



05.14.2023

27TH ANNUAL

MOTHER'S DAY WALK FOR PEACE

Cultivating Cycles of Peace

Informational Toolkit



ABOUT THE LOUIS D. BROWN PEACE INSTITUTE

The 27th Annual Mother's Day Walk for Peace is organized by the Louis D. Brown Peace Institute (LDBPI). The LDBPI was founded in 1994 to honor the legacy of Louis D. Brown, a 15-year old peacemaker challenging the negative stereotypes of the youth in his neighborhood.

Louis was caught in a fatal crossfire shootout near his home in Dorchester, Massachusetts in December of 1993. During that time, there were no resources in Boston for survivors of homicide victims which left Louis's family leaving the hospital empty-handed and empty-hearted.

Today, the LDBPI provides consistent and compassionate services to families and communities in the immediate aftermath of a homicide and ongoing; working to ensure that no other loved one would be left alone after the tragedy of homicide.

Learn more at www.LDBpeaceinstitute.org

Our Mission is to serve as a center of Healing, Teaching, and Learning for families and communities impacted by murder, trauma, grief and loss.

We Believe that all families impacted by murder deserve to be treated with dignity and compassion, regardless of the circumstances.

Our Vision is to create and sustain an environment where families can live in peace and all people are valued.

Principles of Peace: Love, Unity, Faith, Hope, Courage, Justice, Forgiveness



FAMILIES

Services & Outreach

Services that are consistent and compassionate for families of murdered loved ones and families of incarcerated loved ones to prevent cycles of retaliatory violence.



COMMUNITIES

Advocacy & Awareness:

Advocate for policy that promotes dignity and compassion for all families impacted by murder.



SOCIETY

Training & Education

Training that instills the value of peace and equips providers, educators, criminal justice/public health professionals and institutional stakeholders to respond equitably and effectively to families dealing with murder, trauma, grief and loss.

EVENT DESCRIPTION

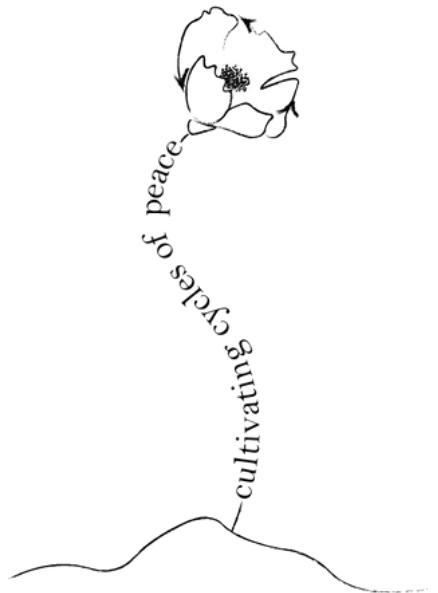
The Mother's Day Walk for Peace (MDW4P) is a beloved 27-year-long Boston tradition and celebration of our potential to create more peaceful communities. It is the Louis D. Brown Peace Institute's (LDBPI) largest fundraising event to grow and sustain our services, advocacy and training. Our goal is to empower survivors, Generation Peace and communities impacted by murder, trauma, grief and loss to cultivate cycles of peace and healing.

THEME

Our 27th Annual Mother's Day Walk for Peace theme is "Cultivating Cycles of Peace". In our society, we are constantly looped into cycles of violence that overshadows the transformative power of peace.

Like a blooming flower, cycles of peace flourish when carefully cultivated. We have the agency to cultivate these cycles by empowering survivors, supporting returning citizens and their families and investing in Generation Peace.

We invite you to walk with us to cultivate these cycles of peace in our communities.



FINANCIAL GOAL

\$600,000 to empower survivors, Generation Peace and communities impacted by murder, trauma, grief and loss to cultivate cycles of peace and healing.

IMPACT

The goal of the Mother's Day Walk For Peace is to use funds raised to equip communities with the tools and best practices to respond effectively and equitably to homicide. Our focus is on empowering survivors, Generation Peace and communities impacted by murder, trauma, grief and loss to cultivate cycles of peace and healing.

EVENT DETAILS

Starting and Ending Point:

Town Field Park
1520 Dorchester Ave
Dorchester, MA 02122

7:00 AM (Registration)

8:00 AM (Program)

8:30 AM (Kick off)

11:30 AM (Closing Rally)

New, Shorter Walk Route!

Total route: 4.3 miles, 1.25 -1.5 hrs walk time

Find more information [here](#)





HOW TO PARTICIPATE

Register:

This year, our Annual Mother's Day Walk for Peace will be held in person. Register to join the 27th Annual Mother's Day Walk for Peace on:

Sunday, May 14, 2023 at 8:00 AM

Town Field Park in Dorchester, MA 02122

Day Of Details*

We will be walking together to honor our loved ones who have been murdered as we cultivate cycles of peace and healing in our community. Register [here](#).

Start a Team:

We are stronger together! Consider starting or joining a walk team. Ask your friends and family to walk with you and support the LDBPI's work in transforming society's response to homicide.

Our goal is \$600,000, and with your help, we can reach it! We encourage individuals to commit to raising \$250 and for teams to set a fundraising goal of \$1500.

Start your team [here](#) or find a team [here](#).

Donate:

Even if you can't walk with us this year, your donation in any amount empowers survivors, builds Generation Peace and heals communities impacted by murder, trauma, grief and loss. Together, we can transform society's response to homicide. Donate [here](#).

SPONSORSHIP

We rely on the MDW4P to generate the majority of the funds needed annually to continue this critical work. Our goal for this year's MDW4P is \$600,000, including sponsorships from organizations like yours. Major corporations and institutions that sponsor the event walk proudly alongside the thousands of individuals and teams who honor murdered loved ones and pledge their financial support to communities impacted by murder, trauma, grief and loss.

The Annual Mother's Day Walk for Peace is a high visibility event that draws significant media attention every year and The MDW4P is The LDBPI's most important fundraiser of the year. There are sponsorship opportunities at several levels, from \$5000 to \$50,000. Each level offers distinctive benefits.

Join us, align your brand and your mission with ours. This Mother's Day, demonstrate your commitment to the community by becoming a partner with us. Together we will cultivate cycles of peace. Thank you!

Early Bird Special: Commit to your sponsorship by 3/13/2023 and your name or logo will be featured on the 27th Walk t-shirt!

[Explore the benefits of a MDW4P sponsorship here.](#)

Questions? Contact Alexandra Chéry - Dorrelus at 617-825-1917,
Alexandra@LDBeaceinstitute.org



VIDEOS & LINKS

GENERAL LINKS

Website:

<https://www.mothersdaywalk4peace.org/>

Promotional materials:

<https://www.mothersdaywalk4peace.org/Static/toolkit>

24th Annual Virtual Walk:

<https://vimeo.com/764639233>

25th Annual Virtual Walk:

<https://vimeo.com/764637855>

26th Annual Virtual Walk:

<https://vimeo.com/764638932>

Why I Walk Video:

<https://www.youtube.com/watch?v=MbL61uoB-xs>

General LDBPI Video:

https://www.youtube.com/watch?v=-tvuEeTTtuQ&feature=emb_title

Walkers Testimonials:

Hear about the Importance of Peace Walk Fundraising
from Rabbi Dan Slipakoff, Temple Israel of Boston / TRT - 1:34
<https://youtu.be/YUJRxCdWUHg>

Hear about Survivor Resources & Collateral Damage
from Carla Sheffield, Survivor / TRT - 2:53
<https://youtu.be/8qqrJhQjFzM>

Hear about the Unique Power of The Peace Institute
from Reverend Margie King Saphier, First Parish Concord / TRT - 1:32
<https://youtu.be/ZxPz2U0jXPQ>

Hear about the Peace Institute Staff & Walk Team Fundraising Tips
from Cindy Diggs, Survivor and Former Walk Team Coordinator / TRT - 1:45
<https://youtu.be/229LYCUIzH0>

Hear about How You Can Make an Impact
from Carol Genovese, King's Chapel / TRT - 1:33
<https://youtu.be/sPUuul2repE>

STAY UP TO DATE!

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@PeaceInstitute

Have questions? Need assistance setting up a team?

Having trouble?

E-mail: Events@LDBpeaceinstitute.org

Phone: 844-PEACEWK

Fundraising Questions: Alexandra@LDBeaceinstitute.org



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