



**YOUR GUIDE TO**  
Make A Difference Day  
Saturday, Oct. 24, 2009



USA WEEKEND Magazine sponsors Make A Difference Day with more than 600 local newspapers read by 50 million Americans.



HandsOn Network, generated by Points of Light Institute, is the largest volunteer organization in the nation with a core mission to inspire, equip and mobilize people to take action that changes the world.



Newman's Own awards \$10,000 to the charities of each of the 10 national honorees.

Visit [makeadifferenceday.com](http://makeadifferenceday.com)  
Call 800-416-3824

*On the cover:*  
Bridging generations. Leola Dillard, 97, organized a "free flea market" for the needy in Yazoo City, Miss. Victoria Stewart, 7, received a bike.



University of Phoenix is a proud supporter of Make A Difference Day and believes in the positive personal and societal impact of community volunteerism.



**YOUR GUIDE TO**  
**Make A Difference Day 2009**  
the national day to help others

**BE A PART OF THE ACTION**  
**Saturday, Oct. 24**



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

**Join us Oct. 24** 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.

## Busy hands, better world.

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

### 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 2010 issue coinciding with National Volunteer Week, sponsored by HandsOn Network. In addition, 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 at [www.makeadifferenceday.com](http://www.makeadifferenceday.com) makes your effort eligible to receive breakfast for your participants from Newman's Own. A total of 50 projects (one from each state) will be chosen to receive a donation of Newman's Own Cereal to feed their volunteers on Make A Difference Day.

### Find ideas online.

Don't go it alone: Use our online resources at [makeadifferenceday.com](http://makeadifferenceday.com). See what others have done, or use the interactive "Idea Generator" to help you choose a project based on your community's needs. Downloadable planning guides can help you turn an idea into reality, and the publicity toolkit can help publicize it. You reach millions by registering your plans on the Make A Difference DAYtaBANK, a news source for USA WEEKEND and its more than 600 newspaper partners nationwide.

### Become a fan of Make A Difference Day on Facebook!

[www.facebook.com/MakeADifferenceDay](http://www.facebook.com/MakeADifferenceDay)

#### University of Phoenix is teaming up with USA WEEKEND and HandsOn Network for Make A Difference Day 2009.

With a mission that promotes inclusion and access to a quality education, University of Phoenix has long been committed to helping students improve their personal and professional lives and the wellbeing of their communities. As a proud supporter of Make A Difference Day, University of Phoenix is encouraging its students, staff, alumni, faculty and all Americans to provide leadership and service through volunteerism to make a lasting difference in communities across the country.



Giving shelter for a storm hero. Mark Bertrand, left, and fellow New Yorkers helped radio broadcaster Brice Phillips rebuild in Waveland, Miss. ▶▶

## 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. 24. If you can't participate on Saturday for religious reasons — that is, if Saturday is your holy day — please volunteer Sunday, Oct. 25. 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. 24. 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. Call 800-865-8683 to find a volunteer center near you. Other helpful contacts: Volunteers of America (800-899-0089 or [voa.org](http://voa.org)) and local branches of the United Way ([liveunited.org](http://liveunited.org)), Red Cross ([redcross.org](http://redcross.org)) and Salvation Army ([salvationarmy.org](http://salvationarmy.org)). Call the Make A Difference Day hotline at 800-416-3824, sponsored by HandsOn Network, and visit [makeadifferenceday.com](http://makeadifferenceday.com) for tips on planning or recruiting.

### How easy is the entry process?

After Oct. 24, 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](http://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.)



Racing to help a friend. Nearly 400 residents of Sabetha, Kan., rallied for a benefit toy car race to help pay medical bills for Wade Moore, paralyzed in a car accident. ▲

## Prominent Participants

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

- |   |   |   |
|---|---|---|
| *AARP<br>Aid Association for Lutherans/Lutheran Brotherhood<br>Altrusa International Inc.<br>AmeriCorps<br>AvalonBay Communities<br>Best Buy<br>Big Brothers Big Sisters of America<br>Boy Scouts<br>Boys & Girls Clubs of America<br>Camp Fire USA<br>Capital One<br>Catholic Daughters of the Americas<br>Communities in Schools<br>Disney VoluntEARS<br>Feeding America<br>*First Book | FranklinCovey<br>*General Federation of Women's Clubs<br>Girl Scouts<br>Golden Key International Honour Society<br>*Habitat for Humanity<br>KaBoom!<br>Keep America Beautiful<br>Kids Care Clubs<br>Kiwanis<br>Knights of Columbus<br>*March of Dimes Foundation<br>Medtronic Foundation<br>*National 4-H Council<br>*National Assembly<br>National Fraternal Congress of America<br>PeaceJam<br>Retired and Senior Volunteer Program | Royal Neighbors of America<br>Salvation Army<br>Scholarship America<br>Soaringwords<br>Special Olympics<br>Students in Free Enterprise<br>*USA Harvest<br>U.S. Air Force, Army, Navy<br>United Way of America<br>*Veterans of Foreign Wars of the United States<br>*Volunteers of America<br>WE tv<br><br>*Member of the Make A Difference Day Advisory Board |
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Join Make A Difference Day. On Saturday, Oct. 24, be one among millions of volunteers taking action at one time.



# Join Make A Difference Day You can do it. It's as easy as one, two, three...

## step one

**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 1-800volunteer.org), and searching [serve.gov](http://serve.gov). Go to [makeadifferenceday.com](http://makeadifferenceday.com) to interact with our online "Idea Generator." Or simply look around, ask neighbors, and connect with civic, school and spiritual groups.

## step two

**Plan and publicize.** Turn your idea into a blueprint at [makeadifferenceday.com](http://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.

## step three

**Report your results.** After performing your good act on Oct. 24, 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.

▶▶ Cooking up a plan for giving. Fifth-graders at Belle River Elementary School in Marine City, Mich., collected recipes from the nation's governors for a cookbook that generated cash for local charities.

# AWARD ENTRY FORM

Please mail by Nov. 16, 2009,  
or enter online at [makeadifferenceday.com](http://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](http://usaweekend.com/partners/partner_links/index.html))*

Location where your Make A Difference Day project occurred: \_\_\_\_\_

**On Make A Difference Day, Saturday, Oct. 24, this is what we did:** \_\_\_\_\_

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**You may elaborate on the above summaries** and add information about related activities that occurred before or after your Oct. 24 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. 24.
- gave an existing effort an extra emphasis on Saturday, Oct. 24.
- carried out our project on Sunday, Oct. 25, 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. 16 to:

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



**Or enter online by visiting:**  
[makeadifferenceday.com](http://makeadifferenceday.com)

# Merchandise order form



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:									\$9.00 (1-23) \$8.00 (24-99)	
MD702-09 T-shirt long sleeve:									\$11.00 (1-23) \$10.00 (24-99)	
MD703-09 Ladies cap sleeve T-shirt:									\$9.50 (S-XL) \$11.00 (2XL-3XL)	
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)	
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)x									\$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	
MD715-09 Ladies polo (sizes S-3XL)									\$18.00	
MD716-09 Men's polo (sizes S-4XL)									\$18.00	
MD717-09 Work gloves (cotton knit with non-slip grip)									\$4.25	
MD718-09 Rain poncho (White poncho; blue logo on case)									\$2.40	

**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 \_\_\_\_\_

## 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.

<b>Subtotal</b>	
Please add applicable sales tax	
Shipping & Handling (see chart, left)	
<b>GRAND TOTAL</b>	

### 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](http://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 \_\_\_\_\_