



## Make it YOUR Walk— together with your Team!

- Organize a Walk or Volunteer team at work, at school, where you worship, or from your neighborhood. More than 1,500 companies, 1,000 schools, 1,000 religious and community groups, and 700 friends and family groups organize for the Walk!
- Collect Pledges by asking your friends, family, and coworkers to sponsor you.
- Double your personal contributions through your employer's matching gift program! Your donors may also ask their employer for a matching gift. As well, more than 250 businesses and cities provide in-kind and cash donations to the Walk. Ask your company how they would like to contribute!
- Raise \$500 or more and join our Heart & Sole Circle.
- Walk all or part of the 20 miles. We support you every step of the way!
- Spread the Word about hunger in Massachusetts and how others can help.

### Employer Matching Gifts

Make 20 miles count for 40! Your employer and your donors' employers can make matching gifts that count toward your Walk fundraising total!

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 it to Project Bread.
- Your employer will send a check to Project Bread.

Please remind your donors that their employers may also match their gifts!

### Join our Heart & Sole Circle!

Each member of your team who raises \$500 or more automatically becomes part of the Heart & Sole Circle. While all participants make a difference, last year this group of dedicated Walkers and Volunteers raised over \$1.5 million to alleviate hunger in their communities. They are true citizen advocates for hungry families and children. All members of the Heart & Sole Circle receive a special Walk T-shirt, and are invited to events throughout the year. Motivate your team members to stand out by raising \$500 or more!

## What does Project Bread do with the money my Team raises?

HERE ARE A FEW OF THE PROGRAMS  
PROJECT BREAD FACILITATES AND  
FUNDS IN MASSACHUSETTS:

- Each year, our FoodSource Hotline connects over 46,000 callers to food resources in their communities, and when appropriate, helps them apply for SNAP over the phone.
- Our Chefs in Schools program has served over 25,000 children in Boston, Lawrence and Salem.
- Our Chefs in Head Start program works with 600 pre-school aged children and their parents in Lynn and the Blackstone Valley.
- In 2013, Project Bread supported over 400 community food programs—soup kitchens, food pantries, food vouchers at health centers, summer meals for kids, subsidized CSA shares, community gardens, double-value farmers market coupons, food rescue programs, etc.—in 130 communities statewide in Massachusetts. We've invested more than \$2 million to make these programs a reality.