



Kickin' It is created to educate, support, empower and inspire children's creativity, self-expression, passion and dreams so they can grow into their own unique selves by positively impacting them to overcome negative obstacles so they can freely develop into respectful, tolerant, independent, healthy functioning members of society who are accountable for their words and actions.

BULLYING...We're Kickin' It is a 501c3 national nonprofit organization, founded in 2010; created to:

- reduce bullying behavior
- improve the overall school and social climate
- provide youth with strategies to build and balance self-confidence and self esteem
- teach children to take responsibility of their words/actions and how it impact others
- provide children the tools to positively intervene to help another



Kickin' It also provides guardians and schools nationwide with antibullying programs, intervention strategies, faculty support, in-service workshops to create peaceful classrooms, guardian workshops, professional development workshops, anti-bullying tips of the day and social media support. Kickin' It has created its own (NJEA Endorsed) antibullying workshop that is helping educators, of all grade levels, meet the requirements of state antibullying Laws.

Kickin' Its Reach & Demographics:

- Over 450,000 Students Nationally are a part of the Kickin' It Commitment Pledge
- Over 1.5 million MMA fans reached during Cross Country Tour with Strikeforce and Showtime
- Over 100,000 Martial Artists throughout the country, as the Official Action Magazine Charity Partner
- Over 895,000 Web Impressions; encompassing a countless array of local and national media highlights
- Over 100,000+ Campaign Supporter Cards Distributed to Schools and Colleges across the US Annually

Kickin' It Kids Antibullying & Leadership Center, is the *first and only* of its kind in the country; embracing children from every gender, religious, social and financial background with programs created for children two years old through college. Programs are designed to build character and respectful social behaviors, balancing students socially and emotionally so they can excel academically...and in life. The center serves over 2,100 children, 250 educators, 5,800 families and guests annually. The Kickin' It Kids Center provides:

- Preschool Programs (Ages 2-6)
- After School Programs (Ages 7-13)
- Positive Outlet and Life Skill Workshops (Ages 4-24)
- Character Building Curriculum (Ages 2-24)
- Student* Work Transition Program (Ages 17-24 *Down Syndrome)
- Diversity and Culture Awareness (Ages 2-24)
- Leadership Programs (Ages 4-24)
- Etiquette/ Social Decorum Workshops (Ages 2-24)
- GED Course (Ages 16 – 24)
- Guardian Workshops
- Free Community Resource

