

Become an Event Sponsor or Donor NOW for our 2024 Event!

Dear Drug Store Project Supporter,



This year will mark our 21st Annual [Drug Store Project](#) and we look forward once again to an in-person event at Lake Tahoe Community College on April 2, 2024. Our amazing program, under the stewardship of the [El Dorado Community Foundation](#), continues to flourish with the assistance of the California and Nevada National Guard Drug Demand Reduction Units. One of our goals is that other communities will learn about the program and replicate it for their youth.

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 or donor is needed. Annually, 45 agencies, 200 volunteers, and 325 students participate in our program.

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 and Nevada National Guard-DDR, 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 can result from that choice, not only for them, but for the



many who love and depend on them.

Aside from the various types of drugs in our community, what does this program also provide?

- Students learn 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.
- The knowledge base regarding the effects drugs and alcohol has on an individual physically, mentally, socially, and economically, both in the short term and long term, is increased.
- Youth learn that if we reduce drug experimentation, we reduce use and abuse.
- Students and community volunteers learn about the people and agencies which serve them daily in their community, giving them knowledge on where to turn for help.
- Youth learn various job and career considerations for the future.

These expected outcomes are measured through pre-event and post-event surveys as well as debriefing sessions held after the event in each classroom following the event by Tahoe Youth & Family Services. 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 2024 program is approximately \$57,000. We receive in-kind services and products of approximately \$25,000 from our local businesses and we will raise the remaining \$32,000 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 \$104.00 per student, a small price for the health and safety of a youth.

Our website, www.drugstoreproject.org explains our program and hosts the video productions we created and used during COVID. While the videos are impactful, it is the LIVE event which benefits our youth the most. 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 July 1 through June 31st of the following year in addition to ConstantContact.com news blasts, listed on our Community Bags sent home with all participating youth, and on our Facebook and Instagram locations.
- **Donors** of less than \$2,000 will have their name listed on the website from July 1 through June 31st of the following year, 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 to El Dorado Community Foundation, Attention: Drug Store Project, PO Box 1388, Placerville, CA 95667.

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

Best regards,

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