle. This fundraiser not only raises funds, but also serves as a way of spreading awareness in our own communities and as a way of celebrating those strong women who have fought breast cancer and won. Hopefully it will also give encouragement to those fighting right now!

If you know of someone else that would like to join the Help Whip Cancer Squad, please let me know. Together, we can Help Whip Cancer and Help Save Lives!

All the Best!

Cindy Slykhuis

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Independent Sales Director with The Pampered Chef



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*Thank you
for joining
Cindy's
Help Whip Cancer
Squad!*

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