



USA TODAY™ MAKE A DIFFERENCE DAY



SATURDAY, OCTOBER 24, 2015

GANNETT

POINTS
OF LIGHT

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NEWMAN'S
OWN

MAKE A DIFFERENCE DAY IS A USA TODAY INITIATIVE, BACKED BY THE GANNETT COMPANY,
AND WOULDN'T BE POSSIBLE WITHOUT OUR COLLABORATION WITH POINTS OF LIGHT AND THE SUPPORT OF NEWMAN'S OWN.

◀ Jessica Carscadden, 11, of San Diego, rallied volunteers and oversaw donations of about 3,000 stuffed bears for police and firefighters to give to injured or frightened children on emergency calls.



#MDDAY

Join Make A Difference Day

Make A Difference Day is celebrated each year on the fourth Saturday of October.

A USA TODAY initiative, it is the nation's largest day of volunteering, thanks to the passion of millions of people like you! In collaboration with Points of Light and the generosity of Newman's Own, Make A Difference Day rallies millions in a single day to help change the nation.

Give recognition to volunteers and donations to charity.

- ▶ Helping others on Make A Difference Day – and submitting your project for award consideration – gives your favorite charity a chance to receive a \$10,000 donation from Newman's Own.
- ▶ USA TODAY will feature the honorees in a special article series in Spring 2015. Award honorees will receive their awards that month at a VIP event in Washington, D.C.
- ▶ A \$10,000 All-Star Award contributed by the Gannett Foundation will be donated to a charity supported by a former national honoree who shows continued excellence in volunteerism.

Find ideas and project resources at makeadifferenceday.com

- ▶ Read what others have done and get inspiration for your own effort at makeadifferenceday.com. Download a planning guide to help you turn an idea into reality. The publicity tool kit can help you promote it.
- ▶ Register your project on makeadifferenceday.com. Publicizing your plans helps you spread the word about your efforts, recruit volunteers and provides a news source for USA TODAY and Gannett newspapers.

Nick Katsoris, author of the Loukoumi series ▶ of children's books, used Make A Difference Day to motivate more than 20,000 kids across the nation to take on projects from making rainbow loom bracelets for patients at St. Jude Children's Research Hospital to collecting canned goods for homeless shelters.



Talk about your inspiration on Twitter

Follow Make A Difference Day at twitter.com/mdday and tell us what inspires you to help others using the hashtag **#MDDAY**



Join us on Facebook

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



You Can Make A Difference



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 visit the website 1800volunteer.org) and searching serve.gov. Go to makeadifferenceday.com to read about what others have done. Or simply look around, ask neighbors, and connect with civic, school and spiritual groups.

2 Plan and Publicize.

Turn your idea into a blueprint and recruit volunteers by registering your project at makeadifferenceday.com. There you'll find downloadable planning guides, links to groups offering support and supplies, and a tool kit of press materials.

3 Report your Results.

After performing your good act on Oct. 24, report your results at makeadifferenceday.com or fill out a simple form (enclosed) describing what took place and the impact you witnessed. Mail it to USA TODAY to become eligible for a \$10,000 charitable donation from Newman's Own.

◀ **Playworks DC** put out the call out for volunteers to come help give the D.C. Center for Therapeutic Recreation a facelift on Make A Difference Day. More than 60 people gathered on the cold fall morning and set to work – refurbishing picnic tables, cleaning and organizing the library, working on landscaping and decorating recycling bins.

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 submit an entry form?

Many readers participate for goodness' sake without seeking recognition or donations. Still, USA TODAY and Gannett want 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 include you in our millions. Also, reporting to us could result in publicity for your cause.

Where can I get help or recruit volunteers?

Register your project at makeadifferenceday.com, many volunteers search for local projects to participate in each year. Contact area non-profits that coordinate volunteers. Visit 1800volunteer.org to find a volunteer center near you. Other helpful contacts: Volunteers of America (voa.org) and local branches of the United Way (liveunited.org), Red Cross (redcross.org) and Salvation Army (salvationarmy.org). Call the Make A Difference Day hotline at 800-416-3824, sponsored by Points of Light, and visit 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. Give before-and-after facts, plus details about who was helped and how lives were changed. (Sorry, extra materials can't be returned.)



▲ On Make A Difference Day, **Operation Access** banded together with a group of ophthalmologists and their staffs to provide free services to save the eyesight of 24 area agricultural workers and day laborers and another six needy cataract patients.

Prominent Participants

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

AARP	Girl Scouts	NBA Cares
Altrusa International Inc.	Goodwill Industries International	Prudential Spirit of Community Awards
AmeriCorps	Golden Key International Honour Society	Rebuilding Together
Big Brothers Big Sisters of America	Habitat for Humanity	Retired and Senior Volunteer Program
Boy Scouts	KaBOOM!	Royal Neighbors of America
Boys & Girls Clubs of America	Kids Care Clubs	Salvation Army
Camp Fire USA	Kiwanis	Soaringwords
Capital One	Knights of Columbus	Special Olympics
Catholic Daughters of the Americas	Lowe's	Students in Free Enterprise
Cisco	March of Dimes Foundation	Thrivent Financial for Lutherans
Citi	McDonald's Owner/Operators	U.S. Air Force, Army, Navy
Communities in Schools	Miss America Organization	United Way Worldwide
Delta Sigma Pi	Motorola Mobility	Veterans of Foreign Wars of the United States
Disney VoluntEARS	National 4-H Council	Volunteers of America
Feeding America	National Assembly	
First Book	National Fraternal Congress of America	
General Federation of Women's Clubs		

Award Entry Form

Please postmark by **Nov. 30, 2015**, and mail to **Make A Difference Day** or enter online at makeadifferenceday.com

Please type or print clearly. Attach additional pages if necessary.

Your name: _____

Your organization (If applicable): _____

Mailing address: _____

City/State/ZIP: _____

Daytime phone #: _____

Evening phone #: _____

E-mail address: _____

Location where your Make A Difference Day project occurred: _____

Tell us about the national or community service need you identified: _____

Tell us about your project, how did you organize it (or what was your plan) and what did you do?: _____

What part of your project was actually completed on Make A Difference Day, October 24, 2015: _____

What is the long-term impact of your volunteer project on the need you identified?: _____

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. 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've won a National Make A Difference Day Award before and want to be considered for an All-Star Award.
- 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. 30 to:

USA TODAY
Make A Difference Day
7950 Jones Branch Drive
McLean, VA. 22108

Or enter online by visiting:
makeadifferenceday.com

- All entries must be submitted between 12:01 am ET on 10/24/15 and 11:59 pm ET on 11/30/15.
- Only 1 entry per volunteer project.
- A panel of judges selected by USA TODAY will judge all eligible submissions based on organization of the project to effectively meet the needs of the project and overall performance of the project.
- 10 National Awardees and 1-3 Community Awardees will be selected. Each of the awardees will receive a \$10,000 grant awarded to each awardee's favorite charity. Select awardees will be featured in USA TODAY. Awardees will be invited to an event to be held in Washington, DC in the Spring 2016, at which they will receive their awards. USA TODAY will cover the cost of travel and accommodations¹ for a representative of each Awardee² to attend the event.
- Awardees will be notified by April 1, 2016.

Postmark by Nov. 30 and mail this form to:

Rules available at:
makeadifferenceday.com

USA TODAY
Make A Difference Day
7950 Jones Branch Drive,
McLean, VA 22108

Visit makeadifferenceday.com or call 800.416.3824



USA TODAY™ MAKE A DIFFERENCE DAY

Your guide to **Make A Difference Day**
Saturday **10.24.2015**

On the cover: Matt Lauer and Savannah Guthrie help Make A Difference Day salute Jessica Collins of Shelby County, KY who delivered 27 beds to kids in need. Her foundation, A Place to Sleep, is an annual participant in Make A Difference Day and has produced beds for 349 children since inception.



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www.usatoday.com

Gannett Co., Inc. is an international media and marketing solutions company that informs and engages more than 110 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people — and the companies who want to reach them — with their interests and communities.

For more information, visit www.gannett.com

Points of Light — the world's largest organization dedicated to volunteer service — mobilizes millions of people to take action that is changing the world. Through HandsOn Network affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages 4 million volunteers in 30 million hours of service each year. We bring the power of people to bear where it's needed most.

Visit our website at pointsoflight.org or Facebook or Twitter to learn more

Newman's Own awards \$10,000 to the charities of each of the 10 National Honorees and three Community Awardees. Newman's Own, Inc., founded by Paul Newman in 1982, offers more than 100 varieties of great tasting, all-natural food and beverage products, including salad dressings, pasta sauces, salsa, frozen pizza, frozen skillet meals, microwave popcorn and refrigerated lemonades. Newman's Own Foundation continues Paul Newman's commitment to donate all profits to charity. More than \$400 million has been given to thousands of charities since 1982.

Learn more at www.newmansown.com

Disclaimer

Applicant must be a legal resident of the U.S. or D.C. (excluding Puerto Rico) and the projects, charities or organizations must be based in the U.S. or have a chapter/branch in the U.S.

¹ Travel to include round-trip coach airfare from major airport closest to awardee's home; one night double occupancy hotel room; and \$250 gift card to cover incidentals, ground transportation and meals during the trip to Wash., DC. Approximate Retail Value is \$2000. Trip components and air travel are subject to applicable restrictions, conditions, limitations, deadlines, and blackout dates. All other costs of travel, not listed above, are the responsibility of the awardee. Travel arrangements to be provided by USA TODAY.

² If the awardee is a minor, the minor must be accompanied by a parent or legal guardian.

Applicants, charities, and organizations must meet eligibility requirements, comply with Official Rules, and release Make A Difference Day, USA TODAY, Gannett Co., Inc., the judges and all promotional sponsors from any claim, demands, losses or liabilities arising in connection with the receipt or use of any prize awarded.