

2024 ANNUAL REPORT



A 501(c)(3) Organization Located in Parkland, Florida

2024

PREPARED BY :
Lori Alhadeff, CEO

Silver
Transparency
2024

Candid.

Dear Make Our Schools Safe Supporters and Partners,

As we reflect on 2024, I am filled with both deep gratitude and a renewed sense of purpose. This year has marked extraordinary progress in our shared mission to protect students and ensure every child has the opportunity to learn in a safe and secure environment.

Thanks to your steadfast support, we have achieved significant milestones that will have a lasting impact. Most notably, **Alyssa's Law has passed in seven states**. This legislation, named in memory of my daughter Alyssa, mandates silent panic alarms in schools to improve emergency response times and save lives. With each state that adopts Alyssa's Law, we are one step closer to creating a national standard for school safety. This is more than a policy win; it is a powerful testament to Alyssa's legacy and the lives we are protecting in her honor.

Alyssa was vibrant, kind, and full of life. Her passion for soccer, her love for music, and her radiant energy touched everyone who knew her. Her story continues to inspire the movement behind **Make Our Schools Safe**.

Beyond legislative progress, our **MOSS Clubs** continue to grow nationwide, empowering students to take an active role in school safety and mental wellness. These peer-led initiatives are fostering leadership, inclusion, and resilience within school communities. We are also expanding our digital and educational resources, strengthening partnerships with law enforcement, educators, and mental health professionals, and reaching more schools through events and advocacy campaigns.

New this year, we launched the **MOSS Advisory Board**, bringing together a dynamic group of leaders and experts to help guide and strengthen our strategic efforts. This board is already making an incredible impact, offering critical insights, expanding our network, and advancing key initiatives around legislation, mental health, and school safety innovation.

None of this would be possible without you, our dedicated community of supporters and volunteers. Your generosity, advocacy, and belief in our mission have allowed us to deepen our impact and expand our reach.

As we look to 2025, we are focused on advancing **Alyssa's Act** at the federal level, scaling to **50 MOSS Clubs**, and continuing to lead with innovation, compassion, and determination. Together, we are building a future where safety is the foundation of every school, and no child is left unprotected.

On behalf of the entire MOSS team, thanks for standing with us. Your commitment fuels our mission and honors Alyssa's legacy.

With sincere appreciation,

A handwritten signature in black ink, reading "Lori Alhadeff". The signature is fluid and cursive, with the first name "Lori" being more prominent and the last name "Alhadeff" following in a similar style.

CEO and Co-Founder

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 after 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.

Make Our Schools Safe provides **MOSS Club toolkits**, empowering others to collaborate with local governments to impact school safety. 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 safety at their individual schools. Next is passing **Alyssa’s Law** nationwide, which is critical legislation addressing law enforcement response time standards. Last are school **safety projects** to address the needs of safety measures 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 life-threatening emergencies. "Time = Life" - Lori Alhadeff

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 ACCOMPLISHMENTS

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** 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.

Alyssa's Law has passed in New Jersey, New York, Florida, Texas, Tennessee, Utah, Oklahoma, Georgia, Washington and Oregon. Alyssa's Law is currently in the processing stage in **many states**.

We know that Alyssa is celebrating our victory with us, happy that we've succeeded in **making schools safer for children** throughout the country. 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 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 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. During the 2024-2025 school year, MOSS operated a total of **27 clubs**, and our goal is to expand to 50 clubs during the 2025- 2026 school year.

A strong emphasis is placed on community service projects to help those in need. Paying it forward is essential to **MOSS Club** culture.



OUR DONORS

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

MOSS has incredible annual partnership opportunities that allow companies to partner with us on all annual events and become one of our special **Friends of MOSS**. A selection of incredible businesses are currently partnering with MOSS annually.

Our major annual partners during the past few years were **SaferWatch** and **Centegix**. These annual partners play an integral role in helping to achieve our **MISSION**. During 2024 and thus far during 2025, we have added an additional **nine sponsors**. These annual sponsors are **GUGLI**, **Florida Panthers Foundation**, **Intrado**, **MOSS Foundation**, **Navigate 360**, **911 Cellular**, **Raptor Technologies**, **Stryker** and **AtlasIED**.



It is this community that helps us make schools safer and change the world. 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 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 2024 and thus far in 2025; the following donations have been made:

- \$25,000** – Coconut Creek HS, Security Projects, April 2025
- \$25,000** – Fort Lauderdale HS, Security Projects, April 2025
- \$23,000** – Park Trails Elementary, FL, Security Hut, November 2024
- \$23,000** – Tamarac Elementary, FL, Security Hut, December 2024
- \$23,000** – Heron Heights Elementary, FL, Security Hut, December 2024
- \$23,000** – Coral Springs HS, FL, Security Hut, December 2024
- \$22,344** – Westglades Middle, Leader In Me, May 2025
- \$21,743** – Riverglades Elementary, Security Hut, May 2024
- \$12,200** – Heron Heights Elementary, Leader In Me, May 2025
- \$12,156** – Make Our Schools Safe Club Scholarships
- \$11,418** – Riverglades Elementary, Leader In Me, May 2025
- \$11,250** – Park Trails Elementary, Leader In Me, May 2025
- \$10,000** – Bulletproof Backpacks (225), distributed to MOSS Club Members, February 2024
- \$10,000** – Central Regional School District, NJ, Stop the Bleed Kits, June 2024
- \$7,420** – Pascack Hills HS, NJ, Safety Project, March 2025
- \$3,000** – Pascack Hills HS, NJ, Safety Project, February 2025
- \$2,000** – Harker HS, CA, Safety Project, February 2025
- \$1,500** – Coral Springs HS, FL, AED and Stop the Bleed Kit, December 2024
- \$1,500** – Country Hills Elementary, FL, Radios, December 2024
- \$1,000** – Pascack Hills HS, NJ, Invent2Prevent Safety Project, February 2025
- \$1,000** – Staples HS, CT, Invent2Prevent Safety Project, February 2025
- \$1,000** – Wayland HS, CT, Invent2Prevent Safety Project, February 2025
- \$1,000** – Pompano Beach HS MOSS Club, Invent 2 Prevent, April 2025
- \$888** – Alyssa Alhadeff Westglades Soccer Scholarship, February 2025
- \$775** – Staples HS, CT, Stop the Bleed Kits, April 2025
- \$500** – Fordson HS, MI, Safety Project, February 2025

***Record of contributions by donation date.**

2024 FUNDRAISING EVENTS



5th Annual Live for Alyssa Gala

May 18, 2024

Play for 8 Cup

October 2024



4th Annual MOSS Golf Classic

October 18, 2024

2024 FUNDRAISING EVENTS

Watercrest Turkey Trot



November 28, 2024

7th Annual Tennis Round Robin



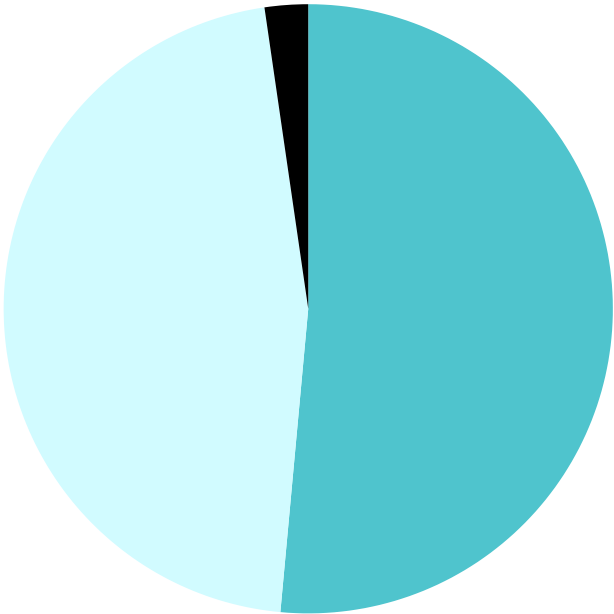
December 6, 2024

FINANCIAL SUMMARY

Investment Income
\$14,697

Donations and Grants
\$295,762

Fundraising Events
\$329,125

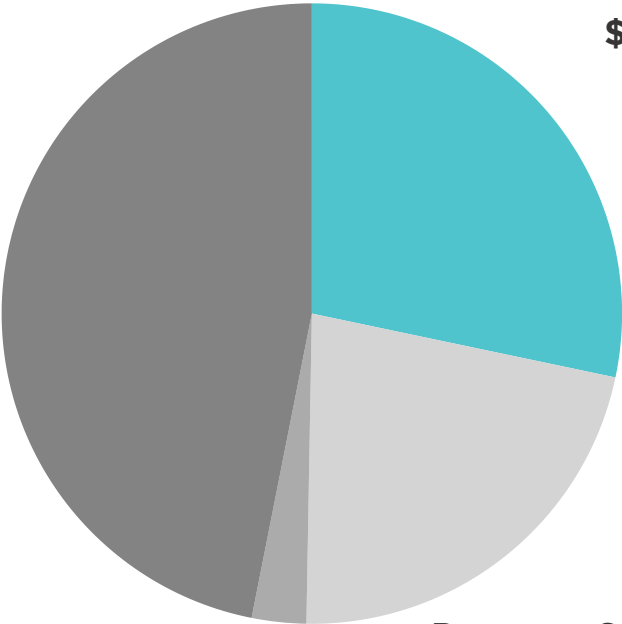


2024 REVENUE

Fundraising Events
\$143,786

Management & Admin
\$238,209

Program Services
\$111,668



2024 EXPENSES

Looking Ahead to 2025:

THE FUTURE OF MOSS

As we look toward the future, **Make Our Schools Safe** remains steadfast in our commitment to protecting every student through meaningful action, strong advocacy, and student-centered leadership. Building on the momentum of 2024, we are energized to grow our national impact. In **2025**, we will focus on these initiatives:

- 1. Youth Empowerment:** We'll expand to 50 active MOSS Clubs across the country, creating a powerful network of student leaders to lead safety initiatives in their schools and communities.
- 2. Legislative Advocacy:** Our goal is to pass Alyssa's Law in eight additional states in 2025. Through partnerships with legislators, grassroots supporters, and policy champions, we will continue to push for laws that require silent panic alarms in schools to save lives and reduce emergency response times.
- 3. Federal Momentum:** We will continue to advance a federal version of ALYSSA's Act, offering national guidance on school safety best practices, funding mechanisms, and technology solutions. We aim to create a unified standard that protects all students, regardless of zip code.
- 4. Digital Expansion:** Our website will undergo major enhancements to offer updated Alyssa's Law and MOSS Club toolkits, and new resources for students, educators, and families to take action and stay informed.
- 5. Strategic Partnerships:** We will continue to build partnerships with school districts, nonprofits, innovators, and businesses, amplifying our shared mission through collaboration and innovation.
- 6. Fundraising and Awareness:** 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.
- 7. Thought Leadership:** Lori Alhadeff will deliver keynote addresses at five major school safety conferences in 2025, sharing her story and driving awareness about critical safety measures every school must implement.
- 8. MOSS Leadership Expansion:** We'll continue to grow and engage our MOSS Advisory Board, bringing together thought leaders, policy experts, and advocates to guide our strategy and deepen our impact. In the new year, our organization plans to expand our Board of Directors to gather members with broad business expertise.

Together, we are building a **legacy of safety**. With the unwavering support of our community and in honor of Alyssa and all the lives we work to protect. We are forging a future where school safety is a national priority and every child feels secure, seen, and supported.

Let's continue this journey, one school, one student, one life at a time.

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'll continue to turn our vision into reality, **one school at a time**.

FOLLOW US

JOIN THE SCHOOL SAFETY MOVEMENT



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@MAKESCHOOLSAFE8



@MAKEOURSCHOOLSSAFE17



@MAKEOURSCHOOLSSAFE_

TOGETHER, WE WILL MAKE OUR SCHOOLS SAFE!



IN HONOR OF

ALYSSA ALHADEFF