

# Pitching in for Kids

Be Kind. Always.



## Coming this Fall...

Pitching in for Kids in collaboration with Honest Tea, Star Market & Webster First Federal Credit Union will present Mr. Wayne Soares to 60 New England schools in the Fall 2016 focusing on Anti-Bullying. Mr. Soares' presentation is packed with energy and focuses on teamwork & leadership. These presentations will be surrounding bullying and doing the right thing when someone is being bullied. His tips on self-esteem and methods to combat bullying are invaluable and have saved lives. This campaign is a \$50,000 investment from PIFK and the team.

### **Pitching in for Kids Anti-Bullying Campaign:**

PIFK and it's athletes with the addition of local and national celebrities begin a messaging social media campaign and eventually an ad campaign against bullying to be funded through grants, corporations, and PIFK events. The message being...*BE KIND. ALWAYS.* aimed to raise awareness of the dangers of bullying. We want to remind others to treat one another with respect and kindness. Pitching in for Kids goal is to team up with companies to help fund the campaign and will be looking for a company to grow this campaign to a national level putting PIFK on the map.

### **Our Message:**

*BE KIND. ALWAYS.*

- Treat everyone with Respect/Love One Another/ I have your Back!  
Teach kids to talk with an adult when they are having trouble with other kids instead of bullying them.
- Stand Up for One Another  
When you see someone being bullied, be kind to them and include them in what your are doing and always tell an adult.
- Be Careful What you Post  
Things get forwarded so never post or share anything that could hurt or embarrass anyone else.



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## ***Bullying Facts & Why Pitching in for Kids wants to help:***

- Over 3.3 Million students are victims of bullying annually
- Approximately 160k teens skip school everyday because of bullying
- 17% of American students report being bullied 2-3 times/month or more within a school semester.
- 1 in 4 teachers see nothing wrong with bullying or have trouble identifying it and will intervene only about 4% of the time.
- By age 14, less than 30% of boys and 40% of girls will talk to their peers about bullying.
- 1 in 10 students drop out of school because of repeated bullying.

## ***Types of Bullying:***

- VERBAL – Name calling and/or teasing
- SOCIAL – Spreading rumors or leaving others out of activities intentionally
- PHYSICAL – Hitting, punching, shoving, causing intentional harm
- CYBERBULLYING – Internet, texting, email, social media, and other digital technologies to harm others

## ***What is Bullycide?***

This newly phrased term is a hybrid of bullying and suicide to explain why someone takes their life as a result of being bullied.

