



Annual Report 2013

The Year of Victims' Advocacy & Awareness



Hard Work



Commitment



Connecting

A National Nonprofit Organization

ANNUAL REPORT

2013



A National Nonprofit 501(c)(3)

In Loving
Memory
of
Brenda
Ehrensperger



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A National Nonprofit Organization

PursuitSAFETY® Exists to Save Lives.

Our goal is to reduce the number of deaths and injuries to innocent bystanders and police officers as a result of vehicular police pursuit and response call crashes. We are working for a safer way through education, awareness and by uniting families of innocent victims. We are here so innocent victims and families of innocent victims don't have to go down this path alone.

On Our Cover

The logo that represents one of our most progressive programs, the Safer Way Award®.

The Angeles Ipiña Memorial Tree planted on the grounds of Mercy Street in Dallas, where Angeles engaged in programs to further enable her to become a future leader. Her sister Diana is taking a picture.

Esther Seoanes and Candy Priano met for the first time in Austin.

PursuitSAFETY®

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Chairman's Remarks 2013

Members of PursuitSAFETY deal with tragic and heartbreaking stories each and every day. Those of us who are actively involved with this unique organization have personally suffered through the deaths or permanent injuries of family members or friends. Sadly, during 2013, our friend and Board member, Brenda Ehrenspurger, succumbed to a lengthy, painful series of illnesses. This year I am using my Annual Report space to share a note from Executive Director Candy Priano.



Brenda Ehrenspurger, PursuitSAFETY's first emeritus board member departed from this earthly life September 7, 2013. My conversations with Brenda centered on her love for husband, David, daughter, Kristi, and her late son Steven. [An officer responding to a call crashed into Steven's car.] Brenda shared, with happiness, how she looked forward to hugging her sons Steven and David Jr., who would be at her Heavenly Homecoming. This link, www.pursuitsafety.org/press_releases/brenda_Ehrenspurger_farewell.html, takes you to images of Brenda, the marker for her Beloved Sons, Brenda speaking to officers, and at the 2011 PursuitSAFETY Family and Friends Connection where she had her picture taken with our spokesperson Glenn Morshower. I will always remember you, Brenda, my faithful friend! I love you.

Thank you, Brenda for all that you did for PursuitSAFETY. And thank you for your friendship. We will always remember you in our hearts and take strength from you as we continue our mission to save innocent lives through fewer police pursuits and safer police response calls.

Warmest Regards,

Jonathan "Jon" Farris

GOVERNING BOARD MEMBERS



Jonathan "Jon" Farris
Chairman
Owner, Insurance Rescue Services, LLC



Jeffrey Vesely
Chief Financial Officer, Treasurer
Jeffrey G. Vesely, CPA
An Accountancy Corporation



Mark Priano
Secretary
Account Manager for Fiserv, Inc.



Candy Priano
Founder & Executive Director
Past: California State University, Chico



David Ehrenspurger
Retired
Past: Southern National Gas
and Southern Company Services

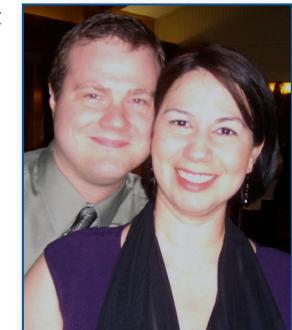


Esther Seoanes
Acute Care Nurse Practitioner

Our Newest Board Member

Introducing Esther Seoanes

Esther Seoanes joined PursuitSAFETY shortly after her husband James Williford became an innocent victim of pursuit. She reached out to PursuitSAFETY and began helping the organization both personally and financially. The board unanimously voted for Esther to serve on its Governing Board. She is a medical professional with a heart—huge heart—for everyone and especially those people impacted by the tragedy of pursuit. Esther lives in Texas, and her work began with us as a victims' advocate. In March 2013, she hosted families from three different cities in Texas. In the most casual setting, families talked about their loved ones, their struggles with prosecuting the drivers who flee, and their shared difficulty to receive information about the pursuit. Everyone welcomed an opportunity to share their story on video.



Esther writes: my sweet husband James was killed in a high-speed police chase on June 15, 2012. My life changed forever and hopelessness surrounded me. Then one day I was fortunate to find PursuitSAFETY while browsing the web. When I spoke with Candy and Jon, I felt like they knew exactly what I was going through. They were both compassionate and caring listeners and helped me immensely. I felt blessed to be able to find PursuitSAFETY.

As an acute care nurse practitioner, Esther provides her patients with compassionate care. With PursuitSAFETY, she makes a difference by transferring her caring ways to help people who have experienced the tragedy of pursuit.

PROFESSIONAL ADVISORY BOARD MEMBERS



Geoffrey P. Alpert, PhD
University of South Carolina
Criminology and Criminal Justice
Columbia, SC



Robert L. Bastian, Jr., Esq.
Bastian & Dini
Beverly Hills, CA



Police Chief Timothy "Tim" Dolan
Minneapolis Police Department
Minneapolis, MN



Thomas "Tom" Gleason
Valor Instructor and Ret. Captain Florida
Public Safety Institute, North Florida
Community College



Police Chief Richard Schardan
Maryville Police Department
Maryville, IL



D.P. Van Blaricom
Chief of Police (Ret.)
Bellevue Police Department
Bellevue, WA



During a second trip to Texas—this time to Dallas—Candy Priano (second from right) visited the family of the late Angeles Ipiña. Angeles, just 16, had participated in programs at Mercy Street, an organization that prepares students to become future leaders. Candy gave Mercy Street PursuitSAFETY's "Prevention" flyers. They contain a life-saving message for our youth. We then shared a meal. From left are Angeles' sister Diana, their mother Maria Ipiña, Candy, and Esther Seoanes.



One of the finished videos now on our YouTube channel features Miriam Stewart, Austin, talking about her only child James Williford.

NO LONGER ALONE IN OUR PAIN *Our connectedness will make a better and safer tomorrow.*

By Esther Seoanes

One Spring Day in March 2013, I picked up Candy Priano from the Austin airport. She was about to meet a group of Texans from three different cities. These people, including myself, were waiting to meet the founder of PursuitSAFETY because we had become part of a growing number of people who had experienced the tragedy of pursuit. Like so many other families before us, we too had the unthinkable happen: police pursuit crashes had killed our loved ones, people who had nothing to do with the chase.

Candy would introduce us to PursuitSAFETY, a safe place we could turn to for the support we needed and still need. What we didn't know is that we would also be meeting a friend for life.

Candy was a good listener and understood the complexities of this public safety problem. We spent the first evening dining at a local Mexican restaurant enjoying one of her favorite foods, Tex-Mex, while we discussed our PursuitSAFETY goals. I expressed my desire to be part of the team and was welcomed into a loving, heartfelt family of compassionate friends. Our three-

day itinerary included visiting with Texas families of innocent bystanders; being videotaped by a professional videographer while we told our stories; and in memory of James, I would host my late husband's last giveaway party.

Our first official work began when Wes with New Road Productions videotaped us as we told our individual stories about our loved ones. Jessica Herrera Rodriguez from Edinburg spoke about her father Reynaldo while Miriam Stewart, my mother-in-law from Austin, shared stories about her only child James. Traveling from



To celebrate the life of her husband James David Williford (wall hanging), Esther hosted a GIVEAWAY party so his friends could take home some of James' favorite movies from his collection. From left: Jessica Herrera Rodriguez, Esther Seoanes, and Candy Priano take time to share comforting thoughts about our loved ones.

Dallas

CONNECTING with FAMILIES

Dallas, Maria Ipiña and her daughter, Diana, each talked about Angeles, their beloved daughter and sister, respectively. They focused on the night Angeles was taken and her dreams of becoming a doctor. I spoke about James' generosity, thus the reason I would host a party in his memory and give his lifelong movie collection to his family and friends. During the party and amongst friends was a PursuitSAFETY gathering of innocent bystanders families. This event allowed us to delve into our questions and feelings surrounding our loved ones' death. Although, it was emotionally difficult to talk about our feelings of grief, we each felt blessed to be among such a caring group of people. All of us became connected, something we welcomed on those early spring days of 2013. Our short videos gave us an opportunity to release some deep emotions about the tragic life-shattering events we each experienced. PursuitSAFETY told our stories in our words and thus allowed our loved ones to live through us. We felt a sense of accomplishment, knowing our loved ones' stories will forever live on when people watch our testimonials. It was clear that the love and shared experience of tragedy brought us together to create something positive out of life-altering events of an unexpected, preventable death. Our combined work, the sharing of our stories, and our connectedness will make a better and safer tomorrow.

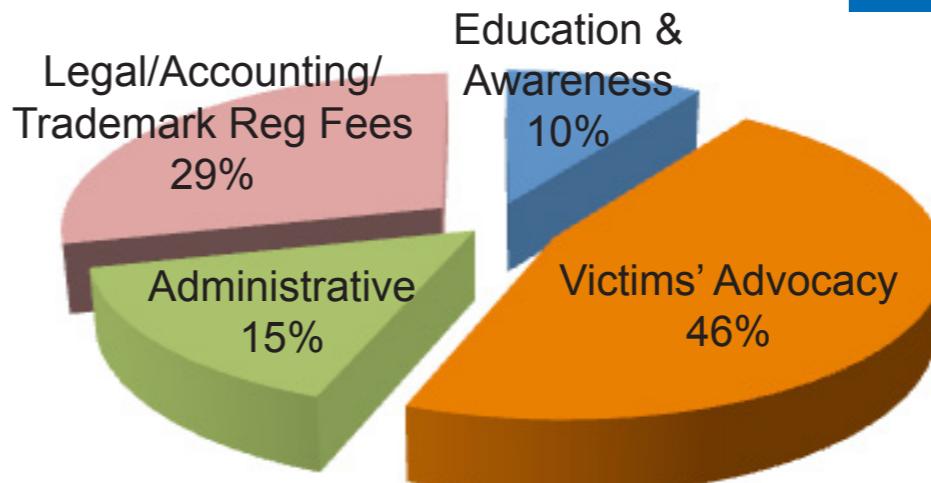
FINANCIAL HIGHLIGHTS

PursuitSAFETY

Profit & Loss

October 2012 through September 2013

	Oct '12 - Sep 13
Ordinary Income/Expense	
Income	
401 · Gifts in Kind - Services	944.00
408 · Gifts in Kind - Goods	35.00
410 · Cash Donations	3,922.59
Total Income	4,901.59
Expense	
500 · Program Services	560.69
580 · Education and Awareness	488.09
552 · Awards and Recognition	
564 · Web Services	
Total 580 · Education and Aware...	1,048.78
505 · Victims' Advocacy	
514 · Contract Services	250.00
507 · Family & Friends Connec...	474.89
511 · Meals	230.03
513 · Travel	3,954.11
515 · Gifts, Sympathy & Misc C...	83.67
612 · Postage, Mailing Service	80.81
Total 505 · Victims' Advocacy	5,073.51
560 · Business Registration Fees	1,500.00
Total 500 · Program Services	7,622.29
600 · Administrative	
602 · Legal and Accounting	1,648.20
606 · Bank and Paypal Fees	26.95
608 · Other Costs	639.67
610 · Dues and Memberships	139.95
614 · Printing and Copying	650.05
616 · Supplies	240.00
Total 600 · Administrative	3,344.82
Total Expense	10,967.11
Net Ordinary Income	-6,065.52
Other Income/Expense	
Other Income	
705 · Interest Income	0.38
Total Other Income	0.38
Other Expense	
Depreciation Expense	1,841.04
Total Other Expense	1,841.04
Net Other Income	-1,840.66
Net Income	<u>-7,906.18</u>



PursuitSAFETY®, Like Other Nonprofits, Relies on Financial Gifts to Help Those in Need

On behalf of PursuitSAFETY's board members and families, I thank our financial donors for their contributions to our life-saving organization.

Our organization has been able to fund our ongoing programs, most importantly our Victims' Advocacy along with our Education & Awareness initiatives regarding the dangers of vehicular pursuits.

In addition, we have made great strides with the law enforcement community as a result of the PursuitSAFETY®

sponsored Safer Way Award® program. We thrive because of your generosity and thank you for your support of this dedicated organization.

Your Board Members make sure we properly use all donations. Thank you!

Together, we are working for a safer way,

Candy Priano
Founder and Executive Director

Overview

PursuitSAFETY's Board worked hard during the Fiscal Year of October 2012 to September 2013 to stay in the black and continue promoting our programs. We succeeded by using some of our savings from previous years. We remained strong with our Victims' Advocacy outreach, spending more than \$5,000.

We also moved forward with the trademarking of our name and logo, as well as the words Safer Way Award®. These expenses totaled \$3,148.20 for Legal, Accounting and Trademark Registration Fees.

Balance Sheet

September 30, 2013	
Checking/Savings:	\$2,613.83
Fixed Assets:	3,790.84
Total Assets:	\$6,404.67

We thank our financial donors:
[pursuitsafety.org /donors.html](http://pursuitsafety.org/donors.html)

Your gift provides
HOPE & HELP

ANNUAL REPORT 2013



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