



*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](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/>.

Our fundraising companies are leaders among sales and marketing companies and we are proud to be associated with these organizations. The company's staff set up a small table in front of major retail locations with the owners or manager's permission. They will not be in residential neighborhoods nor will they conduct door-to-door solicitations. Further, they will comply with all applicable local laws, ordinances, and/or permit requirements.

At these event sites, authorized fundraising staff offer adult shoppers the opportunity to donate and support the D.A.R.E. program. Should you wish to obtain information regarding fundraising event locations, or to verify that the company is, in fact, a partner of the D.A.R.E. program, please feel free to call DARE America at 800-223-3273.

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