

Safe To Talk



Giving our our children back their voice, a national anti-bullying campaign.



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



BULLYING

IMBED SAFE TO TALK VIDEO (WEBSITE)

(<http://www.safetotalk.org/index.html>)



Why Safe To Talk?

Childhood bullying increases:

- There are about **71%** of students that report bullying as an on-going problem
- **56%**, of all students have witnesses a bullying crime take place while at school.

Bullied Out of School:

- **15%** of all students who don't show up for school report it to being out of fear of being bullied while at school
- **1** out of every **10** students drops out or changes schools because of repeated bullying
- **160,000** children miss school every day out of fear of being bullied.

Increase of guns & weapons in schools:

- One out of every 20 students has seen a student with a gun at school
- Everyday 290,000 weapons are brought to school



Why Safe To Talk?..cont.

An unfortunate consequence of bullying; Suicide:

- A study found that at least half of suicides among young people are related to bullying
- Bully victims are between 2 to 9 times more likely to consider suicide
- Over **14 %** of high school students have considered suicide, and almost **7%** have attempted it.

- **343 youth are treated for suicide attempts each day!**



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



ABOUT SAFE TO TALK FOUNDATION

We believe that increasing school safety can be accomplished through the advancement of education through programs and technology.

Our goal is to reduce violent and dangerous behaviors by empowering students with the training, tools, and resources needed to safely speak out against dangerous behaviors.

Students see and experience bullying and want to speak out and help. What they lack is the ability to safely speak up without peer retaliation. Schools across the country are desperately in need of ways to empower their students, but without the budgets and resources to adequately address the problem

Safe to Talk's mission is to help our financially depleted schools, and by teaming up with partners that provide tools for students to conveniently and anonymously report suspicious behaviors.



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



MAKING AN IMPACT – The Numbers

In 2011 alone, Safe to Talk has been involved in resolving thousands of incidents across the country, including the following incidences:

820 counts of bullying

694 counts of crisis counseling

396 counts of harassment

386 counts of drugs

378 counts of weapons

176 counts of cyber bullying



MAKING AN IMPACT – Case Studies

CASE STUDY # 1 - In a high school in Texas, a student had been acting depressed, angry, and showing signs of destructive behavior. That night around midnight, worried about a possible suicide attempt and unsure how to help, his friend sent an anonymous text to school faculty, using SchoolTipline, about a possible suicide attempt. Immediately the proper authorities were contacted and visited the home of the student. After arriving they found him, in possession of a firearm, with a list of students that he had intended to kill at school the following day. Safe To Talk and SchoolTipline had averted an almost certain tragedy.

CASE STUDY #2 - In a high school in Indiana, a student had been at a party, where she had been drinking and was later raped. The following day the victim refused to confront authorities regarding the incident, out of fear and guilt of being involved at the party. Her friend, after hearing the story, sent an anonymous text, using SchoolTipline, to appropriate the faculty members. This allowed the needed help to reach out to the victim and arrest the accused student.



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



THE PROGRAM

Literacy To Legacy has partnered with the Safe toTalkFoundaoon to create a national anti-bullying platform aimed to spread awareness about childhood bullying and to raise funds to provide schools and students with the resources they need to combat incidents of bullying and helping discover their voice.

We have build an innovative campaign that will bring corporations, government, non-profits, and Sports & Entertainment together, into a integrated platform that will achieve real results and that will create real change in the lives of the people that it touches.

- National Campaign w/ grassroots activation
- Use celebrity to grow cause (Obama, K.West, Lady Gaga, Justin Beiber)
- School Tipline – Give them a voice
- In-school awareness and prevention tools and training



Safe **T**O Talk

Why S2T?

About
Safe To Talk
Foundation

Making an
Impact

The
Program

How you can
help!



HOW YOU CAN HELP!!

Give us you time, by committing a few hours you can help to save and change lives all across the country. Below is what you can do to help make this program successful;

- ① Ability to use athlete's name and image to promote Safe To Talk, this includes marketing material, press releases and training material, and etc.
- ② Maximum over two (2) public appearances associated with Safe To Talk (***each appearances maximum of 90 mins, schedule 2 weeks in advance***)
- ③ Two (2) social media mentions per week, facebook/twitter (***we will send text for athletes to tweet/post as well as reminders***)
- ④ Inclusion in one (1) PSA promoting Safe To Talk Foundation (***we will arrange for film crew to come to athlete***)



WHATS IN IT FOR YOU?

For your involvement in the Safe To Talk athlete will receive;

- **Revue Share** – Safe To Talk will donate **TBD%** of fundraise to athlete's foundation or to help start athlete's foundation
- **Exposure** – National campaign, alongside great company!
- **Help save and change lives!**

Safe To Talk Foundation is responsible for the production of all requisite promotional materials, including but not limited to signage, television spots and promotional materials.



THANKS FOR YOUR INTEREST IN



Jay Mayes
President
Black Sheep Consulting
Direct: 443-629-8108
Jay@thebettersheep.com