



**KAILEE MILLS**  
FOUNDATION

# 2023 ANNUAL REPORT

# A LETTER FROM OUR EXECUTIVE DIRECTOR

After 6 years of being a part of the Kailee Mills Foundation's growth and impact, I still admire what we have accomplished stemming from something so tragic. We constantly hear people say how inspired they are by our work. In reality, it's you all who inspire us through your generosity and faith in us to make such a profound impact on the world.

Although Kailee's story has already reached half a billion people, it feels like our work is just beginning. We are filled with gratitude for each and every supporter who believes in our mission of reducing deaths and injuries from non-seat belt use. We will not rest until that number is zero.



EXECUTIVE DIRECTOR &  
KAILEE'S AUNT

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## OUR TEAM



**BRIANA  
MCCULLOCH**



**AMANDA  
BELINOSKI**



**SHIRLEY  
GUZMAN**



**JERICA  
CAMPOS**

# ABOUT KAILEE MILLS FOUNDATION

## OUR MISSION

The Kailee Mills Foundation was founded after the tragic loss of 16 year old Kailee Mills who was ejected and killed after removing her seat belt momentarily. Our mission is to prevent fatality and injury by educating the public on seat belt safety through school programs, community outreach, and awareness campaigns.

## OUR GOAL

By sharing Kailee’s story to provide education and awareness, our programs are reminding people of all ages that the true risk of not wearing a seat belt is the loss of a loved one.



**“IT IS SO IMPORTANT TO ADVOCATE SEAT BELT SAFETY. IT IS AN IMPORTANT ISSUE.”**

- TY HERNDON, STUDENT, WUNSCHE HIGH SCHOOL.

# 2023 IMPACT NUMBERS



17

Families Assisted



109

Road Signs  
Installed



40+M

Awareness  
Campaign Reach



1.3 Mil

Students  
Impacted



\$83K

Family Assistance  
Provided



\$84.8K

Scholarships Awarded

# SCHOOL PROGRAMMING



## ABOUT THE PROGRAM

Seat belt safety school programs consist of a safety presentation, a seat belt check, and seat belt safety road signs. We also utilize school athletic events and extra-curricular events to launch seat belt safety awareness with the presence of the Kailee Crash Car or TXDOT's Rollover Convincer, distribution of safety merchandise, and videos.

## TESTIMONIALS

"My niece said she always puts her seat belt on unless they're just going to school which is only a few blocks from her house. After hearing Kailee's story, she said, "I'm going to start putting my seat belt on every time." -Irene A.

A previous scholarship recipient's sister, who is a student at Magnolia High, came up and thanked us for what our foundation is doing. Her brother was recently in a car crash and walked away unharmed because he was buckled.

## 2023 SCHOOL PROGRAM IMPACT



62

School Programs Performed



1.3 Mil

Students Impacted



40

Schools Received Buckle Up Road Signs

# FAMILY ASSISTANCE

## ABOUT THE PROGRAM

The Kailee Mills Foundation helps to rebuild the lives of families experiencing loss and hardship from fatal or non-fatal vehicle crashes through individualized financial assistance, grief counseling, and emotional support through its Kailee Cares Family Assistance Program.

## TESTIMONIALS

"It's like family to me. It's been more than just a Foundation. On the day of the funeral, I was very uneasy leaving Isaiah alone. The Foundation stepped in and was able to watch over Isaiah. It was great and very inspiring to see that there are people who genuinely care. They have been a boost to make me feel confident and helped me focus on my children first."

-David Tzic

"I just have a massive appreciation for this foundation. Trying to grieve and figure out finances while stressing over the future of a life without my husband and my kids father has been very difficult. Your foundation is really helping people and I can't thank you enough."

-Somer S



## 2023 FAMILY ASSISTANCE IMPACT



**\$83K**

Family Assistance  
Provided

Grief, Medical, & Immediate Needs



**17**

Families  
Assisted

# COLLEGE SCHOLARSHIPS

## ABOUT THE PROGRAM

The purpose of the Kailee Mills Foundation Scholarship Program is to educate teen drivers about seat belt safety through seat belt awareness, research, volunteerism, and leadership. Scholarship recipients deliver high levels of academic achievement, ambition, leadership, and a desire to make a difference. All applicants must show academic achievement and help to spread seat belt safety awareness in their community.

## TESTIMONIALS

“KMF has been such a huge benefit to myself as well as my family, and this scholarship has impacted my life in such an amazing way. Not only has it allowed for my education to be more accessible for me, it has also taught me many ways to be more involved in my community and stand up for issues that are apparent and important to me. I am forever grateful to the KMF for all they do for myself and everyone around them.”

-Kendall Johnson

“One of my close buddies was recently in a car accident. My friend was always very relaxed about wearing seatbelts. He told me personally that after seeing my post after post on Instagram from my seat belt campaign, it was put on his heart to be consistent about wearing one. I just wanted to thank you for the opportunity you have given me to spread awareness, as I am already seeing the impact it has had on my friends and community. The mission that you all set out to do very likely saved my friend’s life.”

-Joseph Matasso



“I JUST WANTED TO THANK YOU FOR THE OPPORTUNITY YOU HAVE GIVEN ME TO SPREAD AWARENESS, AS I AM ALREADY SEEING THE IMPACT IT HAS HAD ON MY FRIENDS AND COMMUNITY. THE MISSION THAT YOU ALL SET OUT TO DO VERY LIKELY SAVED MY FRIEND’S LIFE.”

-JOSEPH MATASSO

## 2023 SCHOLARSHIP IMPACT



**10**  
Scholarships  
Awarded



**\$84.8K**  
Awarded in  
Scholarships



# NOTABLE MOMENTS IN 2023

## MAY 2023

**May 01:** Seat Belt Ribbon Proclamation from US Congressman Morgan Luttrell (TX-08)

**May 16:** National Highway Traffic Safety Administration Click It or Ticket National Spokesperson

## OCTOBER 2023

**October 10:** Proclamation from Fort Bend County recognizing the Kailee Mills Foundation Seat Belt Safety Ribbon as the official Seat Belt Safety Symbol in Fort Bend County

**October 28:** Kailee's Angelversary

- United States flag flown over the capitol in Washington in memory of Kailee at the request of *US congressman Dan Crenshaw's Team*
- Kailee Mills Remembrance Day declared in the 2nd Congressional District of Texas
- Circuit of Americas (COTA) observation tower lit mint green in memory of Kailee and in support of the important work of the Kailee Mills Foundation

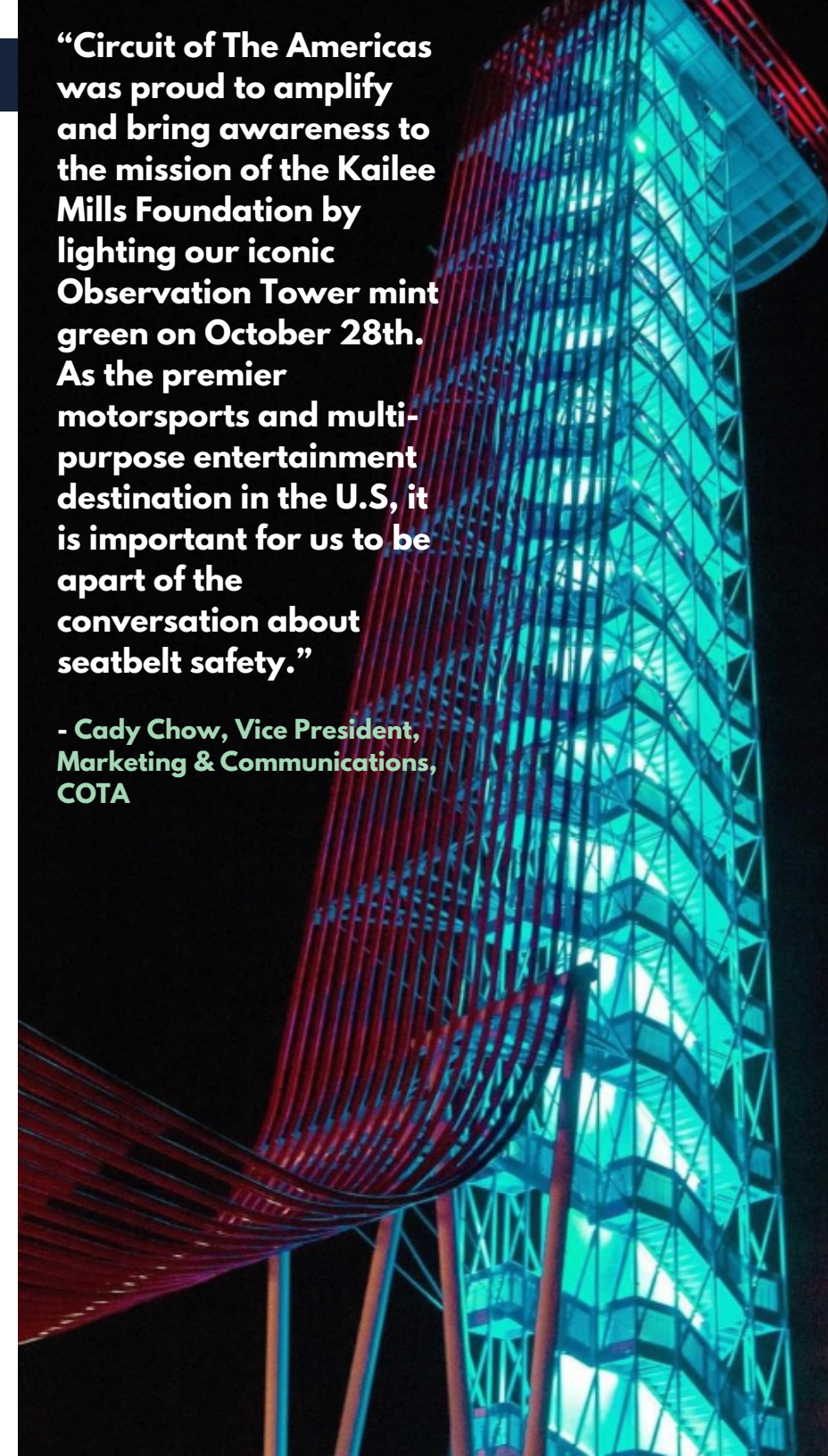
## NOVEMBER 2023

**November 14:** National Seat Belt Day

- Resolution from Harris County recognizing and celebrating the work of the Kailee Mills Foundation
- 2nd United States flag flown over the capitol in Washington in memory of Kailee and in celebration of the amazing work of the Kailee Mills foundation at the request of US Congressman Dan Crenshaw's Team
- 2,000 Kailee Mills Foundation Billboards appear across the United States with lifesaving message of seat belt safety through a partnership with *Clear Channel Outdoor*

**“Circuit of The Americas was proud to amplify and bring awareness to the mission of the Kailee Mills Foundation by lighting our iconic Observation Tower mint green on October 28th. As the premier motorsports and multi-purpose entertainment destination in the U.S, it is important for us to be apart of the conversation about seatbelt safety.”**

**- Cady Chow, Vice President, Marketing & Communications, COTA**



# 2023

## BUCKLED IN BLACK GALA



## EVENTS & FUNDRAISERS

### 2023 BUCKLED IN BLACK GALA



### KMF GOLF TOURNAMENT



### PURSE BINGO



### KAILEE FEST AT FLYING PUG



### BONI'S NUTCRACKER



### 5K COLOR RUN



### CAMERON MURRELL HOG HUNT



### SLINGING AXES





## VOLUNTEERS OF THE YEAR



Bianca Chapa as Volunteer of the Year. Dedicating over 100 volunteer hours  
Kailee Mills Foundation's programs.



Student Community Ambassadors as Volunteer Group of the Year. Dedicating over 100 volunteer hours  
Kailee Mills Foundation's programs.

## VOLUNTEER TESTIMONIALS

**“I HAVE BEEN A KMF VOLUNTEER FOR OVER TWO YEARS AND THIS WORK HAS OPENED A NEW EXPERIENCE THAT IS EXTREMELY REWARDING. I HAVE MET SOME OF THE MOST DEDICATED PEOPLE AND SEEN FAMILIES COME TOGETHER AT TIMES WHEN IT IS MOST NEEDED. I WOULD NOT GIVE UP THIS VOLUNTEERING FOR ANYTHING AS I HAVE GAINED SO MANY WONDERFUL EXPERIENCES AND MADE SO MANY LONG LASTING FRIENDSHIPS. MY EXPERIENCES AS A VOLUNTEER HAVE MADE ME GROW INTO A PERSON OF DEDICATION, INTEGRITY, DETERMINATION AND COMPASSION. BEYOND BLESSED TO KNOW AND WORK WITH KMF.”**

**-BIANCA CHAPA, VOLUNTEER OF THE YEAR**

**2023  
FINANCIAL  
BREAKDOWN**

**ASSETS**

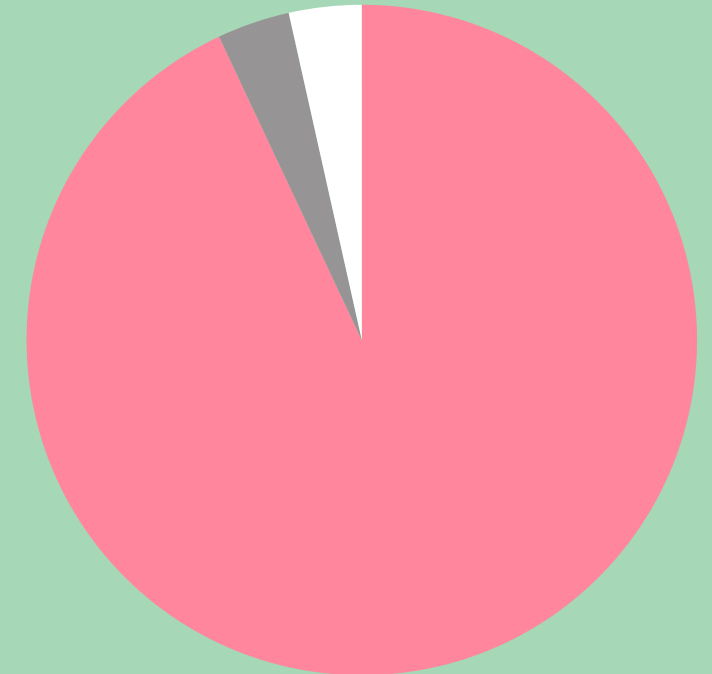
Cash	\$127,557
Investment	\$575,987
Accounts Receivable	\$129
Fixed Assets	\$23,909
Other Assets	\$1,961
<b>Total Assets</b>	<b>\$729,543</b>

**LIABILITIES**

<b>Total Liabilities</b>	<b>\$18,690</b>
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**93%**

**OF FUNDS WENT TO  
OUR MISSION-DRIVEN  
PROGRAMS IN 2023**



**TOTAL INCOME**

**\$1,602,963**

# OUR DONORS AND GRANTORS

## TOP 2023 DONORS



## TOP 2023 GRANTORS



**BOARD OF DIRECTORS**



**DAVID  
MILLS**



**BRIANA  
MCCULLOCH**



**DUSTIN  
CREAGER**



**WILL  
PRICE**



**JENNIFER  
GUZMAN**

**ACCREDITATIONS**

