



# 2025 Annual Report

BlueBridge Alliance



BLUEBRIDGE IS A REGISTERED 501(C)(3)  
NONPROFIT CORPORATION  
EIN 85-3897302

[BLUEBRIDGEALLIANCE.ORG](http://BLUEBRIDGEALLIANCE.ORG)



## Our Mission

At a time when the relationship between law enforcement and the public faces significant challenges, the BlueBridge Alliance is dedicated to cultivating a culture of collaboration and empathy. We enable officers to act as a direct resource for those in crisis, effectively bridging the gap between agencies and the citizens they protect.

BlueBridge offers a turnkey, community-funded program that allows law enforcement to address urgent needs—such as food, housing, clothing, or emergency repairs—in real-time. By equipping officers with dedicated BlueBridge debit cards, we enable them to provide immediate, tangible support at the point of contact. We believe that compassion is a strategic necessity for modern policing; when officers are viewed as supportive partners, it fosters the mutual respect required to enhance communication, cooperation, and overall public safety.





# 2025 Highlights



## Impact

BlueBridge supported over **371** documented engagements across **57 active agencies**. These engagements represented instances where a potential crisis was averted through immediate, tangible assistance.



## Expansion

BlueBridge successfully scaled into a robust public safety force of over **60 individual agencies**, shattering previous growth records by onboarding massive, complex state and local agencies, including the **Washington State Patrol (WSP) and the King County Sheriff's Office**.



## Significant ROI

The program delivered a verified **12.05x** Return on Investment (**ROI**) by operating on a low-cost model (**\$275,000** operating cost) that generated approximately **\$3.3 million in total economic value**. This efficiency was achieved by resolving "pre-crisis" incidents before they escalated into high-cost system failures.



# Executive Summary

Wow, what a year. The 2025 report you're about to dive into isn't just a collection of numbers; it's a testament to the idea that a small investment in compassion can create a massive public safety return. It has been truly inspiring to see the overwhelming demand for our program; it seems when you empower officers to act on their compassion and instantly transform a life, the word gets around—and it doesn't hurt that we've also demonstrated a remarkable 12.05x ROI in economic value. We've successfully transitioned from a promising local project to a robust operation, onboarding large, complex partners like the Washington State Patrol and the King County Sheriff's Office. Frankly, it's humbling to see our commitment to turning "I wish I could help" into "I can help" resonating so deeply across the state.

But real success isn't about the size of the agencies we sign; it's about the small, dedicated team here at BlueBridge showing up every single day. We know that in this work, trust is everything. Our partners, from patrol officers on the street to Chiefs in the command center, rely on us to be good stewards of the program and to simply do what we said we were going to do. Whether it's streamlining our digital platform or just answering the phone, our team is committed to making sure every partner feels supported and knows they have an alliance they can truly count on—no administrative red tape required.

It's clear that our partner agencies have incredible community backing, and we are grateful for every local business and donor who supports them. However, here at Headquarters, BlueBridge is not immune to the funding headwinds currently battering the nonprofit sector. While we are busy generating millions in economic value for the public, securing core operational and capacity building funds remains a perpetual hustle (the irony is not lost on us!). Rest assured, this team is hard at work building a sustainable future, determined to keep pushing forward and ensuring this force multiplier for good remains a permanent fixture in compassionate public safety.

Thank you for your continued support!

-Brian Spracklen, BlueBridge Co-Founder and CEO

# 2025

## At a Glance



- **Agency Expansion:** We shattered previous growth records, moving beyond small- and medium-sized municipal departments to onboard massive, complex state and local agencies, most notably the Washington State Patrol (WSP) and the King County Sheriff's Office.
- **Impact Scale:** Our network supported 371+ documented engagements across 57 active agencies. These weren't just transactions; they were 371 instances where a potential crisis was averted through immediate, tangible assistance.
- **Operational Pivot:** As our WA state LEAG grant from the legislature reached its natural sunset, we navigated a high-stakes transition toward a diversified revenue model, centered on corporate cause marketing and local agency empowerment.
- **Technological Advancement:** We continued to improve a streamlined digital onboarding platform and integrated advanced AI tools, such as Google Gemini, to automate reporting and increase organizational productivity.



# Impact Report: Bridging the Gap

BlueBridge Alliance serves as the bridge between a crisis and a solution. By equipping law enforcement with the means to provide immediate relief, we transform routine, often tense, police encounters into moments of profound human connection and community trust.

## 1. The Numbers Behind the Compassion

Our 2025 data reflects a strategic prioritization of youth support and immediate community safety. When officers are given the tools to act on their compassion, they instinctively address the most urgent, high-stakes needs while simultaneously building long-term trust.

- **Youth Diversion (117 Engagements):** This emerged as our most frequent and impactful category. By providing resources to at-risk youth—ranging from basic necessities to educational support—officers were able to divert young people from the justice system. These interactions replace a potential police record with a positive mentorship moment, fundamentally altering a young person's trajectory and fostering a healthier relationship with authority.
- **Life Safety (115 Engagements):** Highlighting the program's critical role in urgent situations, these engagements represent moments where immediate intervention prevented serious injury or saved lives. Whether securing safe passage out of dangerous environments or providing life-sustaining supplies during acute crises, these interventions demonstrate the high-stakes utility of the BlueBridge platform.
- **Community Connection (Non-Crisis) (106 Engagements):** A significant pillar of our work focuses on proactive relationship building. These interactions occurred outside of emergency or criminal contexts, allowing officers to foster trust and positive engagement. By solving non-emergency problems, officers build the "relational capital" necessary for effective, cooperative policing in the future.



# Impact Report: Bridging the Gap (Cont.)

- **Homelessness Support (93 Engagements):** Officers frequently utilized BlueBridge to provide tangible solutions for vulnerable populations experiencing homelessness. These engagements went beyond temporary fixes, often serving as the vital first step in connecting individuals to long-term social services, providing hygiene kits, or securing emergency shelter during hazardous weather.
- **Public Safety & Crime Diversion (63 & 57 Engagements):** These categories show how addressing root causes can prevent illegal activity before it occurs. By tackling "survival crimes"—such as the need for food or diapers—officers solved the underlying problem rather than simply processing a violation, thereby enhancing overall public safety and reducing the burden on the judicial system.
- **De-escalation & Financial Crisis (55 & 53 Engagements):** In high-tension scenarios, the ability to offer immediate help acts as a powerful de-escalation tool, cooling volatile situations. Furthermore, addressing minor financial crises prevented small setbacks from spiraling into larger, more complex social challenges for the families involved.

## 2. The BlueBridge Effect on Officers

In an era defined by recruitment and retention challenges, BlueBridge provides a critical, often overlooked boost to officer morale. The program empowers officers to be the "good guy" in situations where they previously felt helpless.

- **Humanizing the Badge:** 90% of participating officers reported that these interactions had a **significant positive impact on their job satisfaction**. Being able to provide a solution rather than just a citation changes the internal narrative of the job.
- **Frontline Feedback:** Officers consistently describe these moments as "rewarding" and "the highlight of the shift." By removing the administrative "red tape" of traditional social services, we allow officers to act on their compassionate instincts in real-time.

# Impact Report: Bridging the Gap (Cont.)

## 3. Stories of Transformation

- **Stability for Families:** One notable interaction involved providing a car seat and essential supplies to a mother who had no way to safely transport her newborn. This intervention didn't just provide a seat; it provided a safe start for a new life.
- **Fueling Progress:** An officer utilized a BlueBridge card to help a stranded motorist get enough fuel to reach a job interview. This small transaction had the potential to change that individual's entire economic trajectory.
- **Shelter from the Storm:** During a record-breaking cold snap, our agencies moved dozens of unhoused individuals into temporary hotel housing, likely preventing multiple cases of exposure-related illness or death.

## 4. Public Savings Analysis - 2025 BlueBridge Total Economic Value (TEV)

The 2025 Calendar Year assessment of the BlueBridge Alliance program demonstrates a significant shift from traditional cost-accounting to a **Total Economic Value (TEV)** framework. This approach reveals that the program's **~\$275,000 operating cost** for the calendar year acts as a high-efficiency lever, generating approximately **\$3.3 million in total economic value**.

- **Verified ROI:** The program delivered a **12.05x Return on Investment (ROI)**.
- **Core Strategy:** By deploying "low-barrier capital" (averaging under \$100 per interaction), officers resolve "pre-crisis" incidents before they escalate into high-cost system failures like incarceration or hospital emergency room boarding.



# Primary Intervention Sectors



Sector	Economic Impact & Logic
Youth Diversion	Yields the highest long-term actuarial returns (estimated <b>\$810,504</b> total value) by preventing juvenile justice involvement through providing necessary supplies and support for healthy behaviors, as well as strategic engagement.
Homelessness Stabilization	Prevents the "chronicity cliff" by providing fuel and repairs to vehicular residents, avoiding a <b>\$40,000+ annual per-person cost</b> to taxpayers if they become unsheltered.
Medical & Psychiatric Diversion	De-escalates crises with material relief (food, transportation), avoiding involuntary commitments and hospital emergency room boarding that cost hospitals over <b>\$2,200 per day</b> .
Domestic Violence (DV) Stabilization	Provides immediate relocation (hotel rooms/fuel), allowing victims to exit volatile environments and circumventing catastrophic legal and medical costs.

# The Force Multiplier Effect



## Operational Efficiency: The "Virtual Officer"

Beyond direct citizen aid, the program serves as a force multiplier for law enforcement agencies:

- **Time Savings:** A typical BlueBridge transaction takes roughly **15 minutes**, compared to **90-180 minutes** for a custodial arrest or involuntary transport.
- **Recovered Patrol Hours:** Across 360+ engagements, replacing custodial solutions with BlueBridge saved approximately **180 patrol hours**.
- **Virtual Officer Creation:** This efficiency effectively creates a **"virtual officer"** for one month without additional salary or training costs.

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## Qualitative Multipliers

The "true value" of the program includes critical assets that are difficult to price but essential for public safety:

- **Trust Dividend:** Non-enforcement interactions build **Procedural Justice**, leading to higher citizen cooperation and lower litigation costs from use-of-force incidents.
- **Officer Wellness:** 328 officers reported improved job satisfaction. Preventing the resignation of just **two officers** covers the entire **\$275,000** program cost in avoided turnover expenses.



# Operational Review

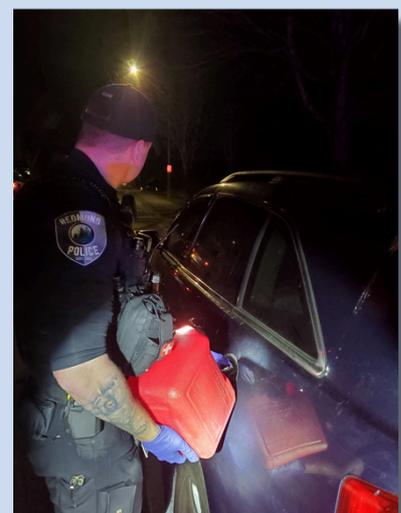
## Quarter-by-Quarter Summary

**Q1: Transition & Leadership:** We began the year by strengthening our governance, adding three new Board members to provide diverse expertise. We achieved a record-breaking \$21,500 in local agency program donations, signaling the strength of our grassroots support.

**Q2: The "Miraculous" Expansion:** Attending the WASPC conference allowed us to rally existing partner Chiefs and Sheriffs to advocate on our behalf. By launching a simplified digital Terms of Service (ToS) form, we removed the friction of traditional MOA contracts, leading to over 35 new agencies signing up in a single quarter—a growth rate previously thought improbable.

**Q3: Stabilization & Scalability:** With the influx of new agencies, focus shifted to the intensive onboarding of high-volume partners like the Washington State Patrol. As the state LEAG grant ended, we made the disciplined decision to pause the fractional Chief Revenue Officer role to reduce our cash flow, preserving our cash reserves and prioritizing long-term survival over short-term overhead.

**Q4: Sustainability & Infrastructure:** We launched the Agency Fundraising Toolkit, empowering local departments to secure their own "seed money" from local businesses. This culminated in a record holiday transaction volume (194), proving the program's utility during high-need seasons like cold weather related situations.



# Communications & Marketing

Our communication strategy evolved from organic, inconsistent posting to a professional, data-driven narrative that resonates with both donors and the public.

- **Social Media Reach:** We achieved over 64.5k combined views on Meta platforms. This growth was driven by a move away from static updates toward "human-interest" storytelling that highlights the actual impact of the program.
- **Visual Storytelling:** A \$10,000 gift from a Board member allowed us to produce high-quality professional video assets. These videos have become our primary tool for donor pitches, effectively communicating the "BlueBridge Effect" in a way that data alone cannot.
- **Earned Media:** Our work was validated by major regional outlets, including KOMO News (ABC Seattle) and Source One News. Viral bodycam footage from the Redmond Police Department further amplified our message, reaching audiences far beyond our traditional footprint.



# 2026 Strategic Objectives & Goals

Our 2026 strategy marks a shift from "growth at all costs" to "engagement and sustainability." We are moving from simply signing up agencies to ensuring those agencies are active, adequately funded, and deeply integrated into their communities.

## 1. Program Success & Onboarding

- **Onboarding Velocity:** We aim to reduce the time from "initial sign-up" to "boots on the ground" by completing full onboarding for all new agencies within 30 days.
- **The 90% Engagement Rule:** We will strive for a 90% engagement rate, ensuring that both the Primary Officer and the Administrative Lead are fully active within 60 days of program standup.
- **Utilization Targets:** To ensure donor funds are being employed as intended, we are targeting a 20% usage rate for all assigned cards within the first 90 days of an agency going live.

## 2. Marketing & Brand Growth

- **Exponential Visibility:** We have set an ambitious goal of a 10x increase in total social media impressions and a 5x increase in our follower base across all platforms.
- **Decentralized Content:** We will support our partners in content creation, with a goal of having 70% of onboarded agencies post content about the program at least twice monthly.
- **New Media Platforms:** We plan to launch a dedicated BlueBridge podcast and increase the production of "vlog-style" content directly from the field to provide an unfiltered look at compassionate policing.

(cont.)



# 2026 Strategic Objectives & Goals (Cont.)

## 3. Fundraising & Infrastructure

- **Financial Autonomy:** We will help agencies become and maintain sustainability, raising 30% more than they spend locally to ensure their programs are self-sustaining.
- **AI-Driven Support:** To manage our growing network without massive headcount increases, we will implement an AI-driven Knowledge Base and Chatbot by mid-year to handle routine agency inquiries where human interaction isn't always necessary.
- **National Expansion:** We will begin the implementation of the Community Ambassador (CA) program in at least 10 agencies to bridge the gap between local businesses and law enforcement.
- **The Million-Dollar Pipeline:** Our revenue development team will aggressively pursue \$1M in total annual grants at three-year commitments (average) to help provide more predictability in our operating budget.



