

ABOUT THE CAUSE: 9-1-1 FOR KIDS

THE CRITICAL NEED FOR 9-1-1 EDUCATION Close to 50% of every call made to 9-1-1 is NOT an emergency. These non-emergency calls are made by people from all age groups. The consequences of 9-1-1 misuse are costly to budgets, cause property damage, crimes and most importantly, personal injury and loss of lives. Individuals with real emergencies encounter a busy signal when lines are impacted by too many calls, causing a potential tragedy.

Types of Non-Emergency Calls & 9-1-1 Misuse People call 9-1-1 for a multitude of non-emergency reasons such as:

- Asking for information (road conditions, weather issues, natural disasters when emergency services are not required, community event information, etc.);
- Reporting non-emergency situations (animal related issues such as injuries, barking dog, cat in tree, etc.);
- **Inadvertise trails** (i.e. sitting on cell phone or tossing cell phone in a purse or bag, accidentally activating 9-1-1 preset button);
- * Redundant calls (reporting an accident when emergency help is on scene / en route, testing 911 function on phone, prank calls, curious / lonely calls).

U.S. 9-1-1 FACTS

The United States received 250 million calls to 9-1-1 in 2011. The 200,000+ dispatchers from the nation's 6,100+ 9-1-1 communication centers (PSAP – public safety answering point) answered those calls. In some cities, non-emergency calls were as high as 70%. Additionally, approximately 70% of calls made to 9-1-1 are from cell phones, with the remaining 30% made primarily from landlines. 9-1-1 is for immediate people emergencies when law enforcement, firefighters, or emergency medical treatment is required, and should never be used for information.

A LIFE AND DEATH MATTER

9-1-1 is a life and death matter. 9-1-1 caller training is the most effective way to reduce the millions of inappropriate calls compromising 9-1-1 services and the public's ability to receive immediate and appropriate emergency response. 9-1-1 public education is not an elective activity, it's an essential and critical act of due diligence needed in all schools and communities. 9-1-1 public education and caller training has been the missing link in public safety since 1968 when it was initiated in this country.

What is 9-1-1 and Why is it so important?

9-1-1 is the number called in the United States when there is an immediate emergency requiring services from the fire department, law enforcement, or emergency medical responders. 9-1-1 is also the universal emergency response phone number for Canada and the Cayman Islands. Other countries use different numbers, such as 112 for the European Union and 112 in the UK. Regardless of economic, ethnic, or gender orientation, 9-1-1 affects everyone, and will touch all our lives at one time or another. When it's needed we want it to work quickly and seamlessly. Unfortunately, that's not always the case due to wide spread misuse of the 9-1-1 emergency system.









Critical & Essential Consumer Education and Training for All Ages





When did 9-1-1 begin?

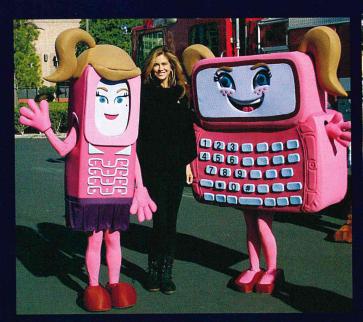
9-1-1 was established in the United States in 1968, beginning in Halleyville, Alabama. All 50 U.S. states are mandated by law and governed by the FCC (Federal Communications Commission) to provide 9-1-1 to its population. However, since its inception, 9-1-1 has continued to run a never-ending race to catch up with evolving phone technology. Movies and television inaccurately portray the ease of 9-1-1 location detection, and there is great need to inform the public of the real situation.

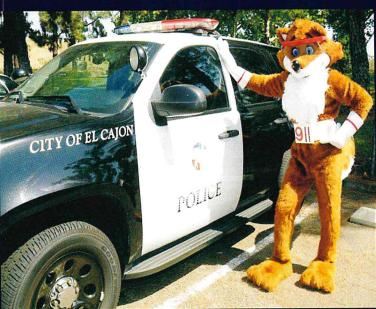
Until the early 1990's, focus was primarily placed on operations and equipment, with very little accomplished to train the public which 9-1-1 was created for. In 1991, the collaborative efforts of 9-1-1 public and private organizations and businesses were charged with the task of creating a solution to address the dangerously large volume of non-emergency 9-1-1 calls. Their efforts introduced the concept of 9-1-1 for Kids: Public Education. 9-1-1 for Kids* launched in 1994, promising a dedicated public education program focused on training the population on how to use 9-1-1 correctly, beginning with school children.

WHY WAS 9-1-1 FOR KIDS CREATED?

9-1-1 for Kids is a non-profit program whose mission is to educate and empower youth with the systematic knowledge to make critical decisions when faced with an emergency or disaster situation. The goal is to educate students on how to avoid dangerous, inappropriate, or unlawful behavior when calling 9-1-1, which is not only financially costly, but causes destruction of property, delays response to criminal activity and even loss of life. 9-1-1 for Kids accomplishes caller education through its effective age appropriate curriculum and community outreach programs for young and old alike - student, educators, parents, adults, seniors and community leaders, endorsed by APCO International (Assn. of Public Safety Communications Officials), NG-911 Institute, NENA (National Emergency Numbers Assn.), and NASNA (National Assn. of Nine-one-one Administrators), in addition to the California Department of Education.

9-1-1 for Kids curriculum is student-tested and teacher designed. It is easily used and the content remains relevant indefinitely. Critical information has been summarized in engaging and digestible DVD lessons produced by some of Hollywood's leading puppeteers, animators, and songwriters.





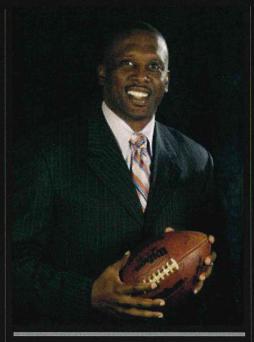
TIM BROWN

9-1-1 for Kids International Chairman

Tim Brown, National Chairman of Athletes & Entertainers for Kids and International Spokesman for 9-1-1 For Kids, has helped over five million children and teens to date through mentoring and educational programs. Brown's phenomenal NFL career can only be shadowed by his dedication to youth and under served communities throughout the nation.

In 1987, Brown attended his first AEFK community outreach program by invitation from former teammate and Hall of Famer, Howie Long. Long had helped to establish AEFK with Elise Kim in 1986 and was the active National Chairman for the foundation at that time (Long now serves as Chairman Emeritus of AEFK).

"AEFK is a unique mentoring organization that continues to be community oriented and community driven," comments Brown. "I continue to be impressed by the scope of children AEFK serves on a daily basis. From the critically ill to those suffering from poverty and parental neglect, AEFK reaches out to empower a wide spectrum of hurting children



through really great innovative programs that are both educational and fun. What's most important is that AEFK's services are on-going throughout the year, not just holiday times or for a media opportunity. Often

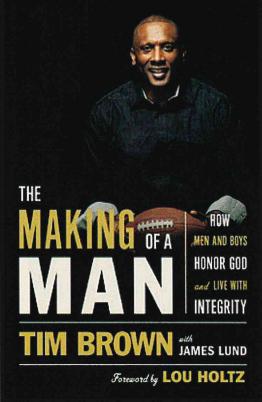
our celebrities want to spend private time with the kids, not the media."

In 1995, Brown became AEFK's National chairman. That same year, he accepted a distinguished appointment as spokesperson for 9-1-1 for Kids, the nation's official educational program teaching the proper use of 9-1-1.

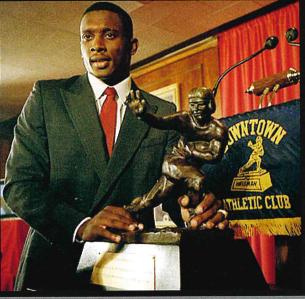
Brown's signature mentoring program is his "Mentor Mini Camp," held each fall at Raider headquarters for 100 fatherless boys. "Children, especially boys, need positive male role models," comments Brown. "This program, as with all our AEFK mentor matching programs, is the beginning point for many important friendships that will help boys to hopefully become responsible adults.

Tim Brown a retired wide receiver played in the National Football League for sixteen years with the Oakland Raiders. During his time with this team, he established himself as one of the League's best receivers, earning the title of Mr. Raider. Even with all of his successes, the 13 year NFL veteran knows he has taken hold of something much more valuable than any award or accomplishment -- a relationship









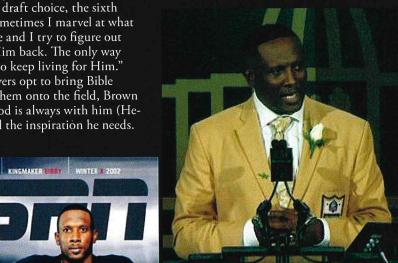


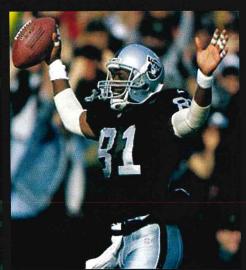
with Jesus Christ. "When it's all said and done it's not this game that counts," said Brown. "It's the game of life and if you're living your life for Christ."

Brown, who is one of only three players in NFL history to gain more than 1,000 receiving yards in a season for seven consecutive years (1993-1999), makes Christ a constant focus in his life. "God's been good to me all my life," said the Raiders 1988 first round draft choice, the sixth pick overall. "Sometimes I marvel at what He's done for me and I try to figure out how I can pay Him back. The only way I can do that is to keep living for Him." While some players opt to bring Bible scriptures with them onto the field, Brown says knowing God is always with him (Hebrews 13:5) is all the inspiration he needs.

"I'm constantly reminded every time I catch a pass and am able to get up and go back to the huddle I've been blessed," Brown said. Brown holds a handful of Raider team records and led the AFC is receiving yards three straight years (1993-1995). One of the toughest and most durable receivers in the NFL, Brown has earned the respect of his peers. Some believe that Christian athletes are not as tough as others and Brown has

made sure that misconception is squashed. "Anybody who plays against me knows, you're going to get a dogfight the whole game," said Brown, who also holds the NFL rookie-season record for the most combined yards gained with 2,317 in 1988. "I don't take any mess our there. I have to play a very physical game and make sure people know just because I'm a man of God I'm not going to let you walk on over me."











KATHY IRELAND

9-1-1 for Kids Global Ambassador

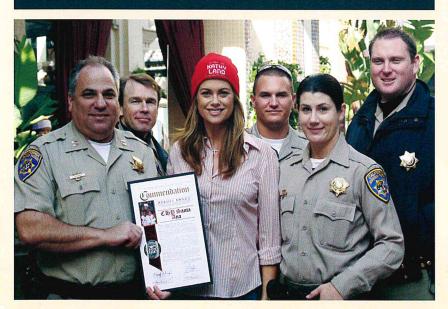
Kathy Ireland serves as Global Ambassador of 9-1-for Kids and National Chair of Family Services/ Parenting for Athletes & Entertainers for Kids. She has worked with the organization since 1997.

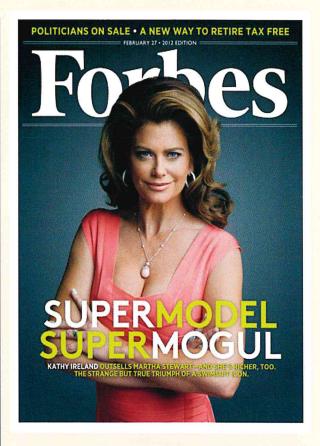
She is the CEO of Kathy Ireland Worldwide, a Forbes 500 company. Kathy was an entrepreneur long before she was a model. As a child in Santa Barbara, she painted stones, and rather than place them on her shelf to admire, she peddled them door-to-door (her grandmother carried one in her purse for protection) and eventually sold other art projects at weekly crafts fairs. At 11 Kathy noticed an ad beckoning newspaper deliverers: "Are you the boy for the job?" Kathy wrote a note to the editor saying she was the girl for the job, and she got it.

Kathy was earning \$60 a month when she decided it was time to get her own bedroom. She rang up a contractor for an estimate on what it would cost to add a room to the modest house she shared with her parents and two sisters. "My mom found me in the driveway showing him where I wanted my room to be," recalls Ireland. "I knew exactly what it was going to look like, what the furnishing would be. Then he gave me his bid, and it was something like \$20.000."

In 1980, at the age of 16, Ireland was discovered at a finishing school (where her parents were trying to clean up their tomboy daughter) by the Elite Modeling Agency. Within four years she was featured in the Sports Illustrated swimsuit issue, and in 1989, when she graced the cover for the first time, it became SI's best seller ever. Internationally famous, she was one of the group, which included Christie Brinkley and Cindy Crawford, that spawned the term "supermodel." During her modeling period her entrepreneurial side ventures were whiffs, such as the time she became entranced with making beer with a bunch of graduate students. In 1993 John Moretz, a marketer who later bought Gold Toe socks, approached Kathy with the kind of gig that ¬signals a model's best years are behind her: Did she want to model pedestrian socks? I wanted to make it clear that I didn't want to just put my name on it," says Ireland. "An endorsement wasn't interesting to me."

Ireland. "An endorsement wasn't interesting to me."
Moretz agreed. He bought the rights to use her name on a line of socks, and he agreed to pay for manufacturing and distributing the socks that Kathy would design and promote. In return she would receive a royalty on every pair sold. She took out a \$50,000 personal loan to launch Kathy Ireland Worldwide.











In 1998, Kathy decided to expand into furniture. Warren Buffett, who appreciated their shared experience as newspaper deliverers, once told her that fashion changes but the home remains far more secure. In apparel every celebrity with a Q rating above zero either had a line or was pitching one. But precious few celebrity licensor's dabbled in home furnishings, even though the dynamics of buying a dresser are no different from buying a dress. In 1999 Ireland went to the biannual furniture convention in High Point, N.C. with a line of sofas, chairs and end tables. "She had a passion and she was very smart," says Irv Blumkin, head of Berkshire Hathaway's Nebraska Furniture Mart, a 450,000-square-foot megastore that helps drive the direction of the industry.

The bulk of her success comes instead from the kind of stuff that has likely never seen a celebrity's name adorning it: ceiling fans, flooring, mattresses. And above all there's furniture: desks, end tables, media centers, beds, ottomans and bookcases. There are area rugs, carpets and headboards. And lots and lots of windows. One of the biggest pieces of the Kathy Ireland empire is her namesake vinyl and plastic replacement windows, which purportedly insulate heat inexpensively; a retail outfit called

Window World moves \$400 million of them a year.

Kathy is also the Ambassador of Hope for the City of Hope and was named by UCLA as one of the top 10 women's healthy advocates in America. In addition, Kathy was named the Entertainment Industry Foundation's (EIF) Ambassador for Women's Health Issues and EIF's Ambassador for the National Women's Cancer Research Alliance. Kathy partners with Feed the Children and underwrites the distribution of 170,000 pounds of food, clothing, and toys to children in need across the nation.

She endowed the Floyd Hall Fellowship Grant Program, which is awarded annually by the American Paralysis Association to the leading scientist in the field of spinal cord regeneration. The fellowship grants major funding to researchers making strides in the search for a cure for paralysis.

Kathy lives in Southern California with her husband Greg, an emergency room physician, and their three children, Erik, Lily, and Chloe.



The Local 9-1-1 Heroes® Awards



The 9-1-1 for Kids* - Local 9-1-1Heroes* program was established in 1999. The purpose of the award is to recognize heroic youngsters who called 9-1-1 to save a life or property or to report a crime. The heroes are nominated by public safety answering points (PSAP or 911 dispatch centers). These children methodically and calmly called 9-1-1 and provided the dispatcher with the necessary information to route emergency personnel (police, fire department or medical emergency response) quickly.

Since 1999, 9-1- for Kids has recognized hundreds of children and adults throughout the nation for their 9-1-1 heroism. It is our hope that every state in the U.S. and every province in Canada will declare the month of May (before children begin summer vacation) and also September (as children return back to school) as "911 for Kids Education Month." The purpose of this program is not only to recognize heroic acts of youngsters and dispatchers, but more importantly to drive home important information concerning critical emergency preparedness and response procedures.

The 9-1-1 Heroes Ceremonies are consistently a favorite story for the media to cover both lo-

cally and across the nation. The media always provides a wonderful opportunity to inform the community, and prepare children to be "emergency ready." The 9-1-1 Heroes Awards Ceremony features:

- The 9-1-1 Heroes (youth, adults and seniors)
- The 9-1-1 dispatcher who processed the call
- Government & public safety dignitaries

Each day hundreds of thousands of calls are placed to 911 dispatch centers across the country. Many of these calls are made by young children. Whether it is a medical emergency, a fire or a crime to report it is essential to teach children when it's OK to call 911; how to dial and what to say to the dispatchers. Lastly, in light of the natural and man-made disasters today, it is absolutely critical to teach youth and adults alike when NOT to call 911 and inadvertently tie up lines out of fear.

The 9-1-1 Local Heroes® Medal of Honor, is bestowed on an individual who distinguishes himself/herself by gallantry and intrepidity calling 9-1-1 to help save a life or property, or to report a crime. Equally as important, this award is presented to the 9-1-1 dispatcher/call taker who processed the call, and dispatched the appropriate emergency response help.



Values of the 9-1-1 Local Heroes® Medal of Honor:

- We embrace the indomitable courage demonstrated by the recipients of the 9-1-1 Local Heroes Medal* of Honor,
- We support sacrifice and service above self
- We believe that the effectiveness of 9-1-1 lies in the consum er and are committed to helping them become informed and trained on the proper use of 9-1-1.
- We believe that the mark of a true hero is to have the moral courage to do what needs to be done because it is the right thing to do.
- We steadfastly support the valiant dispatchers who serve their communities.

Nominees are submitted by 9-1-1 organizations, public safety agencies, and schools.







What is NG 9-1-1 P (Next Generation 9-1-1)





Text-to-911 is the ability to send a text message to reach 911 emergency call takers from your mobile phone or device.

In the future, **text-to-911** will be widely available in the United States. However, for now, the ability to contact 911 using text is only available on a limited basis in a few markets. For this reason, you should not rely on text to reach 911.

On January 30, 2014, the Commission adopted a Policy Statement and 2nd FNPRM stating the goal that all wireless telephone companies and providers of interconnected text messaging services should enable consumers to send text messages to 911. The Commission encouraged industry-developed solutions to achieve this goal, and proposed rules that would require all covered text providers to support text-to-911 by December 31, 2014.

How to Contact 911

IMPORTANT! If you use a wireless phone or other type of mobile device, make sure to do the following in an emergency:

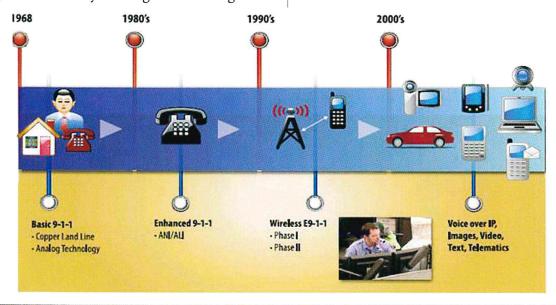
Always contact 911 by making a voice call, if you can. If you are deaf, hard of hearing or have a speech disability, use a TTY or a telecommunications relay service, if possible. Remember - in most cases now, you cannot reach 911 by sending a text message.

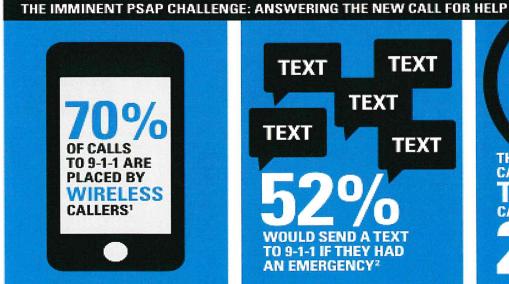
Bounce-Back Messages

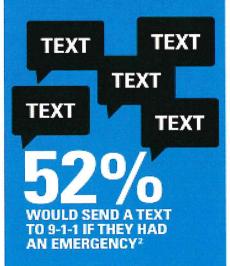
The FCC has rules to help keep consumers safe during the transition to text-to-911. These rules are intended to minimize the risk if consumers attempt to send text messages to 911 where the service is not available. Specifically, beginning September 30, 2013, all wireless telephone companies and certain other text messaging providers are required by the FCC to send an automatic "bounce-back" message to any consumer who tries to send a text message to 911 where this service is not yet available.

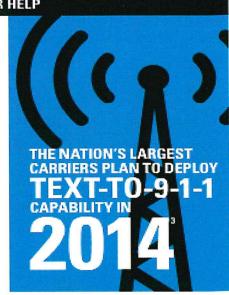
Consumers who receive this "bounce-back" message will be advised to contact emergency services by another means, such as by making a voice call or using a telecommunications relay service (the latter for consumers who are deaf, hard of hearing or have a speech disability).

The nation's four largest wireless telephone companies – AT&T, Sprint, T-Mobile, and Verizon – have agreed to voluntarily begin sending these "bounce back" text messages across their networks as of June 30, 2013, a few months earlier than the September 2013 deadline established by the FCC's rules.









For more than 40 years, the 911 system has served the needs of the public in emergencies. Next Generation 911 (NG911) will enhance the 911 system to create a faster, more flexible, resilient, and scalable system that allows 911 to keep up with communication technology used by the public.

Put simply, NG911 is an Internet Protocol (IP)-based system that allows digital information (e.g., voice, photos, videos, text messages) to flow seamlessly from the public, through the 911 network, and on to emergency responders.

While the technology to implement NG911 systems is available now, the transition to NG911 involves much more than just new computers. Implementing NG911 will include activities of many people, who will coordinate efforts to plan and deploy a continually evolving system of hardware, software, standards, policies, protocols and training.











Since 1986, Athletes & Entertainers for Kids has hosted its *Christmas Celebration* for thousands of children with absent parents. This annual event provides abandoned and neglected children with the opportunity to celebrate the holidays in a warm and loving family setting.

More than 300 youngsters (ages 4-10 years) savor this holiday wonderland of entertainment, games, arts & crafts, storybook readings, old-fashion Christmas carols sing-a-long, celebrities meet & greet, and a visit from Santa with gifts for every child. Positive childhood experiences have immeasurable value and impact; often inspiring new hope and aspirations.

WHEN WAS the PROGRAM STARTED?

The first *Children's Christmas Celebration* ("Celebration") was held at White Memorial Medical Center in East Los Angeles for 400 youngsters in 1986. Elise Kim rallied support from members of the L.A. Raiders, Lakers and Kings, along with USC and UCLA athletes & students who all joined together to help brighten the lives of children at the inaugural year. Legendary sports journalist Roy Firestone emceed.

From 1987-1998 the Century Plaza Hotel and Tower served as the home for the Celebration. In 1995 Kathy Ireland began her service as the event chairperson. Six Flags Magic Mountain

Valencia hosted in 1999. Then from 2000 to 2002 the Nestle Ice Cream Company in City of Industry created an incredible Celebration carnival. The Queen Mary hosted the event in 2003. From 2004-2014 The Yard House restaurants hosted the Celebration at its Irvine Spectrum location, enlisting the help of The Improv Club, Emilio Viscomi (Gemsa Oils), and an army of enthusiastic business owners. In 2015 the Celebration is excitedly be held at North Orange Christian Church's amazing campus thanks to AEFK/911 board member and Yard House's executive chef Carlito Jocson,

WHERE do the CHILDREN COME FROM?

Southern California - state, county and city agencies & homes, foster care, faith-based organizations and other community-base programs serving disenfranchised children who are orphaned, abandoned or removed from their parents.

WHERE do the VOLUNTEERS COME FROM?

Law enforcement agencies, fire departments, 9-1-1 communication centers, businesses & corporations, colleges and trade schools; faith-based organizations; service clubs and other community groups.





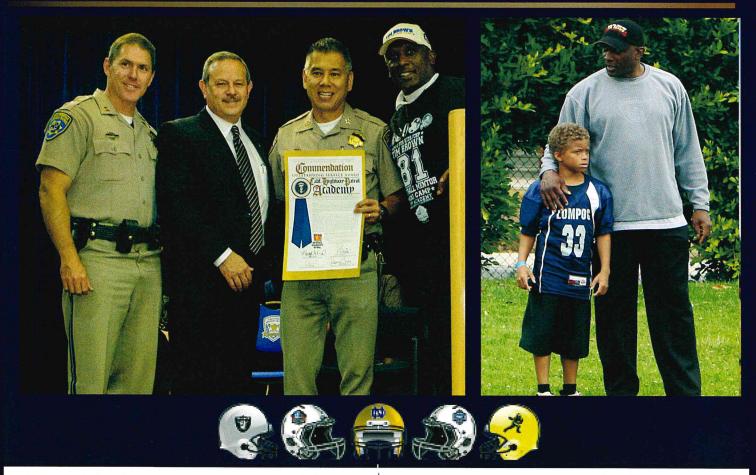








TIM BROWN Mentor Mini Camp For Fatherless Boys



The annual Tim Brown Mentor Mini Camp is held in cooperation with CHP at the Training Academy in Sacramento during the summer months each year. The program has been serving hundreds of fatherless/disadvantaged boys from Northern and Southern California areas since 1999.

Former Oakland Raiders Team Captain Tim Brown, along with other active and retired NFL players and local college football players, devote their time to make a difference in the lives of fatherless boys ages 10-18. The annual event hosted by Tim Brown (9-time All Pro Bowl, 1987 Heisman, Oakland & LA Raiders '87-'04, Tampa Bay 2004; retired in '05 as an Oakland Raider) and his charity, 9-1-1 for Kids, gives disadvantaged boys, the opportunity to team up with a mentor father and participate in a football training camp just like the pros.

The event assists young men absent of a father in their homes and urban children who can benefit from encouragement and guidance from a caring adult. Brown's football buddies and coaches join California community leaders, law enforcement, and businessmen to give local youth the once-in-a-lifetime opportunity to play with the pros & college stars for a day.

About the TIM BROWN MENTOR MINI CAMP

TBMMC is free of charge to fatherless young men. Young must be sponsored by an approved social service-welfare agencies, community organizations or schools.

WHEN WAS the PROGRAM STARTED

Tim Brown (Retired 15 year NFL veteran and International Chairman of 911 for Kids) and Elise Kim (Executive Director of 911 for Kids) created the Mentor Mini Camp Program for fatherless young men ("TBMMC") in 1999. Since its inception, over 1,500 fatherless young men have been served through the TBMMC.

WHERE do the FATHERLESS YOUNG MEN COME FROM?

The mentees come from social service agencies, group homes, schools, community-based organizations and faith-based organizations who provide services for at-risk fatherless young men.

WHERE do the MENTORS COME FROM?

The mentors are a magnificent group of exemplary male community leaders. Most are from public safety (law enforcement, firefighters, emergency medical response, 9-1-1 centers). Other are business owners, executives and managers coming from: corporations and businesses; colleges and trade schools; faith-based organizations; service clubs and community service groups.

DESCRIPTION of ACTIVITIES

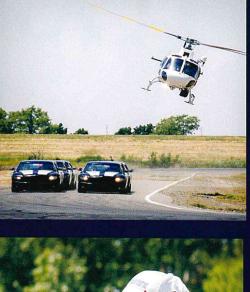
Tim Brown leads the program with the assistance of Coach Greg Roszler of Playmakers Football camp. Playmakers' also shares in the national effort of addressing the problem of fatherless youth in our country. Playmakers athletes are taught to become uncommon men by serving others in the community, by committing to no tolerance of bullying, and appropriate treatment of girls on campus.



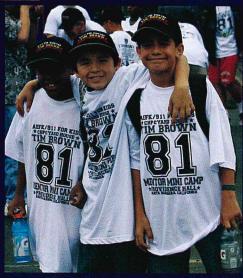
















KATHY IRELAND

Mentor Bootcamp Program for Single Teen Mothers





The 9-1-1 for Kids Kathy Ireland's Mentor Bootcamp Program provides economically and educationally challenged abandoned single-teen mothers, ages 12-19 years of age, the companionship, guidance and support of caring mentors and others, without the social stigma and isolation associated with out-of-wedlock teen pregnancy and its related complications.

In this supportive and therapeutically designed community, teen mothers are able to leave behind their worlds of secrecy and despair. Through acceptance and trust, teens, their mentors, workshop leaders, speakers and volunteers can freely talk about out-of-wedlock pregnancy and single-parenting and openly express feelings, however angry, hopeless and depressed in a non-judgmental atmosphere.

RATIONALE for PROGRAM

The United States has the highest teen pregnancy rate among developed countries. Close to 1 million teens become pregnant each year. Ninety-five percent of those pregnancies are unintended. About one-third will end in abortion; one-third will end in spontaneous miscarriage; and one-third will continue their pregnancy to term and keep their baby.

- Less than 40 percent of teen mothers finish high school.
- 1 in 4 teen mothers will have their second child within 2 years of the first one.
- Almost half of all teen mothers end up on welfare.

DESCRIPTION of PROGRAM

BOOTCAMP matches professional businesswomen as mentors and role models to teen mothers. Many of the teens who participate in the BOOTCAMP successfully transition into responsible adults, gain new hope and aspirations, and learn responsible parenting. Many receive high school diplomas, have gone on to trade school and/or 2 and 4 year colleges, and some have completed professional and postgraduate degrees.

WHEN WAS the PROGRAM STARTED

Kathy Ireland (CEO, Kathy Ireland Worldwide and International Ambassador of 911 for Kids) and Elise Kim (Executive Director of 911 for Kids) created the Kathy Ireland Mentor Program for single teen mothers in 1990 in collaboration with non-profit public safety education organization 9-1-1 for Kids. The Mentor Program received the Governor's Crystal Star Award in 1996. Since its inception, over 1,000 teen mothers have been served through this program.

WHERE do the TEEN MOTHERS COME FROM?

Southern California state, county and city agencies and schools as well as faith-based organizations and other community-base programs that serve and house teen mothers.

WHERE do the MENTORS COME FROM

Mentors are exemplary women community leaders. Many are business owners, executives and managers coming from: corporations and businesses; colleges and trade schools; faith-based organizations; service clubs and other community groups.











