

NATIONAL ANTI-BULLYING FOUNDATION

MEDIA KIT

TOGETHER
WE CAN
END BULLYING



— NATIONAL —
ANTI-BULLYING



WHERE KINDNESS IS KOOL

● BE KIND

● BE STRONG

● BE THE DIFFERENCE

100 CITIES • 1 MISSION • END BULLYING

www.endbullyingtoday.org

WHO WE ARE



About the National Anti-Bullying Foundation

The National Anti-Bullying Foundation is a nationwide movement dedicated to protecting children, supporting families, and creating safer schools through education, emotional support, and powerful conversations.

Founded by Bruce Bellocchi — filmmaker, former professional heavyweight boxer, and survivor of bullying — the Foundation brings a uniquely powerful and authentic message directly to students where they are: in their schools, their communities, and their lives.

"No child should feel afraid to go to school."

Our Mission

To empower students, educate communities, and inspire a generation of young people to choose kindness, stand up for one another, and build a world where every child feels safe, valued, and heard.

EMPOWER YOUTH

EDUCATE
COMMUNITIES

BUILD CONFIDENCE

INSPIRE CHANGE

Why It Matters

1 in 5

students report being bullied

Millions

avoid school because they
feel unsafe

Lifetime

emotional impact for victims

100%

preventable with education &
support

- Bullying is linked to anxiety, depression, isolation, self-harm, and suicidal thoughts.
- The emotional impact of bullying can last a lifetime.
- Schools with active anti-bullying programs see measurable reductions in incidents.
- Every student deserves to feel safe, respected, and empowered.

WHAT WE BRING TO YOUR SCHOOL



The National Anti-Bullying Foundation delivers a high-energy, deeply personal, and unforgettable school experience — not just a lecture, but a movement your students will carry with them for life.

Every Event Includes:

■ **Powerful Keynote Presentation**

A raw, authentic story of struggle, redemption, and hope delivered by Founder Bruce Bellocchi — a message that resonates with every student in the room.

■ **Interactive Student Workshops**

Hands-on, age-appropriate workshops that give students practical tools to recognize bullying, intervene safely, and seek help from trusted adults.

■ **Special Guest Appearances**

Guest speakers may include educators, athletes, community leaders, public figures, and other special guests based on availability and scheduling — each chosen to inspire and connect with students.

■ **Mental Health Awareness**

Age-appropriate conversations that build empathy, resilience, and confidence, while connecting students and families to trusted support resources.

■ **Parent & Educator Resources**

Take-home materials and guidance to extend the conversation beyond the assembly and into the home and classroom.

WHY SCHOOLS CHOOSE THE NATIONAL ANTI-BULLYING FOUNDATION

Schools have many options when it comes to anti-bullying programming. Here is what sets the National Anti-Bullying Foundation apart and why educators across the country choose to bring our programs to their students.

✓ Real-Life Experiences

Authentic stories of resilience and redemption that students genuinely connect with.

✓ Interactive, Not Lectures

Engaging presentations that involve students rather than talking at them.

✓ Whole-Student Focus

Kindness, leadership, resilience, and mental health woven throughout.

✓ Age-Appropriate Programming

Content carefully tailored for every grade level, from elementary through high school.

✓ Parent & Educator Resources

Take-home materials that extend learning into homes and classrooms.

✓ Fully Customizable

Presentations shaped around each school's unique culture and needs.

✓ A National Movement

Part of a mission to reach 100 cities and create lasting change nationwide.

✓ Practical Takeaways

Tools and strategies students can apply immediately in their daily lives.

We don't simply speak to students. We inspire them to become leaders, allies, and advocates for kindness within their schools and communities.

THE NATIONAL TOUR

■ LAUNCHING JANUARY 2027 — NOW SCHEDULING SCHOOL VISITS



The National Anti-Bullying Foundation is building a nationwide movement — 100 Cities. 1 Mission. End Bullying.

Our fully branded tour bus travels coast to coast, bringing educational assemblies, interactive student workshops, and special guest appearances directly to schools and communities across America.

The 2027 tour schedule is now open. We invite schools and districts to reach out early to find a date that works for their community.

Every Tour Stop Includes:

- ✓ School assemblies for all grade levels
- ✓ Interactive student workshops
- ✓ Special guest speaker appearances
- ✓ Bullying prevention strategies
- ✓ Parent & community discussions
- ✓ Mental health awareness resources
- ✓ Youth leadership programming
- ✓ Community engagement events
- ✓ Parent & educator take-home resources



Bringing the Tour to Your School

The 2027 National Tour begins in January. We work directly with schools and districts to schedule visits that fit their calendar and the needs of their students. We encourage administrators to reach out early so we can find a date that works well for their community.

REQUEST INFORMATION

- Website:** www.endbullyingtoday.org
- Email:** info@endbullyingtoday.org
- Follow Us:** @NationalAntiBullyingFoundation | @endbullyingtoday

OUR PROGRAMS



School Assemblies

Engaging, full-school presentations for elementary, middle, and high school students. Tailored to age group and school culture.

Parent Discussions

Evening or afternoon sessions that equip parents with tools to identify bullying, open conversations at home, and support their children.

Youth Leadership Programs

Students are trained as anti-bullying ambassadors, giving them voice, responsibility, and the skills to create a culture of kindness.

Student Workshops

Small-group, interactive sessions focused on empathy, bystander intervention, leadership, and resilience.

Mental Health Resources

Connections to counseling support, crisis resources, and follow-up programming to ensure lasting impact beyond the event day.

Community Events

Public rallies, awareness campaigns, and community-wide events that unite families, schools, and local organizations around a shared mission.

Stand-Up Student of the Month



A monthly student recognition initiative celebrating kindness, leadership, courage, empathy, inclusion, and positive character. Participating schools may nominate deserving students for recognition and a potential \$5,000 college education fund contribution, subject to Foundation guidelines and funding availability.

Who We Serve

Elementary Schools
Grades K–5

Middle Schools
Grades 6–8

High Schools Grades
9–12

Community
Organizations

MEET THE TEAM



Founder & Executive Director

Bruce Bellocchi

Bruce Bellocchi is the Founder and Executive Director of the National Anti-Bullying Foundation. A filmmaker, writer, producer, former professional heavyweight boxer, and professional MMA fighter, Bruce has transformed a life marked by adversity into a mission dedicated to helping young people overcome bullying, isolation, and self-doubt.

Having experienced bullying firsthand as a child, Bruce understands the lasting impact it can have on confidence, mental health, and personal growth. Through powerful storytelling, honesty, and lived experience, he connects with students in a way that few speakers can. His message of resilience, accountability, and hope inspires young people to recognize their value, stand up for others, and choose kindness over cruelty.

Today, Bruce leads the Foundation's national outreach efforts, traveling to schools and communities across America to help create safer environments where every child feels seen, heard, and respected.

"No matter where you come from or what you've been through, a better path is always possible."

PROFESSIONAL BACKGROUND

Founder & Executive Director • Film Director & Producer • Author • Former Pro Heavyweight Boxer • Former Pro MMA Fighter • National Speaker & Youth Advocate



Chief Operating Officer

Christopher Ronzo

A seasoned executive and entrepreneur originally from New York, Christopher brings more than three decades of leadership experience managing complex organizations, building high-performing teams, and implementing operational systems that drive sustainable growth. He holds a Bachelor's degree, a Master's degree, and is currently completing his Doctorate in Business Management.

As Chief Operating Officer, Christopher oversees organizational operations, strategic initiatives, community outreach programs, and nationwide efforts to create safer, more inclusive environments for students and families. Known for his integrity and strategic insight, he is passionate about empowering young people and fostering a culture where kindness, respect, and inclusion are celebrated.

"When we unite people around a shared purpose, lasting change becomes possible."

MEET THE TEAM



**Director of Operations /
Community Outreach**

Jessica Gilstrap

Jessica brings more than 15 years of experience in public media, event production, film, professional sports, and live entertainment. Throughout her career, she has managed large-scale events, community initiatives, and high-profile productions, earning a strong reputation for organization, leadership, and operational excellence.

At the Foundation, she works closely with schools, community leaders, partners, and volunteers to ensure every event creates meaningful impact for students and families. Her passion for helping others is at the heart of everything she does.

“Creating a culture of kindness starts with making every person feel seen, heard, and valued.”



Publicist — Jolson Creative

Nadine Jolson

Nadine Jolson brings more than 25 years of experience in strategic public relations, branding, marketing, and media outreach. As a member of the legendary Al Jolson family, she was introduced to the entertainment industry at an early age and went on to build a distinguished career helping organizations, brands, filmmakers, and public figures elevate their message and expand their reach.

After attending the Academy of Art College in San Francisco and launching her career as a Creative Director in the advertising industry, Nadine developed a reputation for creating impactful campaigns that connect with audiences and inspire action. Through her company, Jolson Creative, she leads a team of seasoned professionals specializing in media relations, social media strategy, event promotion, image branding, and public awareness campaigns.

As Publicist for the Foundation, Nadine is dedicated to amplifying its mission of creating safer, more compassionate communities for young people across the country, bringing national attention to its educational programs, school tours, advocacy initiatives, and outreach efforts.

“Every meaningful movement begins with a powerful message.”

OUR IMPACT GOALS FOR 2027

Building a National Movement of Kindness, Inclusion, and Student Empowerment

GOAL
100
Cities

GOAL
250
Schools

GOAL
100,000
Students

GOAL
50
Community Events

Our 2027 Commitments

- ✓ A nationwide awareness campaign reaching communities coast to coast
- ✓ Parent and educator resources distributed nationwide
- ✓ Special guest speakers, including educators, athletes, and community leaders
- ✓ Youth leadership development programs in schools across the country
- ✓ Community-based mental health support referrals for students in need

How We Measure Success

Our goals are about more than numbers. Behind every figure is a student who feels safer, a school with a stronger culture of kindness, and a community more equipped to support its young people. We track our progress through the schools we partner with, the students we reach, and the lasting changes we help create.

Reach

Schools, districts, and communities served across the country.

Engagement

Students participating in assemblies, workshops, and leadership programs.

Culture

Stronger school environments where kindness and respect are the norm.

Continuity

Follow-up resources and programming that extend impact beyond a single visit.

Every student deserves to feel safe, valued, respected, and heard. Through education, awareness, and community engagement, we are building a culture where **kindness is stronger than cruelty.**

ADVISORY BOARD & COMMUNITY LEADERSHIP

The National Anti-Bullying Foundation is guided by a growing network of experts, educators, and community leaders dedicated to student safety, mental health, and positive change.

Educational Advisors	Experienced educators and administrators who help shape age-appropriate, classroom-ready programming aligned with the needs of today's students.
Mental Health Advisors	Licensed professionals who guide our approach to emotional wellbeing, trauma sensitivity, and student mental health support.
Community Leaders	Local and regional leaders who help connect the Foundation with the schools, families, and neighborhoods that need it most.
Guest Speakers	Special guests who may include educators, athletes, community leaders, and public figures, joining events based on availability to inspire and connect with students.
Youth & Family Advocates	Voices dedicated to student empowerment, parent engagement, and building safe, supportive school communities.

How Our Advisory Network Strengthens Our Work

● **Credible, Research-Informed Content**

Our programming is shaped by educators and licensed professionals to ensure it is accurate, age-appropriate, and effective.

● **Aligned With School Needs**

Advisors help us understand the real challenges schools face so our programs complement existing curricula and policies.

● **Responsible & Trauma-Sensitive**

Mental health guidance ensures sensitive topics are handled with care, always pointing students toward trusted support.

The Foundation is currently expanding its advisory network and finalizing partnerships with educators, school administrators, counselors, mental health professionals, and community leaders who will be announced throughout 2026 and 2027.

STUDENT LEARNING OUTCOMES

Every National Anti-Bullying Foundation program is designed around clear, age-appropriate learning objectives. Students leave our assemblies and workshops with practical skills they can apply immediately in their schools, friendships, and daily lives.

Students Will Learn:

✓ How to recognize bullying behavior

✓ How to safely intervene as a bystander

✓ How to seek help from trusted adults

✓ How to build empathy and respect for others

✓ How to strengthen confidence and resilience

✓ How to support classmates experiencing bullying

✓ How to contribute to a positive school culture

✓ How kindness and leadership can create change

Program Objectives

- Improve student awareness of bullying behaviors
- Increase reporting of bullying incidents
- Promote bystander intervention
- Strengthen empathy and inclusion

- Encourage positive peer relationships
- Support student mental health awareness
- Reinforce school culture initiatives

A Note on Mental Health Support

The National Anti-Bullying Foundation encourages students experiencing emotional distress, bullying, thoughts of self-harm, or other mental health concerns to seek support from school counselors, parents, trusted adults, or licensed mental health professionals. Our programs are designed to complement — not replace — the vital work of school counseling and mental health services.

BENEFITS FOR SCHOOLS

Our programs are built to support the goals administrators and educators are already working toward — safer campuses, stronger student wellbeing, and a culture of respect and inclusion.

■ Reinforces Positive School Culture

Strengthens the values of kindness, respect, and inclusion already at the heart of your school.

■ Supports SEL Initiatives

Complements Social Emotional Learning programs with engaging, real-world application.

■ Encourages Student Leadership

Inspires students to become anti-bullying ambassadors and positive role models.

■ Provides Prevention Strategies

Equips students with practical, age-appropriate bullying prevention tools.

■ Supports Counseling Efforts

Reinforces and extends the important work of your counselors and support staff.

■ Strengthens Community Engagement

Brings students, parents, educators, and the community together around a shared goal.

■ Promotes Peer-to-Peer Support

Empowers students to look out for one another and build a culture of belonging.

■ Encourages Kindness & Respect

Leaves a lasting message that shapes everyday interactions across your campus.

Our Professional Standards

All Foundation representatives, speakers, and guests are expected to maintain professional standards appropriate for educational environments and age-appropriate audiences. Guest speakers may include educators, athletes, community leaders, public figures, and other special guests based on availability and scheduling.

What Schools Can Expect

Before the Visit

A planning conversation to align the program with your school culture, schedule, and goals.

During the Visit

Engaging, age-appropriate presentations and workshops delivered by experienced, vetted presenters.

After the Visit

Take-home resources for students, parents, and educators to keep the conversation going.

STAND-UP STUDENT OF THE MONTH

Recognizing Students Who Lead With Kindness

The National Anti-Bullying Foundation believes that positive behavior deserves recognition. Each month, participating schools may nominate students who demonstrate exceptional character, kindness, leadership, empathy, inclusion, and courage in supporting their fellow students.

One selected student each month will be recognized as the National Anti-Bullying Foundation **Stand-Up Student of the Month**.

\$5,000

College Education Fund Contribution

Awarded to each selected Stand-Up Student of the Month, subject to program guidelines, funding availability, and Foundation policies.

Program Highlights

- ✓ Monthly student recognition program
- ✓ Nominations submitted by schools, educators, and administrators
- ✓ Celebrates kindness, leadership, inclusion, and positive character
- ✓ Encourages peer support and positive school culture
- ✓ Highlights student role models

Why It Matters

We believe students should be recognized not only for academic achievement and athletic success, but also for demonstrating kindness, leadership, integrity, and compassion toward others.

By celebrating students who stand up for their peers, we help create school cultures where **kindness becomes contagious**.

The Stand-Up Student of the Month Program is supported through Foundation fundraising efforts, sponsorships, grants, donations, and scholarship partners.

Recognizing students who lead with kindness — because every act of courage and compassion deserves to be celebrated.

WHY THIS MOVEMENT MATTERS

Bullying affects millions of students every year — shaping their confidence, their wellbeing, and their sense of belonging. The National Anti-Bullying Foundation exists to change that, one school and one student at a time.

1 in 5

students report being bullied

Millions

avoid school feeling unsafe

Lifelong

emotional impact on victims



Our Mission in Action

We empower students, educate communities, and inspire a generation to choose kindness, stand up for one another, and build a world where every child feels safe, valued, and heard. Every assembly, workshop, and conversation moves us closer to schools where no child feels afraid to walk through the doors.

Every student deserves to feel safe, supported, and respected. Together, we can build school cultures where **kindness is stronger than cruelty.**

THE MOVEMENT IN ACTION



Bringing hope, kindness, and connection to students and communities across America.

MEDIA, COMMUNITY OUTREACH & PUBLIC AWARENESS

Beyond the classroom, the National Anti-Bullying Foundation works year-round to keep the conversation about kindness and bullying prevention front and center — reaching students, families, and communities wherever they are.

The Foundation actively promotes kindness and bullying prevention through:

■ Podcast Appearances

Sharing the mission and real stories with audiences nationwide.

■ Community Events

Rallies, awareness days, and gatherings that bring people together.

■ Social Media Campaigns

Ongoing digital messaging that keeps kindness in the conversation.

■ School Outreach Initiatives

Direct engagement with schools and districts across the country.

■ Public Awareness Programs

Campaigns that spotlight the impact of bullying and the power of kindness.

■ Media Interviews

Television, radio, and print features that broaden our reach.

■ Strategic Partnerships

Collaborations with organizations that share our mission.

■ Youth-Focused Messaging

Content created to resonate directly with today's students.

Every conversation expands awareness and helps create safer environments for young people.

FREQUENTLY ASKED QUESTIONS

Answers to the questions administrators ask most. For anything not covered here, our team is always happy to help.

Q: How long is the presentation?

A: Programs can be customized to fit your school's schedule. Most assemblies and presentations range from 60–90 minutes, with optional student workshops, leadership sessions, parent discussions, and community programs available.

Q: Is the program age-appropriate?

A: Yes. All presentations and workshops are carefully tailored for elementary schools, middle schools, high schools, and community audiences to ensure content is relevant, engaging, and age-appropriate.

Q: Can the program be customized for our school?

A: Absolutely. Every visit is designed around your school's culture, goals, age groups, and specific needs.

Q: What topics are covered?

A: Topics may include bullying prevention, kindness, empathy, leadership, resilience, bystander intervention, mental health awareness, and creating positive school cultures.

Q: Do you provide resources for parents and educators?

A: Yes. Take-home materials and follow-up resources are available to help continue the conversation after the event.

Q: Can multiple grade levels participate?

A: Yes. Programs can be delivered school-wide or customized for individual grade levels.

Q: Do you offer workshops in addition to assemblies?

A: Yes. Schools may choose assemblies, workshops, leadership programs, parent discussions, or a combination of services.

Q: How far in advance should we schedule?

A: We recommend contacting us as early as possible to secure preferred dates, especially during the National Tour schedule.

Q: Can community organizations participate?

A: Yes. Programs are available for schools, youth organizations, nonprofits, faith-based groups, and community organizations.

Q: How do we get started?

A: Simply contact the Foundation through our website or email to schedule a discovery call and discuss your goals.

SCHEDULE A CONSULTATION

Bringing the National Anti-Bullying Foundation to your school begins with a simple conversation. Our team works directly with administrators, counselors, and coordinators to tailor every visit to the unique needs of your students and school community.

Programs are customized for elementary schools, middle schools, high schools, and community organizations to ensure age-appropriate and relevant content.

1

REACH OUT

Contact us through our website or email to request information and tell us about your school and students.

2

DISCOVERY CALL

We schedule a discovery call to learn about your school culture, your goals, and how we can best support your students.

3

CUSTOMIZE

We tailor the program — keynote, student workshops, special guests, and resources — to fit your schedule and audience.

4

LASTING IMPACT

We engage your students, support your existing efforts, and help build a culture of kindness that continues after our visit.

The Foundation is committed to working collaboratively with school administrators, counselors, and staff to ensure all presentations, discussions, and activities are age-appropriate and aligned with school policies and educational standards.

Every student deserves to walk into school feeling safe, valued, and respected.

Together, we can build a future where [kindness](#) is stronger than cruelty, courage replaces silence, and every child knows they matter.

Join us in creating lasting change for the next generation.

LET'S START A CONVERSATION

Contact us to request information and schedule a consultation for your school or district.

www.endbullyingtoday.org

info@endbullyingtoday.org