



A COORDINATED, *PARTNER-DRIVEN* APPROACH TO SCHOOL PROTECTION

"A nation where every K–12 campus, whether urban or rural, large or small, has equal access to the security and safety expertise, resources, and technology required to prevent and respond to school violence."



THE CRISIS

THE CRISIS: *SCHOOLS UNDER THREAT*

School security threats have reached unprecedented levels, demanding immediate, coordinated action.

1.3 MILLION

Crimes on school property

(2020–

2024)
FBI NIBRS/DOJ extract)

88%

Of school safety incidents are behavioral in nature

over 265,000 safety alerts
(fights, disturbances, threats, etc.)

2025 K12 School Safety Trends Report (CENTEGIX)

1,626

School Shooting incidents

(2020–2024)

K12 School Shooting Database, 2025 (IntelliSee summary, 2026)

60%

Of incidents occur on school property

parking lots, sports fields, playgrounds, etc.

2025 K12 School Safety Trends Report (CENTEGIX)



THE COST

THE **COST** OF **DOING** NOTHING

Every preventable incident represents

Human Impact

- ✓ *Lives at risk and trauma that lasts generations.*
- ✓ *Long-term psychological harm for students and staff*
- ✓ *Lifelong medical and counseling needs*
- ✓ *Annual costs of school crime at about **3.5 billion** dollars*

*Non-fatal gunshot injuries on school campuses cost the average victim about
\$100,000*

Source: Planty, M., Langton, L., & Hendrix, J. The Cost of School Crime. Research Brief.

Financial & Institutional

- ✓ *Legal liability, settlements, and rising insurance premiums*
- ✓ *Over **\$430M+** from property loss and damage in U.S. schools.*
- ✓ ***\$600M+** annual cost from school-based crime across healthcare, mental health services, lost productivity, and property damage.*

*Nearly
\$60 million
spent a year from serious on-campus assaults and gunshot injuries*

Source: Planty, M., Langton, L., & Hendrix, J. The Cost of School Crime. Research Brief.

Educational Impact

- ✓ *Loss of instructional time*
- ✓ *School closures*
- ✓ *Disrupted academic continuity*
- ✓ *Reduced graduation and lifetime earnings*

*Estimates roughly
\$11 trillion
in lost life-time earnings due to impacts on learning outcomes*

Source: World Bank, Ending Violence in Schools (2021).



THE GAP

*Why **Current** Solutions **Fail***

*What's missing is a coordinator and a framework,
not another product line.*

Schools understand the risk, but lack the funding, coordination, and equipment.

Security In Silos

- Physical security, emergency communications, and procedures are bought and managed separately.
- Vendors optimize for their product, not the school's overall risk picture.

Outdated, Untested Emergency Plans

- Schools must stitch together hardware, software, training, and policies from multiple vendors.
- Integration is often weak or non-existent, leaving blind spots.

No Coordinated Ecosystem

- Many plans are written once, put in a binder, and never revisited or drilled.
- Staff turnover means many people don't know what's in those plans.

Competing Vendors, Conflicting Advice

- Each vendor pitches a "silver bullet," leading to conflict and decision paralysis.
- The result - partial implementations, unused features, or projects that stall.



ABOUT US

THE CODE **RED** APPROACH

*Code **Red** Safer Schools Initiative is a security-first, execution focused organization built by practitioners with real world experience.*

Who We Are

We coordinate partners, technology, and expertise into one unified framework that schools can actually implement.

Our Mission

To help schools prevent, prepare for, respond to security incidents through a partner aligned security and emergency management framework.



OUR UNIQUE ADVANTAGE

WHAT MAKES CODE **RED** DIFFERENT

Partner-First, One-Stop Model

- Schools see **one coordinated solution**, not a parade of competing vendor pitches.
- We schedule the security equipment installations, coordinate all vendors, and **manage the entire implementation timeline**.
- Schools get **a single point of contact** for everything that happens during the program.

Practitioner-Built, Execution-Focused

- **Developed by professionals** with backgrounds in **law enforcement**, emergency management, and school operations.
- We know what actually works **in real incidents**, not just what looks good on paper.

Comprehensive Security Framework

- Covers prevention, physical security, emergency response, and recovery, **no gaps in the incident lifecycle**.
- Connects plans, people, and technology into **one coherent playbook**.

Scalable Across Districts and States

- Designed to work for single campuses, entire districts, and statewide initiatives.
- Standardized methodology that can be **replicated and measured over time**.



PILLARS OF IMPACT

OUR FOUR *PILLARS OF IMPACT*



*Physical
Assessments*



Education



Equipment



Reassessment



Pillar 1: ***Physical Assessments***

Our Physical Assessment establishes a clear, objective understanding of a school's current security posture. We conduct on-site evaluations to identify vulnerabilities, assess readiness, and document physical risks across campus facilities. Findings are translated into actionable insights that inform immediate improvements and long-term security planning.

Detailed mapping of physical vulnerabilities and weak points (doors, sight lines, access paths, common area blind spots).

Baseline physical security and readiness assessment.

Gap analysis of existing systems vs. industry best practices and applicable standards.



Pillar 2: ***Education***

Education ensures that safety plans are not just written, but understood and executed under pressure. Through structured, role-based training, we equip teachers, staff, and students with the knowledge and confidence to respond effectively during emergencies. Instruction emphasizes clarity, repetition, and practical application to reduce confusion and improve outcomes.

Industry best practice training for teachers, staff, and students on physical security and emergency procedures.

Scenario based drills and tabletop exercises for lock down, evacuation, and shelter in place.

Clear, role based emergency action plans so every adult and student knows what to do, where to go, and how to communicate.



Pillar 3: ***Equipment***

Equipment translates assessment findings and training plans into real-world capability. We oversee the coordinated deployment of physical security technologies to ensure systems are properly selected, integrated, and functional. The focus is not just on installing equipment, but on ensuring it operates as a unified, reliable security ecosystem.

Coordinated deployment of physical security technology (access control, cameras, alerting systems).

Standardized, vetted vendor solutions integrated into one ecosystem.

From installation to maintenance, we unify every component into a seamlessly managed security system.



Pillar 4: ***Reassessment***

Reassessment ensures that security efforts remain effective over time. Through routine audits, post-incident reviews, and scheduled evaluations, we verify that systems, procedures, and training continue to function as intended. This ongoing process allows schools to adapt to changing environments, emerging threats, and operational lessons learned.

On-going audits and walkthroughs to validate systems and procedures.

After action reviews following drills or incidents, with concrete improvement plans.

Annual reassessment so the security posture keeps pace with evolving threats and campus changes.



PARTNERSHIP

HOW *PARTNERSHIPS* WORK

- ✓ *Contribute expertise, technology, funding, or equipment (donated or at-cost).*
- ✓ *Our neutrality protects your reputation: you support the mission; we handle the technical recommendations and school relationships.*
- ✓ *Logo and storyline inclusion in our Annual Impact Report and national awareness campaigns, showing your brand as a leader in protecting children and schools.*
- ✓ *Receive a quarterly dashboard: schools reached, staff trained, equipment value deployed, and readiness-score improvements – all suitable for your CSR / ESG reporting and board decks.*
- ✓ *You get brand presence in a national, standards-based approach to K–12 resilience, which supports your broader education and government strategy.*



INVESTMENT IMPACT

YEARLY **IMPACT** BY INVESTMENT TIER

Funding translates directly into measurable school protection outcomes.

BRONZE

\$25K - \$100K

7.5K+ Students and staff protected

3-5 schools

Community Level Impact



SILVER

\$100K - \$500K

20K+ Students and staff protected

10-25 schools

District Level Impact



GOLD

\$500K - \$2M

50K+ Students and staff protected

25-50 schools

Regional Level Impact



DIAMOND

\$2M+

150K+ Students and staff protected

100+ schools

State Level Impact





CREDIBILITY & GUIDING PRINCIPLES

BUILT ON **EXPERTISE**, DRIVEN BY **ACCOUNTABILITY**



Industry Credibility

- Leadership team drawn from law enforcement, emergency management, and K-12 operations.
- Approach grounded in industry and government best practices for physical security and emergency management. (DHS, DOJ, DOW, etc.)
- Informed by real after-action lessons from school incidents nationwide.



Transparency

- Open reporting on all funds and outcomes
- Tier-appropriate impact reports
- Clear breakdown of program vs overhead spending
- Independent financial audits under 501(c)(3) standards



Accountability

- Measurable KPIs - schools served, training hours delivered, drills completed.
- Baseline vs post-implementation comparisons
- Commitment to course-correct when targets aren't met



NEXT STEPS

BECOME A **PARTNER** TODAY

THE ASK

- **Align** on mission and security standards.
- Choose an **investment tier** (or in-kind support) that matches your goals.
- **Participate** in pilots and early implementations.
- Commit to a **3 year partnership** to prove and scale the model.

WHY NOW

- Heightened expectations for school **preparedness** and **accountability**.
- New state and federal requirements **pushing schools** to act.
- Schools are actively looking for **ready to deploy solutions**—not new problems to study.

Partner with Code **Red** to protect schools across America and prevent further loss of life.



CONTACT US

***PARTNER WITH US
TO MAKE AN IMPACT
AT A SCHOOL NEAR YOU***



CODE RED

SAFER SCHOOLS INITIATIVE



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