



2025 ANNUAL REPORT

A Year of Impact,
Powered by Community



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A NOTE FROM LEADERSHIP

Dear Friends and Supporters
of Shea-Lynn's Butterfly Effect,

We are pleased to share our
2025 Annual Report with you.
As we reflect on the past year,
we are grateful for the
continued support, trust, and
encouragement shown to
Shea-Lynn's Butterfly Effect.

This year brought meaningful
progress, important learning,
and moments that reaffirmed
why this work matters. While
growth did not always move at
the pace we hoped, each step
strengthened our foundation
and deepened our connection
with the communities we
serve.

We remain committed to
advancing road safety through
awareness, education, and
shared responsibility, knowing
that prevention today protects
families tomorrow. Thank you
for standing with us and
helping to create safer roads
for everyone.



CORY ALBRECHT
BOARD CHAIR



BRENDA MCGAW
FOUNDER & EXECUTIVE
DIRECTOR (SHEA-LYNN'S MOM)

WHY WE MATTER

Every time someone gets into a vehicle
without buckling up, the risk extends far
beyond that individual. Seat belts are the
**single most effective way to reduce serious
injury and death** in a collision, yet too many
lives are altered forever because one simple
decision was not made, or because no one felt
empowered to speak up.

But here's what we need to remember...the
choices we make on the road do not impact
just us. They impact the people who love us,
depend on us, and expect us home. When a
crash results in serious injury or loss of life,
families are left to carry the emotional and
financial consequences that follow, for years to
come, if not a life time.

Despite common assumptions, resistance to
wearing a seat belt has not disappeared. In
Canada, approximately **one in three road
fatalities** involve someone who was **not
wearing a seat belt** at the time of the crash,
and youth continue to have the lowest seat
belt use of any age group. These are
preventable losses, and a reminder that
awareness, education, and intervention still
matter.

This is not easy work. Prevention is often
invisible, and the lives we help protect are not
always reflected in headlines or statistics. Yet
through our programs, presentations, and
conversations, we see the impact unfold in
real life: when a student pledges to buckle up,
reminds a friend to do the same, or speaks up
even when it feels uncomfortable. These
moments of realization, small as they may
seem, are where change truly begins.

We matter because this work creates that
change, not after tragedy, but before it
happens, ensuring that drivers and passengers
get home to the people who love them.



COMMUNITY



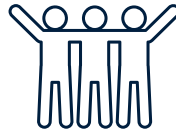
8603

Total People Reached



22

Events Attended



426

Volunteer Hours



THIS WAS THE BEST AND MOST IMPACTFUL PRESENTATION I'VE BEEN IN.

~Cash Daub, Sturgeon Driver Training student



PROGRAMS



27

iPledge Presentations Provided



2066

Students & Parents Reached



2

Seat Belt Checks Conducted



1

Free Driving Lessons Awarded



62%

Before iPledge



91%

After iPledge

Students **committed** to bucking up consistently



2

Business Presentations Provided



THE PRESENTATION REALLY HELPED ME SEE JUST HOW IMPORTANT WEARING A SEATBELT IS AND REALLY OPENED MY EYES TO THE CONSEQUENCES OF NOT WEARING A SEATBELT.

~Anonymous Student, Sturgeon Driver Training student



SBE Volunteer, Ava Demeter, proudly pledges to buckle up at the Alberta Blue Cross employee Wellness Block Party



EDUCATIONAL PRESENTATIONS

SCHOOL PROGRAMS

iPledge is SBE's flagship youth program, designed to empower grade 9 students to take an active role in their own safety as passengers and future drivers.

Through real-life storytelling, road safety statistics, and group activities that challenge common seat belt myths, students learn how quickly situations on the road can change and why speaking up matters.

Each session ends with students signing a pledge banner, promising to buckle up and make safer choices for themselves and their friends.

In 2025, *iPledge* reached **2066 students and parents** across **27 presentations**.

“**THE BIGGEST LESSON I LEARNED IS THAT NO MATTER WHERE YOU SIT IN A CAR, BACK OR FRONT, YOU CAN GET HURT. SEAT BELTS TRULY ARE LIFESAVING.**

~Quinn Trainer, VJM

+599



Additional students promised to buckle up every time

Increasing seat belt commitment from **61% to 91%**

“

THE TEAM REALLY ENJOYED YOUR PRESENTATION AND IT HIT HOME WITH ALL OF THEM.

~Greg Kopchuk, Owner Molly Maid Edmonton

”

WORK PLACE SAFETY MEETINGS

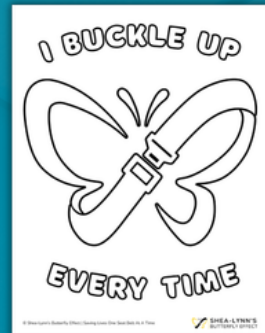
Road safety extends to drivers and passengers of all ages, in all settings. In 2025, Shea-Lynn's Butterfly Effect reached **115 employees** across **2 organizations** by piloting workplace safety presentations in industries such as construction and cleaning services — fields where employees are often on the road

Delivered during staff safety meetings, these sessions reinforced the importance of wearing a seat belt on every trip and connected everyday driving decisions to the safety of employees, their families, and their co-workers.



Workplace team meeting with Molly Maid Edmonton





EDUCATIONAL RESOURCES

COMMUNITY RESOURCES

In 2025, Shea-Lynn's Butterfly Effect expanded its educational resource library with the development of **4 new tools** designed to support road safety conversations beyond the classroom and workplace.

These included materials highlighting the risks associated with aftermarket seat belt accessories, conversational prompt postcards to guide in-the-moment discussions and encourage speaking up, and age-appropriate colouring sheets to introduce younger children to seat belt safety in an accessible way.

“**THE BIGGEST LESSON THAT I LEARNED IS THAT NOT WEARING A SEAT BELT MIGHT NOT ONLY AFFECT ME BUT ALSO THE ONES AROUND ME. ESPECIALLY FAMILY AND FRIENDS.**”

~Anonymous Student, ESMY

These resources allow families, educators, and community partners to continue the conversation long after a presentation ends, reinforcing the importance of buckling up every time.

STUDENT AMBASSADOR AWARD

GET HOME SAFE MEMORIAL AWARD

The Get Home Safe Memorial Award recognizes students who demonstrate leadership in promoting seat belt safety within their schools and communities.

After participating in an SBE presentation, students apply by researching, creating, and sharing their own road safety message, strengthening critical thinking and peer-to-peer influence.

In 2025, **9 students applied**, with **1 recipient selected**. The recipient received a certificate, public recognition, and free driving lessons with an accredited driving school.



COMMUNITY ENGAGEMENT

SPREADING AWARENESS

Community spaces are powerful places to spark road safety conversations.

In 2025, Shea-Lynn's Butterfly Effect attended **22 community events** and engaged in **8,603 direct conversations** with drivers and passengers of all ages. Through interactive booths and hands-on demonstrations, many attendees were exposed to our message throughout each event.

In addition, we shared awareness content through social media, reinforcing safer choices all year-round.

I ALWAYS BELIEVED THE BACK SEAT WAS SAFER; NOW I KNOW THE TRUTH.

~Kaylee, Sturgeon Driver Training student



8603

Total People Reached



22

Events Attended



Kids colouring at the Neutral Ground event



Sonya Qaderi volunteers at the St. Albert Summer Market



Booth at the St. Albert Christmas Market

SEAT BELT CHECKS

HIGH SCHOOL PROGRAM

Our High School Seat Belt Check program is designed to increase awareness, not penalize students.

Conducted in partnership with **2 participating schools**, these checks catch students and families before they leave the parking lot and reinforce the habit of buckling up. Throughout this event, teachers and students are engaged in conversations about seat belt safety, encouraging safer choices and sparking dialogue about personal responsibility on the road.



Cpl. Nautic assists SBE at the Bellerose Composite High School, seat belt check.



Students and teachers at Paul Kane High School during their seat belt check.

FUNDRAISERS OF THE YEAR

2025 marked the first year Shea-Lynn's Butterfly Effect hosted multiple fundraisers, bringing the community together in support of our mission to save lives through seat belt safety education. We began with **Cookies for a Cause**, a heartfelt initiative in memory of Shea-Lynn's love of sweets, by partnering with **Crumbl St. Albert**, where supporters purchased cookies knowing each bite contributed to road safety education.

Next, we hosted our first **silent auction at Central Social Hall**, providing a space for the community to connect, bid on donated items, and support our programs.

The final event of the year was our marquee event, the **Buckle Up Benefit**, a signature

evening that combined education, inspiration, and community celebration to raise awareness and funds for SBE's programs.

Together, these events **raised a total of \$37,189**, providing critical support for program delivery, educational resources, and community outreach.

We extend our heartfelt thanks to our sponsors, silent auction donors, attendees, guest speakers, committee members, and everyone who made these events possible. Your generosity and commitment have directly contributed to advancing our mission, helping us reach more students, families, and community members with life-saving seat belt safety education.



OUR VISION

A world where everyone travels safely on the road.

OUR MISSION



Shea-Lynn's Butterfly Effect is a charity committed to enhancing driver and passenger safety by increasing seat belt compliance.

OUR VALUES



These values and guiding principles guide our decisions, interactions, and program development.

Build a Foundation of Trust

- Integrity
- Professionalism
- Quality
- Collaboration

Serve with Care

- Compassion
- Kindness
- Authenticity
- Advocacy

Scan me to donate.



CHARITY PILLARS

SBE's charitable activities are guided by the following pillars of focus:



Educational Programs & Presentations

SBE delivers structured, age-appropriate road safety programs that teach drivers and passengers the importance and proper use of vehicle restraints.



Educational Materials

SBE develops accessible, evidence informed resources that reinforce key safety messages and support learning for families, students, educators, and the public.



Awards & Scholarships for Road Safety Advocates

SBE's Get Home Safe Memorial Award recognizes students who demonstrate leadership in promoting seat belt safety and advancing road safety education.



Community Outreach & Public Awareness

SBE engages the public through community events, digital content, and outreach initiatives that extend the reach of its educational programming.

2025 MILESTONES

JANUARY 2025

January 7: Received our first grant from Alberta Blue Cross

MAY 2025

May 21: Launched the interactive seat belt display

OCTOBER 2025

October 22: Granted charity status

OCTOBER 2025

October 25: First signature fundraiser (The Buckle Up Benefit)

NOVEMBER 2025

November 14: On Global Edmonton for National Seat Belt Day

DECEMBER 2025

December 5: Became a certified passenger safety technician

2025 FINANCIAL BREAKDOWN

SUMMARIZED STATEMENT OF OPERATIONS

REVENUES

For the year ending
December 2025

Donations	\$53,130
Fundraising	\$43,707
Merchandise Revenue	\$1,547
Program Service Fees	\$400
Total Revenue	\$98,784

EXPENSES

Supplies	\$18,524
Wages	\$4,380
Travel	\$3,243
Business Taxes, Licenses, & Memberships	\$2,936
Office	\$2,510
Purchases	\$1,892
Insurance	\$1,475
Advertising & Promotions	\$1,143
Amortization	\$179
Interest & Bank Charges	\$123
Professional Fees	\$113
Postage & Shipping	\$95
Total Expenses	\$36,613

Excess Of Revenue Over Expenses	\$62,171
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This information is extracted from Shea-Lynn's Butterfly Effect's financial statements, which was prepared by Kingston Ross Pasnak LLP and can be obtained through Shea-Lynn's Butterfly Effect.

OUR 2025 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 records, but it is important to note that we do not post names without permission. If we did not collect your permission but you would like to be recognized, or if you notice any inaccuracies in our records, please reach out to us at 780.554.5447 so we can make the correction.

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

- John Cloutier

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

- Alberta Blue Cross
- Anne Silverstein
- BNI Alberta North
- Catharine Phillips
- Emerald Property Inspections
- Hammer Injury Law
- Hasti Maloufi (3rd Party Fundraiser)
- Joanne Bannister
- Matt Scheffler
- MCW Hemisphere Ltd.
- Rotary Club of St. Albert
- Sturgeon Driver Training
- William D Cuts Junior High School



Rotary Club of St. Albert presenting us with a Community Services grant for our legacy video project

CHAMPIONS (\$500 - \$999)

- | | | |
|----------------------|------------------------|---|
| • Bill & Diane McGaw | • Donna Jewett | • Lisa Saul |
| • BNI Saint City | • Fran & Al Olson | • Monica Barclay |
| • Brent MacDonald | • Jodie McFadzen | • Neil Rouse Realty Inc. |
| • Dianne Honig | • Jon & Kristi Harnish | • Vu Impact Fund at Edmonton Community Foundation |

WE CAN'T THANK YOU ENOUGH!

OUR 2025 SUPPORTERS CONT...

FRIENDS (\$100 - \$499)

- Alan Garland
- Alison Howes
- Amrut Group Inc.
- Andrew Ford
- Art & Linda Scheffler
- Beatrice Plath
- Betsy Ellingson
- Brian Geislinger
- Catherine Lefebvre
- Charlene Zoltenko
- Cheryl Cariou
- Cheryl Linklater
- Clinton Whitson
- Connie Sneddon
- Dave & Lisa
Girling/Hayes
- Debra Canto
- Debra Poppy
- Diane Lamb
- Donna Petric
- Erin Richardson
- Faith Farthing
- Fiona Zawadzki
- Gilles Belland
- GCS General
Contracting Services
Inc.
- Hailey Benedict
- HML Contracting Ltd
- Jane Kumish
- Jane La Pado
- Janice Huston
- Janifer Atchity
- Jason Babichuk
- Jean Lew
- Jeri Featherley
- Jill Christiansen
- Jill Rehim
- Jim & Joanie Olson
- Jody Arens
- Joe Waldner
- Joanne Tarleton
- John & Rachel
McDonnell
- Joshua Sager
- Judy Bengali
- Karen Pacheco
- Karen Whitney
- Keith Waldbillig
- Ken Snyder
- Kenneth Konecuff
- Krista Lafleur
- Laura Gutierrez
- Laurie Marvin
- Leann Ebert
- Linda Hamilton
- Louise Hayes
- Lynne Mack
- Madasyn Moore
- Marla Muldoon
- Mary Walters
- Marysia Weiss
- Maureen LeClair
- Michael Rue
- Mohit Bhutani
- Myrna & Randy Peets
- Nolene Miller
- Norma Wolf
- Patricia McDonnell
- Paul Gurtler
- Paul Zubick
- Paulette Rodziewicz
- Phil Moreau
- Rachelle Westover
- Rebecca Driscoll
- Rosanna Fischer
- Roseann Jones
- Ruth Linden
- Sandra Rhoads
- Sherri Maksymic-
Koziol
- Shirley Luciani
- Sue Parker
- Sue Smith
- Sue Wilkins
- Terri Farlinger
- Troy Huot
- Troy Zanatta - Rest-
Well Mattress
Company Ltd.
- Valinda Martin
- Vivian Allen
- Wendi Varley
- Yvonne Roppo
- Zach Belland
- 2354696 Alberta Ltd.
Omnia Training

*** Names noted reflect gifts over \$100 made between January 1, 2025 and December 31, 2025 only.*

EVENT SPONSORS

- Nordic Mechanical Services Ltd.
- West Edmonton Hyundai
- Sam Elias of RE/MAX Professionals
- Mortgage Architects (Karen Pacheco)
- Go Auto
- North Central Dental
- The Red Tin Barn
- Jon & Kristi Harnish
- Leading Edge
- Foxhaven Construction Group
- Acera Insurance - Randy Denton
- Cosy Insulation & Roofing
- Dave & Cheryl Linklater, RE/MAX Elite
- Kevin & Barbara Amundson
- Amanda Swanson Photography
- Stirling John

*** We are also so grateful to the many individuals and organizations who attended our events or donated items to our silent auction and other initiatives throughout the year.*

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!!



Cory Albrecht
Chair



Cathy Schwer
Director



Catharine Phillips
Vice-Chair



Cecelia Clarke
Director



Nancy Beauchemin
Treasurer



Brenda McGaw
Director



Todd McGaw
Secretary

OUR REVENUE DEVELOPMENT COMMITTEE

Elaine Guile, Chair
Isabella Komlenic, Vice Chair
Cathy Schwer
Chioma Nwaokolo

And Helpers

Russ Phillips
Valerie Kosik-Sawyer

2025 AWARDS & CERTIFICATIONS



THANK YOU FOR YOUR EFFORTS

THE STORY BEHIND THE LOGO

SEAT BELT

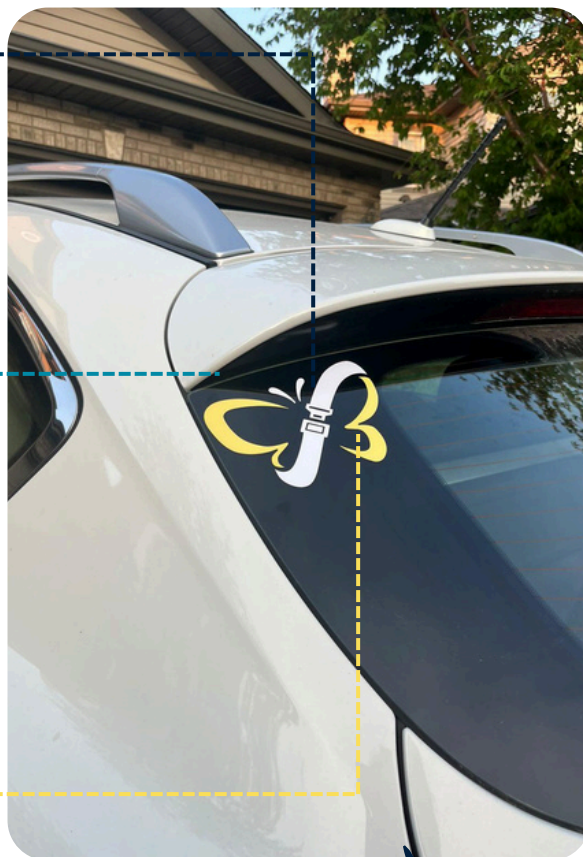
The central reason to why Shea-Lynn lost her life. It is what drives our mission - the need for seat belt compliance regardless of distance or perceived safety.

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.



Scan me to visit our store.





THANK YOU

TOGETHER WE MADE PROGRESS

CONTACT US AT :



780-554-5447



info@slbutterflyeffect.org



www.slbutterflyeffect.org

FOLLOW US ON :



@shealynnsbutterflyeffect



@shealynnsbutterflyeffect

