

1) WHY DOES DARE AMERICA NEED TO FUND RAISE?

- a. DARE America is a non-profit, 501 (c) 3, and is in all 50 states as well as 43 other countries.
- b. DARE is not a Federal program.
- c. Our limited Federal funding has been cut by 80% over the last four years. According to IACP data over the last four years the Federal cuts to DARE America are consistent with the Federal cuts to state and local law enforcement.
- d. Corporate support has decreased while requests for DARE have increased.
- e. DARE America is constantly updating the curriculum with supplemental lessons in everything from meth and bullying to OTC prescription drug abuse and gangs. Cost of one supplemental lesson is \$600,000.
- f. Based on input from our law enforcement advisory board, D.A.R.E. officers, and members of the public we are exploring supplemental lessons on steroids/body shaping, graffiti, and binge drinking. The money for these lessons must now come from either the private sector or our fund raising efforts.

2) WHY DO YOU WORK WITH FOR-PROFIT COMPANIES?

- a. DARE America receives a percentage of each sale and spends no money on product sold, personnel, storage, or transportation.
- b. We want to allow DARE officers to focus their efforts on teaching children and minimize their time spent raising funds or trying to organize volunteers to raise funds for DARE America. DARE is one of the few notable charities that does not require local chapters (or in this case local DARE officers) to raise money for the parent organization.
- c. \$1.5M in toys donated to DARE officers to date.

3) IT SEEMS THE TACTICS OF YOUR FUND RAISING PARTNERS CAN SOMETIMES BE AGGRESSIVE; DO YOU SUPPORT THIS BEHAVIOR?

- a. We want to protect the integrity of the DARE name and we do want to know when our fund raisers are overly aggressive or their behavior has offended someone. We encourage people to call 1-800-223-DARE or go to www.dare.org with their concerns.

4) WHAT IS DARE AMERICA DOING TO PROTECT THE NAME OF DARE?

- a. We have instituted strict written policies prohibiting smoking and accepting of cash donations at our fund raising tables.
- b. In most cases misbehavior by our fundraising partners results in those individuals being fired.
- c. We have instituted an electronic system that tracks all complaints received by DARE America and those making a complaint receive a response within 48 hours. Complaints have averaged less than one per day.
- d. We encourage people to call 1-800-223-DARE or go to www.dare.org with their concerns.
- e. DARE America expects all fund raisers to obtain all proper permits and licenses.