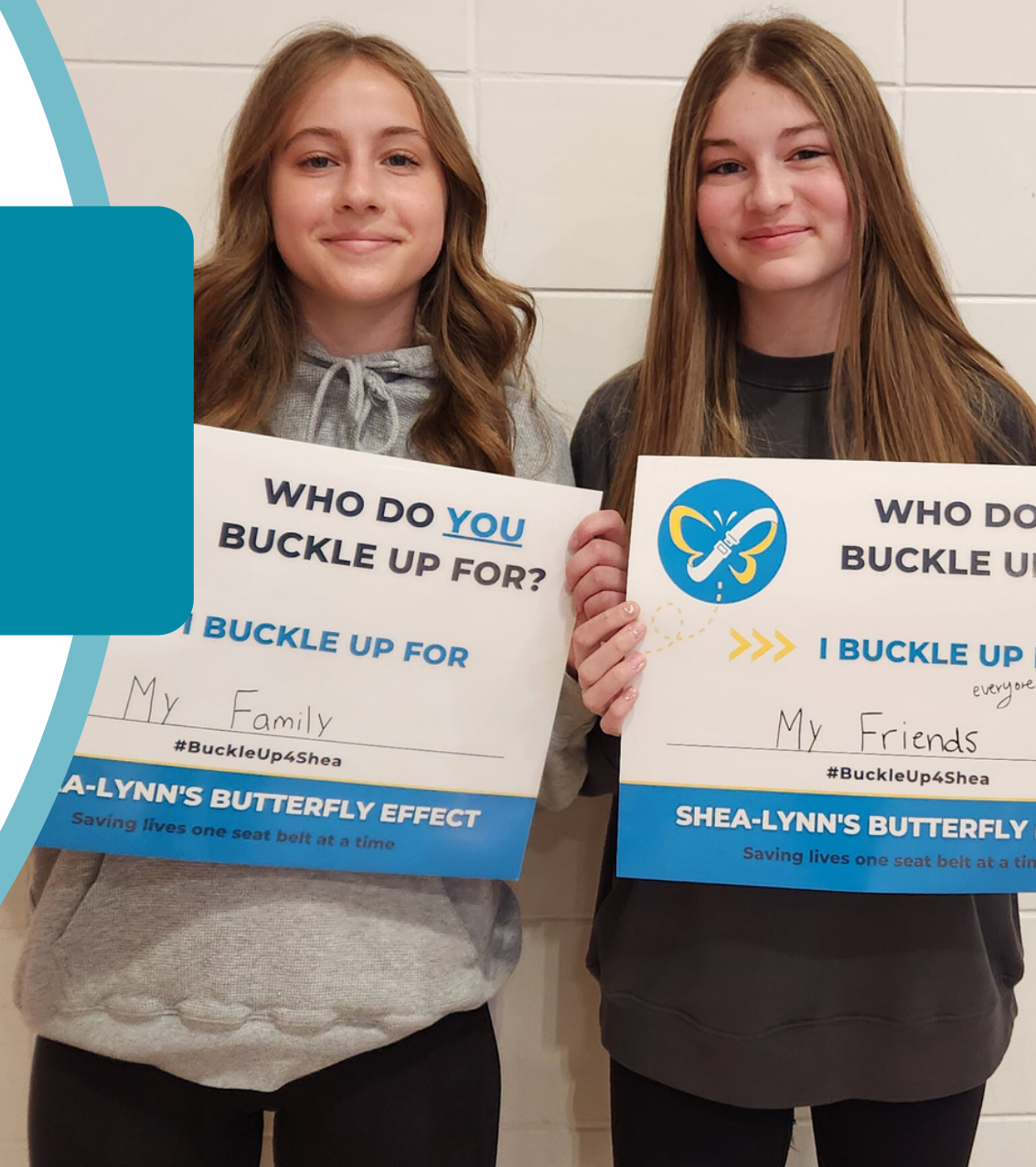


ANNUAL REPORT

2024

**SAVING LIVES ONE
SEAT BELT AT A TIME**



A MESSAGE FROM THE CHAIR

Dear Friends of Shea-Lynn's Butterfly Effect,

This past year was one of change and growth for Shea-Lynn's Butterfly Effect (SBE). Our leadership team worked tirelessly to develop a strategic plan, and we were blessed to see the creation of both our Revenue Development Committee (RDC) and our Finance Committee. All of these milestones will help us advance our mission and drive more impactful change.

Throughout the year, we were deeply moved by the conversations we had with people of all ages who shared with us their renewed commitment to wearing their seat belts every single time they get in the car. These stories fuel our mission and remind us that while we've made great strides, there is still so much work to do. So many more people to reach.

Measuring success in our efforts isn't always straightforward. Yet, every life saved, every pledge taken, and every conversation sparked brings us closer to our vision of safer roads and communities.

Thank you for being part of this journey with us.

With deep appreciation,



Brenda McGaw - Board Chair



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OUR MISSION



SHEA-LYNN'S BUTTERFLY EFFECT IS
A NOT-FOR-PROFIT ORGANIZATION
**COMMITTED TO ENHANCING
DRIVER AND PASSENGER SAFETY
BY INCREASING SEAT BELT
COMPLIANCE.**

OUR MISSION

THE STORY BEHIND THE LOGO

SEAT BELT

Central issue to why Shea-Lynn lost her life. It is what drives our mission - the need for seat belt compliance regardless of distance or perceived safety.

THE BUTTERFLY

Shea-Lynn not only had a personal connection with what a butterfly represented, but the “Butterfly Effect” concept is one that suggests every small action taken can have a domino effect and trigger a series of other events. We want our message to trigger a future of safer choices.

THE COLOUR YELLOW

One of Shea-Lynn’s favourite colours.



2024 IMPACT NUMBERS

SOCIAL MEDIA

While our focus is to educate and build awareness and engagement within our local community, our message has had far reaching impacts, resulting in followers from all around the world.

2024 GLOBAL IMPACT



PROJECTS



11

Presentations
Provided



1810+

Students & Parents
Impacted



1

Free Driving Lessons
Awarded



2

Seat Belt Checks
Conducted



1,626,601

Accounts Reached



235

Distributed

MOMENTS OF IMPACT

Through education, advocacy, and community engagement, we empower drivers and passengers to take an active role in adopting and promoting safe driving behaviours, reducing injuries and preventable tragedies on the road.

- 1 Soon to be new drivers from one of the Sturgeon Driver Training classes.
- 2 We enjoyed our day at the St. Albert Christmas Market spreading awareness about seat belt safety.
- 3 We were thrilled to have the SAS Volleyball club place our logo on all their warm up jerseys.
- 4 Grade 9 students from Lorne Akins Junior High School pledge to wear their seat belts every time.
- 5 William D. Cuts welcomed us into their school to deliver the iPledge presentation. We love our volunteers.
- 6 It is always a good time awarding a young driver free driving lessons as a part of our incentive program.
- 7 Grateful we got to spend the afternoon presenting to these grade 9 students, classroom style, at Camilla School. The conversation looked a little different with these students as they live in a rural area.
- 8 Family photos from our first winter mini photo fundraiser.



ABOUT THE BOARD OF DIRECTORS

A Board of Directors oversees the strategic direction and policies of an organization. They provide guidance and make decisions on behalf of stakeholders, ensuring accountability, compliance, and the organization's overall success.

This requires behind-the-scenes planning and meetings. Our success would not be what it is without you. Thank you!!



Brenda McGaw
Chair



Catharine Phillips
Vice-Chair



Todd McGaw
Treasurer



Halle Crotty
Secretary, served until Sept, 2024



Fiona Zawadzki
Director



Cathy Schwer
Director



Lana Crotty
Director, served until Nov, 2024

OUR REVENUE DEVELOPMENT COMMITTEE

Elaine Guile, Chair

Isabella Komlenic, Vice Chair

Cathy Schwer

Russ Phillips

THANK YOU FOR YOUR EFFORTS

OUR 2024 SUPPORTERS

Thank you to the many corporations, organizations, foundations, and individuals who generously donate services and funds to help Shea-Lynn's Butterfly Effect! Your generosity and willingness to be a part of the solution, helps us get life-saving seat belt safety information into the schools and homes of our communities. You make everything possible!

Every effort is made to ensure the accuracy of our lists. If you notice any inaccuracies in our records, please reach out to us at 780.554.5447 so we can make corrections.

LEADERS (\$5,000 - \$9,999)

Anne Silverstein

IMPACTERS (\$1,000 - \$4,999)

MCW Hemisphere Ltd.
Catharine Phillips

CHAMPIONS (\$500 - \$999)

Cecelia Clarke
Elaine Guile

FRIENDS (\$100 - \$499)

Bill & Diane McGaw
Mary Walters
Jaqueline Crawford
Shirley Luciani
Kenneth Konecoff
Barbara Amundson
Kristi & Jon Harnish
Connie Boden
Jill Rehim
Mary Jo Schnepf
Linda Hamilton
Fiona Zawadzki

Sue Smith
Joanne Mckay
Donna Jewett
Rena Williams
Alan Garland
Deidre Lazenby-Herbert
Cathy Schwer
Jeremie Gagnon
Debbie & Marc Breslawsky
Jonathan & Kristi Harnish
Jack & Colleen Macdonald

GIFTS IN KIND

Sturgeon Driver Training

WE CAN'T **THANK**
YOU ENOUGH!

2024 FINANCIAL BREAKDOWN

SUMMARIZED STATEMENT OF OPERATIONS

REVENUES

For the year ending
December 2024

Fundraising	\$5,188.00
Donations	\$15,745.22
Sales	\$1,423.91
Cost of Goods Sold	\$1,117.75
Total Revenue	\$21,239.38

EXPENSES

Advertising & Promo	\$3,135.79
Office & Administration	\$2,048.38
Supplies	\$1,283.17
Travel	\$232.37
Total Expenses	\$6,699.71
Excess Of Revenue Over Expenses	\$14,539.67

This information is extracted from Shea-Lynn's Butterfly Effect's financial statements, which can be obtained through Shea-Lynn's Butterfly Effect.



THANK YOU

**WEARING A SEAT BELT IS EASY.
FAILING TO BUCKLE UP CAN
CHANGE EVERYTHING. LET'S
KEEP EACH OTHER SAFE.**

CONTACT US AT :

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-  info@slbutterflyeffect.org
-  www.slbutterflyeffect.org

FOLLOW US ON :

-  @shealynnsbutterflyeffect
-  @shealynnsbutterflyeffect