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WELCOME

Dear Friends,

In September, Michael and I were pleased to announce the Gordie Foundation's planned merger with the University of Virginia's Center for Alcohol and Substance Education. The Gordie Center for Alcohol and Substance Education at the University of Virginia, or "Gordie CASE," combines two organizations committed to decreasing hazardous drinking among college students. Joining us and 125 supporters at our home in Dallas to celebrate the merger were U.Va.'s Allen Groves, Dean

of Students; Susie Bruce, Director of Gordie CASE; Sean Jenkins, Assistant to the President and Student Affairs Development Officer; and Megan Khan, Regional Development Director.



Allen Groves, Susie Bruce, Leslie Lanahan, Michael Lanahan, Megan Khan, Sean Jenkins

The merger is an exciting opportunity, and we are pleased to have the right partner in the University of Virginia. As many of you know, Michael earned a degree from the University's Darden Graduate School of Business. The Gordie Foundation and CASE have a strong partnership as the Foundation supports CASE's national student-athlete conferences. We are pleased that this longstanding relationship with the University has developed

into a new entity that will broaden our research and educational efforts. Gordie CASE is now fully operational and we are very proud that Gordie's name will be associated with a prestigious University that has a sustained commitment to student education and safety.

Ours has been a very difficult, personal journey. The support we have received from so many old and new friends along the way has made this journey possible and allowed Gordie's story to make a difference and save lives. Words cannot properly thank you for the many kindnesses you have shown us. Without you, none of this would have been possible. Please accept our deepest, sincerest thanks.

Thanks also to the many committed professionals at the University of Virginia for assuring Gordie's voice will continue to play a role in helping our kids navigate the dangers of alcohol misuse. Michael and I are delighted to work with the University to continue these efforts, and we remain grateful and hopeful for your support.

Sincerely yours,

Leslie Lanahan, Founder, The Gordie Foundation

GORDIE BAILEY

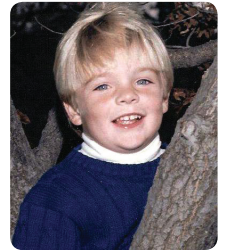
All who knew
Gordie felt his
joy for life.

The Gordie Foundation was founded in Dallas in 2004 by Michael and Leslie Lanahan, parents of Lynn Gordon (“Gordie”) Bailey, Jr.

Gordie Bailey was just 18 years old when he died on September 17th, 2004. On the evening of September 16th, Gordie and 26 other University of Colorado at Boulder Chi Psi Fraternity pledges dressed in coats and ties for “bid night.” They were taken blindfolded to a national forest where they were “encouraged” to drink four 1.75 liter bottles of whiskey and six 1.5 liter bottles of wine around a bonfire in 30 minutes. They were told, “no one is leaving here until these are gone.” When the group returned to the Fraternity house, Gordie was visibly intoxicated and did not drink anymore. He was placed on a couch to “sleep it off” at approximately 11:00 p.m. The fraternity brothers later used permanent markers to write all over his body. Ten hours later, he was found dead, face down on the floor. No one had called for help.

Gordie went to Colorado after three years at Deerfield Academy in Massachusetts where he excelled in athletics, music and drama. In his senior year he was co-captain of the varsity football team. He also started at defense on the school’s New England championship lacrosse team. At graduation, he received the “Class of 2004 Award of Excellence in Drama” for his memorable performances in the Academy’s musical and dramatic theater productions. This award has been renamed “The Gordie” in his honor. Prior to attending Deerfield, Gordie attended St. Mark’s School of Texas and The Lamplighter School, Dallas.

His goal to be a positive role model and mentor to others was greatly enabled by his gift of putting a smile on everyone’s face. At Deerfield, Gordie and some friends started the “Hug Club,” just one of many legendary “Gordieisms.” The many people whose lives he touched remember Gordie for his intelligence, leadership, compassion, humor and happiness.



Gordie with his sister Lilly.



GORDIE CASE

“The Gordie Foundation and the University of Virginia share a strong, well-demonstrated commitment to changing dangerous behaviors around alcohol and hazing.”

—Allen Groves,
U.Va. Dean of Students

“It fills my heart with joy knowing that The Gordie Foundation is now at the University of Virginia. The Gordie Foundation is an extraordinary organization that honors a truly exceptional person.”

—Hillary Williams,
University of Virginia, 2008
Deerfield Academy, 2004



Greetings from Gordie CASE,

As director of the University of Virginia's Center for Alcohol and Substance Education (CASE) for the past ten years, I am delighted about our merger with The Gordie Foundation. This new entity will build on the strengths of our two organizations to have an even greater impact on student substance abuse.

CASE was created in 1987 as the Institute for Substance Abuse Studies (ISAS) to create, evaluate and disseminate programs to reduce substance abuse by youth. For decades, CASE has partnered with national organizations, including the National Collegiate Athletics Association and the U.S. Department of Education, to share our effective programs. Gordie CASE will build on ISAS/CASE's 23-year history of developing award-winning alcohol abuse prevention programs for the University of Virginia community and beyond.

Gordie CASE staff collaborate with faculty in a variety of disciplines to supervise academic projects in which students create and evaluate programs to reduce hazardous drinking. Several of these projects have received national recognition, including a social marketing campaign created through a year-long engineering capstone experience.

Under Gordie CASE, our efforts will be expanded to focus more directly on reducing the prevalence of alcohol poisoning and promoting peer to peer intervention. Our vision is to ensure that Gordie's story continues to impact students by challenging attitudes that accept hazardous drinking and hazing behaviors.

Gordie CASE will carry on many of the efforts created through the Gordie Foundation, including National GORDIEday (part of National Hazing Prevention Week). We will continue to publicize the free GORDIEcheck iPhone application and market the documentary, *HAZE*, which tells Gordie's story as a framework for examining the larger issues of alcohol and hazing on campus.

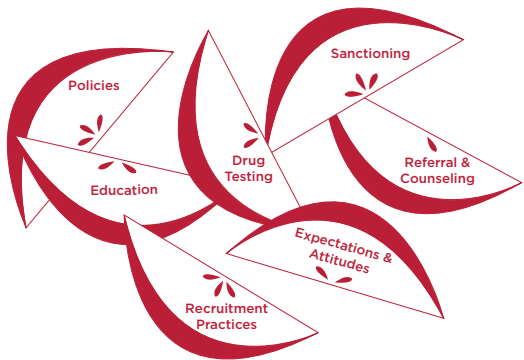
We are already engaged in creating new educational programs and are so grateful for the support of the Lanahans and many friends of The Gordie Foundation.

In appreciation,

A handwritten signature in cursive script that reads "Susie".

Susan Bruce
Director, Gordie CASE

The Athletic Prevention Programming and Leadership Education (APPLE) model, created in 1991 by the University of Virginia's Athletics Department and CASE, identifies seven areas where athletics departments can impact substance abuse among student-athletes.



Since 1992, the National Collegiate Athletic Association (NCAA) and CASE have partnered to integrate the APPLE model at minimal cost to NCAA-member institutions through two annual conferences, which have become the leading national training symposiums

dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. To date, 1,073 prevention teams representing 509 schools (nearly half of all NCAA member institutions) have replicated the APPLE model by participating in these conferences.

APPLE's goal is to assist schools in promoting student-athlete health by empowering teams of student-athletes and administrators to create institution-specific action plans. The Gordie Foundation has been an educational partner of the APPLE conferences since 2007. The National Association of Student Personnel Administrators (NASPA) recognized the impact of the APPLE conferences by presenting CASE with the 2008 NASPA Silver Excellence Award in Athletics.



2009 Northern State University APPLE Team

“The impact of the APPLE conference ... is that my APPLE team understands where to start to improve our department. No longer do we see change as a daunting task. Instead, it is manageable since we know what to focus on.”

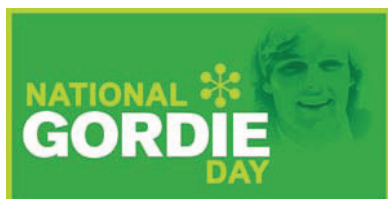
—Athletics administrator,
Florida Gulf Coast University

“I am more conscious of the decisions I am making regarding drugs and alcohol. I understand that I have the power to make a difference through my own actions.”

—Student-athlete,
Xavier University



OUTREACH



“The transition is promising and builds on a strong foundation of effort and support.”

—Circle of Trust Advisor

“The high school presentation of *HAZE* and Gordie’s story was moving and powerful. I have had parents tell me their children have helped a friend because of what they learned that day at school.”

—Parent

In the past year, Gordie Foundation staff presented information about alcohol poisoning and the importance of early intervention to the following groups:

- Family, Career and Community Leaders of America Statewide Conference, Dallas, Texas
- Gilman School, Baltimore, Maryland
- Hillsdale College, Hillsdale, Michigan
- Junior League of Dallas, Texas
- Texans Standing Tall — College Regional Forum, Southern Methodist University, Dallas, Texas

The Gordie Foundation was also represented at the National Association of Student Personnel Administrators’ *Alcohol and Other Drug Abuse Prevention & Intervention Conference* in New Orleans, Louisiana and at the University of Virginia’s *APPLE Conferences* in Charlottesville, Virginia and Orlando, Florida. Dozens of high schools and colleges showed the *HAZE* film on their campuses to raise awareness of the dangers of alcohol abuse and the importance of looking after your friends.

National GORDIEday

The Gordie Foundation created Circle of Trust peer education chapters in 2005 and since then, they have made a significant impact on their campuses. One of the primary ways has been through the promotion of National GORDIEday, an alcohol and hazing awareness event that takes place each fall in conjunction with National Hazing Prevention Week. The Third-Annual National GORDIEday took place on Thursday, September 23, 2010.

The goal of National GORDIEday is to provide a wide variety of audiences with information about hazardous alcohol consumption and its many adverse effects, as well as the destructive and dangerous nature of hazing activities. Targeted groups include students (specifically freshmen, athletes, fraternity and sorority members), parents, educators, administrators and community members. A detailed GORDIEday planning guide was sent to Circle of Trust groups to assist them in creating successful events.

Circle of Trust Chapters

As part of the transition to Gordie CASE, we recognized that the Circle of Trust chapters would be better served by the support and structure of a national peer education organization. We have had a longstanding relationship with The BACCHUS Network, a national non-profit organization, which since 1975 has worked to raise awareness among college students concerning alcohol use, impaired driving, sexual health, tobacco and other wellness-related issues.

We are pleased that The BACCHUS Network has formally welcomed and invited Circle of Trust chapters to join their organization. There is no cost to affiliate and benefits include regional and national conferences, student-friendly training programs, *The Peer Educator* magazine, and a series of comprehensive web sites. With more than 32,000 student leaders and advisors impacting over 8 million peers on more than 1,000 campuses, The BACCHUS Network has established itself as one of the leading peer-education organizations in the nation.

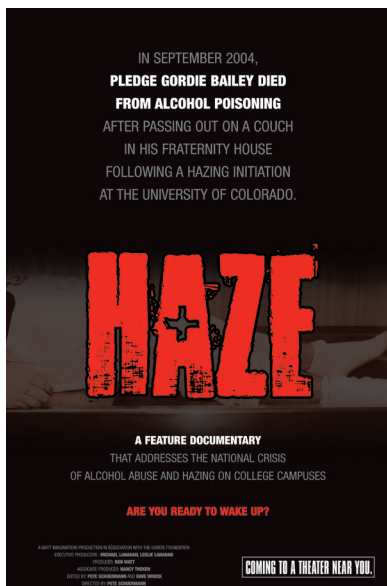
This fall, Gordie CASE surveyed all Circle of Trust members to learn more about the kinds of materials that would be helpful to them. We look forward to creating new materials to meet those needs in the coming year. Words are not enough to express our thanks to the Circle of Trust members whose passion to improve their campus environments and challenge their peers' actions is truly inspirational.

The Gordie Foundation has distributed **hundreds of thousands** of pieces of educational materials to students across the country.



For National GORDIEday, University of Virginia peer educators placed 1,700 GORDIEflags to represent the estimated number of college students who die each year from alcohol-related causes.

HAZE: THE MOVIE



Since the premiere of the Gordie Foundation's documentary film **HAZE** in 2008, over 330 high schools, colleges and other institutions have purchased the film to incorporate into their educational efforts with students, parents, alumni, and administrators. *HAZE* has become the definitive educational tool about alcohol misuse and hazing for health educators, counselors, athletics administrators, resident advisors and Greek life advisors.

In addition to campus showings, *HAZE* has been screened at film festivals nationally, including: The Hamptons International Film Festival, AFI Dallas International Film Festival, Newport Beach Film Festival, Indie Spirit Film Festival (Director's Choice), Newport International Film Festival, Bend International Film Festival and Arizona International Film Festival. Future festival screenings are planned.

Groups that have purchased **HAZE**:

Colleges and Universities

American University
 Appalachian State University
 Arizona State University
 Bates College
 Baylor University
 Beloit College
 Bentley University
 Boston College
 Boston University
 Brown University
 Bucknell University
 California State University, LA
 California State University, Northridge
 California State University, Stanislaus
 California University of Pennsylvania
 Carnegie Mellon University
 Central Michigan University
 Centre College
 Chapman University
 Coastal Carolina University
 Colgate University
 College of Mount St. Joseph
 Collin College
 Colorado State University, Pueblo
 Concord University
 Concordia University Chicago
 Covenant College
 Curry College
 Daniel Webster College
 Defiance College
 DePaul University
 Duke University
 Elms College
 Endicott College Library
 Fairfield University
 Florida Atlantic University

Franklin & Marshall University
 Frostburg State University
 George Mason University
 George Washington University
 Georgetown University
 Georgia College State University
 Georgia Institute of Technology
 Georgia Southern University
 Hartwick College
 Harvard University
 High Point University
 Hilbert College
 Hillsdale College
 Hiram College
 Hudson County Community College
 Illinois State University
 Indiana University—Purdue University Indianapolis
 Indiana University Southeast
 Iowa State University
 Jacksonville State University
 James Madison University
 Kent State University
 Kirtland Community College
 Lebanon Valley College
 Lehigh University
 Lenoir Rhyne University
 Limestone College
 Mercyhurst College
 Middle Tennessee State University
 Middlebury College
 Minnesota State University, Mankato
 Mississippi State University
 Monmouth College
 Mount Olive College
 Mount Union College
 Nazareth College

New Jersey City University
 North Carolina State University
 North Central Texas College
 North Dakota State University
 North Lake College
 Northern Maine Community College
 Northwestern University
 Notre Dame de Namur University
 Nova Southeastern University
 Ohio Northern University
 Oklahoma State University
 Pennsylvania College of Technology
 Pennsylvania State University
 Pennsylvania State University, Mont Alto
 Pepperdine University
 Pitzer College
 Purdue University
 Ramapo College
 Rider University
 Rochester Institute of Technology
 Roger Williams University
 Rollins College
 Saint Anselm College
 Saint Francis University
 Saint Louis University
 Saint Mary's College
 Saint Peter's College
 Salem College
 Salisbury University
 Salve Regina University
 San Diego State University
 Santa Rosa Junior College
 Sewanee: The University of the South
 Sonoma State University
 Southern Methodist University

Southern New Hampshire University
 Southern Utah University
 St. Andrews Presbyterian College
 St. Cloud University
 St. Lawrence University
 St. Olaf College
 Stephen F. Austin State University
 Stevens Institute of Technology
 SUNY Geneseo
 SUNY Stony Brook, Southampton
 SUNY University at Buffalo
 Susquehanna University
 Syracuse University
 Temple University
 Texas A & M University
 Texas A & M, Corpus Christi
 Texas Christian University
 Towson University
 Trident Technical College
 Trinity College
 Tufts University
 Tulane University
 Union College
 University of Akron
 University of Arkansas, Fort Smith
 University of Arkansas, Little Rock
 University of California, Berkeley
 University of California, Santa Barbara
 University of Central Arkansas
 University of Colorado, Boulder
 University of Colorado, Colorado Springs
 University of Connecticut

University of Dayton
 University of Illinois
 University of Iowa
 University of Kansas
 University of Louisville
 University of Maine
 University of Maryland
 University of Miami
 University of Michigan
 University of Minnesota
 University of Missouri
 University of Nebraska
 University of New Hampshire
 University of North Carolina,
 Chapel Hill
 University of North Carolina,
 Charlotte
 University of North Dakota
 University of Northern
 Colorado
 University of Puget Sound
 University of South Florida
 University of Southern
 California
 University of Tampa
 University of Texas, Arlington
 University of Texas, Austin
 University of Texas, Dallas
 University of Texas,
 San Antonio
 University of Toledo
 University of Utah
 University of Vermont
 University of Virginia
 University of Washington
 University of Wisconsin,
 La Crosse
 University of Wisconsin,
 Washington County
 University of Wisconsin,
 Whitewater
 US Air Force Academy
 Virginia Tech University
 Wake Forest University
 Washington and Lee University
 Washington College
 Wentworth Institute of
 Technology
 Wesleyan University
 Western Carolina University
 Western Kentucky University
 Wilson College
 Wingate University
 Winthrop University
 Wisconsin Indianhead
 Technical College
 Wisconsin Lutheran College
 Xavier University

High Schools

American School of Dubai High
 School
 Austin High School (MN)
 Austin High School (TX)
 Benedictine High School
 Berkner High School
 Berkshire School
 Blair Academy
 Boulder High School
 Breck School
 Brewster Academy
 Bronxville School

Brownsburg High School
 Bullis School
 Carroll Senior High School (TX)
 Choate Rosemary Hall
 Cistercian Preparatory School
 Collegiate School
 Community School
 Concord Academy
 Culver Academies
 Dana Hall School
 Deerfield Academy
 Delbarton School
 Episcopal School of Dallas
 Flintridge Prep
 Garrison Forest School
 Gilman School
 Green Farms Academy
 Greenwich Academy
 Groton School
 Gunnery School
 Highland Park High School
 Hill School
 Hockaday School
 Holderness School
 Holton-Arms School
 Hotchkiss School
 Jesuit Preparatory School of
 Dallas
 Kentucky Country Day School
 Lake Highland Prep School
 Legacy Christian Academy
 Loomis Chaffee School
 Lovett School
 Mahwah High School (NJ)
 Mamaroneck High School
 Mary Louis Academy
 Memorial High School (TX)
 Miami Valley High School
 Milton Academy
 Morristown High School
 Mount Horeb High School
 Mt. Lebanon High School
 North Shore Country Day
 School
 Notre Dame Preparatory
 Pace Academy
 Paramus High School
 Parish Episcopal School
 Phillips Exeter Academy
 Pomfret School
 Quaker Valley Middle School
 Sacred Heart Academy
 Saint Margarita Catholic High
 School
 San Domenico High School
 School of the Holy Child
 Shelton School
 Singapore American School
 St. Christopher's School (VA)
 St. George's School
 St. Ignatius College Preparatory
 St. John's School
 St. Mark's School of Texas
 St. Paul's School (NH)
 Staples High School
 Steward School
 Stone Bridge High School (VA)
 Strongsville High School
 Syosset High School
 Taft School
 Tilton School
 Townview Magnet High School

Trinity Christian School
 Trinity Valley School
 University High School
 Ursuline Academy
 Walker School
 Walton High School
 Westminster Schools
 Wilbraham & Monson Academy

Other Organizations

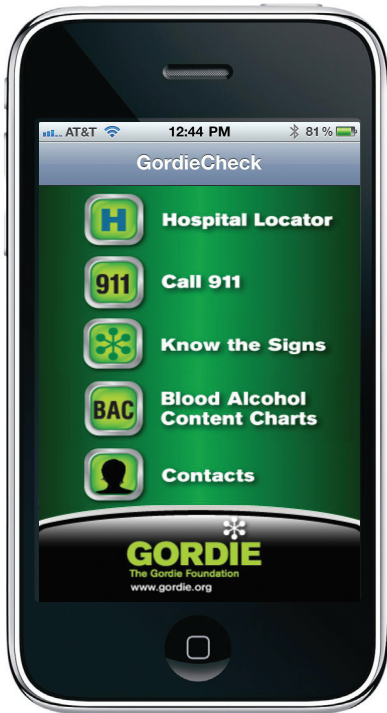
Academy School District 20
 Allegheny Mountain Collegiate
 Conference
 Alpha Sigma Phi Fraternity, Inc.
 City of Boise
 Council for Prevention
 Delta Tau Delta
 Drug and Alcohol Action
 Programme
 East Rockaway UFSD
 Empire 8 NCAA Div III
 Conference
 Fairfax County Public Schools
 Family Service, Inc.
 Farmington Focus
 Gold Arrow Camp
 Hopkins Community Coalition:
 One Voice
 Hopkins Public Schools
 Howard County Schools
 Independent School
 District 200
 Institute for Shipboard
 Education (Semester at Sea)
 Intermediate District 287 (MN)
 Irving ISD
 Kappa Delta Phi
 MADD North Texas
 Madison Health Department
 Millburn Municipal Alliance
 Nutley Board of Education
 Office of Drug Policy, Idaho
 Office of Substance Abuse,
 Maine
 Our Place Drug and Alcohol
 Education Services, Inc.
 Parenting Resource Center
 Partners-In-Prevention
 Pi Beta Phi Fraternity
 Headquarters
 Providence, RI Substance
 Abuse Prevention
 Research Foundation of
 SUNY/ADAC
 Roseau County Prevention
 Coalition
 SAD 22
 Shawnee County
 Sheriff's Office
 Southern California
 Intercollegiate Athletic
 Conference
 State of Minnesota—
 Traffic & Safety Dept.
 Township of South Brunswick,
 NJ
 White Deer ISD
 Young Men's Service
 League



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GORDIEcheck



The Gordie Foundation released the GORDIEcheck iPhone application just as students were coming to campus this fall. The application is easy to navigate and can be downloaded for free via Apple iTunes.

Some of the features include:

GORDIEcheck Screen

The GORDIEcheck screen serves as an access point for information pertaining to any of the six symptoms of alcohol poisoning as well as the Hospital Locator, Call 911, Blood Alcohol Content Charts and Contacts buttons. The GORDIEcheck screen is accessible from every functional screen in the application.

Hospital Locator

Upon activating the Hospital Locator screen, Google Maps opens and displays the location of all surrounding hospitals.

Call 911

The Call 911 button allows the user to instantly contact 911 in case of emergency. Upon activating the Call 911 button, a screen pops up confirming the user's desire to call 911.

Know the Signs

The Know the Signs screens convey detailed information about each of the six symptoms associated with alcohol overdose. Each symptom has its own page of information to provide the user with detailed information on each warning sign and as an indicator of when to seek help.

Blood Alcohol Content Charts

The Blood Alcohol Content Charts screens provide gender-specific information to assist users in estimating their level of intoxication based on their weight and number of drinks consumed.

Emergency Contacts

Users add important contacts to the application so that in an emergency, parents, roommates, or others can be called without having to find them in the larger phone directory.

To download the free GORDIEcheck application, go to:

<http://itunes.apple.com/us/app/the-gordiecheck/id382278985?mt=8>

EDUCATIONAL PARTNERS

Gordie CASE is grateful for the support from and partnerships with many national organizations that work to promote student safety and equip students with the tools to intervene effectively with their peers.



The **BACCHUS** Network, a national 501 (c)(3) non-profit organization, actively promotes student, campus and community-wide leadership on healthy and safe lifestyle decisions through peer-to-peer education.

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

Drug Free Sport

The National Center for Drug Free Sport, Inc. is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides strategic alternatives to traditional drug-use prevention programs.

<http://www.drugfreesport.com/>



HazingPrevention.Org, a 501 (c)(3) non-profit organization, works to encourage healthy and productive experiences for new members of teams, student organizations, fraternities and sororities. The organization coordinates National Hazing Prevention Week.

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



The **National Collegiate Athletics Association** is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount.

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



Step Up! is a prosocial behavior and bystander intervention program, created at the University of Arizona, that educates students to be proactive in helping others.

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

“This is a wonderful cause that has saved more lives than any of us will ever know.”

—Luann Hicks, Gordie Foundation Board Member

“It is clear that [CASE’s APPLE] program stands out among the best in the country.”

—Gwendolyn Jordan Dungy, NASPA Executive Director



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