

## REVIEW

THE NEWSLETTER OF THE KLAASKIDS FOUNDATION

A mile a minute....  
that is how fast your child can disappear



### A MESSAGE FROM MARC

People have a right to walk on safe streets, and it is a fundamental duty of government to protect our right to live in crime-free neighborhoods. That is one of the reasons why the KlaasKids Foundation has engaged in the public policy arena so forcefully for nearly 20 years now.

Governments are hard-pressed to meet their public safety responsibility in these days of hard choices and tight budgets. Many of the policies that have served society so well are being threatened, and some are simply being ignored. Law enforcement agencies are being downsized as **tens of thousands of so-called low-risk prisoners** are being released back into society before they have served their full term.

The time has come to take responsibility for our families' safety by arming ourselves with knowledge, technology, and philanthropy. There

are numerous child safety technology solutions in the marketplace. Some work, and some don't. However, all of them existed in a vacuum until now.

For more than a year the KlaasKids Foundation has been working with vendors, inventors, and visionaries to produce a comprehensive suite of technology and funding tools to address the challenges faced by America's children and their families. We recommend each of the products represented in this newsletter. They will make children safer. They will give parents peace of mind in knowing that their children are being protected, and that help is but a keystroke or panic button away. ■

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## POLLY'S GUARDIANANGEL MISSING CHILD ALERT SYSTEM

People are always asking what they can do to assist in the recovery of a missing child. Even if you don't have children of your own, downloading the Polly's Guardianangel™ smartphone app is one way to become part of the solution. Whenever a child goes missing in your immediate vicinity, you become a foot soldier in an army of first responders. You can be on the lookout for a missing child as soon as the alert is sounded and even before a police report is filed.

When a child goes missing, a parent's alarm is never false. The Polly's Guardianangel smartphone app puts instant power into your hands. By simply clicking a button to activate the alert, information about a missing child is immediately distributed to other app users and automatically dials the Polly Call Center located on the campus of Troy University in Pensacola, Florida.

Developed by the KlaasKids Foundation, the Polly Call Center connects parents to professionals who are trained to make sure that everything possible is being done to reunite them with their missing child. The Polly Call Center will be funded from proceeds of the sale of the Polly's Guardianangel app.



Polly's Guardianangel was created by the Cibus Group of Mobile, AL, in partnership with the KlaasKids Foundation and Jim Hankins of All Points Media Works. Cibus' Judy Belk explained, "More than 2,100 children are reported missing every day. When a child is abducted, every minute counts. Law enforcement's goal is to find and bring home missing children as quickly as possible by teaming up with parents, the media, and volunteers. The faster people begin looking for a missing child, the better.

As well as calling 911 and the Polly Call Center, the app allows you to access pre-loaded photos and immediately initiate an alert, using critical minutes to put family, friends, and neighbors on guard. This new app puts everything into motion faster and can change the way we deal with missing children cases.

Using GPS and social networking, the Polly's Guardianangel app empowers a community with a modern tool to help find missing children. It may be purchased for \$4.99 and downloaded on your Apple or Android device by visiting iTunes or Google's Play Store.

For more information, please visit the website at <http://pollysguardianangel.com/> or contact Judy Belk at [info@pollysguardianangel.com](mailto:info@pollysguardianangel.com). ■

© 2013 by the KlaasKids Foundation. The *Klaas Action Review* is published quarterly for Foundation members. Dedicated to the memory of Polly Klaas, the Foundation's purpose is to inform parents, children and communities about how to prevent crimes against children through personal action and support of legislation. Design Concept: Blackburn Design, Petaluma, CA.

## KLAAS FAMILY HOUSING FUNDS OFFERS NEW HOPE TO FAMILIES

**I**n the heart-wrenching weeks and months that follow an abduction, families are often left with no resources to make mortgage or rental payments. As a real estate professional, I have now joined forces with Marc Klaas in the first-ever effort to provide financial assistance to families of missing children. Klaas Family Housing is a charity to raise funds to provide up to three months of housing expenses for families who are paying instead for the costs of searching for their children.

In 2012, I met Marc Klaas through his wife, Violet. As a mother of three and a history of giving back, I've always focused on charities that directly benefit the local community, including Marin Adopt-A-Family, The Marin Work Force Housing, and local schools, sports teams, and other foundations.

Relying on Marc's expertise and guidance, I discussed the idea of helping families with missing children who are struggling financially in the aftermath of an abduction. Through our conversations and mutual desire to help these families, the concept grew and the Klaas Family Housing Fund was created out of the KlaasKids Foundation, a 501 (c) (3) public benefit corporation established in 1994 to give meaning to the tragic death of 12-year-old Polly Klaas.

Inspired by Marc's example – he gave up a lucrative rental car franchise to pursue his



Tracy McLaughlin, owner/agent of Pacific Union International/Christie's International Real Estate and Marc Klaas

Foundation's aggressive child safety agenda – I will personally be donating a part of every commission to the Klaas Family Housing Fund.

The new fund, which you can find at [www.klaasfamilyhousing.org](http://www.klaasfamilyhousing.org), aids families in their darkest hour. Klaas Family Housing depends on individual donations, large or small, to continue our work. With your help, we can continue our mission to help families of missing children. I invite you to donate today to help these grieving families. ■

## COCOONKIDS FOR KLAASKIDS PROTECTS CHILDREN'S IDS ONLINE

**V**irtual World Computing, developer of the Cocoon online privacy solution, has partnered with the KlaasKids Foundation to develop CocoonKids for KlaasKids. This free online tool is available starting on International Data Privacy Day on Jan. 28, and will help protect children's online identity.

Children today are on the Internet more than ever, and are at increasing risk of being illegally tracked and having their personal data and identities stolen. These are not just teens. A recent study by Commonsense Media found that 22 percent of 5- to 8-year-olds use computers once a day, and more than a third of children under the age of 8 have used a mobile device – either cell phones or tablets – to watch movies, play games, and use apps. The personal data being collected on our children is widely available, not only to marketers, but also to predators.

According to Jeff Bermant, Executive Chairman and Co-founder of Virtual World Computing, "We are pleased to be able to partner with Marc Klaas and the KlaasKids Foundation to develop a product that is so needed in today's marketplace. CocoonKids for KlaasKids blocks a child's identity so they don't know who the name is. We block the IP address. We block the location. We keep them inside of a cocoon."

CocoonKids for KlaasKids is the only tool in the market that prevents children from being tracked. It not only gives parents a free tool to

manage their kids' website visits, it also protects family personal information whether on their computer, laptop, iPad, iPhone, and other personal devices.

Key features of CocoonKids for KlaasKids include:

- **Tracking Protection:** Your children will only be able to visit sites approved by parents, and the sites will not be able to track them.
- **Secure Browsing:** Since your computer never touches the Internet (because it is shielded by the Cocoon app), it is safe from viruses, malware, and spyware anywhere your children browse.
- **Custom Accounts:** Every child has a different age, interests, and education level, so they each get a custom account with access to parent-approved sites that fit their lifestyle.
- **Block Browsers:** Includes instructions on how to remove other browsers from your computer, so your kids will always browse safely.

CocoonKids for KlaasKids is also creating a whitelist as part of this online tool. A whitelist is a list of e-mail addresses or domain names from which the blocking program will allow messages to be received.

Whitelist development and consultation is led by Cocoon's Parent Advisory Board and includes national parenting bloggers Amanda of Parenting by Dummies, Roo of Nice Girl Notes, Angie of Seven Clown Circus, Shell of Things I Can't Say, and Beth of Mommy on a Shoestring. If you would like to help create the whitelist for CocoonKids for KlaasKids, you can find instructions [here](#).

You can download this free application at the [www.klaaskids.org](http://www.klaaskids.org) website as of January 28, 2013. ■



## DICK TRACY-STYLE WRISTWATCH HELPS KEEP KIDS SAFE

**R**emember how comics Detective Dick Tracy would communicate with headquarters using his wristwatch? Cartoons have now become reality with the new LEO technology. The LEO Wristwatch is the world's first tamper-proof, GPS-enabled, emergency child locator designed to be worn on the wrist... that is also a cell phone.

With the press of a panic button, the LEO silently emits a distress call to 911 and to parents, sending precise real-time location information.

"We believe that we can put predators out of business," says Jason Sullivan, the watch's inventor.

"With the tamper-proof, lockable wrist-strap and an 'always within reach' panic button system, the LEO will become a major deterrent to would-be predators. The chances of a predator getting caught in the act also increase dramatically with the LEO and that word will get out fast."

The LEO has five potentially life-saving features:

- **Panic Button Alerts:** Instantly transmits the child's location to parents via text message and to 911 emergency response.
- **Tamper-Proof Lockable Wrist-Strap:** The LEO is equipped with a titanium wrist-strap with an optional locking mechanism to prevent unwanted removal. The LEO will also send a

tamper alert to parents and to 911 if there is an attempt to improperly remove the device.

- **Safety Zone Alerts:** Parents are able to easily set up virtual safety zones around areas such as schools, school walking routes, and even around neighborhoods during specific hours. The LEO will instantly alert loved ones the moment a child leaves or is taken from any pre-defined area.



- **Exclusion Zones:** Parents can also set up exclusion zones that will instantly alert them if their child enters into a predetermined zone; for example, if they are in close proximity of a registered sex offender's home.
- **Speed Alerts:** Speed alerts notify parents instantly if their child is traveling too fast. For example: Parents can set the limit at a low rate of speed and be instantly notified the moment their child is traveling in someone's vehicle... when they're not supposed to be.

The LEO Wristwatch will be released this spring by Guardian Lion Wireless of Marina Del Rey, California. It will be priced at \$199 per unit. Log into [www.klaaskids.org](http://www.klaaskids.org) for more information. ■

## CALLING FOR HELP WITH THE PRESS OF A BUTTON

**W**hen a child is abducted, seconds count. A new phone app from SafetyGrid of Detroit, Michigan, provides an immediate silent panic button for children to use in case of an emergency. This powerful application is now available with a special KlaasKids discount on iTunes.

Businesses and financial institutions have long understood the advantages of a monitored silent alarm security system, and the same service is now available for children's personal use. Using the SafetyGrid application, children carrying a phone can activate the silent alarm with a single touch, visually verify that the alarm message was sent, and then hide the phone on their person with the ringer off. Based on the phone's location, our professional Geos team will coordinate the response to the child's location almost anywhere in the world.

Pressing the panic button activates calls to both 911 and simultaneously notifies all the child's emergency contacts, via SMS, of their need for assistance. In the event of such an emergency, 911 does not have any personal information on file, such as the child's medical history, details about what they may be wearing, or with whom they were last seen. A personal network of friends and family might, however, and the timely exchange of this information with 911 can play a crucial part in assuring the child's safety.

The app works both at home and internationally – SafetyGrid's 24/7 monitored service engages the highly trained professionals of its Geos International Emergency Response Center to assist your child, no matter what their current locale, utilizing local emergency numbers and processes. When the monitored alarm is initiated, Geos personnel will first attempt to contact the child, as well as your emergency response net-

work members. As needed, they will then begin to coordinate a series of emergency services. The child's location is tracked and the status of the incident provided to emergency contacts throughout the event and until the incident is resolved.

To complement this capability, SafetyGrid is also developing a new service called SafetyGrid Group Security (SafetyGrid GS) to improve safety in our nation's schools. In light of the recent terrible events in Newtown, CT, we clearly need a new focus and innovative ideas on how to enhance security to our children and our community.

The SafetyGrid GS app helps to improve the speed of first responder notification, the speed of information-sharing on the site of the school emergency, and the quality of intelligence to first responders as they come onto the scene.

Currently in the pilot phase, SafetyGrid GS provides a centralized service similar to the Geos program, and is expected to be generally available in just a few weeks. The company has set the goal of helping schools by keeping the service affordable and facilitating rapid and simple deployment.

The SafetyGrid personal app is available for [download in the iTunes store](#) and will soon be available for Android. In partnership with the KlaasKids Foundation, SafetyGrid will donate a portion of the proceeds of its monitored service when parents use the special discount KlaasKids link (<https://store.safetygrid.net/klaaskids>) to order this service. The monthly monitoring fee is currently only \$7.00 a month with the KlaasKids discount link.

For more information about SafetyGrid and its products and services, please visit SafetyGrid's website at <http://www.safetygrid.net>. ■

## BEYONDMISSING ENDS MISSION WITH POWERFUL RECOVERY RECORD

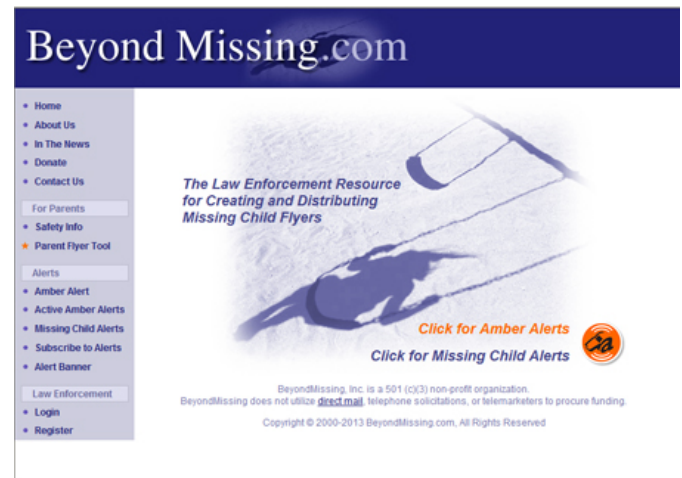
We are saddened to announce that after 11 years of service with the Texas State Amber Alert program and with a 95% recovery rate, [BeyondMissing, Inc.](#) has lost its contract with the Texas Department of Public Safety.

However, the real story of BeyondMissing is not its demise; it is its legacy of excellence and efficiency. Since 2002, BeyondMissing technology has been utilized by law enforcement to issue 174 Amber Alerts, 56 Local Amber Alerts, 16 Abduction Alerts, and 94 Missing Child Alerts. The program has a 95% recovery rate and has provided error-free 24/7 service to the Texas Amber Alert system since August, 2002.

One would be hard-pressed to find an Amber Alert program that has performed as well as BeyondMissing, or a team as dedicated as Director of Administration Christine Abela and ace programmer Miller Hall. They have dedicated a good part of their lives to the mantra that “when a child is missing, time truly is the enemy.”

Christine has selflessly made herself available to assist more than 1,000 Texas law enforcement agencies. No matter what the issue with the technologies - whether a misplaced password, trouble loading a picture, or a more complex problem - the sigh of relief on the end of the line when it is resolved is always as genuine as it is palpable.

Likewise, Miller’s dedication has been personal and thorough. He wrote an elegant program for a system that had never before been attempted, and single-handedly provided around-the-clock technical support. Recently, when a law enforcement agency was unable to



log into their account at Christine’s direction, Miller traveled 70 miles to the server hosting facility and spent two days fixing the problem.

Over the past decade, BeyondMissing has distributed 1,231,500 emails and 34,400 text messages, and initiated distribution to 1,721,800 faxes to targeted public and private recipients on behalf of law enforcement. This technology has been utilized by registered law enforcement in 35 states in the search for 340 abducted or missing children. Cases included 223 female and 117 male children reported as abducted or missing, including 146 White, 131 Hispanic, 45 Black, 5 Asian, 2 American Indian, and 11 identified as other.

The KlaasKids Foundation is very proud of BeyondMissing and the small but effective team that created, administered, and supported it through the years. BeyondMissing was fast, cost-effective, and provided thorough and comprehensive coverage.

The good news is that our [parent flyer tool](#), which has been utilized more than 3,500 times by law enforcement and the families of missing children, will still be available at the [KlaasKids Foundation](#) website. ■

# WE NEED YOUR SUPPORT - HELP FIGHT CRIME!

*Contributions to the KlaasKids Foundation are tax deductible.*

There are four convenient ways to donate on [www.klaaskids.org](http://www.klaaskids.org):

1. PLEASE MAKE YOUR SECURE DONATION ONLINE @  
<http://www.klaaskids.org/pg-help.htm>
2. Donate your car to: <http://www.klaaskids.org/cardonate.htm>
3. MyBroker Donate: <http://mybrokerdonates.com/>
4. Checks can be made payable to KlaasKids Foundation and sent to:  
KlaasKids Foundation ~ P.O. Box 925 ~ Sausalito, CA 94966

Please provide us with your e-mail address to receive the Klaas Action Review

E-mail: \_\_\_\_\_

*Thank you in advance for your contribution and support!*



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