



Teaching Students Decision Making for Safe & Healthy Living

Date: November 21, 2017

To: Colonel Edwin C. Roessler Jr., Fairfax County Police Department

From: Mark Medford, Regional Director Northeast, D.A.R.E. America
C 424.227.2384, mark.medford@dare.org

Re: D.A.R.E. Courtesy Fundraising Notification

The purpose of this correspondence is to provide your agency a courtesy notification that Ultimate Marketing LLC will be in your area. D.A.R.E. America, a federally registered 501 (c) 3 and the D.A.R.E. program have initiated a partnership with Ultimate Marketing LLC to help us raise much needed funds for the D.A.R.E. program. 100% of funds raised will go back to D.A.R.E. to assist us in our mission.

As we strive to be transparent we are also doing our best to notify law enforcement agencies two weeks ahead of Ultimate Marketing LLC setting up in your area. Although we do not always know the exact location two weeks ahead we do require Ultimate Marketing LLC to provide us the exact location prior to setting up so we can post that on www.dare.org in the DARE to KARE section at <http://giving.dare.org/> This will allow officers or citizens to verify Ultimate Marketing LLC is a partner of the D.A.R.E. program.

Ultimate Marketing LLC is a leader among sales and marketing companies and we are proud to be associated with this organization. Ultimate Marketing LLC will set up with a small table in front of big box retail locations with the permission of store owners. They will not be in residential neighborhoods or going door to door. Further, they will comply with all applicable local laws, ordinances, or permit requirements. They will give customers the opportunity to donate and support the D.A.R.E. program.

All of us at D.A.R.E. appreciate your support and since the majority of the staff at D.A.R.E. America is former law enforcement we felt a courtesy notice, provided in advance, would be appreciated, especially with the patrol divisions.

Should you have any questions, concerns, or any need for further information, please contact me, Mark Medford, directly at 424.227.2384 or 800.223.3273, or email me at mark.medford@dare.org. You can also find my information at www.dare.org

Thank you,

Mark Medford
Regional Director - Northeast
D.A.R.E. America