

# Make A Difference Day

The national day to help others October 25, 2008, the 18th annual Day



USA WEEKEND

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4th Saturday every October

## America's largest day of doing good, Make A Difference Day, is the fourth Saturday in October. Read about projects large and small across the nation

On Make A Difference Day, Oct. 25, the nation's largest single day of volunteerism, more than 3 million people turned out to perform thousands of charitable acts for others.

To continue the good begun this day, Make A Difference Day volunteers are eligible to receive **\$100,000 in charitable awards** donated by Newman's Own. Please **send in your Entry Form** to tell us about your good deeds!



A free volunteer vacation will be awarded to the winner of a photo contest sponsored by **Travelocity**. Awards will be announced in April 2009. For details and to enter, visit [Travelocity](#) to submit your Make A Difference Day photo.

Across the nation Randy Owen, lead singer of Alabama, helps volunteer Tyler Dotts with projects at Eakin Elementary School in Nashville.

## The NASCAR Foundation: Our teammate



The NASCAR Foundation Volunteer Network is the official teammate for USA WEEKEND's Make A Difference Day 2008. **Read**

**inspirational words from NASCAR's hottest drivers.**

NASCAR's Kasey Kahne and musician Dierks Bentley aid the effort to help millions. Inside they describe how they met, good works and fans.



AvalonBay associates and residents, **click here** to register your Oct. 25 plans.

We at USA WEEKEND Magazine are saddened by the



## Network with moms

Swap Make A Difference Day ideas and chat with other moms at MomsLikeMe.com. Local moms can connect with group chats, photos and consultations from USA WEEKEND staffers about Make A Difference Day.



## YouTube yourself:

Videotape your day's activities and share them at the HandsOn Network Action YouTube Channel.

## PeaceJam:

See how Desmond Tutu and other Nobel Peace Laureates are encouraging young people to change the world.

## ServiceNation:

is mobilizing its coalition of 120 organizations to encourage Americans to sign the "Declaration of Service."

death of Paul Newman, an extraordinary philanthropist and a valued partner in Make A Difference Day since its early years. We will miss him. Newman's annual donation of \$100,000 to charities of Make A Difference Day volunteers continues through his food label, **Newman's Own**.

Guide to the Day	F.A.Q.	Materials	DAYtaBANK
Creating and launching a project: <a href="#">Download a PDF brochure</a>	<a href="#">Frequently asked questions</a>	<a href="#">Tips</a> for newspaper sponsors and reporters. <a href="#">Logos</a> for your use.	<a href="#">Register or find</a> a volunteer project.



# Millions of volunteers went to work on Make A Difference Day, the largest national day of helping others

By Patricia Kime  
USA WEEKEND Magazine

**Saturday, millions didn't wait** for a transfer of presidential leadership to change America. On Make A Difference Day, the nation's largest single day of volunteerism, more than 3 million people did thousands of charitable acts for others.

In Alexandria, Va., Carrie Price, who is 83 and uses a walker and wheelchair to get around, felt the change as her century-old home was winterized by volunteers from a local apartment community. "When I woke up this morning and looked out the window," she said, "I saw 80 people, white and black, out there. I was so uplifted. Things are different!"

Make A Difference Day, held the fourth Saturday of every October, is a national day of volunteerism created 18 years ago by USA WEEKEND Magazine to encourage service. "We're in a tough economy right now and people are more sensitive to the fact that others are struggling. In this region and across the country, people might not have many dollars to give, but they still want to contribute, and we're seeing volunteer numbers increasing," said Marcia Bullard, USA WEEKEND President and CEO.



### Events across the nation ...

**In Nashville,** Randy Owen, lead singer of the legendary band Alabama, performs a special concert in Hall of Fame Park to thank *The Big 98 Make A Difference Day* volunteers for their good work.  
*Photo by Michael Krouskop, (C) 2008.*

## A look at Make A Difference Day action:

-- **Globally, the organization Peacejam** aims to persuade groups and individuals to perform 1 billion grass-roots volunteer projects in the next 10 years, including a decade of Make A Difference Days. In Stevenson, Md., near Baltimore, Nompumelelo Ngomane, 15, and her classmates rolled up their shirtsleeves at St. Timothy's School and helped inner city kids plant daffodil bulbs -- part of a larger project to create a peace garden and sustainable organic vegetable bed at the facility. Mungi, as she's known, is the granddaughter of Nobel Laureate Desmond Tutu. "We're hoping that what we can teach them will help keep them out of violence and gangs in their area," Mungi said. In Mount Pleasant, Texas, Jessie McDowell, 16, rallied a group of friends to run a food drive, penny drive and bake sale at a local supermarket for food pantries in east Texas. McDowell began collecting pennies in January for local charities, and after hearing about PeaceJam from her principal at Chapel Hill High School, embraced its message and planned her Make A Difference Day project. "I do this because I can relate," McDowell says. "My dad lost his job a couple of years ago and I know what it's like to be the person who is hungry and the cabinets in the kitchen are empty."

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The next Make A Difference Day is Saturday, Oct. 24, 2009.

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Make A Difference Day, the largest day of helping others, is sponsored by USA WEEKEND Magazine and its 600 circulation newspapers. Make A Difference Day is a partnership with HandsOn Network, supported by the Newman's Own Foundation, which provides \$10,000 donations to charities chosen by each of 10 national honorees. Make A Difference Day is Saturday, Oct. 24, 2008.

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