

## A UNIQUE OPPORTUNITY TO DOUBLE YOUR CONTRIBUTION'S IMPACT

The Eckerd Family Foundation has pledged to match contributions EYA raises for Success Awards dollar-for-dollar up to \$50,000. With your help and this matching challenge, we can double your contribution and give even more kids a chance for success. Best of all, 100% of your gift goes directly to support kids. Please help us meet this challenge grant. You can make an impact on a young person's life and change the future – for all of us.

**FOR MORE INFORMATION, PLEASE CALL  
EYA'S OFFICE OF ALUMNI RELATIONS  
AT (800) 554-HELP (4357) OR  
ALUMNIASSOCIATION@ECKERD.ORG**



## ABOUT ECKERD YOUTH ALTERNATIVES

Eckerd Youth Alternatives (EYA) is a national nonprofit organization dedicated to helping youth and families succeed. All EYA behavioral health and child welfare programs are strength-based, results-oriented and client focused. EYA serves more than 10,000 youth annually through more than 40 programs nationwide. EYA was founded in 1968 by Jack and Ruth Eckerd, who wanted to create better alternatives for helping at-risk youth.

**TO LEARN MORE,  
VISIT THE WEB SITE AT  
[WWW.ECKERD.ORG](http://WWW.ECKERD.ORG)**



**Eckerd Youth Alternatives, Inc.**

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# THEY'RE OUR FUTURE.



# YOU'RE THEIR CHANCE.



## *Success Awards*



## HELPING KIDS BY REMOVING BARRIERS TO SUCCESS

Eckerd Youth Alternatives (EYA) is one of the nation's leading nonprofit providers of services for youth and their families. Through more than 40 programs nationwide, EYA's programs have already made an impact on the lives of about 100,000 boys and girls.

These young people often come to us angry, hurt, and confused. While in our care, they all receive support and guidance to help them reach their potential.

Since 2002, EYA has funded an award program for disadvantaged students who enter into our care called "Success Awards." Success Awards help youth by removing barriers that challenge their successful transition into adulthood. Some of the most common challenges are the ability to obtain an education or learn a vocation.

Beyond tuition assistance, Success Awards may help youth in non-traditional ways – bus passes to get to work or clothes for a job interview to name a few examples. Besides financial need, other selection criteria include acceptable GPA and community service activities.

The Success Awards program is another innovative way EYA is helping youth contribute to society rather than become burdens on it.

## INVESTING IN THE FUTURE

*"I am eighteen years old and I am going to start my first year in college. I am so excited to start a new chapter in my life because my old life was like a war. Everything I had, I had to fight for, but now as time passes it is like I don't have to fight anymore. In my community, those who are well off usually get things through illegal activities such as robbery and drug sales. I have chosen a different path, to earn my college degree in teaching and to work for anything that I may need. Receiving money for a computer, college textbooks and materials will help me start off my college years on the right foot. I will be very grateful for what you have done for my life and my future."*

— Malcolm, Age 18

Malcolm graduated from one of our programs several years ago and has been working diligently to keep his life on track. Like many other youth, he has found a chance for self-sufficiency through this award, and perhaps more importantly, a chance for hope.

Forty years ago, our founder Jack Eckerd said an investment in children is an investment in the future of our country. We hope you'll join us today in letting kids know that someone still believes in them enough to invest in their futures and put them on the path to success.

*"This award is my chance to do what's right and make something of myself. I am determined to go to school and get a job as a mechanic. I hope that you all will consider helping me."*

— Cory, Age 17



## YES! I WANT TO MAKE A DIFFERENCE IN THE LIFE OF AN AT-RISK YOUTH LIKE CORY OR MALCOLM.

I've enclosed my gift of \$

- My company will match my gift.
- My check is enclosed.  
(please make payable to Eckerd Youth Alternatives)

Please charge my credit card:

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Please return this card with your gift to:  
Eckerd Youth Alternatives, Inc.  
100 Starcrest Drive, Clearwater, FL 33765  
Attn: Fund Development

To give conveniently and confidentially  
online, please visit: [WWW.ECKERD.ORG](http://WWW.ECKERD.ORG)