



YOUR GUIDE TO
Make A Difference Day
Saturday, Oct. 23, 2010



USA WEEKEND Magazine

sponsors Make A Difference Day with more than 750 local newspapers read by 48 million Americans.



HandsOn
 NETWORK

HandsOn Network

The volunteer-focused arm of Points of Light Institute includes more than 250 HandsOn Action Centers and 70,000 corporate, faith and nonprofit organizations.



Newman's Own

awards \$10,000 to the charities of each of the 10 national honorees.

▶▶ ON THE COVER:

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 Tjerina, left, and Elizabeth Moreno, so they can help their own families.

Make A Difference Day

The National Day to Help Others

BE PART OF THE ACTION
SATURDAY
10.23.2010



Sponsored by **USA WEEKEND Magazine** in partnership with **HandsOn Network**. Supported by **Newman's Own**.

VISIT MAKEADIFFERENCEDAY.COM OR CALL 800-416-3824

JOIN US ON **SATURDAY, OCT. 23**

Be One Among Millions

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

Give Recognition to Volunteers

- Helping others on Make A Difference Day — and submitting your project for award consideration — gives your favorite charity a shot at receiving a \$10,000 donation from Newman's Own.
- USA WEEKEND Magazine will feature 10 national honorees in a special April 2011 issue coinciding with National Volunteer Week, led by Points of Light Institute.
- 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.

Get Free Breakfast for Your Participants

- Registering your project in the DAYtaBANK at makeadifferenceday.com makes your effort eligible to receive breakfast for your participants from Newman's Own. A total of 51 projects (one per state, plus Washington, D.C.) receive a donation of Newman's Own cereal to feed their volunteers on Make A Difference Day.

Find Ideas Online at makeadifferenceday.com

- Reach millions by registering your plans on the Make A Difference DAYtaBANK, a news source for USA WEEKEND and its more than 700 newspaper partners nationwide.
- Don't go it alone. See what others have done, or use the interactive "Idea Generator" to help you choose a project based on your community's needs.
- Download a planning to help you turn an idea into reality. The publicity tool kit can help publicize it.

Busy Hands, Better World

An idea, well executed, can change lives — in a neighborhood, city and beyond.



JOIN US ON FACEBOOK

Get Make A Difference Day updates and find inspiration from others at facebook.com/makeadifferenceday



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

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 QTY	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: 15.5" 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)									\$3.00	
Subtotal										
Please add applicable sales tax										
Shipping & Handling (see chart, left)										
GRAND TOTAL										

SHIPPING & HANDLING: Covers standard postage or UPS and insurance for guaranteed delivery.

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

SHIP ORDER TO (please print):

NAME _____

ATTN. _____

ADDRESS (NO P.O. BOXES, PLEASE) _____

CITY/STATE/ZIP _____

PHONE NUMBER _____

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

INDICATE METHOD OF PAYMENT (check one):
 Credit Card: Visa MasterCard American Express

CREDIT CARD NUMBER _____ EXP. DATE _____

SIGNATURE AS IT APPEARS ON CARD _____ DATE _____

PHONE NUMBER _____

JOIN MAKE A DIFFERENCE DAY

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, call 800-865-8683 or visit the website 1-800-volunteer.org) or searching serve.gov. Go to makeadifferenceday.com to use our online "Idea Generator." Or simply look around, ask neighbors, or connect with civic, school and religious 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 Oct. 23, 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.

◀◀ **Honoring the fallen.**
In San Diego, Marine Lt. Col. Steve Beck hosted a black-tie event that paid tribute to the lives of 22 fallen troops and their families.

▶▶ **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.



AWARD ENTRY FORM

Please mail by **Nov. 15, 2010**,
or enter online at makeadifferenceday.com

Please type or print clearly.

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. 23, 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. 23 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. 23.
- Gave an existing effort an extra emphasis on Saturday, Oct. 23.
- Carried out our project on Sunday, Oct. 24, 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 NOV. 15 TO:
USA WEEKEND
Make A Difference Day
7950 Jones Branch Drive
McLean, Va. 22107

OR ENTER ONLINE BY VISITING:
makeadifferenceday.com

Make a Difference Day

FAQ

Does it have to happen on Saturday?

Yes. The project may span other days, but a significant part of the activity must occur Oct. 23. If you can't participate on Saturday for religious reasons — that is, if Saturday is your holy day — please volunteer Sunday, Oct. 24. 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. 23. 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 people participate altruistically 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. To find a volunteer center near you, call 800-865-8683, or visit 1-800-volunteer.org. Other helpful contacts: **Volunteers of America** (800-899-0089 or voa.org) and local branches of the **Red Cross** (redcross.org), **United Way** (liveunited.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?

After Oct. 23, tell us about the difference you made. 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.)



◀ **Rallying a community.** Nearly 4,500 residents of Colorado's Larimer County took part in 150 projects to help their fellow man — and man's best friend.

PROMINENT PARTICIPANTS

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

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

*Member of the Make A Difference Day Advisory Board

