



Winter 2009 Informational Update

Church & Dwight Co. Employees Provide \$10,000 Grant

Employees at Church & Dwight Co., Inc. have decided to provide a \$10,000 grant to help local adolescents develop into productive and responsible community members. The \$10,000 grant was specifically given to expand the hours of Middle Earth's Community Youth Centers. Middle Earth is trying to address the critical "out-of-school" time from 3:00 to 6:00 PM. In the hours after the school bell rings but before parents arrive home from work, research shows that children are most likely to become victims of crime, perpetrate crime, be in an automobile accident, smoke, drink alcohol, or use drugs. The Centers help to reduce delinquent behavior and guide youth towards positive development.

Church & Dwight Co., Inc. manufactures and markets a wide range of personal care, household and specialty products under the ARM & HAMMER brand name and other well-known trademarks. The Church & Dwight Employee Giving Fund, a wholly owned subsidiary of Church & Dwight Co., Inc., is a workplace giving fund which was established in 2005 to meet the desires of Church & Dwight employees to financially assist those who are less fortunate and to actively support and participate in the good works of not-for-profit organizations dedicated to that end.



Rising Stars Leadership Coming to Advantage Program



The Rising Stars Program is a nationally recognized process to help today's youth develop their personal leadership skills and begin to set goals and directions for their lives beginning at an earlier age. Leadership is essential in enabling youth to develop character, confidence, and values that promote the understanding of healthy behavior. Rising Stars' research-based approach focuses on three critical elements that promote personal leadership, healthy behaviors, resiliency, and the skills employers identify as essential. Middle Earth is excited to offer this leadership development process to our youth who are involved in the juvenile justice system. This will be a unique opportunity for children, who often feel alone and forgotten, to take control of their situations and set themselves up for success.

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Go Green! Consider giving Middle Earth your e-mail so that we can send you this newsletter and other related correspondence electronically, saving Middle Earth money and helping the environment. Your e-mail will ONLY be used for sending our correspondence and will not be sold or shared with any other parties. To learn more or sign up for electronic communication, please e-mail: webinfo.me@gmail.com.

KASTIA Foundation

The KASTIA Foundation, a local family foundation, has provided Middle Earth with a contribution of \$10,000 to support the further development of Middle Earth's Somerville Community Youth Center facility. Middle Earth has been providing services to Somerville youth for the past few years by offering transportation from Somerville to our Bridgewater facility. Middle Earth looks forward to the opportunity to provide services to Somerville youth in their own community.

News from the Board of Trustees

Last month, Middle Earth's Board of Trustees held elections. Natalie Morawsky, formerly of National Starch and currently retired, was re-elected President. Ash Shah of Maggiano's restaurant was elected Vice-President, Timothy Weidner of Church & Dwight Co. was elected Treasurer and Joan Gleason, retired, was elected Secretary. Additionally, Cheryl Rowden of Bedminster and employed by Verizon Wireless has recently joined our board. She and her husband have been regular supporters of Middle Earth's efforts for the past several years.



Middle Earth ♦ *providing prevention, intervention and crisis services to youth for over 3 decades*
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Tour of Somerville Cycling Competition On Memorial Day Weekend

The Tour of Somerville Cycling Series is a four-day family event and a terrific opportunity to see thrilling competitive action, right here in central New Jersey. On Friday, May 22, a race will be held at 5pm in Manville. Saturday morning offers a cross-country style race covering several localities. Sunday's races begin at 1pm on May 24th in Bound Brook. There will be several races on Monday, May 25th, which culminate in the 50-mile Kugler-Anderson Memorial Tour of Somerville, the oldest major bicycle race in the United States. This final race features more than 200 professional and elite category cyclists negotiating 37 laps of the 1.35 mile downtown circuit at speeds of up to 40 mph. Bicycle riders from all over the United States, Canada and Europe, including former Olympians, travel to Somerville for this event. New this year on Monday is our "Legacy" race for 50+ riders. We are expecting past riders and winners of the Tour to take part in this unique competition.

The event offers family fun and a festival atmosphere with music and activities offered for all ages. Free admission allows spectators to view all of the races. Park yourself, your friends and your family on the downtown curbs to watch the incredibly fast action, or stroll around enjoying the vendors, the food stands and the entertainment while the races take place around you. Monday's Sports and Music Festival and Kid's Pavilion are widely popular. Proceeds from the event help support Middle Earth.



Thank You!

The Middle Earth board, staff and youth appreciate all the donations from the 2008 direct mail campaign. Over 90% of all funds received go directly to our youth programs, a wise investment for our future leaders.

You can learn more about this event by visiting: www.tourofsomerville.org.



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