



**HOW  LOVE
OUR COPS**

2024 ANNUAL REPORT

www.How2LoveOurCops.org

P.O. Box 811, Penryn, CA 95663

Peer Support Helpline (737) 7-FAMILY



When I look back on 2024, I see a team of solid women and men who worked together tirelessly through many obstacles. Several of our team members went through significant health challenges, cared for aging parents, guided children through difficulties, and supported their officers every step of the way. One member of our team sent us a letter, sharing her story of struggling with PTSD, and thanking us for being there for her in her journey of healing. She was one of four people this year who've credited us for saving their lives. This more than doubles our impact in the last six years.

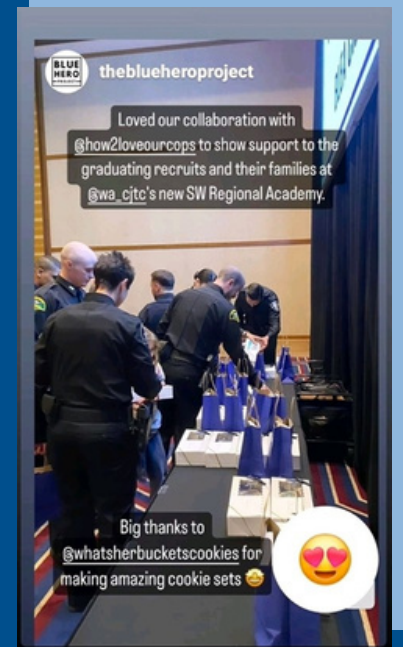
As you read on, I hope that you will understand the depth of need within the law enforcement community, and that How 2 Love Our Cops is making a deep and lasting impact in the families behind the badge. Whether through a peer support conversation, a referral for deeper help, a book read, a conference attended, a video watched, a connection made, or a prayer answered, our 24 volunteers are together making a difference relationally, emotionally, and spiritually.

We began 2024 with a renewed vision and plan. As our team consistently evaluates the best ways to educate and support our law enforcement families, we know that there are thousands of families who've never heard of us. Knowing these families desperately need training to navigate the difficulties that come with this career, we immediately revamped our goals to prioritize two ways of reaching families.

First, increase our social media presence with content designed to help, give hope, and provide needed knowledge. Second, reach new officer families through departments and academies, providing early education that will build a solid home from the beginning. We expanded our marketing team, revamped all of our printed material and social media, and went to work on creating material for our new officer families.

And then, the wind changed! Since we began, we have worked to gain trust within the law enforcement community. We've built a solid reputation as an organization of excellence and discipline. Our work has been slow but methodical, with good results. Until this year, we felt that we were constantly pushing...appropriately so. We saw results in small ways, in smaller areas and departments. And then in one week, we were contacted by two large organizations that were asking us to bring our Home Watch Conference to them. This change is huge—we went from pushing ourselves to others pulling us in.

Despite difficulties, our team worked hundreds of hours in the spring to hold Home Watch Granite Bay Family Conference, and launch our National Family Peer Support Helpline.



OUR MISSION

How2LoveOurCops educates, encourages, and equips law enforcement families to thrive relationally, emotionally, and spiritually.

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 a reality in our lives. We aim to encourage. We aim to be positive in the midst of trouble. We look for solutions, support, and new perspective 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.

*"I went into the day thinking that new officers would probably benefit the most from this conference but at the end of the day I found that me, with 18 years on, took a ton away from the day. So much so that I was wishing my wife wasn't traveling because it would have been great for her as well. It really hammered home several points for me. I didn't realize that all the things that we were preaching [at the department] had become a normal lifestyle for my family and I."
- Police Sergeant*

We came alongside over 37 other nonprofit organizations to support the work they do for law enforcement, and our Northern California community at large. Our work requires solid relationships with others—we depend upon one another in many ways, most importantly to help officers and their families. As we grow as an organization and the needs increase, we have been blessed to learn from others, and in some cases, partner together to create synergy. We are seeing this happen more and more as we expand.

With the economy and national giving slow, we had to forego funding a team for Police Week in May. In years past, we have served as peers and helpers for grieving families who've lost an officer in the line of duty. Washington DC is very expensive, as are cross-country flights, and we just couldn't do it financially. However, several of our team members felt called to go, and did so on their own dime. This work requires long hours, flexibility, and is packed with strong emotion—the selflessness of serving in this capacity is remarkable—and very helpful in the grief process for our country's survivors! This shows the servant hearts of our volunteers - they are dedicated with not only their time, but their hard-earned dollars. As we learn, grow, and serve, we are building an organization that is meeting the needs of law enforcement families across the nation!

In the third quarter, our advisors worked with us on rightly assessing the size and scope of our organization. We have a relatively small budget of \$275,000 we work with every year, but when we calculated in-kind donations, nonprofit discounts, and volunteer hours, we realized we are much, much bigger than our budget reveals. Our actual budget was closer to \$800,000. Learned from our personal experiences as cop spouses, we've been able to produce much with relatively little resources.

Every year, we pick a theme word that we keep in mind as we plan, work, and respond to those who are in difficult times. "Light" is the word we chose for 2024. But as we look back, this year has been a dark and difficult year for the country, for law enforcement, and for our organization, as mentioned earlier. But through it all, we have continued to be light amid a dark time. How? By looking to God, who is the source of Light.

Although our nonprofit is not a religious organization, our work originates and springs from hearts of faith in God, hope that anchors us, and love for our officers and families. And we indeed brought light to those we serve, as we more than doubled the number of lives saved from suicide, implemented a national support helpline for families, were present to help families after line of duty deaths in a couple areas (this is new), created proactive education for brand new officer families, added chaplains to our peer team, prayed for over 60 departments, and expanded our social media and website reach to over 57,000 folks!

In our fourth quarter, our work didn't slow down. We added a state liaison in Wisconsin, filmed training videos, planned for 2025, and more (highlighted below). I am blown away by the caliber of the team we have created. They are respected all over the nation as they give thousands of hours of work within their skill sets, and do so with cheerful hearts, ready to help at a moment's notice...for the sake of law enforcement families just like them. From the words of retired Sheriff D'Agostini from El Dorado County, California at our fundraiser in October, "What we're doing is new to law enforcement...educating the families. This hasn't happened before now. And it's about time!"

We are building resilient blue homes. Raising up families equipped for the career that affects us all...our men and women in uniform who run to danger, protect us from evil, and bring peace to chaos. We support homes that are vital to our communities, our states, and our country.

Thank you for your support!

Victoria

2024 AGENDA AND GOALS



FINALIZE A ROBUST MARKETING TEAM

- Strategic plan created and implemented
- Implement branding policy
- Website transformed
- If needed, look at hiring expert consults

We indeed have built a robust creative marketing team. With Karin Bloesch at the helm and implementing her experienced graphic design, Steve Beltz improving the website, Angie Lopez taking on the quarterly newsletters, Kim Rossiter and Corina Shipp growing in the ways of Facebook and Instagram, and Dr. Kathryn Hamel taking the role of Linked In creator, our look and communication has improved greatly. We are hearing from those who've followed us for years that they love the improvements.

BUILD A NATIONAL FOLLOWING ON SOCIAL MEDIA - GROW TO 35,000 FOLLOWERS

- Develop a Content Team
- Compile Content for Outreach
- Social Media Outreach Strategy
- Leverage New Officer Content
- Grow Contact Database
Law Enforcement Family Members
Stakeholders
- Engage Departments through:
In person events
Social Media and other outreach
In person contact
- Expand Reach Outward from the
Sacramento Region

Though initial attempts at building a content team didn't get much traction, our marketing team and other visionary team members took us to a whole new level of reach.

LAUNCH NATIONAL FAMILY PEER SUPPORT HELPLINE IN PARTNERSHIP WITH CORDICO: 1 (737) 7- FAMILY

The National Family Peer Support Helpline was launched in April under the leadership of Janine D'Agostini in partnership with Dr. Rachelle Zemlock of Cordico. We held a training that added 13 more peers in June. And the Peer Team implemented monthly refresher trainings right after that.



2024 Agenda and Goals cont.



PEER TEAM EXPANSION

- Train more peers, goal of 25 in May
- Implement monthly refresher trainings

We also saw something else begin naturally. In July, we were invited to conduct defusings for two groups of spouses in the aftermath of a line of duty death in Vacaville, California. A couple months later, our Florida liaison, Kim Ingram, conducted a critical incident debrief for spouses in Florida.

This allowed us to prepare a standard operating procedure and packets of vital information to provide to spouses whose officers were affected.

FUNDRAISING STRATEGY FINALIZED

- Fundraising strategy implemented
- Build a fundraising team
- Hold four donor dinners
- Meet with 25 potential donors

Much work has been done in our fundraising strategy. We finalized a plan with multiple streams of income, including grants, service income, Big Day of Giving, donor dinners, one-on-one meeting with donors with our case for support, and our fundraisers.

Some of our efforts bore fruit. Other efforts did not. As we took a deep look as to why we didn't bring in our money goals, we attributed it to these reasons:

- Lack of a viable business plan that is attractive to donors
- Messaging is vague.
- Volunteers lack the skill to approach large donors and are at the mercy of time constraints of family and providing for their families (jobs), as well as other responsibilities.
- Most of the fundraising is done in the Sacramento region. Our reach is national. Thus, we need a strategic plan to grow our donor base to other areas of the country.

As we met with Mission Advance, a team of businessmen who assess and advise ways to grow our financial strategy, we realized some of these constraints, and worked on these problems. At year's end, we began meeting with a new business mentor who is helping us to crystalize our mission and rewrite a business plan that speaks to larger donors. This continues to be a work in progress.

CREATE BLUEPRINTS: FAMILY FIELD TRAINING

- Readiness 101 Seminar Created, Trained Instructors
- Resiliency 101 and 201 Seminars Created
- Train the Trainer Program
- Marketing strategy
- Pilot Class

Many efforts were made to cast a vision, compile a team, and create these seminars. With several delays and hindrances to progress, we were also seeing something develop naturally. Our state liaisons and local team members were asked to present for 20-30 minutes in police academies near them. We began the process of creating a Readiness presentation for this purpose, and by year's end had a working model. For the Resiliency Seminars, we had much content, but lacked a designated team lead with the experience to create it. This, too, is a work in progress.

2024 Agenda and Goals cont.

PARTNER WITH BEHIND THE BADGE FOUNDATION FOR A FAMILY CONFERENCE IN VANCOUVER, WASHINGTON, AS GROUNDWORK FOR A LATER HOME WATCH.

We took part in the conference in November. We have begun an excellent relationship with Behind the Badge Foundation that continues. We will look at a Home Watch for Washington in the future.



BYLAWS UPDATED TO REFLECT THE GROWING ORGANIZATION

We obtained a grant for legal work for the Bylaws and other organizational documents in September. The bylaws were heavily updated but were still in discussion with the Board of Directors at the end of 2024. The work is in progress.



CONDUCT HOME WATCH CONFERENCES IN SACRAMENTO, FLORIDA, MASSACHUSETTS, AND CENTRAL CALIFORNIA.

Massachusetts was canceled because the number of registrants was not high enough. We had to make a tough financial decision. We held a Home Watch Conference in April for the Sacramento region, about 165 spouses and officers attended. Central California was set aside as we already had a very full schedule. We scheduled a Home Watch in central Florida, but when a critical incident happened there, they postponed it until January 2025.



ADD TWO TO THREE NEW STATE LIAISONS

We added two state liaisons in Oklahoma and Wisconsin.

Left: Erika Hostens, Wisconsin Liaison
Right: Tracey Duroy, Oklahoma Liaison



EXPAND PRAY FOR THE PATCH PROGRAM

Under the leadership of Annie Brazeal, we implemented a system for regular prayer for departments. With the help of Kim Rossiter, we prayed for over 60 departments this year! Annie also began monthly prayer nights online. She also has been doing groundwork for praying for officers during debriefs at the beginning of their shifts locally.

2024 Agenda and Goals *cont.*

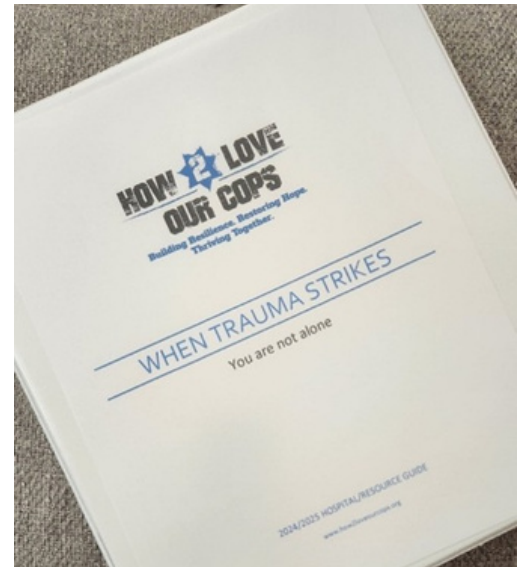
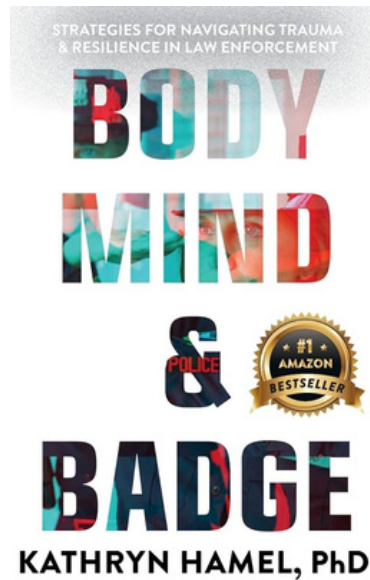
ADD TWO MORE BOOKS TO OUR ORIGINAL RESOURCES

We added Dr. Kathryn Hamel's book, *Body, Mind, and Badge* to our list of original resources.

We also added a Hospital Trauma Guide written by Heidi Paulson, a former Board Member and current Advisor.

Continue to provide Starter Kits for new officer families to departments.

In addition, we secured a grant by The Latrobe Fund to film 11 videos for new officer families. We began the filming by year's end, but did not release the videos until March 2025.

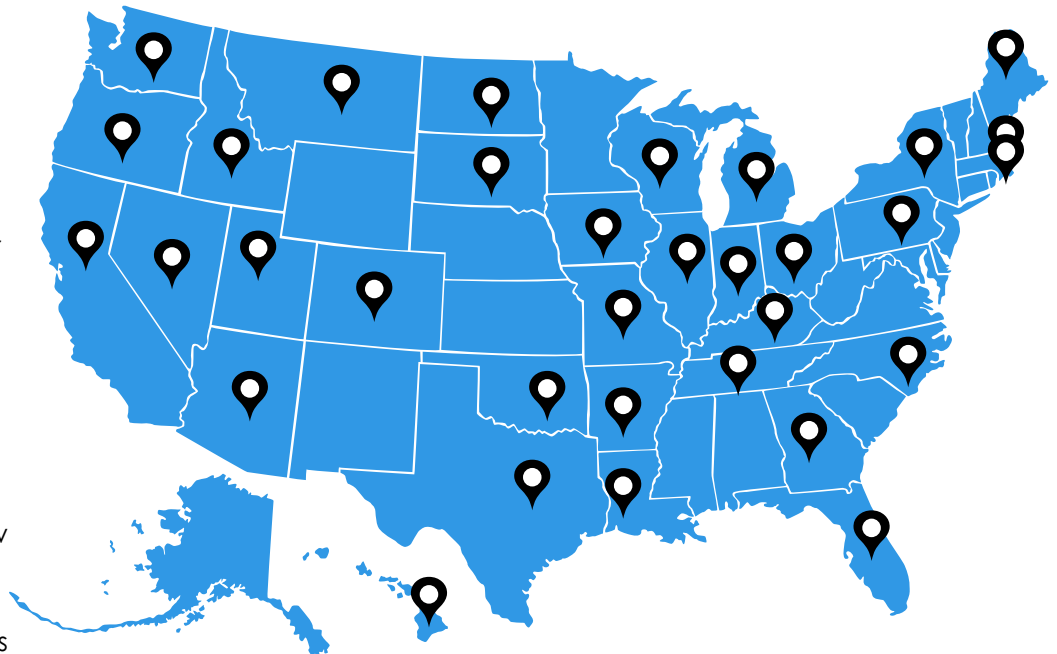


2024 Accomplishments

HOW2LOVEOURCOPS EXPANDED WORK TO 34 STATES AND WASHINGTON, D.C. AND CANADA

INCLUDING:

- Conferences, Attendees, and Presenters
- Dozens of presentations across the nation by team members
- Monthly Peer Team Training for peers across the U.S.
- Critical Incident Stress Management (CISM) Peer Training
- Supportive role at Concerns of Police Survivors Traumas of Law Enforcement Trainings in Florida, Indiana, Iowa, Oklahoma, Pennsylvania, Texas



ADDITIONAL VOLUNTEERS CAME ONBOARD IN 2024

Carrol Towe: Chaplain

Alena Falkenstein: Peer Team Admin and Grant Writer

Steve Beltz: Website/Webmaster

Tracey Duroy: Oklahoma Liaison

Erika Hostens: Wisconsin Liaison

Angie Lopez: Moved to Newsletter Writer

2024 Accomplishments *cont.*

FUNDRAISERS AND FUN EVENTS

Run Rocklin (Placer County, CA)

H2LOC Team Members hosted a booth at Run Rocklin in Placer County, CA. This is a race that supports the Matt Redding Foundation, in honor of Rocklin officer Matt Redding who was killed in the line of duty in 2005.

Survive First Gala (Florida)

In April, Victoria and Brent Newman attended the Survive First Gala along with Florida liaison Kim Ingram and her husband Nate, increasing awareness of first responder suicide and raising much needed funds for their organization.

National Night Out (Locations across Sacramento, CA region)

In early August, many of our team members in California and in other states across the country participated in the National Night Out in their communities. National Night out began in 1984 as a way for law enforcement agencies to develop relationships with those in their communities. It has grown in many areas to include Touch-A-Truck events, demonstrations, parades, festivals, and other community service information as a way to develop connection, support, and understanding. How 2 Love Our Cops volunteers attended events in Lincoln and Roseville.

Law Enforcement Family Nights

H2LOC team members attended family night events at the Sacramento Police Department, Folsom Police Department, and the Oklahoma City Police Department.

Golf Tournaments (Sacramento Region, CA)

Took part in supporting the Cameron Landon Golf Tournament, Because We Care Golf Tournament, and Warfighter X Events in California.

Events Across the Country

H2LOC was represented at the State Fair Chaplain's booth in Oklahoma City, the TMPA/TXFOP Conference in Dallas, and participated in a 22 Mile Walk in Florida.

Monthly Prayer Meetings Launched

The Prayer Team Lead, Annie Brazeal started Monthly Prayer Nights for Team Members, Prayer Team, Volunteers.

New Book Club (North Carolina)

Book Club formed in North Carolina – Author Meet via Zoom – during Hurricane Helene.

Chosen as a Recipient Nonprofit for the Sacramento (CA) Region 'Big Day of Giving 2024' and raised \$7,400.



2024 Accomplishments *cont.*

BARRELS AND BADGES

The inaugural Barrels and Badges event was held on October 13, 2024. This five-star event took place at the beautiful D'Agostini Winery in Plymouth, CA. Five current and past sheriffs of El Dorado and Amador counties spoke on the law enforcement family, improvements in wellness for law enforcement, and collaboration of agencies and organizations to support law enforcement.

Many of the area representatives and senators were present to support the work of H2LOC and Thrive 10-35, a local spouse group who've done much work in the community, and whom we have partnered with in recent years. Just two weeks later, our story was featured in the El Dorado Lifestyle magazine. We look forward to continued partnerships in the future to assist officers and their families!



BOOTS 4 BLUE 2024

The Boots 4 Blue annual fundraiser was held on October 21st. This year's event was held at the Hillenbrand Farmhaus Brewery in Newcastle, CA. This wonderful evening included a greeting from Sheriff Wayne Woo of the Placer County Sheriff's Office (PCSO), a surprise visit from their helicopter crew, and attendance of their top management team. We took a solemn moment reflecting upon and honoring several area officers that gave their lives for our communities, led by Lieutenant Frank Newman of the California Highway Patrol. Attendees heard first hand accounts of the work How 2 Love Our Cops does to support law enforcement families, and enjoyed encouragement from former PCSO Sheriff Ed Bonner.

The event was sponsored by the Sacramento County Deputy Sheriffs' Association and Parris Law Firm.



Trainings and Conferences

PRESENTATIONS AND NEW RESOURCES DEVELOPED

- COPS National Conference in Florida
- NEW COPS Kids Presentation
- Behind the Badge Conference in Vancouver, Washington
- Launch of new resource - Hospital Trauma Guide for injured officers
- Filming for New Officer Videos (available on H2LOC website)
- Presentations in Police Academies in California, Washington, Texas, Oklahoma, and Florida

BREACHING THE BARRICADE - INDIANA

H2LOC team member Traci Davis and her husband Jason, spoke at the Breaching the Barricade Conference in Indiana where they shared their story and experiences as a law enforcement family, and how they overcame their struggles and challenges.



STATUS CHECK - TEXAS

Lisa Grelle, H2LOC liaison in Texas put on an incredible mental health conference called Status Check.

We were there to support and learn!
Excellent speakers and content



ALL RISE CONFERENCE - CALIFORNIA

May 22 in Anaheim, CA - All Rise Conference: Co-presented with Heart 911 and the Oklahoma City Police Department Wellness Unit to a very different audience--some law enforcement, but also lawyers and those who work within the treatment court system. It was a great opportunity to learn, network, and present our work.



HOME WATCH - ROSEVILLE (CA)

Mid-April we welcomed a full room of spouses and couples who came to learn, connect, and be inspired. It was an incredible day of speakers, fun, food, and insight shared.

H2LOC team members Lorie Osborne and Melissa Bailey shared their personal experiences and how they work to overcome the challenges of life as a law enforcement family.

"I attended the How 2 Love Our Cops conference over the weekend and to say the least, I think it has really altered my world. I've been married to my husband for five years, been together for nine - all of which has been while he's been with the department. We have an overall good relationship and marriage, two beautiful kids - and most days I am the calm he comes home to. After the long years, an OIS, an academy buddy's suicide, funerals of fallen officers, the defund the police movement and many other trying life events - the guy I once knew has faded...the conference really opened my eyes to PTSD and the effect it has on our officers. I also walked away with a new-found appreciation of my husband that I think wasn't there before." - LEO Spouse

Peer Support and Outreach

HOW 2 LOVE OUR COPS PEER SUPPORT FAMILY HELPLINE: 1 (737) 7-FAMILY OR 1 (737) 732-6459

Launched in May 2024, H2LOC is excited to partner with Cordico to launch a national Family Peer Support Helpline! This is a 24/7, non-emergency helpline manned by our volunteers trained in peer support. All support is completely confidential. This is a first of its kind, and we are excited to open another avenue of help and support to our families.

HOW 2 LOVE OUR COPS (H2LOC) FAMILY PEER SUPPORT HELPLINE

1 (737) 7-FAMILY

1 (737) 732-6459

- 24/7
- Non-Emergency Helpline
- Talk to volunteer law enforcement family members who have specialized/certified peer training
- Providing confidential support
- For family members by family members

powered by



LINE OF DUTY DEATH - DEPARTMENT SUPPORT

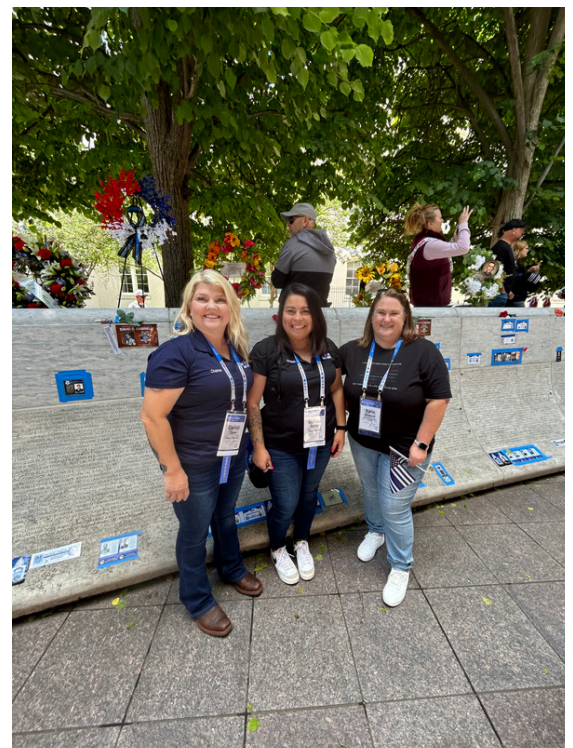
Our CISM trained peer members held a diffusing for police spouses after the first line of duty death in Vacaville, CA and held a debrief for a line of duty death in Lake County, FL.

These peer support tools help begin the process of working through the horrific event of an officer's death and provides families their first step on the road to healing with information, resources, and togetherness.



NATIONAL POLICE WEEK - WASHINGTON, D.C.

This year's National Police Week (May 11-16) was attended by five of our How 2 Love Our Cops peer support team members. Karin Bloesch, Lisa Grelle, and Chris Ruiz worked as peers, at events, and as survivor support. Carroll Towe and Melissa Bailey (also Sacramento area Chaplains) served attendees in need through Support Services that is organized yearly to provide peer support for families attending the Concerns of Police Survivors Annual Conference and the Police Week enrollment events. They helped out at the Candlelight Vigil by providing direction and handing out supplies, they visited the Police Officers Memorial to visit the names of local heroes that are inscribed on the wall and attended a number of the events held during this special week.





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

Board Members

Victoria Newman, Founder/President
Janine D'Agostini, Vice President
Lorie Osborne, Treasurer
Stephanie Thompson, Secretary
Dr. Kathryn Hamel

Staff

Krishna Halstead, Administration

Core Team

Victoria Newman, Executive Director, Peer
Janine D'Agostini, Peer Team Lead, Spouse Group Assistance
Lorie Osborne, Finance Team Lead, Home Watch Emcee, Academy Presenter
Alena Falkenstein, Peer Team Admin, Grant Writer
Annie Brazeal, Prayer Team Lead, Peer
Chris Ruiz, BROS, Peer
Traci Davis, Speaker, Academy Presenter, Peer
Jen Schopf, Peer Team, Training Lead, Peer
Melissa Bailey, Chaplain, Event Coordinator, Peer
Carroll Towe, Chaplain, Donations, Peer
Nicole E., Home Watch Lead
Karin Bloesch, Marketing Team Lead, Peer
Kim Rossiter, Social Media, Registrations, Peer
Angie Lopez, Illinois State Liaison, Newsletters
Steve Beltz, Website, Data Analysis
Corina S., Social Media, Washington State Liaison, Peer
Kim Ingram, Florida State Liaison, Peer
Tina Ingemi, Maine State Liaison, Peer
Katie Brown, Massachusetts State Liaison, Peer
Tracey Duroy, Oklahoma State Liaison, Peer
Jennifer Lanzen, Indiana State Liaison, Peer
Lisa Grelle, Texas State Liaison, Peer
Erika Hostens, Wisconsin State Liaison

Coaches & Advisors

Brian Dowd, Leadership Coach
Eric Bergen, Nonprofit Finance Advisor
Brent Newman, Leadership & Organizational Advisor
Heidi Paulson, Wounded Officers, Legislation