



CONNECTION

The mission of CADE is to promote children's potential for growth through comprehensive, school- and community-based, youth development and support programs that are begun at an early age and are designed to encourage positive choices, while reducing high-risk behaviors.

“CADE KID”for 2009 — DAX BROWN

“I’m done being a failure!” Dax Brown promised himself after twice being held back in fifth grade at Vare Elementary, the result of multiple suspensions, disrespect for teachers, and poor grades. His close circle of friends at that time was a big part of the problem. Together they cut classes and ran the halls; Dax’s academic progress suffered. It has been a long hard climb back for the 16-year old, however, and things did not improve immediately when he transferred to Alcorn School following his expulsion from Vare. Within one year, Dax was jumped by five boys from a neighborhood gang, and witnessed a street shooting between rival gang members that took place right in front of him.

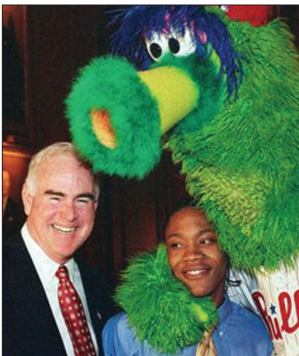
Dax’s life was at a crisis point for reasons both within and beyond his grasp, but things gradually began to improve during his first year at Audenried Senior High. He remembers thinking, “I don’t want to go down that same road again. I want better for myself.”

When Dax was assigned to attend a CADE small group session with Prevention Specialist Bikim Brown, he thought he was in trouble. Once in the group, however, he learned that “Mr. B” was there to teach and support. They discussed communication skills and the dangers of using illegal drugs. On a new path now, Dax works hard at getting along with peers—and his teachers. “I think CADE is a program to help young teenagers make the right choices in life,” he says. Dax has received Audenried’s most improved student award for all three marking periods this year.

On April 22, 2009, Dax Brown proudly received the “CADE Kid of the Year” award from Police Commissioner Charles H. Ramsey at The Union League of Philadelphia. Dax’s achievement is all the more remarkable in light of the all-too-frequent stories of youth violence and a callous disregard for life. “I want to thank my family, teachers, and Mr. B. for helping me,” Dax told 150 CADE supporters who responded with a heartfelt standing ovation.



Dax Brown (CADE Kid of the Year) receives award from Philadelphia Police Commissioner Charles H. Ramsey



Patrick L. Meehan, Esq., (CADE Community Service Award honoree) and Dax Brown (CADE Kid of the Year) with the Phillie Phanatic.

CADE KIDS PARTNERSHIP WITH BLUEPRINT ENTERS THIRD YEAR

CADE Kids Prevention Specialists are working at six schools in the Point Breeze and Cobbs Creek sections of the city during Year III of our partnership with the “Blueprint for a Safer Philadelphia.” With funding secured by State Representative Dwight Evans, CADE Kids is a Blueprint community ambassador in the effort to eliminate city-wide youth violence by 2016. For more information about Blueprint, call 1-888-570-BLUE.



PRESIDENT'S LETTER



Dear Friends:

Emotions ran raw at our annual fundraiser on April 22. If any of us needed to be reminded why we devote ourselves to CADE Kids, that reminder came all too starkly just two nights before the event with the execution-style bullet-in-the-back-of-the-head murder of two teenagers in the City's Grays Ferry section. By all accounts, the victims—Harvey Lewis and Dominique Smith—were good kids who, through no fault of their own, found themselves in the wrong place at the wrong time. The grief we felt at this senseless carnage was heightened by the presence of our CADE Kid of the year, a young man of similar age from the same neighborhood as the victims. It could have been him. It could have been any of the other children our prevention specialists work with.

What can CADE Kids do to put a halt

to this seemingly endless slaughter? In the short run—we cannot single-handedly prevent all youth murders in the City of Philadelphia. For that we must look to our police, our Mayor, and ultimately, our President, to stem the bloody tide of handguns that make snuffing out a life so easy. No other country has so many handguns. No other country sacrifices so many of its youth each year on the altar of gun "rights." As long as guns flood our streets, they will be used, and innocent kids will be maimed and killed.

CADE Kids Prevention Specialists teach impulse control and decision-making skills, everyday, to students at an early age and unlike almost any other organization, we also focus on the long run. We are out to save lives five, ten, and fifteen years from now. To do that, we are changing the way kids think about violence and other self-destructive temptations. By teaching smart decision-making skills at all ages, CADE Kids can make a lifetime of difference.

Taking the long-range view of violence prevention is not popular. Our politicians and our corporations are all focused on the next election or the next quarter's profits. We've become a nation that can't see beyond its nose. And, to make matters worse, the glorification of violence and other impulsive behaviors in TV, films, and music assaults children from all directions. But it is possible to break through all this noise—we do it every day, week in and week out, and we see the results. That is why we are one of only a select group of organizations to whom the School District grants access to students right in the classroom.

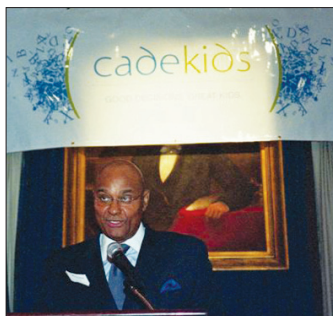
Yes, taking the long-range approach to stopping the spread of violence is not easy, but it can, it must be done. The alternative is too horrible to accept.

Sincerely,

A. Richard Feldman, Esq.
President

NEW "CADE KIDS" LOGO UNVEILED AT SPRING FUNDRAISER

A fresh CADE logo was publicly displayed for the first time on April 22nd, during CADE's 2009 spring fundraiser at The Union League. AgileCat, a Philadelphia-based marketing and communications agency, designed the new "CADE Kids" logo to project the transformational power of CADE's prevention programs and youth-development services.



Ron Davis (CADE Vice President) unveils new CADE Kids logo

staff gathered during brand therapy sessions, to create a revitalized CADE brand. Drawing on unique insights from those most familiar with CADE, AgileCat synthesized feedback with an emphasis on freeing "the champion inside," which became the theme of our spring event.

In line with our long-term commitment to helping children make smart decisions, our new logo is accompanied

by a new tagline: *Good Decisions. Great Kids.*

CADE Welcomes New Board Member

*CADE Board President
A. Richard Feldman, Esq.
welcomes*



George C. Pilallis
*Financial Advisor
Wachovia Securities*

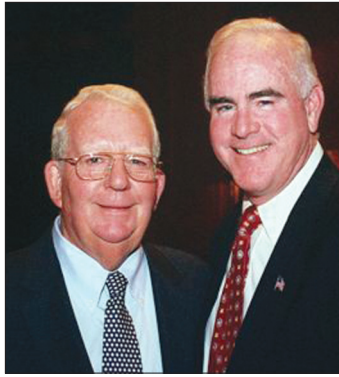
CADE Board subcommittee members and several Prevention Specialist

SPRING FUNDRAISER CELEBRATES “THE CHAMPION INSIDE” ALL CADE KIDS

—Heart and Soul of CADE on display at The Union League, on April 22, 2009

The effervescent Phillie Phanatic helped kick off “The Champion Inside” fundraiser by mugging for photo-ops with CADE supporters and representing the 2008 World Champion Philadelphia Phillies. This year’s event celebrated the championship potential inside all CADE kids, complete with awards presentations, and silent and live auctions.

Patrick L. Meehan, Esq., received the 2009 CADE Community Service Award, and spoke movingly about the success of CADE’s highly-respected prevention programs with urban public school



CADE Community Service Award honoree Patrick L. Meehan, Esq. (right) with Bill Giles (CADE Founder) who presented the award

students. Mr. Meehan has been a CADE advocate since his work as U.S. Attorney for the Eastern District. His tenacity and commitment to justice were evident during remarks highlighting the strength of character today’s youth need to survive and reach their goals. Inner-city school students often face seemingly insurmountable

obstacles in simply getting to school each day. CADE programs provide additional incentive for students to attend classes, work hard, and develop pride in their own accomplishments.

Earlier in the evening, Philadelphia Police Commissioner Charles H. Ramsey congratulated “CADE Kid of the Year” Dax Brown, a tenth-grader at Audenried

High School in South Philadelphia. Commissioner Ramsey, an ex-officio Board member, was accompanied by two uniformed police officers in show of support for CADE’s positive youth development programs.



CADE Kids staff members enjoy the event



Jeffrey Cohen (CADE Director), Mitch Goldman (Immediate Past President), and Rich Feldman (CADE President)

INDEPENDENCE BLUE CROSS BACKS CADE’S “ADOPT-A-SCHOOL” INITIATIVE

More than 220 first-to-fourth-graders at Isaac Sheppard Elementary School, in West Kensington, are the big winners, directly benefiting from the generosity of Independence Blue Cross (IBC). Through its \$10,000 contribution to CADE’s “Adopt-a-School” campaign, IBC supports the work of CADE Preven-

tion Specialist Shekeita Jacobs, or “Ms. CADE,” as she is known to some at the school. Her young students “soak up the information” she teaches about understanding their emotions and developing impulse control. Graduates from Ms. Jacobs’s first cycle of classes, held earlier in the winter, routinely come

up to her in the hallways to talk about practicing what they’ve learned and reminding other students to practice self-control skills, too. By the conclusion of the school year in June, Ms. Jacobs will have taught prevention lessons to almost all students at Sheppard Elementary, thanks to IBC!

IN OUR CORNER—CONTRIBUTIONS

Corporate
Chicago Trading Company
Independence Blue Cross
Merck & Co., Inc.

Foundation
The George W. Rentschler Foundation

Individuals
Steven and Linda Brown
William and Anne Ewing
Alex Feldman
Mark and Rosemarie Froio
Gloria Goldman
Peter Madden
David Montgomery
The O’Grady Family Foundation
Maria Frizelle Roberts

Ted Reed
Kenneth Sandler

CADE says “Thank You” to the following individuals and organizations for their sponsorship of The Champion Inside event:

CADE Team Champions
Bazelon Less & Feldman, P.C.
Brokerage Concepts, Inc.
Conrad O’Brien P.C.
Cozen O’Connor
Duane Morris LLP
Ernst & Young LLP
A. Richard Feldman, Esq.
Flaster/Greenberg
Real Estate Investment Strategies/Huff
Real Estate
Independence Blue Cross
Amie & Bunnie Katz

Keating Building Corporation
MFR Consultants, Inc.
Merck & Co., Inc.
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Nihill & Riedley
Philadelphia Phillies
TD Bank
All-Stars
Ted & Wendy Kapnek
Lighthouse
Michaels Development Company
MVP’s
Gaudenzia
Thomas Jefferson University Hospitals
Reed Group, LLC
Reliable
Starting Line-up
Health Partners

James DeCrescenzo Reporting, LLC
Western Pest Services

Individual Event Contributions
Richard and Eileen Bazelon
Legrome and Susan Davis
James Gutman and Patricia Phillips
Michael and Helen Heifets
James and Debra Kahn
Russel Kaufman
Harold and Eileen Keating
Jeffrey and Joan Less
Michael Levitt
Richard and Jerrilyn Marston
Jane Barr Pino
Daniel Polett
Skip and Louise Zulick

I want to join CADE in helping public school children throughout the region make smart decisions that reduce high-risk behaviors and lead to positive choices. *Enroll me as:*

A corporate citizen of CADE

An individual member of CADE

All contributors receive: the bi-annual CADE Newsletter; CADE's Annual Report; and invitations to CADE events, including the annual spring event.

Please check category of benefits below

(each level adds additional benefits).

- Member** (\$150 and up):
 - Recognition of participation on the CADE website and in promotional materials.
- Supporter** (\$500-\$999)
 - Password to exclusive news stories on the CADE website.
- Sustainer** (\$1,000-\$4,999)
 - The CADE Newsflash email report
 - Invitation to participate as a CADE mentor.
- Leader** (\$5,000-\$9,999)
 - Consideration for service on the CADE Board of Directors
 - Serving on the Event Host Committee
- Benefactor** (\$10,000-\$14,999)
 - Supports one Prevention Specialist for one day in a school, for the entire academic year.
 - Table for 10 and half-page spring event tribute book ad.
- Patron** (\$15,000-\$49,999)
 - Supports two Prevention Specialists for one day each, for the entire academic year.
 - Table for 10 and full-page tribute book ad.
- Alliance Circle** (\$50,000+)
 - Supports a Specialist for five days, for the entire academic year.
 - Table for 10, full-page ad, and podium banner.

My contact information

Mr./Ms. _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip+4 _____

Phone _____ Fax _____

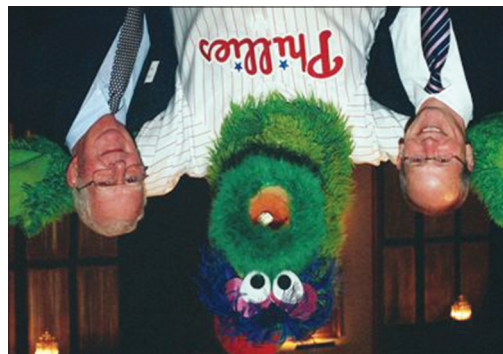
Email _____

- I've enclosed membership support for one year: \$ _____
Check payable to CADE.
(Membership renewals sent in July of succeeding year.)
- Please have a representative contact me.

CADE is a 501(c)(3) tax-exempt organization. Contributions are tax deductible in computing federal income tax. A copy of official registration and financial information may be obtained from the Penna. Dept. of state by calling 1-800-732-0999 (registration does not imply endorsement).

Please check this box if you would prefer to receive "The CADE Connection" by email.

Rich Feldman (CADE President)
and Bill Giles (CADE Founder)
with the Phillie Phanatic



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