

## **If you want to change the world... start with the children.**

Dear <NAME>,

Imagine what it's like being a young kid growing up in today's world...

Now imagine if you were growing up in a disadvantaged family. Perhaps a family with only a single parent... or where there is never enough money... or just from the "wrong side of the tracks".

Maybe there are adults in your life who are abusive, struggling with alcohol, or suffering from drug addiction. You are surrounded by negative images in the music you hear and the television you see. Your friends are involved with things you know are not right and they want you to join them.

Not pleasant thoughts... and not a pleasant way to grow up.

There are many young people like this today. **Good kids** in a bad situation.

Social psychologists tell us that peer pressure is most influential on a child between 10 and 12 years of age. In today's world that can mean gangs, drugs, and violence.

We also know that unless a child escapes from that environment, he or she is likely to get into trouble, have a police record, and even spend time in jail. He will grow up and have his own children in that same environment creating a circle of despair and dependency.

### **But that circle can be broken...**

For many years Grandmaster Sang Lee has had a dream - a dream of providing every child with the opportunity to have positive role models, mentors, and a supportive environment.

Today this dream is becoming a reality through the **U.S. Taekwondo Foundation**.

The foundation is an independent entity making it possible for children from disadvantaged families to join a dojang (Taekwondo school) in their area. The costs of training, uniforms, and equipment are paid by the foundation.

The family is not burdened with the tuition expense if it is beyond their ability to pay.

The foundation's mission is to create lasting, positive change in the lives of children by

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making the art of Taekwondo financially accessible. Each child is empowered to change his life through training in the art and embracing the tenants of Taekwondo.

### **A “Family” with Purpose**

A dojang can be much like a second family to these kids. There are words of encouragement, praise, and direction.

The dojang provides a positive environment. Class leaders are role models, higher belts become coaches, and black belts become mentors.

Adolescents gain a sense of purpose. Goals are set to reach the next belt level. Reaching these goals creates a strong sense of accomplishment and self worth as they progress through the various colored belts.

The kids are taught they can do anything if they put their mind to it. You should see their faces when they master a complex form or challenging kick for the first time!

And it’s not just about the physical training...

Students are rewarded for helping out their parents at home, for doing well and getting good grades in school, and for contributing to the community.

Taekwondo teaches kids the most important thing is respect. Respect for parents, respect for others, respect for self.

### **You Hold the Power of Hope in Your Hands**

Today, more than ever, kids need programs like the **U.S. Taekwondo Foundation** and the resources we offer.

But I must give you this one word of caution: **We simply cannot do it alone.**

It takes more than \$50,000 tax dollars to incarcerate a juvenile delinquent for a year. Yet it costs as little as \$500 to start a child on a program of self-respect and positive purpose.

Now more than ever, in today’s tight economy and high unemployment, thousands of families are in financial difficulty. Their children and teens are sure to find themselves in a world filled with negative influences and the unknown. Many will feel hopeless, alone, and scared about what the future may hold.

Please, take a look at the reply card and envelope I have enclosed.

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In your hands you hold the opportunity to truly bless the lives of dozens of our country's young people. Only with gifts like yours will Grandmaster Lee's dreams of service become reality and reach those most deserving and under privileged kids.

It's been said, "He who saves a child, saves the world." Well, with your help, perhaps we can begin to save the world. One child at a time.

So, please, give the gift of hope. With your help, we will see great things accomplished! Take a minute – while it is still fresh in your mind – to return a gift today.

It is a gift that may, quite literally, change the world for the better.

Sincerely,  
Theresa Downs  
President of the Board of Directors  
U.S. Taekwondo Foundation

P.S. Not only will your financial gift bless the lives of young people today... if it keeps just one child off the streets and out of the juvenile detention system, it will have made this world a better place.

P.P.S. Your contribution to the U.S. Taekwondo Foundation is 100% tax deductible.