

2019
ANNUAL
REPORT

**STOMP
Out
Bullying™**

End The Hate...
Change The Culture



Mission Statement:

STOMP Out Bullying™ is dedicated to changing the culture for all students. It works to reduce and prevent bullying, cyberbullying and other digital abuse, educates against homophobia, LGBTQ+ discrimination, racism and hatred, and deters violence in schools, online and in communities across the country. In this diverse world, STOMP Out Bullying promotes civility, inclusion and equality. It teaches effective solutions on how to respond to all forms of bullying, as well as educating kids and teens in school and online. It provides help for those in need and at risk of suicide, and raises awareness through peer mentoring programs in schools, public service announcements by noted celebrities, and social media campaigns.

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To Our Supporters:

2019 was remarkable. I am filled with gratitude at what, together, we have accomplished. We couldn't have made it this far (fifteen years and counting) or affected the lives of so many, without the steadfast support and generosity of our corporate sponsors, partners, and donors.



Since our inception, our message, programs, and services have positively impacted over 5 million youths empowered victims of bullying and cyberbullying, encouraged youth to stand up to hatred, racism, and discrimination and saved over 2,000 lives through our HelpChat Line.

Each year, I am in awe at the outpouring of support from people throughout the US and beyond who act purposefully to prevent and raise awareness on the issues of bullying and cyberbullying and to change the culture. **Visit our website or social media pages** and you'll see our followers engaging in current events, commenting on posts, sharing a tweet or donning a blue t-shirt, as they #BlueUp, for World Day of Bullying Prevention and National Bullying Prevention Month. And, there's more.

Our Youth Leaders are excited to visit classrooms all over this country to encourage their peers to stand up to injustice and all forms of bullying, on and offline. We are fortunate, indeed blessed, to be sustained by corporate partners and foundations, some spanning more than a decade like The New York Jets.

There is not enough space in this short message to communicate **all my appreciation for our benefactors.** Rather, I'll let this Annual Report speak for itself. But I will share one story that crystalizes this magical year.

It's about of a fourth grader in Florida, who happened to be a huge fan of the University of Tennessee football team. One day in class, he sketched out the team's logo, a rough a "U" and "T," to which his classmates bullied him until he broke into tears. Word of what occurred spread, reaching UT's campus. They decided to celebrate this boy's renderings by replicating them onto a t-shirt and selling them online and in Vo Shoppe. Within weeks, 912,000 shirt had been sold, raising nearly a million dollars for anti-bullying prevention.

Guess which nonprofit received those funds? Yes, you guessed right. We were thrilled with the \$912,000 donation. We mentioned the donation to The New York Jets who explained that one of their players was donating \$40,000 to us from his nomination at the NFL's Walter Payton Man of the Year awards. The Jets donated the rest, making it a cool \$1 million. We bear witness to the power of collect action to stand up for change—to prevent bullying wherever we find it. **This is what we do. We raise awareness. We rally for change. We stand united.** Because of your support, our programs and services will continue to expand and we can change the culture to one of kindness, care and inclusion.

Thank you for taking the time to peruse these pages, and to better understand the impact we are making together.

Sincerely,



Ross Ellis

Founder, President and CEO

The Issues – By the Numbers

**1 out of 5
KIDS
are
BULLIED.¹**

People who have experienced violence, including child abuse, bullying, or sexual violence are at higher risk for suicide.^{2 3}

36.5%
of children age 12-17
admitted to having
been cyberbullied in
their lifetime.⁴

**YOUTH
VIOLENCE
KILLS AND
INJURES.**

Homicide is the 3rd leading cause of death for young people ages 10-24. Each day, about 13 young people are victims of homicide and about 1,100 are treated in emergency departments for nonfatal assault-related injuries.⁵

¹ The CDC, Preventing Youth Violence, Fact Sheet, 2020. ² CDC, Injury Prevention and Control, 2018 CDC Study.

³ Comprehensive Psychology, "School bullying, cyberbullying, or both: correlates of teen suicidality in the 2011 CDC Youth Risk Behavior Survey;" ⁴ The Cyberbullying Research Center, 2019 Cyberbullying Data.

⁵ CDC, National Center for Injury Prevention and Control, Web-based Injury Statistics Query and Reporting System 2018; [cited 2020 Feb 27] Available from cdc.gov/injury.

Depending on the year surveyed,

UP TO 37%
of students say they have been
DIGITALLY HARASSED.⁶

CYBERBULLYING IS ON THE RISE.⁷

**5.4
MILLION**

students skip school at
some point in the year
for fear of being bullied.⁸

87.3%

of LGBTQ+ students
experienced
harassment
at school.⁹

60% of boys who were bullies in middle
school had at least one criminal
conviction by the age of **24.**¹⁰

⁶ The Cyberbullying Research Center, Lifetime Victimization Rates, 2007-2019 chart. ⁷ PBS, NewsHour, July 26th 2019 article, "Cyberbullying on the Rise." ⁸ The Cyberbullying Research Center, "Millions of Students Skip School Each Year Because of Bullying," 2017 article. ⁹ GLSEN, The National School Climate Survey 2017, page 5.

¹⁰ Smokowski PR, Kopasz KH. Bullying in school: an overview of types, effects, family characteristics, and intervention strategies. Child Sch. 2005;37(2):101-110. [Google Scholar]

OUR IMPACT

Assisted over **5 million** students resolve bullying and cyberbullying situations.



Saved over **2,000** lives through the STOMP Out Bullying **HelpChat Line** and through our various support networks a total of **6,000** lives.



Empowered Youth Leaders to change the culture in schools across the country.



Collaborated with over
15,000 school partners
to raise awareness and
educate students.



Engaged, educated and inspired
our followers on Social Media

 **158,000+**

 **84,000+**

 **35,000+**

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OUR PROGRAMS AND SERVICES



2019 Culture Shock

National Culture Week

For the second year in a row, STOMP Out Bullying livestreamed Culture Shock to schools across the nation and as far as Japan and the U.K. The event sparked a dialogue among young people on the negative aspects of our culture—the racism, hatred, homophobia—and the need to transform our culture into one imbued with empathy, inclusion and kindness. **Culture Shock**, a panel discussion of various celebrities kicked off National Culture Week which was livestreamed to over 300,000 students.

OVER 300,000
students reached across
the country and beyond



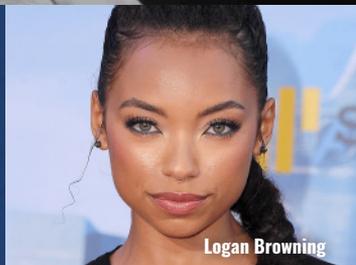
#SeeMe Campaign



Sarah McBride



Josie Totah



Logan Browning

Former Culture Shock Panelists

The live event was held at The New School in New York City with 275 students in attendance while schools across the U.S. and beyond watched by Livestream. Moderated by New York Jets legend Tony Richardson, the panel included: actress, Stephanie Hsu; actor, Mark Indelicato; actor, Rohan Chand; actor, and Alyson Stoner, actress. The prior year included Logan Browning, actress; Josie Totah, actress; and LGBTQ+ transgender activist, Sarah McBride.

Thousands of teachers, guidance counselors, and principals from middle and high schools throughout the fifty states and beyond signed up as Ambassadors, helping to stream the conversation into classrooms and auditoriums.



The Mercedes-Benz Superdome in New Orleans

National Bullying Prevention Awareness Month

Every October, STOMP Out Bullying leads the way in heightening awareness on the issues of bullying, cyberbullying and the critical need for prevention.



Cityscapes Aglow

To officially launch the month-long awareness campaign, on October 7th, World Day of Bullying Prevention™, we invited city officials and building owners to light up the skyline in blue. Nearly two dozen city structures, towers, buildings and bridges, glimmered in a cool blue in the night sky. Just to name a few: the iconic Empire State Building, Mercedes-Benz Superdome in New Orleans, The Wrigley Building in Chicago, and 1 Liberty Plaza in Philadelphia, among others.



Tanika Ray



Laurie Hernandez

Donning Blue

On World Day of Bullying Prevention, we asked supporters to #BlueUp, by wearing a blue shirt, to send a message of solidarity so that bullying prevention was heard around the world. Thousands of STOMP Out Bullying t-shirts were sold, emboldened with the message: “Our voices will make Bullying History.” Through social media, we witnessed the incredible power of a united voice as thousands of photos of classrooms and gymnasiums filled up our screen, showing a sea of blue, standing as one against bullying.

PSAs

Central to our messaging strategy, STOMP Out Bullying created a series of award-winning PSAs with celebrities and youth influencers to spread our message of tolerance for all kids and teens, regardless of race, creed, or sexual orientation.

Appearing in PSAs were ‘Extra’ host Tanika Ray, Broadway stars, Will Roland and Ashley Park; Olympic Gold Medalist, Laurie Hernandez; “Ghostbusters” director, Paul Feig; among others. These PSAs made over 400,000 impressions airing in taxicabs across the country.

STOMP Out Bullying PSAs made
OVER 400,000
impressions across the country



Social Media — Promoting Positivity

On our platforms of Facebook (with 158k followers), Twitter (85k followers), and Instagram (35k followers), we post daily positive messages to encourage acts of kindness, self-appreciation, and acceptance of diverse communities. These postings aim to shift the culture one post at a time.

Additionally, we engaged and educated our followers with monthly e-blasts and blog posts. A true indicator that our message resonated among our constituency was evidenced by the fact that in 2019, our supporters raised an amazing \$59,476 through Facebook fundraisers in support of our cause. These online events, birthdays and anniversaries, demonstrate the passion of our supporters to change the culture for the better.

\$59,476 RAISED
through Facebook fundraisers



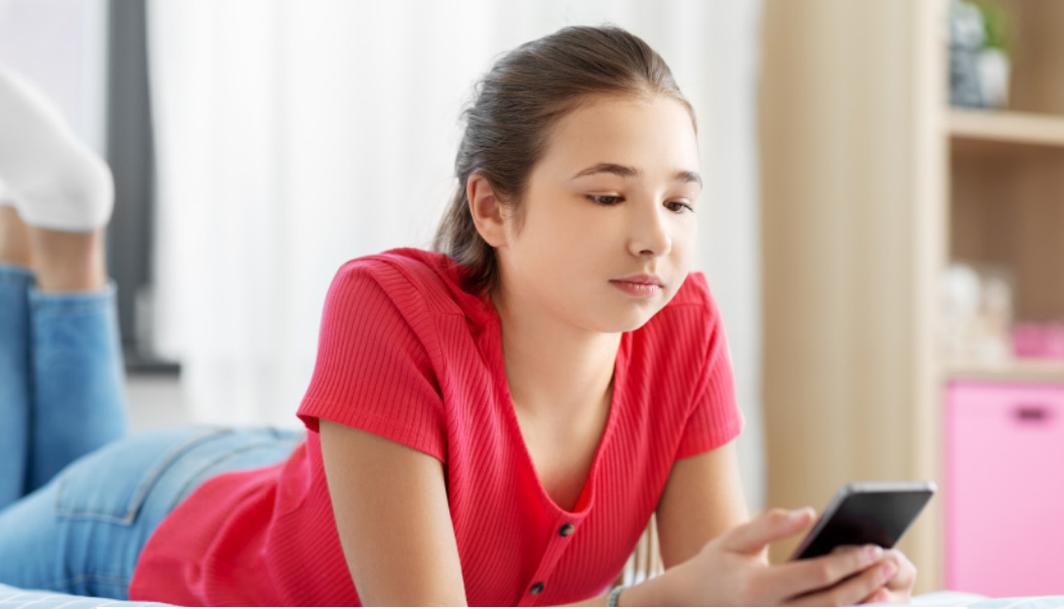
#SeeMe Campaign

This campaign, initiated in 2018. It aims to inspire youth to see the beauty in themselves and others and to post pictures, as they want the world to see them. The video has been viewed thousands of times, often accompanied with photos. The #SeeMe Campaign continues to reverberate throughout the zeitgeist, two years after its first urging youth to get to know others not for just the way they look.



National #BlockItOut Day

On November 14th, we reminded kids and teens to block out the negativity in their digital lives and to pay it forward by encouraging their friends and family to do the same. We prompted digital users to block out hatred, shamers, trolls and cyberbullies with a click and to send out a unified message that bullying and cyberbullying are unwelcome and unwanted. This year's campaign reached just under 3 million people.



The HelpChat Line

The HelpChat Line is a lifeline for youth in crisis. Available to youth, ages 13 to 24, its goal is to mitigate the stress, confusion and fear that accompany being bullied and to empower youth to make healthy decisions. Last year alone, we received calls from youth victimized by harassment or abuse, on- and off-line. As always, some callers confided they were contemplating suicide. Since its inception, we are proud to have assisted over 100,000 youth and saved over 2,000 lives.



NEED HELP?

Are you being or have you been bullied or cyberbullied?
Are you going through a rough time because of it?



FREE & CONFIDENTIAL

- Free and Confidential
- Ages 13-24 Only
- Not Available to Adults



HelpChat Hours

Online	Hours (EST)
Monday	6:00PM - 12:00AM
Tuesday	8:00PM - 12:00AM

Youth Empowerment

Our Youth Leaders are trained to speak out against the toxicity of abusive language and behaviors and the need to stand up to hatred in all its forms. Speaking mostly to peer groups, Youth Leaders speak at schools and community centers, to the media, on news shows and to congress. One youth leader spoke to her synagogue, another to the media. Our Youth Leaders also take on an active role in sharing, re-tweeting and re-posting STOMP Out Bullying social media posts, spreading our message far and wide to their friends and family.



Youth Leaders, Past and Present

Resources for Educators

STOMP Out Bullying supports educators and administrators nationwide by creating Bullying Prevention Toolkits. Based on proven Social Emotional Learning methods, these kits allow teachers to structure meaningful dialogue in their classrooms on the topics of bullying, cyberbullying and techniques for dealing with bullies. In 2019, over 11,000 of our easy-to-use toolkits were ordered by educators.

OVER 11,000
easy-to-use toolkits ordered

NOTEWORTHY EVENTS 2019



Making the News

With 1 out of 5 kids bullied, media outlets seek out the expert advice of our founder, president and CEO and national bullying and cyberbullying expert, Ross Ellis. In 2019, Ross appeared on TV news shows, was quoted in numerous articles and interviewed for radio shows and podcasts. A few press highlights include:

- January 24, a guest appearance on “DR. OZ;” Ross Ellis, right
- March 4, interviewed on WABC-TV, for the #BeKind Campaign
- September 17, Good Day Street Talk, Ross Ellis with anchor Antwan Lewis
- October 8, on WPIX11 Morning News, along with former New York Jets Jonotthan Harrison
- December 16, quoted in a Forbes.com article, “Instagram AI Tool to Flag Offensive, Bullying Captions. But What About Facebook?”

2019 New York Jets-STOMP Out Bullying Educators Symposium

On August 29th, at MetLife Stadium, the Jets and STOMP Out Bullying combined forces to co-organize the 4th annual Tackle Bullying Educators Symposium, focusing on digital resilience and student-athlete culture building. 250 participants attended.



From L to R: Kevin Lenahan, Michele Hall-Duncan, Ross Ellis, Paul Feig, Ira Levy and Neil Glat.

2019 Gala

On March 18th, STOMP Out Bullying celebrated its 13th Anniversary at the Mandarin Oriental, in New York City. Recipients honored that night were Kevin Lenahan, Senior Vice President, Chief Financial Officer and Administrative Officer of Atlantic Health System, with the Corporate Leadership Award; Michele Hall-Duncan, President & Chief Executive Officer, enCourage Kids Foundation, with the Public Service Leadership Award; and Paul Feig, Writer, Director, Producer and Actor, with the Nonprofit Leadership Award.

Financial Statement

(Year Ended October 31, 2019)

WITHOUT DONOR RESTRICTIONS:

Public Support and Revenue

Contributions	\$ 284,758
Special event income (net of expenses with a direct benefit to donors of \$36,515)	156,324
In-kind media	579,142
Investment income	17,821
Change in cash surrender value of annuity contract	(12,674)

Total Public Support and Revenue	\$1,025,371
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Expenses

Program services	889,595
Supporting services:	
Management and general	174,944
Fundraising	75,488
Total supporting services	250,432

Total Expenses	\$1,140,027
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Change in net assets	(114,656)
Net assets – beginning of year	646,830
Net assets – end of year	\$ 532,174

Corporate Sponsors

In 2019, we welcomed new corporate sponsors and welcomed back old sustaining partners. We thank all the corporations below for championing our good work.

New Partners, in 2019

ABC Disney	Clearasil
Alix And Ani	Solid Space
Bethpage Federal Credit Union	Tylie
BIGGBY® COFFEE	Wizards of the Coast
California Pizza Kitchen	

Our Sponsors, over the years

ABC Family	Marvel
Aeropostale	MCU
Armour Foods	Nanette LePore
Bon Ton Stores	Nestlé Wonka Nerds
Boys & Girls Club of America	New York Jets
Charlotte Russe	104.2 WAXQ FM
Chavez for Charity	106.7 Lite FM
Dearfoams	103.5 KTU
Empire State Building	Pilot Pen Corporation of America
ESPN	Planet Fitness
FOX Sports	Sephora
Hollister	Seventeen Magazine
iHeartMedia	Soap & Glory
JCPenney	Starwood Retail Partners
J.Crew	Z100
Just Dance (Ubisoft)	Z100 Jingle Ball
Lion Brand Yarns	

Board of Directors

Scott Beaudoin

EVP, Social Purpose & Sustainability
BRODEUR PARTNERS

Ross Ellis

Founder and CEO, STOMP Out Bullying
and Love Our Children USA

Ira Jay Levy, Esq.

Partner, Goodwin

Meredith Vieira

Honorary Board Member

Staff

Ross Ellis

Founder and CEO

Christina Elfring

Director of Social Media

Erin Cohen

Public Relations Director

Monique Cameron

Executive Assistant to the CEO

Stephanie Roche

Administrative Assistant

Christopher Hayes

Web Developer

Advisory Board

Christopher Burgess Cybersecurity
Expert and Evangelist

Marla Farrell

Founding Partner, Shelter PR

Beth Feldman

President, Beyond PR

Dr. Jeff Gardere, PhD.

America's Psychologist, Author,
Speaker

Michele Hall-Duncan

Executive Director, Encourage-Kids
Foundation

Scott Pansky

Senior Partner and Co-Founder,
Allison+Partners

Marcel Pariseau

Partner, True Public Relations

Audrey Pass

Senior Vice President, External Affairs,
Pencils of Promise

Kenneth Teaton

Senior Vice President Creative Affairs,
The Foxboro Company

Bobby Walker, Jr.

CEO, Boys and Girls Club, Greenwich, CT

Global Ambassadors

Celebrities have the power to make us aware of causes that need our support. Our Global Ambassadors' voices truly make a difference. We are so very grateful to them for their commitment to us.

Ashley Argota

Actress

Lance Bass

Musician and Actor

Carolina Bermudez

KTU Radio Show Host, Former Z100 Radio Show Host

Dustin Lance Black

American Screenwriter, Director, Film and Television Producer, and LGBTQ+ Rights Activist

Tyler Blackburn

Actor, *Pretty Little Liars*

Logan Browning

Actress, *Dear White People*

Taye Diggs

Actor, Director and Author

Paul Feig

Director, Producer, Actor

Jonotthan Harrison

Buffalo Bills

Melissa Joan Hart

Actress and Producer

Tyler Henry

TV Personality, Clairvoyant

Laurie Hernandez

Silver and Bronze Medal Olympic Gymnast, Mirror Ball Trophy Winner, *Dancing With the Stars*

Stephanie Hsu

The Marvelous Mrs. Maisel

JoJo

Musician, Songwriter and Actress

Sean Kingston

Musician

Katie LeClerc

Actress

Mario Lopez

Host *Access Hollywood*, Actor and Author

Jameel McClain

New York Giants

Kat McNamara

Actress, *The Shadowhunters*

Alyssa Miller

Model

Emily Osment

Actress, Singer, Songwriter

Michael Park

Actor

Tony Richardson

New York Jets Legend

Maria Sansone

Host, *Boston Hub*

Naturally Seven

Vocalplay Artists

Brittany Snow

Actress

Trudie Styler

Actress, Producer, Director

Bella Thorne

Actress

End The Hate... Change the Culture.

 StompOutBullying

 in/ross-ellis-5741b3

 STOMPOutBullyng

 LoveOurChildrenUSA

 theofficialstompoutbullying

 STOMPOutBullying.org

 **SIGN-UP FOR OUR NEWSLETTER:**
www.stompoutbullying.org/sign-up

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