



Greetings!



This 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 is an excellent format and will remain a useful tool for youth who are not present on the day of the actual event, but we all agree that in-person learning is the most powerful thing we can provide our youth.

Next school year will mark our 20th Annual [Drug Store Project](#) and we look forward once

again to an in-person event at Lake Tahoe Community College on April 4, 2023. Our amazing program, under the stewardship of the [El Dorado Community Foundation](#), is flourishing and with the assistance of the California National Guard's Drug Demand Reduction Unit and the Navy Air Station Fallon, we hope other communities will learn about the program and 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 couple of years, South Lake Tahoe has lost several of our youth due to drug overdose, drug poisoning (fentanyl), 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 campus.

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 "storyline" 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, George Whittell High School, and interested home-schooled youth. Our mantra throughout our vignettes continues to be "Choices, what are yours?" Our storyline follows a youth who chooses to use drugs and the consequences that result from that choice not only for them, but for the many who love and depend on them.

Our goals include:



- Students will understand 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.
- Increase youth knowledge base about the effects drugs and alcohol have on people physically, mentally, socially, and economically in the short term and long term.
- Reduce drug experimentation, use, and abuse.
- Learn about the people and agencies which serve them daily in their community giving them knowledge on

where to turn for help.

- Involve students on the Lake Tahoe Community College campus as a reference point to consider for future educational opportunities.
- Expose 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 or Donate to our event!** The total cost of our program is approximately \$48,000.00. We receive in-kind services and products totaling \$24,000 from our local businesses and we will raise the remaining \$24,000 through grant writing and sponsorships from businesses, service clubs, agencies, and concerned community members. The total outlay cost per pupil (not including in-kind donations) is approximately \$73.00 per student, a small price for the health and safety of a youth.

Our website, [www.drugstoreproject.org](http://www.drugstoreproject.org) explains our program and hosts the video productions we created and used over the past two years. Here is where our community sees your commitment to the health and welfare of our youth. Every sponsor and donor 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 the website from now through June 31, 2023, in addition to ConstantContact.com 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 the website from now through June 31, 2023, in addition to ConstantContact.com 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 EDCF – Drug Store Project and checks can be sent either to me, Lisa Huard, at 776 El Dorado Avenue, South Lake Tahoe, CA 96150 or to El Dorado Community Foundation, 312 Main St. #201, Placerville, CA 95667. 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  
530-318-5356, [tahoedsp@gmail.com](mailto:tahoedsp@gmail.com), EDCF Tax ID 68-0255556