



Terri Brodeur Breast Cancer Foundation

Walker Guide



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Welcome TBBCF Walkers

The business philosophy of the Terri Brodeur Breast Cancer Foundation is best captured by the following quote, **"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."** - Margaret Mead

A number of large, successful organizations raise money for breast cancer awareness and research. However, these organizations routinely have overhead/administrative costs that must be offset by a percentage of fundraising dollars. These overhead costs are often directly correlated to the size of the organization.

The Terri Brodeur Breast Cancer Foundation is comprised of a volunteer Board of Directors, a volunteer Scientific Advisory Committee, and hundreds of volunteers. Additionally there is a part time Executive Director, Marketing Director, Walk Director and Business Manager.

By working at a grass roots level, with committed volunteers who have a proven track record in fundraising, and with the support of key sponsors, the Terri Brodeur Breast Cancer Foundation will devote 100% of gross fundraising dollars directly to breast cancer research. Those who donate will know exactly how and to whom their donation dollars are directed – every penny to research!

This group now includes you!

Forming a Walk Team

Why Walk As a Team?

Walking as a team has many benefits:

- walking is a lot more fun as a team,
- motivating team members to train is energizing,
- creating a t-shirt design is fun,
- receiving support during the marathon is encouraging,
- fundraising collectively is more powerful
- raising and sharing your fundraising dollars makes fundraising easier!

Gather your family, friends and/or colleagues and walk as a team. Team options provide the opportunity to raise and share funds among team members to meet the team's fundraising commitment

Youth Walkers

Youth walkers, 12-18 years old, have a fundraising commitment of **only \$100 for any distance walk**. We hope this encourages youth to get out and walk, raise funds for breast cancer research and have fun together!

Youth Walk Teams

Youth - **TEAM-UP!** Form a Youth Walk Team of 5 or more 12-18 year olds with a Youth Walk Coach and register as a Youth Walk Team. The Youth Walk Coach must register, but has no fundraising commitment!

How Teams Work

Now that you've gathered a group of friends to form a walk team, how do you proceed?

- You want to give yourself a team name if you haven't already.
- Create your fundraising page, create your team and ask team members to register and join your team.
- You can start your fundraising (see pages 8-13 for fundraising tips and guidelines)
- You can participate in our "design a t-shirt" contest voted on at our Pasta Dinner the night before the Walk.
- You can take a look at the training schedule in this guide, and train together, if possible (pages 5-7)

If you receive cash or checks as a donation to your walk, you can either submit them yourself using the **Sponsor a Walker** form or **Sponsor Multiple Walkers** form (you can use this if you are submitting multiple checks), or you can submit them to the team lead who will submit on behalf of the team. As a team, you decide on the process that works best for you. The printable forms can be found on the home page of the web site, www.tbbcf.org.

If an individual on a team has not reached his/her fundraising goal, but the team has reached their total goal, we consider all commitments to be met.

Tips for Walking in the Rain



Each person's experience of walking in the rain is different. Below are some things you should be aware of:

1. Nylon or cotton clothing can cause rashes
2. Plastic ponchos keep in the heat and do not allow you to sweat
3. A rain jacket that breathes allows the release of body heat
4. If doing the full marathon, carry an extra pair of socks in a zip lock bag or perhaps someone can meet you at Rocky Neck with dry socks. If someone meets you, perhaps they can bring extra set of dry clothing as well.
5. Dressing in layers is good. If you need to shed clothing, bins will be available at each pit stop where volunteers will place clothing in a zip lock bag with your name on it, and they can be picked up at Camp Harkness.
6. Wear the same clothing and shoes that you've been training in.

Whether rain or sun, the walk experience is one that you will cherish. Our volunteers work hard to ensure you are taken care of. Struggling with breast cancer is hard....walking a marathon is hard, but not as hard as breast cancer.

Medical Services

Medical staff will be available at Opening and Closing Ceremony locations, at the lunch stop and at all pit stops along the route. If you find you have a minor medical condition that will not allow you to make it to the next pit stop (they are located approximately every three miles), let one of the cyclists know, and the sweep vehicle can bring you to the next pit stop for medical help. If you are experiencing a more serious medical condition such as shortness of breath or chest pain, ask a walker to stop one of the cyclists to contact medical staff immediately.

Walker Training



You'll want to get the most out of your experience in this Walk. Training is essential for all participants in order to avoid the possibility of injury. A large part of the training is learning what works for you.

To help you with your training, our website offers a 15 week training [schedule](#), established walk route [directions](#) in Mystic and Old Saybrook and [website links](#) and recommended [reading material](#) that can answer questions you may have regarding nutrition, footwear, clothing and training for a full and half marathon.

We have posted the [TBBCF Walker Guide](#) on the website for walk groups who may be interested in organizing informal walker training in locations of their choosing.

Training Schedule

Here is a look at a recommended Full Marathon 15-week training schedule:

Week	Day 1	Day 2	Day 3	Day 4
Week 1	3	4	3	6
Week 2	3	4	3	8
Week 3	3	4	3	6
Week 4	3	4	3	10
Week 5	3	5	3	12
Week 6	3	5	3	12
Week 7	3	6	3	8
Week 8	3	6	3	14
Week 9	3	6	3	16
Week 10	5	6	5	8
Week 11	5	6	5	18

Week 12	6	6	6	10
Week 13	6	6	6	20
Week 14	6	6	6	12
Week 15	4	4	4	0

- TBBCF will provide organized hydration and safety support for 14 (Old Saybrook), 16 (Mystic), 18 (Old Saybrook) and 20 mile (Mystic) training walks in Mystic and Old Saybrook. These training walks are organized around six mile loops. Registered walkers will receive notifications for times and locations for the supported training walks via email and website broadcast announcements.
- Cross training is important. It stretches you out and helps you stay injury free. However, increasing walking mileage is the most important part of our training. If you cannot fit one of the weekend walks into your schedule, try dividing the mileage into two walks.
- Individuals participating in the Half Marathon can train following the Full Marathon Schedule Weeks 1-6.

2015TBBCF Supported Training Walks

Sunday, August 16 Old Saybrook - 14 miles
 Saturday, August 22 Mystic - 16 miles
 Sunday, September 6, Old Saybrook - 18 miles
 Saturday, September 19, Mystic - 20 miles

Training Walk Directions

Mystic River 6 Mile Loop

Begin at Mystic River Park
 STRAIGHT on Cottrell toward Washington
 LEFT on Washington
 LEFT on Willow
 LEFT on East Main
 RIGHT on Holmes
 LEFT on Bay
 RIGHT on Isham
 LEFT onto Route 27 toward Old Mystic
 BEAR LEFT at 4-way STOP
 LEFT onto River Road (3.0) and follow River
 LEFT on Starr
 RIGHT on Pearl then LEFT on Eldridge (5.6)
 RIGHT on Gravel
 LEFT on West Main
 RIGHT on Cottrell (6.0) to PIT STOP

Directions to Mystic Training Walks

Mystic River Park

I-95 North - Take Exit 89 (Allyn Street). At the end of the exit ramp take a **RIGHT** onto Allyn Street. Follow Allyn Street to the end. Turn **LEFT** onto US-1. Continue to follow US-1 to downtown Mystic. After you cross the Mystic River drawbridge, take the next **RIGHT** onto Cottrell Street. Mystic River Park is on the right side of Cottrell Street.

I-95 South - Take Exit 90 (Route 27). At the end of the exit ramp take a **LEFT** toward Downtown (27 south). Follow Route 27 South to the end. Turn **RIGHT** onto US-1. Continue to follow US-1. Turn **LEFT** onto Cottrell Street (Whaler Inn on the left). Mystic River Park is on the right side of Cottrell Street.

Old Saybrook 6 Mile Loop

Begin Saybrook Point Inn Parking Lot
STRAIGHT over causeway to Fenwick
LEFT into Fenwick (circle)
LEFT out of Fenwick to the to TB Store
RIGHT @ 4-way STOP/Maple
STRAIGHT on Maple to Main Street
RIGHT Traffic Light/Stay on sidewalk
LEFT North Cove Road
RIGHT Cromwell Place
LEFT on to Main Street
STRAIGHT back to parking lot

Old Saybrook 8 Mile Loop

STRAIGHT over causeway to Town Beach (TB) Store
Bear LEFT Route 154 toward Town Beach (Great Ham-
mock Road)
At end Great Hammock turn LEFT and LEFT toward
McDonalds (Route 1)
Turn LEFT onto Old Post Road and follow loop to end
Turn Right @ Traffic Light/Luigi's Route 1
Bear RIGHT at Shell toward Goodwin School
Turn RIGHT after library 4-way STOP on to Pennywise
Turn RIGHT @ James Gallery (7.8) on to Main Street
Continue straight back to parking lot

Old Saybrook Training Walks

Old Saybrook Point

I-95 North - Take Exit 67 (Route 154). At the end
of the exit ramp, bear **RIGHT** onto Route 154
South. Go to 3rd traffic light and bear **LEFT**
onto Main Street (Route 154). Saybrook
Country Barn is on the left. Continue straight
for 2 miles on Main Street to the water. At
STOP sign go straight through it and turn
LEFT into the parking lot - directly across
from Saybrook Point Inn.

I-95 South - Take Exit 67 (Elm Street). At the end
of the exit ramp, turn **LEFT** and go .8 miles
to 1st traffic light (Route 1). There's a Dunkin
Donuts at that corner. Continue straight
through light to a **STOP** sign. North Cove
Outfitters is on your right and Liberty Bank is
across the street on the left corner. Turn
RIGHT onto Main Street (Route 154). Con-
tinue straight for 1.8 miles on Main Street to
the water. At **STOP** sign go straight through
it and turn **LEFT** into the parking lot - directly
across from Saybrook Point Inn.

Note: You can find and download written Walk directions for each marathon at www.tbcbf.org.

Website Links and Recommended Reading

<http://www.nacoa.org/Marathon%20HQ/pdfs/Training%20to%20walk%20a%20marathon.pdf>

This article, written by Patti Finke, M.S. Co-Director Portland Marathon Clinic & Portland Marathon Walk Clinic, on Training to Walk a Marathon, includes a walk training schedule for beginner and intermediate walkers, tips on the correct walking posture, and great stretch and strength exercises.

<http://walking.about.com/cs/marathontraining/a/marathonwalk12.htm>

Proper nutrition is crucial in training to walk a half-marathon or full marathon. Visit this website for nutrition guidance.

<http://www.marathonwalking.com/training.html>

<http://www.halhigdon.com/training/51130/home.html>

A guide for various levels of training for a half marathon for Novice 1, Novice 2, Intermediate, Advanced and then a Walk guide

<http://www.thewalkingsite.com/>

How to start and maintain a fitness **walking** program, and where to find **walking** information. FAQ, clubs, links. Tips for beginners, racewalking, events, **marathons** .

Recommended Reading:

Absolute Beginner's Guide to Half-Marathon Training: Get ready to Run or Walk a 5K, 8K, 10K, or Half-Marathon Race by Heather Hedrick

Learning to Walk: From the Sofa to a Marathon in Nine Months by Sheilagh Conklin

Marathoning for Mortals: A Regular Person's Guide to the Joy of Running or Walking a Half-Marathon or Marathon by John Bingham and Jenny Hadfield

The Complete Guide to Marathon Walking

A thorough and entertaining guide to marathon running by a widely respected running coach, especially helpful for the novice runner but also helpful to the veteran. Sections cover the background of the marathon, detailed training regimen, and the race itself.

Absolute Beginner's Guide to Half-Marathon Training

While you may have marathon dreams, it is best to start with walking or running a 5K, 10K, and half-marathon. Heather Hedrick's book is endorsed by the National Institute for Fitness and Sport. It is packed with illustrations, notes on how to stay motivated and tips on how to train without pain.

Fundraising Steps

- Set your fundraising goals.
- Make a list of everyone you know. This will become your donors' list.
- Become your first donor.
- Draft fundraising letter (sample below).
- Draft follow-up e-mails.
- Come up with creative fundraising activities (fundraising tips on page 10).
- Be enthusiastic!
- **Tell everyone** you know that you are participating.
- Forward your check or cash donations to the Foundation on an ongoing basis.
- Send thank you notes to your sponsors!

Fundraising Sample Letter

Feel free to personalize and fill in the areas where there are brackets <>.

Dear <>:

On October 3, 2015, I will be joining hundreds of walkers in celebrating the Terri Brodeur Breast Cancer Foundation (TBBCF) 10th Anniversary Walk Across Southeastern Connecticut to raise funds for breast cancer research. I plan on walking the <> marathon. By joining hundreds of other walkers, I hope to make a difference in the lives of our mothers, daughters, aunts, nieces, and all women and men. Participating in the TBBCF Walk Across Southeastern Connecticut, will allow me to be a part of something that will affect the lives of people I will never meet and to truly make a difference.

Breast cancer is the leading cause of death in women between the ages of 40-55. The need for education and early detection is unquestionable. More than 200,000 women will be diagnosed with breast cancer in 2015, and nearly 40,000 women in the US will die of breast cancer in 2015. These are statistics we want to never see again.

TBBCF is a local, 501 (c) (3) non-profit organization founded by Norma Logan and Sandy Maniscalco, and is dedicated to fighting this devastating disease. This Foundation is different from other breast cancer foundations in that **100% of the gross fundraising dollars goes directly to breast cancer research**. You might ask, "How is that possible?" It is made possible because administrative costs are either sponsor supported or volunteer provided.

It is due to this 100% commitment that over \$3 million has been raised in the last nine years, allowing 30 grants to be given to our best and brightest breast cancer researchers so they can find a cure to end this horrendous disease. The Foundation's name honors Terri Brodeur of Old Saybrook, Connecticut. Terri was Norma Logan's friend. They were both Stage 4 breast cancer patients. After a two-year battle Terri succumbed to the disease on October 11, 2005 as did Norma six months later on April 20, 2006.

In order to participate in this exciting event, I need to raise \$<>; however, my personal goal is \$<>. I hope I can count on your support to help me reach my goal. When considering how much to give, think of how hard I will be training and how you can truly make an impact on others. Remember, your gift is tax-deductible.

Please consider making an online donation to my walk at my fundraising page at **<type in the URL to your fundraising page>**. Our new website makes it easier than ever to donate. If you prefer to send a check, I have enclosed a self-addressed envelope addressed to me. Please make your check out to TBBCF.

If you have any questions, please feel free to call me at <> or e-mail me at <>. Thank you for your consideration.

Thank you.

TBBCF Fundraising Tips

TBBCF Donation Cards

Think of how you are asked in a grocery store if you are willing to give to a cause, e.g., The Jimmy Fund. You can now ask your local neighborhood retail store or business if they would be willing to offer the "TBBCF Donation Card" to their customers/employees. The customer/employee makes a donation, fills out who they bought the card in honor / memory of, and the seller of the card posts the completed cards in their store/business. All donations come back to you for your walk. Or ask a local grocery store if you can sell the cards outside their store.

Have a Home Party

Home parties are fun and a great way to raise money for your walk. There are many companies that willing to conduct a home party for you and have a portion of the money collected go to your Walk fundraising. Check the TBBCF website at www.tbbcf.org for companies who are currently partnering with TBBCF.

Other Suggestions

- Ask a retailer or restaurant for a day or evening for TBBCF where a percent of the sales goes to your walk if you bring the customers (or even if you don't).
- Approach a rod and gun club, golf club, archery club to do a fundraiser for your walk
- Hold a bake sale at a local grocery store or other location
- Join other walkers for a tag/yard sale
- Ask a local winery or liquor store if they would conduct a wine tasting where a per cent of sales would go toward your walk
- Hold a car wash, happy hour, mini golf tournament
- Rake leaves
- Have a bra decorating contest
- Use Facebook and Twitter to inform people of your walk

Above all, have fun! We'd love to have you share your creative fundraising ideas with us so we can share with others.

Track Your Fundraising Efforts Online – My Profile

Your fundraising page was designed to give you easy access to the names and contact information for individuals who are supporting your walking marathon.

While we can post donation checks to your fundraising page, it is best to encourage donors to donate online. They won't have to fill out a paper form, copy down postage information or write a check. They will automatically receive a confirmation e-mail with tax deduction information once Cornerstone has confirmed the credit card transaction. Remember, it may take up to one to two weeks before checks are posted on your fundraising page.

Log in to your fundraising page using your unique URL, e.g., www.grouprev.com/asmith2015 and password. This will bring you directly to your fundraising page. You are now able to check your fundraising status or edit any of your profile data.

Matching Gift Process

Matching gifts can really help boost your fundraising efforts. Many companies will match their employees' donations, e.g., Monsanto, Merck, Pfizer, St. Paul Travelers, to name a few. We encourage you to remind your walk sponsors to submit matching gift forms to us if their company participates in a matching gift program.

Here's how our process works:

1. Complete, sign and mail matching gift forms to the Foundation using the information below.
 - a. Name of Organization: Terri Brodeur Breast Cancer Foundation
 - b. Program Designation: 2015 Walk Across Southeastern Connecticut **AND the walker's first and last name**
 - c. Organization Address: PO Box 785, New London, CT 06320
 - d. Organization Telephone #: 860-437-1400
2. Once we receive the matching gift form, we will complete and mail the form to the matching gift company.

Note: Some companies have the ability to fill out the matching gift form online.

Donors may request matching gifts either via mail or online. Once the payment from your matching gift company has been approved and paid, it will appear on your fundraising page.

Walk Cancellation Policy

Should there be strong predictions of a significant weather event such as a Nor'easter, hurricane or rain with significant flooding, the Walk will be cancelled. The Walk Director will monitor the weather forecasts and radar; and should severe weather be predicted, a recommendation will be made to the TBBCF Executive Committee to cancel the Walk. This decision will be made by 9:00 a.m. the Friday before the Walk. Cancellation announcements will be communicated via the website, radio and e-mail.

There is no rain date if the Walk is cancelled. Cancellation of the walk does not affect fundraising targets provided by the walkers.

Please check our website at www.tbbcg.org on a regular basis as there will be updates throughout the summer months.

Join us on Facebook at www.facebook.com/tbbcf

**Thank You For Your Support!
We Are Making A Difference!**