

Sarah Jane Gerald
Boulder, CO 80305

February 16, 2012

Scottsdale Unified School District

Dear Scottsdale Unified School District:

It is with great pleasure that I recommend the KIDS FIRST! Organization. I have been involved with KIDS FIRST! for 1 ½ years as a parent of a KIDS FIRST! Film Critic who also attended the KIDS FIRST! 2011 Boot Camp in addition to many other enriching experiences with KIDS FIRST!

The organization has consistently displayed a high level of quality and genuine commitment when it comes to children, children's media and education/outreach. KIDS FIRST! is definitely a leader in this area and the dedication to what is best for children is ever present in all the work they do. The guidance and direction that is offered is unquestionably valuable. The resources, direct coaching and training provided support and encourage written and verbal expression of thought for children. In addition, KIDS FIRST! is an amazing partner with parents and other organizations and is active in striving for connections and outreach for their positive message.

My daughter's experience with KIDS FIRST! has opened many doors for her within her own person, allowing her to strive for excellence in her written and oral presentations and to always ask the deeper questions about messages and meanings in media directed to children. Her confidence in public speaking has greatly increased as well as her feelings of value and worth of her own opinions and thoughts. Her involvement with KIDS FIRST! has really contributed to her understanding that she is important as a person and that her thoughts and opinions matter to the community as a whole: within the organization, within her school and within her role as an active contributing member of society.

KIDS FIRST! would be an asset to any organization, and I am happy to give my wholehearted endorsement.

Sincerely,

Sarah Jane Gerald
Parent of a KIDS FIRST! Film Critic