

Neighborhood Council Funding Program
APPLICATION for Neighborhood Purposes Grant (NPG)



This form is to be completed by the applicant seeking the Neighborhood Purposes Grant and submitted to the Neighborhood Council from whom the grant is being sought. All applications for grants must be reviewed and approved in a public meeting. Upon approval of the application the Neighborhood Council (NC) shall submit the application along with all required documentation to the Office of the City Clerk, NC Funding Program.

Name of NC from which you are seeking this grant: Woodland Hills Warner Center

SECTION I - APPLICANT INFORMATION

1a)	<u>Organization for Social Media Safety</u> Organization Name	<u>82-0940171</u> Federal I.D. # (EIN#)	<u>CA</u> State of Incorporation	<u></u> Date of 501(c)(3) Status (if applicable)
1b)	<u>6520 Platt Avenue, Suite 914</u> Organization Mailing Address	<u>West Hills, California</u> City	<u>CA</u> State	<u>91307</u> Zip Code
1c)	<u></u> Business Address (if different)	<u></u> City	<u></u> State	<u></u> Zip Code
1d)	PRIMARY CONTACT INFORMATION:			
	<u>Marc Berkman</u> Name	<u>855-446-3767, ext. 101</u> Phone	<u>marc@ofsms.org</u> Email	
2)	Type of Organization- Please select one:			
	<input type="checkbox"/> Public School (not to include private schools) Attach Signed letter on School Letterhead	or	<input checked="" type="checkbox"/> 501(c)(3) Non-Profit (other than religious institutions) Attach IRS Determination Letter	
3)	<u></u> Name / Address of Affiliated Organization (if applicable)	<u></u> City	<u></u> State	<u></u> Zip Code

SECTION II - PROJECT DESCRIPTION

4) Please describe the purpose and intent of the grant.

This NPG request for \$2,500 will directly fund the Parent and Student Social Media Safety Presentation Package for a Title 1 LAUSD middle or high school in Woodland Hills conducted by experts in social media safety.

The Student Presentation is for students from 5th through 12th grades. Presentation educates in an age-appropriate way the most serious social media-related dangers and how to prevent and/or most safely respond to them, including: Cyberbullying, Social media addiction, Preventing cyber-motivated violence, Reacting to and helping reduce online hate speech. The Parent Presentation is an 1 1/2 long social media safety presentation for students' parents and guardians which covers the following: An overview of the major social media-related dangers, Tips for setting social media rules and guidelines in the home, Computer and phone settings, An explanation of the conversations parents should be having with their children regarding social media

5) How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)

Every time a child logs onto social media they are at risk from a number of social media-related dangers like Cyberbullying, Social Media Addiction, Sexting, Sexual Harassment, Violence, Depression and Suicide, Hate Speech, Human Trafficking and Body Dysmorphia just to name just a few. And many children are averaging over 5 hours a day on social media! Before the Organization for Social Media Safety (OFSMS), parents had to go hunting and pecking around the internet or rely on the parent rumor mill to learn how to keep their child safe on social media.

Based in the West San Fernando Valley, OFSMS is the first nonprofit (501c3) consumer protection organization focused exclusively on social media education. Through advocacy, education, and technology development, OFSMS protects against social media-related dangers like cyberbullying, hate speech, sexual harassment, and human trafficking.

With your generous Neighborhood Council's Neighborhood Purpose Grant (NPG) of \$2,500 a Parent and Student Social Media Safety Presentation Package for a LAUSD Title 1 middle or high school in Woodland Hills will be funded.

SECTION III - PROJECT BUDGET OUTLINE

You may also provide the Budget Outline on a separate sheet if necessary or requested.

6a)

Personnel Related Expenses	Requested of NC	Total Projected Cost
	\$	\$
	\$	\$
	\$	\$

6b)

Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
Parent and Student Social Media Safety Presentation Package	\$ \$2,500	\$ \$2,500
	\$	\$
	\$	\$

7) Have you (applicant) applied to any other Neighborhood Councils requesting funds for this project?
 No Yes If Yes, please list names of NCs: _____

8) Is the implementation of this specific program or purpose described in Question 4 contingent on any other factors or sources or funding? (Including NPG applications to other NCs) No Yes If Yes, please describe:

Source of Funding	Amount	Total Projected Cost
	\$	\$
	\$	\$
	\$	\$

9) What is the TOTAL amount of the grant funding requested with this application: \$ \$2,500

10a) Start date: 04 / 01 / 2021 10b) Date Funds Required: 08 / 01 / 2021 10c) Expected Completion Date: 10 / 01 / 2021
(After completion of the project, the applicant should submit a Project Completion Report to the Neighborhood Council)

SECTION IV - POTENTIAL CONFLICTS OF INTEREST

11a) Do you (applicant) have a current or former relationship with a Board Member of the NC?

No Yes If Yes, please describe below:

Name of NC Board Member	Relationship to Applicant

11b) If yes, did you request that the board member consult the Office of the City Attorney before filing this application?
 Yes No *(Please note that if a Board Member of the NC has a conflict of interest and completes this form, or participates in the discussion and voting of this NPG, the NC Funding Program will deny the payment of this grant in its entirety.)

SECTION V - DECLARATION AND SIGNATURE

I hereby affirm that, to the best of my knowledge, the information provided herein and communicated otherwise is truly and accurately stated. I further affirm that I have read the documents "What is a Public Benefit," and "Conflicts of Interest" of this application and affirm that the proposed project(s) and/or program(s) fall within the criteria of a public benefit project/program and that no conflict of interest exist that would prevent the awarding of the Neighborhood Purposes Grant. I affirm that I am not a current Board Member of the Neighborhood Council to whom I am submitting this application. I further affirm that if the grant received is not used in accordance with the terms of the application stated here, said funds shall be returned immediately to the Neighborhood Council.

12a) Executive Director of Non-Profit Corporation or School Principal - REQUIRED*

<u>Marc Berkman</u>	<u>CEO</u>	<u>Marc Berkman</u>	<u>4/1/21</u>
PRINT Name	Title	Signature	Date

12b) Secretary of Non-profit Corporation or Assistant School Principal - REQUIRED*

<u>David Piben</u>	<u>Secretary</u>	<u>[Signature]</u>	<u>4-5-21</u>
PRINT Name	Title	Signature	Date

* If a current Board Member holds the position of Executive Director or Secretary, please contact the NC Funding Program at (213) 978-1058 or clerk.ncfunding@lacity.org for instructions on completing this form



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

Date: **FEB 12 2019**

ORGANIZATION FOR MEDIA SAFETY
6520 PLATT AVENUE SUITE 914
WEST HILLS, CA 91307

Employer ID number:
82-0940171
Person to contact / ID number:
D Gruesser
ID# 0194501
Contact telephone number:
53-975-6297
Form 990/990-EZ/990-N required:
Yes

Dear Applicant:

In your letter dated September 10, 2018, you requested reclassification of foundation status as a private foundation.

Our records indicate you are classified as a private operating foundation. You claim you're erroneously classified as a private foundation and are requesting correction of the error.

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

This letter could help resolve questions on your foundation status. Keep it for your records.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Letter 4425 (Rev. 1-2016)
Catalog Number 52256W

May 7th, 2021

Woodland Hills-Warner Center Neighborhood Council
20929 Ventura Blvd, Suite 47-535
Woodland Hills, CA 91364
818-639-9444

Dear Woodland Hills-Warner Center Neighborhood Council Board Members,

Every time a child logs onto social media they are at risk from a number of social media-related dangers like Cyberbullying, Social Media Addiction, Sexting, Sexual Harassment, Violence, Depression and Suicide, Hate Speech, Human Trafficking, easy accessibility to drugs, and Body Dysmorphia, just to name just a few. And many children are averaging over 5 hours a day on social media! And that was BEFORE Covid-19, which increased hours and social media addiction as it was one of the only way for children and young adults to communicate. Before the Organization for Social Media Safety (OFSMS), parents had to go hunting and pecking around the internet or rely on the parent rumor mill to learn how to keep their child safe on social media.

Based in the West San Fernando Valley, OFSMS is the first nonprofit (501c3) consumer protection organization focused exclusively on social media education. Through advocacy, education, and technology development, OFSMS protects against social media-related dangers like cyberbullying, hate speech, sexual harassment, and human trafficking.

This NPG request for \$2,500 will directly fund the Parent and Student Social Media Safety Presentation Package for Title 1 Taft High School in Woodland Hills. During the separate courses for students and parents, they will learn from the experts in social media safety. Here is a quick breakdown of what will be taught in these courses:

Student Presentation

Presentation educates on, in an age-appropriate way, the most serious social media-related dangers and how to prevent and/or most safely respond to them, including:

- Preventing cyberbullying
- Fighting back against social media addiction
- Understanding social media-motivated violence and how to help stop it
- Safely reacting to and helping reduce hate speech on social media

Parent Presentation

An hour-and-a-half-long social media safety presentation for students' parents and guardians. The parent presentation covers the following:

- An overview of the major social media-related dangers
- Tips for setting social media rules and guidelines in the home

- Recommended settings for computer and phone operating systems and apps
- An explanation of the conversations parents should be having with their children regarding social media

The Woodland Hills-Warner Center Neighborhood Council will be free to promote the fact that they funded the presentation. It will be a great way to get the name of the Neighborhood Council in front of local parents and educate them on the great work you do.

The OFSMS is backed by an Advisory Council with distinguished physicians, educators, legislators and technologists. Among the members of the OFSMS Advisory Council are these Woodland Hills elected leaders:

- Congressman Brad Sherman
(Represents CA Congressional 30th District which includes Woodland Hills)
- Senator Henry Stern
(Represents CA State Senate District 27 which includes Woodland Hills)
- Assemblyman Jesse Gabriel
(Represents CA State Assembly District 45 which includes Woodland Hills)
- LAUSD Vice President Nick Melvoin
(Represents LAUSD Board District 4 which includes half of Woodland Hills)

THE ORGANIZATION FOR SOCIAL MEDIA SAFETY HAS LOCAL WEST VALLEY ORIGINS:

In 2016, then 14-year-old Jordan Peisner was standing with friends outside a local fast food restaurant when he was suddenly and viciously assaulted by another teen he did not know because that teen was partaking in an online “game” called “knockout,” which was popularized via Social Media. During the attack and while Jordan lay helpless on the ground, witnesses and friends of the perpetrator stood and filmed the assault on their phones and then quickly uploaded their videos to social media in an effort to get millions of views. Now, this horrifying footage lives forever online already having been viewed by hundreds of thousands.

While Jordan slowly recovered from his severe, ultimately lifelong, injuries, his father Ed Peisner resolved to make sure that no other child or family had to endure such an ordeal. So, Ed began meeting with local legislators to explore solutions and eventually partnered with Marc Berkman, a senior staffer with the California State Assembly.

JORDAN’S LAW

Together, they learned that what we now call social media-motivated violence, attacks committed for the purpose of being filmed and distributed on social media to gain internet notoriety, were doubling every year since the birth of major social media in 2006. To stop this sickening trend, Marc ultimately drafted Jordan’s Law, the nation’s first state law to deter social

media-motivated violence. And, with Ed's fierce advocacy, Jordan's Law was signed into law in California within only a year of its introduction.

DANGERS ON SOCIAL MEDIA

But, Ed and Marc were not finished. In the process of advocating for Jordan's Law, they had immersed themselves in the world of social media and had become painfully aware of the long and rapidly expanding list of social media-related dangers, like cyberbullying, hate speech, sexual harassment, and propaganda. These threats were real; they were severe; and, they affected millions across the world.

ORGANIZATION FOR SOCIAL MEDIA SAFETY IS BORN

Ed and Marc saw a very urgent need for an organization that had the vision, capacity, and capability to fight back against these dangers, an organization that recognized that while social media may be here to stay, it could actually become safe with the right interventions. That is why they founded the Organization for Social Media Safety.

With your generous Neighborhood Council's Neighborhood Purpose Grant (NPG) of \$2,500, a Parent and Student Social Media Safety Presentation Package for Taft High School in Woodland Hills will be funded. Thank you for your consideration and support.

Many Thanks,

Aaron Williams
Volunteer for The Organization for Social Media Safety