



The Leader in Internet Safety Education



i-Adopt-A-School Toolkit

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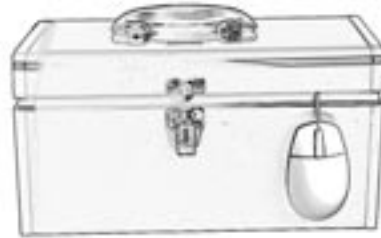
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REV #1

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These are the Facts

#1) Fact

The United States of America is a high-tech society. Computers and the Internet have become the natural environment of adults, teens, and children. We know from 2000 U.S. Census Bureau statistics and other more recent studies that more than 30 million American children use the Internet. Virtually all American children (72 million aged 17 or younger; 53 million school-aged five through 17) have access to computers and know how to use them. Moreover, they use computers to get online to chat and have fun. Unfortunately in the process, children are taking enormous risks that they and their parents are unaware of and unprepared for.

#2) Fact

Data collected by the National Assessment Center (NAC) during a 2003-2004 survey of more than 30,000 K through 12 students throughout the United States revealed that American kids and teens online are highly “at-risk”!

11 percent are online for more than eight hours a week.

12 percent spend more time online than they do with their friends.

54 percent like to be alone when “surfing” the Internet.

40 percent have visited an inappropriate place on the Internet (18 percent more than once).

40 percent trust the people with whom they chat on the Internet.

9.5 percent have been asked to keep their Internet friendships a secret.

10 percent have been asked by someone new (a stranger) on the Internet to meet face to face.

10 percent have actually met face to face with a new person (stranger) from the Internet.

45 percent have copied music from the Internet.

37 percent believe their parents would either express concern, restrict their Internet use, or take away their computer if they knew where they were surfing on the Internet.

40 percent have visited an inappropriate place on then Internet (18 percent more than once). (pre-assessments of 16,600 students)



These survey percentages statistically represent millions of U.S. kids and teens who possess naive attitudes about their online safety and are engaging in high-risk online behavior on the Internet, which renders them highly vulnerable and, in many cases, actual targets or prey.

For our children to be safe online, they need to acquire and exercise critical-thinking skills essential to making responsible, informed decisions when confronted with both subtle and blatant online dangers, or in determining what is risky behavior online. Filtering and blocking cannot teach such things as caution, discernment, and safe behavior. A civil lawsuit summons cannot teach the concept of intellectual property and its permissible legal uses. There are, however, educational methodologies that do teach adolescents caution, discernment, safe behavior, and recognition of the practical implications of things like abstract legal interests in property.

These are the Facts

#3) Fact

In 2002, the U.S. Congress financed i-SAFE Inc. to deliver Internet safety education and awareness to our nation's youth, their families, and their communities. i-SAFE Inc is the leader in Internet safety education and youth empowerment in both public and private K through 12 schools throughout the nation. i-SAFE's mission is both powerful and inclusive:

“To educate and empower young people to safely and responsibly take control of their Internet experience by providing them with the awareness and knowledge they need to recognize and avoid dangerous, destructive, or unlawful behavior, and to respond appropriately.”



i-SAFE programs are now in thousands of schools in all 50 states and 221 Department of Defense Dependent Schools in 13 countries. Thousands of educators and safety professionals have completed i-SAFE's Professional Development Program (PDP), qualifying them to teach i-SAFE's Internet safety program to other professionals and students. In only three years, i-SAFE Inc has provided millions of students with the critical-thinking skills necessary to use the Internet responsibly and safely.

i-SAFE Internet safety education and youth-empowerment programs work! They are favorably changing the naive and risky online behaviors of children in grades K through 12 nationwide. After completing the i-SAFE Internet safety education curriculum, more than 30,000 students surveyed by the NAC said:

92 percent will be more careful about what personal things (i.e. name, address, phone number) they share on the Internet.

87 percent will pay closer attention to where they go and what they do on the Internet.

85 percent will make better choices about what is legal to download from the Internet.

Clearly, the “at-risk” posture of students who complete the i-SAFE Internet safety curriculum is significantly improved. This is a measurable and highly favorable cyber-culture change.

i-Adopt-A-School

There is no more precious national resource than a child. Children are the future! i-SAFE's bold vision is to reach all 53 million American youths in grades K through 12 who are using the Internet—most of them oblivious and vulnerable to the dangers in Cyberspace. Your children or grandchildren need community and business leaders to become an enabling part of the critically important, nationwide effort to build a safer future for them and the nation.

i-SAFE Inc believes the most expedient way for an individual or a local group to introduce i-SAFE Internet safety education and youth-empowerment programs in their community and school is through the i-Adopt-A-School program.



HERE'S HOW YOU CAN BECOME INVOLVED

i-SAFE Inc provides all of its professional training, curriculum, and resources to K through 12 schools at no cost to the school or school district. However, this attractive, “absolutely free, give-away” delivery model also constrains i-SAFE's ability to reach all communities and all schools in the United States. i-SAFE's financial resources are modest. To overcome this constraint and meet the needs of individual schools, i-SAFE partners with local groups like chambers of commerce, technology councils, Kiwanis clubs, Rotary clubs, etc., that financially sponsor the introduction of i-SAFE Internet safety education in a single school—their school!

STEP #1

Identify the school you want to adopt, and notify i-SAFE. Your i-Adopt-A-School program and process begins when your sponsor group identifies one or more schools it wants to adopt. Your sponsor group then notifies i-SAFE Inc of the school's identity and points of contact (i.e. school officials and how to contact them). i-SAFE will assign a staff member(s) to work with your sponsor group. You or your sponsor group can contact us at info@isafe.org or at www.isafe.org, or by telephone at (760) 603-7911 to give us the information we need to get you or your sponsor group started.

STEP #2

Work with i-SAFE to draft an Implementation Plan (IP). i-SAFE will contact your adopted school's principal or other school district officials to determine how to begin working with the school and its school district headquarters regarding implementation of the i-SAFE curriculum. i-SAFE and your sponsor group will then work together to design an IP that meets your group's goals and is consistent with the policies and procedures of your adopted school and its district headquarters. An “i-Adopt-A-School IP” form is located in the i-Adopt-A-School “Toolbox.”

STEP #3

Draft and execute a fund-raising plan. Your implementation plan will include a fund-raising plan (designed by your sponsor group) to raise the money needed to financially support the introduction of i-SAFE Internet safety education at your adopted school. For your convenience, and as a suggestion only, a “Sample Sponsorship Request Letter” is included in the i-Adopt-A-School “Toolbox,” and your sponsor group may use and modify it as needed. When your sponsor group has met its fund-raising goal i-SAFE will begin the formal process of

i-Adopt-A-School

implementing the i-SAFE Internet safety education and youth-empowerment programs at your adopted school. This implementation process has four principal elements and is described in the “i-Adopt-A-School IP” document in the “Toolbox.”

STEP #4

Announce your i-Adopt-A-School program. When your sponsor group reaches its fund-raising goal, its members will help increase awareness of the critical need for Internet safety education by holding an announcement event (i.e. a launch) at its adopted school. Suggestions for such an event are in the i-Adopt-A-School “Toolbox” section below.



On YOUR MARK . . .
Get SET . . .
GO!



Open your “Toolbox” and get started.

The “Toolbox” contains all the tools you need to complete the **four i-Adopt-A-School steps**.

Some of the ways you can use the 15 tools are:

- to communicate the critical importance of Internet safety for kids and teens
- as a source of ideas for outreach and other events
- as sample forms and handouts that can be modified, or simply printed and used as they are
- to inform people and increase awareness on issues like Internet safety and identity theft
- to help raise funds needed to bring the world’s best Internet safety education to your school

Toolbox



i-Adopt-A-School Toolbox

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The Four Parts of the Implementation Process

#1 **Professional Development Program (PDP):**

A comprehensive training program for local educators, law enforcement, and other instructors. Upon completion of the PDP, participants are certified by i-SAFE to teach the i-SAFE curriculum to students and other instructors and educators.



#2 **Internet Safety Curriculum and Assessments:**

An innovative, student-centered curriculum for grades K through 12 that integrates best practices in teaching and learning, and is taught by i-SAFE certified instructors in the school

#3 **Community Outreach:**

i-SAFE's community-outreach initiative extends Internet safety education and awareness beyond the classroom by bringing students, parents, schools, and community leaders together to disseminate knowledge throughout the entire community. It does this in several ways:

Town Hall Meetings (THM):

i-SAFE, in partnership with a local news organization, coordinates and conducts a public meeting to promote Internet safety. The event is moderated by a representative from a local news organization, and i-SAFE assembles a panel of experts, including educators, an i-SAFE representative, a law-enforcement representative, i-MENTORs, elected officials, and technology experts. The panelists discuss Internet safety from the perspective of their area of expertise and background, then the moderator directs questions from the audience to the panelists.

i-PARENT Programs (PNT):

i-SAFE's National Assessment Center (NAC) has a huge student survey database that has identified a "digital divide" between parents and their children regarding the use of technology. In most cases, kids know more about the Internet, computers, and new technology than do their parents. i-SAFE created the i-PARENT Campaign to bridge the "digital divide" by informing parents about the dangers their kids face online and offering Internet safety tips to help them protect their children. i-SAFE works with parent groups and advocates (via a Parent Train-the-Trainer program) to provide the information and tools they need to conduct their own informational meetings in schools, at civic functions, and with community groups.

#4 **Youth Empowerment DRiVE Campaign:**

i-SAFE provides programs that enable students to "DRiVE" Internet safety education to other students, parents, and community members. The DRiVE Campaign is about becoming part of a global youth movement promoting Internet safety awareness worldwide. For some students, this is a chance to fulfill service-learning or community-service credits. For others, it is a great community project for their clubs or a means for them to support their own personal goals. The DRiVE Campaign encourages students to take a leadership role by becoming i-MENTORs and

The Four Parts of the Implementation Process

educating their peers about online dangers. i-SAFE trains students and equips them with the tools they need to teach others how to protect themselves online. It does this in several ways:

Assembly Experience (ASM):

The i-SAFE Assembly Experience is a dynamic multimedia assembly presentation that touches on the dangers of Cyberspace in a way that is particularly relevant to K through 12 students. It incorporates true-life stories and powerful videos that energize students and impress upon them how their actions in the cyber world can have serious real-world consequences. It is designed to encourage students to join the youth-empowerment DRiVE Campaign.

Service Learning:

i-SAFE incorporates student experiences directly into their schoolwork. By integrating service learning into the academic curriculum, students learn and develop through active participation in a community project. The end result is a newfound and internalized sense of civic responsibility. In fact, students who participate in service learning improve performance in many other areas as well, including critical thinking, communication, teamwork, reasoning, problem-solving, public speaking, computer skills, etc.

Intern Program:

The i-SAFE Intern Program gives students an opportunity to build their resumes or college applications, obtain valuable career experience, and make a difference in their communities by spreading the message of Internet safety. In coordination with the youth-empowerment DRiVE Campaign, i-SAFE provides support for each intern as he or she learns and gains experience while completing activities and events in career fields like communications, public relations, video production, information technology, media relations, outreach, education, and government relations.



i-SAFE Curriculum

i-SAFE offers schools an innovative, student-centered curriculum for grades K through 12 that integrates best practices in teaching and learning with opportunities for youth empowerment and outreach. It ensures that knowledge and skills are not only taught but also retained. i-SAFE curriculum is aligned with the National Educational Technology Standards for Students (NETS), published by the International Society for Technology in Education (ISTE). All curriculum is reviewed and approved by the Child Protective Division of the Office of Juvenile Justice Delinquency Prevention within the Department of Justice.



Most importantly, i-SAFE's curriculum enables K through 12 students to build an association between the physical and cyber worlds, so they know and appreciate the fact that their presence and activities online have consequences that are real. It includes various media to stimulate critical-thinking, peer-to-peer discussions, and youth-empowerment activities. Through education and empowerment, students internalize and take ownership of the concepts learned. For example:

Early-Learning Curriculum: i-SAFE's theme character "i-Buddy" presents the K through 2 curriculum, which provides the youngest students with age-appropriate exposure to Internet concepts and vocabulary by engaging them in meaningful hands-on activities. Lesson plans and reproducible activities address the core topics of cyber community citizenship, personal safety, and cyber security. These core topics are periodically updated with new material. This early-learning curriculum also includes a collection of songs on CD.

Grades 3–4 Curriculum: i-Buddy continues to present the curriculum in these grades, which includes additional topics like intellectual property and cyber bullying. Similar to the K through 2 curriculum, it builds upon previous concepts and vocabulary taught while engaging students in active-learning modules.

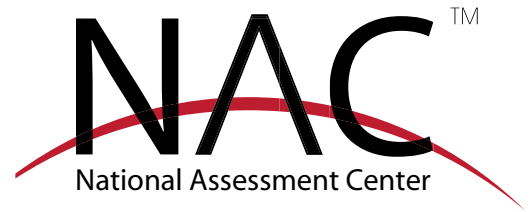
Grades 5–8 Curriculum: Curriculum for grades 5 through 8 includes teaching and learning activities designed to draw students into discussions and participatory activities that stimulate interaction, cooperative learning, and concept development, and opens up opportunities for school and community outreach. A variety of learning activities integrated into the curriculum are available in two formats to promote student-directed learning: 1) activity-page resources with accompanying activities for classrooms without computer access, and 2) Web page activities on CD for classrooms with computer access. Lessons are specially designed to be teacher-friendly, allowing for a variety of classroom options and presentation formats. Each lesson includes an optional Power-Point presentation to guide lesson delivery.

The curriculum for Grades 5 through 8 includes five core topics (cyber community citizenship, cyber security, personal safety, predator identification, and intellectual property) as well as supplemental teaching and learning activities, which are periodically added to address emerging Internet subjects. Current supplemental materials include information on copyright and fair use, blogging, acceptable-use policies, safe Web site design, and homeland security.

High School Curriculum: The high school curriculum is delivered mainly in a video webcast format accompanied with open, engaging discussions among students. Webcasts are filmed using students (not actors) and in schools around the country. The current library of i-SAFE webcasts for high schools includes: "Privacy;" "Cyber Relationships;" "Intellectual Property;" "Security: Malicious Code;" "Cyber Citizenship;" "Social Issues;" "Pornography on the Web;" and "Cyber Harassment." There are also nonwebcast-based lessons on cyber community and service learning, which provide students hands-on activities to implement within their communities.

What are assessments?

Assessments are sets of Internet safety–related questions developed and administered online by the National Assessment Center (NAC), which is an integral component of i-SAFE’s overall program. Students answer assessment questionnaires online prior to and after being taught i-SAFE’s curriculum. Nationwide student, teacher, and parent responses to NAC assessment questionnaires are evaluated and reported each school year by the NAC, and provide i-SAFE and others with a large, real-time database of information (i.e. more than 150,000 responses annually) regarding online attitudes and behaviors of K through 12 students nationwide.



What do assessments reveal?

The NAC’s current assessment model was designed specifically to generate data that answers the following three questions:

- ***What is the nature of students’ Internet use, safety behaviors, and dispositions before receiving each i-SAFE curriculum lesson (pre-assessment)?***
- ***Have students learned the essential, core elements of each curriculum lesson and embraced the safety concepts (post-assessment)?***
- ***Have students made actual changes in their Internet behavior as a result of their i-SAFE education experiences (delayed assessment)?***

Some of the baseline behaviors U.S. students candidly reported prior to completing i-SAFE education instruction include:

Age/Grade Level: In most cases, there is a noticeable difference in a student’s participation in risky behavior from grade to grade. Older students are more likely to take risks and/or feel safe online. For example: When asked if they had visited an “inappropriate” Web site, 15.5 percent of the fifth-graders said yes, versus 36 percent of the 10th-graders. But, this finding also identifies a need and highlights the prudence of educating youths on Internet safety during the early grades.

Gender: Males are more prone to visit an inappropriate place on the Internet than females (31.3 percent versus 18.7 percent respectively) and are, likewise, greater risk-takers when asked if they are willing to meet someone from the Internet face to face (19.2 percent versus 11.2 percent respectively). Males are more likely to play games as their primary online activity, while females are more likely to chat or use e-mail.

Ethnicity: Based on pre-assessment results, it is evident that once youths enter Cyberspace, there are no significant differences in behavior between ethnic groups. Therefore, the Internet has become an equalizer.

Internet Access: Kids and teens are definitely “C-O-N-N-E-C-T-E-D!” 90.4 percent of students in grades 5 through 12 and 84 percent of students in grades 3 through 4 have Internet access. And, on average, 37 percent of all third- and fourth-graders use some form of Internet communication. That percentage rises to 80 to 90 percent in the upper grades. Interestingly, 45 percent of students in grades eight through 10 stated that on-line communications were their main method of keeping contact with friends. Remarkably, even in the very early grades, our youths are being exposed to the cyber world. In fact, the majority of K through 2 teachers (54 percent) stated that at least 50 percent of their students had used a computer at home, and 16 percent of those same teachers indicated that at least 50 percent of their students had used e-mail. Almost all K through 2 teachers reported a few students in their classrooms had used e-mail. A significant number of K through 2 students also have gone into chat rooms; we’re talking about five-, six-, and seven-year-old children!

NAC Assessments

Generation Gap: There is a gap between what parents say they know and what youth claim they share with their parents. The vast majority of parents (94 percent) stated they had a pretty good idea about their child's online behavior. In contrast, only 54 percent of students said they shared where they went and what they did on the Internet with parents. The vast majority of parents (93 percent) also said they had set ground rules for their child's online activities. However, only 63.7 percent of students said their parents had established rules for their Internet use. The NAC assessment results also indicate that any differences between parent and student responses generally increase with the increasing age of students.



Education makes a difference! The good news emanating from NAC nationwide statistics is that in-classroom Internet safety education and outreach efforts can make a BIG difference. Students taking NAC post-assessments immediately after completing i-SAFE curriculum lessons demonstrated a significant improvement in their Internet dispositions.

89 percent will be more careful about the e-mail attachments they open.

88 percent will be more careful about sharing personal information with those they meet in chat rooms and other places on the Internet.

80 percent will be more careful about downloading music from the Internet.

The real power of NAC data: Though individual statistics can be interesting and, in some cases, alarming, the real power of the data lies in the overall trends that reveal the impact of emerging cultural and social changes brought about by the Internet. The increasing amount of time spent in Cyberspace, the ability to remain “anonymous,” the perceived lack of rules, the ease of access—all contribute to a revolution in the way our youths interact with one another, the way they make friends, and the social skills they develop.

As i-SAFE continues to serve schools throughout the United States and the world in the coming years, the National Assessment Center's assessments will investigate even deeper into the behaviors of youths while online and examine more closely how negative elements of the Internet can be addressed during the K through 12 educational process. And, the NAC will continue to review and adjust its assessments to ensure it is polling topical issues in real time. With continued help and support, we believe our program will meet our most important objectives—teaching children and teens how to achieve a safe and rewarding experience while online.

Sample Sponsorship Request Letter

[Date]

[Name
Title
Company
Street Address
City, State Zip Code]

Dear [NAME]:

Of all the priorities we have as citizens and parents, one of the highest ought to be protecting our children from danger and from becoming victims. The FBI reports that child pornography and the sexual exploitation of children through online venues is the most significant crime problem it faces today. We cannot let this go on—the problem must be solved—and we believe education is the answer.

To make certain our children are safe not only in our physical community but also in the cyber community, they need to be taught how to be safe and responsible online. [NAME OF YOUR SPONSOR GROUP] is going to bring Internet safety education to the students of [NAME OF YOUR ADOPTED SCHOOL]—our i-Adopt-A-School. We are partnering with i-SAFE Inc., the nation's leading provider of Internet safety education, through i-SAFE's i-Adopt-A-School program.

In this undertaking, we are challenged to raise \$[AMOUNT] to finance i-SAFE Internet safety training for educators and law-enforcement officers, who will become certified to teach the i-SAFE curriculum to students at [NAME OF YOUR ADOPTED SCHOOL]. I am boldly, but humbly, asking you to financially support the effort to ensure our kids are safe online and do not become statistics in the rapidly growing number of victims who are harmed, missing, abused, and/or murdered as a result of their Internet activities.

Please return your contribution (made payable to i-SAFE Inc) directly to me so we can launch this critical education program. All money raised on behalf of this effort will be used locally for Internet safety education at [NAME OF YOUR ADOPTED SCHOOL]. Thank you for your generosity and investment in our kids!

i-SAFE Inc is determined by the IRS, a 501(c)(3) charitable organization, and all contributions are tax deductible. If you need more information on i-SAFE, please visit its Web site at www.isafe.org, or contact me at [PHONE NUMBER].

Sincerely,

[NAME]

Event Announcement

Your announcement event can be scheduled in advance of, or concurrent with, i-SAFE's launch of Internet safety curriculum and youth-empowerment programs at your adopted school. Here are some suggestions for such an event:



- ***Hold a press conference at your adopted school.***
- ***Include the school administration, teachers, and students who will be taught the i-SAFE Internet safety curriculum.***
- ***Invite local elected officials.***
- ***Invite law-enforcement officials.***
- ***Invite the media. (See the "Sample Press Release.")***
- ***Members of your sponsor group should attend.***
- ***Present an oversized check in the amount of the fund-raising goal to i-SAFE and your adopted school.***
- ***i-SAFE Inc will present the school with a plaque commemorating its status as an i-Adopt-A-School.***

i-SAFE can provide your sponsor group with many different resources to support this event. These resources can be obtained through the i-SAFE staff member assigned to work with your sponsor group.

[Media Contact
Your Name
Phone Number
E-mail Address]

FOR IMMEDIATE RELEASE

[City, State, Date] – A group of local leaders has partnered with i-SAFE Inc, the nation’s premier provider of Internet safety education, to bring Internet safety education to [NAME OF YOUR ADOPTED SCHOOL]. [NAME OF YOUR SPONSOR GROUP] successfully raised the money needed to bring i-SAFE Inc’s Internet safety education curriculum and outreach programs to its i-Adopt-A-School students.

[NAME OF YOUR SPONSOR GROUP’S LEADER] presented i-SAFE and [NAME OF YOUR ADOPTED SCHOOL] a check in the amount of \$[AMOUNT], which will finance the modest cost of implementing the full range of i-SAFE’s Internet safety education and outreach programs at the school. “I am pleased to partner with i-SAFE, local business leaders, and generous supporters like [NAMES] to ensure our kids are safe and responsible on the Internet. And we are especially pleased to have [NAME OF YOUR ADOPTED SCHOOL] as our i-SAFE Internet safety i-Adopt-A-School,” said [NAME OF YOUR SPONSOR GROUP LEADER].

“Because of the leadership of [NAME OF YOUR SPONSOR GROUP], we will be able to provide in-class instruction to our students on how to be safe on the Internet,” said [NAME REPRESENTATIVE FROM YOUR ADOPTED SCHOOL]. The i-SAFE Internet safety classroom instruction will begin in [MONTH] [YEAR] for grades [NUMBER] through [NUMBER].

About i-SAFE Inc

i-SAFE Inc’s mission is to educate and empower youth to safely and responsibly take control of their Internet experiences. i-SAFE’s goal is to provide awareness and knowledge that enables students to recognize and avoid dangerous, destructive, inappropriate, or unlawful online behavior, and to respond appropriately.

i-SAFE Inc is a tax-exempt, 501(c)(3) charitable organization and is funded in part by the U.S. Congress through the Office of Juvenile Justice Delinquency Prevention, Office of Justice Programs, Department of Justice. i-SAFE’s Internet safety curriculum is being taught in thousands of schools in all 50 states and 13 foreign countries.

#

Advocacy Activities

When your sponsor group has attained its fund-raising goal and publicly announced the launch of its i-Adopt-A-School program (see the “Event Announcement” page), you may want to participate in some Internet safety advocacy programs in your community. Some opportunities for such participation include:

1. Youth Empowerment: i-SAFE’s youth-empowerment program prepares students who receive the i-SAFE curriculum to become advocates at various events and activities, as well as by mentoring other students. i-SAFE student i-MENTORS share their knowledge of Internet safety with peers, parents, and the community. Your sponsor group is encouraged to invite i-SAFE student i-MENTORS to participate in (or even present at) functions sponsored and/or supported by your group.

2. Community Advocacy: Members of your sponsor group (as a group or individually) can play a key role in educating your community about the critical need for Internet safety education. They may organize an i-PARENT Program, during which they provide parents with i-SAFE materials and information regarding how to make homes Internet-safe and how to help keep their children safe online. Or, they may serve as a speaker’s resource and offer to send members to present i-SAFE Internet safety education briefings (which include a PowerPoint presentation and handout materials) to various community and business organizations. i-SAFE will provide you a first-class PowerPoint briefing presentation (including speaker’s notes and reference resources) and handout materials.

3. Government Advocacy: i-SAFE strongly encourages your sponsor group to brief elected officials on i-SAFE’s Internet safety education programs and to seek and obtain their support and involvement. Collectively, your sponsor group has a more powerful, influential voice than do unassociated individuals. Use your collective power and influence to obtain your local government’s support of Internet safety education for all children in your community.

NOTE: i-SAFE’s National Assessment Center (NAC) can provide your community leaders and school officials with real-time survey data regarding your kids’ online attitudes and behaviors (hopefully prior to victimization), and report on their “at-risk” posture. The NAC’s database also can reveal your kids’ online attitudes and behaviors after they have completed i-SAFE Internet safety education lessons (i.e. to demonstrate the effectiveness of i-SAFE’s curriculum and empowerment programs). Elected officials to approach include: U.S. senators and representatives, your governor and mayor, your state attorney general, your county and city elected officials, your county prosecutor or district attorney, your county or city sheriff, and all of your school board members. Some Web sites that can help you locate these officials include:

www.congress.org

www.statelocalgov.net/index.cfm

[www.state.\[YOUR STATE TWO LETTER POSTAL CODE\].us](http://www.state.[YOUR STATE TWO LETTER POSTAL CODE].us)

www.nsab.org

Sample Elected Officials Letter

[Date]

[The Honorable [NAME]
Office Building, Room Number
Street Address
City, State Zip]

Dear [OFFICIAL TITLE + LAST NAME]:

The FBI reports that online sexual exploitation of children and child pornography are the most significant crime problems it faces today. This is an incredible fact—but not a surprise. Data collected by i-SAFE Inc’s National Assessment Center (NAC) during a 2003-2004 survey of more than 30,000 K through 12 students throughout the United States illustrate the “at-risk” culture and posture of American kids and teens online today:

11 percent are online for more than eight hours a week.

12 percent spend more time online than they do with their friends.

54 percent like to be alone when “surfing” the Internet.

40 percent have visited an inappropriate place on then Internet (18 percent more than once).

40 percent trust the people they chat with on the Internet.

9.5 percent have been asked to keep their Internet friendships a secret.

10 percent have been asked by someone new (a stranger) on the Internet to meet face to face.

10 percent have actually met face to face with a new person (stranger) from the Internet.

Our kids are HIGHLY AT RISK! That is why [YOUR SPONSOR GROUP’S NAME] is participating in i-SAFE Inc’s i-Adopt-A-School program. We are adopting [YOUR ADOPTED SCHOOL’S NAME] and are raising \$[AMOUNT] to bring i-SAFE Internet safety education to our adopted school.

i-SAFE Inc (www.isafe.org) is a nonprofit organization supported in part by the United States Congress that offers K through 12 schools a world-class Internet safety education curriculum and outreach programs. These programs empower students with the critical-thinking and decision-making skills they need to recognize and avoid dangerous, destructive, or unlawful online behavior, and to respond appropriately by safely and responsibly taking control of their Internet experiences. Education *is* the answer—it works!

We are writing to you today to request your support of, and involvement in, our effort to educate children and teens on how to be safe and responsible online. If you can support us in any way, or can be involved in some way, please contact [NAME] at [PHONE NUMBER].

Sincerely,

Name

Recommended Financial Guidelines

Receiving Donations/Contributions: All donations/contributions must be made by check and payable to: i-SAFE Inc i-Adopt-A-School. If possible, the check could contain a notation at the bottom indicating the name of your adopted school. Checks made out in this fashion will ensure the donors/contributors have a personal record of their donation/contribution and will allow i-SAFE to send the donor/contributor a “Thank You” letter confirming the donation/contribution that can be filed with tax returns. All checks should be forwarded to i-SAFE Inc’s controller at:

i-SAFE Controller
5900 Pasteur Ct., Ste. 100
Carlsbad, CA 92008

Restrictions: All money received for your i-Adopt-A-School program will be restricted by i-SAFE to financing the implementation of i-SAFE Internet safety education and youth-empowerment programs at your adopted school. Any excess funds remaining after completing the implementation plan at your adopted school will be used to upgrade and modernize i-SAFE Internet safety materials and to implement i-SAFE Internet safety education and youth-empowerment programs at other i-Adopt-A-School schools (i.e. those whose fundraising program goal fell short).

Receipts: Receipts will not be necessary because donors’/contributors’ cancelled checks will operate as a receipt. In addition, as noted above, i-SAFE will send each donor/contributor a “Thank You” letter confirming the donation that can be filed with tax returns. i-SAFE will mail the confirmation “Thank You” letter to the address on the donors’/contributors’ checks. Donors/contributors may want a copy of the IRS determination letter granting i-SAFE Inc 501(c)(3) charitable organization status. You are welcome to give any donor/contributor a copy of this letter, which is contained in this **i-Adopt-A-School “Toolbox.”**



i-Adopt-A-School IP

Fax to: (760) 603-8382

This Implementation Plan (IP) is a requirement of i-SAFE Inc and represents your commitment to the i-SAFE i-Adopt-A-School program. This form allows i-SAFE to track the progress of your program and provide assistance, and allows you to order materials for our activities.

This completed form must be received and processed by i-SAFE prior to your i-Adopt-A-School activities or receipt of donation.

- **Complete the i-Adopt-A-School IP and sign it.**
- **Mail, fax, or e-mail to i-SAFE Inc (address and fax number are listed below). E-mail an attachment to implementationplans@isafe.org.**
- **Once our IP has been processed, i-SAFE sends a reply e-mail containing your ID number to the e-mail address you provide below and establishes a bank account for your i-Adopt-A-School funds.**
- **Order outreach materials and resources from our online store. In the reply e-mail, you will receive instructions about accessing the store and your ID number. To ensure timely delivery, please order your i-SAFE materials at least three weeks prior to your event or activity. Please note that i-SAFE is unable to distribute outreach materials and/or resources prior to processing this implementation plan.**

Sponsor Group Name:		Contact Address:	
Contact Name:		Contact Phone: E-mail Address:	
Adopted School Name and Complete Address:		Contact Name and Phone Number at Adopted School:	
Signature:		Today's Date:	

School Grades (circle): K 1 2 3 4 5 6 7 8 9 10 11 12 School's Zip Code: _____

Student Population: _____ Fund-raising Goal: \$ _____ (student population) = \$ _____

Anticipated Fund-raising Activities:

Direct Mail Corporate Sponser/Gift Other: (describe) _____

Special Event Fund-raisers

Raffle Auction Sales Dinner Sponsored Sport (e.g. fun run)
 (describe) _____ (describe) _____

Anticipated Fund-raising Completion Date: _____

Resources Needed from i-SAFE: _____

Key Fund-raising Contact (name, address, phone, e-mail): _____

i-SAFE Inc Internet Safety Tips for Parents

Online predators are out there.

They can infect your computer with viruses; they want to steal your personal information and possibly your identity; and they may be out to harm you or the people who use your computer.

i-SAFE Inc has created this list of helpful tips and reminders that can be used to help recognize potentially hazardous situations and teach you how to respond appropriately.

- ***Have the family computer in an open area.***

Never place it in your child's bedroom.

- ***Respect your child's privacy.***

Rather than "policing" your child's online behavior, keep the lines of communication open. Talk to your children about online predators, identity theft, viruses, and other online dangers. Let them know that they can come to you if they are ever in an uncomfortable situation.

- ***Become a part of your child's online experience.***

It can be a fun journey to explore the wonders of the Internet as a family. As computer-savvy as kids and teens are today, they may even teach you a thing or two!

- ***When using e-mail, beware of opening unsolicited attachments.***

Viruses, worms, and Trojan horses can be activated by unsuspecting e-mail users opening infected attachments to e-mail messages. Viruses can "spoof" the sender of the e-mail, making it look like someone you know sent the message. Use updated antivirus scanning software regularly to monitor your computer.

- ***User names and profiles can provide a wealth of personal information.***

Ask your child about his or her online user name, profile, and downloading activities. Having too much information in user names and profiles can attract predators. Examples of dangerous user names are surfergirl15 or hip-hopboy14. We suggest creating a family profile, not an individual profile for your child.

- ***Know intellectual property and copyright regulations.***

Downloading music and movies is illegal and can result in lawsuits and heavy fines against parents. If your child is using file-sharing programs for downloading music, it can also open up your computer to identity thieves by giving access to your personal information. Talk to your child about the consequences of this type of behavior, and emphasize that intellectual property theft is a crime, not just an inconvenience.

- ***Learn about the Internet.***

The more you know about how the Internet works, the more you can be informed about how online predators and identity thieves work and what you can do to stop them.

- ***Get involved with i-SAFE Inc.***

Make a difference! Talk to other parents about online hazards, and help raise Internet safety awareness by joining an i-SAFE i-PARENT Board.

Remember the 4 Rs

RECOGNIZE techniques used by online predators to deceive their victims.

REFUSE requests for personal information.

RESPOND assertively if you are ever in an uncomfortable situation while online. Exit the program, log off or turn off the computer, then notify your Internet Service Provider (ISP) or local law enforcement.

REPORT to law enforcement authorities any suspicious or dangerous contact that makes you or your child feel uncomfortable.

Identity theft is the fastest growing crime in the United States!

A Federal Trade Commission (FTC) study reported that nearly 10 million people were victims of identity theft in 2003. Don't become a victim!

i-SAFE Inc has created a list of helpful tips and reminders that can be used to help recognize these potentially hazardous situations and to teach you how to respond appropriately.

- ***Monitor your credit card situation regularly.***

Obtain your credit report at least once a year from at least one of the three major credit bureaus (Equifax, Experian, and TransUnion), and look carefully for any unusual or fraudulent activity.

- ***Beware of all requests for your personal information online.***

Legitimate companies will not send unsolicited requests for personal information (addresses, account numbers, passwords, social security numbers). A good rule of thumb is to never give out this type of personal information unless you have a trusted business relationship with the requestor and you initiate the correspondence.

- ***Shred all documents that you plan to throw away.***

These documents include bank statements, preapproved credit card offers, utility bills, and any other documentation with your social security or account numbers.

- ***Don't carry your social security card (unless absolutely necessary).***

Any item containing your social security number can be an inviting target to identity thieves.

- ***Take your outgoing mail to your local post office.***

Send bills, checks, or other personal correspondence from a secure location. Residential mailboxes without locks are open targets to identity thieves.

- ***Install a locking mailbox at your residence.***

Criminals often obtain the information they need by intercepting mail in unlocked street mailboxes.

- ***Notify law enforcement if you see someone "dumpster diving."***

People rummaging through garbage may be looking for unshredded documents that contain valuable personal information.

- ***Beware of "shoulder surfers."***

These people look over your shoulder as you fill out forms or provide passwords and secret codes. Hide from others any papers, receipts, notes, or any other documents with passwords, personal identification (PIN) numbers, social security numbers, account numbers, and other personal information.

- ***Place a fraud alert on your credit.***

This is a first line of defense if you have lost your wallet, purse, social security card, passport, or if you suspect you may be a victim of identity theft. Contact each of the three credit bureaus for assistance.

Remember the 4 Rs

RECOGNIZE techniques used by online predators to deceive their victims.

REFUSE requests for personal information.

RESPOND assertively if you are ever in an uncomfortable situation while online. Exit the program, log off or turn off the computer, then notify your Internet Service Provider (ISP) or local law enforcement.

REPORT to law enforcement authorities any suspicious or dangerous contact that makes you or your child feel uncomfortable.

Media Sign-In Sheet

i-Adopt-A-School

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

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Affiliate: _____

Phone: _____

E-mail: _____

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

Name: _____

Affiliate: _____

Phone: _____

E-mail: _____

Donor Pledge Cards

I/we will pledge/contribute (circle or fill in the amount):

\$ _____	\$ 2,000
\$ 100	\$ 2,500
\$ 250	\$ 5,000
\$ 500	\$ 7,500
\$ 1,000	\$ 10,000



To i-SAFE Inc in support of the **i-Adopt-A-School** program and teaching our children how to be safe and responsible on the Internet

Name: (please print) _____ Date: _____

Signature: _____ E-Mail: _____

Telephone: _____

The IRS has determined i-SAFE is a 501(c)(3) organization. Your contribution is tax deductible!

.....

I/we will pledge/contribute (circle or fill in the amount):

\$ _____	\$ 2,000
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\$ 250	\$ 5,000
\$ 500	\$ 7,500
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Telephone: _____

The IRS has determined i-SAFE is a 501(c)(3) organization. Your contribution is tax deductible!

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 01 2002

I-SAFE AMERICA INC
C/O TERRI SCHROEDER
3356 IRONWOOD PL
OCEANSIDE, CA 92056-3211

Employer Identification Number:
33-0821845
DLN:
602158036
Contact Person:
D. A. DOWNING ID# 31805
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
SEPTEMBER 1999
Advance Ruling Period Begins:
MARCH 1998
Advance Ruling Period Ends:
JULY 2002
Addendum Applies:
NO

Dear Applicant:

Our letter of the above date stated that we had determined your organization is exempt under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) and that you would be treated as a publicly supported organization and not as a private foundation during your advance ruling period. This was based on our determination that you could reasonably be expected to be an organization described in sections 170(b)(1)(A)(vi) and 509(a)(1) or in section 509(a)(2).

We also stated that at the end of your advance ruling period you would have to establish that you were in fact an organization described in one of the above sections.

Our records indicate that your advance ruling period begins and ends on the dates shown above. Your exempt status as an organization described in section 501(c)(3) is still in effect. However, to establish that you are a publicly supported organization described in sections 170(b)(1)(A)(vi) and 509(a)(1) or in section 509(a)(2), please complete the attached Form 8734, Support Schedule for Advance Ruling Period, for each of the tax years in your advance ruling period.

The information requested in this letter is required to support your claim to be other than a private foundation. It is needed in addition to any required Form 990 or other annual return. Please send it to us within 90 days from the end of your advance ruling period.

If we do not receive this information, we will presume you are a private foundation and you will be treated as a private foundation as of the first day of your first tax year for purposes of sections 507(d) and 4940 of the Code. In addition, if you do not provide the information by the time requested, it will be considered by the Internal Revenue Service that you have not taken all reasonable steps to secure the determination you requested. Under section

Letter 1046 (DO/CG)

I-SAFE AMERICA INC

7428(b)(2) of the Code, not taking all reasonable steps, in a timely manner, to secure the determination may be considered as a failure to exhaust administrative remedies available to you within the Service, and may preclude the issuance of a declaratory judgment in the matter under judicial proceedings.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Thank you for your cooperation.

Sincerely yours,

Steven T. Miller

Steven T. Miller
Director, Exempt Organizations

Enclosures:
Form 8734
Copy of this letter

Letter 1046 (DO/CG)

JAN 21 2003

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:
JAN 17 2003

I-SAFE AMERICA INCORPORATED
5963 LA PLACE CT STE 104
CARLSBAD, CA 92008-0000

Employer Identification Number:
33-0821845
DIN:
17053278777042
Contact Person:
CHARLES R BENTLEY ID# 31460
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
September 1999
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

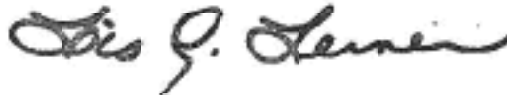
Letter 1050 (DO/CG)

I-SAFE AMERICA INCORPORATED

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

A handwritten signature in cursive script that reads "Lois G. Lerner".

Lois G. Lerner
Director, Exempt Organizations

Letter 1050 (DO/CG)



STATE OF CALIFORNIA
FRANCHISE TAX BOARD
PO BOX 1286
RANCHO CORDOVA CA 95741-1286

JUL 03 2003

In reply refer to
755:G :SIK

July 1, 2003

I-SAFE AMERICA INCORPORATED
DENNIS R SHAW
5963 LA PLACE CT STE 309
CARLSBAD CA 92008-8821

Purpose : EDUCATIONAL
Code Section : 23701d
Form of Organization : Corporation
Accounting Period Ending: December 31
Organization Number : 2292500

You are exempt from state franchise or income tax under the section of the Revenue and Taxation Code indicated above.

This decision is based on information you submitted and assumes that your present operations continue unchanged or conform to those proposed in your application. Any change in operation, character, or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address must also be reported.

In the event of a change in relevant statutory, administrative, judicial case law, a change in federal interpretation of federal law in cases where our opinion is based upon such an interpretation, or a change in the material facts or circumstances relating to your application upon which this opinion is based, this opinion may no longer be applicable. It is your responsibility to be aware of these changes should they occur. This paragraph constitutes written advice, other than a chief counsel ruling, within the meaning of Revenue and Taxation Code Section 21012(a)(2).

You may be required to file Form 199 (Exempt Organization Annual Information Return) on or before the 15th day of the 5th month (4 1/2 months) after the close of your accounting period. Please see annual instructions with forms for requirements.

You are not required to file state franchise or income tax returns unless you have income subject to the unrelated business income tax

July 1, 2003
I-SAFE AMERICA INCORPORATED
ENTITY ID : 2292500
Page 2

under Section 23731 of the Code. In this event, you are required to file Form 109 (Exempt Organization Business Income Tax Return) by the 15th day of the 5th month (4 1/2 months) after the close of your annual accounting period.

Please note that an exemption from federal income or other taxes and other state taxes requires separate applications.

A copy of this letter has been sent to the Registry of Charitable Trusts.

M SIKICH
EXEMPT ORGANIZATIONS
BUSINESS ENTITIES SECTION
TELEPHONE (916) 845-4092
FAX NUMBER (916) 845-0800

EO :