

ANNUAL REPORT

MAKE OUR SCHOOLS SAFE.ORG

A 501(c)(3) organization located in Parkland, Florida

2023

PREPARED BY :

Lori Alhadeff, President

Carla Goffstein, CFO

Silver
Transparency
2023

Candid.

A LETTER FROM OUR PRESIDENT

Dear MOSS Supporters,

As I reflect on the past year, I am filled with immense pride and gratitude for the remarkable strides we have made in our mission to **Make Our Schools Safe**. 2023 has been a year of significant achievements, heartfelt stories, and unwavering dedication from our community. First and foremost, I want to extend my deepest thanks to each of you. Your support, whether through donations, volunteer work, or advocacy, has been the cornerstone of our progress. Together, we have created safer environments where students can thrive without fear.

One of our most notable accomplishments this year has been the successful implementation of **Alyssa's Law** in several states. Those who were lucky enough to know Alyssa as a teammate, friend, peer, or family member can recall her zest for life. She loved singing, dancing, and beach days spent in the sunshine. Alyssa's infectious smile and positive attitude lit up every room she entered. Her spirit lives on in our advocacy for this life-saving legislation. Alyssa's Law has brought about critical changes, including improved security measures and emergency response protocols, directly impacting the safety of thousands of students and staff.

Our educational programs have also expanded significantly. We have reached hundreds of students with our **MOSS Clubs**. Our partnerships with local law enforcement and first responders have been instrumental in these efforts, providing valuable expertise and support to our schools and students.

Additionally, our online resources have grown exponentially, with our website now offering a comprehensive range of tools and information for parents, educators, and students. We have also strengthened our community outreach initiatives, hosting several successful events and campaigns that have raised awareness and funds for our cause. The overwhelming participation and generosity of our supporters have been truly inspiring and have allowed us to reach new heights in our advocacy work.

As we look ahead to 2024, we remain steadfast in our commitment to making our schools safe. We have ambitious plans to expand our programs, forge new partnerships, and advocate for further legislative changes. We are confident that with your continued support, we can achieve even greater milestones in the coming year. In closing, I want to reiterate my heartfelt thanks to each member of our Make Our Schools Safe family. Your dedication and compassion are the driving forces behind our success. Together, we will Make Our Schools Safe!

With deepest gratitude,

A handwritten signature in black ink, reading "Lori Alhadef". The signature is written in a cursive, flowing style with a large, prominent "L" and "A".

INTRODUCTION

Make Our Schools Safe (“MOSS”) is a 501(c)3 national non-profit organization dedicated to protecting students and teachers at school. Our mission is to empower students and staff to help create and maintain a culture of safety and vigilance in a secure school environment.

Born out of the Marjory Stoneman Douglas High School massacre on Valentine’s Day 2018, when our founders lost their beautiful 14-year-old daughter, Alyssa Alhadeff, we are here to strengthen the weaknesses in school security. Parkland’s shooting did not have to happen. We are here to take action, protecting schools so it never happens again. With passion and persistence, it can be done!

Our foundation collaborates with high-level security advisors to offer survival information for protection in emergencies. We are focused on bringing these skills to schools so teachers feel confident to protect their students and themselves. Scenario based training must be as intrinsic a part of schooling as fire drills.

The Make Our Schools Safe Club is an in-school, on-campus club comprised of motivated and school safety-minded students. All club members have the same goal of creating a culture of school safety. These club members are the voice of the MOSS movement. Empowerment of today’s youth is the best chance we have to make necessary changes in the world. It’s literally life-or-death-level important that our administrators consider school safety as essential as they do the curriculum.

Make Our Schools Safe has a three-tiered approach to school safety. First, our MOSS clubs empower students to create a culture of school safety at their individual schools. Next, we plan to pass Alyssa’s Law nationwide, which is critical legislation addressing law enforcement response time. Lastly, we support projects addressing safety and security needs in schools.

***We believe the best “action”
plan comes with POWER.***

P

PREPAREDNESS:

Understanding and preparing for potential dangers in schools, training for emergencies, and addressing vulnerabilities to prevent incidents

O

OBSERVATION:

Situational awareness and decision support

W

WILLINGNESS TO ACT:

Preparedness response training for school leaders, MOSS Clubs, students, and teachers

E

EDUCATION:

Knowledge of response protocols and drills. MOSS Clubs are a voice for school safety. Your Voice is Your Power!

R

RESPONSE:

Responding and recovering from threats and hazards as trained and planned for; building campus resiliency. Alyssa’s Law in action. Mass notification in a life threatening emergency situation. Time = Life

BOARD OF DIRECTORS



LORI ALHADEFF

CHIEF EXECUTIVE OFFICER



ILAN ALHADEFF

VICE PRESIDENT AND CHAIRMAN OF THE BOARD



CARLA GOFFSTEIN

BOARD MEMBER, CFO



MATEEN TERRANY

BOARD MEMBER



JODI LIPPMAN

BOARD MEMBER

SUMMARY OF PROGRAMS AND ACCOMPLISHMENT

ALYSSA'S LAW

Alyssa's Law is critical legislation addressing the issue of law enforcement response time when a life-threatening emergency occurs because **time equals life**.

The law calls for the installation of silent panic alarms that are directly linked to law enforcement, so in case of any emergency, they will get on the scene as quickly as possible, take down a threat, and triage any victims. Every moment matters in emergency situations, and now each precious second will count for more. Each second will be more powerful.

So far, Alyssa's Law has passed in New Jersey, New York, Texas, Tennessee and Florida. In June 2024, Alyssa's Law was passed in Utah. In July 2024, Oklahoma became the seventh and most recent state to pass Alyssa's Law.

We know that Alyssa is celebrating our victory with us, happy that we have succeeded in making schools safer for all children throughout Florida. Her legacy will continue on, forever tied to such a vital piece of legislation that will transform and save the lives of so many.

The work continues to pass Alyssa's Law at a federal level so that our students are protected nationally. We won't rest until we see our mission through!

MOSS CLUBS

The Make Our Schools Safe (MOSS) Club is an in-school, on campus club comprised of motivated and school-safety minded students. All club members have the same goal: to create a culture of school safety. These club members are the voice of the MOSS movement. The empowerment of today's youth is the best chance we have to make necessary changes in the world. As Make Our Schools Safe founder Lori Alhadeff so passionately says, "Your voice is your power!"

Each club has its own elected officers to help organize and execute meetings and activities. Clubs meet on school grounds approximately once every two weeks. The club provides an inclusive, welcoming forum for all students to participate and have a voice to maintain a culture of school safety and vigilance in a secure school environment.

Each chapter is expected to meet with school officials regularly in order to maintain transparency within the club and the community with regard to school safety measures throughout the school year. During the 2023-2024 school year, MOSS had a total of 24 clubs throughout the country, and we expect to expand our MOSS clubs more during the 2024 - 2025 school year.

A strong emphasis is also placed on community service projects to help those in need. Paying it forward is essential to the Make Our Schools Safe Club culture.



Five students from the Pompano Beach High School Make Our Schools Safe Club traveled to Washington, D.C. in February 2023 to compete in the nationwide Invent2Prevent competition! Invent2Prevent is an innovative, experiential learning program that challenges high school and college students to create and implement their own dynamic products, tools, or initiatives to address acts of targeted violence, hate, or terrorism in their specific communities. Teams compete at the high school level for awards of \$5,000 for first place, \$3,000 for second place, and \$1,000 for third place.

Our group had the opportunity to present more about their school safety project to a panel of Department of Homeland Security executives, subject experts, and esteemed academics. Their initiative, known as “Bonding Buddies”, aimed to eliminate social isolation and foster relationships amongst Pompano Beach Elementary School youth by pairing older students with younger ones as mentors. After presenting to a panel of industry experts, Pompano Beach MOSS Club earned the title of 2nd in the nation!



OUR DONORS

MOSS has been embraced by our local community. Local businesses donate goods, services, and funds to become sponsors of our fundraising events. Individuals donate their time, funds, and efforts to raise money and **Make Our Schools Safe**.

MOSS has incredible annual sponsorship opportunities that allow companies to sponsor all our yearly events and become one of our special Friends of MOSS. MOSS currently has incredible business that sponsor us annually, and we highlight these relationships all year. Our major annual sponsors during the past few years were Saferwatch and Centegix. During 2023, we welcomed MOSS Foundation as an annual sponsor. During 2024, we welcomed three new annual sponsors. Our Friends of MOSS play an integral role in helping achieve our mission to Make Our Schools Safe.

It is this community that helps us make schools a safer environment and create the changes we have thus far. If it were not for our community believing in the changes we have implemented, we would not have accomplished all we have. We truly appreciate and thank this incredible community for all they have given us and their constant support and love. However, our work is not yet complete until all schools NATIONWIDE are safe!



DONATIONS AT PLAY

MOSS is proud of helping the community create a safer school environment in many ways; during 2023 and thus far in 2024; the following donations have been made:

\$50,000	donated to Broward County Public Schools for ammunition sniffing dogs
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\$31,743	donated to Riverglades Elementary School for a Security Hut and Key Cards
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\$25,773	donated to J.P. Taravella High School for School Safety Projects
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\$20,000	225 Bulletproof Backpacks distributed to MOSS Club Members
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\$10,000	donated to Coral Park Elementary School for Radios
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\$10,000	donated to Central Regional School District for Stop the Bleed Kits
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\$9,380	donated in Make Our Schools Safe Club Scholarships
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\$8,500	donated to Marjory Stoneman Douglas High School's Leader In Me Program
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\$3,115	donated to Park Trails Elementary School for Lockdown Magnets
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\$2,500	donated to Country Hills Elementary School for radios
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2023 FUNDRAISING EVENTS



4th Annual Live for Alyssa Diamond Gala

May 5, 2023

Play for 8 Cup

October 7, 2023



3rd Annual MOSS Golf Classic

November 3, 2023

2023 FUNDRAISING EVENTS

Watercrest Turkey Trot



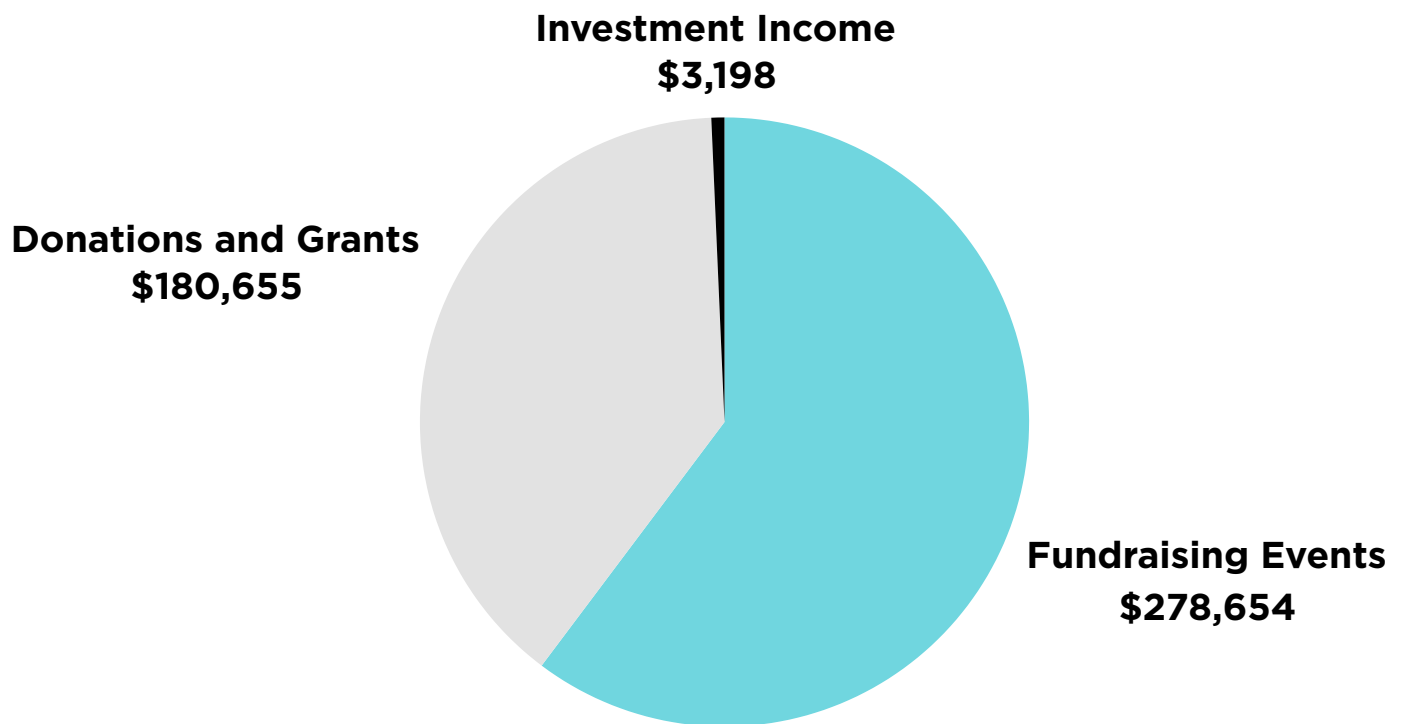
November 23, 2023

6th Annual Tennis Round Robin

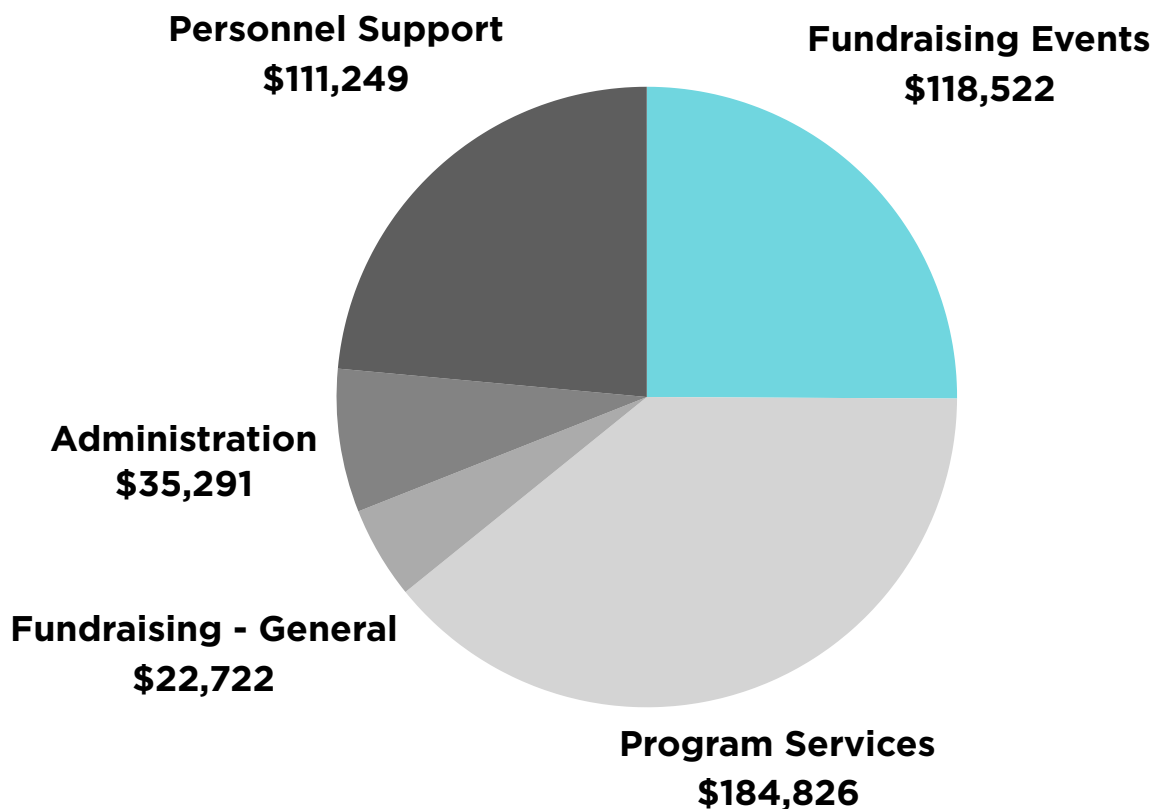


December 8, 2023

FINANCIAL SUMMARY



2023 REVENUE



2023 EXPENSES

MOSS FUTURE

As we look towards the future, Make Our Schools Safe is more committed than ever to advancing our mission and expanding our impact. The following are key initiatives and goals we plan to focus on in the coming year:

- 1. Youth Empowerment:** Expansion of our MOSS Clubs to one club in every state.
- 2. Legislative Advocacy:** We will continue to advocate for the adoption of Alyssa's Law in additional states. By collaborating with lawmakers and stakeholders, we plan to push for comprehensive safety legislation that ensures every school has the necessary resources and protocols to protect students and staff.
- 3. Enhanced Online Resources:** Our website will undergo significant enhancements to provide even more robust resources.
- 4. Community Partnerships:** Building on our success, we will seek to establish new partnerships with local businesses, community organizations, and educational institutions. These collaborations will help us leverage additional expertise and resources to support our mission.
- 5. Fundraising and Awareness Campaigns:** To sustain and grow our efforts, we will launch targeted fundraising and awareness campaigns. These campaigns will not only generate the necessary funds but also increase public awareness about the importance of school safety and how individuals can contribute to the cause.

The future holds immense promise for Make Our Schools Safe. With the unwavering support of our community, we are poised to make even greater strides in creating a safer educational environment for all students. Together, we will continue to turn our vision into reality, one school at a time.

FOLLOW US

JOIN THE SCHOOL SAFETY MOVEMENT



@MAKEOURSCHOOLSSAFE



@MAKESCHOOLSAFE8



@MAKEOURSCHOOLSSAFE17



@MAKEOURSCHOOLSSAFE_

TOGETHER, WE WILL MAKE OUR SCHOOLS SAFE!



**IN HONOR OF
ALYSSA ALHADEFF**