



## Sprinkling Love

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

### An Epic Road Trip — A Heartfelt Journey

#### How the Powdered Donut Tradition 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 years, Gary has continued to honor Maureen's memory by delivering bags of powdered donuts to meaningful places around Austin, his home, on October 21 each year. 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 & A Living Online Digital Storybook

This heartfelt journey will span the U.S., stopping at NCI-designated and aspiring cancer centers, along with other meaningful locations along the way. At every stop, powdered donuts will be shared and stories captured – echoing the spirit of StoryCorps® – along with the Airstream® in which Gary will travel. From patients to those who love them, from oncologists to their healthcare teams, stories will be collected in a living online digital book. Every stop. Every story. Every connection. Woven together in a fabric of love and compassion, allowing everyone to be a part of the ongoing conversation as the journey progresses. The Team Powdered Donut™ podcast, launched on October 21, 2025, will continue, too, amplifying meaningful stories along the way!

## Why Support as an Individual?

This is more than a road trip—it's a mobile love letter. A national journey of healing, laughter, remembrance, and hope. Your gift helps turn grief into joy and stories into lasting connection.



**Honor a Loved One**  
Support a stop at every major cancer center.



**Be Part of the Journey**  
Bring joy to patients, staff & caregivers at every stop.



**Keep the Stories Alive**  
Voices captured like StoryCorps®, shared online & in a post-tour book.



**Join a Donut Club**  
Power this cross-country journey of love and hope.



## Join a Donut Club

Just like the old office “donut club,” you can support the love crusade through its own donut club, supporting the upcoming road trip, podcast and living online digital book. We’re proud to have Entenmann’s® as a national title sponsor. Additional corporate and non-profit sponsors will be announced soon. The various levels of support for the **Sprinkling Love** campaign can be found below. Support at the [#donutbook](#) level or above will also have online access to special content throughout the tour... it’s time for a love crusade!

## Join Us in Sprinkling Love

Be part of something heartfelt & hopeful. “One Story. One Moment. One Donut at a time.”

### Levels of Support:

**\$210 – #donutbook**  
signed copy of book

**\$500 – #donuttour**  
recognition on tour website

**\$1000 – #powdereddonut**  
recognition as supporter in book

**\$5000 – #doortolove**  
Airstream® & website recognition

Ready to Sprinkle Love?  Make a Gift >>



-OR-

