

Santoro, Nancy

From: Aaron Carlson [newtownkindness@yahoo.com]
Sent: Friday, April 05, 2013 8:23 PM
To: Santoro, Nancy
Subject: Newtown Kindness

Hi Nancy-

My name is Aaron Carlson. I am the Founder and Chairman of Newtown Kindness. I am sending you this email in response to the letter that I received in the mail from the Attorney General's office. Thank you for your efforts to keep everything legitimate here in the state of CT.

Just for your information - Newtown Kindness was founded with the mission to encourage kindness in children. We started our organization in honor of Charlotte Bacon. My daughter, Ava, is a 1st grader here in Newtown and she unfortunately lost several friends on 12-14-12. One of which was Charlotte, who she has known since they were 1 years old. We are family friends with the Bacons. Our goal is to honor Charlotte through inspiring compassion and facilitating acts of kindness.

With that background, the answers to the questions below:

1. What is the approximate dollar amount of donations and pledges that your organization has received to date in response to the Sandy Hook tragedy? AARON - I estimate approximately \$12,000.
2. Will these funds be used solely for victims of the Sandy Hook tragedy? If not, approximately what portion will be used for relief for victims and what other purposes, and in what proportions, will funds be used for? AARON - No, these funds are not designed to support the victims. We have made some small donations to some of the victims memorial funds and their own initiatives (example: Catherine Hubbard Animal Sanctuary) and some other local organizations, such as Healing Newtown; however that is not the major mission of the organization. We expect to spend our funds to recognize kindness and inspire new kindness. Our first program was the 'Charlotte Bacon Act of Kindness Award', where in we awarding kindness entries with prizes, certificates, and trophies. We spent our funds on giving the children cool prizes to recognize their great acts of kindness. We also made donations to charitable organizations of their choice (examples: St Judes, St Baldricks, Teddys Rescue, etc). We expect these approximate proportions of our spending: 60% to recognize other childrens acts of kindness who participate in our programs; 10% towards education and encouraging the teaching of kindness; 10% for local community events, Newtown organizations, and other charitable organizations; 10% to publicize through merchandise and kindness books; 10% toward administrative costs (printing costs, mailing costs, etc -- NO SALARY OR BENEFITS FOR THE BOARD).
3. Approximately how much has your organization spent to date related to the Sandy Hook tragedy? AARON - We have spent approximately \$6,000.
4. What services has your organization provided to those affected by the Sandy Hook tragedy? What populations or class of victims are being served by your organization in response to the Sandy Hook tragedy? What services does it expect to provide in the future? AARON - We are providing minimal

services to those affected, except for the fact that the Bacon family is very involved in our organization and we are playing a role for them personally with their healing process. Our organization started due to the unfortunate tragedy, but the mission does not relate to supporting those directly impacted nor do we present it that way. We do support the community in some general ways including organizing some local events and helping support other local organizations, but this is not our main focus. We expect to run programs around kindness for anyone to participate in and benefit from, mainly focused on children.

5. Has your organization provided funding to other organizations for purposes related to the Sandy Hook tragedy? If so, which organizations have received those funds and what is the approximate dollar amount provided to them? How does your organization determine the need for funding? AARON - Yes, we have given \$250 to Healing Newtown through Arts and \$100 toward the Catherine Hubbard Animal Sanctuary. We determined the need for Healing Newtown simply through interaction with them and the recognition that their mission is very good for our community. Catherine Hubbard's donation was a recommendation by one of our Charlotte Bacon Act of Kindness Award winners.

6. Has your organization provided, or does it intend to provide, direct financial assistance to individuals, families or businesses for Sandy Hook relief? If so, what is the approximate dollar amount that your organization has provided to date and approximately how much direct financial assistance does it expect to provide in the future? How does your organization determine the need for assistance? AARON - No, we do not intend to provide any financial assistance to families for Sandy Hook relief. The only things that we have done are the couple of small items mentioned in #5.

7. Does your organization have a plan in place on how to use any surplus funds not spent for purposes related to the Sandy Hook tragedy? If so, please describe that plan. AARON - I don't think this question applies to Newtown Kindness.

OK - that's my best shot, but I am glad to answer any other questions or discuss on the phone. Thank you for your time.

Kindly,

Aaron Carlson

Founder & Chairman

Newtown Kindness

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<http://www.newtownkindness.org/>