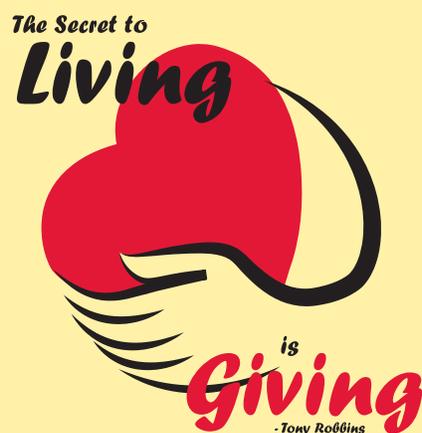




Basket Brigade of Suburban Chicago



www.basketbrigade.net

About Us



Thanksgiving is a special holiday, one that sometimes you may take for granted. But for some, it is stressful, trying to figure out how they are going to pull it all together. The Basket Brigade of Suburban Chicago strives to take that worry away for the wonderful families in our communities.



**In Loving Memory of
Lorraine M. Walsh**

Founded in memory of Lorraine M. Walsh, the Basket Brigade of Suburban Chicago is a 501(c)(3) organization, founded in 2015 with the mission to bring together our communities in order to deliver complete Thanksgiving dinners to our local families-in-need.

Every year, on the weekend before Thanksgiving, the Basket Brigade of Suburban Chicago brings together a team of volunteers to assemble and personally deliver complete Thanksgiving dinners to local area families-in-need. The event also focuses on the "growth of the giver," as our volunteers have the opportunity to directly hand the Thanksgiving meal to the family receiving the meal. Each Basket contains a complete Thanksgiving dinner, with enough food to feed a family of five people.

In order to achieve this, we rely on donations from local area businesses, grants and private individuals. We also rely on the support and partnerships from our local municipalities, school districts, churches, social organizations and other nonprofits.

In addition to receiving nominations for families from the organizations listed above, we also have a nomination form on our website, where anyone can nominate any family, for any reason, to receive a Thanksgiving dinner.

The Basket Brigade was inspired by Tony Robbins, who grew up in a struggling family, and experienced this same generosity when someone knocked on his door with a Thanksgiving basket full of food and forever changed his life. This simple gesture of giving turned into the Basket Brigade movement, that delivers these baskets of Thanksgiving dinners to over 2 million deserving people around the world annually.



Event Overview



On the weekend before Thanksgiving, the Basket Brigade brings together hundreds of volunteers to assemble and personally deliver complete Thanksgiving dinners to local area families in need.

On the Friday night prior to the event, the Basket Brigade Committee and dozens of volunteers arrive at our Assembly location, to unload all of the incoming food, trucks, boxes, and more, in order to get ready for a quick assembly process.



Saturday morning, as volunteers arrive, we've got the energy high, and the music cranking, to get everyone registered, motivated, and moving. Once the Assembly process starts, it moves pretty quickly! Volunteers form assembly lines, grabbing a box, and putting the ingredients in there, to make a box of food, caring and love.

Each basket contains: a frozen turkey, gravy, corn, green beans, stuffing, mashed potatoes, cranberry sauce, sweet potatoes, marshmallows, dinner rolls, and a special dessert!

Once the baskets are assembled, the real magic happens. On Sunday, our teams of drivers hit the streets to make the in-person deliveries. Routes are pre-planned, and coordinated to save drive times, and each volunteer team receives 4-5 addresses (or more, if they have larger vehicles!).

Confidentiality is important to us. Drivers are instructed not to release the names of the person or organization that nominated them to receive the basket. If questioned, they are instructed only to tell them that it is "a gift from a friend."

Drivers are asked to come back and make more deliveries until all baskets are delivered and all families are served.



Growth of the Giver



While the ultimate goal of Basket Brigade is to deliver Thanksgiving dinners to families-in-need, we focus heavily on the growth of the giver as well as inspiring the next generation of giving.

The Secret to LIVING is GIVING - The original Basket Brigade was founded many years ago by Tony Robbins, while he was still a young man, and had received a similar basket himself. This led him to develop the heart for giving that he carries with him today as he continues to inspire millions. To

this day, he culminates his seminars with the statement that "the secret to LIVING is GIVING."

Inspiring the Next Generation of Giving - As many of us serving on the Basket Brigade Board and Committee have young children ourselves, we are aware that the examples we set will be those that our children follow. Therefore, we actively encourage and invite our volunteers to bring their children and invite youth organizations, teams, scouts, etc.



Tony & Sage Robbins participate in a Basket Brigade in California

Growth of the Giver - One of the most magical things you can experience is actually seeing, live and in-person, the impact that your volunteering is having. The stories that we hear coming back from our drivers about the reactions from our recipients are nothing short of magical. There are tears, there are thank yous, there are kids, and moms, and families, and gratitude; sometimes, there is all of the above. We actively work towards making the Basket Brigade experience as meaningful for our volunteers as it is for our recipients.

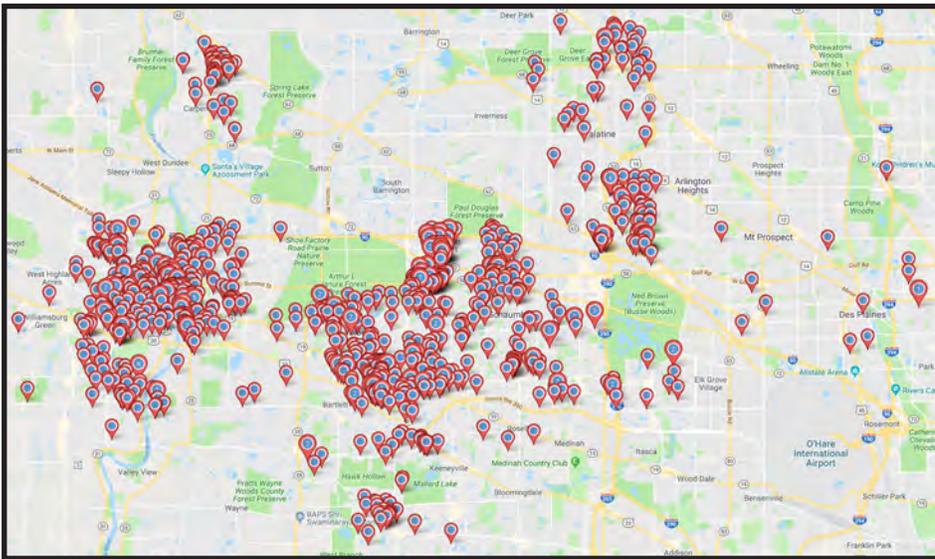


Our Recipients



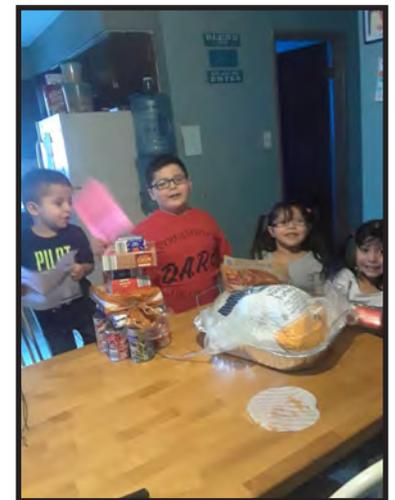
Working closely with social workers, school districts, municipalities, and other nonprofit agencies, we work hard to find families-in need.

We also have a nomination form on our website, for anybody to nominate any family within our delivery area, for any need, who may not be on the roles of any of the above organizations. Through this feature, we are able to find families that might be experiencing a one-time hardship, like the death of a parent, or a medical injury. Oftentimes, these nominations are the MOST grateful, to feel that "somebody cares," and are the most heartfelt deliveries that we provide.



ALL of our nominations are kept confidential, and the recipient is always encouraged because it is not a handout, rather a hand up; and that a "friend" wanted them to have this.

We do ask for the "story" behind the need when accepting nominations. This is not for us to pre-judge any need. It is truly a first-come / first-served basis with our nominations. We ask for the story so that the person doing the delivery understands the impact that they are having while making the delivery.



Our Impact



2015: 120+ volunteers
195 Baskets • 975 People Fed



2016: 250+ Volunteers
268 Baskets • 1,340 People Fed



2017: 300+ Volunteers
763 Baskets • 3,815 People Fed



2018: 500+ Volunteers
1,335 Baskets • 6,675 People Fed



2019: 700+ Volunteers
2,000 Baskets • 10,000 People Fed



2020: 50 Ground Crew, 400 Driver Teams
2,200 Baskets • 11,000 People Fed

Cummulative: 6,761 Baskets Delivered • Over 33,000 People Received Complete Thanksgiving Dinners

Media Coverage



Residents spearhead delivery of food baskets

By Magdalena Bromberg

On Saturday, Nov. 21, Streamwood residents Brian and Cheryl Walsh led a group of 120 volunteers in assembling and delivering boxes of Thanksgiving dinners to families in need. The group, The Basket Brigade of Suburban Chicago, was recently founded by Walsh couple in memory of Brian's mother, Loraine.

"Our mission is to put the 'give back' in Thanksgiving," said Brian Walsh. "The Basket Brigade of Chicago combines aspects of fundraising, volunteering, along with personal and spiritual growth."

According to Brian Walsh, several months of planning went into the project, including soliciting donations and finding volunteers and recipients. It was not long before members of the community answered the call to be those in need.

"Our community really stepped up with volunteers and donations, both private and corporate," Brian Walsh said. "We were able to partner up with many cool organizations, nonprofit and for-profit organizations to identify families in need. It was really a team effort. The team effort became more evident when, according to Brian Walsh, the entire brigade traveled a snowstorm



Basket Brigade delivers meals, message of caring

Can you help with?

More than 120 volunteers worked to fill boxes, assemble line-style, with complete Thanksgiving dinners, including turkey, stuffing, mashed potatoes, vegetables, a pumpkin pie and more. The meals were distributed to families who were nominated by a variety of local service organizations or privately nominated through the [Basket Brigade's website](#).

"While we keep busy at our Allegra center, we wanted to do more for our surrounding community members," said Walsh. "Our community really stepped up with the volunteers and the donations, both private and corporate, and we were able to partner up with many cool organizations, nonprofits, and civic organizations to identify families in need. It was really a team effort."

Take a look at some of the [photos taken](#) during the basket packing.

Basket Brigade Interview - WCGO

1590 WCGO is Chicago

Proceeds from Basket Brigade's fundraiser will help feed 500 families this Thanksgiving

regionalREPORT

Midwest Region December 2, 2015

Greetings!

Hope you and yours enjoyed a safe and Happy Thanksgiving!

Brian Walsh's Basket Brigade Delivers Thanksgiving Dinners ... And Hope

Brian Walsh, owner of Allegra, Palatine, Ill., and his wife Cheryl founded The Basket Brigade of Suburban Chicago to put the GIVING back in Thanksgiving. Earlier this month, they completed their big event, distributing complete Thanksgiving meals to 195 families, feeding 975 people in the suburbs of Chicago.

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Take a look at some of the [photos taken](#) during the basket packing.

From the community: Basket Brigade to Deliver Over 1000 Thanksgiving Dinners to Local Families

Get all the expert info you need to find your next car.

Check it out

ALLIANCE FRANCHISE BRANDS

MARKETING & PRINT DIVISION

HOME DIRECTORY RESOURCES ALLIANCE UNIVERSITY MMO

Marketing & Print Division Hub > Around The Network > Brian Walsh in Palatine, Ill., Puts the Giving in Thanksgiving

Brian Walsh in Palatine, Ill., Puts the Giving in Thanksgiving

In 2015, Brian Walsh, owner of Allegra in Palatine, Ill., and his family started the Basket Brigade to deliver Thanksgiving dinners to families in need in Palatine and the surrounding communities.

Thanks to the generous donations from local residents and businesses, in their first year, the 120 volunteers delivered 195 Thanksgiving baskets. The effort has grown each year. This year, more than 500 volunteers worked together to create and deliver 1,335 baskets! With each basket containing enough traditional Thanksgiving fixings (everything from turkey to pumpkin pie) to feed a family of five, they provided Thanksgiving feasts for 6,675 people.

As Brian shared in a [recent article](#) in the Chicago Tribune, "The message that we hope to pass along to the families receiving the meal, and to our volunteers, our children and the community, is that the secret to LIVING is GIVING."

Plan Templates Now Available

approaching, it's time to get started on your annual marketing plan. Our tool includes all possible components of your marketing plan in a concise and easily trackable way for you to budget and manage your marketing efforts.

Plans for each branded 2016 Marketing Plan are available in PDF format. Includes Marketing and Sales & Marketing Programs & Matching Funds > Matching Funds 2016. Links to the branded templates are also available.

Learn more about these and other marketing tools to help you generate more leads and delight more customers in 2016 during the first Allegra "Office Brisk" on Tuesday, Dec. 8 at 12:30 p.m. (EST). Jessica Eng and Dor Bennett will introduce new programs and strategies to continue to grow marketing and outreach efforts across the Allegra brand and within your individual center.

Information for Inety-Prints and American Speedy Printing marketing strategies is also shared with each individual brand.

Basket Brigade delivers meals, message of caring

Basket Brigade 2015 volunteers at Hawthorn Estates High School on Nov. 17. (Courtesy of Brian Walsh)

On Saturday, Nov. 21, more than 500 volunteers from the Basket Brigade of Suburban Chicago packed and personally delivered 1,335 complete Thanksgiving dinners to families in need all around the Chicago suburbs.

Internet & Social Coverage



The Tony Robbins Foundation is feeling grateful.
26 mins · 🌐

As many of us prepare for the upcoming holiday, we send out our sincere gratitude to the thousands of volunteers that dedicated their time last weekend to help brighten Thanksgivings for families in need with baskets of food and more. 🍷 Here are some photos from just a few of the Basket Brigades that took place.

Basket Brigades are continuing to... [See More](#)

👍❤️ 10

👍 Like 💬 Comment ➦ Share

Photo Credit: **Basket Brigade of Suburban Chicago**

Becker Logistics, LLC
November 19, 2018 · 🌐

This weekend Becker Logistics, LLC employees donated their time to Basket Brigade, a charity that brings Thanksgiving dinners to families in need. Check out our blog post to read more about the event: <http://www.beckerlogistics.com/blog-posts/basketbrigade>
#DeliveringThanksgiving #GoBecker

Property Up is with Alina Herman and John Herman.
November 17, 2018 · 🌐

Property Up and John Herman are very proud to be part of giving this weekend. 1,338 families received a Thanksgiving package (Full sized Turkey and plenty of sides) with the help of many volunteers. The best part of being part of this process was seeing the gratefulness on the people faces we had the great pleasure of surprising by delivering the package to families in need. We also had the luck/pleasure of taping the very last care package for the day! #DeliveringThanksgiving

Better Business Planning, Inc.
November 17, 2018 · 🌐

#deliveringThanksgiving BBP has proudly sponsored this local event! Basket Brigade and BBP employees delivered to over 1350 families today!

Indian Princesses of the Mighty Croix Nation
November 28, 2018

Way to go Croix Nation!! With your help, Basket Brigade of Suburban Chicago was able to deliver complete Thanksgiving Dinners to 1,335 local area families-in-need!!! That's 6,875 people who enjoyed an awesome Thanksgiving dinner with your help!!!

Over 100 Croix dads and daughters (and let's be honest, a couple of moms and brothers) Showed up in force to lend a hand!!!

I hope that you all enjoyed the experience, and got to make some in-person deliveries, and have many cool stories to tell. If you want to record, or have your daughter record, some video testimonials of their experience, we'd love to have them. Just shoot me a message, or record your video and get that over to me!!! Basket Brigade of Suburban Chicago is very focused on the growth of the giver, as well as inspiring the heart of giving in our children, so we'd love to hear your stories!!!!

Thanks again for helping to make our 2018 Croix Nation Service Project a huge success!!!!

The secret to LIVING is GIVING!!!
Brian Walsh
Founder, Basket Brigade of Suburban Chicago
Nation Chief, Indian Princesses of the Mighty Croix Nation

Michelle Mussman shared a photo.
50 mins · 🌐

Just an Incredible experience on Saturday with these fine people. They prepared for months and it showed. Countless families will receive much needed Thanksgiving meals thanks to everyone shown here and countless others who delivered. It was a thrill to be able to surprise people at their door. Happy Thanksgiving Everyone!

Basket Brigade 2018

Franchise Members Making it Matter

Brian Walsh – Allegra Palatine

2017 Crew • 300+ Volunteers • 763 Baskets • 3865 Thanksgiving Meals

Make it Matter! 2018 CONVENTION

ALLIANCE
FRANCHISE BRAND

#DeliveringThanksgiving



In order to be able to see the stories from our drivers, we added our own Hashtag, so that we could get real time, live updates from our drivers out in the field, and photos that we had not had access to in the past.

We will continue the Hashtag #DeliveringThanksgiving in all subsequent years as we continue to grow and create more and more impact!

Brand Exposure



**BASKET
BRIGADE**



Sponsors logos included on signage and posters at our events.



Event day signage for our Premier Sponsors



Sponsor logos featured in e-blasts

Brand Exposure



Social Media Shout Outs to our Followers



2018 SPONSORS



Thanks to Our 2018 Corporate Sponsors



Logo and link back to your website from ours

Additional signage opportunities

Families Fed



2015:

195 Baskets

975 People Fed

Photo:

Our very first year, loading pumpkin pies into the mom-mobile.



2016:

268 Baskets

1,340 People Fed

Photo:

These little Scouts carrying that big heavy box is everything!



2017:

763 Baskets

3,815 People Fed

Photo:

Volunteers banding together. We had to move 763 turkeys from the rainy parking lot to the other side of the gym, and our "turkey line" materialized.



2018:

1,335 Baskets

6,675 People Fed

Photo:

One of our board members tells our volunteers his inspirational story about why Basket Brigade means so much to him.



2019:

2,000 Baskets

10,000 People Fed

Photo:

Some of our youngest committee members help unloading the trucks on Friday night before Assembly Day.



2020:

2,200 Baskets

11,000 People Fed

Photo:

The year of masks and distancing. We were humbled by the outpouring from our corporate sponsors, donors to our fundraisers, our partner agencies, and to all of our volunteers who turned out to help in the midst of the pandemic.

Our Pandemic Response



While Thanksgiving is a once-a-year event, our Board and Committee work year-round to plan, fundraise, coordinate and get everything ready for a smooth event. With 2,000 families fed in 2019, we decided that *2020 families for 2020* had a great ring to it.



When the Pandemic began in early 2020, we truly worried that donations and philanthropy would be a casualty of budget cuts and survival. As we all sheltered-at-home, we quickly realized that the NEED in 2020 was FAR MORE than in years past, and we determined that no matter what happened, even if we were just loading boxes into our own vehicles, that we were going to do everything we could to deliver meals to everyone that we could, whether that was 2020 meals, or just 20.

As the virus raged on, and kept us apart far longer than any of us had imagined, we continued to meet (via Zoom of course) and plan as if our goal of 2020 families was GOING TO HAPPEN (spoiler alert, it did!).

As we kept putting out positive energy, positive things kept happening. As Tony Robbins says *"where focus goes, energy flows."* We have since dubbed 2020, **The Year of Serendipity**. Opportunities kept opening up, donors and corporate sponsors continued to amaze us, and one of our board members almost literally ran his feet off to fundraise in his "10 Marathons in 10 Days."



With Hanover Park Mayor Rodney Craig

We are immensely grateful to the *Salvation Army* and the *Northern Illinois Food Bank*, who helped us to both lower our food costs, and provide the fully-assembled baskets, as social-distancing guidelines simply did not allow for us to put several hundred volunteers in the same room for our beloved Assembly Day.

Given the unpredictable nature of the virus, we put in plans to make sure that we could load up our drivers completely outdoors, masked up, and socially-distanced. Illinois weather was another challenge to overcome, so we purchased 4 oversized tents (which was WAY less expensive than renting a big Circus tent; trust us, we looked!), and made plans to keep no more than 10 volunteers assigned as "ground crew" at each tent, masked and distanced, and keep the balance of our volunteer driver teams and families IN their vehicles.



Which was all great until Illinois dropped back a Phase, and limited our previously-planned location from allowing us to use the space one week before the event. Thankfully, through some great partnerships with *School District U-46*, and the *Village of Hanover Park*, we literally had a new location within six hours! Serendipity. And did we mention the dreaded Illinois Weather? It was beautiful. Again, serendipity.

So all said and done, we not only met our goal our goal of 2020 families, but we actually exceeded it, and delivered 2,200 meals, feeding over 11,000 local friends and families. Serendipity.

Past Events & Fundraisers



**BASKET
BRIGADE**



Other Ways to Help

facebook

**Donate Your Birthday
to Basket Brigade**

Celebrate your special day by helping us to feed even more families next year!

Be sure to select:
**Basket Brigade of Suburban
Chicago** as your charity.



Support Basket Brigade

amazonsmile
You Shop. Amazon Gives.

Go to smile.amazon.com and select

**Lorraine M Walsh
Memorial Foundation**

Basket Brigade's Core Values



Blessing Families with Hope & Abundance – ultimately, it's all about our recipients. Basket Brigade will serve at the highest level, all meals will be packaged with love and care. Our meals will be the absolute best that our donations will allow. And our volunteers will always act with professionalism, love and respect.

Deliveries with Dignity – all aspects of the assembly and delivery process always need to focus on professionalism in presentation, confidentiality of the recipient and the person nominating them. Our delivery is a "gift from a friend," not charity. It is a hand up, not a hand out.

The Heart of the Giver – while the ultimate mission of Basket Brigade is to deliver Thanksgiving dinners to families-in-need, we also focus on the growth of our volunteers. Tony Robbins teaches that "the secret to LIVING is GIVING" and we take that seriously. We owe it to our volunteers to provide an fun, engaging, and rewarding experience that will inspire them to return in previous years, invite friends, and support us financially.

Fun, Love and Friendship – Oftentimes, life can be challenging. Basket Brigade focuses on finding the fun, so that everyone from our board members to our volunteers and recipients feels included, valued, and engaged.

Community Impact & Involvement – we pride ourselves on keeping it local. Our fundraising, our volunteers and our recipients are all within our local communities. We rely on partnerships from municipalities and other agencies within our communities to be our advocates and partners, and work towards building mutually beneficial relationships to help us serve our local recipients.

Excellence in All We Do – consistently go the extra mile, be accountable to our donors, volunteers and recipients, and to always look for ways to improve. To look and act with the utmost professionalism in person, in print, online, in the assembly day process, and in our deliveries.

Inspiring the Next Generation – as the Basket Brigade was also inspired by our young children, involving youth in the act of giving is very important to us. We encourage participation from youth groups and organizations in all aspects from assembly day to deliveries and throughout the year in fundraising or other efforts. Our coloring sheets are also a way for our children to be a part of the process, and is often cited by our recipients as one of their favorite parts of receiving the basket.

Honoring Lorraine's Legacy – "we should do something like this every year," said Lindsey after our very first Thanksgiving meal delivery to the hospital. Thanksgiving was Lorraine's favorite holiday, and everything that has come before and will come after is being done in her name. Let's make her proud.



BASKET BRIGADE OF SUBURBAN CHICAGO



BASKET BRIGADE

www.basketbrigade.net