



Teaching Students Decision Making for Safe & Healthy Living

Date: February 5, 2018

Chief James Viadero
Newtown PD

, CT
(203) 270-4256

To: Chief James Viadero, Newtown PD
From: Mark Medford, Northeast Regional Director, D.A.R.E America
(424) 227-2384, mark.medford@dare.org

RE: D.A.R.E. Courtesy Fundraising Notification

The purpose of this correspondence is to provide your agency a courtesy notification that a D.A.R.E. America authorized commercial fundraising company will be in your area in the future. D.A.R.E. America is a 501 (c)(3) non-profit organization. D.A.R.E. authorized commercial fundraising companies have each met local and state permitting requirements. These companies help us raise funds to support the D.A.R.E. program; one hundred percent of the funds go directly to D.A.R.E. to assist us in fulfilling our mission. Detailed information about each fundraising company in your area is available at <https://dare.org/dare-to-kare/>.

As we strive to be transparent, we are also doing our best to notify law enforcement agencies two weeks ahead of our fundraising company setting up in your area. Although we do not always know the exact location two weeks ahead, we do require the company to provide us the exact location prior to setting up so we can post that information on dare.org in the DARE to KARE section referenced above. This will allow officers or citizens to verify that the company is a partner of the D.A.R.E. program.

Our fundraising companies are leaders among sales and marketing companies and we are proud to be associated with these organizations. The company's staff will set up with a small table in front of major retail locations with the owners or manager's permission. They will not be in residential neighborhoods or going door-to-door. Further, they will comply with all applicable local laws, ordinances, or permit requirements. They will give customers the opportunity to donate and support the D.A.R.E. program.

All of us at D.A.R.E. America appreciate your support. Since the majority of our staff are former law enforcement officers, we felt you and, in particular, your patrol divisions, would appreciate an advance courtesy notice.

Should you have any questions, concerns, or need further information, please feel free to contact me directly at (424) 227-2384.

Thank you,
Mark Medford
Regional Director
D.A.R.E. America