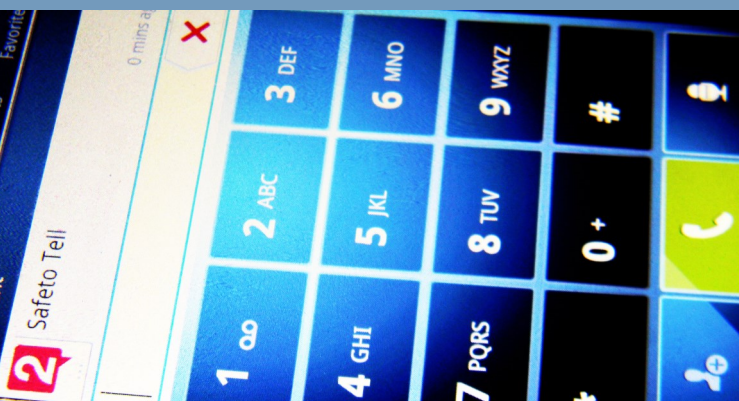


equip *prevention* engage  
courage BYSTANDER *anonymity*  
**empowerment**  
*accountability* **trust** *freedom*  
*compassion* **invest** *respect*  
**educate** empathy  
*results* *kindness* climate  
culture **civility** listen  
**PROTECT** *impact* *solutions*



# ANNUAL REPORT

2013

**2**  
safe tell™  
Make a Call. Make a Difference.

# A Letter from Our Leadership

Dear Supporters and Friends,

10 years and over 10,000 tips: measured results proving that through early intervention tragedy can be prevented and lives can be saved. Safe2Tell has proven that a proactive investment in raising awareness in what to watch for and what not to ignore, along with equipping young people with an infrastructure of reporting, has concretely demonstrated prevention can be measured. Through collaboration and partnerships, a sophisticated state-wide structure of information sharing with local level law enforcement and school officials for follow-up and accountability, regardless of jurisdictional boundaries, has proven an investment worth making. Since founding Safe2Tell as a non-profit organization in 2004, we have witnessed many changes and, tragically, also too many events that have shaped the core of what we do.

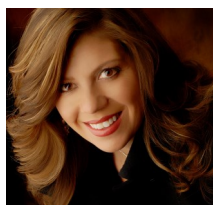
Our beginnings seem humble now. After starting the model initiative when a tipline was found less than effective, Safe2Tell incorporated a multifaceted strategy of engaging, educating, equipping and empowering students as part of the solution to preventing violence. As an emerging violence prevention model for students to report threats to their safety and the safety of others, in 2004, only a total of 102 reports were received that year as we began building the trust with students and schools. We worked hard to establish faith that this model prevention initiative was truly anonymous and here to protect our students and our schools.

Through hard work with changing attitudes and breaking the code of silence once so prevalent, we have been able to measure, through the increasing number of reports received, the trust that has been built because of this safety solution. As you'll see in this report, last school year in 2012-2013, we received 2,272 total tip reports. Since 2004, we have received a total of over 10,000 tip reports, each one representing a life saved or a behavior interrupted making an impact on our communities and the safety of our children and youth.

As a non-profit organization, we have seen internal struggles to ensure that the Safe2Tell model was and continues to be a valuable resource to Colorado communities, students, parents, and schools. The non-profit has continually sought financial support to fund basic infrastructure of gathering intel, which has fluctuated throughout the years. Identifying the need for a stable funding source, key leaders in Colorado have created legislation to address the need for long-term sustainability for the prevention initiative creating operational funding for Safe2tell through Senate Bill 2014-002. Colorado's investment in this initiative will be a precedent setting event. Senate Bill 002 has found wide bi-partisan and it has been encouraging to hear the stories of those impacted by the Safe2Tell model. Though this potential growth opportunity changes the operational model, we are encouraged by the opportunities that will now be available to us and to Colorado schools and communities through a significant investment by the State of Colorado. It is exciting to begin planning for what additional resources and programming we may develop and provide to all Colorado schools and communities.

Safe2Tell has been effective in creating safer schools and safer communities. As we look forward to this new chapter and what the next ten years has in store for us, we are holding true to what works: Educating, Engaging, Encouraging, Equipping, and Empowering youth to be a part of the solution. In memory of those whose lives were forever changed by an act of violence and in honor of those lives impacted by the Safe2Tell model, we promise our continued commitment to creating safer schools and communities. Thank you for being a part of our fruitful beginnings and for your support of the next 10 years.

Sincerely,

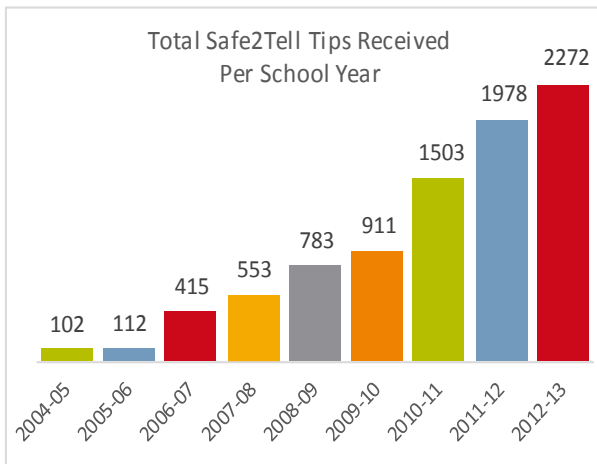


Susan Payne  
Founding Executive Director  
Director of Safe Schools



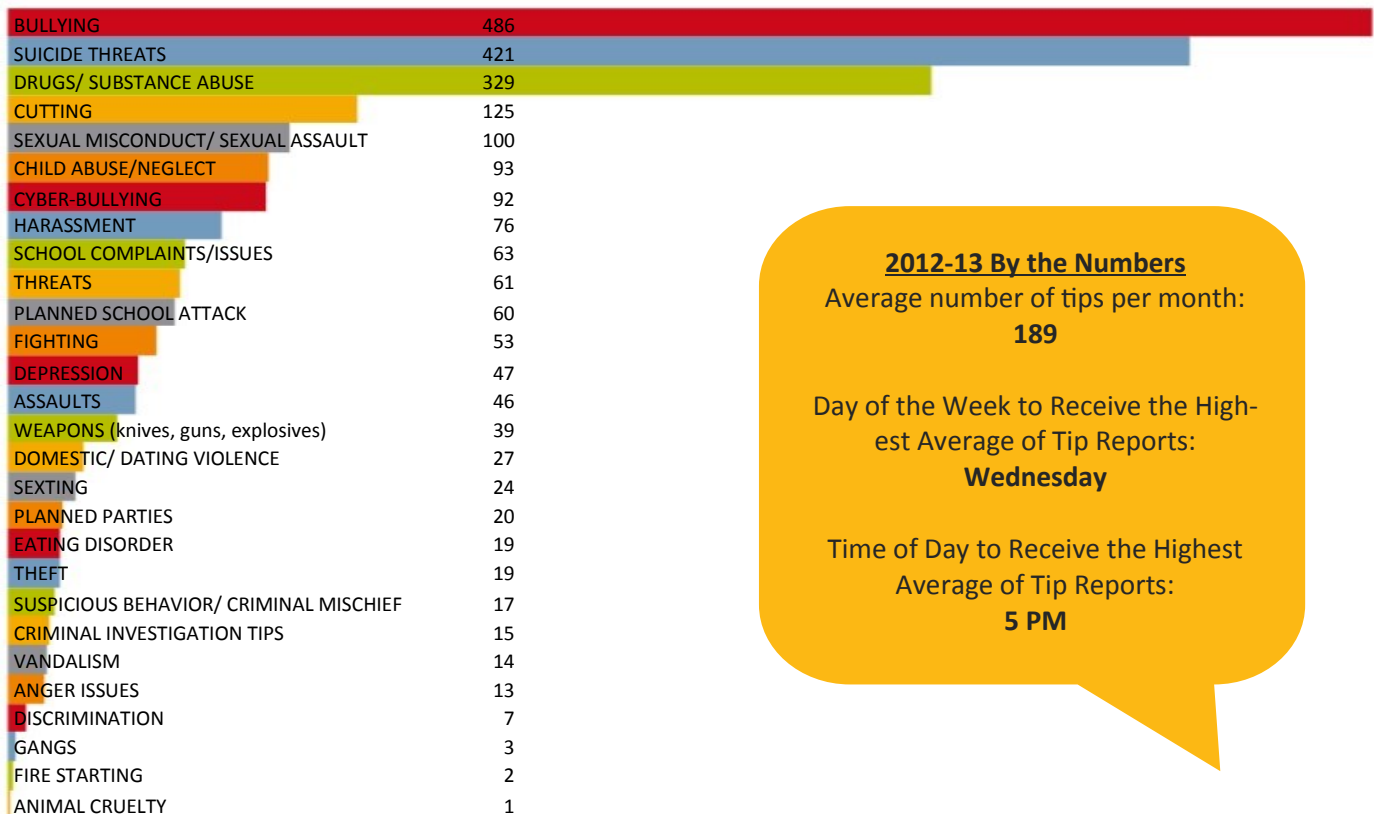
Charlie Graft  
President, Safe2Tell  
Board of Directors

# Bystander Reporting



The goal of Safe2Tell™ is to intervene at the earliest possible point in the life of a young person who is struggling; helping them when they need it before the situation turns into a tragedy. Safe2Tell serves as the statewide reporting resource for concerns of youth in Colorado. The Safe2Tell bystander reporting tipline was developed specifically to encourage those with information about a possible event to report it. All reports are anonymous, protecting the identity of the caller, and each one is followed up to determine what action, if any, was taken. Tips are submitted anonymously by phone; all information is taken seriously; and appropriate action is taken in response to credible information. Anonymity is key. Both state law and the procedures established by Safe2Tell for receiving and forwarding tips guarantees the anonymity of every caller.

## 2012-13 School Year Data



### 2012-13 By the Numbers

Average number of tips per month:  
**189**

Day of the Week to Receive the Highest Average of Tip Reports:  
**Wednesday**

Time of Day to Receive the Highest Average of Tip Reports:  
**5 PM**

*"Law enforcement strongly supports the Safe2Tell program, which provides a coordinated effort between law enforcement, the community, and school officials. It provides an effective tool in receiving anonymous intel information, investigated independently assisting law enforcement and schools in determining the level of intervention that needs to take place."*

- Chief Randy Nelson, City of Thornton Police Department



# Expansion & Engagement

The need for preventive solutions that are proven and successful continues to be demonstrated in the engagement opportunities Safe2Tell has had in creating opportunities to expand beyond Colorado borders. In 2013, Safe2Tell worked to create new relationships with other states to expand the reach of the Safe2Tell solution. A focus on creating creative awareness campaigns helped to promote the program and engage key stakeholders in new, dynamic ways.

## Educational Highlights

- Conversation Jumpstarts series curriculum converted to online Prezi format
- Update of materials and presentations
- Creation of Safe2Tell overview presentation for students



## 2013 School Engagement Successes

- Launch of the Safe2Tell membership program
- Created opportunities for membership training and support
- Developed Member's Only Resource Center online support center
- Launch of membership e-communication newsletter

## National Expansion Efforts

- Utah: Attorney General's Office
- Michigan: Attorney General's Office
- Wyoming: Joint Education Committee
- New York: NYC Department of Education
- Indiana: State Troopers
- Requests and Inquiries in 2013 from:
  - ◇ Alaska
  - ◇ California
  - ◇ Canada
  - ◇ Connecticut
  - ◇ Illinois
  - ◇ Iowa
  - ◇ Massachusetts
  - ◇ Minnesota
  - ◇ Montana
  - ◇ Ohio
  - ◇ Oregon
  - ◇ Nebraska
  - ◇ New Jersey
  - ◇ New Mexico
  - ◇ Oregon
  - ◇ Rhode Island

*"This is the sixth straight year I have taught the entire Safe2Tell Conversation Jumpstarts program to our freshman health classes. Because of the program, we have generated huge numbers of tips, covering every conceivable topic. Safe2Tell is a valuable safety tool."*

*- Deputy Steve Aubry , Boulder Police Department*

# Strategic Partners

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Through strategic partnerships and collaborations, Safe2Tell has been able to work collectively to provide solutions to preventing violence and tragic situations. With the generosity from the Daniels Fund, Safe2Tell is working on mitigating issues and finding resources for youth who are struggling with substance abuse issues. A relationship with the Colorado Department of Public Health and Environment, Office of Suicide Prevention has initiated conversation around promoting best practice to school officials on handling and mitigating the risk of suicidal students. A longstanding partnership with the Center for Study and Prevention of Violence at CU-Boulder is creating opportunities to research the impact Safe2Tell has on breaking the code of silence and changing culture and climate. A collaboration with the Adams County Youth Initiative is synergizing work with improving academic achievement in Adams County by changing school climates and cultures.

## Collaborative Partners

- Colorado Office of the Attorney General
- 9 to 25 Leadership Team
- Adams County Youth Initiative
- Behavioral Health Prevention Advisory Council
- CASELO
- Center for Study and Prevention of Violence, CU-Boulder
- Colorado Prevention Leadership Council
- Colorado School Safety Resource Center Advisory Board
- Colorado Department of Public Health and Environment, Office of Suicide Prevention
- Colorado State Patrol
- Colorado School Districts Self Insurance Pool
- I Love You Guys Foundation
- Safe2Text: Jeffco School District, Denver Public Schools & Adams 12 Five Star Schools

## 2013 Financial Partners

- Board and Advisory Members Gifts
- Catholic Foundation of Northern Colorado
- Center for Study and Prevention of Violence
- Colorado Attorney General's Office
- Colorado School Districts Self Insurance Pool
- Colorado Springs District Attorney's Office
- Colorado State Patrol
- Contributions from Individuals
- Daniels Fund
- Denver Public Schools
- El Paso County Bar Association
- El Pomar Foundation
- Jeffco Public Schools
- John G. Duncan Trust
- Speed and Company
- The Anschutz Foundation
- The Colorado Trust
- Willis Foundation

*"Early intervention is critical in the life of a child who is exhibiting behaviors identified as precursors to violence. Safe2Tell provides a tool for adults to intervene in a proactive way."*

*- Dr. Del Elliott, Founding Director of the Center for Study and Prevention of Violence, CU Boulder*

# Creating Awareness

Safe2Tell is unique in three ways: there is a state law in place to protect the anonymity of reporters; there is extensive follow up to assure that reports are dealt with professionally and interventions take place; and program research and data show promising results for improving school climate and perceptions of safety. These three factors make the Safe2Tell model in high demand in the state of Colorado and across the United States. Safe2Tell is often brought in after a major event to assist with the recovery efforts and provide the resources, education and trainings to restore learning environments through conversations with youth about prevention through reporting. In 2013, Safe2Tell create awareness and provide education of the prevention initiative at various honorable speaking engagements and events. These various opportunities to educate others on the success of Safe2Tell open the doors for new partnerships to expand the model beyond the borders of Colorado.



(Photo Credit: Karl Gehring, The Denver Post)

## **2013 By the Numbers**

Number of individuals certified  
through a Train the Trainer session:  
**204**

Number of students who received a  
registered Safe2Tell presentation:  
**1,072**

Number of resources distributed:  
**31,368**

## Honors and Speaking Engagements

- The White House, Washington DC, February 2013
- Colorado Briefings: National School Safety Conference, June 2013
- National Association of Attorney Generals, April 2013
- Peak Conference, January 2013
- School Safety Summit, January 2013
- Colorado State Pupil Transportation Association's Annual Legislative-Regulatory Conference, February 2013
- Utah State Legislature, August 2013
- Council of State Governments, September 2013
- Southwestern Colorado Staff Training, September 2013
- Colorado Springs District 11 Staff Training, September 2013
- National Association of Attorney Generals, September 2013
- National Council of State Legislators, September 2013
- Wyoming State Legislation Joint Education Committee, October 2013
- Wolf Ranch Community Homeowners Association Meeting, November 2013

*"We read an article that a student submitted a tip to your web site regarding a gun at our daughter's school. Words cannot describe how thankful we are for your program. Your web site was the mechanism to call the district administration staff and police into action and prevent another school shooting tragedy."*

*- Concerned Parents and Safe2Tell Donors*

# Educating & Empowering

In order to spread the message of the Safe2Tell program among Colorado schools, Safe2Tell provides trainings and curriculum which present Safe2Tell information, materials, and classroom guided discussions that can be used beyond the classroom. Training and presentations emphasize the importance of safe school learning environments, early recognition of risk behaviors, appropriate investigation measures for successful tip outcomes, best practices for safe school plans and Safe2Tell implementation strategies. The goal of the classroom-guided discussions, student presentations and trainings is to increase awareness of the issues facing students today in schools, provide resources through Safe2Tell available to students, and create an effective dialogue between caring, committed adults and youth, building a relationship of trust.

## 2013 Educational Opportunities

- District 20 Parent Sounding Board, January 2013
- Park County Sheriff Training, January 2013
- Steps for Success, MLK Panel Event, January 2013
- Prospect Valley Elementary School, March 2013
- Mountain Ridge Middle School, March 2013
- Connecticut, March 2013
- Pennsylvania, March 2013
- U.S. Department of Education, April 2013
- Holmes Middle School, April 2013
- Woodmen Roberts Elementary School, April 2013
- Discovery Canyon Campus, April 2013
- Mancos High School, April 2013
- Falcon School District Steering Team, April 2013
- Norwood Schools and Law Enforcement Staff Training, April and August 2013
- Mountain Ridge Middle School, May 2013
- FBI School Safety event, Mitchell High School, May 2013
- Falcon High School, May 2013
- Academy District 20 Train the Trainer, June 2013
- Social Impact Bonds Roundtable Discussion, August 2013
- Denver Area Open Train the Trainer, August 2013
- Harrison School District, August 2013
- Adams 12 Five Star Schools Transportation Department Staff Training, August 2013
- Fort Carson Nurses Domestic Violence Conference, August 2013



*"Safe2Tell offers training for our leaders and school staff; they offer materials; they offer support. We would be remiss not to have Safe2Tell as part of our comprehensive safety plan and as a resource for our schools and our community."*

*- Michael Eaton, Chief of Safety and Security, Denver Public Schools*

# Financial Report

The following financial report represents the period between January 1, 2013 and December 31, 2013:

## 2013 Statement of Net Income and Net Assets

### Revenues

In-kind Contributions	\$	156,000
Individuals and Corporations	\$	681
Unrestricted Grant Revenues	\$	119,081
Prior Year Carryover Grant Revenues	\$	9,721
Earned Income (Trainings, Items)	\$	12,972
School Contributions/Memberships	\$	26,125
Temporarily Restricted Contributions	\$	7,500
<b>Total Revenues:</b>	<b>\$</b>	<b>332,080</b>

### Expenses

Program Support	\$	290,668
Operating and Administrative	\$	27,374
Fundraising Expenses	\$	14,038
<b>Total Expenses:</b>	<b>\$</b>	<b>332,080</b>

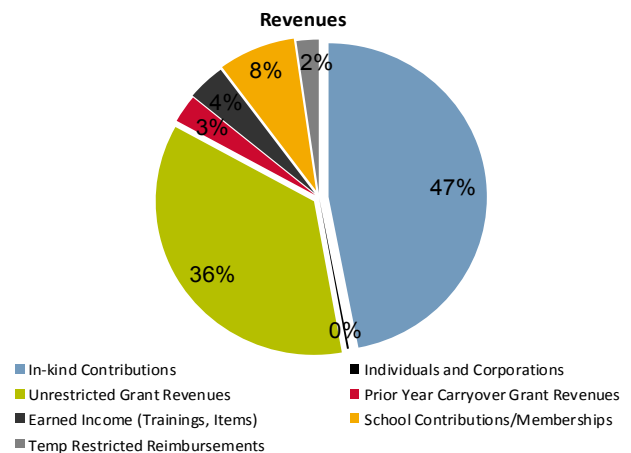
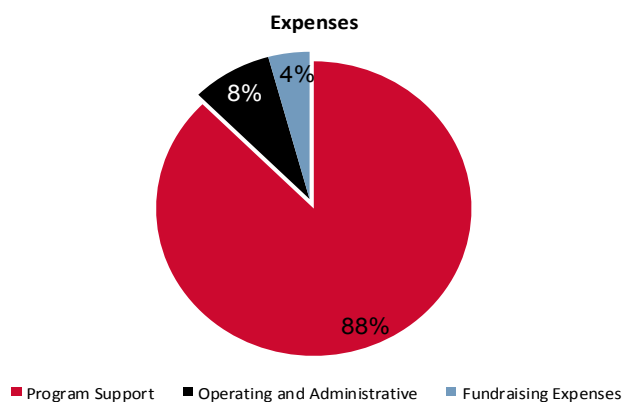
*Net Revenue over Expenses:* \$ 0

### Assets

Current Assets:	\$	116,046
Fixed Assets:	\$	11,292
<b>Total:</b>	<b>\$</b>	<b>127,338</b>

### Liabilities and Net Assets

Current Liabilities:	\$	1,916
Net Income:	\$	(9,722)
<b>Unrestricted Net Assets:</b>	<b>\$</b>	<b>135,144</b>
<b>Total Liabilities and Equity:</b>	<b>\$</b>	<b>127,338</b>



*"Colorado has a history of six school shootings since 1989. The Safe2Tell program is an investment in greater safety for Colorado children. Safe2Tell attempts to prevent tragedy before it becomes a tragedy- a win-win for everyone."*

*-Michael McGuire, Denver Public Schools Volunteer and Community Member*



# Membership

2013 saw the launch of a new opportunity to engage Colorado schools and districts in a meaningful partnership with Safe2Tell through a new membership program. The membership program was developed in January 2013 as an initiative of the Safe2Tell Board of Directors and was designed to act as a component of a comprehensive effort to provide sustainable funding for Safe2Tell. Members received certain benefits including customized reports tracking their school community's use of Safe2Tell discounted registration for school safety trainings; priority placement for presentations; subscription to e-newsletter resources; and a discount on all orders of Safe2Tell materials.

## 2013-14 Safe2Tell Members

- 
- Adams 12 Five Star Schools
  - Archuleta School District 50JT
  - Aspen Academy
  - Atlas Preparatory School
  - Calhan RJ-1
  - Centennial School District
  - Cheyenne Mountain School District
  - Colorado Springs School District 11
  - Colorado School for the Deaf & Blind
  - Deer Trail 26J
  - Denver Public Schools
  - Divine Redeemer Catholic School
  - Dolores School District Re4A
  - Durango 9-R
  - East Otero School District R-1
  - Faith Christian Academy
  - Fremont-Canon City School District
  - Gilpin County RE-1
  - Harrison District 2
  - Haxtun RE2J
  - High Plains School District R-23
  - Holyoke School District Re-1J
  - HOPE Online Academy
  - Ignacio School District
  - Jefferson County School District
  - LaVeta School District Re2
  - Lewis-Palmer District 38
  - Littleton Public Schools
  - McClave School District Re 2
  - Miami-Yoder JT-60
  - Montrose County Re-1J
  - Mountain Ridge Middle School
  - Norwood School District
  - Park County School District Re2
  - Platte Canyon School District 1
  - RE-1 Valley School District
  - Regis Jesuit Schools
  - Ridgway School District R-2
  - Sargent School District Re-33J
  - School District 27J
  - Sheridan School District #2
  - St. Vrain Valley Schools
  - Swink School District
  - The Classical Academy
  - Thompson School District
  - Weld County School District RE1
  - Woodlin Schools

*"I believe Safe2Tell has allowed us to create a culture of responsible reporting within our community. My job is to protect and educate the students that are within my school and Safe2Tell helps me in that area of protecting our students in order for them to thrive in a safe learning environment."*

*- David King, Assistant Principal, Discovery Canyon High School*

# In the News

Interest by the media and community members for Safe2Tell grew immensely in 2013 as awareness for the model spread. Events and concerns in the community, coupled with a greater urgency by the community for proven, successful safety initiatives brought the work of Safe2Tell to the forefront of the news.

- January 2, 2013: 9News, Police investigate 6 cases of cyber bullying: <http://www.9news.com/rss/story.aspx?storyid=308162>
- January 11, 2013: 9News, Burlington parents seek cell phone video of daughter's assault: <http://www.9news.com/rss/story.aspx?storyid=309944>
- October 22, 2013: 9News, New warning over cyber bullying: <http://www.9news.com/rss/story.aspx?storyid=361344>
- April 27, 2013: KRDO, Safe2Tell works with youth to prevent tragedies video: <http://www.krdo.com/news/Safe-2-Tell/-/417220/19924144/-/eep6gb/-/index.html>
- August 17, 2013: The Gazette, Concert sends message that bullying isn't cool: <http://gazette.com/article/1504969>
- May 16, 2013: KRDO News Radio Interview, <http://www.krdo.com/newsradio>
- June 21, 2013: The Colorado Trust Blog, Safe2Tell Receives National Recognition: <http://www.coloradotrust.org/news/blog/blog-entry/safe2tell-receives-national-recognition>
- November 4, 2013: KRDO, Safe2Tell and its role to stop bullying: <http://www.krdo.com/news/safe2tell-and-its-role-to-stop-bullying/-/417220/22801004/-/4cseqhz/-/index.html>
- November 20, 2013: Fox 31 KVDR, Mom stunned by horrible social media bullying of daughter: <http://kdvr.com/2013/11/19/mom-stunned-by-horrible-social-media-bullying-of-daughter/>
- December 13, 2013: Fox 31, Resources for parents, students of Arapahoe High School: <http://kdvr.com/2013/12/13/resources-for-parents-students-of-arapahoe-high-school/>
- December 18, 2013: KOAA, Safe2Tell incident reported, <http://www.koaa.com/news/safe-2-tell-incident-reported/>
- December 16, 2013: 9News, School safety expert talks about prevention: <http://www.9news.com/rss/story.aspx?storyid=369128>
- December 16, 2013: 9News, How schools handle student threats: <http://www.9news.com/rss/story.aspx?storyid=369153>
- December 24, 2013: The Denver Post (Front Page) With Safe2Tell, emotional crises may be kept from escalating to school violence: [http://www.denverpost.com/news/ci\\_24785450/early-reporting-may-stop-emotional-crises-from-escalating#ixzz2pvJmWOkq](http://www.denverpost.com/news/ci_24785450/early-reporting-may-stop-emotional-crises-from-escalating#ixzz2pvJmWOkq)



*"It is no less courageous for a child or teen to speak up in a way that keeps them anonymous and safe.  
We have the power to make communities and schools safer simply by making a call."*

*- Susan Payne, Founding Executive Director of Safe2Tell and the  
Director of Safe Schools for the Colorado Office of the Attorney General*

# Looking Forward

The mission of Safe2Tell is “to ensure that every Colorado student, parent, teacher and community member has access to a safe and anonymous way to report any concerns to their safety or the safety of others, with a focus on early intervention and prevention through awareness and education.”

It is this mission of creating safer schools and communities that drives our work and commitment to continue to provide this vital resource to the community and schools. A key component that remains true today is “Prevention is Key.” We believe that the consequences of youth violence, suicide, drug abuse, and other dangerous behaviors can be prevented through early interventions by caring, committed adults.

Thoughts on future models of the Safe2Tell prevention initiative in Colorado and across the nation conjure images of youth free from harm, reaching their highest potential possible. By moving the proven safety model from a struggling non-profit to a fully-funded, stable government program, opens up opportunity to expand what is possible in creating safer schools and safer communities through collaborations, partnerships and synergy of services.



(Photo Credit: Senator Andy Kerr)

We believe that every child in America has the right to learn free from harm or harassment. The Safe2Tell solution needs to be available to all and the opportunities for future funding and expansion will help us make this possible. Whenever tragic events occur, we are reminded of this need. Safe2Tell is positioning itself for the future and prepared to take the necessary steps needed to ensure safety and security of all children. Thank you for your support and commitment helping us make it “safe to tell.”

*“I became a school safety advocate and tragedy starts my story. On September 27, 2006, a gunman entered Platte Canyon High School, held seven girls captive and ultimately shot and killed my daughter Emily. To be an advocate, I first became a student by studying programs that make a difference, programs that could be measured, programs that helped kids and teens. Safe2Tell is a program endorsed by the I Love You Guys Foundation because it is about prevention, let’s intervene before tragedy occurs. Today, Safe2Tell is making a real impact.”*

*-John Michael Keyes, I Love You Guys Executive Director*

# Board & Staff

## Board of Directors

**Charlie Graft**, Project One Integrated Services, *Chairman*

**Cynthia Coffman**, Colorado Attorney General's Office, *1<sup>st</sup> Vice Chair*

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**John McDonald**, Jeffco School District, *Secretary*

**Frank DeAngelis**, Columbine High School

**Angie Gramse**, Colorado Community College System

**Pat Hamilton**, Adams 12 Five Star Schools

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**Dr. John Nicoletti**, Nicoletti-Flater Associates

**Chief Randy Nelson**, City of Thornton Police Department

**Ray Merenstein**, RDM Communications

**Dr. Beverly Kingston**, Center for the Study and Prevention of Violence— CU Boulder



## Advisory Council

**Lisa Carpenter**, Weld County CRO

**Chris Harms**, Colorado School Safety Resource Center

**Jarrod Hindman**, Office of Suicide Prevention

**Rob Layne**, Layne Consultants/IFCPP

**Robert Lee**, Teresa Lee Photography

**Julie Mercer**, Weld County CRO

**Don Naccarato**, CSP Communications Director

**Don Quick**, Adams County District Attorney

**Kay Trotter**, Colorado PTA

**Carmen Velasquez**, Stefano's B.E.T. LLC

**Jim Walpole**, Platte Canyon Schools

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*In partnership with the Colorado  
Attorney General's Office and  
the Colorado State Patrol.*

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**safe<sup>2</sup>tell<sup>®</sup>**

Make a Call. Make a Difference.

**1-877-542-7233**

**safe2tell.org**



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