



## LUNCH AND LEARN

# Bullying & School Safety Seminar

## Playground to Cyberspace

### Presenters:

T. Gregory Bender

*Anonymous Alerts, LLC*

*Founder and CEO*

Frederick Lane

*Author, Attorney, Speaker*

Michael Sellet

*PNW BOCES*

*Regional Safety Coordinator*



# Anonymous Alerts® report it

patented anti-bullying and safety reporting app

[www.anonymoualerts.com](http://www.anonymoualerts.com)



“Our school is a safer place and we’ve seen a 50% reduction in our suspension rate and bad behavior”

-Mark Burroughs, Asst. Principal, San Pasqual USD



Patented (U.S. Patent No. 9,071,579)



THE WALL STREET



**Anonymous Alerts®** empowers students to help themselves and others by reporting bullying and safety issues quickly to school officials. All reports remain anonymous, although submitters have the option to reveal their identity if they prefer to have a person-to-person discussion. In addition to anonymous reporting, the app has a robust help and resources section featuring self-help videos, Internet links, and learning content for students' education.

## Student Reporting

Students or parents can anonymously submit **bullying, dating violence, family issues, weapons on campus** and other customizable incident types to school official(s) quickly and securely.

## Student Mobile Reporting



**iPhone App** and **Android Apps** are available for **free** for students to download.

- ✓ Apple®, Android® and Chromebook apps for free
- ✓ Smartphone and Tablet apps are available
- ✓ 89% of teens have smartphones and/or tablets
- ✓ 71% of teens use social media sites daily
- ✓ Fast and secure reporting with SSL encryption

## Student Reporting from the Web

We host a customized website/forms for your district or school

- Your district website links to our customized website/forms
- Display posters in your schools to promote Anonymous Alerts®
- Works with all Apple, PC and tablet Web browsers

## Student Submissions

- ✓ Students can establish **anonymous 2-way communications™/dialogue**
- ✓ Students can **attach a video or photo/screenshot** from **Social Media**
- ✓ Completely secure system and encrypted messages
- ✓ **Multiple language support** (ie: English, Spanish, Arabic, Urdu, more)
- ✓ **Help/Resources** section that links to [stopbullying.gov](http://stopbullying.gov) and help videos

## School Administrator Tools and Tracking

- ✓ Brings you in **compliance** with **bullying laws/requirements**
- ✓ **Students communicate safely** with school administrators
- ✓ **Forward incidents** to other school officials or law enforcement
- ✓ **Robust reporting, archiving of messages** for instant access
- ✓ **Note taking and archiving**, date stamping of incidents
- ✓ **Download Excel reports**
- ✓ **Automated push email reports** and reminder notices
- ✓ **Apple® and Android Incident Management App** for school officials



## New **Smart Button®** faculty and staff app

**Smart Button®** is a new **innovative silent panic button app** empowering faculty, staff, administrators, and others to instantly report safety threats at their school campuses, colleges, and universities. When the **Smart Button®** is pressed, designated emergency personnel at your institution are immediately notified about the potential threat.

- **Silent panic button app**
- **Publish emergency procedures** and building plans
- **Send emergency push notifications** to staff

Visit us at [www.anonymoualerts.com](http://www.anonymoualerts.com)

[www.youtube.com/anonymoualerts](http://www.youtube.com/anonymoualerts)

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[www.twitter.com/anonymoualerts](http://www.twitter.com/anonymoualerts)

Contact us

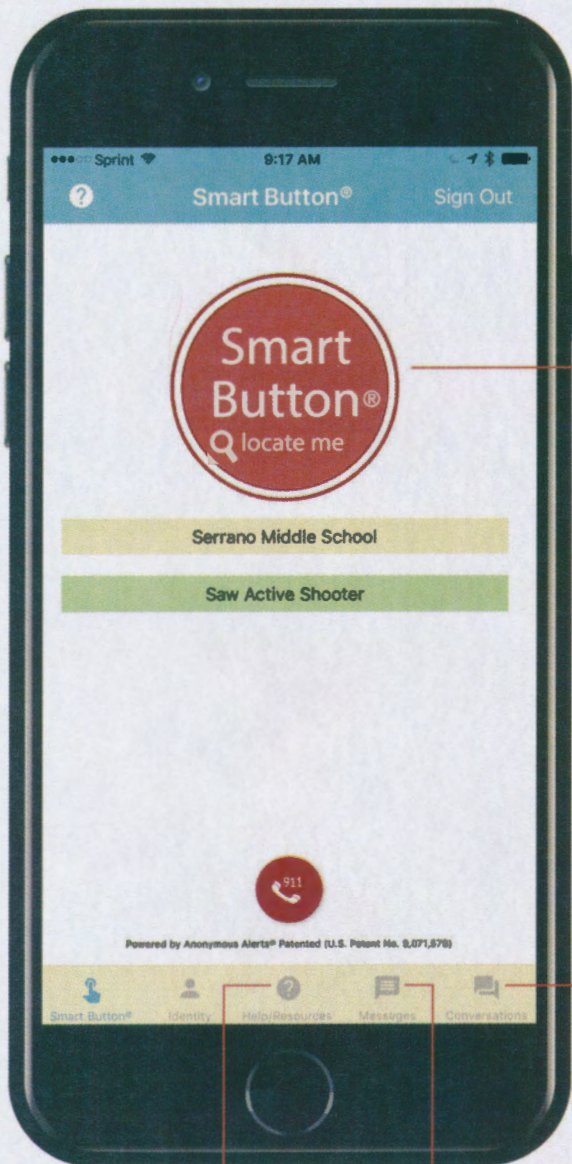
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# Smart Button®

silent panic button app



**Smart Button®** is a new, innovative silent panic button app empowering faculty, staff, administrators, and others to instantly report safety threats at their school campuses, colleges, and universities. When the Smart Button® is pressed, designated emergency personnel at your institution are immediately notified about the potential threat.

## Smart Button® faculty and staff users

- Users can instantly send their GPS map location with their name, picture, and title to authorized personnel
- Profiles can include their name, picture, title, and campus or school that they work at
- Instant smartphone access to emergency procedures and plans
- Receive emergency push notifications

Send your GPS location, name, title, and incident to authorized personnel

## Fingertip access to safety procedures and plans

- Publish emergency procedures, steps, and protocols
- Instant emergency plan access by faculty and staff.
- No longer will emergency plans remain in hard-to-access binders
- Update content with no technical staff required
- Include some or all of your procedures for evacuations, lockdowns, active shooter, severe weather, etc.

## Building plans on demand

- Upload building plans, floor plans, and more
- Instant mobile availability of plans in a crisis
- Help faculty and staff efficiently react and be prepared

## Emergency notifications

- Send emergency push notifications to staff during a crisis
- Create faculty and staff groups by campus or district-wide
- Send mass emergency notifications to one or more groups

- Emergency procedures
- Building plans
- Policies
- Training videos

Push emergency notifications

2-way emergency dialogue



THE WALL STREET

The app is free to download for all campus personnel. The Smart Button® App requires a subscription with your organization. Please contact us below to setup a webinar or demo.

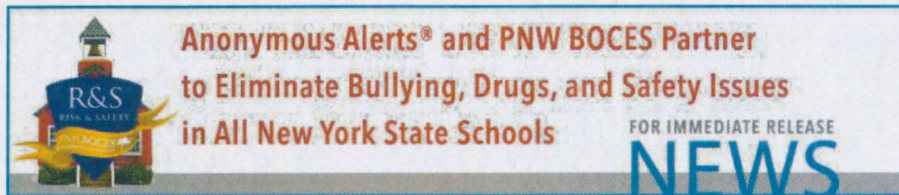
## Contact Us

Call 888.291.2090 or 914.220.8326

Email: [info@anonymousalerts.com](mailto:info@anonymousalerts.com)

Visit: [www.anonymousalerts.com](http://www.anonymousalerts.com)





## Anonymous Alerts® and PNW BOCES Partner to Eliminate Bullying, Drugs, and Safety Issues in All New York State Schools

Putnam Valley CSD is the *first school district to take advantage of the new PNW BOCES and Anonymous Alerts® partnership*

**WHITE PLAINS, NY**— February 15, 2017- Anonymous Alerts, LLC is now partnered with PNW BOCES to begin distributing its nationally recognized and patented Anonymous Alerts® anti-bullying and safety reporting app system to all 728 public school districts in New York State. Putnam Valley Central School District is the first district in Putnam County to take advantage of the new program offered by PNW BOCES through the Regional Safety Services CoSER. The system encourages students, parents and staff to confidentially report bullying or cyberbullying, depression, drugs, gang-related issues, campus threats, and other sensitive topics through private messages sent to school officials using the Anonymous Alerts® mobile app system.

“Partnering with PNW BOCES will now give all New York State Public School Districts the opportunity to purchase our Anonymous Alerts anti-bullying and safety mobile app reporting system. We are very excited about our new partnership with PNW BOCES,” said T. Gregory Bender, President and CEO of Anonymous Alerts, LLC.

Students, parents and staff can download the Anonymous Alerts® app for free and gain access with a simple activation code to place reports directly to school officials. Web-based reporting is also available to students, parents and the community. Message topics for submission may include student bullying, cyberbullying, family issues, cutting/self-injury, drug and alcohol abuse, student depression, sexual harassment, gang related issues, or unusual student behavior. The Anonymous Alerts® patented system is sold to each district through licensing for an annual subscription.

### FAST FACTS ABOUT BULLYING AND SCHOOL SAFETY

- 64% of students do not report being bullied (Source: PACER’s National Bullying Prevention Center)
- 88% of social media-using teens have witnessed other people be mean or cruel on social network sites (Source: Pew Research)
- 96% of students own a smartphone (Source: Cyberbullying Institute)
- Heroin use is on the rise amongst young adults (Source: HBO)
- 80% of violent events someone knew about them ahead of time (Source: FBI School Shooter Quick Reference Guide)

“Our top priority is student safety and we are excited to partner with Anonymous Alerts® on a statewide level,” said John McCarthy, Assistant Superintendent of Putnam/Northern Westchester BOCES. “The beauty of Anonymous Alerts® is the ability for submitters to have anonymous 2-way communications/dialogue about an incident or sensitive issue with school officials,” said Michael Sellet, Regional Safety Coordinator of Putnam/Northern Westchester BOCES. “If students see something they can say something anonymously without fear of retribution by their peers with anonymous reporting.”

To learn more about the Anonymous Alerts® and PNW BOCES program, please contact [info@anonymousalerts.com](mailto:info@anonymousalerts.com) or visit the Anonymous Alerts® website at [www.anonymousalerts.com](http://www.anonymousalerts.com).

### About Anonymous Alerts

Anonymous Alerts® was developed to encourage the quick and anonymous reporting of bullying and other concerns on school campuses. Cyberbullying, drug use/sales, depression, dating violence, weapons, and safety threats can all be reported directly to authorized personnel through the easy-to-use app and hosted website. Anonymous Alerts® is Patented (U.S. Patent No. 9,071,579) with additional patents pending. Anonymous Alerts, LLC is based in White Plains, NY and is rapidly growing throughout the United States and abroad. For more information, please visit <http://www.anonymousalerts.com> or call 888-291-2090 or 914-220-8326.

### About PNW BOCES

BOCES is a collaborative of 18 component school districts that provides high quality, cost effective programs and services to our component districts and beyond. BOCES helps your districts grow through our partnerships with you. Over the years, our commitment to excellence and innovation in responding to the needs of both our component school districts, and to those of other districts across New York State, has created an array of services that have been recognized repeatedly at the regional, state and national level as among the best that public education has to offer. BOCES works closely in partnership with all of our school districts to develop the best possible responses to their service needs.



## Newtown Public School District Chooses Anonymous Alerts® Safety and Bullying Reporting App

Implementing Anonymous Student Communications Reflects District's  
Commitment to Providing the Best Possible Learning Environment

FOR IMMEDIATE RELEASE

# NEWS

Newtown Public  
School District

**Anonymous®**  
**Alerts** report it

Patented (U.S. Patent No. 9,071,579)

### Newtown Public School District Chooses Anonymous Alerts Safety and Bullying Reporting App

#### Implementing Anonymous Student Communications Reflects District's Commitment to Providing the Best Possible Learning Environment

Newtown, CT, February 9, 2016 – Newtown Public Schools announces the implementation of a new state-of-the-art safety and bullying reporting app called Anonymous Alerts®. The app allows students, parents and other school personnel to maintain their confidentiality while calling attention to situations like bullying, safety concerns, student depression, drug and alcohol issues, family problems, or other situations that may warrant immediate attention by school officials.

In remembrance of the 2012 tragedy that struck the district, Anonymous Alerts® and its advisory board sponsored the initial purchase of Anonymous Alerts® for the high school and middle school. Thanks to this patented mobile app technology, students can now quickly, easily, and anonymously report urgent or sensitive information to authorized school officials.

"As part of Newtown Public Schools continuing efforts to improve the safety and security of students and staff, we are excited to launch Anonymous Alerts, a new safety communications tool. Students, staff, and parents can now use their smartphone or tablet to quickly, easily, and anonymously report information to school administrators at Newtown High School and Newtown Middle School," said Dr. Joseph V. Erardi Jr., Superintendent of Schools for Newtown Public School District. Dr. Joseph V. Erardi Jr. also stated, "We encourage the reporting of mean behaviors, bullying, cyber-bullying, student depression, drug and alcohol issues, and other safety concerns. All reports remain anonymous, although submitters have the option to reveal their identity if they prefer to have a personal and private discussion with the school administrator."

"We are honored and excited to partner with Newtown Public Schools. We are proud to work with their students, parents, and schools to help increase the flow of information about safety, bullying, or other concerns with the use of our patented anonymous reporting app and system," said T. Gregory Bender, President and CEO of Anonymous Alerts, LLC.

To use this revolutionary new app, students, parents or other school personnel can simply download the Anonymous Alerts® app directly from the Apple App Store, Google Play store for Android, and the Chrome store app from the Google Chrome store. After downloading the app they can click to open it, and enter a simple username and password supplied to them by their schools. In addition, informational posters explaining how to use the app will be displayed throughout the high school and middle school. All reports remain completely anonymous, although submitters have the option to reveal their identity if they prefer. The system will be operational during school d between the hours of 7:00 a.m. and 2:00 p.m., and reports sent after 2:00 p.m. will be answered on the next scheduled school day.

Newtown Public School District, which includes Sandy Hook Elementary School, joins more than 1,500 K-12 schools throughout the United States including Greenwich High School and other Connecticut schools who have implemented the Anonymous Alerts® anti-bullying app and safety reporting system.

#### About Anonymous Alerts®

Anonymous Alerts® was developed to address core issues surrounding the quick reporting of bullying, cyberbullying, depression, dating violence and campus safety threats directly to authorized personnel. Anonymous Alerts® is Patented (U.S. Patent No. 9,071,579) with additional patents pending. Anonymous Alerts® is rapidly growing, serving 1.2 million students and over 1,500 schools throughout the United States. Anonymous Alerts, LLC is based in White Plains, NY. For more information, please visit [www.anonymousalerts.com](http://www.anonymousalerts.com) or call 888-291-2090 or 914-220-8326 for more information.



**Nation's Leading Magazine for K-12 Educators Honors Anonymous Alerts®  
Anti-Bullying Apps with "Readers' Choice" Award**

**New Mobile Apps Included in 2015 "Top 100" Innovations and Products for America's School Districts**

**White Plains, NY** – December 10, 2015 – Anonymous Alerts®, the patented mobile app for use in fighting bullying, cyberbullying, and other important concerns has been recognized as one of the "Top 100" innovations and products by District Administration magazine, the nation's leading publication for K-12 educators.

Leaders of school districts throughout the U.S. selected the Anonymous Alerts® mobile apps as among the 100 most important and useful new innovations to emerge in 2015, from a field of more than 2,100 nominations. District Administration has designed this annual competition as a way to inform the nation's school superintendents and other senior school leaders of the finest and most important new products available for use and implementation in America's schools. The 100 products and innovations featured in the magazine's 2015 survey represent a showcase of important new trends in education, cutting-edge software, useful tools for teachers, and innovations designed to provide greater safety and security for America's students.

"We've been using the Anonymous Alerts program for nearly a year. Our school is a safer place now that students have a better way of reporting campus concerns, including bullying and cyberbullying. During the year we implemented Anonymous Alerts, our suspension rate reduced over 50 percent," said Mark Burroughs, Assistant Principal, San Pasqual Union School District, California.

The Anonymous Alerts® system encourages students to anonymously report bullying, cyberbullying, depression, family issues, drug and alcohol issues, depression, dating violence, and more to school officials. The mobile app and hosted system provides anonymous 2-way communications™ between students and staff. Students who see bullying, harassment, or safety threats on social media can take immediate, proactive action by sending a screenshot of the post with a description to school officials. Anonymous Alerts® mobile applications can be downloaded directly from the App Store, Google Play Store, and the Google Chrome store.

T. Gregory Bender, Anonymous Alerts® President and CEO, says, "Our entire team is honored and excited to have won the District Administration Top 100 Product Award for the second year in a row. Students can play a significant role in school safety by reporting something they see online, hear, or experience as an early warning system for school officials. Our mission is to give students mobile tools and resources necessary in today's school climate to report urgent concerns before a tragedy can occur using our patented technology."

**About Anonymous Alerts**

Anonymous Alerts® was developed to address quick reporting of bullying, depression, dating violence, and campus and safety threats directly to authorized personnel. Anonymous Alerts® is rapidly growing, serving 1.2 million students and over 1,500 schools. Anonymous Alerts® is Patented (U.S. Patent No. 9,071,579) with additional patents pending. Anonymous Alerts, LLC is based in White Plains, NY. For more information, please visit [www.anonymousalerts.com](http://www.anonymousalerts.com) or call 888-291-2090 for more information.

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# The Best Revenge Is a Bullying App

Gregory Bender's Anonymous Alerts, an app that lets students to report bullying

By  
RALPH GARDNER JR.  
April 28, 2015 8:03 p.m. ET

Gregory Bender was bullied back in the 1970s when he went to Saint David's School on the Upper East Side. "By a kid who was half my size," he remembered. "I was terrified of this kid."

Mr. Bender didn't get mad. He got even—on a grand scale. He created Anonymous Alerts, an app that allows students to report bullying to school officials without having to reveal their identities.

The app is in use in 1,500 schools nationwide, the entrepreneur said, with more signing up every day.

"I just sold three people on the way down from Westchester," he told me.

Mr. Bender's being bullied wasn't the catalyst that caused him to create the app—the Sandy Hook mass shooting was. But his own experience wasn't far from his mind.

While much of the past becomes a blur, there's something about being bullied that never fades. The fear. The sense of impotence. The injustice of it. There might even be a tendency to blame yourself: Popular kids don't get bullied, or so it appears to the unpopular.

If anything, things seem to have gotten worse with the Internet, said Mr. Bender.

"This world is a lot different than it was 10 or 20 years ago. Kids identify themselves with their online presence. Their identity becomes a digital reality."

He added: "One in four kids is bullied every year; 160,000 kids every day stay home from school from bullying. And one in 10 drop out."

Here's how the app works: Schools or school districts buy it customized to their requirements—the price depends on the size of the district; one in Florida has 120,000 students, 40,000 employees and 185 schools, Mr. Bender said—and then distribute it for free.

Their students can report anything and everything—from gang violence to bulimia—and where it's taking place, such as the cafeteria or the school bus, establishing an anonymous dialogue with school administrators. They also can attach a photo or a video.

Mr. Bender cited a scene not long ago at a South Carolina school.

"They confiscated a 12-inch knife a high-school student was carrying to school and was going to stab other students," he reported. "They went to the kid's locker, found the weapon, confiscated the weapon and expelled the kid from school."



ILLUSTRATION: ROB SHEPPERSON



Another time, the app was used to break up a heroin ring at high school in Idaho.

"One of the kids tipped off the district that three kids were dealing heroin in the school," Mr. Bender said. "They were able to find the kids, confiscate the heroin and shut down the ring.

"It's a deterrent to bad things happening," he added.

I wondered how anonymous Anonymous Alerts really was. Wouldn't bullies have a pretty good idea who was reporting them and perhaps seek revenge? And why couldn't the app be used to file a false report by someone settling scores? Or simply as a prank?

But Lorraine Termini, the dean of student life at Greenwich High School in Greenwich, which bought the app in September, said she isn't aware of any of the school's 2,600 students abusing it.

"We were afraid that we could be getting a lot of nonsense," she said. But of the 83 anonymous alerts the school has received, only two or three weren't legitimate.

She offered a partial breakdown: 33% of the alerts were reports of drug and alcohol abuse; 17% related to bullying; and 8% were related to depression.

"We've had hospitalizations of kids" who were considered suicide risks based on information received through Anonymous Alerts. "Five cases where the police have sent someone to the house."

Mr. Bender said many episodes are caused by students with mental-health issues, and possibly no one is better able to detect a teenager's despair than a close friend.

"There's got to be a way for kids to talk about something anonymously, such as strange behavior, before tragedy happens," he said.

When bullying is reported, Greenwich High School will contact the alleged perpetrator's family. "We don't say, 'You're a bully,'" Ms. Termini explained. "We say, 'We received this information.' We call the parents in."

Another issue that generates alerts, Mr. Bender said, though it hasn't arisen at Greenwich High School, is cheating. It takes courage to report cheating. It's easier if it can be done anonymously.

"There's a lot of pressure to do well," he explained. "This helps kids not to take shortcuts, but to do the right thing."

Ironically, Mr. Bender eventually became friends with his bully. They were in a seventh-grade computer lab together. He went on to graduate from Fordham Prep in the Bronx and the New School/Parsons School of Design.

I wondered whether Mr. Bender had ever confronted his assailant and asked why he'd bullied him. He had. "He said, 'Because I could and because you feared me.'"

He hasn't pitched his app to Saint David's. "I've been focused on the rest of the country," he said, and turned to his assistant. "In fact, let's call them tomorrow. We'll give it to them for free."





## Anonymous Alerts® Anti-Bullying App is Now Patented

**“SYSTEM FOR SENDER/RECEIVER TO SEND OR RECEIVE MOOD RELATED, TIME SENSITIVE OR SECRETIVE CONTENT MESSAGES”**

White Plains, NY, July 21, 2015 --- Anonymous Alerts®, the national provider of anonymous incident reporting mobile apps and software systems received U.S. Patent No. 9,071,579 on June 30, 2015. The wraparound Anonymous Alerts mobile apps reporting system empowers students and individuals to anonymously report sensitive issues directly to authorized personnel. Submitters can establish a 1-way or 2-way anonymous and encrypted dialogue with authorized personnel. Anonymous Alerts® is helping schools, organizations and other groups to detect, deny and control bullying, safety and mental health issues.

In the fight against student bullying, cyberbullying, depression, gang activity, weapons, credible threats and sexual abuse on campuses, mobile based apps are essential for students and individuals to help themselves and others by reporting incidents quickly and anonymously to authorized personnel. The challenge for most schools, universities and corporations is having individuals come forward with sensitive information without fear of retribution by their peers and/or coworkers. Over 160,000 students stay home every school day due to bullying, according to the National Association of School Psychologists. Student depression amongst teens and college students is believed to be the leading cause of self-harm and suicide, limiting academic performance and attendance in the classroom. As a result of these challenges, schools and organizations are losing millions of dollars in state and federal funding annually. Suicide is the third leading cause of death for those 12-18 years old according to PsychCentral.

The inventor of the new patent entitled, "SYSTEM FOR SENDER/RECEIVER TO SEND OR RECEIVE MOOD RELATED, TIME SENSITIVE OR SECRETIVE CONTENT MESSAGES" is T. Gregory Bender, President/CEO of Anonymous Alerts®. Bender states, "Our system and methods are for submission and receipt of anonymous communications, and then transmitting sensitive information through a one-step submission process to targeted authorized receiver(s), the system generates a unique confirmation (tracking) code for both students and school officials to use. Administrators are then able to have a 2-way anonymous encrypted dialogue with submitter(s) using the code. The system also alternately allows submitters to identify themselves as an option."

According to Bender, "With this patent issued by the USPTO, we will expand our efforts focused on growing our customer base, monetizing our new patent and continuing to grow our patent and trademark portfolio. The simple truth is that we are helping schools and organizations to avert tragedy before they occur by detecting issues quickly."

### About

Anonymous Alerts® is a complete software and management system that empowers students, parents, teachers, staff and others to confidentially and anonymously report bullying, safety concerns or potentially harmful behavior. Submitters are given the option to upload a photo, screenshot or video related to the incident to authorized personnel (receivers). The system helps students build their character and social responsibilities by helping others. Anonymous Alerts® recently was awarded District Administration Magazine's Top 100 products for 2014 from school leaders nationwide. Anonymous Alerts® is installed in over 1,500 schools nationwide and working with over 1.2 million students. Anonymous Alerts® is a division of privately held Message Logix, Inc. (MLI) based in White Plains, New York. For more information, please visit [www.anonymoualerts.com](http://www.anonymoualerts.com) or call 888-291-2090.

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