

BUSTOut

DESIGN A BRA CHALLENGE TOOLKIT



Thank you for your interest in supporting BUST Out through our Design a Bra challenge.

Your support helps bring lifesaving breast cancer screenings directly into our community through Woman's mobile mammography coach while helping women feel seen, supported, and cared for throughout their journey.

Our Mission

Foundation for Woman's welcomes the creative ideas put forth by community supporters like you. As an extension of Woman's Hospital, our work is driven by a single purpose—raising philanthropic support to improve the health of women and infants and addressing some of our community's most critical and complex health needs.

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What is **BUST Out**?

Launched in response to the challenges of the pandemic, BUST Out was designed to unite the greater Baton Rouge community through the familiar places that are part of daily life. By dining at local restaurants, shopping at favorite boutiques, or supporting participating businesses, community members can make a difference while enjoying the experiences they already cherish.

BUST Out is a community-driven initiative supporting breast health services at Woman's Hospital. Funds raised help support our mobile mammography coach, bringing screenings directly into the community to improve access to early detection and care.

Every dollar raised through BUST Out directly benefits breast cancer services at Woman's Hospital, funding lifesaving screenings, patient support, education, and outreach throughout Louisiana. Contributions help expand access to care via our 3D mobile mammography coach, which delivers free or affordable screenings to communities in 33 parishes. The funds also support patient navigation and survivorship programs, ensuring that more women receive early detection and compassionate care when they need it most.



How the **Design a Bra Challenge** Works

As a participant in the challenge, you'll create a unique bra to help raise awareness and funds for breast health services at Woman's Hospital. Your design can be showcased at a physical location or shared on social media, joining a friendly competition with other community partners. Supporters cast their votes by making donations—every \$1 equals one vote for your bra. The more funds you raise, the higher your position in the challenge.

Throughout October, all participant-designed bras will be featured on our BUST Out fundraising platform. A public leaderboard will display real-time fundraising totals, so you can see where you rank in the challenge. Sharing your current standing on social media is a great way to engage your supporters and inspire more votes!

Make the Challenge Commitment

As part of the challenge, you commit to raising a **minimum of \$250 by October 31**. If your total fundraising falls short, you are responsible for covering the difference out of pocket. This commitment ensures every participant is actively engaged and that BUST Out's impact remains strong.

To join the challenge, complete the BUST Out Partner form at womans.org/bustout, and email your finished form to giving@womans.org.

Your Personalized Donation Link

After committing to the challenge and having approval on your designed bra, you'll receive a personalized donation link to encourage friends, family, coworkers, customers and followers to donate. Every contribution, larger or small, helps provide lifesaving services throughout our communities. Donors can use your link to give directly to your challenge between October 1–31.

Note: *DO NOT promote your bra until you receive the personalized donation link.*

How to Receive Donations



Online

Preferred—via your unique personalized donation link (credited automatically)



Check

Payable to Foundation for Woman's. Include "BUST Out Bra [Team/Business Name]" and your name/bra name in the memo.

Mailing address:

ATTN: Foundation for Woman's
100 Woman's Way, Baton Rouge, LA. 70817

Note: *Foundation for Woman's cannot accept cash donations. If you receive cash, convert it to a check or deposit it and make an online donation through your fundraising link.*

Tax Receipts: *Only provided for donations made directly to Foundation for Woman's (online or by check).*

Bra Design Guidelines

Foundation for Woman's will supply each participant with a bra and mannequin at no cost. You can choose to pick up your bra at the hospital or have it delivered to you. Please note that all materials and decorative elements for your design are your responsibility. Be sure to review the design guidelines before you begin.

Allowed:

- Artistic, creative, and celebratory themes supporting breast cancer awareness, hope, or community
- Mixed media (paint, fabric, beads, ribbons, rhinestones, etc.)
- Any color scheme (pink encouraged but not required)
- Personalized tributes to survivors, patients or loved ones and/or tasteful business branding

Not Allowed:

- Obscene, graphic, or explicit content
- Political, candidate or partisan messages
- Designs misaligned with the Foundation's mission
- Unauthorized use of copyrighted characters or logos



Photo Submission Requirements

- Submit two photos per bra: one vertical (portrait), one horizontal (landscape)
- Use a plain white sheet as background (no clutter or patterns)
 - If displaying in public, a photo at the location is welcome
- Use natural light; take photos near a window during daytime
- Display the bra on the provided mannequin
- Ensure images are well-lit, focused, and show the full design

To submit your photos, email Chapman Cooper at chapman.cooper@womans.org. In your email subject line, include, BUST Out Bra Photos 2026 [Name or Business Name]. **Submit your photos between August 31–September 4!**

Frequently Asked Questions

What if someone donates outside of my personalized fundraising link?

- Other forms of donation are accepted outside of your personalized fundraising link. Refer to the **Ways to Donate** section for how to submit them for credit.

Can we do a check presentation at Woman's Hospital?

- Yes! Contact giving@womans.org to schedule a check presentation after your fundraiser.

What if my design is not approved?

- Foundation for Woman's will contact you with feedback. You will be able to revise and submit before the September 4 deadline.

For any additional questions, please contact:

- Chapman Cooper, Foundation for Woman's, Philanthropy Officer
 - Chapman.cooper@womans.org
 - 225-924-8982
- Vickie Hall, BUST Out Chairwoman
 - 225-400-4383



Challenge Timeline

Date/Timeline	
Now–August 30	Commit to participate, receive your bra and mannequin, and complete your design
September 4	Photo submission deadline
Week of September 7	Event signage delivered; personal fundraising links distributed
October 1–31	The challenge is live! Promote and collect votes/donations
October 31	Design a Bra Challenge ends Please send in your final donations by November 6



Foundation for *Woman's*

Connect with Us!

Website: womans.org/giving

Email: giving@womans.org

Call: 225.924.8982