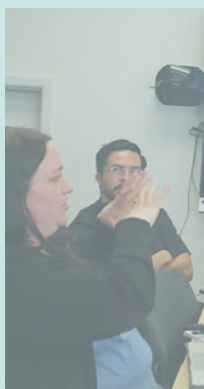


Annual Report

April 2025 – March 2026



Executive Director's Message



Twenty-five years ago, a small group of Alaskans sat around a table and asked a question that has shaped everything since. What if safety was something a whole community built together, not a rule handed down, but a conversation held across every sector, every generation, every voice that had something to say?

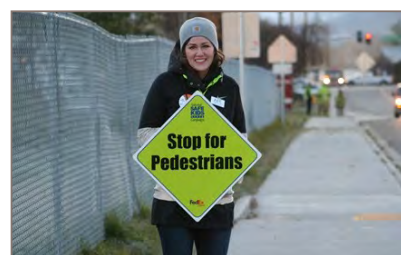
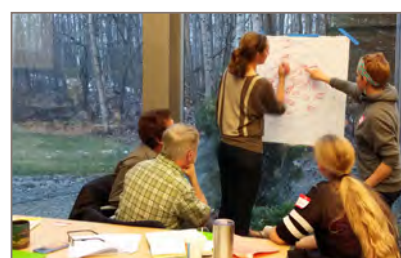
This annual report covers a remarkable year, one that also marks 25 years of this organization's life. I find myself reading through the program updates, the data, the quotes from participants, and feeling something that is hard to name but easy to recognize. It is the feeling of watching something you believed in become something real.

Look at what is in these pages.

Years ago, volunteers from our team stood on dark Anchorage streets in winter, counting pedestrians, lifting the voice of vulnerable populations, and advocating for pedestrian safety. That same spirit of showing up, literally and physically, for the people around us is still here, now expressed through a neuromarketing lab that local and international organizations can access and through teen filmmakers at Alaska Teen Media Institute who are creating the next generation of road safety campaigns.

One of the things I am most proud of is the work that rarely makes headlines. For years, our teams have been building the case that the conditions shaping people's lives, connection, culture, belonging, and opportunity, are as powerful as any single intervention. This year, that work deepened across Alaska, reaching behavioral health clinicians, Tribal health organizations, and the Anchorage Youth Development Coalition (AYDC) and statewide community coalitions working to put shared risk and protective factors into practice. When youth feel they matter to their community, 83% of measured problem behaviors decrease. This is what a culture of safety requires.

Closer to the ground, the work this year was full of moments that mattered. A grandmother, who we helped with a car seat three or four times, wrote simply: "It is so important for me to feel my grand is safe." After a Second Order Change workshop, a youth worker described how changing their approach with a struggling young person helped them connect. An AYDC member said there is nowhere else in Anchorage where so many organizations cross paths. A high school student named Honour, served as a



Youth Matter Grants assistant, sitting at the same table as organizations that have been doing this work since before she was born.

What strikes me most, looking back over 25 years, is that this organization has always known something that research has only recently caught up to: Safety, with a capital S, goes beyond not being injured, and includes the presence of connection, belonging, and feeling like you matter to the people around you. We built programs around that belief before it was fashionable.

The Board and staff list in this report tells its own story. We have Board members who have been here since 1999. Our staff team brings genuine expertise, deep commitment, and institutional wisdom that cannot be manufactured. We had graduate interns begin working with us in April. With our mentorship, a new CarFit provider is now operating in Fairbanks. A teen safety media campaign is heading into statewide distribution to raise youth voice. All of this is guided by a collaboratively crafted living strategic plan that runs through 2030. The work continues to be carried out by people who believe in it.

To every funder, partner, coalition member, board member, and community volunteer who has been part of this story: this is your work too. Every car seat checked, every young person who discovered their voice, every professional who left a workshop a little more equipped to show up for the people in their care, that happened because of this community.

The question we started with, “what if safety was something a whole community built together?” is still the right question. And the people in this organization, and across this community, are still the right people to answer it.

With deep gratitude,

Marcia Howell, J.D.

Executive Director

Center for Safe Alaskans

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Celebrating Our Story

Safe Alaskans celebrated 25 years of community impact at an event in October, joined by those who've put their hearts into making Alaska a safer place over these many years. The event included [a video produced by Alaska Teen Media Institute.](#)



Alaskan Injury Prevention Coalition Forms

Injuries were the leading cause of death for children and young adults in Alaska, traffic crashes, drowning, violence, and suicide affecting communities statewide. A small group of advocates came together to prevent tragedies, laying groundwork for what would go on to become the Alaska Injury Prevention Center.

Late 90's



Anchorage Youth Development Coalition Forms

Youth-serving organizations across Anchorage united around a shared commitment to help young people thrive. Research increasingly showed that connection, belonging, and opportunity were as essential to safety as any single prevention program, shaping how the work was approached.

Late 90's



Alaska Injury Prevention Center Achieves 501(c)(3) Status

With Ron Perkins as founding Executive Director and a team of two, the Alaska Injury Prevention Center became an official nonprofit. Partnering with health systems, schools, and law enforcement, they sought to understand where injuries were happening and why, and build practical and data-driven prevention strategies grounded in epidemiology, research, and community collaboration.

2000



Anchorage Certified as an International Safe Community

Anchorage became only the second U.S. city to receive International Safe Community certification, recognizing a collaborative, data-driven approach to community safety. Programs like Kids Don't Float, child passenger safety initiatives, and pedestrian safety campaigns were already saving lives. Staff and volunteers even counted pedestrians on dark winter streets to advocate for reflective gear and safer crossings.

2001

AIPC and AYDC Merge

The Anchorage Youth Development Coalition merged with the Alaska Injury Prevention Center, reflecting a growing understanding injury prevention and positive youth development interconnected.

2015



Name Change to Center for Safe Alaskans & Redesignation

The Alaska Injury Prevention Center changed its name to Center for Safe Alaskans to reflect its expanded core purpose. Improving safety and promoting well-being were added to preventing injury. The organization also earned redesignation as an International Safe Community.

2018



“Housed At” Phrase Established

The phrase “housed at Center for Safe Alaskans” was adopted to describe the relationship between the Anchorage Youth Development Coalition and Safe Alaskans. Rather than “being a program of,” “housed at” was chosen to honor the deep integration of coalition and Safe Alaskans, bringing the full team together as a family.

2020



25 Years of Operation

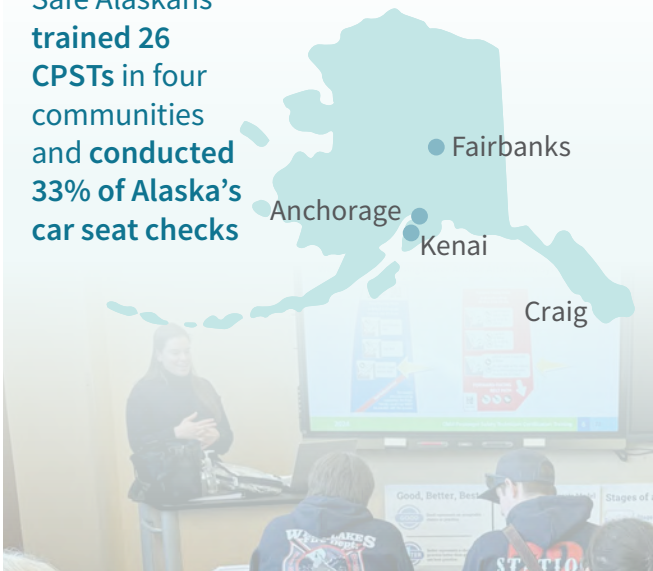
Center for Safe Alaskans celebrated twenty-five years of operation, a testament to what sustained commitment can build. Its fully staffed team brings expertise, dedication, and institutional wisdom. The team is growing, adding capacity to meet community needs.

2025

Injury Prevention

Safe Alaskans remains committed to reducing traffic-related injuries and fatalities through evidence-based interventions.

Safe Alaskans trained 26 CPSTs in four communities and conducted 33% of Alaska's car seat checks



96% of caregivers felt very knowledgeable about car seats after their appointment with Safe Alaskans

"I am SO extremely grateful they helped me 3-4 times now! So important for me to feel my grand is safe!"
- Car Seat Check Participant

A total of eight Child Passenger Safety Technician (CPST) certification courses resulted in 26 new technicians now serving Anchorage, Craig, Fairbanks, and Kenai. Between April 2025 and March 2026, Safe Alaskans CPSTs conducted 430 car seat checks, representing 33% of all car seat checks completed statewide, and distributed 253 car seats, or more than half of the 490 car seats distributed across Alaska. Of caregivers who shared their feedback about their Safe Alaskans CPST appointment, 96% of caregivers

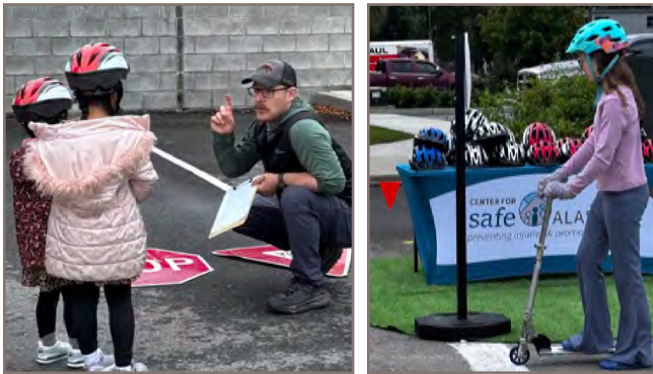
felt very knowledgeable about car seats after their appointment — an increase from 53% before their appointment. As one grateful grandmother shared, "I am SO extremely grateful they helped me 3-4 times now! So important for me to feel my grand is safe!"

Teen driving safety work included increasing access to Ready Assess, a computer-based driving skills check. Through partnerships with educators and community partners, Safe Alaskans is working to offer the program in Prince of Wales Island, Kenai, Cordova, Mat-Su, Anchorage, and Fairbanks. University of Alaska Anchorage student Hilary Larsen interned with the team and helped to expand the program. Applying Safe Alaskans' own research showing comprehensive mindfulness courses can have positive impacts on distracted and angry driving scores, bite-sized mindfulness exercises are offered during Ready Assess appointments.



Top: University of Alaska Anchorage student Hilary Larsen helped expand Safe Alaskans' teen driving feedback program. Bottom: Ready Assess station Safe Alaskans set up at Kenai Peninsula Driving.

Safe Alaskans piloted its first traffic garden in partnership with the Alaska Department of Transportation, Bike Anchorage, and the Alaska Children’s Museum. At the Anchorage event, 55 families with a total of 85 children practiced critical safety behaviors like looking both ways and using crosswalks. Caregivers viewed it as a practical tool for teaching safety, and partners expressed excitement about expanding this resource statewide.



Safe Alaskans leading a traffic garden pilot event to help children and caregivers learn safety basics through play.

Through its reflective tape program, Safe Alaskans mailed tape to 776 households and worked with 197 organizations, distributing 67,331 pieces total. Participants are encouraged to provide feedback via a survey. Seventy-three percent of respondents report “almost always” using the tape when walking at night. One respondent described how their family of six walked to the store after heavy snow, using reflective tape for safety. Another noted

their experience as a driver, stating “... I did see a pedestrian’s reflective tape on their shoes in my car headlights long before I saw the actual person last night.”



Safe Alaskans staff attending Anchorage’s Bike to Work Day.

Safe Alaskans presented CarFit, a program helping older drivers assess how their vehicles fit their physical abilities, to multiple organizations statewide. These presentations sparked interest and helped establish a new CarFit provider in Fairbanks through the Aging and Disability Resource Center–North, which held its first event in September.



Safe Alaskans onboarded a new CarFit provider in Fairbanks.

Anchorage Youth Development Coalition

The Anchorage Youth Development Coalition (AYDC) continued its work to create a space where Anchorage's youth-serving sector connects, learns from one another, and strengthens collective impact.

Coalition meetings featured member spotlights and peer-led discussions, spotlighting Cook Inlet Tribal Council's Denetchin Lab, Big Brothers Big Sisters, Anchorage Park Foundation, Alaska Teens Against Abuse, and Trajectory Youth Initiatives. Topics ranged across youth behavioral health, provider well-being, and leadership development. In a 2026 member survey, 88% of respondents said they valued their AYDC involvement, with one noting, "[I most value] the gathering of diverse organizations that all work with youth. There is nowhere else I can think we ALL cross paths."



Anchorage Youth Development Coalition meeting.

AYDC's Leadership Team developed a comprehensive FY26-30 strategic plan through a member-driven process. The plan focuses on five areas: Amplify Programs, Financial Sustainability, Strengthen Advocacy, Thriving Coalition, and Youth Voice. AYDC welcomed four new Leadership

Team members from Big Brothers Big Sisters, South Central Foundation, Pasifika Pathways, and Onward and Upward.



Anchorage Youth Development Coalition strategic planning session.

In response to member feedback desiring peer connection and practical strategies, AYDC launched the Professional Learning & Development Series with hybrid workshops on youth voice, communication, online safety, and compassion fatigue. Participants left ready to apply what they learned to strengthen their practice. Recalling the "Ask, Listen, and Encourage" workshop, one member noted, "The material gave me much to think about when engaging in conversation with youth and building good positive experiences and outcomes for those I work with."



Second Order Change 2026 cohort.

AYDC's Second Order Change delivered social-emotional learning professional development to ten participants from five youth-serving organizations. Participants improved in an average of ten of 21 SEL skill areas, with the greatest growth in recognizing strengths—and nine of ten said they'd recommend the series to colleagues. One participant noted, "I learned a lot of different techniques that I can bring to my work."

Through Youth Matter Grants, AYDC awarded five \$5,000 grants to Alaska Theatre of Youth, Alaska Youth for Environmental Action, Alaska Dance Theatre, Denali Family Services, and Anchorage Youth Court. The projects strengthened mental health and wellness, built confidence and social-emotional skills, expanded access to trusted adults and resources, elevated youth voice in civic and environmental decisions, and created welcoming spaces where young people feel valued and supported. A community celebration in June 2025 wrapped up the initiative. Anchorage high school student, Honour, joined AYDC staff to support Youth Matter Grants as a Grant Assistant.

Ongoing support for Alaska Native Cultural Charter School included supplies for the school's new location, bringing eight Native artists from across Alaska to facilitate Culture Week classes, supporting a Calricaraq training (a Yup'ik wellness framework rooted in relational healing) for staff and families, and



Youth Matter Grants celebration.

sending the behavior team to a restorative practices conference. At the conference, staff deepened their understanding of how trauma and stress affect students' ability to learn, explored the neuroscience behind regulation and behavior, and returned with concrete strategies for building restorative circles, improving staff responses to dysregulation, and strengthening school-wide community. These investments supported the project's core goals of building trust, strengthening staff capacity, and creating conditions where students feel connected and supported.

In the coming year, AYDC will continue its progress as it implements its new comprehensive strategic plan, including a collaborative session in May to shape an advocacy agenda for FY27 and beyond.

Shared Risk and Protective Factors

The Shared Risk and Protective Factor (SRPF) framework brings together professionals working on disparate health issues and offers pathways to align approaches and resources to improve community outcomes. This year marked meaningful progress in research and policy to support use of SRPF.

To shape the next phase of srpfalaska.org, Safe Alaskans completed an assessment of the needs of grantees, behavioral health clinicians, and Tribal health organizations. SRPF connections were often described as intuitive: “There’s a lot of connectivity between domestic violence, substance misuse, abuse prevention, suicide, and homelessness.” Terminology practitioners used was less consistent, underpinning a near-term need to close language gaps. The assessment emphasized that cultural and traditional practices, in addition to being valued community assets, are documented, high-impact protective factors tied to at least seven Healthy Alaskans 2030 objectives. “The kiddos that are participating in Native Youth Olympics are statistically shown to have a higher graduation rate.”

The data for shared risk and protective factors remain compelling. Youth with 5–7 protective factors show binge drinking rates nearly half those of youth with 0–2; marijuana use drops 43%; prescription pain medication misuse falls 63%. Youth feeling like they matter to their community alone reduces 83.6% of 67 measured youth problem behaviors.

At the Alaska Public Health Association (ALPHA) conference in January, Safe Alaskans helped to advance a formal resolution, now adopted by ALPHA. The resolution calls for strategic investment in shared risk and protective factors statewide, including dedicated support for rural and remote

communities, expanded trauma-informed training, and data-driven prevention policy. The resolution cites Alaska’s highest-in-the-nation domestic violence homicide rate, stating that 48% of maternal deaths in Alaska are due to homicide, suicide, or overdose rather than medical causes. It also highlights that the state currently spends nearly \$929 million annually on criminal justice systems, costs that upstream prevention investment could meaningfully reduce.

Safe Alaskans presented at the ALPHA conference, holding space for participants to explore SRPF connections with their work in team-based discussions. Safe Alaskans will also present at the Pathways to Recovery Conference in May 2026 to bring this work to Alaska’s behavioral health and recovery community, a natural next audience for the framework.



Safe Alaskans explored SRPF connections with attendees of the 2026 ALPHA conference in Anchorage.

Safe Alaskans prepared two graduate interns to apply their MPH and communications experience to SRPF needs areas starting in April, 2026. Their work will help SRPF frameworks to become actionable for practitioners at every level. Their contributions will include exploring and organizing data insights, building communications and resources. Key partners include the Alaska Native Tribal Health Consortium, Alaska Network on Domestic Violence and Sexual Assault, and Division of Behavioral Health grantee coalitions.

Health Communications & Neuromarketing Research

Safe Alaskans Neuromarketing Lab measures the emotional and physiological responses that drive behavior change beyond traditional metrics like reach and recall.

A pilot study coordinated during winter 2026 and fielded in April examined how people detect AI-generated versus human-made public health imagery and whether detection affects message effectiveness. Participants correctly identified human-made images 81% of the time. When participants suspected AI, attention shifted away from the safety message. Study participants described suspected AI as an annoyance that “dulls any impact.” One image depicting a distracted driver’s blurred perspective prompted a participant to write: “It felt like I was distracted at that critical moment, and could feel the consequences of what was next.” Respondents found AI acceptable for digital A/B testing and ideation, but not as the primary creative voice in printed community campaigns. This distinction is informing how partner organizations approach their communication strategies.

According to the Safe Alaskans Neuromarketing Lab’s director, Marcia Howell, JD, the work focuses on “bringing tools that were once available only to Fortune 500 marketing budgets into the hands of public health organizations” to ensure that “the communities facing the greatest health risks receive the most effective messaging.”



Safe Alaskans Neuromarketing Lab testing media.

The Safe Alaskans Neuromarketing Lab provided complimentary lab access to winners of the International Safety Media Awards program; Water Safety Ireland, Vital Strategies, and Parachute Canada are conducting studies this year. Additional award winners will be announced at the WHO Safety 2026 conference in Cape Town, South Africa in May 2026. Local partnerships continue to provide formative research supporting health communicators developing effective messages.

Beyond neuromarketing research, Safe Alaskans continued its programmatic health communications work. Safe Alaskans strategic communications staff learned strategic data storytelling approaches through a University of Chicago course in Summer 2025, expanding opportunities to put data to action.



Alaska Teen Media Institute team on set filming mindful driving media.

Safe Alaskans worked directly with audience members to create peer-driven communications on two separate initiatives. This included engaging older adults in planning messages to promote CarFit, and working with Alaska Teen Media Institute (ATMI) to produce a teen-led campaign promoting mindful driving. ATMI-produced media will be promoted through summer 2026 in a statewide campaign placement strategy planned by ATMI and Walsh Sheppard.

Safe Alaskans promoted safe and mindful driving messages to support bike and pedestrian safety in Anchorage. Radio spots and exterior bus ads encourage traveling “In the Moment.”

Finance

The Center for Safe Alaskans remains financially strong and focused on its core purpose: preventing injuries, promoting wellbeing, and improving safety for all Alaskans. Independent audits each year confirm that financial practices are sound, transparent, and in full compliance with required standards, reflecting careful stewardship of public and private funds.

Safe Alaskans has experienced strong growth followed by stability, with overall resources remaining steady in 2025. This reflects both successful program expansion and thoughtful financial management.

Safe Alaskans continues to be primarily grant-funded, with most revenue coming from federal, state, and partner-supported programs. To increase long-term sustainability, Safe Alaskans continues to expand its contractual work portfolio

and diversify funding sources. Contributions and in-kind support have strengthened in recent years, highlighting strong community partnerships and trust in the organization's work.

Most importantly, Safe Alaskans consistently directs over 90% of its funding into programs and services. Only a small portion supports administrative functions, ensuring that resources are used efficiently and with purpose.

Safe Alaskans remains in a healthy financial position, with stable reserves and responsible planning guiding its work. Consistent audit results, high program investment, and careful use of funds demonstrate a clear commitment to accountability and impact. This strong financial foundation supports continued expansion of reach and delivery of meaningful, data-driven safety initiatives for communities across Alaska.

ALASKA INJURY PREVENTION CENTER dba CENTER FOR SAFE ALASKANS

Statements of Financial Position

September 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 692,344	\$ 646,471
Grants and Contracts Receivable	694,245	582,521
Supplies Inventory	4,349	4,349
Security Deposits	5,705	5,705
Prepaid Expenses	14,229	14,229
TOTAL CURRENT ASSETS	<u>1,410,872</u>	<u>1,253,275</u>
Operating Lease Right of Use	<u>73,686</u>	<u>143,954</u>
PROPERTY AND EQUIPMENT		
Equipment	22,018	22,018
Less: Accumulated Depreciation	<u>(22,018)</u>	<u>(22,018)</u>
PROPERTY AND EQUIPMENT - NET	<u>-</u>	<u>-</u>
TOTAL ASSETS	<u>\$ 1,484,558</u>	<u>\$ 1,397,229</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 39,579	\$ -
Accrued Payroll and Related Liabilities	98,939	107,756
Refundable Advances	165,141	35,674
Short-term Lease Obligations	<u>73,686</u>	<u>70,268</u>
TOTAL CURRENT LIABILITIES	<u>377,345</u>	<u>213,698</u>
Long-term Lease Obligations	<u>-</u>	<u>73,686</u>
TOTAL LIABILITIES	<u>377,345</u>	<u>287,384</u>
NET ASSETS		
Without Donor Restriction	1,075,035	1,071,466
With Donor Restriction	<u>32,178</u>	<u>38,379</u>
TOTAL NET ASSETS	<u>1,107,213</u>	<u>1,109,845</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 1,484,558</u>	<u>\$ 1,397,229</u>

ALASKA INJURY PREVENTION CENTER dba CENTER FOR SAFE ALASKANS

Statements of Activities

Years Ended September 30, 2025 and 2024

	<u>2025</u>	<u>2024</u>
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
Support:		
Grants and Contracts	\$ 1,765,020	\$ 1,958,734
Contributions	339,143	236,437
In-kind contributions	43,800	-
Restrictions Satisfied By Payments	13,463	85,094
TOTAL SUPPORT	<u>2,161,426</u>	<u>2,280,265</u>
Revenues:		
Interest Income	13,110	10,682
Other Income	2,497	1,822
TOTAL REVENUES	<u>15,607</u>	<u>12,504</u>
TOTAL SUPPORT AND REVENUES	<u>2,177,033</u>	<u>2,292,769</u>
Expenses:		
Program Services	2,025,479	1,911,784
Management and General	149,795	147,419
Fundraising	10,592	10,634
TOTAL EXPENSES	<u>2,185,866</u>	<u>2,069,837</u>
INCREASE (DECREASE) IN NET ASSETS WITHOUT DONOR RESTRICTION	<u>(8,833)</u>	<u>222,932</u>
NET ASSETS WITH DONOR RESTRICTION		
Grants, Contributions and Contracts	19,664	104,684
Restrictions Satisfied By Payments	(13,463)	(85,094)
INCREASE (DECREASE) IN NET ASSETS WITH DONOR RESTRICTION	<u>6,201</u>	<u>19,590</u>
INCREASE (DECREASE) IN NET ASSETS	<u>(2,632)</u>	<u>242,522</u>
NET ASSETS - Beginning of Year, as originally stated	1,109,845	718,311
Prior-Period Adjustment	<u>-</u>	<u>149,012</u>
NET ASSETS - Beginning of Year, restated	1,109,845	867,323
NET ASSETS - End of Year	<u>\$ 1,107,213</u>	<u>\$ 1,109,845</u>

Thank You

This work is made possible by the generosity of funding partners:

Individual donors & board members. Every board member gave financially this year, showing deep commitment to our mission.

AAA

Alaska Community Foundation

Alaska Department of Transportation & Public Facilities

Highway Safety Office

Alaska Department of Health

Division of Public Health

Division of Behavioral Health

American Public Health Association

Anchorage Metropolitan Area Transportation Solutions

Buckle Up for Life

Cook Inlet Tribal Council, Inc

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Anchorage Youth Court

Onward and Upward

Michael Kerosky

Becky Judd

Gordon Glaser

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Angeline Washington — Board Vice President (2016)

Gordon Glaser — Board Secretary (1999)

Soren Orley | Board Treasurer (2009)

Brian Saylor | Director (1999)

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Rebekah Wilcox | Youth Development Program Manager

John Ruyak | Senior Program Manager

Evy Hail | Program Manager

Regina McConkey | Strategic Communications Specialist

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