

**Know Your Risk:
CAKES body® x Breast Cancer
Research Foundation**

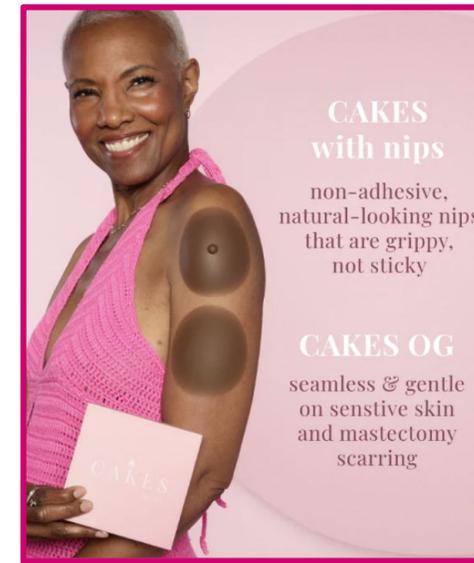
**CAKES body® x BCRF
The Shorty Awards Submission**



CAKES body® x BCRF

In 2024, CAKES body®, the women-led brand redefining comfort and confidence in undergarments, began their partnership with the Breast Cancer Research Foundation, the largest private funder of breast cancer research worldwide, with a \$250,000 commitment. This partnership was grounded in their belief that women's health advocacy—especially advancing breast cancer research—should be at the heart of their brand as it greatly impacts their customer community!

Just one year later, CAKES body® deepened its commitment with an extraordinary \$400,000 contribution—a 60% year-over-year increase that demonstrated both their growing impact and the power of brands rooted in purpose. With this expanded support, CAKES body® established their own BCRF funded grant, the [She Is Not Too Young Fund](#). The fund is focused on breast cancer in younger women and supporting breast cancer research spanning across prevention, risk, equity, treatment innovation, and survivorship.



Know Your Risk Challenge

To launch the She Is Not Too Young Fund, CAKES body® introduced the “Know Your Risk” Challenge—a campaign designed to speak directly to the next generation about breast cancer awareness and prevention. Supported with a [dedicated landing page](#) and a thoughtfully crafted content calendar that readily included BCRF, the campaign met their audience where they already were: on **social platforms**. The content inspired and motivated consumers to get to know their breast cancer risk using the lived experiences of 6 patient models and CAKES body® community members impacted by breast cancer under age 40.



Why should you get to know your risk?

13,000 women under 40 are diagnosed with breast cancer in the US each year.

Taking just five minutes to complete a breast cancer risk assessment can change your life. By understanding your personal risk factors, you can start informed conversations with your doctor, make lifestyle changes, and request early screening (if needed).



She Is Not Too Young Fund

CAKES body has donated \$400,000 to fund critical research through BCRF focused on younger women.

We want to know why younger women are being diagnosed with breast cancer at increasing rates and how to treat it. Too many times younger women are told “You’re too young for breast cancer” and face unique challenges such as later detection, aggressive tumor biology, fertility/menopause impacts, and disparities in care. We want to change that! [Learn more about the research we’re funding.](#)

Real Stories, Real Impact

At its core, CAKES body® represents real women from all walks of life, providing them with products that meet their needs. The Know Your Risk campaign was created with the same intention.

By elevating voices from within its own community, including customers and staff members who were personally affected by breast cancer before the age of 40, this campaign centered lived experiences as both its foundation and its call to action.

Through these authentic stories, Know Your Risk moved beyond awareness to inspire understanding, confidence, and self-advocacy. The result was a message that felt inclusive, credible, and deeply human: honoring the strength of the community it was created to serve while empowering women to better understand their breast cancer risk and take charge of their health.



Know Your Risk Campaign Results

In the crowded landscape of Breast Cancer Awareness Month, CAKES broke through with thriver-led product moments and honest, personal storytelling that felt real, modern, and deeply human. The campaign didn't just raise awareness; it sparked conversation, built connection, and inspired their audience to take action. Through this storytelling, CAKES brought the mission of the She Is Not Too Young Fund to life and helped redefine how young women engage with their breast health.

The result was a message that resonated deeply, cut through the noise, and inspired meaningful engagement around breast cancer.

Social Media

Highly engaged launch post with over 500 shares/reposts on Instagram, including high profile community engagement amongst the breast cancer community, including @mirandamckeeon, @bridget, and @katiethurston

Web Traffic

The landing page saw high traffic with 2,900 page views from 10/1 - 10/25

PR

The campaign received pick up across platforms like NBC News Now, Spectrum News, WWD and more

Risk Assessment

The sweepstakes had 672 submissions and a 41% submission rate

MEDIA COVERAGE HIGHLIGHTS:



NEWS
Breast cancer survivor and advocate is encouraging women, and men, to know their health



NBC NEWS DAILY
NEW FUND HELPS YOUNGER WOMEN ACCESS CARE AND RESOURCES FOR BREAST CANCER



BCRF-Partner CAKES Body® to Accelerate Lifesaving Breast Cancer Research
By BCRF | October 6, 2025



Brands and Retailers Supporting Breast Cancer Awareness Month 2025 With Special Collections, Charity and More Initiatives

Fashion industry partnerships with cancer charities are offering themed merchandise and donations throughout the month.





CAKES
body

BCRF
BREAST
CANCER
RESEARCH
FOUNDATION

THANK YOU.

