



Terri Brodeur Foundation
Walk for a Cure
Walker Guide



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Welcome TBF Walk Participants

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, also called the Terri Brodeur Foundation (TBF), is comprised of a volunteer Board of Directors, a volunteer Scientific Advisory Committee, and hundreds of volunteers. Additionally, there are two part time, sponsor paid positions (Director of Development/Outreach and Director of 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, TBF 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!

We are honored that this group now includes you!

In 2021 we are thrilled to be able to host our In-Person Walk! We will also be offering a Virtual option for those that will not be able to attend the In-Person Walk.

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
- 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 (even if virtual). Team options provide the opportunity to raise and share funds among team members to meet the team's fundraising targets.

How Teams Work

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

- Give yourself a team name if you haven't already. Be creative!
- When the team captain registers, the team will be created during registration.
- Each team member can then join the team when they register. If you decide to form a team after completing registration, no problem - email Kate Davis at kdavis@tbpcf.org for assistance. **Each team member will need their own fundraising page**, which will be linked with the team.
- Start your fundraising (see pages 9-10 for fundraising tips and guidelines).
- Take a look at the suggested training schedule in this guide (pages 5-7).

If you receive 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. Printable forms and instructions for mailing in the checks can be found on the TBF website (www.tbpcf.org).

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



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, consider carrying 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. Wear the same clothing and shoes that you have been training in. 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. Be aware that the In-Person Walk will take place rain or shine (only severe weather will cancel it), so it is best to be prepared!

Whether walking in 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 will want to get the most out of your experience in this Walk. Training is essential for all participants to avoid the possibility of injury. A large part of the training is learning what works for you (the snacks, socks, clothing/jacket, etc.).

To help you with your training, below is a 15-week training schedule, the schedule of TBF supported training walks with 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 a recommended Full Marathon 15-week training schedule:

Week	Day 1 Miles	Day 2 Miles	Day 3 Miles	Day 4 Miles
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

- TBF will provide organized, hydration and safety supported training walks for 14 miles (Mystic), 16 miles (Old Saybrook), 18 miles (Old Saybrook) and 20 miles (Mystic). These training walks are organized around six-mile and eight-mile loops. Registered walkers will receive notifications for times and locations for the supported training walks via email and website broadcast announcements. (Schedule below)
- Cross training is important. It stretches you out and helps you stay injury free. However, increasing walking mileage is the most important part of your 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.

2021 TBF Supported Training Walks

Saturday, July 31, Mystic - 14 miles
 Sunday, August 15, Old Saybrook - 16 miles
 Sunday, August 29, Old Saybrook - 18 miles
 Saturday, September 18, 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

For directions to starting point – use Mystic River Park as the destination.

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 1st 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

Directions to Old Saybrook Training Walks

For directions to the starting point, use Saybrook Point or the Saybrook Point Inn and Spa as the destination. Walkers will gather in the parking lot across the street from the Saybrook Point Inn & Spa.

Note: You will be able to find and download written Walk directions for each marathon at <https://www.tbpcf.org/>.

Some suggested Walking Apps can be found [HERE](#).

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.halhigdon.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.

<https://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, please create your individual fundraising page. If you selected "YES" in the section of registration that says Please Get Your Own Personalized Fundraising Page, you will receive an email with a link to create your fundraising page. If you have any problems, please email Ellen Swercewski at eswer@sbcglobal.net for assistance.
- Set your personal fundraising goals.
- Make a list of everyone you know. This will become your donors' list.
- Become your first donor.
- Draft fundraising letter (sample below). When you are comfortable, send it to your list.
- Draft follow-up emails.
- Come up with creative fundraising activities.
- Be enthusiastic!
- **Tell everyone** you know that you are participating.
- Forward your check donations to the foundation on an ongoing basis.
- Send thank you notes to your sponsors!

Fundraising Sample Letter (downloadable from tbbcf.org)

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

Dear <>:

On October 2, 2021, I will be joining hundreds of supporters of the Terri Brodeur Breast Cancer Foundation in the 16th annual walk, now called the Terri Brodeur Foundation Walk for a Cure. I plan on walking the <> marathon to raise funds for breast cancer research. With 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 TBF Walk for a Cure 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.

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 13%) will develop invasive breast cancer over the course of her lifetime. In 2021, an estimated 281,550 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 49,290 new cases of non-invasive (in situ) breast cancer (source breastcancer.org). These are statistics we want to never see again.

The foundation 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 \$5 million has been raised in the last fifteen years, allowing 50 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.

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 the Terri Brodeur Breast Cancer Foundation or 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>

Track Your Fundraising Efforts Online – My Profile

Your fundraising page was designed to give you easy access to names of individuals who are supporting your walking marathon and to motivate you.

It is best to encourage donors to donate to our secure online site. They will not have to fill out a paper form, copy down postage information or write a check. They will automatically receive a confirmation email with tax deduction information once the credit card processing company (currently we use GroupRev via "WePay") has confirmed the credit card transaction.

We DO happily accept checks, and if your donor prefers to write a check, we will post it to your fundraising page when we receive it. Mail your donations to TBBCF, PO Box 785, New London, CT 06320. Be sure to clearly indicate the walker's page that it should be credited to. Remember, it may take up 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/tbfbwalk2021-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/donors 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: 2021 Walk for a Cure **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 employee sends the matching gift form directly to Pfizer for the match.
4. Questions about matching gifts can be addressed to Pamela Watt at pwatt66@live.com

Note: Some companies can 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.

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

Join us on:

Facebook: [HERE](#)

Linked In: [HERE](#)

Twitter: [HERE](#)

Instagram: [HERE](#)

**Thank You for Your Support!
Together We Are Making A Difference!**