

Dance Kids of Monterey County was created to provide ongoing performance opportunities in dance and theater arts to the youth of Monterey County. Our Mission is to strengthen character and positively influence children's lives through the performing arts.

**JOIN MONTEREY COUNTY WEEKLY, DANCE KIDS OF MONTEREY COUNTY
AND COMMUNITY PARTNERSHIP FOR YOUTH IN THIS TERRIFIC
FUNDRAISER...
*Monterey County Gives!***

HISTORY

In order to raise money and awareness for local non-profits the Monterey County Weekly newspaper and Community Foundation established THE COMMUNITY FUND in the year 2000. In 2009 over \$529,000 was raised for 68 non-profit agencies during the *Monterey County Gives!* campaign.

For every dollar raised last year, local groups received an additional 26 cent match from the Community Fund. In other words, for every dollar that readers donated to Dance Kids through last year's program, we received \$1.26!

To help inspire donations from their readers, the Weekly's Community Fund will again pledge matching amounts to be given to Dance Kids of Monterey County, and other non-profits. The Weekly has over \$50,000 set aside to match the money to be raised this fall. This year's program will be announced by The Weekly on November 11. **The success of the program is up to us!**

DONATIONS WILL BE MADE EASILY ONLINE!

Monterey County Weekly has constructed a website specifically for the *Monterey County Gives!* campaign. This site is where donors will learn about the participating non-profits and will be directed to make their donations electronically.

WHAT YOU CAN DO TO MAKE THIS A SUCCESS FOR DANCE KIDS!

We encourage you to get excited about this campaign and realize the opportunity for increased exposure for Dance Kids, and the added benefit of the partial-match. Last year's top winners actively engaged their supporters to donate to the campaign!

PRIZES WILL BE GIVEN TO THE NON-PROFITS!

The Monterey County Weekly newspaper will give a \$1,000 prize donation to the non-profit agency that generates the most donors.

EXCITING OPPORTUNITY! There will also be a \$1,000 prize donation given to the non-profit agency that generates the most donors from young people 35 years old and younger. **The Board of Directors hopes that each young dancer in Nutcracker will go to the website-with parents leading the way-and donate \$1 to Dance Kids!** We also hope that Nutcracker alumni and other supporters will choose to give \$1 for the cause! We CAN win the \$1,000 prize donation for the non-profit agency having the most donors from young people 35 years old and younger!