
**HOW  LOVE
OUR COPS**

**Building Resilience. Restoring Hope.
Thriving Together.**

**Annual Report
November 2018—November 2019**

Mission

How2LoveYourCop encourages, equips and empowers law enforcement families to thrive relationally, emotionally, and spiritually.

We serve both active duty families, and those families whose officer has been wounded in the line of duty.

Motto

Building Resilience. Restoring Hope. Thriving Together.

Building Resilience

Education is key to this law enforcement life. More than ever, we understand who our officers are, what makes them tick, and train for when things go sideways. We concentrate on giving all members of our families tools on what to expect, what is normal, and answers to the many questions and challenges that come with a law enforcement career.

Restoring Hope

Life happens, and over a 20- to 30-year career we may get discouraged. Sometimes it seems like the entire world is against police officers, and by extension their families. Saturation of a mad, bad, and sad career culture is overwhelming. Injury, death, and the emotional toll become real possibilities in our lives. We aim to encourage. We aim to be positive in the midst of trouble. We look for solutions, support, and new perspectives to allow hope to be restored.

Thriving Together

Because the law enforcement life is so different from the general population, the tendency is to pull away from those who don't get it. But isolation is the enemy. We strive to create community, offer support, and do this life together.

Dear Friends,

It is with great pleasure that I serve as Founder and President of How2LoveOurCops. I have a passion for wholeness for law enforcement families—something that can be hard to achieve without knowledge, community, and tenacity. It is a great honor to have a front row seat to see how quickly we've grown in 2019! We have now completed a full year of programs, events and partnerships after launching our Inaugural Gala last November 2018.

The day before our launch event, the Camp Fire broke out in Chico and Paradise, California, which our local law enforcement was called to work en masse. Many of those who purchased tickets to our Gala were not able to attend because they were deployed. Even our emcee was a big question until the very last hour. As a Board, our work immediately went from the Gala to community outreach and husband support, managing our homes/families and working to bring relief, comfort and support to 145 law enforcement families who lost their homes and belongings in the disaster. We then partnered with several other agencies to create the Blue Line Christmas Relief Event. This event was organized by our Community Liaison, Liz Brown, and was an unbelievable showering of support, gifts, money, food, and fun activities for kids.

After changing our name (from How2LoveYourCop) to better incorporate the community aspect of our charity, we set our efforts on our first spouse conference, called Home Watch. We had over 150 spouses attend this one-day event that showered much-needed encouragement, education, tools for health and home, and lots of food and interaction. Of course, it was also shadowed by a local uprising—the Stephon Clark ruling was announced that morning just a few miles away! California Highway Patrol Chief Brent Newman was called upon to put the spouses at ease in the middle of the day. We were honored to have the support of Police Officer Credit Union Association before, during and after our event.

The spring brought several speaking engagements for some of our Board members, a packed Police Week in Washington DC, and some strategic partnerships began to form. Meetings and talks began with Warrior's Rest Foundation, American Advisors Group, PTSD Expert and Therapist Karen Lansing, and Thrive 10-35's Janine D'Agostini. These meetings have all resulted in groundwork done for future events and programs to be unveiled in 2020. About the same time, our Board experienced some reshuffling due to the demands of the law enforcement career and family life.

In June, we held our VOWS Retreat for nine wounded officers and their spouses. This was held in Montana, and was an incredible week for all. There was encouragement, education, connections made, a deep spiritual component, recreational therapy, and some aha moments in a couple of marriages. The beauty of Montana, the safety of the venue, and the relaxed, compassionate atmosphere lent a breath of fresh relief and respite for these folks who've been through so much. We also laughed a lot, which was good for the soul.

In August we launched our new website and prepared for a second Home Watch conference in Southern California. Unfortunately, that conference did not happen. There were several reasons for this, many having to do with schedule conflicts, overall marketing

issues, and miscommunication. As a team we learned some good lessons, and will implement changes in our next Home Watch Conference in Oklahoma City.

The fall has brought several opportunities to spread our message and invite community support of our law enforcement. We were chosen by local Candidate Izzy Delancey as her platform on which to run her Honorary Mayor of Carmichael campaign, which she overwhelmingly won. Our partnership with Izzy created not only her awareness of the difficulties LEO Families face, but her entire community. She raised over \$8000 and we received 50% of those funds. She also introduced us to Senator Jim Nielsen to share our vision and work, and he was extremely supportive. We were also chosen as the platform for the Christian Youth Theater play, *Frozen*. They saw the sacrifice of one sister for another as similar to the sacrifices law enforcement makes for our community. They raised over \$500 for our cause. As we prepared for our newly named Hearts for Blue Gala, the community support increased dramatically as we reached out to the community for donations and sponsorships. The response has been extremely positive; almost overwhelming. We were able to raise over \$30,000 with sponsorships, donations and auctions/raffles that evening.

As of October 15, we are back to 100% as a Board, which for now is also our volunteer staff. Together, our team of seven has been working countless hours to come alongside families, as well as run the nonprofit, events, and nurturing the partnerships. All of us continue as volunteers.

In addition to our programs and events, we are coming alongside individuals and couples as they have difficulty, speaking life and possibility into those situations. We continue to build up others emotionally and spiritually in conversations, meeting needs, and offering help where needed. We teach, write, share our stories, mentor, and walk alongside other law enforcement families. This year alone we have collectively served over 40 marriages one on one. About 150 people have volunteered at our events. Almost 1200 people have attended our events in the last year. We have collectively spoken to over 2400 people at other speaking engagements in different parts of the country. Over 8000 people follow us on social media—another avenue that we impart education and inspiration to our families, and also education for the community at large.

End of year our Board members and extended volunteers took a well-earned break. We received word over the holidays that our beloved venue in Montana (VOWS Retreat) burned to the ground. That was quite a blow, as we hold wonderful memories there and had planned to return in June.

As we look towards an aggressive 2020, we are looking at two Home Watch Conferences, doubling our VOWS Retreat attendance at our new venue in Grass Valley, California, and of course holding our third Hearts for Blue Gala in October. We have many other ideas and plans that will be forthcoming as they come together.

Thank you for your trust and support in word and deed. Our team cannot do what we do without your encouragement, prayers and/or your generosity. Please consider making a

one-time gift or monthly contribution so we can continue to help law enforcement families thrive relationally, emotionally, and spiritually.

Sincerely,

Victoria M. Newman
Founder and President
How2LoveOurCops

2018-2019 Financial Summary

How2LoveYourCop/OurCops received its 501(c)(3) tax exempt status in August 2018, retroactive to March 17, 2017 (date of file). Our time was invested in establishing the foundational aspects of the organization federally and in the state of California from March 2017 to August 2018. We then began planning our Inaugural Gala Fundraiser after receiving a \$15,000 matching grant from the Hodgdon Family Charitable Fund (Hodgdon Powder Company). Our fundraising efforts not only matched the grant, but exceeded it, raising over \$15,000 at our Inaugural Gala, and more individual giving to start 2019 with \$35,000.

Our expenses for 2018 were 26%, going toward set up costs and the Inaugural Gala.

Although we are still working through the expense summaries for 2019, our monies have largely gone toward continued set up costs, the VOWS Retreat, a new website, miscellaneous costs to do all we do, merchandise purchases (that bring in income), and low administrative costs. Our expenses for Home Watch and the Gala were covered almost to the cent by ticket prices and sponsorships. The Gala raised about \$30,000 for next year's budget. Year-end giving and community fundraisers brought that total to just under \$40,000. We are planning a monthly giving campaign to start in the first quarter of 2020.

Board of Directors

President: Victoria M. Newman, (Spouse of Retired California Highway Patrol Chief Brent Newman, married and in law enforcement 31 years)

Vice President, Active Duty Division: Janine D'Agostini (Spouse of El Dorado County Sheriff John D'Agostini, married 34 years, 35 years in law enforcement)

Vice President, Wounded Division: Heidi Paulson (Spouse of Disability Retired Billings (MT) Police Department Officer Ladd Paulson, 33 years married, 15 years in law enforcement)

Secretary: Stephanie Thompson, (Spouse of Officer Bill Thompson of California Highway Patrol, 20 years married, 18 years in law enforcement)

Community Liaison: Elizabeth Brown (Spouse of Sacramento (CA) Sheriff Deputy Scott Brown, married 15 years and in law enforcement 17 years)

Treasurer: Lorie Osborne (Spouse of Rocklin Police Department Sergeant Chris Osborne, married 13 years, all in law enforcement; also the daughter of Retired Lieutenant with Butte County Sheriff)

Financial Advisor/Interim Treasurer/Marketing Researcher: Richard Manies, (Brother of a Retired California Highway Patrolman)