



Sprinkling Love

One Story. One Moment. One Donut at a time.

An Epic Road Trip – A Heartfelt Journey

Where It All Began

On the morning of October 21, 2014, everything changed for Gary and his family. His beloved wife, Maureen, and the mother of their three children, passed peacefully in her sleep at age 50 after 11 years with breast cancer. Just days before her passing, their oncologist gave them a simple, sweet prescription: donuts. Maureen's favorite was powdered donuts. As their car's air conditioning kicked on to help with Maureen's labored breathing, powdered sugar blew everywhere. Gary and Maureen laughed—just as they always had, even in the hardest moments.

Over the past ten years, Gary has continued to honor Maureen's memory by delivering bags of powdered donuts to meaningful places each year on October 21. What began as a way to turn grief into joy has sparked powerful connections and moments of healing.

Now, the powdered donut tradition is going on the road and on the air!



The Tour & The Podcast

This heartfelt journey will span the U.S, with the goal of visiting all 73 NCI-designated, and aspiring, comprehensive cancer centers, along with other meaningful stops throughout the trip. At every stop, powdered donuts will be shared and stories collected – echoing the spirit of Storycorps® – down to the Airstream® in which Gary will travel. These stories from patients, caregivers, loved ones, oncologists and the cancer center teams will be shared throughout the journey and culminate in a book to be published at the tour's conclusion. The Team Powdered Donut™ (TPD) podcast launched on 10/21/25 to build momentum for the journey and has included guests like Leon Platanius, Director, Lurie Cancer Center, Kristen Doyle, CEO, CPRIT, and Dr. Lou DeGennaro, former CEO, Blood Cancer United, amongst many others.

Why Host A Stop On This Journey?

This is more than a road trip. It's a living tribute. A mobile love letter. A journey of compassion and connection... *and your cancer center can be part of this epic nationwide journey.*



National Exposure

Inclusion in tour podcast, social media, and post-event book.



Local Exposure

Strengthened ties with community and press opportunities.



Emotional Connection

Support a mission of healing, joy, and authenticity.



Community Engagement

Chance to bring together patients, caregivers, oncologists, researchers and staff in special and memorable experience.



Parked in a high-profile, convenient location on or near your campus, the Airstream draws attention from staff, patients, media, and the public. Inside is a fully equipped podcast studio, ready to capture in-depth, human stories that will inspire and connect audiences nationwide.

One by one, cancer center by cancer center, story by story, a bright national light will shine on the importance of NCI-designated cancer centers across the country and their vital role in survival for those with cancer. Your center's breakthroughs, people, and community impact will be featured nationally in the Team Powdered Donut Podcast, as well as social and tour media. Thursday's reception on Day 3 is designed to not only celebrate your cancer center's participation in the national tour but to also celebrate your community, while providing a unique fund-raising opportunity to directly support your cancer center.

Your Role as Host

- Provide a visible, accessible parking location for the Airstream during the visit and an appropriate venue at the center for Thursday's community reception.
- Collaborate with the TPD team to share the scheduling widget and nomination form with patients, caregivers, loved ones and your cancer center teams to schedule time in the Airstream recording studio (public or private), including a full podcast episode with your cancer center director.
- Coordinate with TPD team to invite press, community leaders, and supporters to the Thursday press & community engagement day and reception.

What Happens at Your Stop

Three-Day Visit

Day 1 & Day 2 – Recording Sessions in the Airstream Studio (Tues & Wed)

- 30 minute recording slots nominated by your teams and patient advocacy groups (6-8 total each day)
- 30-45 minute sessions for TPD's podcast and social channels (2 per day), including your cancer center director
- Short-form video and photography to highlight your center's unique story

Day 3 – Press + Community Engagement (Thursday)

- **Morning Media Briefing:** Invite local TV, radio, and print journalists for an on-site tour of the Airstream and interviews with Gary and center leadership
- **Live Broadcast Opportunities:** Partner with local morning shows for live segments from the Airstream
- **Midday Patient & Staff Engagement:** Open Airstream visits for staff, patients, and caregivers to experience the studio, share stories, and enjoy powdered donuts
- **Afternoon Social Media Push:** Share behind-the-scenes content, teaser videos from interviews, and promote the evening reception

Thursday Evening – Community Reception (5:00 PM – 8:00 PM)

- James Beard–level restaurants provide a tapas-style tasting menu and reception
- Culinary competition: each restaurant creates a menu item or dessert inspired by powdered donuts honoring the tradition behind the tour
- Guests vote for their favorite recipe
- Winning recipe included in the “Recipes for Love - A Powdered Donut Cookbook”, alongside entries from all proposed 73 stops
- With the community reception fully supported by national sponsors, the cancer center can wrap its own fundraising around the evening to directly support your own research, patients and cancer-fighting efforts.

Join the Love Crusade! >> **Gary Thompson** • gary@teampowdereddonut.org • 512-656-1284