

EDUCATION SAVES LIVES

The Research is Clear: PROFIT-DRIVEN PLATFORMS

Increase Youth Exposure to Risk

We teach **FACTS** so kids recognize dangers *without sparking curiosity or imitation* through a fully scripted program any educator can deliver.

Critical Thinking & Refusal Skills:

- Recognize risks
- Resist pressure
- Make safer choices

Evidence-Based Approach:

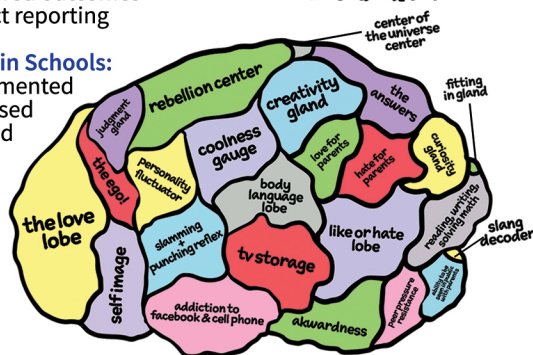
- Age-appropriate
- Skills-focused
- Supports trusted adult guidance
- Influence-aware

Accountability:

- Anonymous surveys
- Measured outcomes
- District reporting

Proven in Schools:

- Implemented
- Endorsed
- Trusted



The TWEEN / TEEN brain is not fully developed until at least 25 years old...

Without a trusted adult, it's harder to see the full consequences.

ERIK'S CAUSE



OUR MISSION

We believe in a future where every child is protected in the digital world.

Our programs equip kids, families and communities with tools to recognize risks early, act confidently **and save lives.**

**Dedicated to the
Memory of Erik Robinson
and all the Victims of Online Harms**

JOIN THE FIGHT

ERIK'S CAUSE
a 501(c)(3) Public Charity
All Donations Are Tax Deductible
All Services Are Always Free

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DO YOU REALLY
KNOW WHAT YOUR KIDS
ARE DOING ONLINE?

SPOILER ALERT

THE APPS DO!
AND CURIOSITY CAN TURN DEADLY

NAVIGATING ONLINE HARMS™

ERIK'S CAUSE equips students with critical thinking skills to recognize and avoid dangerous online harms, including:

**DARES
CHALLENGES
CYBERBULLYING
PEER PRESSURE
PREDATORS
CHATBOTS
SEXTING**

& WHY APPS DO THIS



YOUR SUPPORT HELPS SAVE LIVES

"an innovative, effective approach for prevention in schools"

"even smart strong kids make dumb choices with deadly consequences"

JOIN THE FIGHT!
www.EriksCause.org

KNOWLEDGE IS POWER™
www.EriksCause.org

HELP KIDS MAKE BETTER CHOICES
www.EriksCause.org

WHY WE FIGHT

Blurred Reality = Real Risk PREVENTION MATTERS

My Son is Why I Fight



I'm Judy, Erik's Mom.

Erik was a bright 6th grader, an "A" student, Boy Scout and athlete with big dreams.

One day he saw something online. The next day, he tried it — and died. There were no warning signs. He didn't know it could cost him his life.

I lost my only child to something kids thought was safe.

Now, I turn that loss into action, protecting families from preventable online harms.

PREVENTION EDUCATION CAN'T WAIT!

This universal crisis touches every family.

Every dollar donated turns heartbreak into awareness, prevention, and life-saving support. We are a volunteer-led organization.

All of our services are always free.

EVERY CHILD MATTERS... INCLUDING MY OWN

WHAT WE KNOW NOW

Your Feed isn't Neutral IT'S ENGINEERED

How Apps Do It:



ARTIFICIAL INTELLIGENCE

Apps use AI to figure out **what we might like**



ALGORITHMS

Apps set the **rules** that dictate **what we see**



FACIAL RECOGNITION

Helps Apps **know** more about us / what we like

Example:

You "like" something funny a friend shares...

The APP starts sending you things that **IT** thinks YOU like

BUT it may also flood your feed with things that are dangerous and dare you to try them

AND there's no way for you to really know without help from a trusted adult

WE LEARNED THIS from Congressional hearings and Whistleblower testimonies in 2021

Just "HOVER" over it and it knows your interest!

This Creates an Illusion of Safety

A FALSE SENSE OF CONFIDENCE IS THE FEELING YOU HAVE BEFORE YOU FULLY UNDERSTAND THE SITUATION



ALARMING REALITIES

2PM - 7PM is the RISKIEST TIME OF DAY

That's When Kids Try Risky Behaviors

Source: From Risk to Opportunity
Afterschool Programs Keep Kids Safe

MORE TEENS TURNING TO AI



72% COMPANIONSHIP



50% EMOTIONAL SUPPORT

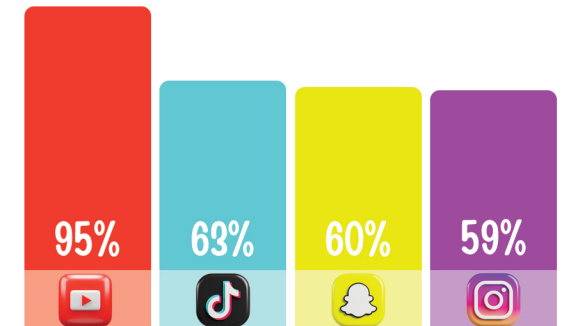


33% MAJOR LIFE ADVICE



31% "REAL FRIENDSHIP"

WHERE TEENS SPEND TIME DAILY



Source: Pew 2025 Teens, Social Media & AI Chatbots

EVERY CLICK CARRIES RISK!

This universal crisis touches every family.

Online platforms blur what's real or fake, exposing kids to risks they may not yet understand.

All of our services are always free.

PREVENTION EDUCATION KEEPS KIDS SAFE