

**SAFE & SOBER**

# 2024

## Annual Report



# Our Mission

## We work to prevent substance misuse.

Vision: A world where people make thoughtful, intentional decisions about the health and wellness of themselves, their families, and their communities.

Safe and Sober works to prevent substance misuse by offering free, prevention-focused videos and curriculum to middle/junior high and high schools. It's also available to homeschool Co-op groups or individual homeschool families.

Students are given the opportunity to sign a pledge card, making a commitment to themselves, their parents, and each other to stay safe and sober.

Safe and Sober students have the opportunity to follow these principles:

- I will not drink alcohol until I'm at least 21.
- I will not drink throughout middle/junior or high school.
- I will **never** drink and drive.
- I will not use drugs or misuse prescription pills.
- I will not ride with someone who has been drinking or using drugs.
- I will not use any tobacco products, including e-cigarettes.
- I will surround myself with people who want the best for me.



## CONTACT US

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[info@safeandsober.org](mailto:info@safeandsober.org)



# STAFF

THE AWESOME PEOPLE BEHIND SAFE AND SOBER

Christina Casey

Kate Kelley

Ellie Santeusanio

Cristie Seiler

Nathan Springer

Fiscal Manager

Public Relations Director

Communications Coordinator

Programs Director

Video Content Creator



# BOARD OF DIRECTORS

THE AWESOME PEOPLE BEHIND SAFE AND SOBER

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Retired Superintendent

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Retired Educator

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O'Reilly Auto Parts

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Executive Director YMCA

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Larson & Miller Law Firm

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Turner Construction

Charlie O'Reilly  
O'Reilly Auto

Brian Wilmsmeyer  
Elite Promotions

# Growth in 2024



In the 2024-2025  
school year, we are  
serving:

**777,056**  
students



This is a **152% increase** from 2023-2024.

**518**  
schools



**75**  
organizations



**50**  
states





# Growth in 2024: **ENGAGING STUDENTS**

## In February 2024, we held our first annual Student PSA Contest.

Students had 3 days to write, shoot, edit, and deliver a 30-60 second PSA following one of three prompts:

What's My Why?

Dear Parents.

How to Say No.

Safe and Sober partnered with Academy of Scholastic Broadcasting, a network of high school media programs. The objective of this campaign is to create awareness and prevent impaired driving as well as incentivize quality, student-produced content for Safe & Sober. The content created by the students could be leveraged with media placement within the State of Missouri and repurposed as content as needed by Safe & Sober in the future. The contest had cash incentives, including a first place reward of \$1,000 to be divided between the students and \$500 for the school's media program.

Although the first of its kind, this contest was a success. We had:



**327**  
entries



**299**  
registered schools  
from 41 states

**2.7**  
hours of content  
created in 5 days

**542**  
award ceremony  
views

# 2023 Rise and Shine Breakfast



**Safe and Sober held our annual Rise and Shine Breakfast in October.**

Rise and Shine is our annual opportunity to connect with sponsors and community members by serving a breakfast, presenting on Safe and Sober's vision and mission, and holding live and silent auctions, all supporting our program.

**31**  
**Tables**

**250**  
**Guests**





# 2024 Coffee Fest

## **Safe and Sober held our annual Coffee Fest in April.**

Coffee Fest is an opportunity for us to engage the community of Springfield. 19 coffee shops partnered with us in 2024, which were added to a “Coffee Passport” that participants could purchase. The passport takes participants to each coffee shop, where they can get it stamped in return for a coffee sample. Participants can then vote for their favorite coffee.



## **We Sold:**

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**214 Passports**

**52 Shirts**

**31 Mugs**





# 2023 FINANCIAL HIGHLIGHTS



## ASSETS

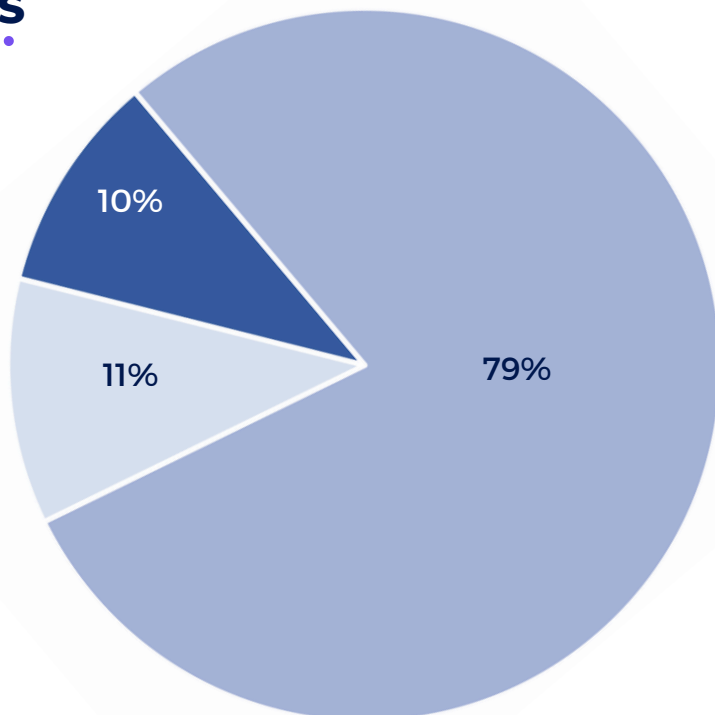
TOTAL ASSETS	\$135,408
TOTAL LIABILITIES	\$7,952
TOTAL NET ASSETS	\$127,456

## STATEMENT OF ACTIVITIES

OPERATING REVENUE	
Contributions	\$77,049
Special Events	\$52,868
Other Revenue	\$356,820
Total Operating Revenue	\$486,737
Total Operating Expenses	\$479,797
CHANGE IN NET ASSETS	\$6,940

## OPERATING EXPENSES

- Programming
- Administrative
- Fundraising



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# Pledge to Support **SAFE & SOBER**

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Mail your contribution to:

**Safe and Sober**  
**3331 E. Ridgeview St**  
**Springfield, MO 65804**

Donate **online** via our secure  
page. Click ABOUT US -> LEARN  
MORE -> DONATE TODAY

**DONATE TODAY**



Raise money for Safe and Sober on  
**Facebook** by creating a fundraiser on  
your page. Invite your friends to donate  
to a great cause!



# SAFE & SOBER

Follow us on these social media channels:



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[www.safeandsober.org](http://www.safeandsober.org)