



## **Bullying.org: An Overview**

### **Vision and Mission**

#### **Our Vision**

To eliminate bullying in our society by supporting individuals and organizations to take positive actions against bullying through the sharing of resources, and to guide and champion them in creating non-violent solutions to the challenges and problems associated with bullying.

#### **Our Mission**

Bullying.org is dedicated to increasing the awareness of, and the problems associated with, bullying and to preventing, resolving and eliminating bullying in society. This will be accomplished in the following ways:

to establish and maintain a website to provide access for individuals and groups

-to provide support services for whom bullying is an issue;

-to create, disseminate and directly facilitate the implementation of information, educational and training resources through the website to increase awareness of, and enhance the capacity of individuals and organizations to deal effectively with, the issue of bullying in society;

-to provide educational programs and workshops to organizations and educational institutions, and to make available online mentoring support programs, in order to enable and educate individuals and their supporters to deal effectively and positively with the act of bullying and its long lasting negative consequences;

-to provide educational programs and workshops to instill and promote positive values, foster good citizenship and build self-confidence in our young people, enabling individuals themselves to become resources for preventing, resolving and eliminating bullying in their communities;

-to organize and implement fund-raising events and campaigns to finance the above stated objects;

-to liaise with similar charitable organizations and government departments and agencies in developing educational programs similar to those of the Corporation; and

-to carry on any activity which is ancillary and incidental to achieve the above purposes.

#### **Project Background:**

In the spring of 1999, one week after two students went on a deadly rampage at a high school in Colorado, a similar attack struck Taber, Alberta Canada. A 14-year-old boy opened fire inside W.R. Myers High School. One student was killed and another was wounded. Within hours after these shootings, stories began to emerge about the relentless bullying the student shooters had previously endured. Shortly after these tragic events, father and teacher Bill Belsey created the Web site [www.bullying.org](http://www.bullying.org).

[www.bullying.org](http://www.bullying.org) has three main goals; people can learn that they are NOT alone in being bullied and teased, that being bullied and teased is NOT their fault and that they CAN do many positive things in order to effectively and successfully deal with these issues.

[www.bullying.org](http://www.bullying.org) is a non-profit, multiple award-winning project that was created to help people around the world deal with the issue of bullying effectively and positively within a positive their personal stories, poems, music, drawings, voices (audio files), as well animations and films. [www.bullying.org](http://www.bullying.org) hosts the world's first and largest moderated and supportive international community.

[www.bullying.org](http://www.bullying.org) went online on February 16, 2000. [www.bullying.org](http://www.bullying.org) has recorded over 750,000 visitors from across Canada and around the world in just one month. Many Internet search engines have ranked [www.bullying.org](http://www.bullying.org) as one of the top bullying-related Web sites in the world.

#### **Project Attributes:**

- [www.bullying.org](http://www.bullying.org) Web site created and launch by Canadian father and educator Bill Belsey on February 16, 2000
- Bullying.org Canada Incorporated established as a national non-profit, educational organization on January 17, 2003
- background checks done on all Web site content reviewers
- Very "Sticky" multimedia-enhanced Web site
- Virtual volunteer organization –No "bricks and mortar"
- Offering free, research-based online resources for youth, parents, educators, police officers, HR staff and others in the "Helping Professions"
- Dominant "market" position for our target audience online ([www.bullying.org](http://www.bullying.org)) and on national television through our partnership with Family Channel

#### **Project Achievements:**

- Chosen for the Childnet International Award in 2001 as "A project that makes the Internet Safer for Children"
- A finalist for the international Stockholm Challenge Award in 2002 (often referred to as the "Nobel Prize of the Internet"). A prize given to Internet projects that help make our world a better place in which to live.
- Given an "Award of Excellence" by the Canadian Public Relations Society recognizing our anti-bullying campaign in partnership with Family Channel
- [www.bullying.org](http://www.bullying.org) is one of the world's top-rated Web sites about bullying
- [www.bullying.org](http://www.bullying.org) has become the most visited Web site in the world on the topic of bullying with nearly ¾ of a million hits in one month alone.
- Created [www.cyberbullying.org](http://www.cyberbullying.org), the world's first Web site to introduce the new term cyberbullying and define this new and emerging behaviour.
- Has become a valued information source and has been interviewed or consulted by CBC and CTV National News, CBC National Radio, ABC News 20/20 with Diane Sawyer, The Dr. Phil Show, The Globe and Mail, the Christian Science Monitor, The BBC World Service, CNN, etc.
- Asked to become a partner with PREVNet (a research "think-tank" created by leading Canadian academics).
- Was asked to make presentations to the United Nations International Research Study on Youth and Violence in Bangkok, Thailand in May 2005
- In 2002 we were the originators of National Bullying Awareness Week, see [www.bullyingawarenessweek.org](http://www.bullyingawarenessweek.org)
- Partnered with Family Channel to create national anti-bullying "Take the Pledge" campaign – nearly 200,000 Canadians have signed up online to participate in this initiative. 10,000 posters were sent out to schools across Canada in November of 2004.
- Partnered with Family Channel to create national Bullying Awareness Week Teachers' Guide and Resources. 10,000 DVDs and Teachers' Guide were sent out to schools across Canada in November of 2005.
- In 2005 we launched the "Peer Power" youth leadership program
- In 2005 we launched the "Caring Kids" award program
- In 2005 our anti-bullying collaboration with Family Channel won the Canadian Public Relations Society Award of Excellence
- In 2007 we launched [www.bulyingcourse.com](http://www.bulyingcourse.com) which offers online course and Webinars about bullying and cyberbullying for educators and parents