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# FRIENDSLETTER

Monday

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Issue #1



## No Bully'N Me INC. An overview

Philadelphia, Pennsylvania landscape. No Bully'N Me INC. is based in the city of Brotherly Love. The organization's vision and mission include all neighborhoods and citizens in the city. *Photo taken from Unsplash.com*

### 2021 RECAP

Welcome to the FIRST *Friendsletter*, a newsletter written to our friends, supporters, and donors to keep you informed of all the exciting events, initiatives, and activities taking place at No Bully'N Me INC. On behalf of James Morse, CEO and founder of NBMI, the board members and all who play a part in this organization, we want to express our gratitude to you for your donations, volunteering efforts, partnerships, and support in the vision and mission at NBMI.

Since the birth of this not-for-profit organization, we have been blessed with recognition across the city of Philadelphia through city officials, news broadcasts, articles, small businesses, and individuals who stand up against bullying. Through in-person events, social media, contests, zoom classrooms, and more, our organization has reached hundreds of youths across the city of Philadelphia to provide a safe place to learn, be themselves, and to support one another with our motto: Be Kind! Be a Friend! Be the Difference!

Our hope for this newsletter is to provide updates throughout the year of what No Bully'N Me INC. is doing, and how you can get involved. This *Friendsletter* serves as an overview for the year of 2021. Enjoy!

At No Bully'N Me INC., we are dedicated to educating all students about the negative impact bullying has on learning environments. We intend to teach effective strategies to acknowledge, communicate, and resolve conflicts. We will use an array of measures to teach our NO BULLY'N Me INC. method such as peer exercises, visual aids (student friendly media and photos), scenarios, and scholarly articles (research based).

We intend to be the Tristate's lead not for profit organization, with city assigned cohorts that, with implementation of our programs and resources, demonstrate at least a 70% decline in bullying culture in schools.

Our core values are reflective of our motto: Be kind! Be a friend! Be the difference! These include being the best you, love, empathy, support, service, integrity, nurturance, growth, and selflessness.

If you would like to send a monetary donation, there are three ways to donate:

1. CashApp: \$NOBULLYNMEINC
2. PayPal: [Thenobullynme@gmail.com](mailto:Thenobullynme@gmail.com)
3. Website: Under "About Us" tab → "Donations and Invoice Payments"

Please visit [nobullynme.org](http://nobullynme.org) or feel free to contact us via email or telephone at [thenobullynme@gmail.com](mailto:thenobullynme@gmail.com) or 267-777-8167 for more information on how you can support No Bully'N Me INC.

## Adopt a School Strawberry Mansion High School

### AUGUST 2021

At the start of the 2021-2022 academic year, No Bully'N Me INC. decided to adopt a school and donate items that would benefit the learning environment for students and teachers alike. This year, Strawberry Mansion High School was chosen to receive 200 school supplies collected by the organization through donations from individuals as well as the organization itself.



CEO and founder, James Morse, dropping off donations to Strawberry Mansion High School prior to the start of the 2021 academic year on behalf of No Bully'N Me INC.





## YOUth Empowering YOUth Fashion Show

Above: Participants in the No Bully’N Me INC. Stop the Violence: YOUth Empowering YOUth Fashion Show posing with CEO & founder James Morse

### OCTOBER 2021

On Saturday, October 23rd, 2021, No Bully’N Me hosted the YOUth Empowering YOUth Fashion Show. The show featured students ages 6 to 24 to celebrate Bullying Awareness Month. The show took place at Truth Church “Philly” in Northeast Philadelphia.

In addition to the fashion show, youth vendors were celebrated and honored, and performances by Arcadia University’s dance team and *Quilly Live* made for a fun and exciting time.

Models in the show wore items sponsored by Jessica Davis of *JusJes Couture* and *Savannah’s Corner*, Rachel Robinson of *Cree’ Amore Boutique* and *Meyonn Brand*, and Tamara Hudson of *Konsignify*.

When asked about the extremely high murder rate and violence occurring in Philadelphia, Morse has words of encouragement and togetherness for the city he grew up in and is trying to change for the better. “We definitely need change. We need our communities to come together. That’s the biggest thing. These are times we need to band together as a community and help each other and lean on each other.” This fashion show is the latest way for them to help their community by raising awareness and offering a space for the youth to uplift and celebrate one another.

## “SHOE” US THE LOVE SHOE DRIVE

### JULY 2021

On Saturday, July 10th, 2021, No Bully’N Me INC. sponsored the event “SHOE” Us the Love. Over 1,000 pairs of shoes were collected between the months of May and July for the organization *funds2orgs*. Shoes are given to small businesses to help families around the world make a living, as well as providing shoes for their communities.

In addition to raising funds for our organization, the event provided a fun and safe place for families across the city of Philadelphia to enjoy themselves. Food was provided, music was played, and entertainment took place. In addition, workshops were presented by Chanté Douglas, author, and L’Vonne McMillan of *Advocate For Me*, on autism awareness, Hollis Kam and Solange Kam on body positivity, and motivational speaker Gary Ramsawak.

“Drop off” locations across the city included Vanessa and Steve Fred Sr. of *V & S Bowling Center*, Joseph Mackie of *Let’s Make Cents* and Pastor Chico & Lady Nickie Robinson of Truth Church “Philly”.



Pictured (left to right): Veronica Gould, NBMI Board Member, Joseph Mackie, owner of *Let’s Make Cents*, James Morse, CEO & founder of NBMI, and Chanté Douglas, NBMI Board Member

## About the Founder The Man Behind NBMI



**JAMES MORSE**

James Morse, the youngest of 4 children, was born and raised in a single-family household, in Philadelphia, by his loving mother Doris Delorme. James, a student at Philadelphia’s public school system, had such a bold, energetic and lively personality, until he transitioned into the 2nd Grade where he experienced extensive bullying. A once vibrant second grader, confused about why he was the target of bullies, James became a very reserved child.

Bullying, especially on the receiving end of such, was not a topic of conversation during his rearing and therefore became something that James dealt with, in silence. At this early age, James confidently knew that he didn’t want others to experience the hatred and malicious behavior that he encountered.

Following high school, James attended Chestnut Hill College as an Elementary Education major and Child Psychology minor. While at Chestnut Hill College, he was inducted into the Pi Lambda Theta Honor Society and was the first African American man to establish Chestnut Hill’s first, gospel choir. His passion for education and service persisted in his role as a teacher at Norwood Fontbonne Academy.

He served for a year and moved onward as a patient interviewer at Temple University. His service spanned for a course of twelve years where, in this time, James learned how to efficiently ensure patients receive the services they are obligated to. His focus on helping others and dedication to patients and families having positive encounters, reflects his heart for serving others.

James developed a #NOBULLYNME campaign as a branch of support for children and families who can thrive from its innovative anti-bullying methods. James is determined to spread the organization’s motto, Be Kind! Be a Friend! Be the Difference! in part to becoming the tri-state’s most effective not-for-profit organization, whose strategic efforts drastically shift bullying culture in learning environments.





Above: Holiday gifts donated by No Bully’N Me INC. to The Bridge Intensive Prevention Services, one of the five Philadelphia organizations chosen for the giveaway.

## **Holiday Toy Drive Giveaway Family Sponsorship**

**DECEMBER 2021**

In December 2021, No Bully’N Me INC. held their second annual Holiday Toy Drive Giveaway & Family Sponsorship Program. The organization collected over 600 toys and gifts and provided a holiday meals and gifts for three families in need throughout the city of Philadelphia.

Toys and gifts were donated to underprivileged and at-risk youth across the city through the five following Philadelphia organizations: *Families Forward Philadelphia, SPIN - A Life of Possibilities, Turning Points for Children, The Bridge Intensive Prevention Services, and Juvenile Justice Center Family Services Intensive Prevention Services.*

James Morse, CEO and founder of NBMI also donated copies of his recently published book, *Hooray! Hooray! It’s Picture Day!* The story allows children to explore how to identify and deal with situations in which they feel bullied. The message of the book echoes the motto of the organization: **Be Kind! Be a Friend! Be the Difference!**



“We want to give knowledge to everybody about the effects of bullying and how we can come together as a community and strive for the better advancement of our city” says CEO James Morse.

Morse founded the organization in 2019. Morse and his team of professionals work within Philadelphia schools and the youth to help lessen the curve of bullying and violence within schools. No Bully’ N Me wants to provide a safe place for students affected by bullying of all races, gender, ability, cultural background, and sexual orientation.

They believe in education and open conversation with the youth and their family members will help aid the fight against bullying. They sit down with children being bullied as well as children portraying aggressive behaviors to give them an outlet to talk to someone about any issues they may have that’s causing the bullying and offer conflict resolution tactics to avoid bullying.

“Our goal is educating not just our students, but as well as their family because we believe it starts at home.” CEO James Morse said. “So, we’re reaching out to family, community and our kids to have that conversation.”

Morse suffered through extensive bullying and decided that he wanted to make a change within schools and communities to help eradicate bullying. He is supported by his board members Veronica Gould, Chanté Douglas, and Caren Ishmael, as well as his mother Doris Delorme.