



# BRECK FOUNDATION

HELPING YOUNG PEOPLE RECLAIM THE INTERNET







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# Thank you so much for listening to the Breck Foundation.

Keeping children safe, preventing future tragedies and stopping online harm is what this is all about. **In this pack, you will find more information about ways you can get involved, support our work and helpful advice on how to stay safe.**

Our organisation was founded in 2014 by Lorin LaFave Gordon in response to the tragic loss of her son Breck Bednar, a 14-year-old boy who was groomed and murdered by an online predator. Our work aims to prevent this from ever happening again - our work saves lives.

We are a Southeast England-based charity with national relevance and impact. We reach thousands of children and young people in schools and other community settings with Breck's story every year. Our talks and educational materials fill a gap in the current UK curriculum that otherwise leaves children vulnerable to online grooming and exploitation. We take a whole community approach, working also with teachers, school support staff, parents, private sector employees and the wider UK public to create a network of digital champions – adults we empower to take effective action to protect the wellbeing and lives of young people.

We have crafted the lived experience of the online grooming and murder of Breck Bednar into a powerful session that is gripping, moving and effective in ways other online safety talks aren't. We deliver our unique lifesaving talk to conferences, corporate organisations and community groups all across the UK. **To book a Breck Foundation speaker please email [admin@breckfoundation.org](mailto:admin@breckfoundation.org) with the details of your proposed session.**

We do more than educate; we bring a unique perspective when we work with policymakers across all levels of government and technology companies to create more robust digital policies and practices that put young people's safety first.

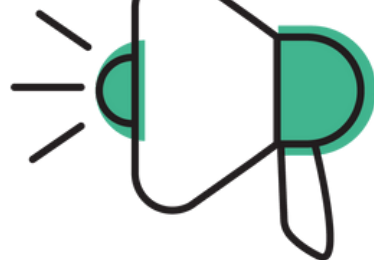
With 98% of young people now active internet users, current and future generations grow up having to navigate new and evolving digital dangers. **We are committed to making the internet a place where children can live, play and thrive in safety.**

We are helping young people reclaim the internet.

Thank you and all the best,

**MICHAEL BURAIMOH**  
CHIEF EXECUTIVE, BRECK FOUNDATION





# Become our BFF and support our work

Our amazing regular sponsors, known as our Breck Foundation Friends, or our BFFs, make our work possible. Join our incredible group of BFFs and be a part of the journey to reclaim the internet.

Every day we're reaching children and young people in schools and other community settings with Breck's story. Our talks and educational materials fill a gap in the current UK curriculum that otherwise leaves children vulnerable to online grooming and exploitation.

**Be a part of keeping children safe.**

To sign up to be our BFF please scan this QR code or visit [www.breckfoundation.org/bff](http://www.breckfoundation.org/bff)



**SCAN ME**

**PLEASE CONSIDER GIVING MONTHLY**

£3

goes towards the development of new resources that let children learn how to be safe online

£5

protect a whole class of primary school children every year with online safety lessons

£10

can fund the 'online safety' education of 40 trainee teachers to spot the signs of grooming in their pupils

\*a month

**"I learnt that on the internet, you have to be cautious because behind the microphone you might not be seeing the real person."**  
Alice, age 10\*

\*this quote has been anonymised



# Signs of grooming you may spot in a child

It is worth noting that some of these signs have other causes, but a selection of them seen together indicates grooming and that intervention is needed.

<b>Behaviour change</b>	Anxious, depressed, withdrawn, angry or defiant
<b>Gifts or freebies</b>	The child may not be able to explain why they have them
<b>Isolation</b>	Groomers isolate a child, but a child may also pull away from friends, family, hobbies etc
<b>Control and manipulation</b>	Child not acting with free will
<b>Sexualised behaviour</b>	Sudden inappropriate language/actions
<b>Risk-taking</b>	Unable to see or acknowledge risks, such as meeting up/giving personal info
<b>Secrecy</b>	Child may be told to keep a relationship secret, but may also hide devices or content, or lock him/herself away in a room to avoid questions





# Conversation starters

## Primary age

- 'How does this game/app work? Can I play?'
- 'Which apps or games are you into at the moment?'
- 'Do you have any online friends?'
- 'Do you know where to go for help?'
- 'Have you ever seen any bad behaviour online? What did you see? What did you do about it?'
- 'Do you know where to go for help if something upsets you online?' (remind them of you, or CEOP, or Childline, or a teacher)
- 'What kinds of things should we do to keep our personal information safe when we're online?'
- 'What happens to what we say or send when we post it online?'

## Secondary age

- 'What apps/games is everyone using at your school? What's the social media app of the moment?'
- 'Have you ever seen anyone scamming or tricking people online? What did you see/hear about?'
- 'How do you know that what you're reading about is truthful or fake? What steps do you take to make sure you're not reposting fake stories?'
- 'Do you know your limits?' (You can talk about screen addiction, getting enough sleep, the endless scroll of social media)
- 'I heard about a girl getting tricked into sending nude selfies and then someone shared them without permission. I thought it was really sad. Have you ever heard about that sort of thing?'
- 'How do you know the person you're chatting to online is who they say they are?'
- 'Do you think you could tell if someone was scamming/catfishing you? How?'
- 'Should we treat people differently online than in the real world? How?'

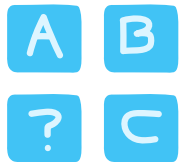


# What to do if a child reveals abuse/exploitation

**If a child is in immediate danger please make sure to call the police on 999 as soon as you can**



**Listen:** let the child talk without expressing your own views and feelings, make sure not to seem shocked or as if you don't believe them as this might make them stop talking



**Give them the words to use:** if they are struggling to explain what is happening prompt them by asking questions that show the signs of grooming such as 'do they want to keep your friendship secret?' / 'are they asking to meet you in person alone?'



**Reassure them and remind them its not their fault:** let the child know they have done the right thing by telling you and that what is happening to them is not their fault



**Make sure they know you are taking them seriously:** children and young people keep abuse secret because they do not think they will be trusted and believed



**Do not take matters into your own hands and confront the perpetrator:** this might inadvertently make it worse for the child



**Explain to the child what you are going to do next:** let them know that you have to report it to someone who can provide help



**Report what the child has told you as soon as possible:** make sure to be as accurate as possible - visit [www.nspcc.org.uk/keeping-children-safe/reporting-abuse/report/](http://www.nspcc.org.uk/keeping-children-safe/reporting-abuse/report/) or **call the NSPCC on 0808 800 5000**





## Where to find help

The Breck Foundation is an online grooming education and preventative charity, these are some of the organisations, agencies and charities they recommend. In an emergency, you should always call the Police on 999.

### Websites to go to for urgent help



#### **[www.childline.org.uk](http://www.childline.org.uk)**

Childline is a counselling service for anyone under 19 in the UK. It can help with any issue, any time of day or night. Call 0800 111111 or visit the webpage.



#### **[www.ceop.police.uk/Safety-Centre/](http://www.ceop.police.uk/Safety-Centre/)**

Breck Foundation's partners at CEOP (the Child Exploitation and Online Protection Command) are the online police and are part of the UK's National Crime Agency.



#### **[www.iwf.org.uk/our-technology/report-remove/](http://www.iwf.org.uk/our-technology/report-remove/)**

A brilliant service from NSPCC and IWF, Report Remove helps young people whose nude selfies have been shared online, and will work quickly to help get them taken down.



#### **[www.iwf.org.uk](http://www.iwf.org.uk)**

If you see any criminal sexual content online you can report it anonymously to the Internet Watch Foundation.







# Where to find help

More information on internet safety issues and how to solve them



**[www.internetmatters.org](http://www.internetmatters.org)**

Internet Matters is a well-resourced organisation helping parents keep their children safe online. Find information on everything from setting controls on consoles to issues around cyberbullying.



**[www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)**

This is the educational branch of CEOP and has dedicated portions of its website for young people of different ages.



**[www.crimestoppers-uk.org/fearless](http://www.crimestoppers-uk.org/fearless)**

Fearless is a site where you can access advice about crime and criminality, they provide a safe place to give information to us about crime - 100% anonymously.



**[www.nspcc.org.uk](http://www.nspcc.org.uk)**

NSPCC is a large charity fighting to stop child abuse on and offline. They have a helpline available for adults on 0808 800 5000.



**[www.saferinternet.org.uk](http://www.saferinternet.org.uk)**

UK Safer Internet Centre promotes the safe and responsible use of technology for young people.



**[www.taminggaming.com/en-gb/home](http://www.taminggaming.com/en-gb/home)**

This fantastic resource reviews and explains video games for parents and also suggests alternatives from its vast database.



**[www.common sense media.org](http://www.common sense media.org)**

A site reviewing video games and films – with input from parents and young people.



**[www.parentzone.org.uk](http://www.parentzone.org.uk)**

Parent Zone offers free services and resources to parents, families and professionals about how to engage children in internet safety.



## Become a corporate BFF

We visit organisations and companies (both in person and virtually) to deliver our lifesaving online talks and empower staff to be online safety heroes for the children and young people in their lives.

To find out more visit [www.breckfoundation.org/get-involved](http://www.breckfoundation.org/get-involved)

### We deliver our powerful talk in all corporate settings

We have crafted the lived experience of the online grooming and murder of Breck Bednar into a powerful talk – ‘Breck’s story’.

Our corporate sessions are centralised around using Breck’s story to illustrate to parents and other caregivers the signs of online grooming and how to effectively respond to suspected cases.

Our sessions are gripping, moving and powerful in ways other corporate talks aren’t. We make sure your staff go away empowered with the knowledge of how to protect the children in their lives.

**"Although it was a very sad subject, our company's staff were unanimous that it was a phenomenal presentation about cyberstalking and grooming"**

**A Breck Foundation Corporate Friend -  
a leading global provider of business information and analytics**





## Volunteer with us

We are all digital citizens in the world of the internet, so we all have our part to play in making sure it is a safe place for children. Join our mission by volunteering today. The work you do could save a life.

### Become a Breck Speaker

Do you have experience delivering lessons to children and young people? Are you a good public speaker with a passion for making sure the next generation are safe from online harm?

Volunteer to share Breck's story as part of our free programme for schools. If you are interested please email **admin@breckfoundation.org** for more information.

Learn more about our speaker sessions on our website  
**[www.breckfoundation.org/speaker-sessions](http://www.breckfoundation.org/speaker-sessions)**

### Translate our resources

We want to make sure all our resources are as accessible as possible so that we can make sure all children have the chance to learn important online safety lessons.

We would love to be able to provide our resources in multiple languages, braille, BSL videos/pictures and makaton.

If you think you could help us translate our resources, lesson plans and presentations please do let us know by emailing **admin@breckfoundation.org**.

### Support our events

Throughout the year we run a whole host of fundraising and networking events. We are always looking for more help and support to make these events the best they can be!

If you are interested in volunteering at our events please send an email to **events@breckfoundation.org** with a little bit about yourself.

No matter what your skills or availability are, there is a role for you!

We cannot wait to have you on the team!





# Fundraise with us

## Organised challenge events

Want to take on a physical challenge whilst supporting the amazing work we do?

Getting involved in an organised adventure is the best way to do this! We always have spaces in organised challenges and adventures such as marathons and cycles for you to choose from! Find out what challenges we currently have available at [www.breckfoundation.org/fundraising](http://www.breckfoundation.org/fundraising)

You don't have to do the runs, walks and cycles that we organise, you can sign up for any run, swim, cycle or hike challenge you like and raise money! Make sure to let us know at [events@breckfoundation.org](mailto:events@breckfoundation.org) so we can send you a t-shirt and help you with your fundraising page.

## Your own fundraising idea

Don't feel you have to push yourself to extreme physical limits to fundraise, there are so many ways you could help support our work:

- Bake sale & coffee morning
- Games night (board games or video games)
- Dinner party
- Bungee jump
- Sky dive
- Car wash

*a recent fundraising poker night  
run by brilliant  
Breck fundraisers!*



Want more help and advice about fundraising? Scan this QR code to **download our fundraising pack** or visit [www.breckfoundation.org/fundraising](http://www.breckfoundation.org/fundraising)



## Have children? Invite us to their school

We can protect your children. We deliver age-appropriate sessions in schools from year 1 to year 13. To access our school brochure - which you can share with Head Teachers - please visit [www.breckfoundation.org/speaker-sessions](http://www.breckfoundation.org/speaker-sessions)

We believe that the most secure way to keep young people safe is to educate them to protect themselves, as unlike parents or teachers, education stays with them 24/7.

We deliver talks in schools that share Breck's Story with children of all ages to give them the tools to protect themselves against online grooming.

We also have new presentations in development for 2023 on fake news and misinformation, online bullying/digital citizenship and digital well-being and mental health.

Please do let the schools know they can find more information on our website at [www.breckfoundation.org/speaker-sessions](http://www.breckfoundation.org/speaker-sessions)



**"It would be easy to simply tell the story of Breck, but the session went way beyond this and used it as a vehicle to provide information and guidance about a wide range of safeguarding factors as well as self-help for students."**

**Deputy Headteacher  
The Langley Academy**





**[admin@breckfoundation.org](mailto:admin@breckfoundation.org)**

**[www.breckfoundation.org](http://www.breckfoundation.org)**



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