

# Alpha Sigma Phi & Aware Awake Alive Partnership Guide



Thank you for helping to spread our life saving message by making Aware Awake Alive your philanthropic partner. Together we can provide awareness about the dangers of binge drinking and signs of alcohol poisoning across the country!

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# Contact Information

On behalf of Aware Awake Alive, I am thrilled that Alpha Sigma Phi is helping to spread our life-saving message across campuses worldwide! To better serve you, we have created the *Alpha Sigma Phi and Aware Awake Alive Partnership Guide*. In this guide you will find key information to help you establish and develop an effective program on your campus. We want to ensure that our partnership is a success. Please know that we are available to answer any questions or concerns you may have as you launch a new program on your campus.

Your dedication to our program will help educate young adults on the dangers of binge drinking and the signs of alcohol poisoning. Your efforts will not only help dispel the myths about alcohol, but it will also help prevent the loss of life due to alcohol overdose!

Thank you for joining us on this mission! We are honored to serve as one of Alpha Sigma Phi's philanthropic partners!

Shannon Kostecka  
Programs Manager

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## Contact Information

For further questions or additional guidance, please contact us. We are always happy to help!

### Aware Awake Alive Staff

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# Aware Awake Alive Speaking Points

Below are general speaking points about Aware Awake Alive that can be shared with your chapter members or peers. These points can also be used when speaking to media about upcoming events.

## About Aware Awake Alive:

- Aware Awake Alive educates teens and young adults about the dangers of binge drinking and signs of alcohol overdose through a realistic, non-judgmental approach.
- Aware Awake Alive was founded in 2011 after the fraternity hazing death of 18 year-old Carson Starkey.
- Aware Awake Alive works to generate awareness and open dialogue around Medical Amnesty Laws, also referred to as the 911 or Good Samaritan Law. This law provides immunity to minors who seek medical attention for themselves or another suffering from alcohol poisoning
- Aware Awake Alive has created online *Toolboxes*, which provide resources to both their college and high school audiences. Each *Toolbox* provides engaging videos, discussion guides and posters for users to download and customize.
- Aware Awake Alive's resources have been downloaded on close to 100 high school and college campuses in 33 states, Canada and the U.K.
- To learn more about Aware Awake Alive and to access our online tools, visit [www.awareawakealive.org](http://www.awareawakealive.org).

## Alcohol Statistics and Facts

- This month, 24 college students—on average—will die from alcohol overdose.<sup>(1)</sup>
- Every year 1825 college students between the ages of 18 and 24 die from alcohol-related unintentional injuries.<sup>(1)</sup>
- Alcohol consumption is involved in 82% of hazing deaths in America.<sup>(2)</sup>
- 1 and 3 college students are binge drinking.<sup>(1)</sup>
- Freshmen account for more than one third of college student deaths.<sup>(2)</sup>
- About 90% of the alcohol consumed by youth under the age of 21 in the United States is in the form of binge drinks.<sup>(3)</sup>
- Only time can reverse the effects of alcohol. Forced walking, cold showers, drinking water, and hot coffee do nothing to sober a person up.<sup>(1)</sup>
- Binge drinking is a pattern of drinking that brings blood alcohol concentration (BAC) levels to 0.08 g/dL. This typically occurs after 4 drinks for women and 5 drinks for men—in about 2 hours.<sup>(1)</sup>

(1) National Institute on Alcohol Abuse and Alcoholism

(2) The national study "Hazing in View: Students at Risk" conducted by Elizabeth Allan, Ph.D. and Marry Madden, Ph.D. from the University of Maine. National Collaborative for Hazing Prevention.

(3) Office of Juvenile Justice and Delinquency Prevention. *Drinking in America: Myths, Realities, and Prevention Policy*. Washington, DC: U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention, 2005.

# Getting Started - What, Where, When

## The “What”

### Questions to ask as you begin to plan an event:

- What kind of event are we going to hold? Awareness? Fundraiser? Both?
- What are our goals for the event?
- What do we want to accomplish?
- What size should our event be?
- What steps can we take to get our fellow students involved?
- What activity would both educate and empower our audience?

### Deciding on an Event

#### Event Ideas:

- Sports Tournament
  - Basketball, Kickball, Volleyball, etc.
- 5K Walk/Run
- Sober Beer Pong Tournament
- Lip Syncing Contest (recruit other Greek organizations to participate)
- Petitioning for Medical Amnesty on Campus
- Hosting a Booth
- *With Carson Day*

\*The event ideas will be discussed further in the detail *Planning Details* section.

## The “Where” and “When”

### Time and Location

- Pick a central location students can get to easily, preferably on campus.
- Choose a time of day when people will be out of class.
- Pick a date where there aren't a lot of other activities going on.
- Pick a venue that is large enough to host the number of people you think will attend. If the event is held outdoors, be cognizant of weather changes, lighting, and terrain.

### Important Location Details

- **Permission**
  - If held on campus, make sure you get permission from the administration.
  - If held off campus, check with local authorities about permit requirements.
- **Equipment**
  - Do you need equipment for the event? Will the venue be able to accommodate your needs? Things to consider:
    - Tables
    - Audio and visual systems
    - TV or large screen for videos
    - Power outlets
    - Facilities (bathrooms, trashcans, etc.)

# Setting a Budget

## Monitor your Expenses

Regardless of the type of event you decide to hold, you will need to plan ahead and create a budget to ensure the success. Staying on budget is important. Appoint a treasurer to keep track of all the finances and create a spreadsheet of expenses.

## Cost Considerations:

- Print materials (posters, flyers, event signs, etc.)
- Event supplies – Make a tentative list of items you may need.
- Venue fee
- Permit costs
- Food and beverages – to defray food and beverage costs, send a donation request letter to local businesses. See page 14 for more information.
- Extras – Leave a little wiggle room in your budget to adjust for extra expenses that may arise during the planning process.

## Other Considerations:

To help lower the costs of an event, consider partnering with:

- Other Greek organizations
- On-campus groups – Alcohol Tobacco and Other Drugs (ATOD) or groups that raise awareness about alcohol.
- Campus Health Center – Contact your school’s health educator and work together to spread awareness.
- Student Activities Office – See if there are any resources the office could supply for your event.

## Ask for Donations:

Contact local businesses for donations that will go towards the event. Such items may include:

- Food and beverages
- Printing costs
- Prizes
- Other supplies

See page 14 for a sample donation letter and page 15 for Aware Awake Alive’s tax-exempt status. Remember to include Alpha Sigma Phi’s tax-exempt status as well.

## Set a Fundraising Goal:

After you have planned your budget, decide how much money you would like to raise to support Aware Awake Alive. You want to make sure that your goals are reasonable and attainable, therefore, make sure the costs do not exceed the profit margin. Consider selling items during the event or having a registration fee to help raise proceeds toward preventing lives lost due to alcohol overdose.

# Planning Details

Planning an event can be fun, but sometimes stressful. This portion of the guide will supply you with informative tips and ideas to help you tailor an event that best suits your chapter and campus.

## Sports Tournament (kickball, volleyball, basketball, etc.)

- For a tournament, choose an appropriate venue on or near campus. Take advantage of intramural fields or indoor campus facilities.
- Register teams and participants, and have a deadline for sign-ups. This will help ensure you have plenty of materials.
- Have teams raise money by using *Crowdrise*, <https://www.crowdrise.com/awareawakealive>, and link the event directly to Aware Awake Alive. Provide a prize or trophy to the team that raises the most money.
- Determine and secure the equipment and materials needed for the event: balls, tables, water, nets, cups, trashcans, coolers, etc.
- Create a tournament bracket prior to the event, and keep the games on schedule.
- Sell tickets or incorporate a raffle to raise funds.
- Invite friends, other Greek organizations, and campus groups to attend and cheer for their favorite teams.
- Ask teams to create themes or fun names to make the event more engaging.

## 5K Walk/Run

When hosting a 5K walk/run, you want to be sure to map out a route that uses paths, streets or sidewalks. Choose a location that will end a very large public area so that spectators can cheer on the walkers/winners at the finish line. The space should also be big enough for a post-event celebration. Important things that need to be considered:

- **Plan a route and secure a location**
  - Try mapping out a route on campus first. If available, this will likely require fewer permits. Contact campus services and administration for information and approval.
  - If a campus route will not work, contact your city hall to learn more information about rules and regulations for the city. Remember that most races require the race organizer to have liability insurance for the event.
  - Before booking a location be sure to map out the race route. You will need the distance to be exactly 5 kilometers (3.1 miles).
  - Choose a start and finish line. It will be best if the start and finish line are relatively close to each other for set-up and program purposes.
  - When securing a location, always remember to provide proof of tax-exempt status. Occasionally, the city will waive the location fee when provided with this information. (Aware Awake Alive's tax-exempt status can be found on page 14).
- **Register participants**
  - To register participants, we recommend using *Crowdrise*, <https://www.crowdrise.com/awareawakealive>. Be sure to create the event before you start recruiting participants. Each individual or team can create their own fundraising page to help raise funds for the cause.

- **Materials and Considerations**

- Keep a list of all materials that will be needed for the day of the event. Some materials may include: signage to direct participants, start and finish line markers, water for walkers/runners, stop watches, music, coolers, registration table, etc.
- Prepare race numbers and bibs for each runner. Remember safety pins!
- Recruit volunteers to help pass out water, cheer on walkers/runners, log time, help with set-up and teardown, etc.
- Provide participants with medals or ribbons at the completion of the race.
- Include music and entertainment before, during, and after the race to draw a larger crowd.

### Sober Pong Tournament

The Sober Beer Pong Tournament is very similar to the planning of a sports tournament. Choose an appropriate location and take advantage of facilities on campus.

- Register teams and participants and set a deadline for sign-ups.
  - Create a tournament bracket and label tables so teams can be directed easily.
  - Secure equipment and materials: cups, ping pong balls, a water source, tables, pitchers (to pour the “consumed” water into), measuring cup to help measure standard drink portions, etc.
  - Provide incentives. Have prizes for winning teams, etc.
  - Add a fundraising element by incorporating a raffle or selling Aware Awake Alive merchandise.
  - Consider co-sponsoring the event with another organization on campus.
- **Sober Pong Details**
    - If you decide to measure out the standard drink sizes of what would have been consumed if it were actual beer pong, determine the best time to do so. Consider one of these two options or pick your own!
      - **After every game** have participants write down how much they would have consumed on team cards. Make them keep track throughout the tournament process. You will need volunteers to help with measuring out the standard drink size.
      - **At the end** of the game take all pitchers and pour into standard drink sizes.
    - No matter how you decide to keep track of the alcohol that would have been consumed, always share the results with the audience! Let them know that when people participate in drinking games they are not always aware of how much they are really consuming in a matter of a short timespan. Provide a Blood Alcohol Content (BAC) calculator, so individuals can see what their BAC would have been if they had participated in beer pong.

### Lip Syncing Contest

Lip syncing contests are a fun way to get the entire student body involved, especially other campus groups. Have guest judges decide on first, second, and third place winners and incorporate prizes. Don't forget to get involved yourself! Create a group with your Alpha Sigma Phi chapter and have fun!

- Choose a venue that is suitable for performances. An auditorium will work the best.



- Ask theater staff/students to help run sound and lighting during performances.
- Choose a panel of judges (administrators, community leaders, students, professors) and give them judging criteria.
- Hold a dress rehearsal the week of or day before to practice music cues, timing, etc.
- Have a chapter member be the M.C. for the event.
- Remember to incorporate prizes such as gift cards and offer ribbons and trophies. Try to get these items donated!
- Create t-shirts and sell them at the event. Remember to add Aware Awake Alive's logo!

### Petitioning for Medical Amnesty Laws/Hosting a Booth

[Medical Amnesty Laws](#), also known as 911 Lifeline Legislation or Good Samaritan Laws, provide limited immunity for minors who seek emergency help during a medical situation involving alcohol overdose. 31 states have Medical Amnesty Laws across the United States and multiple campuses provide policies to protect students from academic repercussions. You can view the schools offering medical amnesty on campus by clicking [here](#). Make sure you click the second tab at the excel spreadsheet for more recent list.

- If your state and campus have Medical Amnesty, promote it by providing information on campus.
- If your state or campus does not have Medical Amnesty, have students sign a petition and advocate for the laws to be passed. Here is an example of a petition by the students the University of Michigan, <https://csg.umich.edu/upetition/p/AmnestyReform/>.

### With Carson Day

*With Carson Day*, held on April 17<sup>th</sup> (Carson's birthday), honors the character and life of Carson Starkey who lost his life prematurely to alcohol poisoning during a fraternity hazing incident his freshman year of college. #WithCarson

- How you can celebrate:
  - Reconnect with nature – go for a chapter outing
  - Spend the day with your chapter by doing team bonding activities
  - Volunteer as a chapter at a local organization
  - Engage in random acts of kindness on campus
  - Create your own way to celebrate *With Carson Day* and promote it on campus!
- Remember to share what your chapter is doing for *With Carson Day* by posting a photo or writing a post on Facebook, Twitter, or Instagram using hashtag #WithCarson and #ASPforAAA

### Incorporate Aware Awake Alive into your event!

- Post signs of alcohol overdose around the event venue.
- During breaks have someone speak briefly about Medical Amnesty Laws and the importance of calling 911 in a medical emergency involving alcohol. Provide detailed information about the signs of alcohol poisoning.
- Incorporate a table where people can learn more about Aware Awake Alive.
- Pass out *MUST HELP* cards or other promotional items.
- If you don't have Medical Amnesty on campus, use the event as an opportunity to petition for it.
- If you have the proper equipment at the event, considering showing *Carson's Story* video.

# Event Marketing & Promotion

Marketing and promotion is an extremely vital part of hosting an event. Use your campus newspaper, local media, social media (Facebook, Twitter, and Instagram), and e-mail listservs to spread the word.

## Marketing

- Campus and Local Media
  - Send a press release (sample found on page 11) to your campus newspaper, radio stations, local news stations, and other local media about your event.
    - Please allow 24 hours for someone on the Aware Awake Alive staff to review your release before you submit it to the media. You can send the rough draft of your release to [shannon@awareawakealive.org](mailto:shannon@awareawakealive.org).
  - Add your event to community event calendars.
- Social Media
  - Create a Facebook event and invite everyone you know. Be sure to make it a public event.
  - Create hashtags to use on Facebook, Twitter, and Instagram. i.e., #ASPforAAA #ASPPhilanthropy
  - Send out event reminders periodically to promote the event.
- Campus Promotion
  - Create event flyers. Post them in dorms, fraternity/sorority houses, dining halls, student activity center, and bulletin boards throughout campus.
  - Chalk the sidewalks with event messaging at heavily trafficked areas.
  - Use word of mouth to tell your friends!
- E-mail Listservs
  - Contact administration or student activities to get permission to send an e-mail announcement to student organizations or the entire student body.

## Key Things to Include on Marketing Items

- Event details: date, time, location, event type
- Organizer's contact information
- Registration details
- Aware Awake Alive information and logo (see speaking points on page 4)

# Sample Press Release

\*\*\*For Immediate Release\*\*\*

CONTACT:

PHONE #:

E-MAIL:

Alpha Sigma Phi Helps Save Lives by Providing Alcohol Education on Campus.  
[OR ADD YOUR OWN TITLE]

[MONTH] [DATE], [YEAR] – [CITY, STATE] - Alpha Sigma Phi [CHAPTER NAME] hosted [EVENT NAME] on [DATE] that benefited Aware Awake Alive, a non-profit dedicated to educating teens and young adults about the dangers of binge drinking and the signs of alcohol poisoning. The Alpha Sigma Phi members from [SCHOOL NAME] raised awareness about alcohol overdose and shared vital information about Medical Amnesty laws by [ONE LINE DISCRPTION OF EVENT]. The event was a success, reaching more than [# OF STUDENTS] and raising [AMOUNT] for Aware Awake Alive.

According to a study conducted by the NIAAA (National Institute on Alcohol Abuse and Alcoholism), an average of 24 college students between the ages of 18 and 24 die every month from alcohol overdose. “Alcohol poisoning can affect anyone, and unfortunately, young adults don’t always know their limits. By collaborating with Aware Awake Alive and hosting [EVENT NAME], Alpha Sigma Phi helped spread a life saving message by educating those in attendance on the dangers of binge drinking, the signs of alcohol poisoning and how to take proactive steps to prevent loss of life.” said [NAME], [ALPHA SIGMA PHI TITLE] for [CHAPTER] at [SCHOOL NAME]. [OR ADD YOUR OWN QUOTE].

[DETAILS ABOUT EVENT]. [QUOTES FROM OTHER PARTICIPANTS/SCHOOL OFFICIALS].

###

On December 2, 2008, Carson Starkey died of acute alcohol poisoning at the age of 18 due to a fraternity-hazing incident where he was compelled to drink large quantities of alcohol. After the death of their son, the Starkey family formed Aware Awake Alive. The Austin-based, nationally focused organization works with high school and college campuses to prevent loss of life to alcohol poisoning by educating teens and young adults on the dangers of binge drinking and signs of alcohol overdose through a realistic, non-judgmental approach. Through a national awareness campaign, the organization is working daily to dispel the myths of alcohol poisoning.

For more information about Aware Awake Alive, visit [www.awareawakealive.org](http://www.awareawakealive.org) or contact Programs Manager, Shannon KostECKa, at [Shannon@awareawakealive.org](mailto:Shannon@awareawakealive.org).

# Fundraising Guidelines

Thank you for your consideration of Aware Awake Alive as a beneficiary of your upcoming event! The following guidelines will assist you in planning your event while maintaining high standards for fundraising. If you are interested in organizing and conducting a fundraiser to benefit Aware Awake Alive, please fill out the [Third-Party Fundraising Form](#) and send to Melinda Gonzales-Boe, Aware Awake Alive Development Director, at [melinda@awareawakealive.org](mailto:melinda@awareawakealive.org).

## Planning your Fundraising Activities

- Aware Awake Alive asks that you carefully consider your fundraising efforts before they begin. A plan should be developed and the following considered:
  - Is the fundraiser ethical?
  - Could the fundraising activity offend any group?
  - What is the financial risk/income potential?
  - Does the event follow applicable state and local laws?

The bottom line is that your fundraising should be consistent with the mission and image of Aware Awake Alive. If you are unsure, please check with Melinda at [Melinda@awareawakealive.org](mailto:Melinda@awareawakealive.org)

- Aware Awake Alive must approve the use of our name and/or logo on all promotional materials (including, but not limited to, signs, posters, flyers, invitations, ads, web pages) before they are produced and/or distributed. Please note that Aware Awake Alive may only be identified as the beneficiary of your event. For example, your fundraiser cannot be called “Aware Awake Alive’s Basketball Tournament.” Instead, it can be called “Alpha Sigma Phi’s Basketball Tournament benefitting Aware Awake Alive.”
- Securing bank accounts under the name “Aware Awake Alive” is not permitted.
- Chapters may not use Aware Awake Alive’s tax exemption to purchase goods or services for your event.
- The Aware Awake Alive name and/or logo cannot be used to produce merchandise to be sold by your chapter without prior permission and approval from Aware Awake Alive.
- Aware Awake Alive reserves the right to request that you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project if there is a conflict of interest.

## What Aware Awake Alive is Unable to Do:

- Assist your chapter with ticket sales, provide coupons or host raffles.
- Solicit participation from our donors beyond notifying them of the event details, such as time, date & place.
- Assume any liability associated with your event.
- Guarantee an Aware Awake Alive representative will attend or provide on-site support to your event.

## What Aware Awake Alive Can Do For You:

- Approve the use of the Aware Awake Alive name and/or logo.
- Provide copy for you to include in promotional materials.
- Provide a letter of support to help validate the authenticity of the event and its organizers.

## Donations

- Events contributing 100% of the proceeds to benefit Aware Awake Alive are easier to organize and manage. However, if this is not possible, we suggest that event expenses be no more than 25% of the total amount raised, excluding in-kind donations. Your chapter or another party (individual or business) will need to cover any costs associated with fundraising activities.
- Potential donors and sponsors must be informed whenever less than 100% of the net proceeds will be donated to Aware Awake Alive. For example, your materials can state something such as “Ninety percent of the proceeds of this event will benefit Aware Awake Alive.”
- Aware Awake Alive can only provide receipts for those gifts that are given *directly and entirely* to Aware Awake Alive. Donors may choose to pay by credit card through our website donation page, or write a check or money order made out to “Aware Awake Alive.”
- Donations of merchandise by local merchants to your event are tax-deductible for the merchant, provided a gift donation form is completed and submitted to Aware Awake Alive.

## Managing Funds

Once your chapter has met its fundraising goals, use the following guidelines to ensure the safe and proper transfer of funds.

- It is very important to track every donation and accurately record not only the amount received, but also the contact information for each donor. This will enable Aware Awake Alive to properly thank everyone for their generosity. To help keep track, please use [Aware Awake Alive’s Donation Tracking Form](#).
- Please ensure that all checks and money orders (do not send cash) are sent to  
**Aware Awake Alive**  
**3112 Windsor Rd. Suite A113**  
**Austin, TX 78703**
- For your records, make copies of all checks and money orders before sending them to Aware Awake Alive.
- Aware Awake Alive should receive all donations no later than 30 days after the event.

# Third-Party Fundraising Form

Sponsoring Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Date of event: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

Please list any other charitable organizations that will benefit from this event: \_\_\_\_\_

\_\_\_\_\_

Will businesses be contacted for donations (in-kind/monetary)? Yes No

If yes, please list those businesses here: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will Aware Awake Alive receive proceeds from the event? \_\_\_\_\_

\_\_\_\_\_

Do you plan to use Aware Awake Alive's name or program information in promoting the event? Yes No

If yes, please list prospective materials you plan to create for Aware Awake Alive to review:

\_\_\_\_\_

\_\_\_\_\_

What types of promotion do you plan to use? (Flyers, newsletters, radio, etc.) \_\_\_\_\_

\_\_\_\_\_

Can Aware Awake Alive provide you with materials on our programs to display at your event? Yes No

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

Date: \_\_\_\_\_

Please return this form to Melinda Gonzales-Boe at [Melinda@awareawakealive.org](mailto:Melinda@awareawakealive.org) for approval. Thank you for supporting Aware Awake Alive!

# Sample Donation Request Letter to Businesses

Dear [NAME OF BUSINESS OWNER – When possible, please use an individual’s name and avoid using “To Whom It May Concern”],

On average, 24 college students, ages 18 to 24, die every month from alcohol overdose, according to the National Institute of Health. The Alpha Sigma Phi Fraternity at [SCHOOL NAME] would like to invite your company to participate in our [EVENT NAME] on [MONTH] [DAY], [YEAR] benefiting Aware Awake Alive, a non-profit dedicated to educating teens and young adults about the dangers of binge drinking and signs of alcohol overdose.

Alcohol poisoning can affect anyone, and unfortunately, young adults don’t always know their limits. To help change the culture of binge drinking on college campuses, we are partnering with Aware Awake Alive, an Austin-based nationally focused non-profit working to dispel the myths of alcohol poisoning through a realistic, non-judgmental approach.

By collaborating with Aware Awake Alive and hosting [EVENT NAME], Alpha Sigma Phi will help empowering college students on our campus with the tools to recognize if a friend is in danger of losing their life. To successfully meet our goal of reaching [# OF STUDENTS] and raising [GOAL AMOUNT] by [MONTH] [DAY], we are planning [BRIEFLY LIST SPECIFIC EVENT DETAILS AND ACTIVITIES].

We believe that the problem of underage drinking is a community problem and see the importance of collaborating with all who are affected by this issue. As a leader in the community, will you support Alpha Sigma Phi’s fundraising campaign by making a tax-deductible contribution of [AMOUNT OR ITEM BEING REQUESTED]? In exchange, we will include the name of your business on all digital and print materials associated with the event and [INCLUDE OTHER BENEFITS, IF AVAILABLE].

Please feel free to contact me at [PHONE NUMBER] to discuss ways your company can participate in Alpha Sigma Phi’s [EVENT NAME]. For more information on Aware Awake Alive’s work, please visit [awareawakealive.org](http://awareawakealive.org). I appreciate your consideration and look forward to hearing from you.

Sincerely,  
[YOUR NAME]

# Nonprofit Status of Aware Awake Alive



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508, Room 4010  
Cincinnati OH 45201

In reply refer to: 4077550279  
Sep. 21, 2011 LTR 4168C 0  
27-0940929 000000 00

00026684

BODC: TE

AWARE AWAKE ALIVE  
3112 WINDSOR RD STE A113  
AUSTIN TX 78703



013996

Employer Identification Number: 27-0940929  
Person to Contact: Sophia Brown  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 27, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2010.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.