Dear (name of school) Families,

I am writing today to share my support for an initiative that impacts all of our local kids and families.

[Raising The Bar](https://marinpreventionnetwork.org/marin-joint-prevention-coalition/our-priorities/raisingthebar/) is a homegrown effort focused on keeping youth events substance-free. From little league team parties to school events, the program’s goal is to encourage adults to consider serving only non-alcoholic beverages at events that are centered around youth.

Data shows our community has a significant problem with alcohol use/abuse. Healthy modeling has proven to be a protective factor and helps teach kids that you don’t have to have alcohol to have fun. What we model in terms of substance use has a big impact on our children’s future decisions.

This effort was created in response to [local statistics](https://www.thecoalitionconnection.com/local-data) around excessive alcohol use, the role adult modeling plays, and research with local youth.

The program has been adopted by:

San Anselmo Recreation Department  
San Anselmo Baseball Association  
Sleepy Hollow Swim Team  
West Marin Little League

Twin Cities Little League  
Marin FC Soccer Club  
Ross Valley Breakers Soccer Club  
Tam Union High School District

The list of organizations is growing as more and more organizations learn about this program and want to support the young people in their community.

When you see the RAISING THE BAR signs at local sports fields, including our own, we ask that you join us in keeping our youth-centered events substance-free.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_

Principal

\_\_\_\_\_\_ School