

# Kids Acquiring Real Life Education, Inc.

*presents*



It's time to reserve your spot for the KARE 4 Kidz - KIDZFEST 2005!

---

## Local Sponsorship Packet

Over the past few years, the effects of nationwide decreased funding for Arts and Humanities programs have become blatantly apparent through studies which indicate that teen dropout rates are rising; unplanned pregnancy and youth crime are sky rocketing; and college attendance among minorities and low income families continues to wane. Kids Acquiring Real-life Education was established to help curb these adverse effects by providing arts and prevention programming in communities where at-risk youth need it most. We are able to capture the minds of the youth, while capturing their hearts, as they discover new tools and develop new talents.

KIDZFEST 2005 will be a celebration of youth and agencies that support them. This event will have a positive, exciting, and much needed impact in Henry and Clayton counties. Youth agencies will have the opportunity to reach out to families on a personal level, while placing our youth in a position to shine. We welcome and encourage you to support our efforts by participating as a corporate sponsor. Your support and dedication can make a difference in the lives of many worthy children.

Sincerely,

Marlon Trone, President  
Kids Acquiring Real-Life Education  
905 Reda Court  
McDonough, GA 30253

Kids Acquiring Real-Life Education is a non-profit organization that is dedicated to enhancing the lives of children and teenagers through creative and real-life experiences, as a supplement to mainstream education. The program's ideal participants are **all** youth that are struggling in their day-to-day educational pursuits. Our goal is to empower participants by building character, teaching responsibility, and instilling a strong sense of self-worth. By doing this, we know that we will engender active and productive members of society.

*"I was privileged to see the development of this program from the beginning stages to a working model. The kids were not only very excited about participating in the Radio, web design, and arts programs – they were excited about learning. I saw the effects first hand in their behavior and their focus."*

Cory Butler, school teacher and  
Director of the Boys & Girls Club of Houma  
Houma, LA

*"I heard about the program in our local newspaper and decided to see what the buzz was about. We sent a few kids to attend the after-school sessions with intentions of trying the program for a couple of weeks. The weeks turned into months and those few kids turned into more than 30. We were so impressed that we even registered those kids in the 6-week summer camp program (Kamp Kreation)."*

John Navy, Director of Region III  
Terrebonne Mental Health  
Houma, LA

## Programs

### **KARE Radio**

The KARE Radio project is a fun and educational radio station that fully functions through computerization, and broadcasts over FM airwaves and live web-cast. Under the guidance of trained professional adults, local teens are responsible for the day-to-day operations of the station. KARE Radio has been outstandingly successful in the goals of teaching responsibility, accountability, and teamwork in a business environment. Participants enjoy not only the musical aspect of the project, but as well they are excited to discover and learn new skills that can be used to build a professional career.

Format: variety

### **Kommuni-Kidz**

The Kommuni-Kidz project is a computer arts program that provides youth with instruction and hands-on experience for web-design. Participants learn to plan, design, launch, and maintain a website. This is a comprehensive program that introduces the teens to a variety of basic design elements and incorporates a wide range of technological and artistic activities. More information and sample web pages are available on the KARE 4 Kidz website.

### **All Stars**

All Stars is a prevention program, developed by The Tanglewood Research Group in North Carolina, to help teens identify risky behaviors and activities that could hinder their education, career, and life pursuits. Behaviors such as premarital sex, smoking, drinking, drug use, and even friendship are addressed. More information about this program is available on our website.

*These are just a few of the programs that we offer. For a full list and description of these and any of our other programs, be sure to check out our website.*

## Press Release

---

To: All Media  
From: Marlon Trone, Festival Chairman

KIDZFEST 2005, hosted by KARE 4 Kidz, will be this Summer's premiere event and promises to make history by introducing thousands of Henry and Clayton County families to the youth supporting and social services agencies that are available to assist them in their needs.

**Date:** NEW DATE Saturday –July 9, 2005  
**Time:** 9am to 5pm  
**Location:** Windy Hill Park – McDonough, GA  
**Estimated Attendance:** 10,000+

**General Information:** Helping to build strong families in Henry County; Educating and inspiring kids; building a network of resources for the Henry and Clayton County area.

**Vendors:**

Arts & Crafts, Educational and Interactive attractions, Youth supporting agencies and summer camp representatives

**Entertainment:** Local area youth groups and organizations representing a variety of artistic disciplines.

**Special Guests:** TBA

**Food:** Southern & International Cuisine

**Hosted by and for the benefit of KARE 4 Kidz. - A non-profit organization dedicated to the growth and educational development of children in creative and real-life business settings.**

**For More Information Contact:** 404.556.9046 or you can reach us online at [www.kare4kidz.org](http://www.kare4kidz.org)

**Description:**

KIDZFEST 2005 is sure to be a spectacular and unforgettable event for the entire family. This event, targeting families in the Clayton and Henry County area, will spotlight organizations, resources, and products that strengthen the educational and social development of youth, therefore enhancing the potential quality of life for children as they grow into adults, will be spotlighted to introduce Henry and Clayton County families to the many resources available to them. As well, we will feature youth performances in art, dance, theater, and music.

**Objectives:**

- Provide outreach and marketing opportunities for sponsors
- Develop a working youth services network
- Introduce Henry and Clayton County families to youth supporting agencies
- Spotlight local youth and their talents

**KIDZFEST 2005 Schedule Stage:** Please visit [www.kare4kidz.org](http://www.kare4kidz.org) for updates to the schedule

**Demographics: Who will attend KIDZFEST 2005?**

\*Moms age 18-49 who live in the Henry and Clayton County area

\*Dads age 18-49 who live in the Henry and Clayton County area

\*Youth age 1-18 who live in the Henry and Clayton County area

\*Educators and Civic leaders that live and/or work in the Henry and Clayton County area

\*Common trait – All attendees of KIDZFEST 2005 share a common trait—they are all parents and/or community leaders that take an active interest in promoting a happy, healthy, and productive life for their children. Furthermore, they are all actively seeking products and services that are designed to educate, build self-esteem, and strengthen their children's chances for such a future.

This article was published in the November 6, 2004 edition of the Atlanta Journal Constitution. It highlights and further supports the need for youth and social services programs thus meriting the need for an event such as KIDZFEST 2005.

## Henry's growth outpaces social services

By [ERIC STIRGUS](#)

The Atlanta Journal-Constitution

Published on: 11/06/04

A.J. Murray sat in a corner of his family's home, a cramped extended-stay hotel room, but he was dreaming of Broadway. The 21-year-old performed in several plays in high school. He loves acting.



"You build a story. You build a stage. You build a background," he explained with a smile, leaning to his left in the chair, tapping his hands. "It turns into this live story and this actual event."

Murray suffers from cerebral palsy and has to use a wheelchair. He wants to write a new script for his life, one in which he's more independent. But he needs help.

For nearly two years now, Murray has been waiting for the government or a private agency to send somebody to help him cook and get dressed, services that would allow him to live on his own. But in Henry County, the waiting list for those services is long and getting longer.

W.A. BRIDGES JR./AJC

[\(ENLARGE\)](#)

Cynthia McFadden quit work to care for son A.J. Murray, 21, who has cerebral palsy. He's waiting for government assistance in basic care so he can live on his own, but in Henry County there are a lot of people ahead of him.

Henry County's population is booming. It's the sixth-fastest growing county in the United States, and the immediate demand has been for more schools and infrastructure.

"The big priority [in Henry County] has been roads, roads, roads," Deputy County Manager Rob Magnaghi said last month when he met with a group of parents to discuss how to keep a juvenile crime prevention program from dissolving.

But the county is feeling growing pains not soothed by asphalt and mortar. Social problems such as juvenile crime and child and domestic abuse are increasing.

For instance, demand for in-home services, such as bathing and housekeeping for the elderly, increased nearly 40 percent in just 12 months. More than one in eight Henry residents receives Medicaid. Child welfare caseloads have risen more than 20 percent in the past year.

As metro Atlanta grows, so does the need for social services. Henry County certainly isn't alone. Other fast-growing counties — such as Cobb and Gwinnett — have faced the same challenge. Cobb County created an organization called the Cobb Collaborative, which provides a network of resources for troubled young people, the homeless and financially struggling families. In Gwinnett, social services providers, county leaders and businesses created a coalition in 1991 that helps residents contact 800 health and human service agencies.

"The resources were somewhat disparate," said Marina Peed, president of the Impact Group, whose services include providing emergency and transitional housing for families in Gwinnett. "You kind of had to know about them to find them."

In Henry County, Nita Spraggins, a former county commissioner, is now on her own personal crusade to secure more money — and a new meeting space — for a county program to help juvenile offenders.

"It's mind-boggling to know there are so many people in Henry County who need some sort of help," said Spraggins.

"It didn't used to be this bad," said Carolyn Rudolph, director of a Henry-based agency that helps people with developmental disabilities groom themselves and perform household tasks. "Henry County was not growing this fast."

County leaders are aware of the problem. Just last week, county commissioners agreed to spend \$5 million in impact fees on a community center that will include an Olympic-size swimming pool, 20 lighted ball fields, a health and wellness center and a walking trail. A Friend's House, an emergency shelter for children in the custody of the state's Department of Children and Family Services, is doubling its size. The state recently budgeted seven additional child protective caseworkers for Henry County in response to the rising caseloads.

"The social services, like everything else, are impacted if you have a rapidly growing county," Magnaghi said. "The key is who can step up to the plate to figure out who can help."

### **Information scarce**

Even when there is help, finding it isn't easy. At the Henry County government building, it's hard to find listings of available programs. County leaders admit that they aren't doing enough to coordinate efforts with churches and other nonprofit groups. Four years ago, for instance, county Juvenile Court officials created an eight-week class to teach teenagers coping skills. Another class began to help parents communicate better with their children. But the court system didn't refer some parents to the class. They only heard about it by word of mouth.

Julianna Ormond learned about the class earlier this year when a judge ordered her 16-year-old stepson, Robert, to attend. He was found guilty of simple battery, the conclusion of an argument with Ormond that turned physical. Ormond was skeptical about the class. She had tried therapy, counseling, tough love and rewards, such as promising a laptop computer if Robert excelled in school. Nothing worked. Today, as a result of the program, Robert is calmer when they talk, Ormond said. Her husband has learned to better manage his own emotions. Ormond said her self-esteem has risen.

Now, Ormond is working as a counselor with other kids in the program as she continues her lobbying effort for more funding.

"Henry County is growing by leaps and bounds," said Ormond, who moved here a year and a half ago from Washington state. "We need things for kids to do. We need the YMCA. We need Big Brothers. These kids need resources for them to go to."

### **Too small for funding**

Another problem?

Henry County is big, but in some ways not big enough. The county isn't eligible for federal community development block grants, which many governments use to fund social programs. The county population, 156,300, is less than the 200,000 threshold to receive such funds. Clayton County, Henry's neighbor to the west, received nearly \$2.2 million in those funds between July 2003 and June 2004. Clayton's population is nearly 260,000.

In June, Henry commissioners agreed to spend about \$4.2 million on health and welfare programs over the next 12 months, a 20 percent increase since 1999. By contrast, the county public safety budget has risen 38 percent. Murray's mother believes county and state officials can do more. Cynthia McFadden, 40, quit her customer service job with the Clayton County school system this summer to care for her son, whose health has worsened in recent months. A single mother, she relies on her son's \$552 monthly Social Security check and occasional gas money from friends to make ends meet. Murray is on Medicaid.

She's taking matters into her own hands. Last year, she started the Henry County Coalition for Independent Living to raise awareness about the issues parents of children with developmental disabilities encounter. Last week, McFadden hosted a forum to press state legislative candidates on the issue. Some candidates blamed past lawmakers for creating budgetary problems that will prevent them from providing adequate funding for the developmentally disabled. Others said they would do what they can.

Murray is hopeful the candidates will deliver. "I don't think we're asking for luxury," he said. "I just want quality of life."

In the meantime, he's still dreaming of Broadway.



**Corporate Sponsorships:**

**Gold:**

Gold Sponsor Benefits:

- Radio Publicity: Name recognition in KIDZFEST 2005 radio promotions
- Print Media, Signage & Banners: Logo placement on KIDZFEST 2005 printed media
- e-Publicity: Your company will receive a webpage on the [kare4kidz.org/KIDZFEST](http://kare4kidz.org/KIDZFEST) section listed online
- Tax-Deduction: KARE 4 Kidz is a public charity and will provide you with a letter of contribution for tax deduction
- Booth for promoting your organization/product: Receive a booth to promote your organization at the event
- Marketing opportunity to over 10,000 people – Including on-site solicitation
- Kornerstone of Excellence Spotlight:** You will receive a special Award during the KIDZFEST event noting your commitment to the community
- T-Shirt spotlight; logo placement on KIDZFEST 2005 T-shirts

**Total Investment: \$5000**

**Silver:**

Silver Sponsor Benefits:

- Radio Publicity: Name recognition in KIDZFEST 2005 radio promotions
- Print Media, Signage & Banners: Logo placement on KIDZFEST 2005 printed media
- e-Publicity: logo placement on the contributors webpage and link to your exiting site.
- Tax-Deduction: KARE 4 Kidz is a public charity and will provide you with a letter of contribution for tax deduction
- Booth for promoting your organization/product: Receive a booth to promote your organization at the event
- Marketing opportunity to over 10,000 people – Including on-site solicitation

**Total Investment: \$2500**

**Bronze:**

Bronze Sponsor Benefits:

- Print Media, Signage & Banners: Logo placement on KIDZFEST 2005 printed media
- e-Publicity: logo placement on the contributors webpage and link to your exiting site.
- Tax-Deduction: KARE 4 Kidz is a public charity and will provide you with a letter of contribution for tax deduction
- Booth for promoting your organization/product: Receive a booth to promote your organization at the event
- Marketing opportunity to over 10,000 people – Including on-site solicitation

**Total Investment: \$1500**

**Vendor Rates**

Vendor Sponsor Benefits:

- e-Publicity: listing as a vendor on the web information page for KIDZFEST 2005
- Tax-Deduction: KARE 4 Kidz is a public charity and will provide you with a letter of contribution for tax deduction
- Booth/space for promoting your organization/product
- All vendors will be registered for a chance to have a *website* designed and launched absolutely FREE.
- All vendors will receive a free vacation package of 2 Complimentary Airline tickets – day of the event  
\*airline tickets courtesy of Executive Tour & Travel, Inc.

**Local Business: \$200      Non-profit (youth services only): \$100      Food & Beverage: \$150**

(Certain non-profit organizations may be exempt from registration fees. Contact KARE 4 Kidz for details.)

Registration forms are available online at [www.kare4kidz.org](http://www.kare4kidz.org)

404.556.9046

905 Reda Court – McDonough, GA - 30253