



Dear Parents,

In today's fast paced technology driven society our children use social media and the Internet more than ever to stay connected with each other and explore the world. Like it or not, we are raising a digital generation! As parents, we share the same concerns about how to keep our kids safe online, protect their privacy and monitor the content and people they are exposed to.

Did you know that The Federal Trade Commission enforces the Child Online Privacy Protection Act (COPPA), which prohibits children under the age of 13 from registering for social media sites without parental approval? Recently in Europe, strict new data protection rules were approved. One of these new policies requires anyone under the age of 16 to obtain parental consent before using popular services like Facebook, Snapchat and Instagram.

What if you were able to offer your child the ability to begin their digital citizenship and engage in a safe, monitored, social media environment that follows COPPA guidelines? A place where kids chat, connect with friends, play games, learn new things and have Fun while benefiting the Illinois PTA at the same time. Sound too good to be true? Well, I am happy to tell you that it's not. **Welcome to the world of Grom Social!**

Grom Social was created by 12 year old Zach Marks after learning about the dangers adult social media sites can present to kids. Zach envisioned a whole new world where kids could hang out, chat, make friends, play games and share ideas in a safe, protected environment. Grom Social was officially launched in November 2012 as the first and only "Social Networking site created By Kids For Kids". The site has grown to over 3 million users in just 3 years.

What makes Grom Social safe? The site features secure registration, parent approved access, a profanity filter and 24/7 live monitoring. The helpers are online 24/7 to assist your child, encourage Internet safety, no-bullying and healthy lifestyle choices. Most importantly, you as a parent have the ability to discreetly monitor your child's activities by logging into the parent portal.

We are happy to partner with Grom Social, which offers our children the wonders of social networking in a safe and secure environment while supporting and contributing to our fundraising efforts. While the site is free for everyone to join, for less than \$1 a week, you and your child can enjoy an enhanced version of Grom with a portion of the monthly payment going directly back to support our ongoing fundraising efforts. In addition, Grom Social features a coin purchase program option for those members who do not wish to sign up for the Grom Club.

Some of the unique features being offered in the monthly Grom Club package are:

1. **Toon Me** – Custom interactive videos kids can share on their page or with friends.
2. **GromAtar Options** – Grom Club Members get exclusive GromAtar options and cool new accessories!
3. **Grom Games** - Unlimited access to our Premium pay-to-play games.
4. **Grom Effects** - Unlimited access to our Grom Effects studio to create artwork just like Photoshop, then save and share.
5. **Grom Downloads** - Free monthly Desktop/Mobile backgrounds/screen savers, animated gifts and more!
6. **Live Chat** - Chat with super kids and professional athletes during scheduled Grom Club chat parties.
7. **Colab Lab** - Collaborate with Zach and the Grom Team to create new features and artwork for Grom Social.
8. **Grom TV** - Unlimited access to our Premium pay-to-watch Grom Spot videos.
9. **Grom Coins** - Grom Club members have unlimited Grom Coins.

**Non Grom Club package members can fundraise through the Grom Coin Program by purchasing available coin packages separately.**

It's easy to get started; all you have to do is click on the dedicated PTA/GROM link and it will take you directly to the Grom Social website/PTA tab. Remember, the more parents who sign their children up for monthly Grom Club benefits, the more Grom Social contributes towards our state through this fundraising opportunity. Also, as an added bonus for signing up for the monthly Grom Club program, members are entitled to receive a 15% discount off merchandise from the Grom online store. If you are already an existing Grom Social member, please log in via the link below to receive all the benefits of a member.

<https://gromsocial.com/grom/en/ptalanding.php>

**SIGN UP**

**OR**

**LOG IN**





Grom Social is excited to have the opportunity to partner with the West Virginia PTA. In addition to introducing a safe, social networking destination for kids that parents and educators can have confidence in, Grom Social is offering unique resources to better serve you in actively engaging your local PTA communities, parents, and students in new and dynamic ways.

### **Welcome to the world of Grom Social!**

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Since then, the Grom Social story has inspired worldwide media attention in over 375 global outlets, and the site has grown to over 3.8 million users in just 4 years. Leadership at Grom Social includes President, Sander Schwartz (former President of Warner Brothers Animation) and notable professionals on Grom’s advisory board, like Alice Cahn ( Former VP of Social Responsibility Cartoon Network), along with a dedicated team that brings Grom Social to life.

### **What makes Grom Social safe?**

The site features secure registration, parent approved access, a profanity filter and 24/7 live monitoring. Grom Helpers are available online 24/7 to monitor site activity and assist members. They also encourage good digital citizenship, no-bullying and healthy lifestyle choices. Most importantly, parents have the ability to discreetly monitor their child’s activities by logging into the parent portal.

### **Sharing a Purpose**

Grom Social is committed to providing PTA Regions/Districts with innovative resources that will infuse a new sense of excitement within our local PTA communities with the goal of increasing membership and raising awareness. The Grom Club and Coin programs can add an awesome element of fun while supporting our Fundraising efforts as well.

- **Fundraising Opportunities** - Join Us! Let us help you put Fun into your fundraising. When students join the Grom Club or purchase a Grom Bank coin pack a percentage of each purchase is distributed to your organization.
- **Fan Pages** - Raise student engagement and awareness by posting fun facts, upcoming events, photos or videos, on your personalized PTA fan page.
- **Digital Citizenship** - Kids use our online resources to learn about digital citizenship, online safety and anti-bullying.

Please reach out to your local community members and have them visit our state to learn more about Grom Social and the unique fundraising opportunities being offered.

The Grom Social staff will be on hand to provide support and assistance every step of the way.

Thank you



# We put the **FUN** in Fundraising!

- 🍎 Multiple Fundraising Options
- 🍎 No Cost to your Association
- 🍎 Grow Your Membership
- 🍎 Parental Oversight

*We are proud to support West Virginia  
PTA children, families and educators*



# THE GROM SOCIAL STORY

After being banned from Facebook twice by his parents, for being underage, 12 year old Zach Marks envisioned creating a great social media alternative for kids. Zach, along with his brothers and sister, developed the platform and brought his vision to life. To do so, Zach began creating a safe, educational and “fun” social media website, Grom Social, for children between the ages of 5-16. [www.gromsocial.com](http://www.gromsocial.com)

Zach’s family, his friends, and individuals from all walks of life have rallied around the concept of Grom with great enthusiasm. What began as a family endeavor, in a short three and a half year span, has grown into an international sensation. Grom has approximately 3.6 million users in over 200 countries and territories,

# WHAT IS GROM SOCIAL?

Grom Social highly interactive social media platform, “By Kids For Kids,” as well as a unique multi-faceted business model similar to Facebook; but, geared towards kids between 5-16 years old. *Think, “Kids Facebook, Meets Instagram, with a Touch of Disney Animation Magic”*. Grom’s strength is to provide original content for kids with major media partners in a safe, educational, fun and highly interactive environment, while promoting social responsibility. What makes Grom further unique is that it follows COPPA guidelines (Children’s Online Privacy Protection Act) and provides 24/7 live monitoring as well as other safety features, including “bad word monitoring.”

Grom Social also has a “Best in Class” animation production company, with revenues in 2015 exceeding 7.5 million dollars. Grom’s plan is for continued growth along with producing its own company animation content, based on the Grom characters and Grom world Zach has created.

## MANAGEMENT & DIRECTORS

**Zach Marks** - Founder, Creator

**Darren Marks** - Chairman and Chief Executive Officer

**Melvin Leiner** - Vice-Chairman and Executive Vice President

**Dr. Thomas Rutherford** - Independent Director

**Sander Schwartz** - President

**Ralph Sabella** - Vice President Investor Relations & Operations

## ADVISORY BOARD

**Alice Cahn** - Ms. Cahn is a youth media and social responsibility senior executive experienced in creating projects that contribute to positive social change. Her vast experience includes work for Turner Broadcasting's Cartoon Network, Markle Foundation's Interactive Media division, Sesame Workshop and Sony. She has built effective partnerships with business, government, education, advocacy and community-based organizations in her work for these organizations. Among her achievements is the funding of Cartoon Network US' award-winning Stop Bullying: Speak Up project, now embraced globally by the network. Alice was previously head of Children's Programming for PBS, overseeing shows such as Barney, Arthur, The Magic School Bus and Teletubbies. She has served on various advisory boards including, the Foundation for Advancing Alcohol Responsibility, The National Partnership for Safe Routes to School, American Media Literacy Association, International Bullying Prevention Association, American Association for Physical Education, Health, Recreation and Dance, Adaptive Health Research, NJ Parent Teacher Association and the Children's Media Association.

**Bob Higgins** - Mr. Higgins is the executive vice president of kids & family entertainment at FremantleMedia, charged with the overall creative vision for the company's kids and family business. Mr. Higgins was also the executive producer of The Ricky Gervais Show from 2009-2013, the Emmy-nominated HBO primetime animated series. Among his roles in media he was senior vice president of Cartoon Network, and a senior vice president of Sony Pictures Family Entertainment Group.

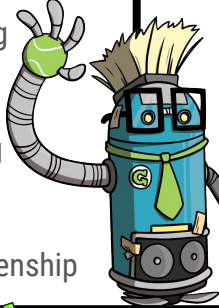
**Eric Tannenbaum** - Mr. Tannenbaum and his wife/business partner, Kim Tannenbaum, run The Tannenbaum Company, based at CBS Studios. They are executive producers of CBS' Two and a Half Men, The Odd Couple, Young & Hungry and Impastor. Eric is the former president of Artists Television Group (ATG). Prior to founding ATG, he served as president of Columbia TriStar Television. Under his leadership, the studio produced such hits as The Odd Couple, Mad About You, Party of Five, Dawson's Creek, The Nanny and The King of Queens. Previously, Mr. Tannenbaum was executive vice president of New World Television.

**Marty Pompadur** - Mr. Pompadur is an experienced senior executive and board member. He held senior positions at ABC Inc., Ziff Corporation and News Corporation; and was chairman and CEO of RP Companies. Currently Mr. Pompadur is a board member of Imax Corporation, Nexstar Broadcasting Group, and Truli media group. Previously he was a board member of ABC Inc., BSKyB, Sky Italia, Premier, Fox Kids Europe, Metromedia International and eLong.

# WHAT MAKES GROM SOCIAL DIFFERENT?

## Social Responsibility

- ❖ Anti-Bullying
- ❖ Etiquette
- ❖ No Smoking
- ❖ Anti-Drugs
- ❖ Digital Citizenship



**ROB-BOT**

Grom Tech Support Robot

## Safety First

- ❖ 24/7 Live Monitoring
- ❖ Follows COPPA guidelines
- ❖ Parent Portal
- ❖ Bad Word Filter
- ❖ Users Can Report Bad Behavior

Cyber-bullying, intimidation, harassment and bullying in general are a reality for more than three out of four kids. "Anti-Bullying" is strongly advocated and is an important part of Grom Social.



**NOSWAD**

Bully from Grom Game



**TREVOR**

Anti-Bullying Advocate

For more information please contact us at

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The Grom story has been covered by over 375 worldwide media outlets and Zach Marks has been featured and interviewed by media in over 10 countries. Zach has been featured on CNN, ABC, CNBC, CBS, Fox, Disney, Time for Kids, Yahoo, USA Today, MSN, and Dr. Drew.

Grom Social is the

**5th Hottest** social media story

—Entrepreneur Magazine



**“Is Zach Marks**  
the next Mark Zuckerberg?  
—The Huffington Post

