

SAMPLE LETTER FOR INTRODUCING YOUR SCHOOL TO RED CARD

[DATE]

Dear [SCHOOL CONTACT]:

Bullying isn't something that happens somewhere else to someone else. It's happening right here in the Kansas City area, and it's one of the most toxic social issues of our time.

That's what bullying is—toxic, unwanted, aggressive behavior among school-aged children that involves a real or perceived imbalance of power.

That's why bullying is NEVER, ever okay. And why Children's Mercy Kansas City and Sporting Kansas City teamed up to help kids, teens, parents, teachers, coaches and schools take a stand against bullying. That's why they joined forces to create Red Card.

In soccer, the red card indicates a serious offense, and the player is removed from the game. For this campaign, the red card is a way to not only highlight instances of bullying, but to encourage kids and adults to speak up against it.

Red Card resources provided to participating schools include:

- Video featuring a Sporting KC player with a message for students
- IPTV images
- Tip cards for all students, teachers, coaches and parents in English and Spanish
- Elementary school coloring sheets and posters
- Print and digital campaign posters for grade and middle school students
- Trading card packs for all students
- Promotional items
- Sports area/stadium signage
- T-shirts for student leadership
- Weekly announcements and social messages
- Teacher resources in our exclusive partner area

There is no cost or contract involved for partner schools. Red Card provides the right tools and campaign materials to take a stand against bullying, empowering kids, parents, teachers, coaches and schools right here in our community to do the right thing, right now.

Bullying isn't something that just hurts in the moment. It can cause long-term damage to a child's self-esteem, and can even result in physical injury, and worst-case scenario, risk of death.

According to the Centers for Disease Control and Prevention:

- Students who experience bullying are at increased risk for depression, anxiety, sleep difficulties and poor school adjustment.
- Students who bully others are at increased risk for substance use, academic problems and violence later in adolescence and adulthood.
- Compared to students who only bully, or who are only victims, students who do both suffer the most serious consequences and are at greater risk for both mental health and behavior problems.

It's time to stop bullying by helping kids to call it when they see it. Please consider sharing Red Card with our students.

For more information about Red Card you can visit RedCardKC.com. You can also find resources for parents and educators available at RedCardKC.com.

With gratitude for your service,
[Signature]

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[YOUR NAME]