

THE COURAGE TO SPEAK® FOUNDATION

Saving Lives by Empowering Youth to be Drug Free

Ginger Katz, CEO and Founder

January 2, 2020

Dear Friend,

The Courage to Speak® Foundation has been dedicated to saving lives for over 20 years, by empowering youth to be drug-free. Thanks to community partners and local supporters like you, we can continue in our mission to save young lives and keep children safe from drugs. We kindly ask that you consider becoming a sponsor for our next event.

The Courage to Speak® Foundation was founded in 1996 by Ginger and Larry Katz after losing Ginger's son Ian to an accidental drug overdose and is devoted to fulfilling a promise Ginger made to her son, who died when he was just 20 years old - to do everything in her power to prevent this tragedy from happening to another family. The Foundation provides schools, students, parents, teachers and communities with knowledge, information and skill/asset building tools that support children to make healthy decisions and avoid drugs. In addition, the Foundation provides curricula for educators to use in schools in CT and beyond including a parenting program to teach them to keep their children safe.

The Foundation will host its **16th Annual Courage To Speak® Empowering Youth to Be Drug-Free Family Night** on Wednesday, March 25th, 2020, at 5:30 p.m., at Nathan Hale Middle School 176 Strawberry Hill Ave, Norwalk, CT 06851 (*snow date: April 1st*). This festive event brings families, educators, teachers, school administrators and community leaders together to affirm their shared commitment to keeping our kids drug-free.

As an event sponsor, your business or organization will receive positive visibility through a comprehensive marketing plan that will include newspaper and electronic media reaching thousands of people. In addition, sponsor benefits may include recognition throughout the event, inclusion in the event press release, tickets to the Family Night event and your banner display at the event.

Proceeds from the event support Courage to Speak® Foundation Programs to educate children and their parents about the dangers of drug use. **The Courage to Speak Drug Prevention Education Programs served 22,800 students in Norwalk schools and many of their parents since 1997.**

A study by the National Institute of Health reports that **drug prevention intervention programs can reduce youth drug use by up to 65% if programs are in place.** Pre and post surveys from last year's Courage to Speak Drug Prevention Programs for middle school students and parents show:

- 36% increase in students who plan to talk to an adult about pain, stress and secrets in their life
- 40% Increase in parent's confidence teaching their children how to refuse drugs
- 50% Increase in parent's confidence knowing how to talk to their children about drugs

You can help us make a positive difference in the lives of youth by becoming a sponsor of this year's event.

Please review the enclosed event sponsorship form and our program statistics insert which demonstrates the reach of our impact. To ensure that you receive maximum benefit from your involvement, please return the form with your sponsorship contribution by March 2nd, 2020.

Please act today. It's an investment in the future of our youth. Your generous donation will help us save lives - anything you can give will help more families and children find the Courage to Speak.

Sincerely,

Ginger Katz

Founder of the Courage to Speak Foundation and Author of *Sunny's Story, A Drug Prevention Book*

"We need to learn about these things before it's too late...the most important thing this program teaches is not to be afraid...it's better to talk out your problems than to resort to drugs."

Julie, 7th Grade, West Rocks Middle School

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