

# 26th Annual Mother's Day Walk For Peace

## Tool Kit



## EVENT DESCRIPTION

The Mother's Day Walk for Peace (MDW4P) is a beloved 26-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 equip survivors with the tools, resources and opportunities that they need to become architects of their own healing and advocates for social change.

## THEME

The 26th Annual Mother's Day Walk for Peace theme is "Building Together for Generation Peace." Generation Peace are the leaders, world shakers and change makers. They are our children, young activists, college students and neighbors that look up to us to model peace as we respond to murder, trauma, grief and loss.

It's our responsibility as peace makers and guides to invest in their generation and to make the culture of peace a place where all people feel welcome. We need your help to ensure that we are leaving behind a sustainable environment of peace they will thrive in, so that when the torch is passed they don't have to navigate the same issues of violence that we do.

## FINANCIAL GOAL

\$600,000 to equip survivors with the tools, resources and opportunities that they need to become architects of their own healing and advocates for social change.



## IMPACT

The goal of the Mother's Day Walk For Peace is to equip communities with the tools and best practices to respond effectively and equitably to homicide. Our focus is on equipping survivors with the tools, resources and opportunities that they need to become architects of their own healing and advocates for social change.

## EVENT DETAILS

### Starting Point:

Town Field Park, 1520 Dorchester Ave,  
Dorchester, MA 02122

8:00 AM (Program)

8:30 AM (Kick off)

11:30 AM (Closing Rally)

### Optional Entry Point:

Madison Park High School, 75 Malcom X Blvd,  
Roxbury Crossing, MA 02120

9:00 AM (Program)

9:30 AM (Kick off)

### Virtual Broadcast:

9:00 AM EST on [www.mothersdaywalk4peace.org](http://www.mothersdaywalk4peace.org)

Produced by media partners NECN/NBC 10 Boston





# HOW TO PARTICIPATE

## **Register:**

The 26th Annual Mother's Day Walk for Peace will be held in person\* and virtually. Register here to walk with us in person on Sunday, May 8, 2022, at 8:00 AM in Dorchester, MA.

We will be walking together to honor loved ones who have been murdered and build together for Generation Peace. Register [here](#).

## **Start a Team:**

Starting or joining a walk team is a great way to engage in an impactful way and increase your fundraising ability. Ask your friends and family to walk with you and support the LDBPI's work in transforming society's response to homicide. We encourage individuals to commit to raising \$250 and for teams to set a fundraising goal of \$1,500. Help us reach our \$600,000 goal! Start your team [here](#), find a team [here](#).

## **Donate:**

If you're looking for a simpler way to get involved, - please make an online donation! Your contributions will go directly toward equipping survivors with the tools, resources and opportunities that they need to become architects of their own healing and advocates for social change. We need your help to sustain our peacemaking work! Together, we can transform society's response to homicide. Donate [here](#).

\* This may change due to state and national COVID-19 guidelines

# SPONSORSHIP

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## Invest in Generation Peace!

Sponsorship is essential to the success of the 26th Annual Mother's Day Walk for Peace. Becoming a sponsor ensures that we are able to produce the virtual and in-person\* 26th Annual Mother's Day Walk for Peace that raises awareness about the impact of homicide on families and communities.

Your investment in the Walk will guarantee that we continue to have impact. As the LDBPI moves into a new quarter century, we are focusing on equipping survivors with the tools, resources and opportunities that they need to become architects of their own healing and advocates for social change. Your contribution as a Peace-vestor for the 26th Annual Mother's Day Walk for Peace will help us raise our goal of \$600,000.

We are seeking \$150,000 in total sponsorship to cover the costs associated with the Walk. Sponsorship opportunities start at \$5,000 and are a great way for you, or the foundation, organization or group you are a part of to gain exposure nationwide.

See your potential benefits [here](#).

Fill out [this form](#) to become a sponsor.

Questions? Contact Elizabeth Plume, Development Manager at 617-825-1917. Email: [elizabeth@LDBpeaceinstitute.org](mailto:elizabeth@LDBpeaceinstitute.org)



# VIDEOS & LINKS

## GENERAL LINKS

### Website:

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

### Promotional materials:

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

### 24th Annual Virtual Walk:

<https://www.facebook.com/10285029015/videos/244982509945605>

### 25th Annual Virtual Walk:

<https://www.youtube.com/watch?v=Ow-vV4FhswA>

### 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](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!

Follow us on social media to stay up to date

## Social media handles:

Facebook: @LDBpeaceinstitute

Twitter: @LDBpeaceinst

Instagram: @PeaceInstitute

Have questions? Need assistance setting up a team?  
Having trouble?

E-mail: [Events@LDBpeaceinstitute.org](mailto:Events@LDBpeaceinstitute.org)

Phone: 844-PEACEWK

Fundraising Questions: [Development@LDBpeaceinstitute.org](mailto:Development@LDBpeaceinstitute.org)

