



INOBTR ~2013, A YEAR IN REVIEW



INOBTR PROGRAMS

MISSION: Founded in 2007, INOBTR (“I Know Better”) continues its mission to protect children and keep their families safe through proactive education and public awareness. Working in partnership with government and non-profit organizations, and schools, INOBTR brings prevention education and action to the community level. INOBTR’s initial focus was to educate parents, teachers and children to protect them from the dangers and abuse that can occur online and maintains this focus through school and community group presentations and outreach.

- **Public Awareness**
 - **Speaking Engagements/Events**
 - **Social Media**
- **radKIDS**
- **Project Youth Safety**

PUBLIC AWARENESS

Made possible by The Dana Brown Charitable Trust

- **Public Awareness Events**
 - Child Safety Day – **4000 attendees**
 - St. Louis Public Schools – Back to School – **9000 attendees**
- **School & Community Presentations**
 - **30+ events** with attendance of **over 2000 children & families**
 - Presentations included: Teacher In-Service Training, Classroom Presentations, Assemblies and Community Meetings & Forums.
 - Distribution of **3000+ brochures & handouts**
- **Websites**
 - www.INOBTR.org
 - www.STOPANONLINEPREDATOR.OR
 - www.PROJECTYOUTHSAFETY.ORG
 - Combined traffic **9000+ visitors per month/ 16,000+ views per month**
 - Other Social Media includes: **Facebook, Twitter, Pinterest and LinkedIn**



RADKIDS

Made possible by the Emerson Charitable Trust

- **Recruited and arranged training for 10+ law enforcement officers and community leaders** to teach radKIDS in the Greater St. Louis Area.
- **Developed a good foundation of child safety programming** in the St. Louis Area, creating “brand awareness” of the radKIDS program.
- **Brought** this nationally recognized child safety and empowerment curriculum to the community and executed 3 classes as part of the Pilot Program
- **Raised awareness about child safety** and the need for focused safety lessons for children.
- **Completed radKIDS Pilot Program** and created model for bringing radKIDS to local schools and community groups.



PROJECT YOUTH SAFETY

Made possible through a Cooperative Agreement with The Office of Juvenile Justice & Delinquency Prevention

- INOBTR with the US Department of Justice organizes **Cyber Safety Awareness Night**
- Saturday, 9.21.13 @ Nationals Park, Washington, DC
 - Impact: 40,000+ attendees
- Partnered with:
 - Federal Bureau of Investigation (FBI)
 - US Secret Service (USSS)
 - Internet Crimes Against Children Task Force (ICAC)
- Activities included:
 - :30 second **Cyber Safety PSA**, narrated by Eric Holder, **Attorney General of the United States**
 - **Tips and Q&A in the Community Clubhouse** (centerfield plaza) where all partners distributed **informational brochures and answered questions**
 - Employed the use of **QR codes** to let attendees **access resources after the game** and to share with friends & families



CYBER SAFETY TIPS & RESOURCES

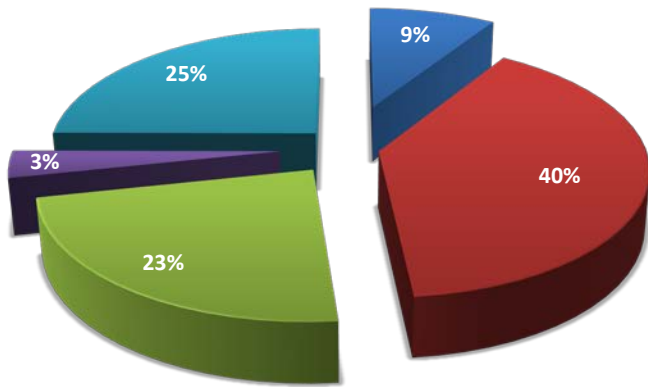


Scan this QR Code to get resources & tips. Be sure to share with your friends and family!

CHILD CYBER SAFETY NIGHT AT THE BALLPARK
Washington Nationals vs. Miami Marlins
September 21, 2013

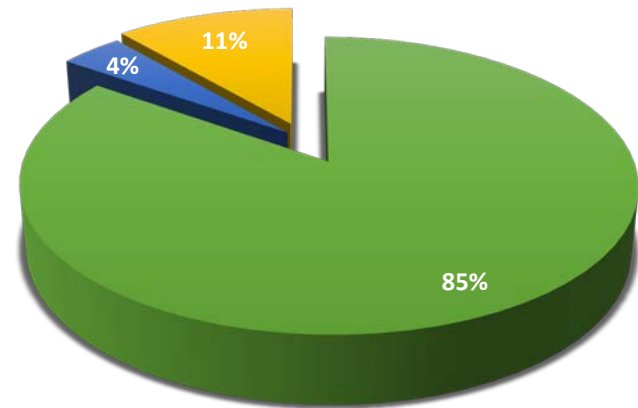
FINANCIALS

radKIDS Funding Breakdown



- Marketing radKIDS to the Community
- Community Education & Training
- Program Management
- radKIDS Tools & Equipment
- Administration

Public Awareness Funding Breakdown



- Community Education & Awareness
- Supplies, Equipment & Fees
- Program Administration & Management

FINANCIAL INFORMATION

YEAR ENDING 12/31/2013

■ Income

■ Individual/Business Contributions	\$ 51,560
■ Grants Income	112,652
■ Miscellaneous Revenue	544
■ Special Events Income	8,655

■ Total Income **\$173,411**

■ Expenses

■ Program 85%	\$150,998
■ Administrative 10%	17,587
■ Fundraising 5%	9,484

■ Total Expenses **\$178,069**

■ Assets

■ Assets at Start of Year	\$34,795
■ Assess at End of year	30,137

■ Decrease in Assets **\$4,658**

ABOUT INOBTR

Staff, Management

- **Board of Directors**
 - Mr. Steve Schankman, Founder/President
 - Dr. Mark Meyers
 - Mr. Daniel Whyman
- **Staff**
 - Cindy Schroeder, Executive Director
 - Kelly McMahan, Communications Director
 - Robyn Fain, Comptroller

Donors & Sponsors

- **Emerson Charitable Trust**
- **The Dana Brown Charitable Trust**
 - David & Martha Aronson
 - Cindi & Keith Guller
 - Rick Halpern
 - Lee Kling
 - Dr. Mark Meyers
 - Daniel Naert
 - Jerry & Peggy Ritter
 - Dale & Barry Sharon
 - Daniel Whyman