

STOP-OP FOUNDATION

“Dedicated to Stopping-On line Predators”

DEVELOPMENT SUMMARY

2005-2006

I. EXECUTIVE SUMMARY

The Stop-OP (Stop-On line Predators) Foundation is a public, non-profit foundation, acting under the legal and fiscal umbrella of the National Heritage Foundation (NHF), a 501(c)(3) organization.

The Founder and Director of STOP-OP is Rebecca Cude. Ms. Cude was inspired to take action on the danger of Internet Predators after her niece, Danielle Blair, was a victim of an Internet Abduction. That experience, plus the difficulties encountered in the pursuit of justice for Danielle, led her to research the issues related to Internet predators. This research identified a number of significant gaps in public information, awareness, political advocacy, and legal resources available to protect children.

II ORGANIZATION

STOP-OP currently has three legs to its strategic infrastructure: Education and Prevention, Technology, and Law's and Law Enforcement. This is based on the approach recommended in the study from the National Center for Missing and Exploited Children as well as other substantiating reports from Canada and the United Kingdom.

Danielle's story has been written into a movie titled “Code Prey”. “Code Prey” is projected to be released within the next year. STOP-OP board members believe the horrific story being told will begin the mission of increasing awareness and provide education on how the game of Internet seduction and manipulation is played out by these predators. “Code Prey” will be a powerful beginning for STOP-OP's mission. However, research substantiates the need to carry the intervention efforts farther by continuing the aggressively proactive approach of education, collaborative partnerships, improving law's and law enforcement, and improving prevention technology.

III. HISTORY

In September of 2001 Ms. Cude's niece, Danielle Blair, at the age of 13, was abducted by a 58 year old male she had met on the Internet. Her predator was a seasoned molester, using new communications technology to locate and seduce his prey. After being held in captivity for six horror filled days, Danielle was rescued and returned to her family. Over a year later, her abductor was sentenced to a minimum of sixty eight years in prison for his crimes that resulted in Danielle being sentenced to a lifetime of healing. “Code Prey” highlights the threats and vulnerabilities of young people in the technology world and provides prevention tools through entertainment and increased awareness. The three leg strategy adopted by STOP-OP will continue the mission that “Code Prey” will begin.

IV. CUSTOMER DEMOGRAPHICS

Not only has the entrance of the Internet into society provided valuable information to all ages, it has also provided a playground for predators & given them direct access to our children. A child's innocence makes them the most vulnerable to these games of deception. Knowing that it is impossible to constantly supervise our youth enforces the need and responsibility to educate and empower our children to not fall prey to these predators. Every person, young or old, should embrace the responsibility of ensuring our children remain safe while they explore the fascinating world of cyberspace.

V. ORGANIZATION STRUCTURE

STOP-OP operates under the guidance of a Board of Advisors, whom are directed by the Board of Directors at NHF. The members on the NHF Board of Directors have the responsibility of all facets associated with a non profit Board of Directors membership. NHF will also be responsible for all accounting responsibilities associated with STOP-OP, therefore ensuring all law's and nonprofit procedures are adhered to. STOP-OP's Board of Advisors (also known as a Board of Regence) is responsible for achieving the foundations mission and are relieved of the legal ramifications associated

with membership on a Board of Directors.

VI MARKETING

Central to our marketing plan is the production and release of “Code Prey”. When it is released (theatrically, television, and DVD) viewers will be informed of STOP-OP's and their partners efforts to fill the gaps in resources and information on this subject. An aggressive public awareness campaign (press, radio, TV, Internet), tied to the movie and resource websites will be undertaken. STOP-OP will be a resource, but STOP-OP intends to also market any other entity whose mission relates to stopping on line predators. STOP-OP recognizes that, to be successful, the approach to online predators must be a collaborative effort by many international entities.

VII FUNDRAISING

Seed funding for start-up and year one is required. Sustainable activity will be supported by investments, grants, donations, and the sale of materials and services. The Board of Advisor's has agreed to invest a portion of the seed monies obtained. The two projects currently identified for investment are “Code Prey” and the educational DVD. The Board of Advisor's intends to continue their search for other investments that will implement the mission.

VIII. SUMMARY

The horrific experience of an Internet Predator entering the life of someone she loves deeply will maintain the passion and provide Ms. Cude with the diligence and perseverance to direct STOP-OP to reach it's goal of reducing the impact Internet Predator's have on society. The research done by National Center for Missing and Exploited Children substantiates the need for proactive aggressive measures, which STOP-OP has embraced in it's aggressive three leg strategy of Education & Prevention, Technology, and Law's & Law's Enforcement. To assist STOP-OP with transitioning through the infancy years of a nonprofit organization, The National Heritage Foundation has adopted the mission of Stopping On line Predators by accepting the responsibility of the financial and legal compliance of the 501(c)(3). It is STOP-OP's belief that a concerted effort to define the available resources, putting the most knowledgeable resources together, and becoming aggressive in a collaborative effort to stop on line predators will result in the successful development of more effective prevention techniques and tools as well as increase awareness of the danger while providing education on how to reduce the damage Internet Predator's do to society.