



## DEAR CHARM SUPPORTERS,

Since 2018, thanks to the time and contributions of our wonderful community of volunteers, partners, and **supporters like you**, CHARM has empowered **thousands of children, families, and educators** in Santa Cruz County to strengthen their resiliency in transformative and health-promoting ways.



CHARM's Camp Druzy, Pals Community, and Tapestry programs have empowered more than **300 grieving children and caregivers** with basic needs, positive coping skills, connection, greater resiliency, greater overall well-being in adults, and so much more!

Families have described our programs as **"magical"** and **"life-saving"** with 100% rating us as top-notch! Families even "pay it forward" by volunteering for future camps and even serving on our board of directors!

After just 3 intensive days at Camp Druzy, all campers report greater resilience with **100% of children at maximum scores** of resiliency for multiple dimensions and many adults self-reporting as **"the best I have ever been"** for adult-specific measures of overall well-being. We have the power to buffer the negative impact of early childhood adversity to positively impact the health and lives of our campers into adulthood!



Additionally, through training, workshops, and district-wide efforts, we have provided **hundreds of educators and their students** with meaningful social and emotional learning support in classrooms and across districts. All at no cost to them. Educators have described our workshops as **"perfect"** and **"the most heart-felt and rewarding workshop I have ever attended"**. We need your help to continue this positive momentum and impact on the community!

This tax season, please consider supporting CHARM families and programs with **100% of your proceeds** going directly to change the lives of children and families in Santa Cruz County.

THANK YOU FOR YOUR CARING GENEROSITY,

*Hottinger*

HEIDI L. POTTINGER, DRPH, MPH, MA  
Founder & Executive Director



## 3 WAYS YOU CAN GIVE NOW

1. DIRECT YOUR AZ TAX CREDITS TO CHARM & YOUR **CONTRIBUTIONS WILL BE MATCHED BY 25%** IF YOU **DONATE HERE** OR AT THE HUMMINGBIRD QR CODE BELOW



2. VOLUNTEER & CONTRIBUTE TO OUR ANNUAL EVENTS LIKE CAMP DRUZY, DANICA TANORI MEMORIAL GOLF TOURNAMENT, TAPESTRY, OR SERVE ON A COMMITTEE!

3. DONATE BY CHECK OR ANY OF THE METHODS BELOW:



@charmAZ\_nonprofit



info@charmaz.org



THANK YOU FOR YOUR SUPPORT!



For more ways to give, contact or visit us at  
[charmaz.org/donate](https://charmaz.org/donate)  
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