



600,000 U.S. FAMILIES  
with 1.35 million CHILDREN  
will experience HOMELESSNESS this year\*  
\*www.endhomelessness.org

This is a solvable problem — learn more and join us!

# Dancing Deer Mother's Day Ride

1,500 miles 🍪 Atlanta, GA to Boston, MA 🍪 April 22 - May 6 🍪 Helping Homeless Mothers

## WHO

TRISH KARTER is a 52 year old single Mom, the CEO of [Dancing Deer Baking Co.](#) and a social entrepreneur dedicated to using baked goods as a vehicle to make positive change in the world, in this case ending homelessness.

## WHAT

On April 22nd Trish will hop on her bicycle to begin a 15-day, 1,500 mile journey arriving home for Mother's Day. She'll stay at homeless shelters and bring the Deers' tradition of [Gingerbread House Making](#), engage the public in a conversation about how to end homelessness, stop at the Capitol Steps to call on Washington to make this a priority.

## FUNDING the Solutions to End Homelessness

Since 2001, Dancing Deer has donated 35% of the revenues from its [Sweet Home](#) product line to fund scholarships for homeless mothers in Massachusetts to continue their education as a pathway to self-sufficiency. [During this ride, all of the donations will go to national programs to end homelessness](#) through One Family and the National Alliance to End Homelessness.

## PARTNERS & SPONSORS

[Paul and Phyllis Fireman Charitable Foundation](#)  
[One Family, Inc.](#), [Louder Than Words](#), [Belmont Wheelworks](#)  
[The National Alliance to End Homelessness](#)  
[DMSE Sports](#), [Assos](#), [Garmin](#), [Trek](#)  
[refine + focus](#), [MonkeyMedia Software](#), [CF Dynamics, Inc.](#)

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## WHY

For Trish, an environmentalist and philanthropist at heart, business is personal. Her values are deeply embedded in Dancing Deer. So she's taking her double bottom line mission on the road for the company's [15th Anniversary](#). Since the company was founded in 1994, the Deers have pursued a broad mission of doing good while doing well: building philanthropic efforts to end homelessness into the core of the business model; leading efforts in the natural food and green packaging movement; innovating ways to empower the workforce; advocating for socially responsible choices. Dancing Deer has received many Honors and Awards for its excellent products and innovative business practices.

Through her advocacy work and Dancing Deer's partnership with the Boston-based nonprofit, One Family, Trish has seen homelessness at the street level and known many families over the years who wrestle with the challenges. Increasingly the population of homeless families is coming from the working poor. Since the vast majority of homeless families are headed by single women, Mother's Day is a fitting moment to shine the spotlight on family homelessness.

## THE ROUTE

ATLANTA > Athens 4/22 > Augusta 4/23 > Columbia 4/24 > Charlotte 4/25 > Raleigh 4/27 > Richmond 4/28 > Washington 4/29 > Baltimore 4/30 > Lancaster 5/1 > Philadelphia 5/2 > Trenton 5/3 > New York 5/4 > Hartford 5/5 > BOSTON 5/6

## WHERE'S Trish . . . . and WHO's Riding Along

Check our site to see where Trish is at any point in time. She's hoping you'll join her on the road. (This feature will be live March 30th.)

## HOW TO HELP?

Get involved! Volunteer to help with the ride, shelter events, policy initiatives and solutions.

SPREAD SWEETNESS