



Make A Difference Day

THE NATIONAL DAY
TO HELP OTHERS

Saturday
10.22.2011



Sponsored by **USA WEEKEND Magazine** in partnership with **HandsOn Network**, the volunteer arm of the Points of Light Institute. Supported by **Newman's Own**.

Be One



Among Millions

Make A Difference Day is celebrated each year on the fourth Saturday of October. Created by [USA WEEKEND Magazine](#), it is the nation's largest day of volunteering, thanks to the passion of millions of people like you. Together with long-standing partner HandsOn Network, the generosity of Newman's Own and hundreds of carrier newspapers, USA WEEKEND rallies millions in a single day to help change the world.

Give recognition to volunteers and donations to charity.

- Helping others on Make A Difference Day — and submitting your project for award consideration — gives your favorite charity a chance to receive a \$10,000 donation from Newman's Own.
- USA WEEKEND Magazine will feature 10 National and three City Award honorees in a special April 2012 issue coinciding with National Volunteer Week, led by Points of Light Institute. Award honorees will receive their awards that month at an event in Washington, D.C.
- A \$10,000 Encore Award funded by the Gannett Foundation and USA WEEKEND will go to a former national honoree who shows continued excellence in volunteerism.

◀ **Warming hearts.** Nicholas Cobb, 14, provided new coats to 54 abused kids living in a shelter near his home in Allen, Texas.

▶ **Nourishing souls.** Olga El Sehamy, along with son Alex and husband Mostafa, prepared and served hot meals to the homeless in New York City.

Find ideas and project resources at [makeadifferenceday.com](#)

- Read what others have done and get inspiration for your own effort at [makeadifferenceday.com](#). Download a planning guide to help you turn an idea into reality. The publicity tool kit can help you publicize it.
- Register your project plans in the Make A Difference DAYtaBANK. This helps you spread the word about your efforts, recruits volunteers and provides a news source for USA WEEKEND and its more than 800 newspaper partners nationwide.
- Newman's Own will provide free cereal to 51 projects (one per state, plus Washington, D.C.) to feed volunteers on Make A Difference Day morning. Registering in the DAYtaBANK makes your effort eligible to receive a donation.

SOCIAL NETWORKING

Talk about your inspiration on Twitter

Follow Make A Difference Day at [twitter.com/mdday](#) and tell us what inspires you to help others using the hashtag #MDDay11.

Join us on Facebook

Get Make A Difference Day updates and find ideas from others at [facebook.com/makeadifferenceday](#).

Share your actions on YouTube

Upload your videos to YouTube and share them with us. We'll favorite them at [youtube.com/makeadifferenceday](#) and show the world your good deeds.



You Can Do It.

It's as easy as...

1 Find a Need.

Learn who needs help in your community. Get ideas by reading your local newspaper, contacting a volunteer center (to find one near you visit 180ovolunteer.org) and searching serve.gov. Go to makeadifferenceday.com to read about what others have done. Or simply look around, ask neighbors, and connect with civic, school and spiritual groups.

2 Plan and Publicize.

Turn your idea into a blueprint at makeadifferenceday.com. There you'll find downloadable planning guides, links to groups offering support and supplies, and a tool kit of press materials. Get the word out to the media, and register your plan online in the national Make A Difference DAYtaBANK.

3 Report your Results.

After performing your good act on Saturday, Oct. 22, fill out a simple form (enclosed) describing what took place and the impact you witnessed. Mail it to USA WEEKEND Magazine to be counted and become eligible for a \$10,000 charitable donation. You can also enter at makeadifferenceday.com. Once you've submitted your project report, you also are in the running to win one of two Motorola XOOM™ tablets courtesy of Motorola Mobility.



Make A Difference Day FAQs

Does it have to happen on Saturday?

Yes. The project may span other days, but a significant part of the activity must occur Oct. 22. If you can't participate on Saturday for religious reasons — that is, if Saturday is your holy day — please volunteer Sunday, Oct. 23. If you miss the date because of scheduling conflicts or bad weather, we regret that the effort cannot be considered for an award. If your volunteers are together Monday through Friday only (such as schools and workplaces), plan an extra effort for Oct. 22. Example: If a school collects food during the week, students can serve it to the homeless that Saturday.

What if I'm not interested in an award? Do I still have to send in an entry form?

Many readers participate for goodness' sake without seeking recognition or donations. Still, USA WEEKEND wants to hear about what you're doing! Your idea could benefit other communities in need of solutions. Plus, we keep a count of how many join in; we'd love to count you in our millions. Also, reporting to us could result in publicity for your cause.

Where can I get help or recruit volunteers?

Contact area non-profits that coordinate volunteers. Visit 1800volunteer.org to find a volunteer center near you. Other helpful contacts: Volunteers of America (800.899.0089 or voa.org) and local branches of the United Way (liveunited.org), Red Cross (redcross.org) and Salvation Army (salvationarmy.org). Call the Make A Difference Day hotline at 800.416.3824, sponsored by HandsOn Network, and visit makeadifferenceday.com for tips on planning or recruiting.

How easy is the entry process?

It's as easy as you make it. Simply describe your accomplishments in concrete and colorful ways. Add photos if you'd like. Use the form in this brochure, or go to makeadifferenceday.com. Give before-and-after facts, plus details about who was helped and how lives were changed. (Sorry, extra materials can't be returned.)

◀ **Thanking caregivers.** In Fountain Inn, S.C, Georgia Fowler, *center*, and her extended family devoted the day to honoring the efforts of 50 caregivers, including Charlene Reeder, *left*, and Gladys Henderson.



▲ **Sharing a love of the sea.** Lucas Metropulos, 17, of Boca Raton, Fla., provides fish for needy families through his foundation. He shares those skills with kids like Danny Tijerina, *left*, and Elizbethz Moreno, so they can help their own families.

Prominent Participants

Share ideas and form alliances with other Make A Difference Day supporters. National groups that participate include:

*AARP	Girl Scouts	NBA Cares
Altrusa International Inc.	Goodwill Industries International	Rebuilding Together
AmeriCorps	Golden Key International Honour Society	Retired and Senior Volunteer Program
Best Buy	*Habitat for Humanity	Royal Neighbors of America
Big Brothers Big Sisters of America	KaBoom!	Salvation Army
Boy Scouts	Kids Care Clubs	Soaringwords
Boys & Girls Clubs of America	Kiwanis	Special Olympics
Camp Fire USA	Knights of Columbus	Students in Free Enterprise
Capital One	Lowe's	Thrivent Financial for Lutherans
Catholic Daughters of the Americas	*March of Dimes Foundation	*USA Harvest
Cisco	McDonald's Owner/Operators	U.S. Air Force, Army, Navy
Citi	Miss America Organization	United Way Worldwide
Communities in Schools	Motorola Mobility	*Veterans of Foreign Wars of the United States
Disney VoluntEARS	*National 4-H Council	*Volunteers of America
Feeding America	*National Assembly	WE tv
*First Book	National Fraternal Congress of America	
*General Federation of Women's Clubs		

*Member of the Make A Difference Day Advisory Board

Award Entry Form

Please mail by **Dec. 1, 2011**, or enter online at makeadifferenceday.com by **Dec. 9**.

Your Name _____

Your Organization (if applicable) _____

Mailing Address _____

City/State/ZIP _____

Daytime Phone () Evening Phone ()

E-mail Address _____

Name of local newspaper carrying USA WEEKEND Magazine:

(Carrier papers are listed at usaweekend.com/partners/partner_links/index.html)

Location where your Make A Difference Day project occurred:

On Make A Difference Day, Saturday, Oct. 22, this is what we did:

We decided to do this because:

What we did will have long-term effect because:

Here's how we first heard about Make A Difference Day:

You may elaborate on the above summaries and add information about related activities that occurred before or after your Oct. 22 event on a separate sheet of paper. Please consider including photos and other materials that will help us understand your project and its impact. (Sorry, extra materials can't be returned.)

For Make A Difference Day, we:

- Created a new project for Saturday, Oct. 22.
- Gave an existing effort an extra emphasis on Saturday, Oct. 22.
- Carried out our project on Sunday, Oct. 23, for religious reasons.

How Many People:

___ volunteered?

___ were helped?

(Use numerals. Estimate if necessary.)

Check Here If:

- you've participated in Make A Difference Day before.
- you worked with a local volunteer center on this project.
- your work was covered by media (TV, radio, newspaper). Please describe coverage and consider including news clippings or tapes with your entry.

Mail this form by Dec. 1 to:

USA WEEKEND
Make A Difference Day
7950 Jones Branch Drive
McLean, VA 22107

Or enter online by visiting:
makeadifferenceday.com

Merchandise Order Form



Call attention to your event with T-shirts, balloons, buttons

Dress up your Make A Difference Day action or use these items to raise money for your cause. We've kept prices as low as possible to cover costs. Any profit is used to spread the Make A Difference Day word. Allow 5 to 7 days for delivery. For customer service or information on larger quantities, please call 800.468.4332.

	Item and Description	S	M	L	XL	2XL	3XL	4XL	Total Quantity	Price Each (based on quantity ordered)	Total Amount	
MD701-09	T-Shirt Short Sleeve									\$7.00 (1-23) \$6.00 (24-99)		
MD701-09	T-Shirt Short Sleeve									\$8.50 (1-23) \$7.50 (24-99)		
MD702-09	T-shirt Long Sleeve									\$10.00 (1-23) \$9.00 (24-99)		
MD702-09	T-Shirt Long Sleeve									\$12.00 (1-23) \$11.00 (24-99)		
MD703-09	Ladies Cap Sleeve T-Shirt									\$9.50 (S-XL) \$11.00 (2XL)		
MD704-09	Youth T-Shirt Short Sleeve	Youth Sizes 6-8 <input type="checkbox"/>			10-12 <input type="checkbox"/>	14-16 <input type="checkbox"/>					\$7.00 (1-23) \$6.00 (24-99)	
MD715-09	Ladies Polo (sizes S-3XL)									\$18.00		
MD716-09	Men's Polo (sizes S-4XL)									\$18.00		
MD705-09	Embroidered Cap with contrast stitching; color: stone									\$9.00		
MD706-08	Temporary Tattoos (package of 200)									\$14.00		
MD707-08	Buttons (package of 25)									\$13.00		
MD708-08	Balloons (mix of blue and white; package of 100)									\$16.00		
MD709	Lapel Pin 1" square									\$2.00		
MD710	Embroidered Patch 2½" square									\$1.75		
MD711-09	Tote Bag (cotton canvas with navy handles; 15½" x 12" x 4")									\$7.00		
MD712-08	Cinch Backpack (silver/black nylon; 14" x 17")									\$5.00		
MD713-09	Sports Bottle (30 oz. with non-slip grip and flip-top lid; color: blue)									\$2.50		
MD717-09	Work Gloves (cotton knit with non-slip grip)									\$4.25		
MD718-09	Rain Poncho (white poncho; blue logo on case)									\$5.00		

Mail or fax to: Lee Wayne — Make A Difference Day
1980 Industrial Drive
Sterling, IL 61081
Tel: 800.468.4332 | Fax: 800.582.5961

Or order online:
makeadifferenceday.com

Subtotal	
Please add applicable sales tax	
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Grand total	

Ship order to (please print):

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Attn. _____

Address (no P.O. boxes, please) _____

City/State/ZIP _____

Phone number _____

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Visa Mastercard American Express

Credit card number _____ Expiration date _____

Signature as it appears on card _____ Date _____

Phone number _____

Shipping & handling: covers standard postage or UPS and insurance for guaranteed delivery.

Order total	S&H cost
Up to \$50.00	\$7.50
\$50.01-\$100.00	\$9.50
\$100.01-\$200.00	\$12.50
\$200.01-\$250.00	\$14.50
\$250.01-\$300.00	\$18.50
\$300.01 & up	6% of order total



Your guide to
Make A Difference Day
Saturday 10.22.2011



A GANNETT COMPANY

USA WEEKEND Magazine sponsors Make A Difference Day with more than 800 local newspapers read by 47 million Americans.

► **On the cover:** Singer Darius Rucker shares a moment with Linda Wieck, of Plymouth, Wis., who sews special quilts for deployed troops. Rucker, a fan of Make A Difference Day, believes strongly in the power that each of us has to change lives.



HandsOn Network, the volunteer-focused arm of Points of Light Institute, is the nation's largest volunteer network with more than 250 HandsOn Action Centers in 16 countries. HandsOn also includes a network of more than 70,000 corporate, faith and non-profit organizations. HandsOn Network volunteers contribute approximately 30 million hours of service each year with an estimated value of \$600 million.



Newman's Own awards \$10,000 to the charities of each of the 10 National Honorees and three City Awardees. Newman's Own is a premium food company that donates all after-tax proceeds to charity. It has given more than \$300 million to thousands of charities since Paul Newman founded the company in 1982.

Visit **makeadifferenceday.com** or call **800.416.3824**