

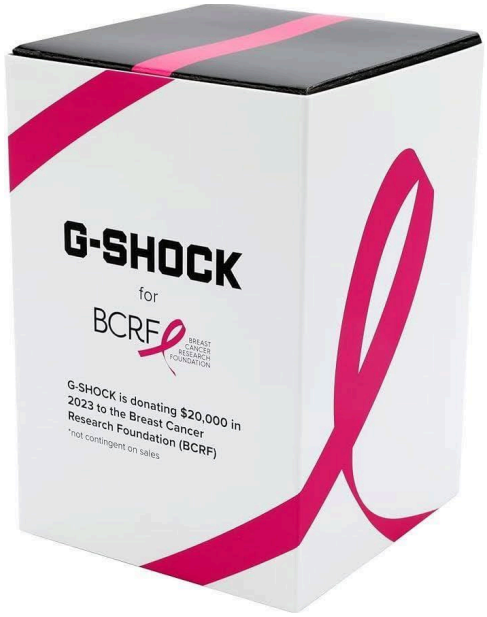
Rana,
Diagnosed in 2019

BREAST CANCER RESEARCH FOUNDATION

2026 PARTNER TOOLKIT

PARTNERSHIP BEST PRACTICES & USE CASES

Logo and Disclosure Language on Packaging

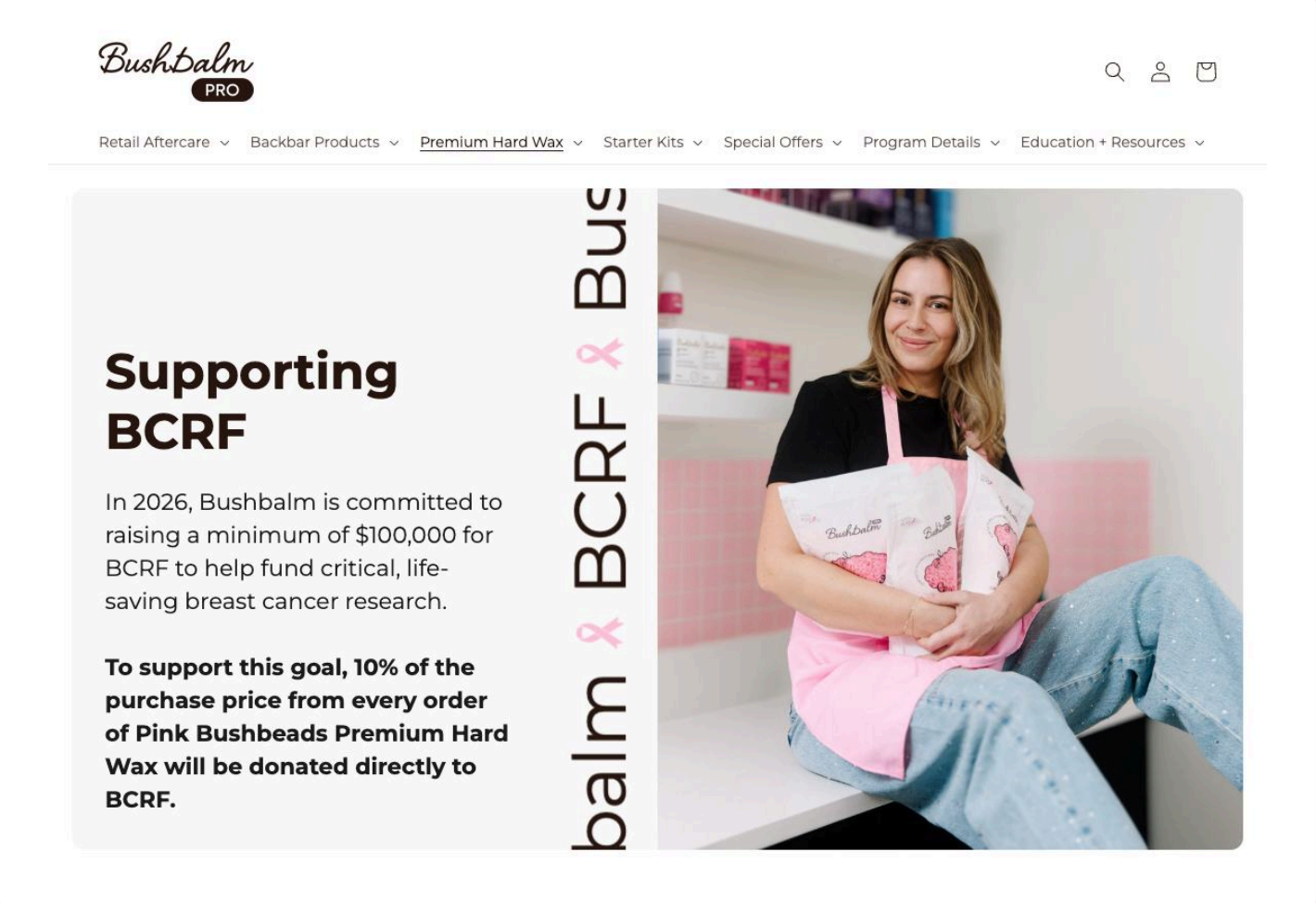


G-Shock puts its commitment front and center on its BCRF-supporting pink watch packaging, noting a fixed donation amount that isn't tied to how many watches are sold.



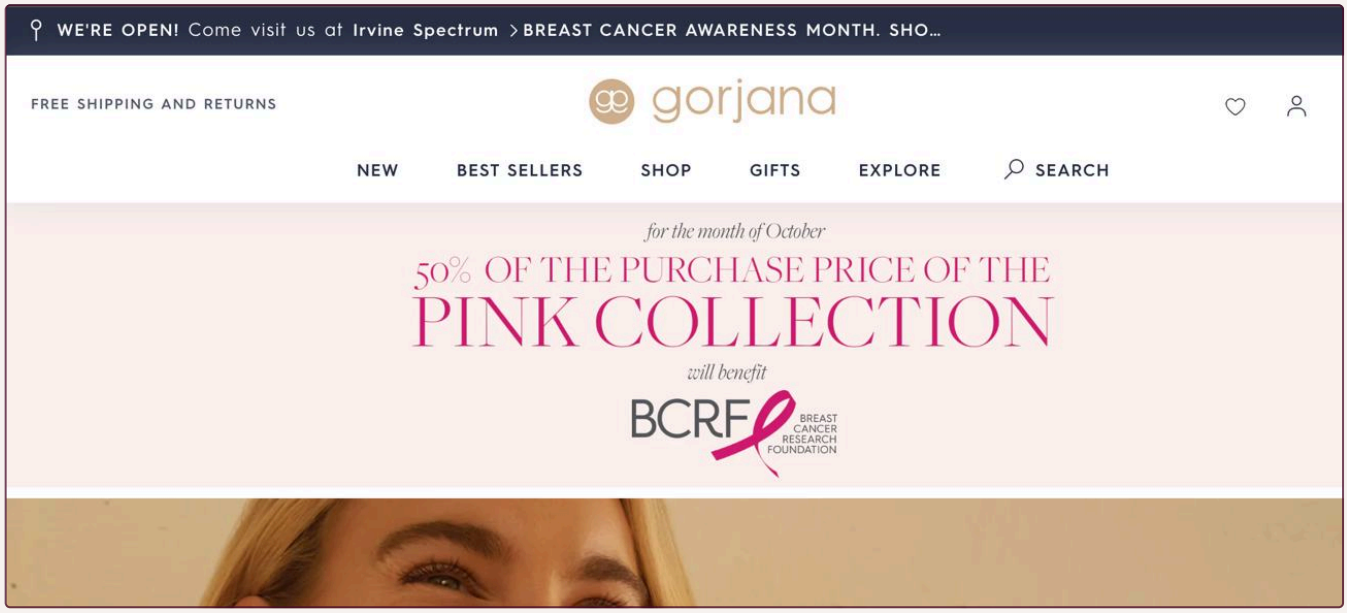
Apollo Tools' BCRF-supporting toolset packaging includes clear disclosure language drawn directly from its BCRF contract.

Disclosure Language on Website

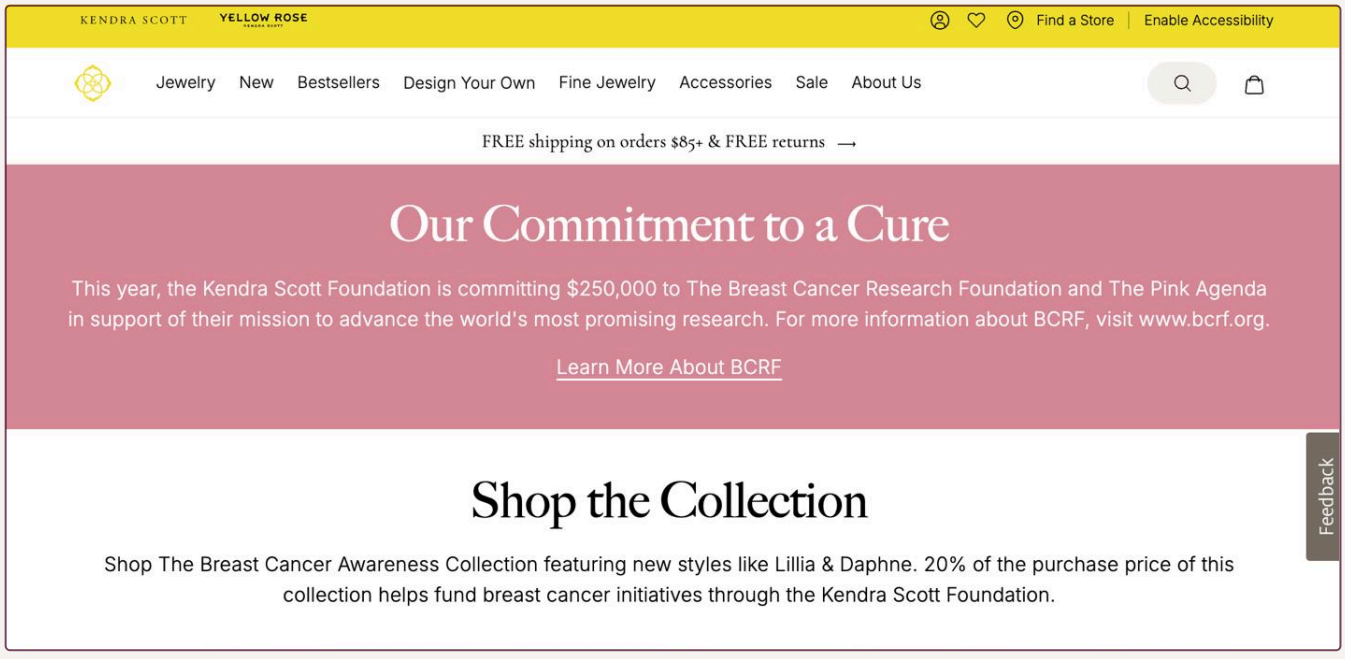


Bushbalm's website features transparent disclosure language drawn from its BCRF contract, clearly communicating the percentage of each purchase price that supports the cause.

Disclosure Language on Website

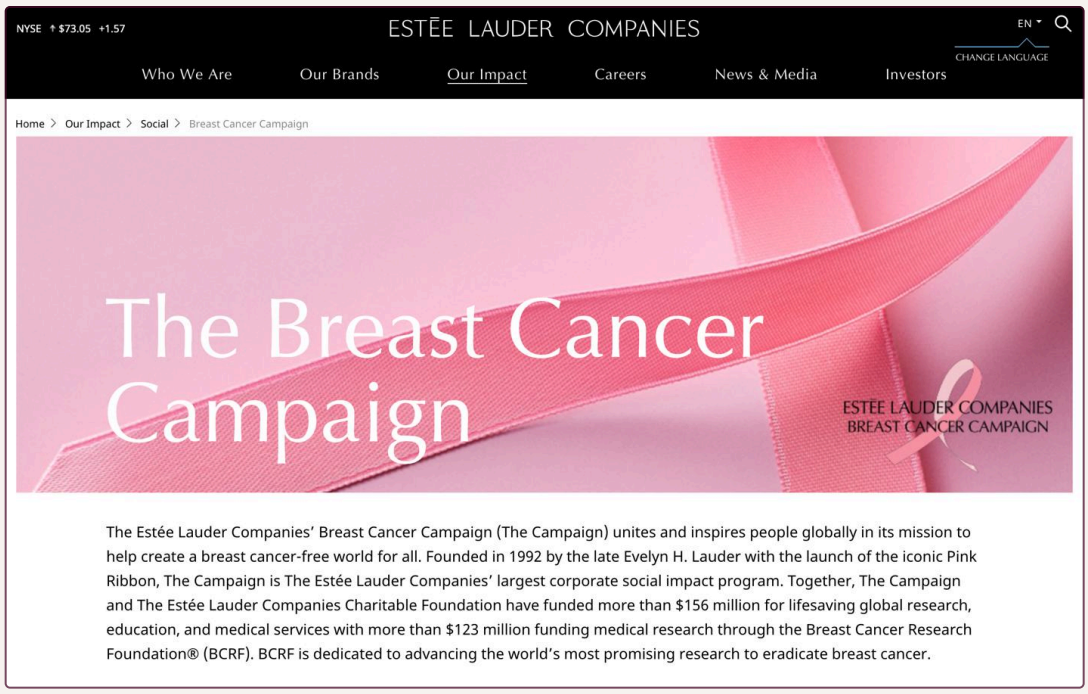


gorjana's website transparently communicates its BCRF partnership terms, including the percentage of each purchase price that supports BCRF's mission.

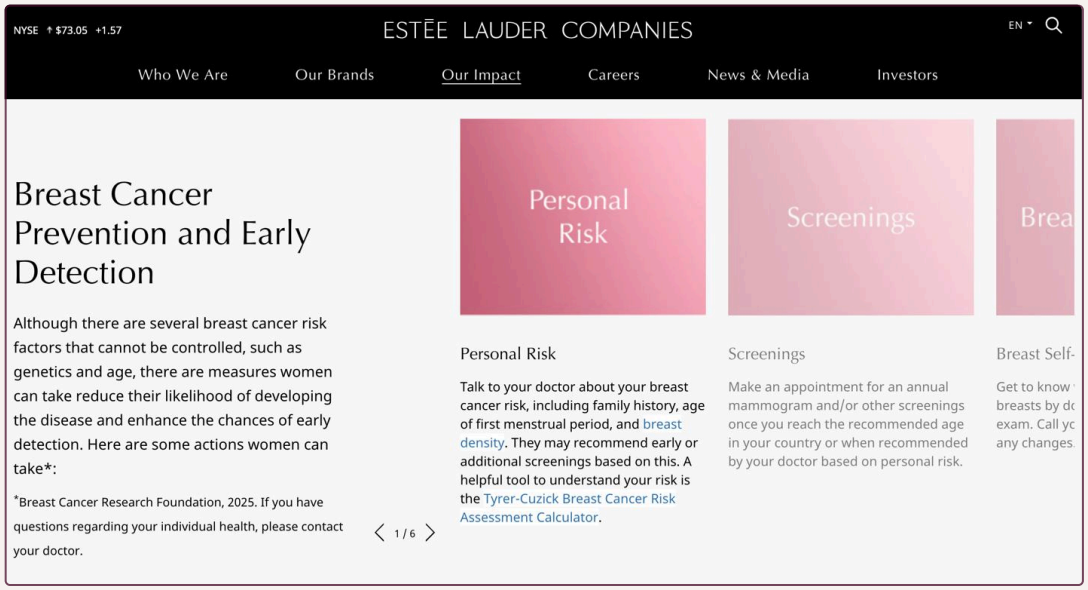


Kendra Scott's website features transparent disclosure language from its BCRF contract, making clear that the brand donates a flat dollar amount to BCRF via the Kendra Scott Foundation independent of sales. This highlights that the brand's commitment doesn't depend on consumer purchases.

Leveraging Statistics and Toolkit Resources on Website



The Estée Lauder Companies' Breast Cancer Campaign landing page brings together the brand's BCRF partnership, its fundraising achievements, and BCRF's mission in a single destination.



The Estée Lauder Companies' Breast Cancer Campaign landing page leverages BCRF Toolkit Prevention and Early Detection resources to inform and empower visitors with educational content about breast cancer.

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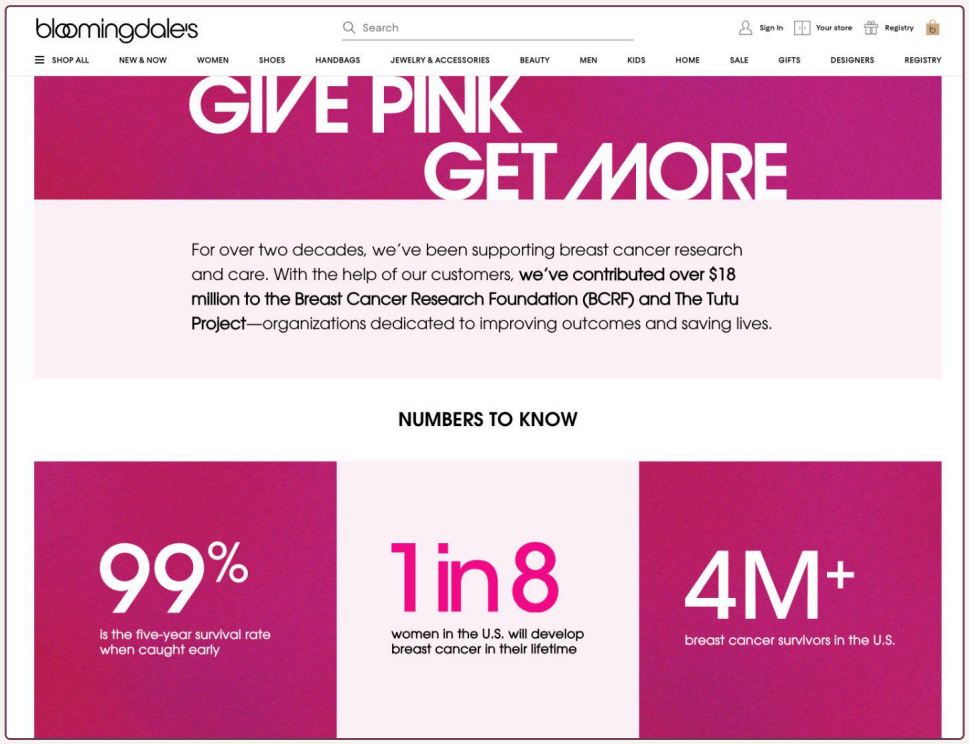
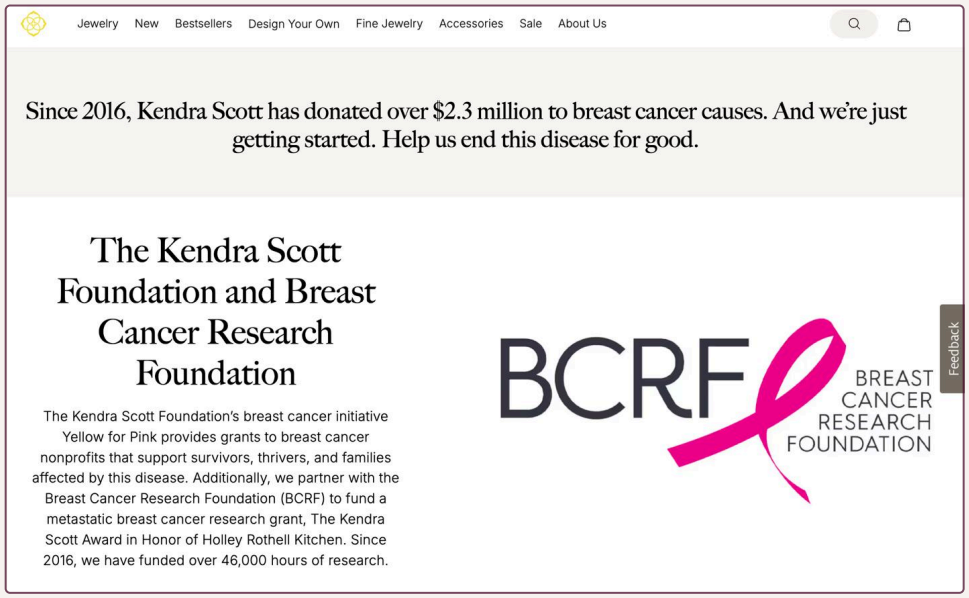
Leveraging Statistics and Toolkit Resources on Website

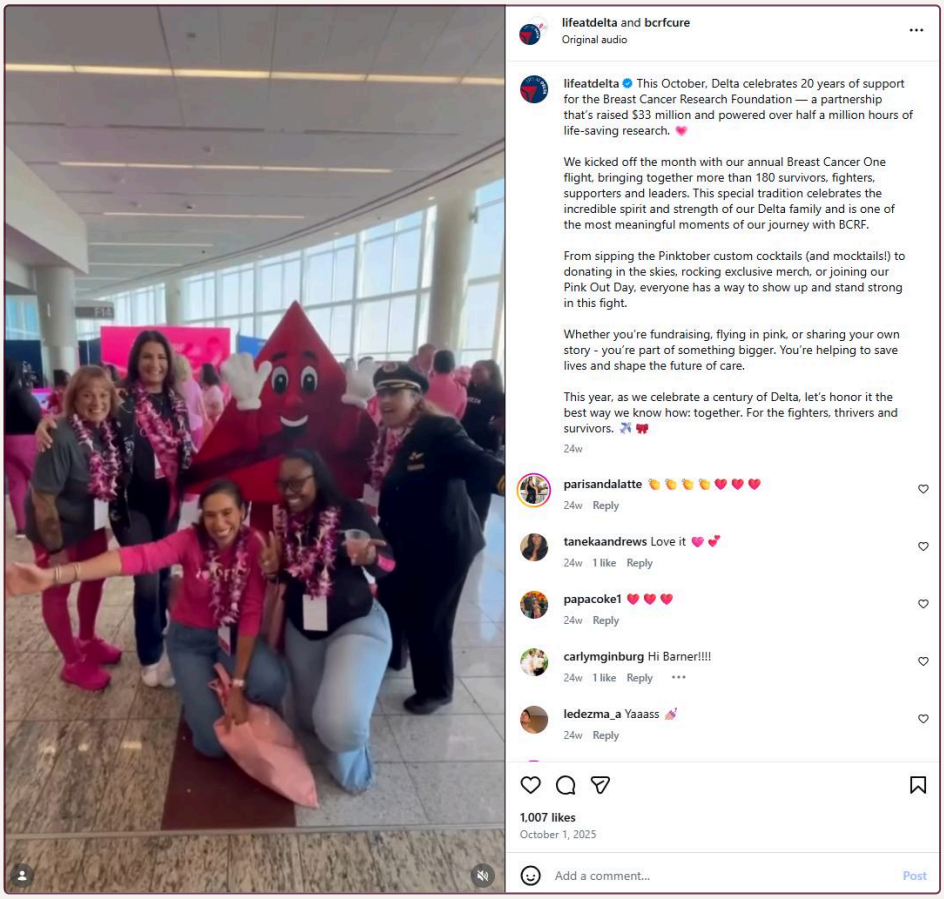


Bloomingdale's landing page incorporates informative breast cancer statistics from the corporate partnerships Toolkit to support the brand's messaging around its annual BCRF campaign.



On its BCRF campaign landing page, Kendra Scott paints a full picture of its commitment, chronicling years of partnership, cumulative impact, and the thousands of research hours made possible through its funding.

User-Generated Content

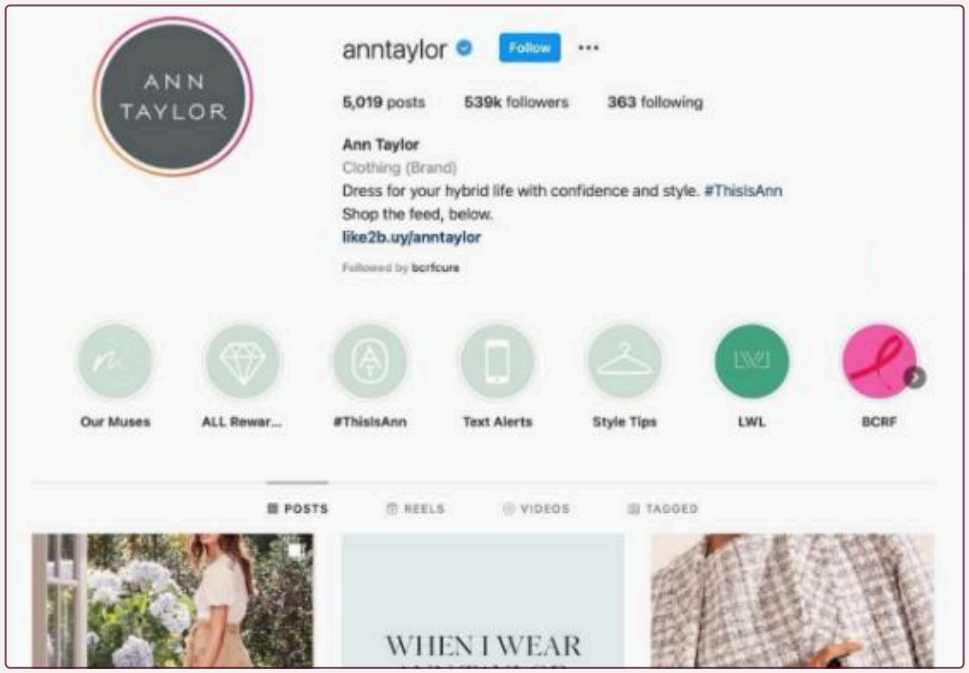


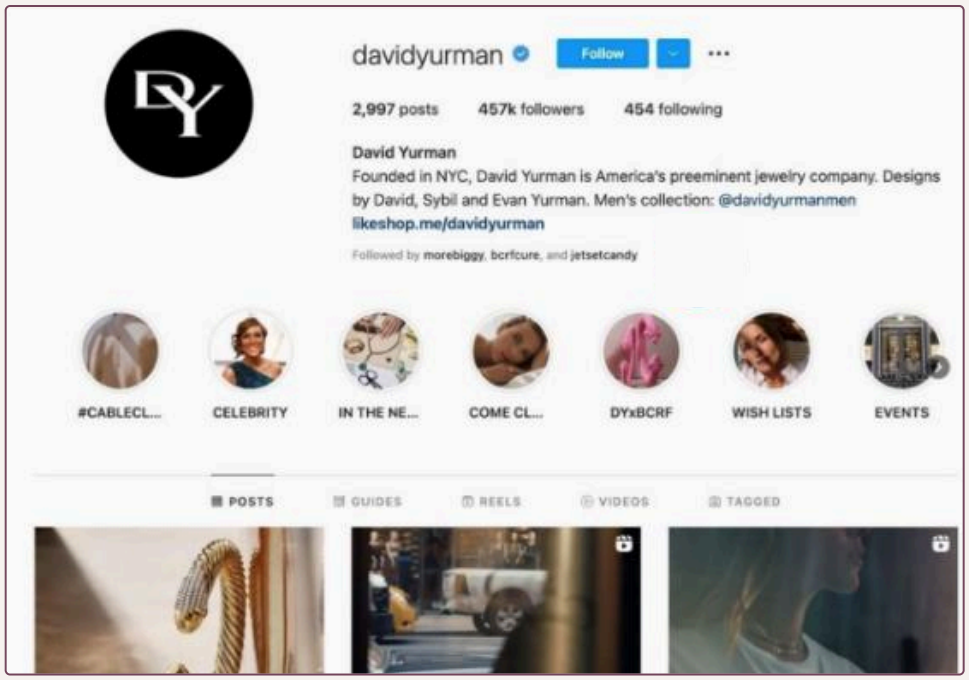
User-generated content paired with a caption that brings Delta Air Lines' BCRF partnership to life, highlighting the cause, the impact, and the community of employees and customers behind it.



User-generated content featuring flight attendants' pink uniforms in support of BCRF accompanied by a caption showcasing the depth and impact of Delta Air Lines' partnership with BCRF.

User-Generated Content





Tip: Save campaign highlights to your feed to show your commitment to research even after your campaign ends.

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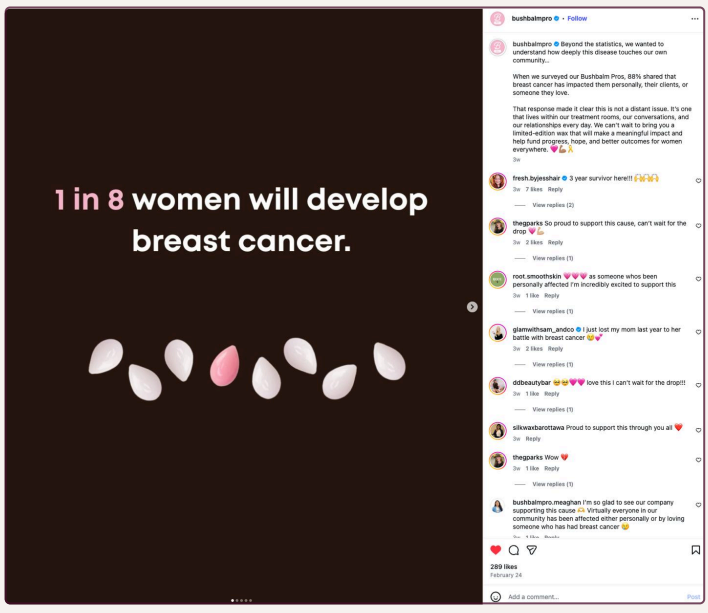
Leveraging Statistics and Toolkit Resources on Social Media

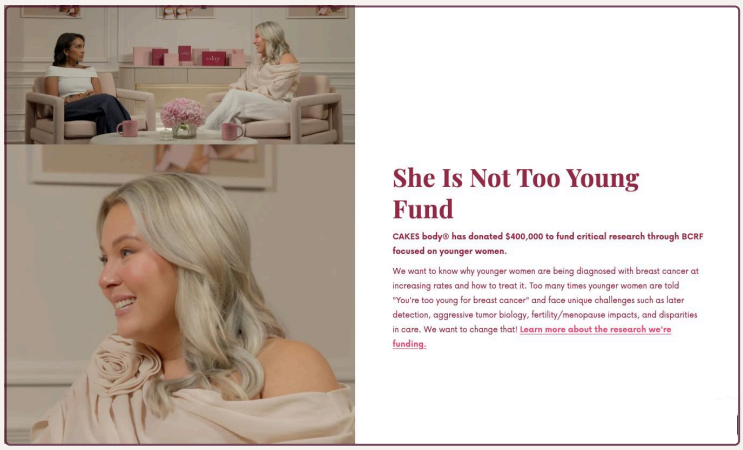


KISS transforms BCRF's breast cancer statistics from the Toolkit into a thoughtfully designed social media post that reflects both the company's brand identity and its commitment to BCRF's mission.



Bushbalm leverages BCRF's breast cancer statistics from the Toolkit to create custom-designed social media content that amplifies BCRF's mission in the brand's own voice.

Campaign Slogan Creation and Usage



With its "She Is Not Too Young" campaign, CAKES body puts a spotlight on breast cancer in younger women, centering their experiences at the heart of its corporate partnership with BCRF.

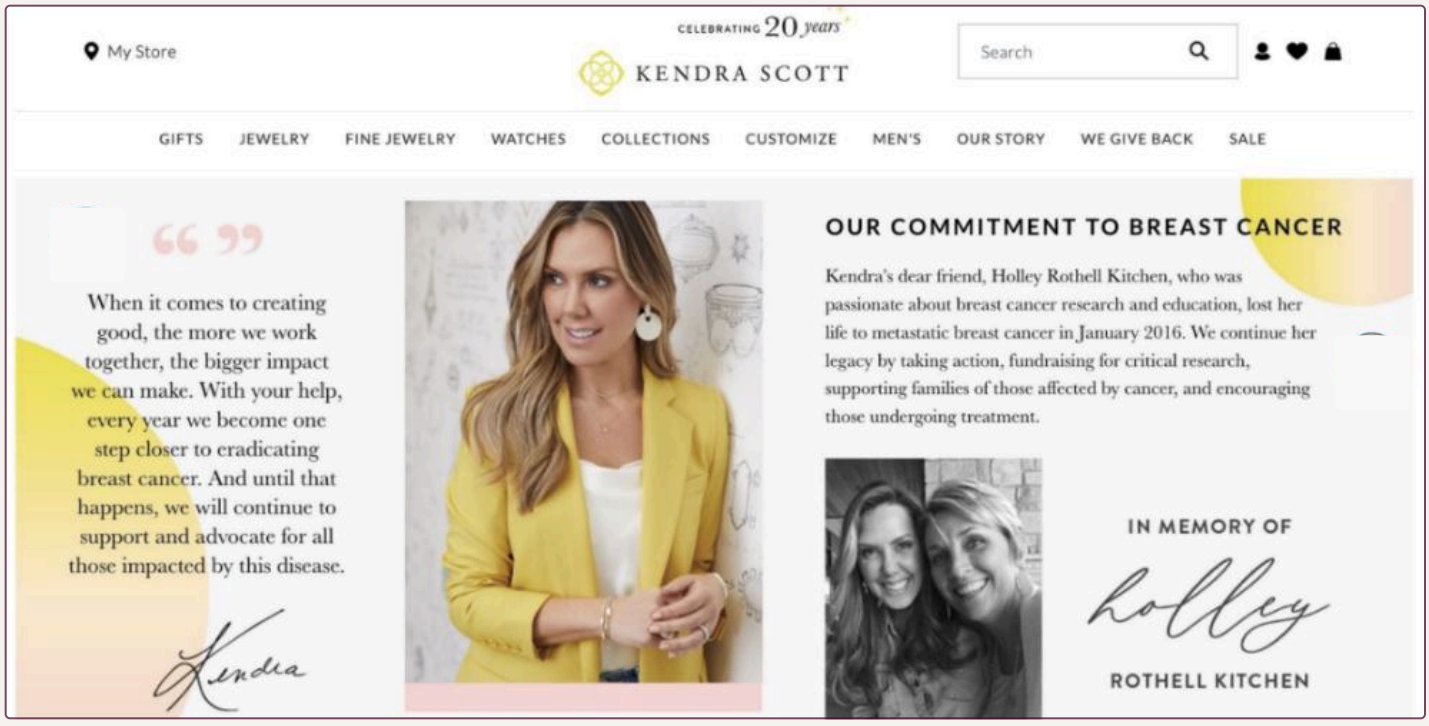


KnitWell's Sisterhood of Strength is a powerful example of a brand crafting an original campaign slogan that unites all eight of its brands under one shared commitment to BCRF.

Campaign Slogan Creation and Usage

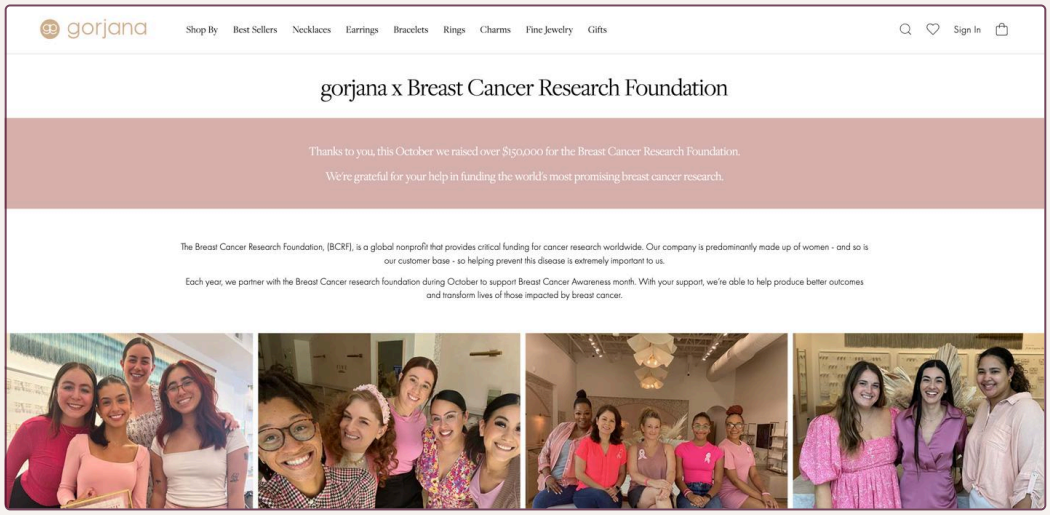


Through its Yellow for Pink campaign, Kendra Scott turns its signature yellow branding into a symbol of solidarity with the breast cancer movement.

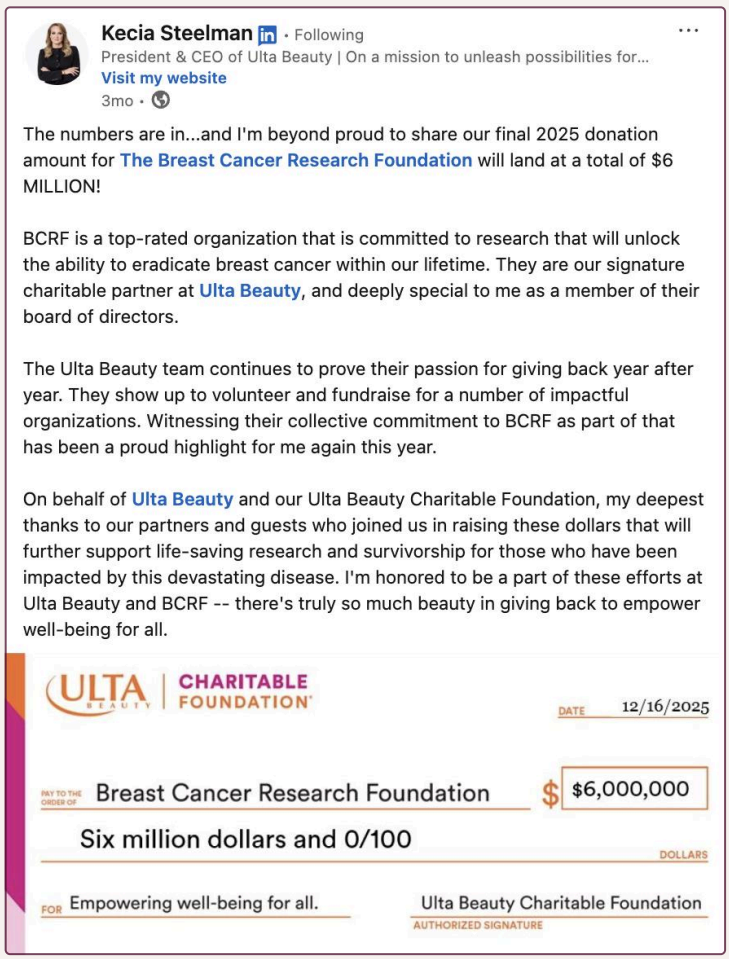


1) Tip: Use a quote from your CEO explaining why your brand is committed to BCRF's mission.
2) Tip: Stories and photos help to communicate your "why."

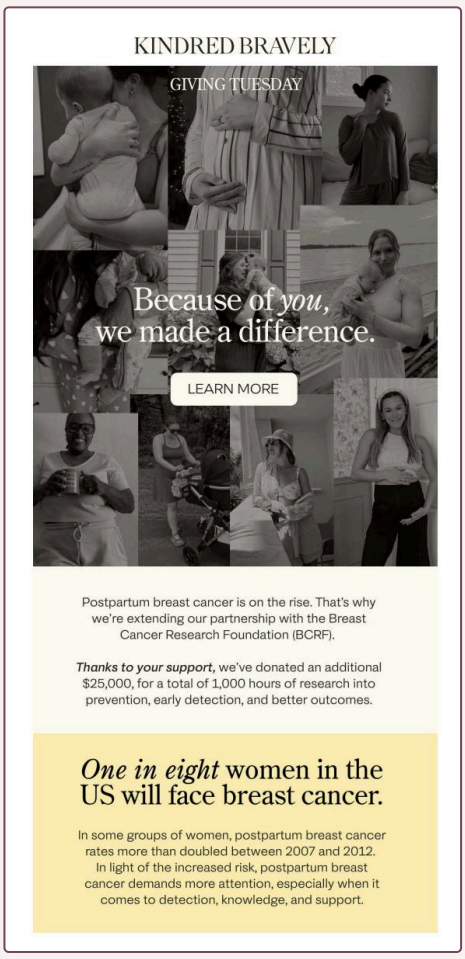
Sharing Fundraising Results



gorjana shares its fundraising results with customers, highlighting the amount the campaign raised while reinforcing the brand's commitment to BCRF's mission.



Ulta Beauty's CEO personally shares the company's fundraising milestone, lending executive presence to the campaign and signaling leadership's genuine investment in BCRF's mission.



Kindred Bravely shares its campaign fundraising results with customers, anchoring the message with a tailored postpartum breast cancer statistic that hits close to home for its postpartum-focused customer base.

Sharing Fundraising Results

Granite Telecommunications is at **Granite Telecommunications**.
October 29, 2025 · Quincy, MA ·

🎀 Yesterday, our Granite teammates, families, and friends came together for the inaugural Granite Gives Pink event — and raised an incredible $500,000 for the Breast Cancer Research Foundation (@bcrfcure) 💖

These funds will directly support life-saving research to help eradicate breast cancer.

🗣️ "Partnering with BCRF allows us to invest directly in research that gives patients and families hope for a future free from this disease." – Rob Hale, CEO of Granite Telecommunications

🧬 "Granite's culture of giving back fuels groundbreaking science that saves lives." – Donna McKay, CEO of BCRF

💪 "Being seen and heard is vital to highlighting the impact of research." – Sadia Zapp, breast cancer survivor & BCRF Communications & Content

🤝 "Our teammates show up for one another, for our communities, and for causes that save lives." – Sana Sheikh, Chief People Officer

Thank you to everyone who showed up, donated, and made this day unforgettable. 💗

📲 Read more in our press release — link in bio!

#GraniteGivesPink



Granite Telecommunications takes to social media to announce fundraising results for its first annual campaign for BCRF, amplifying the message through executive voices from both the brand and BCRF.

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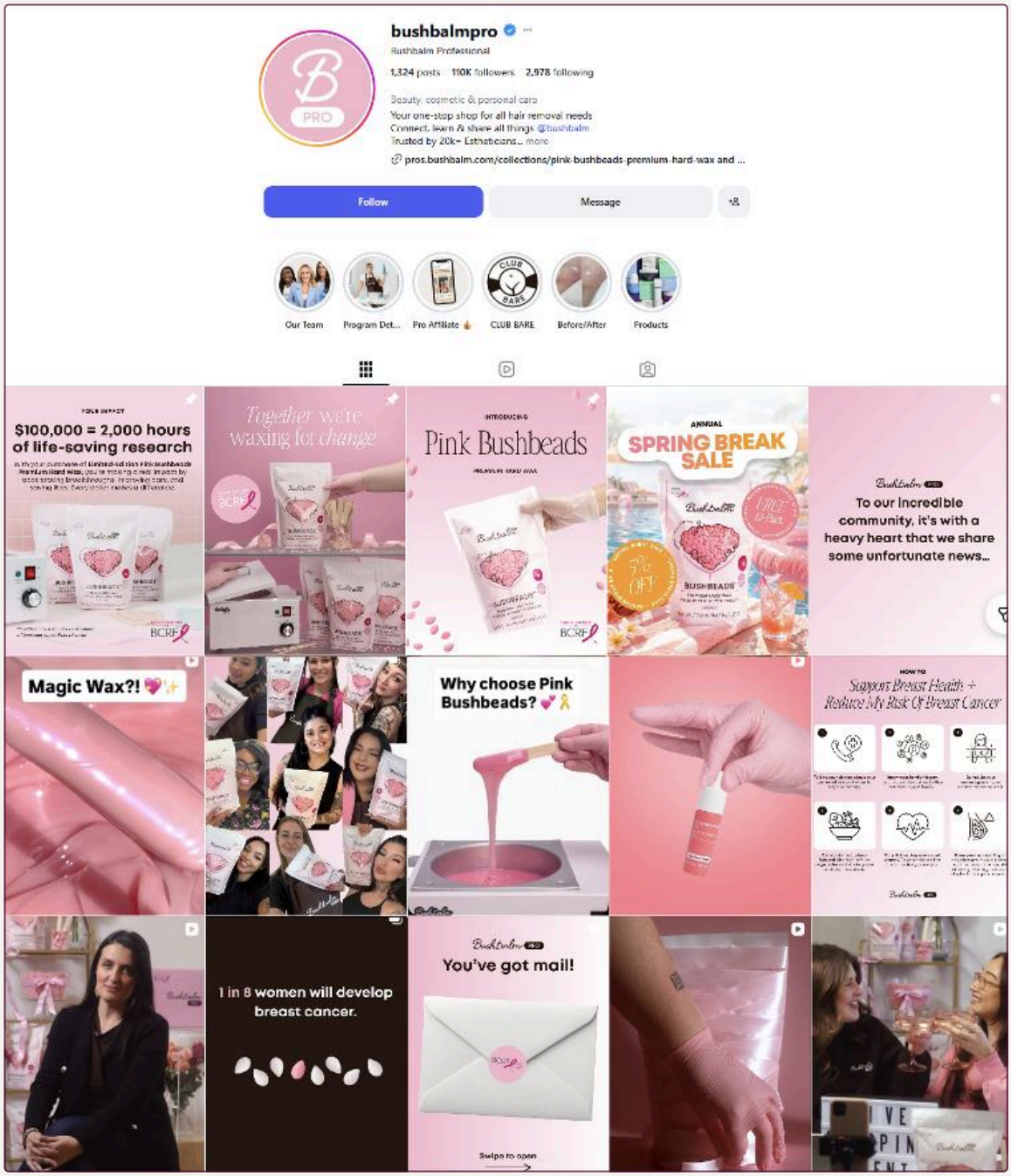
Social Media Feed Takeover



Bushbalm's social media feed takeover signals to its audience that its BCRF partnership is a genuine commitment, not just an isolated transaction. By dedicating their entire feed to the cause, Bushbalm maximizes visibility and sets the tone for a meaningful campaign.

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Thriver and Influencer Marketing



Featuring and collaborating with influencers with a personal connection to breast cancer brings authenticity to BCRF corporate partnership campaigns. Influencers' experiences with breast cancer resonate differently from traditional brand marketing, turning campaigns into genuine conversations about impact and hope.

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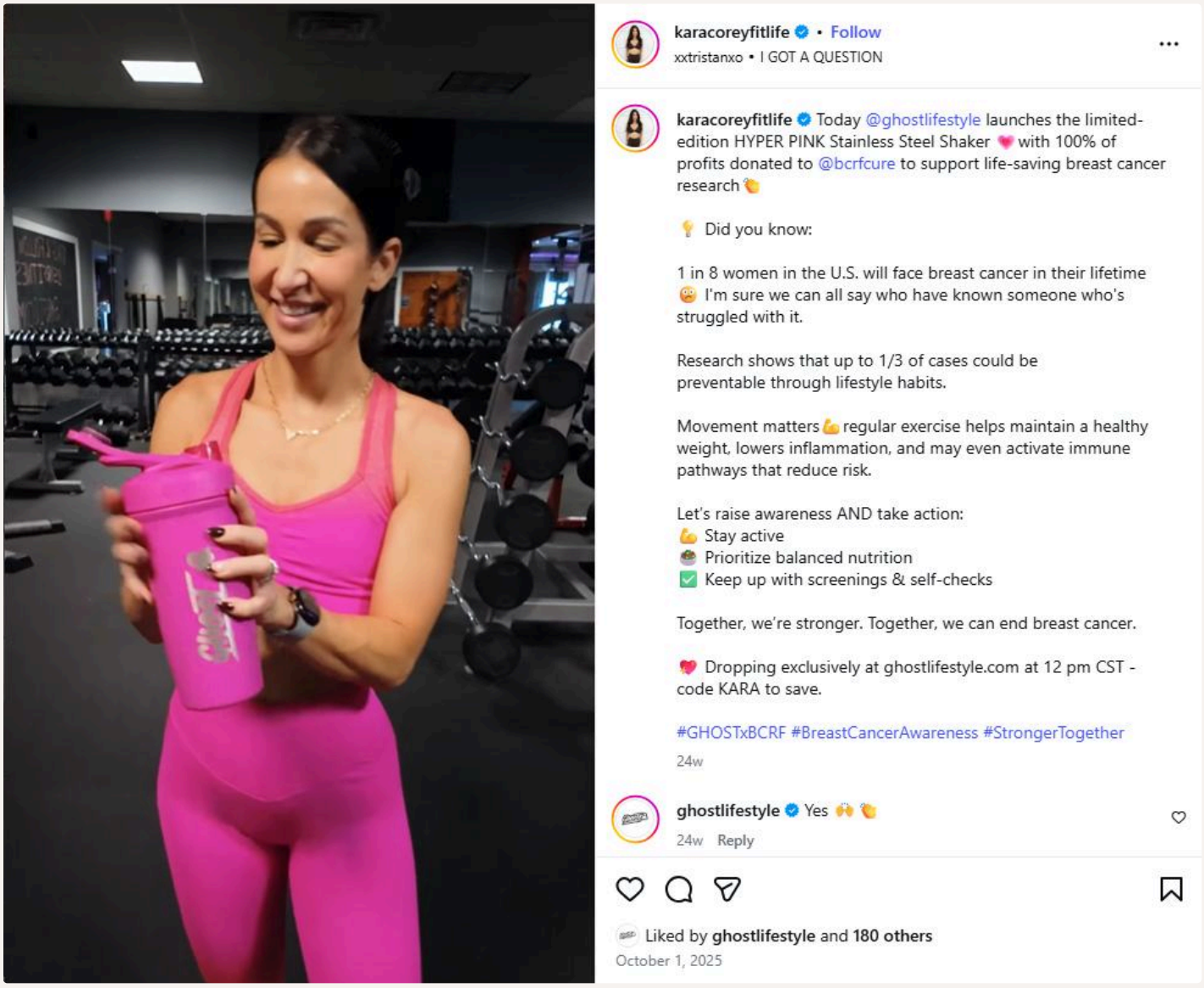
Thriver and Influencer Marketing



Seeing real people behind BCRF corporate partnerships builds trust and emotional investment, making social media audiences far more likely to engage, share, and take action.