

# GORDIE CENTER

FALL 2018

Gordie Center staff and supporters at the November 2017 Gordie Center Reception

First row: Kate Badgett (undergraduate assistant), Tia Mann (Associate Director, UVA Office of Health Promotion), Miranda Gali (undergraduate assistant), Susie Bruce (Director)

Second row: Jill Maurer (National Development & Program Coordinator), Holly Deering (APPLE Training Institute Program Manager & UVA Student-Athlete Mentors Advisor), Debra Reed (APPLE Training Institute Planner), Leslie Lanahan (Gordie's mother), Allen Groves (UVA Dean of Students), Michael Lanahan (Gordie's stepfather), Michael Scimeca (graduate assistant), Tiernan Low (undergraduate assistant), AJ Levy (UVA ADAPT peer educator)

Cover: A mosaic portrait of Gordie created from photos of students who lost their lives due to hazing and/or alcohol overdose.

#### MIVERSITY VIRGINIA

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#### AUGUST 2018

#### DEAR FRIENDS,

At the Gordie Center, we are dedicated to sharing Gordie Bailey's story to prevent future hazing and alcohol-related deaths — and we couldn't reach students with Gordie's lifesaving message without your support. We have made exciting changes in 2018: we released a newly edited version of our powerful documentary *HAZE* (see pages 8–9), we shortened our name to just "The Gordie Center," and we re-worded our mission statement to the following single statement: *The mission of the Gordie Center is to end hazing and substance misuse among college and high school students nationwide.* We continue in our commitment to empower students to transform their campus and community cultures through peer education and bystander intervention using our evidence-informed, student-tested resources. Your encouragement and support for the Gordie Center's work means so much to us, and to the students we are able to reach because of your commitment.

As in last year's publication, we wanted to share a sample of our supporters' inspiring stories with you. In the pages ahead, you will learn how a Google search of their son's name impacted a family, and led them to support the Gordie Center. You will sense the connection of a man who feels his circumstance and Gordie's could have been reversed, and who continues to share Gordie's story in his community after working at The Gordie Foundation a decade ago. You will hear from a recent college graduate who made a difference in the student culture around her through peer education, including facilitating *HAZE*. You will also see an example of how schools incorporate Gordie Center products into their education and prevention campaigns to increase student safety.

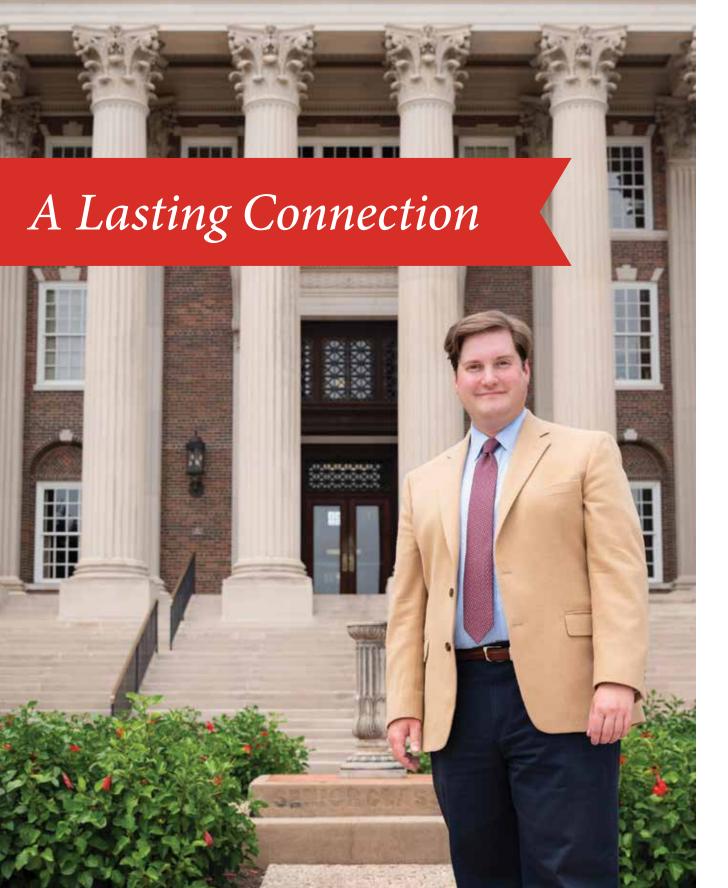
Throughout these profiles, you will learn of the efforts we at the Gordie Center undertake every day with your support. From all the staff at the Gordie Center, thank you! We could not do what we do without you!

Sincerely,

Susie Bruce, Director

Jill Maurer, National Development & Program Coordinator





#### Brooks Powell supports Gordie's legacy, 12 years after discovering Gordie's lifesaving message.

T f minor circumstances were different, Brooks ■ Powell from Dallas, Texas, acknowledges that his and Gordie's fortunes could have been reversed. Although they never knew each other, Gordie and Brooks had much in common: they were born in the same year, grew up in Dallas, had interests in the arts from a young age, enjoyed travel, and were blessed with loving, supportive families. Brooks started his freshman year at Southern Methodist University (SMU) in Dallas in the fall of 2004, at the same time that Gordie began his tragically short experience at the University of Colorado in Boulder. Brooks followed the news stories about Gordie's death and remembers the heartbreak he and his parents felt in the face of such a senseless loss.

"Like many college freshmen, however, the story seemed distant to me. At the time, I was not involved in Greek life, and I felt I was removed from the hazards of hazing and extreme drinking that contributed to Gordie's death. It wouldn't happen to me or my friends, I thought," says Brooks.

Brooks didn't understand the full impact of Gordie's death until three SMU students died from alcohol- and drug-related causes during Brooks' junior year. As a student leader, Brooks wanted to respond with effective strategies to address alcohol misuse, and help students learn how to take care of friends in dire need.

"I went searching online for a commonsense message, and discovered The Gordie Foundation."

SMU embraced The Gordie Foundation's lifesaving message and integrated it into required first-year courses thanks to Brooks' research and advocacy. After meeting with The Gordie Foundation's staff and Gordie's mother and stepfather, Leslie and Michael Lanahan, Brooks felt called to address this crisis at the national level and took a full-time position with The Gordie Foundation in 2007, while still a student at SMU. In this role, Brooks was involved with the debut of the original HAZE film in 2008, the creation of National GORDIEday, held annually during National Hazing Prevention Week, and the transition to the University of Virginia in 2010 (when it became the Gordie Center).

"I went searching online for a common-sense message, and discovered The Gordie Foundation."

Brooks now works as a marketing and communications director at an architecture firm in Dallas, and continues to support the work of the Gordie Center by facilitating showings of *HAZE* to high school and college audiences

Gordie Center ⋅ 2018

in and around Dallas. (He was the first person nationwide to facilitate a showing of the 2018 release of *HAZE* in February!) "When I speak to audiences, I tell them that were he alive today, Gordie and I would be the same age. I am now 10 years removed from college, and Gordie's story is nearly 14 years old, but the Lanahans' grief is still fresh. I see the same patterns of behavior that were prevalent



during the time Gordie and I were navigating the first days of our first year of college; the cultural issues surrounding Gordie's death are still recognizable to young people and parents in 2018."

"It is imperative that parents and other adults talk with young people about the dangers of hazing and alcohol overdose. A lack of awareness and a naïve sense of invincibility contribute to too many near-misses, and sadly, too many statistics. We will never know the lives that have been saved as a result of the Gordie Center's work, but we know through countless anecdotes that well-timed, resonant messages have led students to make life-saving calls for friends in need. We must empower our youth to stand up against would-be hazers and break the cycle."

"The Gordie Center has dramatically elevated the dialogue regarding these issues among students, parents, university administrators and staff, as well as lawmakers on a local, state, and national level."

In addition to sharing Gordie's story with youth in Texas, Brooks also donates to the Gordie Center. "I know my small financial contribution makes a significant impact," he says. "I am so proud and honored to be able to share such an important, lifesaving message. My dollars are well invested in the Gordie Center if just one student's life is saved because a friend or bystander called for help. I am certain many, many students are alive today because of the Gordie Center and Leslie and Michael Lanahan."

Brooks encourages others to support the Gordie Center because he believes strongly



Left: Brooks on SMU's campus in 2007, putting up flags for the first National GORDIEday. Above: Brooks in The Gordie Foundation's office prepping for the first National GORDIEday.

#### "I am certain many, many students are alive today because of the Gordie Center and Leslie and Michael Lanahan."

in the power of Gordie's message. "The Gordie Center's work as a leader in education and advocacy is helping us to shift the paradigm, where we see empowered student leaders stepping up to effect change. Greek organizations are altering how they operate, choosing to build up young men and women rather than destroying them in the process of becoming new members. First-year students are engaging in peer-initiated social events that do not revolve around drinking. Adults have new tools around which to have frank, honest discussions with college-age students about alcohol and hazing that leave them

better informed and engaged instead of feeling lectured."

"The Gordie Center has dramatically elevated the dialogue regarding these issues among students, parents, university administrators and staff, as well as lawmakers on a local, state, and national level. With more support, the Gordie Center can be even more active, reaching many thousands more students and parents who will benefit from better education and awareness about the dangers of alcohol misuse and hazing. We must continue to empower our young people with this information. We know it is saving lives."



Gordie's mother, Leslie Lanahan, with 6-month-old Gordie in Vinalhaven, Maine.

# HAZE

The 2018 update to the hazing documentary makes Gordie's story even more impactful for students and parents.

Gordie's story continues to resonate today, as news coverage of hazing incidents at high schools, colleges, and universities across the country bring a constant reminder that hazing remains a national crisis. Hazing is a complex problem that can occur in any organization and is hard to combat.

The Gordie Center's documentary film *HAZE* is a powerful educational tool that can spark in-depth conversations about the role of alcohol and "traditions" to initiate members, as

well as motivate audience members to intervene in a hazing situation or alcohol emergency.

The film, first released in 2008 and updated in 2018, tells the story of Gordie's senseless and preventable death, intertwined with a collection of interviews, many by national experts on the subjects of hazing and alcohol.

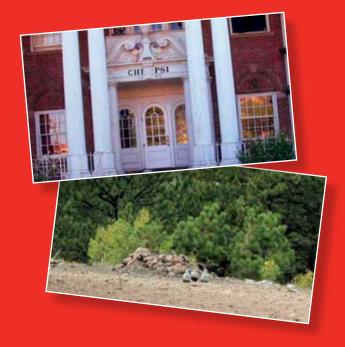
The 2018 release was launched on Gordie's birthday, February 22, and includes an updated facilitation guide and hazing prevention resources on the Gordie Center's website.

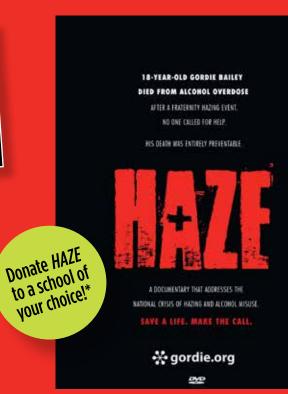
3 WEEKS INTO HIS FRESHMAN YEAR AT COLLEGE, 18-YEAR-OLD GORDIE BAILEY DIED OF HAZING-RELATED ALCOHOL OVERDOSE.

NO ONE CALLED FOR HELP Until It was too late.

Over 650 high schools and colleges nationwide own *HAZE*.

Our goal is that every student nationwide sees *HAZE* and calls for help when a friend is in trouble.





"What struck me the hardest was the actual footage in the video. Many speakers tell the stories of hazing, but to actually see the photos from the frat house that fateful night took my breath away. My son also commented how that made it very "real" for him."

–Arlene Maggiano, Young Men's Service League

"I have seen and facilitated HAZE dozens of times, and I think the 2018 changes you made are excellent."

—Deirdre Feeney, University of North Carolina, Charlotte

\*The 2018 version of *HAZE* is available for purchase at a price of \$300. Schools that own a previous version of the film can upgrade to the 2018 version for only \$50. If you wish to donate *HAZE* to the school of your choice, you can do so on our giving page:

http://giving.virginia.edu/gordiecenter



# The Power of Peers in Combatting Hazing

The Gordie Center supported Miranda Gali's peer education journey to change student culture.

Miranda Gali from Middleburg, Virginia (where she attended Foxcroft School), graduated from the University of Virginia (UVA) in May, earning her bachelor's degree in English with a minor in Bioethics. During her four years at UVA, Miranda served her community as a peer tutor in the UVA Writing Center, as a program director for HELPLine (a student-run short-term crisis intervention hotline), as a peer educator on UVA's Alcohol and Drug Abuse Prevention Team (ADAPT), as a member of the UVA Hazing Prevention Advisory Council, and as the Gordie Center's student assistant.

"ADAPT members facilitate *HAZE* for student groups at UVA, so I was initially exposed to Gordie's story and the Gordie Center when I joined ADAPT," Miranda says. "As I learned more about hazing and alcohol overdose prevention, I became really passionate about it because I don't think it is something students consider as often. Hazing is something we should be talking about on campus just like every other health concern facing students."

Miranda joined ADAPT as a sophomore at UVA, and served as one of the group's co-chairs last year. She believes strongly in the power of peer education in changing student culture.

"I think peer education is important because it helps facilitate a space for open and honest conversation. When I am giving presentations, I make sure to remind students that I am also a student because it helps level the playing field in a way. It also helps me get some really great questions, as students aren't afraid of getting in trouble or asking the "wrong" question. In those spaces, we can really talk about what is actually important to that student group or organization, and what barriers they might face when it comes to hazing prevention."

"Hazing is something we should be talking about on campus just like every other health concern facing students."

Because of the high-profile hazing cases continually in the news over the last year, Miranda says that discussing hazing with UVA students has been especially poignant. "It seems like people are a lot more engaged with the subject than they have ever been before. When I talk about Gordie's story, I usually have students note the

Left: Miranda Gali.

Gordie Center • 2018

similarities between his case and other more recent ones. It seems like students are really ready to try to make a change in their community. My job as a peer educator is about helping them communicate and find the best ways to make that first step toward making their organizations a better, more accepting place."

"HAZE is a very powerful educational tool. I think every single time I've given a HAZE presentation, I've had a student comment on how much seeing the film impacted how they thought about their own actions, such as letting a friend "sleep it off." My favorite part of presenting HAZE is definitely the discussion afterwards, especially when talking about how they can take Gordie's story and use it to make positive changes in their own organization."

Miranda encourages students to become involved in peer education on their campuses, because not only did she meet some of her best friends through ADAPT, she feels like she has been able to leave a legacy at UVA. "Students are more aware of red flag situations, and are starting to feel more confident in stepping up and intervening. I think there is still a lot of work we can do, but at least the conversation has been started. Now, it is our job as peer educators to keep that conversation going."

Hazing and alcohol overdose prevention work is challenging because the causes are complex and information alone is not enough. Well-trained peer educators equipped with evidence-informed, student-tested materials can engage high school and college students in conversations that can change the culture. Miranda supports the Gordie Center because, as she says, "students at younger and younger ages are being asked to navigate things like hazing and alcohol, and the work the Gordie Center does really helps get good information to those students so they can make informed decisions about their health."

# Training Institute

The Gordie Center's **APPLE Training Institutes** are the leading national training symposiums dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators.

The **National Collegiate Athletics Association** (NCAA) has provided significant funding for these annual conferences since 1991.



### **APPLE IMPACT ON CAMPUS**

Student-athletes put their APPLE plan into action.

Indenwood University (St. Charles, MO, NCAA Division II) has developed several outstanding projects as a result of attending APPLE for the past three years. They conducted a survey to gauge student-athlete alcohol and other drug use and knowledge, launched an Athlete Mentor Program (AMP), and are now evaluating the AMP program. AMP pairs incoming student-athletes with returning student-athletes to help orient, connect, and educate their new teammates. In the first year of the AMP program, over 60 Lindenwood student-athletes signed up to be mentors, and Lindenwood was invited to present on their success at the 2017 APPLE DII-only Training Institute.

Casey Finnell, Assistant Athletic Director for Academic Success at Lindenwood, believes that "attending the APPLE Training Institute is a great experience for our student-athletes because otherwise, they may never get to network with a football player from a Power 5 school and see how much they actually have in common. Attending the Division II-only Institute was

also great because the student-athletes met new friends from schools they compete against or see at the national level." The format of APPLE creates a unique opportunity for student-athletes and staff to work side-by-side in areas that are important to both students and the administration. "The follow-up from Gordie Center staff after participating in the Training Institute makes APPLE different — it's not just a static experience, it is ongoing," says Casey.

Attending the Training Institute left a big impression on Lindenwood student-athlete Sara Ross, who shared, "With APPLE, I have learned how to educate my peers and teammates on the dangers of drugs and alcohol. Overall, APPLE has provided me with more knowledge and made me a better leader." Student-athlete Madison Shetter agrees: "I have always desired for change in my athletic department but never knew if I could make it possible. The APPLE Training Institute made me realize I have the power to make a true difference on my campus."

The Lindenwood University APPLE team at the 2017 DII APPLE Training Institute



# UPCOMING APPLE TRAINING INSTITUTES:

January 18–20, 2019 Charlottesville, VA January 25–27, 2019 Orlando, FL



# A Shared Name Leads to a Shared Passion

How a Google search led the Bailey family to support the Gordie Center.

Anne Bailey of Covington, Louisiana, was curious about her high-school-aged son's online presence, so she Googled his name: Gordon Bailey. The search results sent her to gordie.org, where she learned the story of a boy who shares her son's name and his lasting legacy through the Gordie Center's national efforts to end hazing and substance misuse among college and high school students.

"Seeing the smiling face of Gordie and then reading his tragic story brought me to tears and resonated with me. Our Gordon was a high school senior at the time, and he was getting ready to go off to college. I knew that, sooner or later, he would have to face the challenges of college drinking and the peer pressure that goes with it," Anne remembers.

As her son Gordon tells it, Anne and her husband Glyn watched the Gordie Center film *HAZE*, and then spoke to Gordon about what happened to Gordie...and convinced him to watch the film before leaving for college.

"HAZE is very powerful, and we feel strongly that it should be mandatory viewing for all incoming students at universities across the country. If seeing this movie helps to save just one life, then it's worthwhile. Hazing is

a dangerous, needless, and pointless relic of a not-so-enlightened past and it should be eliminated from the college culture nationwide," Anne and Glyn say.

"Hazing is a dangerous, needless, and pointless relic of a not-so-enlightened past and it should be eliminated from the college culture nationwide."

When Gordon came to the University of Virginia as a student, he reached out to the Gordie Center to become a volunteer. Gordon has used his filming and editing talents to help the Gordie Center create video content for our website, including our GivingToHoosDay videos for the last two years (available on the Gordie Center YouTube channel).

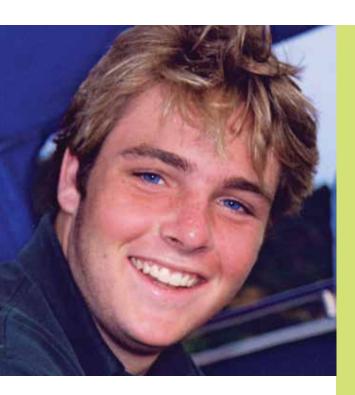
In addition to Gordon's volunteer work, Gordon's parents are committed to supporting the Gordie Center after that chance discovery of our work through Anne's Google search. "Imagining the pain that Gordie's family went through and not wanting this type of tragedy to happen to another young person and his or

her family motivates us to support the Gordie Center. More needs to be done to educate students about the dangers of hazing and excessive drinking. The Gordie Center needs everyone's help in order to acquire the resources to reach more students. One death is one too many and as long as the hazing culture is tolerated, there will be a need for the Gordie Center."

Gordon will graduate from the University of Virginia in the spring of 2019, and his younger sister Annabel will be enrolling at Southern Methodist University this fall. The work of the

Gordie Center remains very important to the Bailey family as they send off another child to college.

"These types of senseless tragedies will continue without intervention and education from organizations such as the Gordie Center. Gordie's life will not have been in vain if his story helps save the lives of other young students. In a very small way — our involvement in the Gordie Center makes us feel that we are honoring Gordie's life and helping save the lives of students in the future."



### LYNN GORDON "GORDIE" BAILEY

FEBRUARY 22, 1986 — SEPTEMBER 17, 2004

#### **GORDIE'S LEGACY**

Our mission at the Gordie Center is to end hazing and substance misuse among high school and college students nationwide, so that no other family is forced to suffer the preventable loss of their loved one. This mission feels even more pressing and crucial as we read the daily news stories about hazing occurring across the country. Leslie and Michael Lanahan built the foundation of our efforts by sharing Gordie's story, which continues to have a lasting impact on those who hear it, like the Bailey family. This past February, the Lanahans joined other families who have lost children to hazing in the newly-formed ParentsUnited2StopHazing (PUSH) group. Bringing the PUSH families together was a powerful reminder that our work is far from over — even one student hazing death is one too many.

Donations to the Gordie Center help educate students and families about the dangers of hazing and the symptoms of an overdose. Together, we can empower students to speak up when a situation doesn't feel right, and to call 911 when someone is in distress. Education and awareness around hazing and alcohol overdose can save lives. Let's work together to share Gordie's lifesaving message, continue his inspirational legacy, and prevent another senseless tragedy.



# Products with IMPACT

Virginia Commonwealth
University relies on
GORDIEstore products
to increase student
awareness and safety.

Tirginia Commonwealth University (VCU) **V** is a diverse, creative public university with over 31,000 undergraduate and graduate students located in the heart of Richmond, Virginia. VCU's Wellness Resource Center, known on campus as The Well, strives to help students achieve and maintain a healthy lifestyle by providing alcohol and other drug education, recovery support, health education, and advocacy services. Since 2011, VCU has used the Gordie Center's GORDIEcheck Blood Alcohol Concentration (BAC) cards as part of their prevention and education efforts. GORDIEcheck BAC cards provide wallet-sized information on ways to maintain a lower BAC, as well as illustrations of a standard alcoholic drink and BAC charts for men and women.

"We chose the GORDIEcheck BAC cards because we needed an easy solution for education about standard drink sizes and BAC," says Tom Bannard, Program Coordinator at The Well. "We put the BAC cards in VCU-branded safety wallets, and our students really appreciate them." Each fall, over 1,000 incoming students receive GORDIEcheck cards following a Welcome Week program sponsored by The Well. Cards also are given out as part of many health promotion events throughout the year.

"We also use the cards when we do alcohol pouring demonstrations to teach standard serving size and impact on BAC," says The Well's Associate Director, Trisha Saunders. "We are in the process of filming a music video of one of our pouring demonstrations that references

the GORDIEcheck BAC card and talks about staying in the 'golden zone.'" The 'golden zone' is the BAC range where people are more likely to experience the social benefits of drinking and less likely to suffer negative consequences.

"We also use the cards when we do alcohol pouring demonstrations to teach standard serving size and impact on BAC."

When the Gordie Center was developing Student-Athlete BAC Cards in 2016, VCU staff reviewed the draft text and provided helpful feedback on the final design. When they learned the cards were in production, VCU made sure to place the very first order! "The Student-Athlete Cards grabbed our athletes' attention — so much practical information specific to them on one card. Our athletes actually read it!" enthused Linda Hancock, a Family Nurse Practitioner who recently retired from her position as Director of The Well.

Students benefit from Gordie Center products over the course of their studies at VCU. Tom says, "The best feedback we've gotten is that students actually hold onto the GORDIEcheck BAC cards and use them, which is a testament to the quality of the product." \*



Above: VCU Wellness Resource Center safety wallet and a GORDIEcheck BAC card. Below: VCU campus, © Jeff Auth at English Wikipedia.



### GORDIEstore



Laminated 8-panel wallet cards that provides BAC charts for men and women, as well as a standard drink conversion chart, the symptoms of alcohol overdose, and tips for a lower BAC. Available in regular or student-athlete versions.



#### **GORDIEclings**

Vinyl static mirror clings, available in two sizes. displaying the symptoms of alcohol overdose (PUBS).



#### **GORDIE**posters

Six different educational poster designs, displaying information on various topics such as BAC, standard drink conversion, and the symptoms of alcohol overdose.

#### **GORDIEstickers**

Removable adhesive laptop stickers displaying the symptoms of alcohol overdose (PUBS).

and hazing prevention.

DID YOU KNOW...

The GORDIEstore offers a variety of educational resources for students,

just like the items utilized by VCU, to help

spread the message about lower-risk

drinking, the symptoms of overdose,

#### **GORDIEmagnets**

Magnets displaying the symptoms of alcohol overdose (PUBS).



### **KNOW WHEN TO CALL** GORDIE CENTER Learn more @ gordie.org

#### **GORDIEbus**

Signs for display on the interior of campus buses that educate student riders on the symptoms of alcohol overdose (PUBS).



#### HAZE

Updated documentary film (2018) that tells Gordie's story to raise awareness of hazing and alcohol overdose.



#### **GORDIEbrochure (PDF)**

Available in PDF only, for you to print yourself!

Safer drinking guidelines brochure with tips on how to avoid alcohol overdose.

Visit www.Gordie.org/GORDIEstore to order or to see more items!

# YOU MAKE IT HAPPEN!

Because of the wonderful generosity of our donors and supporters, the Gordie Center has been able to increase our national outreach, hazing prevention efforts, and our educational resources this year. We are incredibly grateful to all of you, and especially to **Leslie and Michael Lanahan** for their steadfast commitment to the Gordie Center and to saving lives through Gordie's legacy. Thank you to the following donors for your support this past year!

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Renee Skeels Mt. Pleasant, SC

Gail Thornton Ketchum, ID

Susie & Lee Woody Towson, MD

#### \$1.000-\$9.999

Alpha Omicron of Chi Psi Fraternity, University of Virginia \*\* Charlottésville, VA

Anonymous

Annie Curtin \*\*

New York, NY

Luann Hicks \*\* Dallas, TX

The Pittsburgh Foundation. Kitty Hillman \*\* Sun Valley, ID

JTK Foundation, Jayne Keith Palm Beach, FL

Lesley & David Koeppel \*\* New York, NY

The Kremer Foundation, Bonnie & Peter Kremer Costa Mesa, CA

Holly & Wally Lanahan Baltimore, MD

Linda & John McCleary Baltimore, MD

Ellen & Greg Mullen \*\* New Iberia, LA

#### \$10,000-\$24,999

Anonymous

The Partnership Foundation, Sue & Jay Wagley Dallas, TX

#### \$25,000-\$99,999

Leslie & Michael Lanahan \*\* Dallas, TX

#### \$100,000+

Deborah Dunklin Tipton Memphis, TN

## DONOR SPOTLIGHT

We are particularly grateful for **Deborah Dunklin Tipton**'s major gifts to the Gordie Center over the past year, which will help us make an even greater impact to prevent hazing nationally. Deborah's gift was made in memory of her son Robert, who was a student at High Point University when he died in a fraternity hazing incident in 2012. Her family's story was featured in our Gordie Center publication last year. We appreciate Deborah and her incredible generosity!

"I so admire the Lanahans for being able to turn the tragic death of their son into something good by founding this Center that works to change the culture of campus drinking and drug use."

—Deborah Dunklin Tipton



## PUTTING YOUR DONATIONS TO WORK

Your \$10,000 DONATION funds a National GORDIEday social media contest to create engaging hazing prevention content for high school and college students, with funds being used to award contest winners and disseminate the campaign.

\$5K

Your \$5,000 DONATION provides 10 schools with a National GORDIEday starter package, which includes the HAZE DVD, 200 GORDIEcheck BAC cards, 100 GORDIEclings, 100 GORDIEmagnets, 100 GORDIEkoozies, 100 GORDIEpens, and 30 GORDIEposters.



Your \$2,500 DONATION sends a Gordie Center staff member to the school of your choice to facilitate HAZE.

\$2,500

Your \$1,000 DONATION pays for an entire year of incentives and food for students who participate in our product development focus groups, to make sure we offer the most effective programming and materials for students.



Your **\$700 DONATION** provides a Gordie Center Resident Advisor package for 10 Resident Advisors, with everything the RAs need to hold an education session with their residents on hazing prevention and the symptoms of alcohol overdose.



\$300

Your \$300 DONATION provides the documentary film HAZE to the school of your choice, or to a school without means to purchase the film.

Your \$250 DONATION provides 500 studentathletes with Student-Athlete BAC cards.





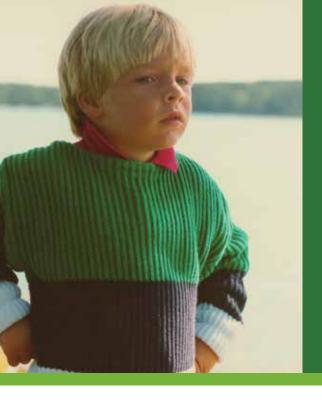
Your \$100 DONATION sends a Gordie Center resource package with samples of Gordie Center educational materials to the school of your choice.

Your \$50 DONATION provides 100 students with GORDIEcheck BAC cards.

Your **\$22 DONATION** provides 50 residence halls with GORDIEclings to teach students the \$22 PUBS symptoms of alcohol overdose.



We have so many ideas, and you help us make them happen! Thank you for supporting us and positively impacting students around the country — your donation can save lives!



#### **STAY CONNECTED**

The Gordie Center

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Charlottesville, VA 22908-0139

T: 434-982-0703

E-MAIL: GordieCenter@virginia.edu

GIVE: http://giving.virginia.edu/gordiecenter

Gordie at 4 years old in Riverside, CT.







@GordieCenter



**Gordie Center** 



thegordiecenter



