



Terri Brodeur Breast Cancer Foundation
Walk for a Cure
Walker Guide



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Welcome TBBCF 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, (TBBCF) is comprised of a volunteer Board of Directors, a volunteer Scientific Advisory Committee, and hundreds of volunteers. Additionally, there are three part time, sponsor paid positions (Walk Chair, Director of Development/Outreach and Director of Operations).

By working at a grassroots level with committed volunteers who have a proven track record in fundraising, and with the support of key sponsors, TBBCF 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!

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 TBBCF 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 it 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



Training will help you 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 suggested 15-week training schedule, the established training walk route directions in Mystic and Old Saybrook, several 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. Be sure to follow us on social media for announcements regarding group training opportunities!

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

- Below are directions for 6-mile and 8-mile loops to assist you with your training. Registered walkers will receive notifications for times and locations for the supported training walks via email and social media 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 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.

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, proceed about 2.5 miles then **BEAR LEFT**

At Old Mystic General Store intersection

Turn **LEFT** onto River Road and follow River Rd (about 2.5 miles) 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

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

Directions to Mystic Training Walks

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

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.

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

Note: You will be able to find and download written Walk directions for each marathon at <https://tbbcf.org/walk-routes-map/>

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

- During the registration process, your individual fundraising page will be created. This basic page is editable and automatically created for you. Feel free to make it yours, by changing the picture or by editing the story.
- After registration is complete, you will receive an email that says; "Welcome, Participant Name! Ready to start fundraising?" Click on the 'Visit your Page' Button to access your page. This is where you will be able to make edits after signing in. If you have any problems making edits, please email info@tbpcf.org for assistance.
- Once your page is just the way you want it, you can:
 - 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 – this can be done directly from your fundraising page.
 - Follow-up emails will be automatically sent from the fundraising platform (if the initial request was sent from there). These can be switched off. Contact info@tbpcf.org for more information.
 - 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 donors!

Fundraising Sample Letter (downloadable from tbpcf.org)

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

Dear <>:

On Saturday, October 5, 2024, I will be joining hundreds of supporters of the [Terri Brodeur Breast Cancer Foundation](http://tbpcf.org) (tbpcf.org) for the 19th annual **TBPCF Walk for a Cure**. I plan to walk the <> marathon to raise money for breast cancer research. *Research is the key to finding a cure for breast cancer!* With hundreds of other walkers, I hope to make a meaningful difference to families affected by breast cancer. I'd like to ask for your help to support me in this cause that is so important to me.

<Use this paragraph to share your story or connection to the cause if you want>

The numbers (from breastcancer.org):

- Every year, breast cancer accounts for about 30% (about 297,790 cases) of all new cancer cases in U.S. women, second only to lung cancer.
- Approximately 1 in 8 U.S. women (13%) will develop invasive breast cancer over the course of their life.
- In 2023, an estimated 2,800 men will be newly diagnosed with invasive breast cancer (1 in 833).

How is Terri Brodeur Breast Cancer Foundation Helping?

TBPCF is a 501 (c) (3) non-profit organization founded in 2006 by Norma Logan and Sandy Maniscalco to honor Terri Brodeur of Old Saybrook, who died in 2005. Breast cancer then took Norma in 2006.

This foundation is different from other breast cancer foundations in that 100% of the gross fundraising dollars go directly to breast cancer research because administrative costs are either sponsor supported, or volunteer provided.

This has enabled the TBPCF to raise over \$6.5 million in the last eighteen years, funding 61 grants and resulting in 55 papers published in some of the most prestigious medical journals. I invite you to view some of the incredible medical research that is being funded at <https://tbpcf.org/face-of-tbpcf-research-publications/>.

The Walk for a Cure is more than a fundraising event because it empowers survivors, honors those lost to breast cancer and offers hope to families affected by this devastating disease.

How can you be part of this movement to find a cure for breast cancer?

Please consider making a secure online donation to my walk at my fundraising page at <type in the URL to your fundraising page>. If you prefer to send a check, I have enclosed a self-addressed envelope addressed to me. Please make your check payable to the Terri Brodeur Breast Cancer Foundation or TBBCF.

To participate in this exciting event, I have personally committed to raising \$<>; however, my overall fundraising goal is \$<>. I need your help to make this goal. Your gift is tax-deductible. If you have any questions, please feel free to call me at <> or e-mail me at <>. Thank you for your consideration and generosity.

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. You will receive an email each time a donation is made to your fundraising page.

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 PledgeIt via Stripe) 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, 187 Williams St, 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.

To sign into your fundraising page, use the email address and password that you used when registering at <https://charity.pledgeit.org/TBBCFWalk2024> ('Sign In' at the top right). This will bring you directly to your fundraising page. You are now able to check your fundraising status, edit any of your profile data, send emails to donors, or invite friends to join your team.

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: 2024 TBBCF Walk for a Cure **AND the walker's first and last name.**
 - c. Organization Address: 187 Williams St, 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 require that the matching gift forms be filled out online.

Donors may request matching gifts either via mail or online. Once the payment from your matching gift company has been approved, paid, and received by TBBCF, it will be added to your fundraising page.

Please check our website at www.tbbcf.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!**