



# We Stand Together to Save Lives

2022 Impact Report

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# Our Mission & Vision

## Our Mission

Cops, as first responders, will have the ability and equipment to save innocent victims, themselves, and their fellow officers from a life-threatening emergency.

## Our Vision

All cops are equipped and trained to save innocent lives.

## Our Passion

Cops Direct is a 501c(3) nonprofit organization. "We imagine a day when every law enforcement officer in our nation is supplied with the best emergency trauma-treatment equipment and training. Until then, we strive to be the most trusted organization providing specialized medical supplies and life-saving medic skills training to law enforcement throughout America."

**"Thanks to you, we are saving the lives of innocent children, women, and men in America and ensuring more cops make it home to their families every night."**



Aaron Negherbon  
Founder and Executive Director



# Together, We Have Their Backs.

**Since 2016, you've helped make Cops Direct THE go-to nonprofit source for first responder medical equipment and emergency response training for law enforcement.** When they can't get it or don't have the funding, all they have to do is ask. We'll get it for them. Because of you, responding officers have saved countless lives of children, women, men, and other officers—including K9s.

## When Minutes Matter

Cops generally are the first ones on the scene in any emergency: mass shootings, domestic disputes, riots, car collisions, and even traffic stops that turn violent. It can take less than five minutes for someone to bleed to death, but it can take 15 minutes or more for EMS to arrive. To a severely wounded person, that 10-minute gap means life or death.



## Promoting Positive Perception

As public perception drives policies that directly impact public safety and police funding budgets, Cops Direct advocates for our officers through outreach and education. Because we remain apolitical, we're uniquely positioned to bridge the information gap between law enforcement and the public. Your support has allowed us to increase our efforts to ensure your communities are much safer when law enforcement agencies are fully funded and operational.

◀ Pictured: Downed officer kits that can be used for wounded officers or your injured neighbors.

## Cops Direct is the Solution

Cops Direct bridges that gap. Because of you, a properly-trained and equipped police officer can begin administering life-saving care in less than one minute. The customized emergency kits you help provide are fully stocked with medical equipment like tourniquets, face shields, trauma shears, surgical tape, and other critical life-saving items to stabilize the wounded as they await paramedics. Your generosity also provides cutting-edge trauma training that involves the latest and very best in medical simulations. The training is designed to improve response times, promote teamwork, and help officers develop "muscle memory" when performing procedures.



# A Violent Crime Explosion

**Every day, police officers go to work where bad things happen.** Each morning could be the last hug they get from their husband, wife, mom, dad, or child before they walk out that door.

The job isn't just traffic stops and petty crime anymore — and it hasn't been for years. Yet, police budgets just haven't kept up. Officers must be ready for anything; right now, many are not.

Law enforcement agencies around the country tell us their first aid kits are a box of band-aids, and their belts are meant to double as tourniquets. One officer told us he personally purchased first aid kits for his entire department when the city denied his request.

Cries to defund the police drive budget cutbacks all over the country, which directly impacts training programs and limits law enforcement's access to life-saving equipment. This couldn't come at a worse time, as large cities have seen a 24 percent spike in killings and the national homicide rate rose by 30 percent in 2021. Murders of police officers have more than doubled in the last year. According to year-end data provided by the FBI, 73 officers died in felonious killings in the line of duty in 2021. That's the highest total recorded by the agency since 1995, excluding the 9/11 attacks.

**2021  
Was Horrific**

**30%**  
**Rise in National  
Homicide Rate**

**24%**  
**Spike in  
Violent Crimes**

**50%**  
**Increase in  
Murdered Cops**



## They Protect Us. Who Protects Them?

Together, we protect them. The equipment we send can be utilized within the first sixty seconds following a traumatic incident when treatment offers the best chance for survival. **What's more, your generosity also provides game-changing medic training equipment.**

# A Look into Next Year

## EMITT (Emergency Medical Incident Trauma Training—The Power of Practice)

**Your support is ushering in a new era for law enforcement agencies everywhere.** In Denver, Colorado, where homicides, shootings, and severe domestic violence cases have spiked, the disruption of COVID-19 and budget cuts will reverberate for years. On March 30, 2022, your generosity provided 90 departments across Colorado with a \$70,000 critical care mannequin called an EMITT Manikin. The EMITT replicates every type of injury, from minor to catastrophic. It can even bleed out in less than a minute. Officers learn how to properly stop life-threatening blood loss, evaluate life-ending injuries, and triage and prioritize wounds.

"This donation will complete our ability to properly prepare for life-threatening casualties from vehicular crashes to stabbings, gunshots, and blunt force trauma." Sergeant Shane Hendrixson of the Thornton Police Department said. "The training with this unit will also increase our ability to communicate effectively with paramedics and other trained medical personnel."

## K9s in Need

When K9 officers get injured, their handlers don't have the equipment or the specialized knowledge to treat them, and they die. The K9 medical mannequins equip officers with the expertise to administer critical life-saving care to these brave officers in the event of any injury.

## Together, We Save More Lives

Our goal in the coming year is to outfit as many states as possible with an EMITT and its companion, the K9 medical mannequin. Each year, we also plan to provide more first aid trauma kits, search and rescue gear, mass casualty kits, helmets, face shields, tactical eyewear, gloves, and other life-saving items that law enforcement request each year. We hope never to say "no," and with your continued partnership, we won't have to. Together, we can equip every first responder in this great nation with the equipment and training they need to do their jobs safely and return home safely to their families at night.



▲ Pictured: Single use supplies like tourniquets, combat gauze, downed officer kits, and facial shields are used very quickly during crises



**This Manikin pushes the limits of knowledge and skill. Think of this as a "flight-simulator" for first responders to practice, correct their errors, and prepare for actual traumas.**



# Executive Leadership



**Aaron Negherbon**  
Founder & Executive  
Director



**Jake White**  
Development Director



**Adina Erridge**  
Program Director

**32** States Have  
Recieved Donations

**45,579** Items Donated (on  
average) Each Year

**\$2,486,767+** Total Spend on Law Enforcement  
Supplies Since 2016



# Board of Directors



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**Cary Goldberg**  
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**Jamie Ostroff**  
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**John Bakhit**  
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**Aaron Negherbon**  
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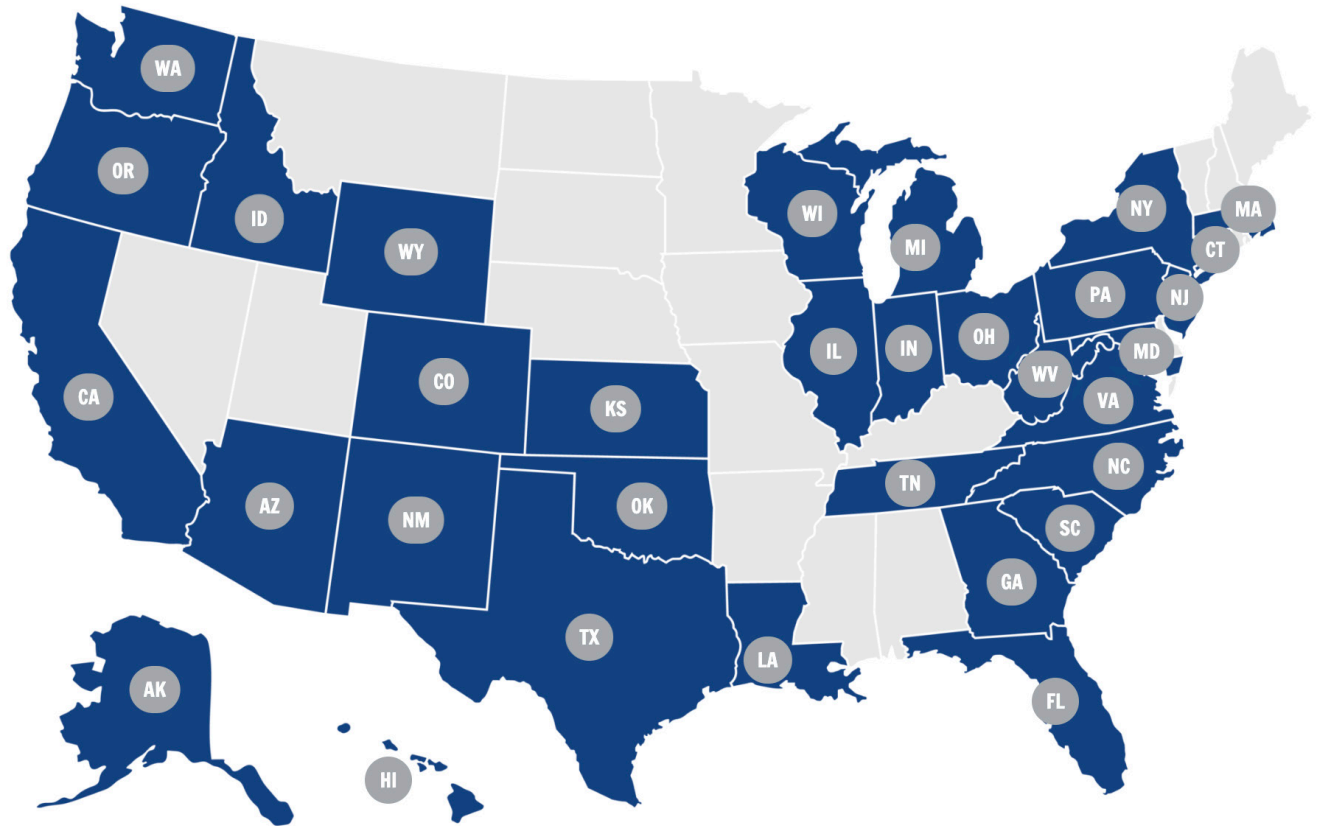
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# Cops Direct Serves from Coast to Coast

Goal: Service in Every State



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