Voices Insisting on PursuitSAFETY is committed to:
1. Working for safer vehicular police pursuits (police chases and police response calls) to prevent unnecessary deaths of and injuries to innocent bystanders and police officers.
2. Helping injured victims and bereaved families impacted by the violent crashes caused by police chases and police response calls.
PursuitSAFETY
We care.
Annual Report
Fiscal Year Ending
September 30, 2009

Voices Insisting on PursuitSAFETY
A National Nonprofit 501(c)(3) Public Safety Organization

Contents

Our Leadership Team 2008–2009 ........................................... 4–5

Financial Highlights .......................................................... 6–7

Contact Information:
Voices Insisting on PursuitSAFETY
P.O. Box 3128
Chico, CA  95926
530-343-9754
e-mail: vips.pursuitsafety@yahoo.com
www.pursuitsafety.org

On the cover: The Butterfly Heart & Innocent Victims Remembered
The butterfly undergoes a major transformation process as part of its normal life cycle. The butterfly is a symbol of joy, happiness, of spring, rebirth and renewal. Credit for this image: www.mgcpuzzles.com/.
See page 4 and read the first and last names of the innocent victims of pursuit featured on the cover.
The bench is engraved with these words: For Kristie & ALL Crime Victims.

Violent crashes due to vehicular police chases and response calls, on average, kill at least 30 innocent bystanders and one officer every six weeks. These fatalities are unacceptable.

From the Founder & Executive Director

So many — too many — families have felt the unforgiving pain of grief as a result of the tragedy of pursuit during this past year. Their loved ones paid the ultimate price in the name of public safety. Innocent victims of pursuit were killed; others received life-altering injuries, requiring 24/7 care.

People from around the world contacted and connected with PursuitSAFETY this year. I understand and feel their anger as we watch the slow progress of change.

PursuitSAFETY finished a series of video public service announcements (PSAs). These PSAs — posted on PursuitSafety.org, YouTube, and Facebook — help us show the need for us to unite people in this global crisis.

Many people worked on the PSAs. Families trusted us to share their loved ones’ stories with the world. They gave the most. Their loved ones’ pictures are on the cover. Killed as a result of vehicular police chases were (top row, from left):

Allison Angerman, Tabatha Berg, Christopher Cooper, Bernice Akers Martinez, Bernice’s daughters Christina and Ashley Martinez, and their friend Desiree Guzman

(bottom row, from left):

Brandon Harper, Johnny Kallmeyer, Sarah Phillips, Kristie Priano, Kristin Saragusa and Bridgett Sing

From the bottom of my heart, I thank these families. I also thank PursuitSAFETY’s spokesperson Glenn Morshower and KCVU Fox-20 for creating these PSAs at no cost to PursuitSAFETY.

We exist for one reason: TO SAVE LIVES.

Working for a safer way,

Candy Priano
Founder & Executive Director
Working for a Safer Way


Key Accomplishments

Candy Priano, founder and executive director, continued her victims’ outreach, assisted with PursuitSAFETY’s public service announcements (see page 7) and marketed her presentation, “The Other Side of the Windshield.”

Mark Priano, Governing Board secretary, prepared financial reports and handled support tasks for PursuitSAFETY.

Jeffrey Vesely, PursuitSAFETY’s chief financial officer, began the legal process to trademark the organization’s name and logo. We will know by Summer 2010 the status on our trademark request. Jeff prepares and files annual state and federal forms and taxes at no cost to PursuitSAFETY.

Geoffrey Alpert, John Phillips, D.P. Van Blaricom and Candy brought worldwide attention to this public safety issue via media interviews in USA Today, metropolitan newspapers, network news shows, and radio stations.


Ron Kelley took the lead on PursuitSAFETY’s presentation for teens, “Pull Over; Have No Regrets.” Candy uses this presentation when speaking to pre-teens and teens.

Nora Profit wrote the scripts for the public service announcements and opinion article, “The Unwritten Policy.”

Beverly Malvestuto edited numerous copy for the web site, opinion articles and PursuitSAFETY’s E-Newsletter.
PursuitSAFETY’s Second Year

Donations. Eleven individuals and Atlanta law firm Finch McCranie, LLP donated a combined total of $19,449.49 during this fiscal year, October 1, 2008 through September 30, 2009. In addition, Finch McCranie donated an additional $2,000 as reimbursement for Candy Priano’s research. Finch McCranie serves clients—families of innocent bystanders killed and injured as a result of crashes due to vehicular police pursuits.

Glenn Morshower, PursuitSAFETY’s spokesperson, and KCVU Fox-20 donated their time and talent to create a series of public service announcements for PursuitSAFETY. Glenn Zachman, Focal Point, provided live video footage of crash scenes for the PSAs. Ryan Vesely and Adam Vesely also contributed video footage.

The officers and board members do not receive compensation. PursuitSAFETY includes the value of their services in the pie chart (above).

Slogan Enhances Logo

Board members participated in a critique of the public service announcements. During this process, board member Rob Bastian came up with a slogan and suggested that “Working for a safer way” be incorporated in the PSAs. Everyone agreed!
He is right. It is not about time. It is about quality PSAs imparting a life-saving message to people, so they become aware that a real crisis exists.

The stories in our PSAs uncover the deadly outcomes associated with vehicular police pursuits.

People working with PursuitSAFETY understand that our mission is not to ban all pursuits; our mission is to put an end to unnecessary pursuits in order to save the lives of innocent bystanders and officers.

Yes, it is about saving lives.

Social Networking

PursuitSAFETY uses Constant Contact to send E-Newsletters. This fiscal year PursuitSAFETY sent three E-newsletters: November 2008, January 2009, and June 2009.

PursuitSAFETY set up a Facebook group and a YouTube channel in June 2009.