

# Why walk?

## Because you can help us change lives across Massachusetts

For many individuals and families across the state, hunger is a very real part of their daily lives. In fact, food insecurity affects the lives of over 700,000 people in the Commonwealth—almost 40% more than before the recession began. Last year, over 400 community food programs funded by Project Bread provided more than 60 million meals to those in need. We respond to hunger in both immediate and long-term ways, with innovative, effective solutions dedicated to strengthening individuals, families, communities—and our state as a whole.



Your donations help us provide people of all ages and cultures with reliable, sustainable access to nutritious food in the places they live, work, and learn—because Project Bread believes the opposite of hungry is not simply full...it's *healthy*.

## Make it YOUR Walk

**WALK** all or part of the 20 miles. You will be supported every step of the way!

**ORGANIZE** a Walk team at work, at school, where you worship, or from your neighborhood.

**DONATE** to a Walker or Walk team at [www.projectbread.org/walk](http://www.projectbread.org/walk).

**COLLECT PLEDGES** by asking your friends, family, and coworkers to sponsor you.

**RAISE** \$500 or more and join our Heart & Sole Circle.

**DOUBLE** your personal contribution through your employer's matching gift program! Your sponsors may also ask their employers to match their gifts.



## Always the first Sunday in May!

TAKE THE !



"My father and I have made it a tradition to participate together in the annual Walk for Hunger in Boston. Our first Walk together was in May 2009."

**ABI D'AMARO** and her father stand together at their first Walk for Hunger in 2009. Abi has been walking every year since then and has raised over \$6000!

### MEDIA SPONSORS



145 Border Street  
East Boston, MA 02128-1903  
[walk@projectbread.org](mailto:walk@projectbread.org)



PROJECT BREAD'S  
**WALK FOR HUNGER**  
MAY 4, 2014

**REGISTER AND PLEDGE**  
[projectbread.org/walk](http://projectbread.org/walk) • 617.723.5000

**We walk because we believe in giving back.**

### SPONSORS



FLAGSHIP

PARTICIPATING

# This is our Walk...and this is YOUR Walk!

Every May, over 40,000 people walk a 20-mile course through Greater Boston, earning the pledges they've collected to support Project Bread. Together, our Walkers, Volunteers, sponsors, and donors raise awareness of the reality of hunger in our state, and make a powerful statement about our shared commitment to help people in need.

**REGISTER** at the Walk's rolling start on the Boston Common between 7:00 and 9:00 A.M. Turn in the checks and cash you have collected at one of our Check-In or Registration stations, pick up a Walk sticker, and get started. Get your Pledge Sheet stamped at each Checkpoint...and then listen to our Volunteers cheer you on!


## Join our Heart & Sole Circle

Raise \$500 or more, and you'll automatically become part of our Heart & Sole Circle. These 1,400 members alone raised over \$1.5 million to feed hungry people last year. When you become a Heart & Sole Walker you will receive a special t-shirt to share your commitment, and will be invited to events throughout the year. And all members of our Heart & Sole Circle who raise more than \$1,000 become part of Project Bread's Leadership Circle.

# Start the day!

## Get ready to Walk

- ▶ Eat a hearty breakfast and dress in layers.
- ▶ Wear comfortable walking shoes and bring an extra pair of cotton socks.
- ▶ Don't forget a hat, sunglasses, and extra sunscreen.
- ▶ Bring snacks, your cell phone, and money for lunch or the ride home.

 Please call 617-723-5000 with any specific access questions.

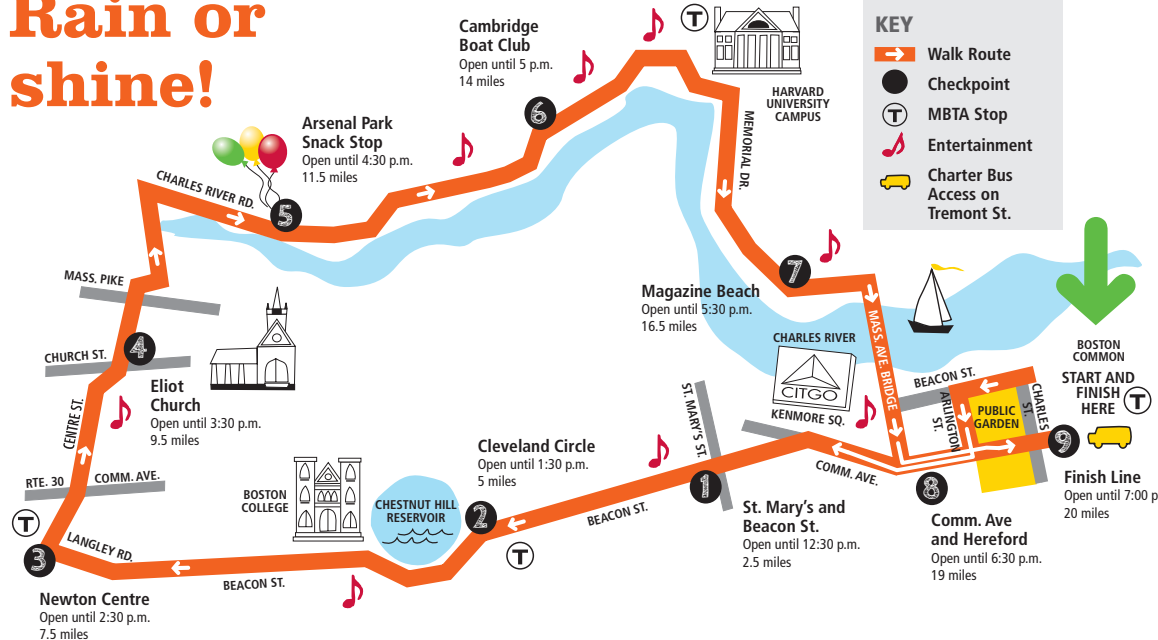
Through Project Bread, your generosity will support the widest anti-hunger network in the state. We connect people in need with emergency and community-based meals programs, early childhood and school nutrition programs, and sustainable farm-to-table and local food resources, including CSA shares and urban gardens. Our goal is to develop, facilitate, and fund initiatives that meet hungry people where they are, and serve their unique needs with dignity and respect—giving people a hand up, not just a handout.

## Enjoy your Walk experience


- ▶ Music at 12 locations.
- ▶ Free snacks at the Snack Stop in Watertown.
- ▶ Refreshing water at all checkpoints.
- ▶ First aid and shuttle buses along the route.
- ▶ Facilities for your convenience.



# Rain or shine!



If you want to return early, there will be complimentary shuttle buses available from each Checkpoint to shuttle you back to the Boston Common finish line.

 For safety's sake, please leave in-line skates, scooters, skateboards, dogs, and bikes at home. (Wheelchairs and strollers are welcome!)



# Registration Form

Submit on Walk Day!

## PARTICIPANT INFORMATION

Title:  Miss  Ms.  Mrs.  Mr.

First Name 



 Middle Initial

Last Name 



 Suffix (Sr., Jr., III)

Email Address

We respect your privacy. Project Bread will never share your Email address with anyone. See [www.projectbread.org/privacy](http://www.projectbread.org/privacy) for details.

I am a(n):  Individual Participant  Team Participant  Team Leader I am a:  Walker  Volunteer

Note: Volunteers are very important to the success of the Walk and get credit for all 20 miles! Volunteers may also raise money for hungry people and join our Heart & Sole Circle.

Our Team Name/Organization is (if any):

Did you register online?  Yes  No

If yes, be sure to fill in pledge information at the bottom and turn in this form on Walk Day! If no, please complete the rest of this form.

## REGISTRATION INFORMATION

Address 



 Apt. #

City 



 State

Zip Code 



 Female  Male Birth date M M D D Y Y Y Y

Home Phone 



 Cell Phone

Employer

Completed Educational Level:  High School Degree  College Degree  Post Graduate Degree

Today, I'm walking/working with:  Friends/Family  Coworkers  School  
 Religious Group  Community Group  Project Bread-Funded Agency

## PLEDGE INFORMATION

Suggested Event Donation (\$15, turn in on Walk Day) \$

Online Donations (collect online through May 31) \$

Cash or Check Donations (turn in on Walk Day) \$

Matching Gifts (to be sent by your employer to Project Bread) \$

Balance of Pledges to Collect (to be sent to Project Bread) \$

**TOTAL for 2014 Walk** \$ 



  
*(If this is \$500 or more, you are now a member of our Heart & Sole Circle!)*

## EMPLOYER MATCHING GIFTS

Does your employer match gifts?  Yes  No  
 Employer Name \_\_\_\_\_  
*Your employer and your donors' employers can make matching gifts that count toward your Walk fundraising goal!*

- To double or triple the impact of your gifts:**
- Visit [www.projectbread.org/matchinggifts](http://www.projectbread.org/matchinggifts) to see how your employer matches gifts.
  - Complete your employer's matching gift form, and turn it in on Walk day or mail to Project Bread.
  - Your employer will send a check to Project Bread.

**Don't forget to remind your donors that their employers may also match their gifts.**

**PLEASE READ:** Submission of this entry constitutes an acknowledgement that the Walker is physically able to undertake the Walk; it is a waiver of any and all claims arising out of the Walk that the Walker might assert against any parties connected with the Walk. In addition, the Walker assents to the use of any photo, film, or videotape of the event for any purpose.

**X** \_\_\_\_\_  
 WALKER SIGNATURE/PARENT OR GUARDIAN'S SIGNATURE FOR WALKERS UNDER THE AGE OF 18  
 Save time on Walk Day, register online at [www.projectbread.org/walk](http://www.projectbread.org/walk).

# My Pledge Sheet

Bring it on Walk Day to check off your miles and keep your records!

## Set a Fundraising Goal!

If you raise \$500 as an individual Walker or Volunteer, you join the Heart & Sole Circle! If you raise \$1,000, you also become a member of our Leadership Circle.

**Look how easy it is to raise \$200 to help hungry people!**

Ask your spouse/roommate/parent for	\$30
Ask two teachers for \$5	\$10
Ask three friends for \$10	\$30
Ask your extended family via email	\$60
Ask your boss and coworkers via email	\$30
Put in your own \$20	\$20
Get your employer match	\$20

**Total \$200**

Project Bread stretches every donation to make the maximum impact on hunger in our state. \$100 subsidizes CSA (Community Supported Agriculture) shares for one week for 14 families. \$500 provides outreach and food vouchers to 20 senior households. \$1,000 provides the food, supplies and take-home groceries for families participating in the Chefs in Head Start cooking classes.

## Every dollar counts!

Volunteer's Name \_\_\_\_\_ Organization/Team \_\_\_\_\_ Address \_\_\_\_\_

Sponsor's Name	Contact Information	Online Donations	Cash/Check Donations to Turn In	Pledges per Mile	Matching Gifts (yours & others)	Balance of Pledges to Collect
<b>Bob (online)</b>	<b>bob@email.com</b>	\$50.00				
<b>David (cash/check donation)</b>	<b>617.555.2014</b>		\$75.00		\$75.00	
<b>Sue (pledge-per-mile)</b>	<b>3 North Street, Anytown, MA 02134</b>			\$5.00		\$100.00
1. Suggested Event Fee						
2. My Personal Pledge						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
	<b>Subtotals</b>		+	+		+

My 2014 Walk for Hunger TOTAL = \$ \_\_\_\_\_  
 Please remember to contact your sponsors about their employers' matching gift policies. You can help them double their gifts by having them fill out their company's matching gift form.

## Checkpoints/Mileage

### EVERY STEP COUNTS!



Print out another Pledge Sheet from our website, if you need more space. Visit [www.projectbread.org/walkmaterials](http://www.projectbread.org/walkmaterials).

**Please send remaining checks to:**  
 Attn: Data Office  
 Project Bread – The Walk for Hunger  
 145 Border Street, East Boston, MA 02128-1903  
 617.723.5000 • [www.projectbread.org](http://www.projectbread.org)