

July 16, 2009

Membership ID #SP-152930

George Wilmot
Director
Youth Golf Association
P.O. Box 181
Vestal, NY 13851

Dear Ms. Wilmot,

Congratulations on having your organization become an official part of the CHARACTER COUNTS! Coalition! We value your participation and are very pleased to welcome you.

As a member of the Coalition, you are now part of a growing membership of over 800 schools, communities, local businesses and nonprofit organizations ranging from AYSO to the YMCA. These organizations reach some 40 million young people and millions of adults as well. The Coalition continues to grow as word of its mission and accomplishments spreads. Since public awareness is one of the central goals of the Coalition, we encourage you to issue your own press release announcing your involvement with CHARACTER COUNTS! We also request that you create a link from your website to ours at www.charactercounts.org. We have created some specific artwork for you to use which can be found on our website at <http://www.charactercounts.org/banners.htm>.

Members of the CHARACTER COUNTS! Coalition, make the following three commitments:

1. To seek opportunities to integrate character education into new and existing programs and to encourage young people and their parents to adopt and model the Six Pillars of Character. The Six Pillars must be directly incorporated in their entirety, specifically declared, and highly advocated in all applications.
2. To participate and actively encourage community involvement in local and national CHARACTER COUNTS! public awareness programs.
3. To actively contribute thoughts and ideas for developing and using context- and age-appropriate methods and materials for use in educational environments and the home.

The benefits of membership are outlined below:

- Unlimited \$100 scholarships for Character Development Seminar tuition assuming 45 day advance registration
- Unlimited \$50 scholarships for Character Development Seminar tuition when registering within 45 days of the seminar start date
- Discounted rate on hosting a Character Development Seminar locally
- A 10-percent discount on all materials purchased through Josephson Institute
- One complimentary copy of Good Ideas to Help Young People Develop Good Character, a book with 250 lesson plans and activity ideas
- Free consultation and networking assistance from CC! Program Staff
- Use of CC! logos and service marks with permission

- Regular communication from the CC! National Office about news, services and resources as well as successful ways to implement **CHARACTER COUNTS!**
- Listing on the national CC! website with a link to your organization's website
- Monthly Chronicle e-newsletter
- Special offerings available only to Coalition members

These benefits are our way of supporting and assisting you in your effort to find new, creative and effective ways to improve the character of the next generation. Please don't hesitate to contact us with any questions or needs you may have. We look forward to working with you!

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Ellis', written in a cursive style.

Jessica Ellis
Associate Director
CHARACTER COUNTS!