



05.12.2024

28TH ANNUAL

MOTHER'S DAY WALK FOR PEACE

Cultivating Cycles of Peace

Informational Toolkit



ABOUT THE LOUIS D. BROWN PEACE INSTITUTE

The 28th 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.

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

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

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 28-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 28th 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.

We have the agency to cultivate these cycles by empowering survivors, supporting returning citizens and their families and investing in Generation Peace, the young people shaping the world.

Walk with us this Mother's Day as we Cultivate 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)
9:00 AM (Kick off)
11:30 AM (Closing Rally)

2024 Walk Route

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

Start: Town Field, Dorchester
(1520 Dorchester Ave)

Turn left onto Dorchester Ave. 0.1mi
Turn left onto Park St 0.1 mi
Turn right onto Geneva Ave. 0.6 mi
Turn right onto Bowdoin St. 0.7 mi
Turn left onto Hancock St. 0.4 mi
Turn left onto Columbia Rd. 1.1 mi
Turn left on to Washington St. 0.6 mi
Turn left onto Bowdoin St. 0.2 mi
Continue on Westville 0.3 mi
Turn right onto Geneva Ave. 0.5 mi
Turn left onto Park St. 0.1 mi
Turn right on to Dorchester Ave. 0.1 mi

End: Town Field

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 28th Annual Mother's Day Walk for Peace on:

Sunday, May 12, 2024 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 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:

Your donation in any amount empowers survivors, builds Generation Peace and heals communities impacted by murder, trauma, grief and loss. Even if you can't walk with us this year, 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.

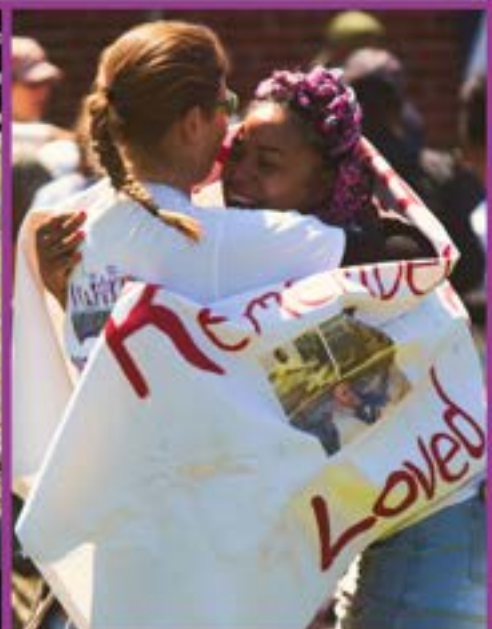
The Mother's Day Walk for Peace is The LDBPI's most important fundraiser of the year. The MDW4P is a high visibility event that draws significant media attention every year. There are sponsorship opportunities at several levels, from \$10,000 to \$50,000. Each level offers distinctive benefits.

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 2/09/2024 and your name or logo will be featured on the official MDW4P banners and mile markers

[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/8gqrJhQjFzM>

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

E-mail: Events@LDBpeaceinstitute.org

Phone: 844-PEACEWK

Fundraising Questions: Alexandra@LDBpeaceinstitute.org

