



# Terri Brodeur Breast Cancer Foundation

## **Walker Guide**



## Table of Contents

|   |    |
|---|----|
| <b>Welcome</b>                          | 2  |
| Forming a Walk Team                     | 3  |
| Tips for Walking in the Rain            | 4  |
| Medical Services                        | 4  |
| <b>Training</b>                         |    |
| Walker Training / Training Schedule     | 5  |
| Supported Training Walks                | 6  |
| Training Walk Directions - Mystic       | 6  |
| Training Walk Directions - Old Saybrook | 7  |
| Walking Web Links/Recommended Reading   | 8  |
| <b>Fundraising</b>                      |    |
| Fundraising Steps                       | 9  |
| Fundraising Sample Letter               | 9  |
| Fundraising Tips                        | 10 |
| Track Your Fundraising Efforts On Line  | 11 |
| Matching Gift Process                   | 11 |
| <b>Walk Cancellation Policy</b>         | 12 |

# 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

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 Director, Development/Outreach and Director, Operations.

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.

### Student Walkers

Student walkers, beginning with 12 years old, up to and including college students, 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!

### How Teams Work

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

- Give yourself a team name if you haven't already.
- Create your fundraising page, enter your team name and ask team members to register and join your team. **Each team member will need their own fundraising page**, which will be linked with the team.
- Start your fundraising (see pages 9-11 for fundraising tips and guidelines).
- Take a look at the training schedule in this guide, and train together, if possible (see pages 5-8).

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](http://www.tbbcf.org).

Although teams can consider sharing their funds among the team members, **each walker is encouraged to meet their individual fundraising** commitment. Please be sure to meet with your team captain and decide how your team will meet their fundraising goal.

## Tips for Walking in the Rain



### WALKING IN THE RAIN? SOME TIPS....



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 (lunch) with dry socks. If someone meets you, perhaps they can bring an 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 call 911 and stop one of the cyclists to alert 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. **The walk is designed and set up for walkers that pace between 14-20 minute miles, please keep this in mind when training.**

To help you with your training, below is a 15 week training schedule, established walk route directions in Mystic and Old Saybrook, 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.

### 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     | 14    |
| Week 8  | 3     | 6     | 3     | 8     |
| 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 and 8 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.

## 2019 TBBCF Supported Training Walks

Sunday, August 11, Old Saybrook - 14 miles  
 Saturday, August 24, Mystic - 16 miles  
 Sunday, September 08, Old Saybrook - 18 miles  
 Saturday, September 21, Mystic - 20 miles

## Training Walk Directions

### **Mystic River 6 Mile Loop**

Begin at Mystic River Park  
**STRAIGHT** on Cottrell toward Main St  
 At flagpole stay **STRAIGHT** onto Holmes St  
 Turn **LEFT** on Bay St then Turn **RIGHT** on Isham St  
 Turn **LEFT** onto Route 27 toward Old Mystic  
 At Old Mystic General Store intersection **BEAR LEFT**  
 Turn **LEFT** onto River Road and follow River Rd  
 Turn **LEFT** onto Starr St  
 Turn **RIGHT** onto Pearl then **LEFT** onto Eldridge St  
 Turn **RIGHT** onto Gravel St then **LEFT** onto Main St  
 Turn **RIGHT** onto Cottrell St

### **Mystic River 8 Mile Loop**

Begin at Mystic River Park head away from Main St  
 Turn **LEFT** onto Washington St  
 Turn **LEFT** onto Willow St then **LEFT** onto Main St  
 Turn **RIGHT** at flagpole onto Holmes St  
 Turn **LEFT** onto Bay St then Turn **RIGHT** onto Isham St  
 Turn **LEFT** onto Route 27 toward Old Mystic  
 At Old Mystic General Store intersection **BEAR LEFT**  
 Turn **LEFT** onto River Road and follow River Rd  
 Turn **RIGHT** onto Starr St (steep hill)  
 Turn **LEFT** onto High St  
 Turn **RIGHT** onto Library St (up steep hill after church)  
 Turn **LEFT** onto Allyn St then cross RT 1 at the light and continue straight down West Mystic Ave  
 Turn **LEFT** onto Noank Rd (Rt 215)  
 Turn **RIGHT** onto Main St continue across drawbridge  
 Turn **RIGHT** onto Cottrell St

### **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  
Turn **LEFT** onto Bridge St towards causeway  
Turn **LEFT** onto Nibang Ave into Fenwick to 1<sup>st</sup> intersection then return to route  
Turn **LEFT** out of Fenwick continue to 4-way intersection  
Turn **RIGHT** @ 4-way intersection onto Maple Ave  
Continue **STRAIGHT** on Maple to Main Street  
Turn **RIGHT** after crossing @ Traffic Light to Stay on sidewalk  
Turn **LEFT** onto North Cove Road  
Turn **RIGHT** onto Cromwell Place  
Turn **LEFT** onto Main Street  
Continue **STRAIGHT** back to parking lot

### **Old Saybrook 8 Mile Loop**

Begin Saybrook Point Inn Parking Lot  
Turn **LEFT** onto Bridge St towards causeway  
@ 4-way intersection, Bear **LEFT** onto Rt 154 toward Town Beach  
Turn **RIGHT** onto Plum Bank Rd (Rt 154)-this turns into Great Hammock Rd as it passes over water  
Turn **LEFT** onto Old Boston Post Road  
Turn **LEFT** onto Rt 1  
Turn **LEFT** at McDonald's onto Old Post Rd  
Turn **RIGHT** onto Nehantic Trail  
Turn **RIGHT** onto Rt 1  
Turn **RIGHT** at Shell Station onto Old Boston Post Rd  
Turn **RIGHT** onto Main St and continue to Saybrook Point

### **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. Liberty Bank is across the street on the left corner. Turn **RIGHT** onto Main Street (Route 154). Continue 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 <https://www.tbbcf.org/>.



## Website Links and Recommended Reading

<https://www.verywellfit.com/marathon-walking-strategy-nutrition-3432798>

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

<https://www.halhighdon.com/training/half-marathon-training/>

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, and links. Tips for beginners, race walking, events, and **marathons**.

### Recommended Reading:

*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

- After registering, Create your individual fundraising page. Instructions to follow are on your registration confirmation. If you have any problems, email Ellen at [eswer@sbcglobal.net](mailto:eswer@sbcglobal.net).
- 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 5, 2019, I will be joining hundreds of walkers in celebrating the Terri Brodeur Breast Cancer Foundation (TBBCF) 14th 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 probably never meet and to truly make a difference.

While strides are being made in the treatments of breast cancer, the need for education and early detection remains unquestionable. About 1 in 8 U.S. women (about 12%) will develop invasive breast cancer over the course of her lifetime. In 2019, an estimated 268,600 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 62,930 new cases of non-invasive (in situ) breast cancer. 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, which 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 \$4.4 million has been raised in the last thirteen years, allowing 44 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 payable 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.  
<Your name>

# 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 are willing to conduct a home party for you and have a portion of the money collected go to your Walk fundraising.

## **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 percent 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 the credit card processing company (currently we use GroupRev via "WePay") 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/tbbcfwalk2019-sam-smith](http://www.grouprev.com/tbbcfwalk2019-sam-smith) 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.

General information for Matching Gift forms:

1. Complete, sign and mail matching gift forms to the foundation, or to the designated company address, using the information below.
  - a. Name of Organization: Terri Brodeur Breast Cancer Foundation
  - b. Program Designation: 2019 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, as required.
3. Please review the company's policies/requirements to ensure successful processing. For example: Pfizer now requires that a letter of confirmation of donation be included when the current/former employee sends the matching gift form in directly to Pfizer for the match.
4. Questions about matching gifts can be addressed to Pamela Watt at [pwatt66@live.com](mailto:pwatt66@live.com)

**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 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.tbbcf.org](http://www.tbbcf.org) on a regular basis as there will be updates throughout the summer months.**

Join us on Facebook at [www.facebook.com/tbbcf](https://www.facebook.com/tbbcf)

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