



# Stop A

# Bully

Advocacy and Fundraising Plan



"In a world  
where you can  
be anything,

*Be kind.*"

Anonymous





# What is Bullying?

Bullying is the act of intentionally causing harm to others through verbal harassment, physical assault, or manipulation.

*Make a Difference*



# 5 Types of Bullying

01

Physical

Physically bullying is the most obvious form of bullying. Examples include kicking, punching, slapping, shoving

02

Verbal

Verbal bullying is when using words, statements, and name-calling to gain power and control. Verbal bullies will use insults to belittle, demean, and hurt another person.

03

Social

Social bullying involves excluding others (leaving someone out), encouraging others to do the same or turn against someone, involves fake rumours, and spreading gossip.

04

Written

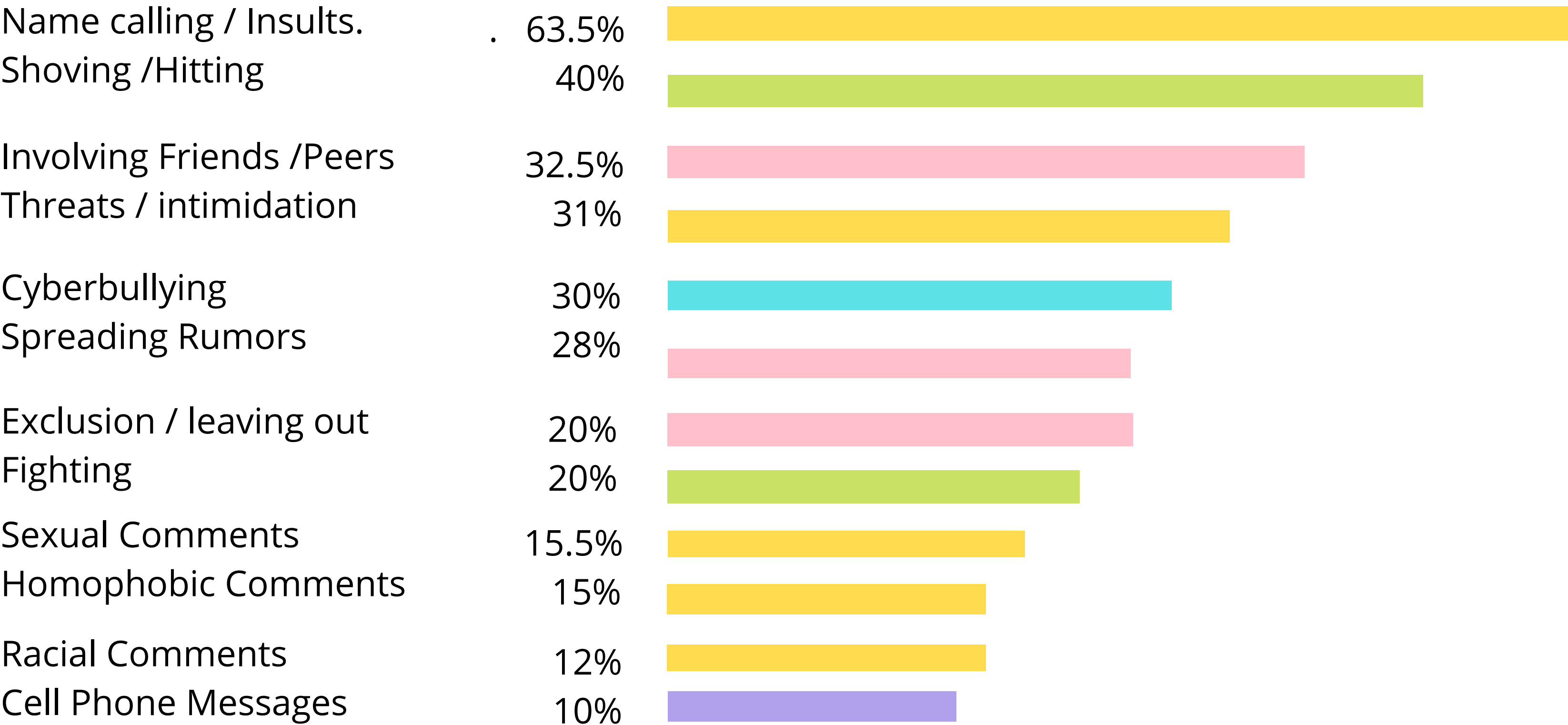
Written bullying involves threats, insults, blackmailing, through a form of writing, text, or emailing.

05

Electronic

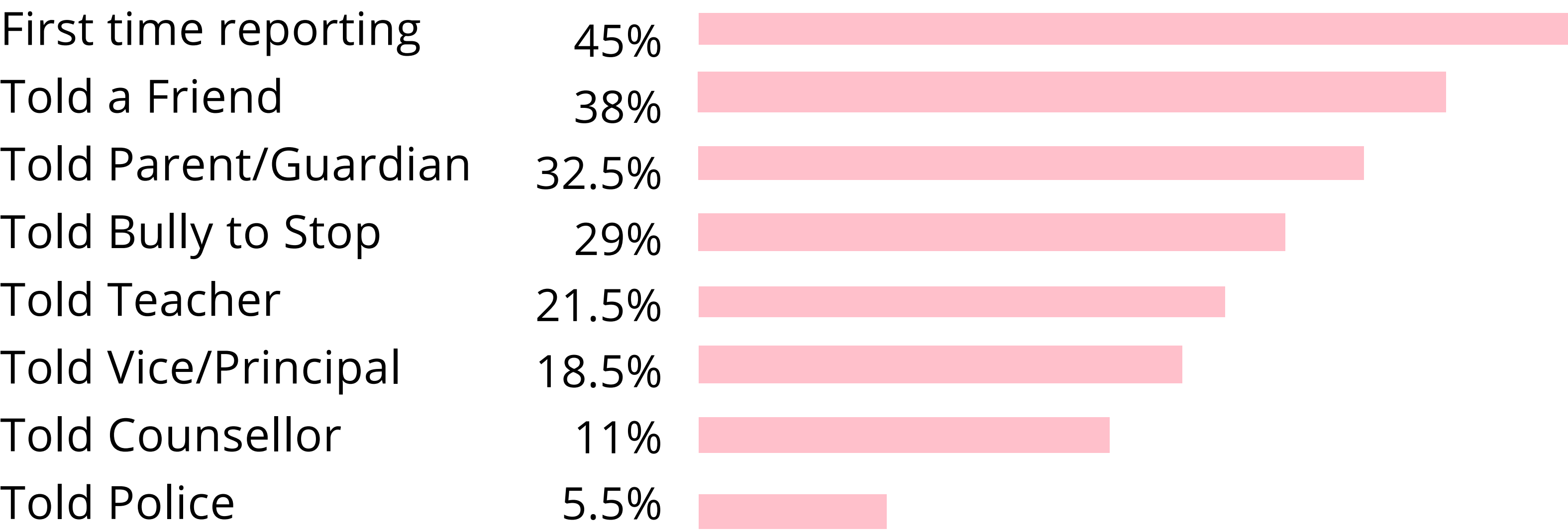
Electronic bullying also known as cyber-bullying takes place over digital devices like cellphones, computers, tablets, and social media.

# Types of Bullying Reported in **Canada**



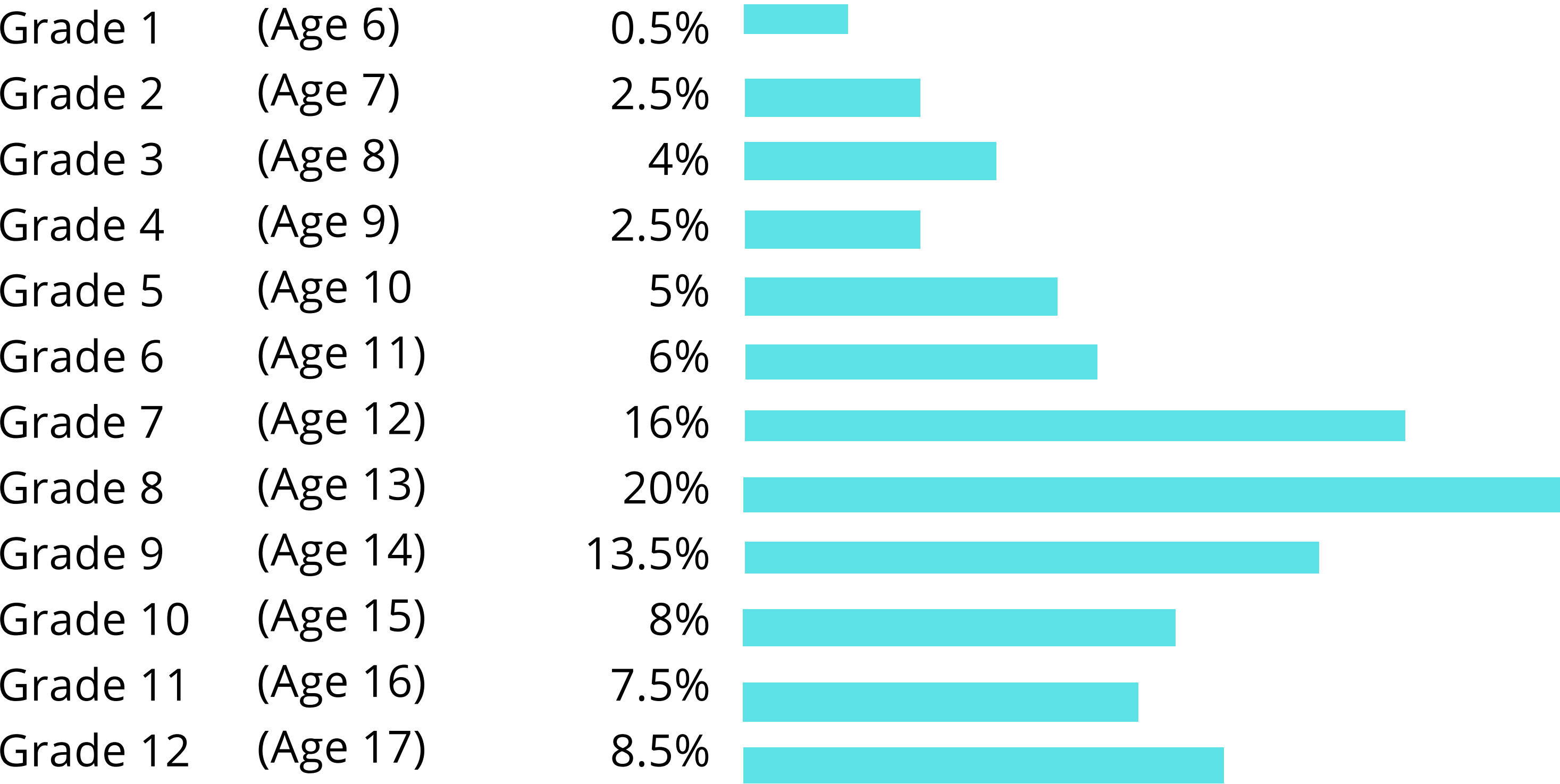
# Bullying Reported in **Canada**

# Research



# Bullying Reported in Ontario

Research



# Research

Bullying happens at all stages of life and not just as a child.

1 in 3 adolescent students have reported to be bullied

76,000 + cries for help, answered each year

47% of Canadian parents report having a child victim of bullying

90% of parents are familiar with cyberbullying



# Consequences of Bullying

## BULLYING MAKES PEOPLE

Some people believe that bullying is part of growing up and a way for young people to learn how to stick up for themselves. However, bullying can have long-term physical and psychological consequences.

- Upset
- Feel lonely
- unhappy
- Frightened
- Feel Unsafe
- Self-esteem
- Lose Confidence
- Sick
- Withdrawal from family and school activities
- Shyness
- Anxiety
- Sleep deprivation
- Sleeping too much
- Depression
- Suicidal

# A Campaign to "Stop Bullying!"



# Goals



Our goal is to help prevent bullying from escalating, counsel victims with recovery, suicidal prevention, educate and create awareness.

## Short Term Goal vs. Long Term Goal



## Objective

Short Term: 10 % reduction within 2 years for first time reporting of bullying of children between ages 6 years to 13 years old across Toronto.

Long Term: 25 % reduction within 5 years for first time reporting of bullying of children between ages 6 years to 13 years old to prevent across Ontario.



# Output



- Utilize Social Media, create Facebook page and execute Instagram posts on a daily basis
- Brochures sent home from school, E- Newsletter on a Monthly Basis
- Increase partnerships with 2-3 Community Centers within two years and an additional 6-9 Community Centers within five years
- Parents / Local Community
- Working together with Teachers and Law Enforcement

# Strategy



## **Educate and Raise Awareness.**

Educate parents the root causes of bullying, how to identify children with behavioral symptoms leading to bullying and identify children who are victims of being bullied.

Educate children of ages 6 years old to 13 years old about bullying.

Raise awareness on how to stop a bully.

# Tactics



- To conduct a presentation twice in the school year September and March about bullying.
- Approach the Board of Education and Government to conduct mandatory wellness surveys, similar to the EQAO
- Partner with telecommunication companies such as Rogers and Bell Canada to implement a hotline specifically for victims who were bullied and children who are the bully
- Approach new Graduates of Social Work to help with support programs
- Monthly meetings with School Committee, Principals and Teachers
- Create various programs both for children who are the bully and children who are victims of being bullied
- Host fundraising events



# Advocacy and Fundraising Plan Overview

1. We will target elementary schools in Ontario with the highest reporting and work with other schools within a perimeter as a pilot.
2. Next step is to create a petition and invite parents of children attending the selected schools and local communities to attend our presentation and special events. Invitation will be sent via email to parents and to utilize social media platforms.
3. Peer to peer - soliciting neighbourhood
4. We will approach corporations sponsors, Bell, Rogers, other corporations
5. Fundraise and to create awareness, to introduce our programs/available resources.
6. Fundraising Event - April (spring)

# Social Media Platforms

 Facebook   
[Connect to Facebook](#)


Did you know that 1 in 3 Canadians had experienced being bullied? There are 5 types of bullying. [#stopabully](#) [#bekind](#)

**Stop A**  
**Bully**

 Instagram   
[Connect to Instagram](#)

In a world like today, we must take care of each other. Speak up if you witness a bully. [#stopabully](#) [#bekind](#)

**Stop A**  
**Bully**

 Twitter   
[Connect to Twitter](#)

It is important to take care of each other! Speak up if you see someone being bullied. [#speakup](#) [#stopabully](#) [#bekind](#)

**Stop A**  
**Bully**

Feedback

Facebook

Will post 3x per week  
Monday, Wednesday, Friday

Instagram

Will post daily afternoon  
1:00 pm

Twitter

Will post 2x per week  
Thursday and Saturday

# Advocacy Plan of Action and Timeline

Preparation Stage	Timeline	Responsibility
<ul style="list-style-type: none"> <li>Agreement with Ontario Board of Education, Policy, and Sponsor Hotline with Bell Canada /Rogers</li> </ul>	April - May	Board of Directors
<ul style="list-style-type: none"> <li>Create Program Outline</li> </ul>	April	Committee
<ul style="list-style-type: none"> <li>Create Presentation Outline</li> </ul>	May	Committee
<ul style="list-style-type: none"> <li>Design Programs and Presentation</li> </ul>	May	Agency





# Advocacy Plan of Action and Timeline

## Summer Program

- Community Centers and Camps Presentation (8)
- Awareness Hotline Telephone Number
- Brochures, Marketing Materials, E-Newsletter
- Social Media posts daily

## Fall Program

- School Presentation (24)
- Awareness Hotline Telephone Number
- Brochures, Marketing Materials, E-Newsletter
- Social Media posts daily

## Monitorting Program

- Before Survey
- After Survey

## Fundraising Program

## Timeline

June - August

September to  
February

April  
March

March - April

## Responsibility

Volunteers.  
Graduate Students  
of Social Work  
Agency

Volunteers.  
Graduate Students  
of Social Work  
Agency

Research Agency

Committee

# Fundraising Plan and Budget

## Organization Expenses

Salaries	\$1000
Facilities	\$500
Program Supplies	\$500
Marketing	\$500
Legal and Audit	N/A

**TOTAL                      \$2500**

## Organization Revenue

Individual Donations	\$2000
Sponsorships	\$5000
Major Gift	\$1000

**TOTAL                      \$8000**

## Event Expenses

Venue	\$1500
Food	\$2000
Entertainment	\$1000
Marketing	\$500

**TOTAL                      \$5000**

## Event Revenue

Tickets	\$2500
Fundraising	\$5000
Sponsorships	\$2500

**TOTAL                      \$10000**

# Results

1. Monitor Programs

2. Petition Results

3. Surveys Results

- \* Have we provided enough information about bullying?
- \* Will you attend our next event?





# Identify



**Lend a Hand  
Speak Up  
Stop A Bully**





"No act of  
**KINDNESS**  
no matter  
how small  
is ever wasted. "

Aesop

Be kind

# References

<https://www.bullyingcanada.ca/>

<http://www.stopabully.ca/bullying-statistics.html>

<https://www.canada.ca/en/public-health/services/bullying/bullying-prevention-programs.html>

<https://www.publicsafety.gc.ca/cnt/rsracs/pblctns/blng-prvntn-schls/index-en.aspx>

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Fund 5001, Trends, Advocacy, Research

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