



## **‘STAY ALIVE’ Sponsoring Organization Request Form**

**Reach the Children/ ‘Stay Alive’  
14 Chesham Way  
Fairport, NY 14450**

Email: [mary@reachthechildren.org](mailto:mary@reachthechildren.org)

Reach the Children is pleased that you are interested in sponsoring or fundraising for the **‘Stay Alive’** HIV/AIDS Prevention Education program for Children. The core message of the **‘Stay Alive’** program is hope.

### **‘Stay Alive’ Background Information**

The **‘Stay Alive’** Program was written by Wendy W. Sheffield, MSW, LCSW for children between the ages of 9 and 14 and is solely administered by Reach the Children, Inc., a 501 © 3 humanitarian organization. The name **‘Stay Alive’** was originally founded by United Families International. The lessons are centered on topics such as: Choices and Consequences, Family, Love, Kindness, Respect, Sacrifice and Freedom. The children develop the knowledge, values, and consequential decision-making skills necessary to prevent HIV/AIDS and they learn that happiness can be found in loving, healthy families.

The 5 modules, containing 8 lessons each, are generally taught to the children in the schools. After each lesson in the classroom, the child writes a pledge in his/her **‘Stay Alive’** notebook which they take home to review with their parent/guardian. The child’s parent or guardian has a discussion with the child at home about the things the child has discussed at school and about the pledge he/she has written in their notebook. The discussion reinforces what has been discussed in the classroom and opens the much-needed dialogue about HIV/AIDS between the parent/guardian and child. This is the key element of the program that helps it to have long-term impact in the life of the child.

### **Organizations Requesting to Sponsor and/or fundraise for the ‘Stay Alive’ program**

Because the **‘Stay Alive’** program is not self-sustaining, it requires ongoing financial donations to provide the means whereby it can be distributed and taught as wide spread as possible. For this reason, Reach the Children will entertain requests from other organizations to sponsor, promote, support and fundraise for the **‘Stay Alive’** program as long as the **primary** purpose for said organization(s) to perform any of these acts is in direct alignment with the mission of Reach the Children for the **‘Stay Alive’** program. Furthermore, no compensation, tangible or otherwise, is promised to any organization(s) nor is to be expected by any organization (s) for any efforts made to sponsor, promote, support or fundraise for the **‘Stay Alive’** program.

## **'STAY ALIVE' SPONSORING OR FUNDRAISING REQUEST**

### **Instructions:**

When filling out this form, please be specific and answer every question.

Organization Name:

Type of Organization:

- Government
- Non-Governmental Organization
- Community Organization
- Church
- Other (please specify)

Contact Person

Address:

Telephone Number:

FAX Number:

Email Address

Person filling out form

### **Organization Information:**

1. What is the purpose of your organization?
2. How long has the organization existed?
3. What kind of service do you provide?
4. Who do you provide the service for?

### **Plan of Attack:** (please be specific)

5. Please attach an explanation of how you plan to FUNDRAISE for or SPONSOR the '**Stay Alive**' program. Please include timeline, methods of solicitation, materials to be used, goals (be very specific), expectations of RTC, contact person and relevant contact information.

A. TIME LINE:

B. METHODS OF SOLICITATION:

C. MATERIALS FOR SOLICITATION:

D. DONATION GOALS AND STIPULATIONS:

E. EXPECTATIONS OF RTC

C. CONTACT AND RELEVANT INFORMATION:

**All partnering organizations will be required to make regular activity and financial reports to the Reach the Children Executive Director.**

**Acceptance of Terms:**

The information provided in this request is accurate and complete. We understand that this Request Form is to provide information and *does not obligate Reach The Children (RTC) to work with us.* If we *do* partner with Reach the Children upon agreement by both parties, we agree to submit reports about the results of all fundraising activity in a timely manner.

**Signature of Contact/ Funding Organization Representative:**

Date: