



2020 Annual Report



Mission Statement

To celebrate our law enforcement officers and help build relationships with the communities they serve.

Our Vision

To share the story behind our law enforcement officers, showing their resiliency, bravery, honor and integrity.

How their service to their communities is done through passion, teamwork, and professionalism. Through use of mixed media we can help build trust within their communities and a sense of pride within the career of law enforcement.

501 (c) (3) Non-profit Established

- On December 13, 2018, Badges Across America was granted its non-profit organization status from the IRS.

Accomplishments

July 2019 to June 2020

- Travelled to 5 states and worked with 18 agencies.
- Interviewed by 7 Media outlets (Crete News, Seward Independent, 1011 News, News Channel Nebraska - SE, 9News, Uvalde Leader News, News Channel Nebraska-River Country).
- Produced our first annual BAA calendar.
- Introduced two new graphic designs.
- Introduced new T-shirts with "If not you, then who?" graphic.

Challenges

- COVID-19 travel restriction and gathering limitations changed our action plan.
- May 2020 Police Week event was cancelled – in turn cancelling our exhibitor booth in Tent City.
- RV Park closures and quarantines limited travel.
- COPS (Concerns of Police Survivors) November event cancelled – in turn cancelling our exhibitor booth.
- Nationwide civil unrest response cancelled photoshoots.

Mission Achievements

Photography

- ❖ Photos for 18 agencies
 - ❖ 8 Agencies in Nebraska
 - ❖ 4 Agencies in Texas
 - ❖ 2 Agencies in Utah
 - ❖ 2 Agencies in Alabama
 - ❖ 2 Agencies in Colorado
- ❖ Total Images Provided = 2,689

Storytelling

- ❖ 6 stories shared
 - ❖ Holt – Seaside PD, OR
 - ❖ Ahlers – Rockaway Beach PD, OR
 - ❖ Koetter – Red Willow S.O., NE
 - ❖ Rondeau – Rockaway Beach PD, OR
 - ❖ Arbuckle – Crete PD, NE
 - ❖ Reed – Crete PD, NE

Social Media Outreach

Facebook

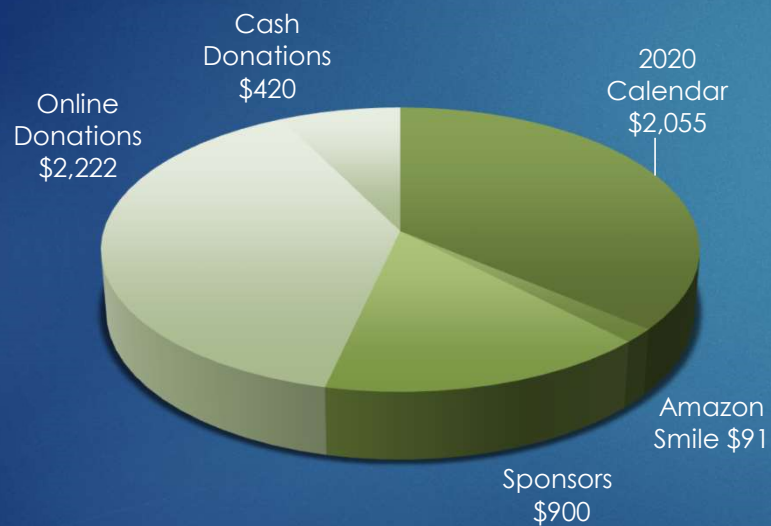
- ❖ 2020 Fiscal Year Data
- ❖ 120 Post Created
- ❖ 353,652 People Reached
- ❖ 2,918 Page Likes
- ❖ 2,976 Page Followers

Instagram

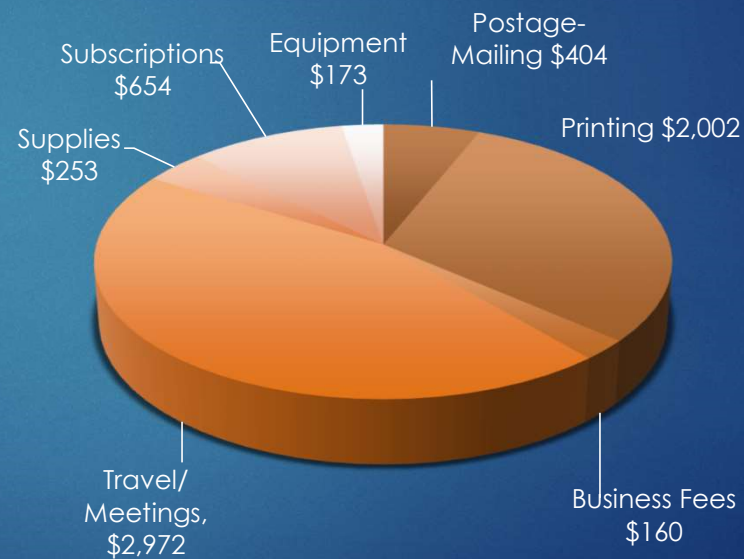
- ❖ 2020 Fiscal Year Data
- ❖ 112 Post Created
- ❖ 112 Photos Shared
- ❖ 116,544 People Reached
- ❖ 524 Followers

Donations and Expenses

Donations Received \$5688



Expenses \$6619



Sponsors and Donors

Sponsors

GEN3 Construction

Donors

Darci Cochran
Dana Holt
Audrey Arbuckle
Larry Hanson
Garrett Simmons
Rob & Deanna Brown

Karina Schlosser
Kristine Mangers
Karen Rackley
Karmen Hanson
Carly Simmons
Mitch & Brandie Puraty

Aaron Lavin
Amber Luttrell
Chris Waldron
Breanne Smith
Jeri Saal

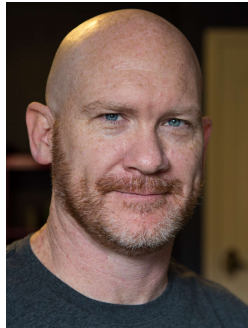
Board Members and Volunteers



Fundraising
Caroline Carlson



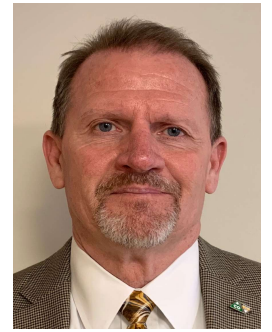
Treasurer
Darci Cochran



President
Charlie Simmons



Secretary
Karmen Hanson



Public Relations
Mark Techmeyer

Volunteers:

Tricia Simmons – Director of Operations, contributing writer/blogger

Kevin Frazzini – Contributing editor