



June 29, 2022
City Council Chambers
1 City Hall Place
Pueblo, CO 81003

Dear Mayor and Pueblo City Council representatives,

When asking Pueblo young people what they do in their free time, we often hear that there is overwhelming pressure to participate in risky behaviors because there is rarely positive to do instead. Communities That Care (CTC), a community-driven coalition that uses evidence-based structures and strategies to prevent youth substance use, is hoping to address this community problem. We know there are a lot of opportunities and resources in the community and created an online platform to connect young people to them. In 2022, the Communities That Care coalition developed the Southern Colorado Youth Go (SoCoYoGo) platform that incentivizes young people to connect with Pueblo prosocial opportunities, to prevent young people from using drugs and alcohol. With the support of over 20 community partnering agencies, the team launched the free, innovative website for all Pueblo County youth ages 13-18 that encourages and rewards positive behavior with free items from local businesses.

We are currently in need of financial support for the first year of implementation of the SoCoYoGo platform. To sustain this important effort, we are applying for small grants, accepting private donations, and **we need your help!** You can help the SoCoYoGo Platform connect young people to Pueblo experiences that otherwise many would not take advantage of otherwise. Your support is key to bridge this gap.

Would you consider sponsoring \$2,500 to help us create Pueblo-unique collectable badges and support system for Pueblo young people? Every dollar helps. If another amount is more comfortable, we understand.

These Pueblo-custom digital badges are a SoCoYoGo indicator of accomplishment, skill, or interest that can be earned in various ways, and are created by local young artists. Your sponsorship will have an impact on all youth in Pueblo County and will be used to support the technical expertise necessary to make the platform fun and innovative, as well as renew website domains and hosting. SoCoYoGo operates under a fiscal sponsorship of United Way of Pueblo County. You can donate online right now at [United Way of Pueblo County's donation page](#) and **specify in the donation notes that it is for SoCoYoGo.**

With warm regards,

Akemi Moore, SoCoYoGo facilitator | socoयोगo.com

Committee Members

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