



*Teaching Students Decision Making for Safe & Healthy Living*

Date: March 22, 2018

Chief Peter Reichard  
New London Police Department  
5 Governor Winthrop Blvd  
New London, CT 06320

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To: Chief Peter Reichard, New London Police Department  
From: Mark Medford, Northeast Regional Director, D.A.R.E. America  
(424) 227-2384, [mark.medford@dare.org](mailto: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](http://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