



PACER's National Bullying Prevention Center & EA Play to Give 2018 Impact Report

As a result of the second year of support of the EA Play to Give campaign, PACER's National Bullying Prevention Center continued to elevate their *Gamers United Against Bullying* efforts.

In partnership with the EA Play to Give campaign, PACER's National Bullying Prevention Center accomplished the following in 2018:

Updated the *Gamers United Against Bullying* hub page on the website with calls to action that included: donate to help prevent bullying, take a pledge to be united for kindness, acceptance, and inclusion, and watch videos containing relevant content on what to do in a bullying situation.

- During EA Play to Give campaign, the hub page reached **300** individuals
- The pledge has 15K+ signatures

Created new, engaging resources

- 34 videos added to the playlist, each with relevant information on how to prevent bullying and to promote kindness, acceptance and inclusion
 - Several videos featured children and teens sharing what to do if you're being bullied online
- Developed the "Create a World Without Bullying" event kit

Increased reach with critical resources during 2018 fiscal year

- **1.4 M+** individuals visited PACER's National Bullying Prevention Center's three websites (PACER.org/Bullying = 830K; PACERTeensAgainstBullying.org = 325K; and PACERKidsAgainstBullying.org = 280K)
- **4000+ people** contacted staff by phone, email, or contact form for individualized assistance
- **1K+ viewers** shared resources from the "Cyberbullying" information page
- **4000+ people** contacted staff by phone, email, or contact form for individualized assistance
- **New! 2800+ educators** registered to access "ALL-IN," the year-long online curriculum of bullying prevention content
- **400+ orders** of the "Create a World Without Bullying" event kit

IMPACT

Through EA's generous funding, PACER's National Bullying Prevention Center continued to provide and improve highly respected resources, and created new opportunities for students, parents, and educators to connect and learn.

The story of Shelby—a young woman who had been accepted to State University and was very excited about attending and beginning a major in computer graphic design with an emphasis in gaming—is a powerful reminder that bullying prevention resources are needed now more than ever. Shelby died by suicide the day before her 18th birthday. Her family named PACER's National Bullying Prevention Center as her memorial charity.

With EA's investment PACER's National Bullying Prevention Center has led the way in developing resources and activities that address the bullying that can happen in the community, at school, online and while gaming, in the hope of preventing the heartbreak that bullying can cause.

PACER's National Bullying Prevention Center actively leads social change to prevent childhood bullying, so that all youth are safe and supported in their schools, communities and online.