

# BE STRONG



"You are amazing,  
and strong,  
and brave,  
and wonderful.  
Remember that  
today."  
- Caitlyn



[WWW.BESTRONG.GLOBAL](http://WWW.BESTRONG.GLOBAL)

# TABLE OF CONTENTS

"I choose to  
BE STRONG  
at my school  
by taking a  
stand against  
hate, judgement,  
neglect and  
bullying."  
- Jazzelle

*From the Board* ..... **6**

*Our Leaders' Hearts* ..... **10**

*Why We Need Be Strong* ..... **12**

*How we Engage* ..... **13**

*Big Show* ..... **14**

*Our Voices* ..... **16**

*Student Story* ..... **17**

*Our Family* ..... **20**

*Sustainable Change* ..... **22**

*Digital Bridge* ..... **24**

*Corporate Community Impact* ..... **29**

# FROM THE BOARD

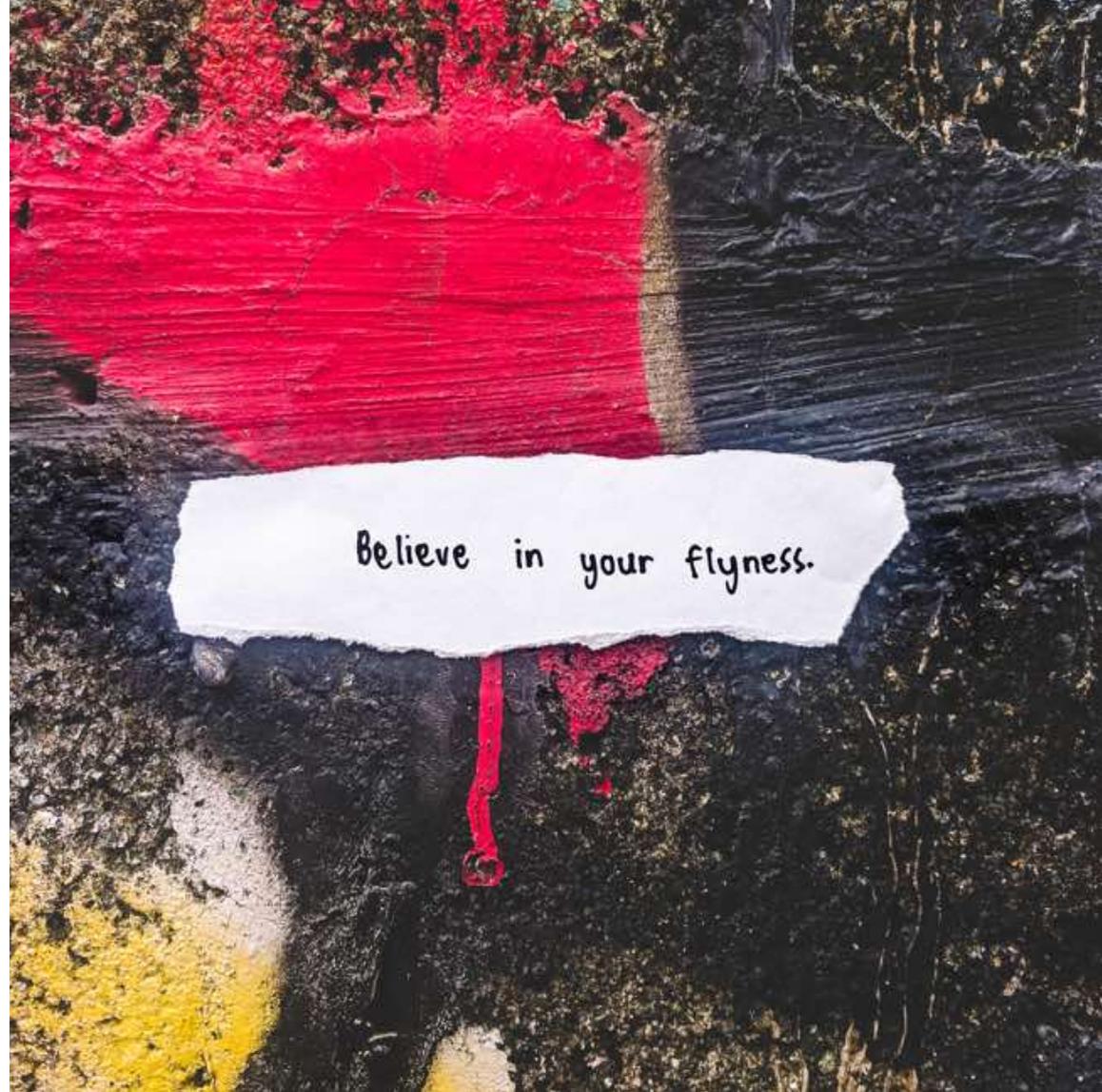
*As the former superintendent for the Los Angeles County Office of Education, the largest county office in the country, serving over two million students, I was acutely aware that there was a growing threat to our students in the form of low self-esteem and bullying sweeping our communities in Los Angeles as well as across our great country.*



Having listened to the eighty school districts in my charge, it was very plain to see that more needed to be done to make a difference in the lives of some of our most vulnerable students. I was introduced to the staff of *Be Strong* in September of 2015 and I was quickly convinced that the caring and informed approach they took to helping young people was exactly what was needed in my county. After careful planning and collaboration with *Be Strong*, we were able to produce an effective and exciting event that reached over two million students nationwide.

Having retired from my position as the superintendent in Los Angeles County, I was interested in continuing my work to help kids realize the special role they play in the health and future of our nation. I was interested in giving my time and energy to work that would make a difference for our young people and to work with other like-minded persons and organizations that also wanted to make a positive contribution in this area. *Be Strong* has a track record in combating bullying and desperation in our kids with a demonstrated belief that a greater numbers of our struggling children can be reached and helped through collaboration and community-coordinated efforts. It is for this reason, that I joined this caring organization. I also believe that there is more work that needs to be done in reaching our most precious resource - our children. *Be Strong has demonstrated an effective strategy to reach our young people and I am proud to be a member of their team.*

Dr. Arturo Delgado Ed.D, Board Member



Believe in your flyness.

# OUR LEADERS' HEARTS

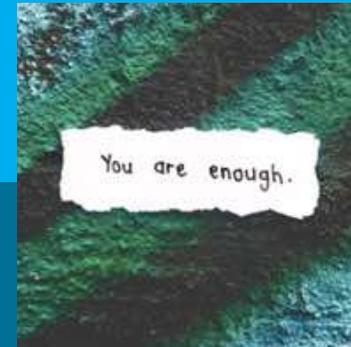
*Understanding the pervasive, divisive, and potentially life-altering effects of bullying captured my heart in 2015.* I have three children and all three have experienced bullying. I have seen, first-hand, how a child with optimism, potential, and purpose can suddenly begin to see the world as a dark fog that envelops them in a mist of doubt, despair, and isolation. While my initial thought was that my family was one of the few caught in the firestorm, then I began to review the sober statistics on bullying. By high school graduation, most students will have been directly affected by bullying and the emotional scars continue into many adults' lives – and the bullying trends are going in the wrong direction. I resolved that something needed to be done so *I founded Be Strong, an organization whose mission is to end bullying.*

*-Roy Moore, Founder*

Ashleigh Cromer, our Executive Director, channels her energy passion for inspiring our worlds future change-makers from personal experience with a strong belief that communication has the ability to change the world specifically within social issues. As someone who felt the sting of inequality while connecting to the unimaginable victories of transformative resilience.

Cromer has extended her big heart to the children to love, embrace, encourage, and equip them to be connect to their own resilience. For sustainable change we welcome ALL students to be a part of the change they want to see in the world, including the student who has been titled the 'bully'.

**Thank you** for taking a stand and locking arms with *Be Strong* to provide resiliency training and peace to students. Our students, our children deserve to learn and live in a safe environment. Together, we can make that happen.



# WHY DO WE NEED BE STRONG?

*Bullying prevention & anti-bullying efforts over the past decade has not resulted a reduction in bullying. In fact, bullying, cyberbullying, suicide and hopelessness among youth are all on the rise.*

**Our youth deserve better.** **Be Strong** resolved to reverse these trends by equipping and empowering youth to ignite a change in peer behavior. To date, Be Strong's approach has proven to be effective.

# HOW WE ENGAGE

Be Strong serves students and communities with our custom comprehensive approach that includes:

## BIG SHOW

Be Strong LIVE Tour & Simulcast

## OUR VOICES

Be Strong Student State Representative Program

## OUR FAMILY

We Dine Together

## OUR BRIDGE

Be Strong App

## SUSTAINABLE CHANGE

Be Strong (8 week) Resilience Program

## STRATEGIC PARTNERSHIPS



# THE BIG SHOW

## Events and Simulcast

Our *Be Strong Live Tour*, brings thousands of students together for a high-energy inspirational experience with millions more watching online. Both targets and aggressors experience hope and the opportunity for change. Motivation speakers, inspiring musicians and influencers that have personally overcome adversities show students what is possible in their own lives.

*Life is tough. But, so are you.* 💪

**With all of us working together – students, teachers, administrators, sponsors and parents/guardians – we can save lives. We believe in the potential of every single student to overcome bullying.**



# OUR VOICES

## Be Strong State Representative Program

*Inspire. Interact. Ignite. Intervene. Impact.*

Be Strong launched a nominate-your-student campaign in November 2016 to 55,000+ educators - designed to elevate the voices of inspiring students across the country who are working to create an inclusive tomorrow. In 2017, Be Strong will be co-laboring with each representative in four key areas: resilience training, random acts of kindness, awareness & advocacy.

“**I** finally settled in a house; however, the cable, power, and water payments were never made on time. Eviction notices were common, and finally, we lost our home to the bank which tore our family apart. I moved in with my father’s girlfriend which meant I had to accept sharing a room with five kids and sleeping on a single mattress with one cover to keep all of us warm. I was embarrassed to bring friends to my house because I was afraid that they would judge me because of my living conditions. They already bullied me at school because of the darkness of my skin

and Haitian background. Every time the teacher turned out the lights, I was “missing.” They would say, “Where did Jackson go? Smile so we can see you!” and when the teacher turned the lights back on, everyone would shout, “There he is!” That never got old for them.

**JACKSON DESTINE**

Florida Be Strong Student State Representative

As the years passed, getting bullied resulted in me becoming a bully. As a bully I was always ostracized from clubs, gatherings, and school assemblies which was like adding gas to fire. Historically, only students who were well behaved attended assemblies and social events. My negative behavior prevented school-based and community organizations from including me in their activities. This, in turn, made me feel invisible. Instead of locking people up and throwing away the key, it's important to invest in them and show them another way. People need to be encouraged as to what they can do instead of telling them what they can't do. Overlooking at-risk students is not the solution. To improve school climate and culture, we need more school-wide gatherings that create a safe place for all students, including those who show aggressive behavior, to come forward and connect with people and organizations that can help them.

I thank my teachers for providing me with the help I needed to become the successful leader I am today. Once I became resilient and full of hope, I was nominated to become a **Be Strong Representative** for the state of Florida by a student who experienced a story similar to mine. As a representative for **Be Strong**, I work in three key areas each month to change the culture in my school, community, and hearts of those around me. I am the voice and the change in my school. **Be Strong** has turned the tide on bullying and restored hope within many students by shifting their focus from negative behaviors to positive behaviors. I believe in a movement where teens are teaching teens and motivating each other. So, we need to identify student leaders who can help champion the change in behavior, teach students to be resilient, and encourage students to become the student and person they want to be. Together we can bring about the change we all aspire to achieve. ”





# OUR FAMILY

## We Dine Together

*In today's society, we face a rise in two major issues – bullying and suicide.*

While both are complex issues, our organization believes that the root cause is an overwhelming sense of unhappiness sourced from a feeling of loneliness. To terminate these feelings of isolation, we aim to bring all groups of people unitedly, notwithstanding of religion, gender, race, or sexual orientation. Although there are widespread efforts to better combat these issues, they remain major problems for our youth. Our family aims to provide a proactive & comprehensive solution.

**We Dine Together** is our catalyst for change initiative in schools. Starting in 2018, new school chapters are launched when teachers and/or civic officials nominate one student per school to be a *Be Strong State Rep*. Once a Student Rep is identified, our team will work with the student and the school to launch the club.

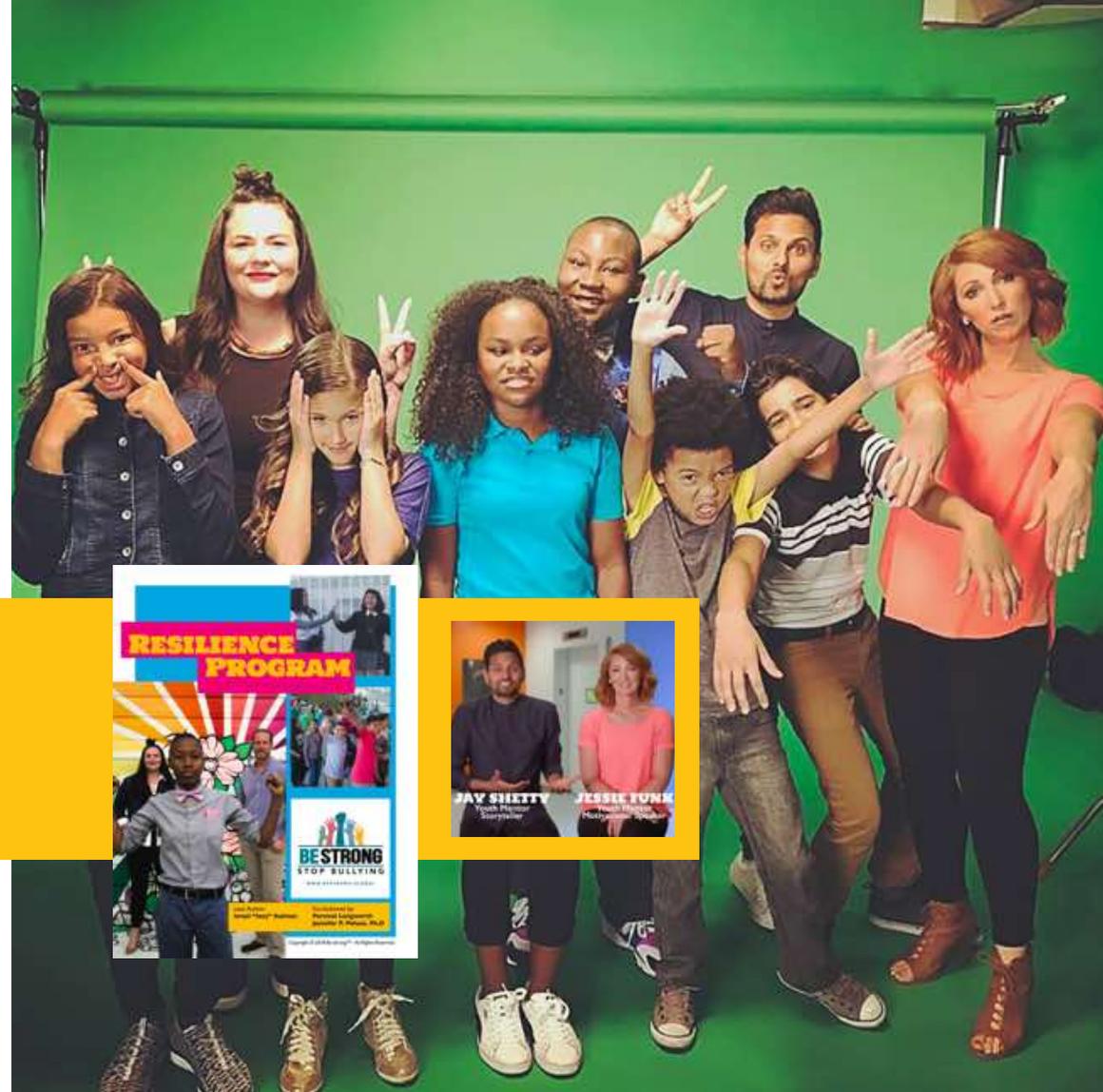
# SUSTAINABLE CHANGE

## Resilience Program (8 weeks)

Be Strong created a high-impact resiliency curriculum that is valuable to schools, non-profits, companies, and religious groups. This curriculum provides kids (and adults) with the buoyancy to overcome the challenges associated with bullying and other challenging events by using resilience and social and emotional learning theories.

*One of the unique attributes of Be Strong's resiliency program is that it is taught by youth as young as fourteen. We believe that by having the students lead, and educators support, that the resiliency curriculum will be far more effective and sustainable.*

The combination of teacher manuals, evidence-based curricula with video demonstrations, and role playing exercises provide a comprehensive tool chest for kids and adults to apply and overcome virtually any adverse situation.



# DIGITAL BRIDGE



**Be Strong Digital Bridge is a set of digital tools (app, website and social media) that connects people of all ages** with one-touch resources such as a suicide lifeline, text help line, and trusted friends alert, an information portal, increased access to social resources as well as a growing team of *Be Strong Student Leaders* prepared to spread the message of help, support and understanding to young people in need.

Depression, anxiety, and many other psychological challenges, can result from bullying, and exposure to violence can lead to a wide array of negative behaviors and outcomes, including alcohol and drug use, self-harm and suicide, arrests and gun violence. Therefore we support training teachers, administrators, guidance counselors, and qualified community volunteers to help recognize signs that a student might need special attention.

Through heightened awareness, community advocacy and youth empowerment, *Be Strong* strives to shine a light on social environment safety and acceptance, enhance knowledge about the resources available and aggregate professional service providers.

**Join the Be Strong Movement.**

"I do not mind going against the norm. I do not want to listen to rumors and gossip, and I refuse to spread them. That is bullying and I do not want to be a part of it." - Ashley





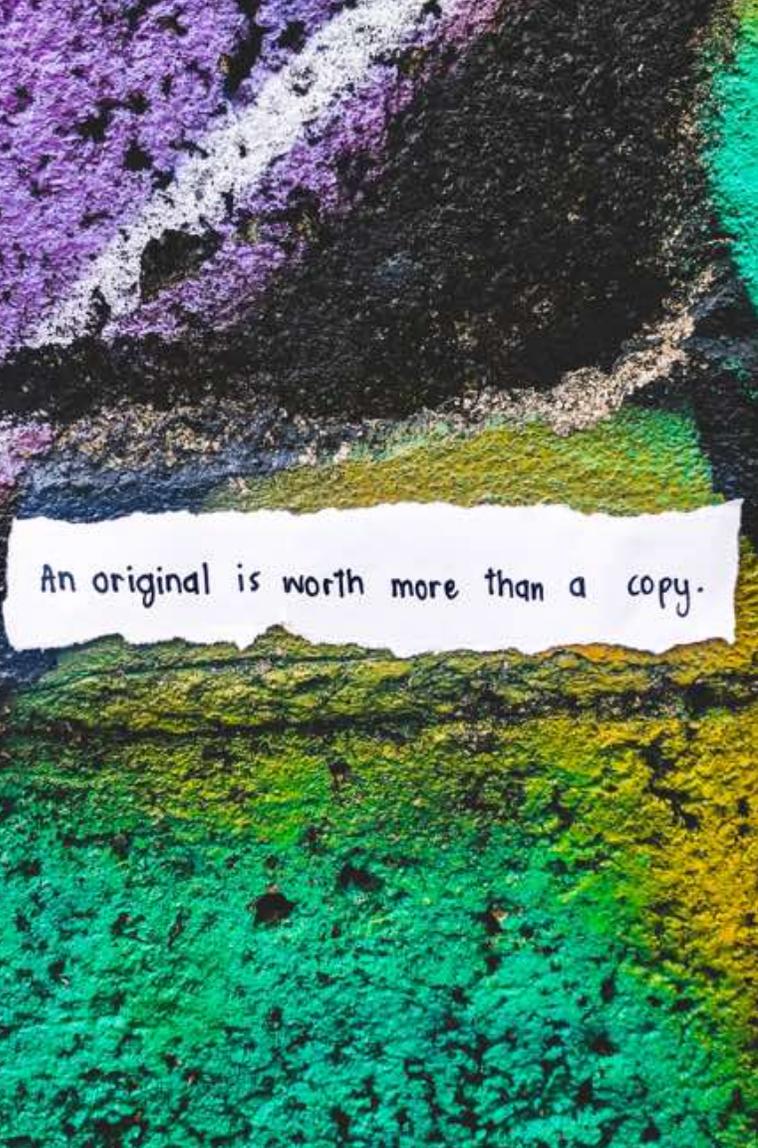
# CORPORATE COMMUNITY IMPACT

*Be Strong* serves companies that want to engage with their customers and their communities. *Be Strong* drives employee community engagement by developing custom curricula (on a variety of topics for a host of audiences) and employee engagement programs. This approach has a triple play impact:

- 1) meets and advances HR and CSR objectives,*
- 2) enriches employees by addressing homelife issues, and*
- 3) promotes effective volunteer activities in various community settings.*

For example, for a Fortune 100 company, *Be Strong* developed a 35-minute cultural diversity program that is taught by employees in their local schools. This approach engages the employee, children, and the greater community.

**Let's work together to develop your community engagement tools and curricula!**



An original is worth more than a copy.

# DONATE TO BE STRONG



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