

D.A.R.E. AMERICA FUND RAISING

- **D.A.R.E. America is a National /International Organization**

While most citizens identify with their local D.A.R.E. program, it must be recognized that D.A.R.E. America is the National and International umbrella organization responsible for the existence of the local program(s).

D.A.R.E. implementations exist in all 50 states in over 75% of this nation's school districts, and in over 10,000 communities. D.A.R.E. implementations can also be found in 43 other countries.

D.A.R.E. America is charged with the responsibility for overseeing all organizational responsibilities associated with a program that reaches millions of children annually.

This responsibility exceeds the capabilities of any individual local D.A.R.E. program.

- **D.A.R.E. is Drug Abuse Prevention Education**

D.A.R.E. America has established the D.A.R.E. curricula and D.A.R.E. delivery system as the world's preeminent substance abuse prevention education program. There are other programs, but their reach is shallow, take away D.A.R.E. and you take away substance abuse prevention education

- **D.A.R.E. America Shares its revenues**

Over the years D.A.R.E. America has partnered with corporate sponsors to the benefit of local D.A.R.E. programs. D.A.R.E. America has shared millions of dollars (K-Mart) and/or offered the opportunity to share in revenues (M&M, Watkins) from these ventures.

- **D.A.R.E. America is Not Asking Citizens for Donations**

D.A.R.E. America has partnered with highly respected and well established retail sales organizations that provide to the public quality goods and services. The partnership provides to D.A.R.E. America a percentage of the net proceeds of the sale of these goods and services. The goods and services offered to the public are those they are familiar with and desire. Through the partnership with D.A.R.E. America, these goods and services are often provided at prices below that usually offered to the public.

- **D.A.R.E. America Does Not Use Students to Fundraise**

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A citizen will never answer a knock at their door to find a wide-eyed, innocent child trying to sell cookies or wrapping paper to raise funds for D.A.R.E. America.

- **D.A.R.E. America Does Not Employ the Services of Telephone Solicitors**

Citizens are not interrupted at dinnertime by an annoying telephone solicitor trying to raise funds for D.A.R.E. America. If they do receive such a call it is likely that it is from a solicitor raising money for some law enforcement organization.

- **D.A.R.E. America is Efficient**

Using a governmental mandated formula for establishing the administrative and overhead expenses for not-for-profit organizations, D.A.R.E. America's administrative and overhead costs are less than 1% of the organization's annual budget. *More than 99% of D.A.R.E. America's annual budget is devoted to programmatic endeavors.*

- **D.A.R.E. America Provides Direct and Indirect Support to Local D.A.R.E. Programs.**

The support provided is beyond the capability of local programs, but is critical to the health, maintenance and growth of local programs.

### **D.A.R.E. Curricula**

The D.A.R.E. program consists of the D.A.R.E. K-4 visitation segment, the D.A.R.E. Elementary (5<sup>th</sup>/6<sup>th</sup> grade) curriculum, the D.A.R.E. Middle School curriculum (7<sup>th</sup>/8<sup>th</sup> grade), D.A.R.E. High School curriculum (9<sup>th</sup>/10<sup>th</sup> grade), a D.A.R.E. School Resource Officer (SRO) program, and the D.A.R.E. Parent Education Program.

During the past two years, D.A.R.E. America has been responsible for obtaining the funding to support the development and distribution of completely new D.A.R.E. curricula, associated instructional and training materials.

*Developmental costs of the new D.A.R.E. Elementary School and SRO programs exceeded \$3 million. The development of the new middle school and high school curricula together with the 5-year national longitudinal evaluation to prove their effectiveness cost over \$16 million.*

D.A.R.E. curricula are science-based and developed by the nation's leading experts in prevention research and education. The New D.A.R.E. curricula are innovative, flexible, and conform to national health curriculum standards and recognized principles of prevention.

The training provided D.A.R.E. Instructors is unique, successful and among the most highly rated law enforcement trainings conducted. Because of the support provided by D.A.R.E. America, training of D.A.R.E. Instructors and implementation of D.A.R.E. curricula is extremely inexpensive.

### **D.A.R.E. Training**

D.A.R.E. Officer Training is recognized as one of the finest professional development activities available to law enforcement officers. The two-week, eighty-hour D.A.R.E. Officer Training (DOT) model certifies each new D.A.R.E. Instructor to instruct the K-4 visitation program, the Elementary curriculum, and the Middle School curriculum. The new DOT model also provides the D.A.R.E. Instructor with School Resource Officer training and certification.

D.A.R.E. America provides training to members of State D.A.R.E. Training Centers, which facilitates the replication of D.A.R.E. courses to support demands for trainings from within a state. *The training provided by D.A.R.E. America is at no cost to participants.*

This system of state training centers provides local training availability at minimal, if any, cost and greater convenience for participants. D.A.R.E. training is POST certified in most states.

D.A.R.E. America provides support to State D.A.R.E. Training Centers for the following instructional offerings:

- 80-hour D.A.R.E. Officer Training Seminar (includes K-4, Elementary, Middle School and SRO training)
- 40-hour D.A.R.E. Junior High/Middle School Training
- 40-hour D.A.R.E. High School Training
- 40-hour D.A.R.E. Parent Education Training
- 40-hour D.A.R.E. Junior High/Middle School Training for School Resource Officers

D.A.R.E. America also conducts training to supplement the efforts of State D.A.R.E. Training Centers. *The D.A.R.E. America trainings are provided free of registration or tuition. Participants in these training activities are provided lodging, meals and a transportation allowance.*

### **D.A.R.E. Instructor Materials**

*D.A.R.E. America provides, at no cost, all materials needed for State D.A.R.E. Training Centers to conduct D.A.R.E. training. Participants in these training activities are provided, free of charge, all curricular and instructional materials*

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*required for presentation of the program when they return to their respective communities.*

Every officer who successfully completes a DOT is provided a D.A.R.E. curricula guide, instructor's workbook, charts, videos and all other materials required to teach the D.A.R.E. Program.

### **D.A.R.E. Training Center Accreditation**

D.A.R.E. America ensures fidelity of training and program implementation by maintaining a system in which State D.A.R.E. Training Centers and D.A.R.E. trainings are regularly monitored and accredited.

### **D.A.R.E. America Implementation Support**

D.A.R.E. America recognizes the budgetary processes of many governmental entities to sometimes be lengthy and cumbersome. To facilitate and expedite D.A.R.E. program implementation, *D.A.R.E. America, at no cost, provides all classroom educational materials required for the first year D.A.R.E. is implemented in a community.*

### **D.A.R.E. America Follow-Up Training and Support**

Each year D.A.R.E. America sponsors a National D.A.R.E. Training Conference. The conference brings in nationally recognized government officials and leading subject-matter experts, and provides attendees with the latest updates in the D.A.R.E. curricula and other school-based law enforcement subjects. The course offerings at the conference are POST certified and participant attendance records are available to employers.

D.A.R.E. America provides support to state D.A.R.E. training centers allowing them to present additional D.A.R.E. curricula and in-service training throughout the year.

D.A.R.E. America sponsors seminars twice a year for key members of State D.A.R.E. training centers so that those training centers can better support local program implementations.

In addition, D.A.R.E. America, in conjunction with St. Petersburg College and the National Guard's Multi-Jurisdictional Counterdrug Training Task Force, provides a mandatory web-based online tutorial for all D.A.R.E. Instructors as part of their training for the new D.A.R.E. curricula.

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This web-based tutorial allows officers to review and refresh their training as it pertains to each lesson of both the elementary and middle school programs any time and at their own pace. A 100-question mandatory examination tests the officers' knowledge of the curriculum and the teaching methods. The tutorial can also be used at any time as a tool to review pertinent learning objectives and required teaching materials for each classroom session before entering the classroom.

Each of the D.A.R.E. online courses is the equivalent of a full semester college course. ***By registering for this free web-based training, D.A.R.E. Instructors are eligible for other college-level law enforcement based training provided by St. Petersburg College free of charge.***

### **D.A.R.E. America Technical Assistance**

***D.A.R.E. America maintains a system providing technical assistance to state D.A.R.E. training centers and local D.A.R.E. programs. This service is provided as a cost free service.***

D.A.R.E. America utilizes a cadre of Regional Directors. Regional Directors facilitate direct access to D.A.R.E. America's resources and ensure prompt response to inquiries from the 10,000 communities served by D.A.R.E.

### **D.A.R.E. is Affordable**

***D.A.R.E. America provides all D.A.R.E. training methods, instruction, curricula and technical support free of charge.***

Many of today's School Resource Officers, anti-gang and other drug prevention programs base their training on the model established and refined by D.A.R.E. Similarly, for-profit drug prevention programs charge as much as \$500 per officer to attend a 4-5 day session of training.

Other school-based drug prevention programs charge as much as \$1,500 for a curriculum guide and significant fees for other instructional materials required to implement and teach their curricula.

Unlike D.A.R.E., most drug prevention education programs are fee and royalty-based. Schools and communities pay for staff to attend training; a fee is assessed for the curriculum and instructional material. In addition, substantial fees are charged for classroom materials based on the number of students receiving the program.

For example, a well-known drug prevention program collects its royalty by charging \$230 per 30 student workbooks. ***D.A.R.E. workbooks are provided at***

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*the production cost of 89¢ per student and are provided at no cost for the first year of implementation.*

### **D.A.R.E. America Support and Services**

Another valuable resource available to D.A.R.E. Officers is the D.A.R.E. website: [www.dare.com](http://www.dare.com). The D.A.R.E. website delivers up-to-date information on national and state training opportunities, helpful tips for dealing with classroom issues, drug identification information, updates on the latest drug trends and information on other items important to D.A.R.E. Instructors, Parents, Caregivers, Teachers and the public.

D.A.R.E. Officers can link their local department site to the “Kids Only” section of [www.dare.com](http://www.dare.com) so that their students can take advantage of the many exciting and fun activities available.

*The Official D.A.R.E. website is currently receiving over 11 million “hits” per month.*

To facilitate access to program information and technical assistance, D.A.R.E. America maintains a toll-free “800” telephone number. The toll-free number is available for the use of not only D.A.R.E. Instructors, but also all interested persons.

### **D.A.R.E. is Inclusive**

D.A.R.E. America is an open and inclusive organization. To promote input and communication, D.A.R.E. America has established and supports a number of advisory boards and committees:

- D.A.R.E. Law Enforcement Executive Advisory Board – Chiefs and Sheriffs representing urban, suburban and rural communities across the nation. In addition to selected representatives, the National Sheriff’s Association and IACP/SACOP nominate members to serve on the board.
- D.A.R.E. Scientific Advisory Board – Nationally recognized experts from the fields of research, medicine and prevention.
- D.A.R.E. Educational Advisory Board – Executive representation from the nation’s major educational associations.
- Youth Advisory Board – A high school student from each state.

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- D.A.R.E. Instructor Advisory Committee – Senior D.A.R.E. Instructors and trainers selected by their peers.
- D.A.R.E. Training Advisory Committee – Selected senior D.A.R.E. Instructors and classroom educators.