

VICTIMS
FIRST

ANNUAL REPORT



2021 ANNUAL REPORT

In 2021, VictimsFirst, Inc. officially launched as a 501(c)3 to offer support and assistance to those immediately impacted by mass casualty crimes. We provide guidance to communities on how to organize and communicate without re-victimizing victims of mass casualty crime and also offer emergency financial assistance to those victims who have been directly impacted by a mass casualty crime.

This year, we provided direct assistance after six mass casualty crimes across the United States as part of our rapid/first response assistance program. We also provided 17 victims of mass casualty crime with direct, emergency financial assistance, totaling \$31,110.66.

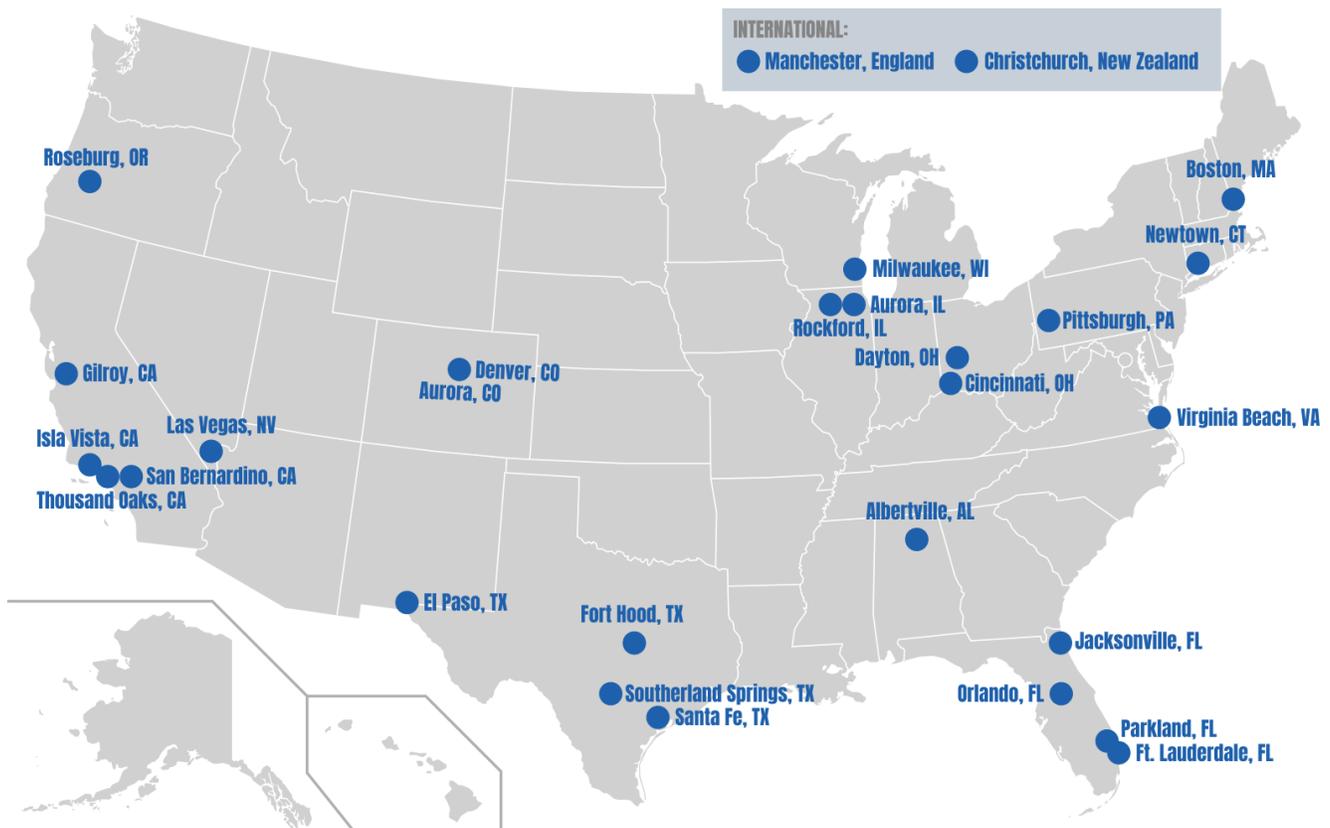
Members of our Board and Leadership Council also worked to help victims of the Waukesha Parade Tragedy, and shootings at the high school in Oxford, MI, at Kroger in Collierville, TN, the FedEx facility shooting in Indianapolis, the King Soopers grocery store in Boulder, CO, the Atlanta Spa Shootings, and others.

HISTORY

VictimsFirst began when impacted families began organizing after the Aurora Theater Shooting that occurred on July 20, 2012 and resulted in 12 people dead and 70 injured. Those murdered were Jonathan Blunk (26), Alexander J. Boik (18), Jesse Childress (29), Gordon Cowden (51), Jessica Ghawi (24), John Larimer (27), Matt McQuinn (27), Micayla Medek (23), Veronica Moser-Sullivan (6), Alex Sullivan (27), Alex C. Teves (24), and Rebecca Wingo (32).

Unfortunately, month after month and year after year, this network of families impacted by mass shootings grew. Facing an increase in gun violence and continuous re-victimization by nonprofits, we realized that we needed to form an official nonprofit to effectively help the exponentially growing number of victims of mass casualty crime from across the country.

Below is a map and list of the mass casualty crimes that VictimsFirst has responded to before 2021 (this year's response is documented on [pages 10-12](#) of this report). After these tragedies, we provided direct, immediate, and long-term assistance to both victims and responding communities through guidance, direct financial assistance, and on-the-ground support.



2012

1. Aurora Theater Shooting (July 12, 2012) in Aurora, CO
2. Sandy Hook Elementary School Shooting (December 14, 2012) in Newtown, CT

2013

3. Boston Marathon Bombing (April 15, 2013) in Boston, MA

2014

4. Fort Hood Military Base Shooting (April 2, 2014) in Killeen, TX
5. Isla Vista Killings (May 23, 2014) in Isla Vista, CA

2015

6. Umpqua Community College Shooting (October 1, 2015) in Roseburg, OR
7. Inland Regional Center Shooting (December 2, 2015) in San Bernardino, CA

2016

8. Pulse Nightclub Shooting (June 12, 2016) in Orlando, FL

2017

9. Ft. Lauderdale Airport Shooting (January 6, 2017) in Ft. Lauderdale, FL
10. Manchester Arena Bombing (May 22, 2017) in Manchester, England
11. Route 91 Harvest Music Festival Shooting (October 1, 2017) in Las Vegas, NV
12. Sutherland Springs Church Shooting (November 5, 2017) in Sutherland Springs, TX

2018

13. Borderline Shooting (November 7, 2018) in Thousand Oaks, CA
14. Stoneman Douglas High School Shooting (February 14, 2018) in Parkland, FL

15. STEM School Highlands Ranch Shooting (May 7, 2018) in Denver, CO
16. Santa Fe High School Shooting (May 18, 2018) in Santa Fe, TX
17. Jacksonville Landing Shooting (August 26, 2018) in Jacksonville, FL
18. Fifth Third Center Shooting (September 6, 2018) in Cincinnati, OH
19. Pittsburgh Synagogue Shooting (October 27, 2018) in Pittsburgh, PA

2019

20. Henry Pratt Company Shooting (February 15, 2019) in Aurora, IL
21. Mosque Shootings (March 15, 2019) in Christchurch, New Zealand
22. Virginia Beach Shooting (May 31, 2019) in Virginia Beach, VA
23. Gilroy Garlic Festival Shooting (July 28, 2019) in Gilroy, CA
24. El Paso Walmart Shooting (August 3, 2019) in El Paso, TX
25. Ned Peppers Bar Shooting (August 4, 2019) in Dayton, OH

2020

26. Molson Coors Shooting (February 26, 2020) in Milwaukee, WI
27. Don Carter Lanes Bowling Alley Shooting (December 26, 2020) in Rockford, IL

STARTING UP

With a Board comprised exclusively of dedicated volunteers, we were able to do this at a minimal cost (under \$10,000.00). Our most significant startup costs are outlined below:

Legal Fees, Registration, and Documentation Costs - \$7,202.54

Website, Software, and Initial (Month 1) Tech Subscription Costs - \$308.87

Envelopes, Business Cards, and Marketing Costs - \$276.82

TOTAL: \$7788.23*

*This total does not include some minor costs like web hosting and Google that were paid for out-of-pocket by Board members before being officially transferred to VictimsFirst.

MISSION

The mission of VictimsFirst is to support, empower, and protect victims of mass casualty crime through rapid response, financial assistance, community preparedness education, as well as care support and advocacy for policies that help all victims/survivors.

VISION

VictimsFirst responds immediately to mass casualty crimes by engaging directly with families of the deceased and those wounded both physically and mentally, while also helping the affected community understand the needs of victims/survivors. We work with local, state, and federal governments, care providers, businesses, and the public to ensure that victims/survivors receive the services, comfort, and financial support they need while protecting them from being re-victimized.

This includes but is not limited to:

- Working with government officials to ensure a rapid and well-organized response to a mass casualty crime by making sure communities implement the Best Practices/ National Guidelines Protocol For Mass Casualty Crime so that surviving victims are not re-victimized.
- Organizing outreach to local businesses and community organizations, national corporations, and the public to collect funds and ensure 100% goes directly to victims to help pay for expenses in the aftermath of the crime.
- Watching over funds to make sure that all donations collected in the victims' names go directly to the victim base. This may include initiating and managing fundraising endeavors to ensure 100% of all money donated to help victims goes directly to victims.
- Interacting with the media to guide them in adapting a No Notoriety policy for the sake of public safety, as well as employ ethical, humane, and trauma-informed reporting practices that respect victims and their families.
- Working with media, politicians, and community leaders to adapt the proper language when speaking to and about victims of crime.
- Helping to initiate immediate, financial assistance to victims/survivors of mass casualty crime.

VICTIMS FIRST, INC.

- Connecting victims/survivors with the proper services and agencies they need (i.e. Office of Victims' Assistance for burial expenses) through referral.
- Creating and managing social media campaigns of support to victims/survivors of mass casualty crime.
- Partnering with other organizations to end online harassment and conspiracy theories against victims/survivors.
- Working continually with local, state, and federal governments to advocate for victims' rights (i.e. reinstating Son of Sam laws to killers cannot profit from their crimes, advocating so the deceased have rights, and protecting families so that coroner reports and crime scene photos do not become public).
- Educating companies, communities, municipalities, states, and organizations to ensure they are prepared for a mass casualty crime and are able to respond ethically, humanely, and effectively—always putting victims first.
- Helping to find ongoing support for victims/survivors of mass casualty crime.
- Partnering with like-minded organizations.

VALUES

Advocating – Advocate for victims/survivors during the worst and most vulnerable time of their lives when they need help having their voices heard. This includes working both as advocates for victims, but also with government officials to implement the Best Practices/National Guidelines Protocol For Mass Casualty Crime.

Teaching – Provide first-hand knowledge from past experiences to community leaders and elected officials on how to effectively respond to mass casualty events without re-victimizing families of the deceased and survivors as well as provide compassionate care to victims by implementing our Best Practices/National Guidelines Protocol For Mass Casualty Crime.

Helping Hands – Provide help with no expectation, without taking advantage of victims/survivors when they are most vulnerable.

Building Bridges – Work with others for a common goal: to make sure that victims/survivors receive the help they need directly and without being re-victimized.

Collaborating – Collaborate, when necessary, with other non-profits that can provide direct care for victims.

Providing Compassion – Have compassion and empathy when working with and for the victims/survivors.

Prioritizing Ethics – We will perform our duties ethically.

RAPID/FIRST RESPONSE

VictimsFirst responds to mass casualty crimes that occur in public settings and that meet the federal definition where more than 4 people are murdered. However, we help when called upon for our expertise in tragedies where less than 4 people are killed.

After a mass casualty crime occurs, VictimsFirst responds by contacting affected organizations, politicians, and local community leaders directly. We send them our National Best Practices for Mass Casualty Crime to use as a guide and offer immediate and ongoing person-to-person support.

A significant component of this work is ensuring that victims receive 100% of the funds collected in the aftermath of a mass casualty crime in cash payments.

Predatory nonprofits are known to collect money that they claim is for the victims, however, far too often they never see those donations that the public intended to go to victims.

Even the most well-intentioned organizations need guidance with the collection of funds in the aftermath of a mass casualty crime, especially when this is the first time they have ever gone through a tragedy with such a horrific impact as a mass casualty crime.

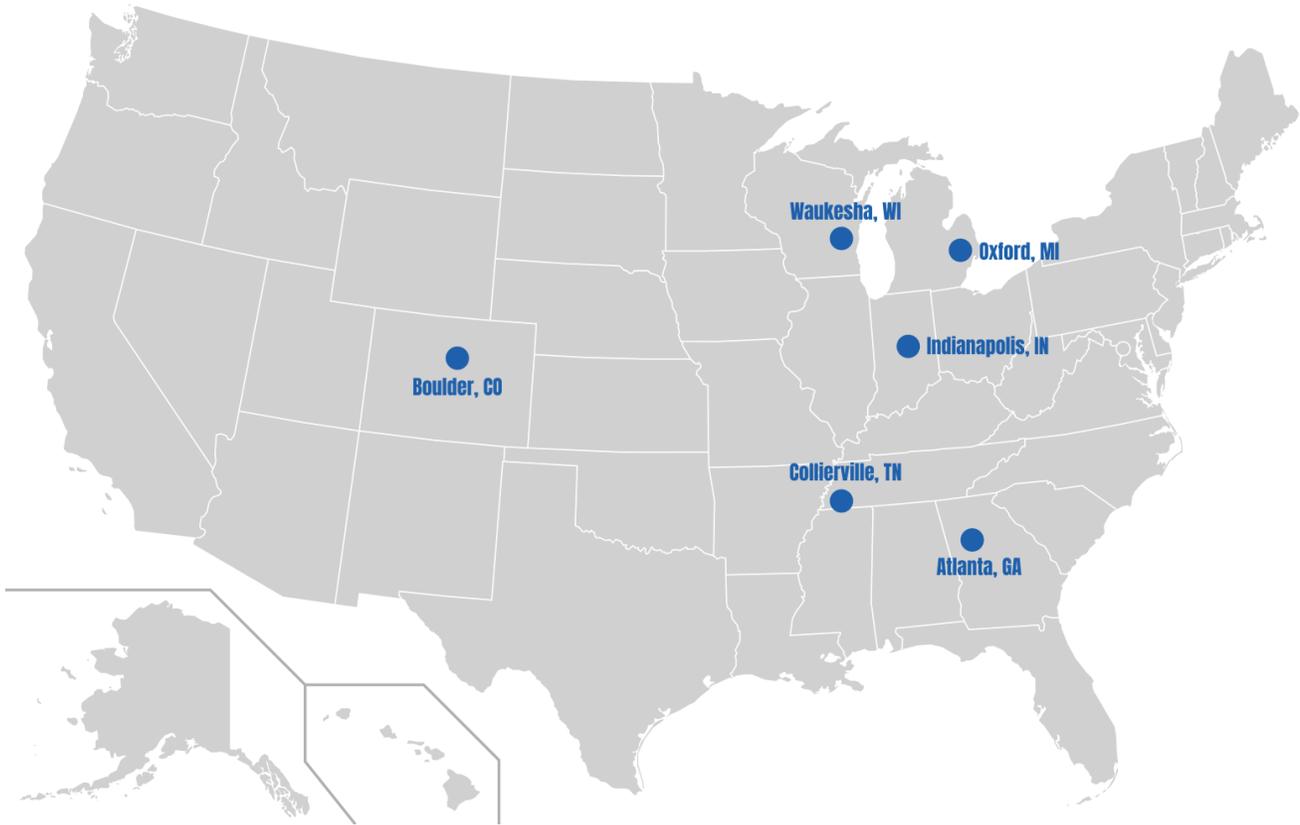
VictimsFirst provides this one-on-one guidance, using our past experiences to let leaders know what works, what doesn't, and who to call for additional insight and help.

In cases where local nonprofits and community leaders fail to publicly promise to give 100% of all collected donations directly to victims in cash payments, VictimsFirst will start a fund on GoFundMe where the public can give so that 100% of their donation will go directly to victims.

This was what happened in Boulder, Colorado. We collected \$25,800.00* and then disbursed checks to each of the 10 families of the murdered victims.

*VictimsFirst added funds to what we collected to make all the money was distributed equitably with each family receiving the same check amount.

In 2021, we responded to 6 mass casualty crimes across the United States and helped behind the scenes in two other facility shootings.



These included:

1. The spa shootings in Atlanta and Acworth, Georgia that occurred on March 16, 2021, where 8 were murdered and 1 was injured. Those taken were: Delaina Ashley Yaun (33), Xiaojie Tan (49), Daoyou Feng (44), Paul Andre Michels (54), Hyun Jung Grant (51), Soon Chung Park (74), Suncha Kim (69), and Yong Ae Yue (63).
2. The King Soopers shooting in Boulder, Colorado that occurred on March 22, 2021, where 10 people were murdered. Those taken were: Tralona Bartkowiak (49), Suzanne Fountain (59), Teri Leiker (51), Kevin Mahoney (61), Lynn Murray (62), Rikki Olds (25), Neven Stanistic (23), Denny Stong (20), Eric Talley (51), and Jody Waters (65).

3. The FedEx Facility shooting in Indianapolis, Indiana that occurred on April 15, 2021, where 9 people were murdered and 7 were injured. Those taken were: Amarjeet Johal (66), Jaswinder Singh (70), Amarjit Sekhon (49), Jaswinder Kaur (50), Samaria Blackwell (19), John Weisert (74), Karli Smith (19), and Matthew R Alexander (32). VictimsFirst provided guidance and helped to bring in the National Compassion Fund so that 100% of what is collected for victims goes directly to victims in cash payments.
4. The Kroger shooting in Collierville, Tennessee, where 1 person was murdered and 12 others were injured. Olivia King (70) was the victim of this shooting. VictimsFirst provided guidance and helped to bring in the National Compassion Fund so that 100% of what is collected for victims goes directly to victims in cash payments.
5. The Waukesha Christmas Parade massacre in Waukesha, Wisconsin, where 6 people were murdered and 62 others were injured. Those taken were: Jackson Sparks (8), Virginia Sorenson (79), Leanna Owen (71), Tamara Durand (52), Jane Kulich (52), and Wilhelm Hospel (81). VictimsFirst provided guidance, information on fundraising, and provided the protocol that was established in Orlando, Florida after the Pulse Nightclub shooting.
6. The shooting at Oxford High School in Oxford, Michigan that occurred on November 30, 2021, where 4 students were murdered and 7 others were injured. Those taken were: Madisyn Baldwin (17), Tate Myre (16), Hana St. Juliana (14), and Justin Shilling (17). VictimsFirst provided guidance and helped to bring in the National Compassion Fund so that 100% of what is collected for victims goes directly to victims in cash payments.

We also:

- Provided trauma specialist references for victims of the shooting at Roundy's Warehouse in Oconomowoc, Wisconsin that occurred on March 16, 2021, where . Those taken were Kevin Schneider (39) and Kevin Kloth (51).

VICTIMS FIRST, INC.

- Provided trauma specialist resources for the victims of the Mueller Manufacturing Plant shooting in Albertville, Alabama that occurred on June 15, 2021, where 2 employees were murdered and 2 others were injured. Those taken were: Michael Lee Dobbins (27) and David Lee Horton (44).
- Tracked victims funds and provided our National Protocol for Mass Casualty Crimes to the Amalgamated Transit Union and Working Partnerships USA for the shooting at the Santa Clara Valley Transportation Authority (VTA) in San Jose, California that occurred on May 26, 2021, where 9 people were murdered. Those taken were: Abdolvahab Alaghmandan (63), Adrian Balleza (29), Alex Ward Fritch (49), Jose Dejesus Hernandez III (35), Lars Kepler Lane (63), Paul Delacruz Megia (42), Timothy Michael Romo (49), Michael Joseph Rudometkin (40), and Taptejdeep Singh (36).
- Worked to ensure news reporting agencies utilized the NoNotoriety Policy when reporting on the trial of the Parkland shooter.
- Assisted the National Compassion Fund with the victims fund for the Surfside Condominium Collapse that occurred on June 24, 2021 and left 94 people dead.

VICTIMS FUNDS

IN 2021, WE DISPERSED A TOTAL OF \$31,110.66 TO MASS SHOOTING VICTIMS IN DIRECT PAYMENTS FOR EMERGENCY NEEDS

INDIANAPOLIS, IN

\$348.66 to cover a hotel room for a victim's immediate family in the aftermath of the mass shooting at the FedEx Ground facility (2021).

BOULDER, CO

\$25,800 collected and dispersed for the immediate families of the 10 murdered victims of the shooting at King Soopers (2021). 100% of the funds collected were equitably distributed. Each family received a check for \$2,580.00.

Funds Collected	Funds Distributed				
\$25,800	\$2,580	\$2,580	\$2,580	\$2,580	\$2,580
	\$2,580	\$2,580	\$2,580	\$2,580	\$2,580

AURORA, CO

\$170.00 distributed to victim of the Aurora Theater shooting (2012) to cover emergency food and transportation costs.

LAS VEGAS, NV

\$1,340.00 distributed to two victims of the Route 91 Harvest Music Festival shooting (2017) to cover emergency food and transportation costs.

ORLANDO, FL

\$3,452.00 distributed to two victims of the Pulse Nightclub shooting (2016) to cover emergency rent payments and transportation costs.

TOTAL HELPED

Total number of mass shooting victims helped with direct emergency financial assistance from VictimsFirst:

17

ANNUAL TOTALS

Boulder Victims Fund
Total Collected: \$25,800.00
Total Dispersed: \$25,800.00
Total Remaining: \$0.00

General Victims Fund
Total Deposited: \$22,614.33
Total Dispersed: \$5,310.66
Total Remaining: \$17,213.67

*Total Remaining amount reflects collected funds remaining on December 31, 2021. The General Victims Fund balance includes interest and a \$10 banking fee refund. US Bank also charged various banking fees to our accounts.

VICTIMS FUND

Sometimes, victims of mass casualty crimes struggle financially years after the tragic event. Unfortunately, this often goes unnoticed as new mass casualty crimes are committed and victims are forgotten. VictimsFirst created a VictimsFund to relieve the immediate financial burden of mass casualty crime by providing victims with cash payments to pay for emergency needs.

Currently, we are able to provide victims of mass casualty crimes with emergency financial assistance through direct cash payments up to \$2,500.00. Each victims who seeks financial assistance must complete our intake form and participate in a non-invasive vetting process. If approved, funds are sent directly to the victim as a gift through Zelle, PayPal, or check.

In addition to providing direct cash payments, we also work with other organizations to ensure that all financial needs are met. For instance, if a victim of a mass casualty crime needs monetary assistance that is over our limit, we work with organizations like the [Christina Grimmie Foundation](#) and [VTVCARE](#) to ensure that all financial needs are met.

We also work directly with communities and victims to ensure they are aware of financial aid available to them through state and local agencies, which often cover funeral costs and assist with other immediate needs.

In 2021, we gave 17 mass shooting victims a total of \$31,110.66 in direct emergency financial assistance.

BOARD OF DIRECTORS

Our Board of Directors leads the day-to-day functions of VictimsFirst, including first/rapid response to mass casualty crimes and the vetting process for our Victims Fund.

Members of the Board include:

- Anita Busch, President
- Dr. Zachary Blair, Vice President
- David Bilu, Director
- Javier Nava, Director
- Amanda Bean, Secretary/Treasurer

LEADERSHIP COUNCIL

Our Leadership Council provides guidance and assistance, helping to fulfill our mission by stepping in when specialized knowledge or skills are needed. When called upon, members of our Leadership Council are always ready to respond to the unique needs of each mass casualty crime.

Members of the Leadership Council include:

- Dr. E.K. "Ted" Rynearson
- Dr. Julie Kaplow
- Dr. Alison Salloum
- Coni Sanders
- Laura Takacs
- Bob Weiss
- Katie Medley
- Pardeep Kaleka
- Caren Teves
- Anson Williams
- Jackie Williams
- Caryn Kaufman
- Jasmine Madatian
- Nathaniel Smith
- Paige Gold
- Dr. Dan Eller
- Christina Hassinger
- Bryan Mosko
- Ricky Robertson
- Yvonne Crasso
- Tiara Parker
- Eric Mace
- Mary Kay Mace
- Jerri Jackson
- Marcus Grimmie

ENDORSEMENTS

We support a number of like-minded organizations, campaigns, and causes that help victims of mass shootings and mass casualty crimes.

This year, we worked particularly closely with the following organizations and campaigns. Please visit our website at <http://www.victimfirst.org/endorsements> for a complete listing of our endorsements.

The Christina Grimmie Foundation

<https://christinagrimmiefoundation.org>

VTV CARE

<https://www.vtvcare.org>

The National Compassion Fund

<https://nationalcompassion.org>

NoNotoriety

<https://nonotoriety.com>

Live-Evermore

<https://live-evermore.org>

National Heroes Day

<https://www.nationalheroesday.com>

FINANCIAL STATEMENTS

We believe that all nonprofit organizations should be completely transparent and we are committed to our own transparency. On our website, you will find our monthly accounting reports (prepared by Hebel Accountancy), our annual reports, and other financial documents. Additional documents can be requested by emailing contact@victimsfirst.org.

Victims First, Inc
Statement of Financial Position
December 31, 2021

ASSETS

Current Assets

Bank Account	\$ 34,523
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TOTAL ASSETS

34,523

LIABILITIES & NET ASSETS

Current Liabilities

Total Credit Cards	168
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Total Liabilities

168

NET ASSETS

34,355

TOTAL LIABILITIES & NET ASSETS

\$ 34,523

Victims First, Inc
Statement of Activities
for the period July 1 to December 31, 2021

Revenue	
Donation Platforms	
Total Revenue	\$ 75,160
Expense	
Programs	
Victims Support	31,111
Total Programs	<u>31,111</u>
Support Services	
Management and General	8,970
Fundraising	557
Total Support Services	<u>9,527</u>
Total Expense	40,637
Surplus (Deficit)	<u><u>\$ 34,523</u></u>

IRS LETTER OF DETERMINATION

After operating for years behind-the-scenes as a group of dedicated volunteers, VictimsFirst became an official nonprofit this year to expand our reach and ability to help more victims of mass casualty crimes. Below is our Letter of Determination, which states we are an official 501(c)(3) nonprofit. Our EIN is: 32-0656956.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

VICTIMS FIRST INC
4195 CHINO HILLS PARKWAY STE 593
CHINO HILLS, CA 91709

Date:

01/03/2022

Employer ID number:

32-0656956

Person to contact:

Name: Jason Sammons

ID number: 31616

Telephone: (877) 829-5500

Accounting period ending:

September 30

Public charity status:

170(b)(1)(A)(vi)

Form 990 / 990-EZ / 990-N required:

Yes

Effective date of exemption:

April 8, 2021

Contribution deductibility:

Yes

Addendum applies:

No

DLN:

26053574005091

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements