



Are you concerned about the increased drug use with our youth?  
Do you feel youth may be getting misinformation about drugs and their effects?  
Would you like to be a part of the solution?

**Then consider sponsoring The Drug Store Project, our community's drug prevention event for our 6th grade students.**



Last year's video production of The Drug Store Project was well received, and the feedback provided through our post surveys demonstrated that our students gained important information on the effects of drug use and abuse. This format will again be used to help educate our youth with continuing COVID restrictions in both states.

This year marks our 19<sup>th</sup> Annual Drug Store Project, and we look forward to presenting our video in an assembly format for all 6<sup>th</sup> grade youth of South Tahoe Middle School and George Whittell High School. The Drug Store Project is now a fund of the [El Dorado Community Foundation](#) where we hope other communities will learn about the program to replicate it for their youth.

The isolation our youth experienced these last 2 years has taken its toll and we will need to work together more now than ever to educate and support our youth to combat drug and alcohol use and thoughts of suicide. In the past six months alone, South Lake Tahoe has lost several of our youth due to drug overdose and suicide.

So how do we then combat this problem? How do we prepare our youth for those moments when caring adults are not around to guide them? The answer: we provide youth with accurate information from leaders in our community and we provide it as often as possible.

The Drug Store Project is an event where the community of Lake Tahoe comes together to provide what is the largest collaborative event conducted and your help as a sponsor is needed. Annually, 45 agencies, 225 volunteers, and 325 students participate in our program at Lake Tahoe Community College.

The Drug Store Project is a series of vignettes which students experience first-hand. Each vignette is 11-minutes in length and students move in groups through the "story line" for the day guided by members of the California National Guard, Naval Air Station Fallon, and community and agency volunteers. Our program is provided to the sixth-grade students at South Tahoe Middle School, Zephyr Cove Elementary, and interested home-schooled youth. Our mantra throughout our vignettes to our youth is "Choices, what are yours?"

Whether it's an in-person event or video presentation, our goals include:



1. Students will understand that when it comes to experimentation and using drugs or alcohol, it will be by their choice only. They are in control of the boundaries they set for themselves.
2. An increase in knowledge about the effects drugs and alcohol have on us physically, mentally, socially, and economically in both the short term and long term.
3. Reducing drug experimentation, use, and abuse.
4. Learning about the people and agencies which serve them daily in their community.
5. Exposing youth to various job and career considerations for the future.

These expected outcomes are measured through pre and post event surveys as well as debriefing sessions held after the event in each classroom following the event. As past project outcomes demonstrate, the Drug Store Project changes decisions, impacts behaviors, and ultimately changes young lives for the better.

**Sponsor our event!** The total cost of our program is approximately \$41,000.00. We receive in-kind services and products totaling \$23,000.00 from our local businesses and we raise the remaining \$18,000.00 through grant writing and sponsorships from service clubs, agencies, and concerned community members. The total cost per pupil (not including in-kind donations) is approximately \$55.00 per student, a small price for the health and safety of a youth.

Every sponsor is important, and we have created two different levels of recognition.

- Sponsors of \$2,000 and more will have their Logo and URL included on our website from now through June 31, 2022, in addition to E- news blasts, listed on our Community Bags sent home with all participating youth, and on our Facebook page.
- Donors of less than \$2,000 will have their name listed on our website from now through June 31, 2022, in addition to E- news blasts, listed on our Community Bags sent home with all participating youth, and on our Facebook page.

This year-long planning and implementation process has begun! The payee for funds is The Drug Store Project and checks can be sent to El Dorado Community Foundation, Attn: Sakina Madraswala: Accountant 312 Main St. #201 Placerville, CA 95667. Or you can donate directly to our fund site [here](#).

I look forward to answering any questions you may have and would be happy to provide a presentation to your organization.

Best regards,

Lisa Huard, Drug Store Project Coordinator  
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