

NATIONAL POLICE ASSOCIATION

# ANNUAL REPORT 2024

Educating Supporters of Law Enforcement • Advocacy • Legal Defense • #SupportThePolice



Education



Courts and  
Advocacy



Petition/Policy



Broken Windows  
Advocacy



Support Programs  
#SupportThePolice



Grants to Community  
Explorers/Cadets



NPA PODCAST



COMMUNITY GRANTS



THANK YOU



LEGAL DEFENSE

NationalPolice.org

## **Executive Message**

In 2024, the National Police Association entered the year with a clear public mission: to fight for law enforcement through education, advocacy, and the courts. That mission remained visible across the organization's official website, legal filings, policy statements, support campaigns, educational resources, and media appearances throughout the year. From legislation aimed at staffing, training, and officer safety, to court filings defending police discretion and due process, to public-facing campaigns asking Americans to support officers in tangible ways, the organization's work was steady, visible, and unmistakably mission-centered.

The challenges reflected in NPA's 2024 messaging were also consistent. Its policy publications pointed repeatedly to police understaffing, officer assaults, weakened public-order enforcement, recruitment and retention pressures, and what the organization described as a broader anti-police environment. At the same time, its legal work emphasized qualified immunity, officer safety, constitutional protections, and the risks that adverse court precedents could create for both officers and communities. Its support mission focused on morale, public backing, media education, and officer assistance.

There were visible victories as well. The official website documented support for significant 2024 legislation, including the Safer Kentucky Act, the Filling Public Safety Vacancies Act, H.Res. 1226 honoring fallen officers, the Law Enforcement Scenario-Based Training for Safety and De-Escalation Act of 2024, the Citizen-Only Police Act of 2024, the U.S. Park Police Modernization Act, the Violence Against Women by Illegal Aliens Act, the Frank Connor and Trooper Werner Foerster Justice Act, and the Lifesaving Gear for Police Act of 2024. The legal docket highlighted Supreme Court and appellate advocacy in matters touching firearms law, qualified immunity, officer use of force, and due-process protections tied to Brady/Giglio lists. The support mission expanded "Thank a Cop" and mobile billboard messaging, put the NPA #31 Chevy to work in missing-person awareness, and ran 2024 TV and radio PSAs for "Assist the Officer."

Financially, the year closed with a negative change in net assets/fund balance of \$100,600. The 2024 Form 990 reported \$5,231,221 in total revenue and \$5,331,821 in total expenses, while the audited financial statements reported \$10,338,801 in revenue and \$10,439,401 in expenses because the audit recognized \$5,107,580 in contributed services. Even with that pressure, the organization's audited statements continued to show program-heavy spending, and its 990 continued to describe an organization operating with no employees, an estimated three volunteers, and a three-member independent governing body.

This report reflects a year in which the National Police Association remained fully aligned with the purposes it states on its own website: educating supporters of law enforcement, standing against anti-police rhetoric, supporting officers and agencies, and pursuing public safety through advocacy, communications, and the courts.

## **Mission & Vision**

The National Police Association describes itself as "a 501(c)3 non-profit fighting for law enforcement through education, advocacy, and the courts." Its website also says the organization was founded to educate supporters of law enforcement on how to help police departments accomplish their goals,

while its home page frames the work as “Educating Supporters of Law Enforcement” and “Standing Against Anti-Police Rhetoric.”

**Mission:** Fight for law enforcement through education, advocacy, and the courts.

**Vision:** Educate supporters of law enforcement, strengthen public backing for police, and help departments accomplish their goals through policy engagement, legal advocacy, support campaigns, petitions, and educational resources.

### 2024 At a Glance

- **\$5,231,221** in total revenue on the 2024 Form 990, almost entirely from contributions and grants, plus **\$19** in investment income.
- **\$5,331,821** in total expenses on the 2024 Form 990, including **\$1,983,755** in fundraising expense and **\$214,016** in professional fundraising fees.
- **\$(100,600)** change in net assets/fund balance in both the 2024 Form 990 and the 2024 audited financial statements.
- **\$5,107,580** in contributed services recognized in the audited financial statements, tied to radio time, Google ads, and TV Access for public service announcements.
- **3 governing board members, all independent; 0 employees; 3 estimated volunteers.**
- **5 independent contractors** reported at more than \$100,000 on the 2024 Form 990.
- **100% public-support percentage** on Schedule A of the 2024 Form 990.
- A 2024 policy slate that included support for legislation on staffing, training, officer safety, public order, immigration-related policing issues, and police equipment access.
- A 2024 legal agenda that highlighted appellate and Supreme Court advocacy in support of officer safety, qualified immunity, due process, and law-enforcement discretion.
- 2024 support campaigns that included “**Assist the Officer**” TV and radio PSAs, billboard expansion, and two missing-child awareness races featuring the NPA #31 Chevy.

### Program Highlights & Impact

#### Policy

The NPA’s home page says its policy mission includes a Call to Action team, federal and local bill review, outreach, endorsements, and public testimony. In 2024, that mission showed up in a steady stream of official policy statements and endorsements. The website documented support for the Safer Kentucky Act in January; the Pennsylvania House resolution honoring fallen officers in April; the Filling Public Safety Vacancies Act in June; House Resolution 1226 memorializing officers killed in the line of duty in July; the Law Enforcement Scenario-Based Training for Safety and De-Escalation Act of 2024 in August; opposition to New York’s personal-liability-insurance bill in September; the Citizen-Only Police Act of 2024 at the end of September; the Violence Against Women by Illegal Aliens Act in October; the U.S.

Park Police Modernization Act in the fall; the Frank Connor and Trooper Werner Foerster Justice Act in November; and the Lifesaving Gear for Police Act of 2024 in December.

Those endorsements were tied to recurring themes: recruitment and retention, officer safety, stronger consequences for violent offenders, respect for fallen officers, training access, and resistance to policies the NPA argued would further weaken policing. That same emphasis carried into the organization's official media archive, which shows a 2024 cadence of commentary by Betsy Brantner Smith on violent crime, staffing, school shootings, security concerns, prosecutors, public-order policy, and the public-safety consequences of anti-police reforms.

## Legal

The NPA's stated legal mission is to defend law enforcement agencies, officers, supporters, and the public in court; file its own lawsuits and FOIA requests; and submit amicus briefs in cases that could affect public safety, officer safety, and constitutional rights. The programs page adds that the organization also files ethics or bar complaints when it believes professional violations have occurred.

In 2024, the official site highlighted several legal matters. In March, the organization filed a Supreme Court brief in *Harrel v. Raoul* concerning the Seventh Circuit's firearms ruling and its implications for police and public safety. Later that month, the site reported that the Ninth Circuit agreed with an earlier NPA amicus brief supporting Toni McBride. In April, the NPA announced an Eleventh Circuit amicus brief supporting Georgia deputies in a qualified-immunity matter, and in July it announced another Ninth Circuit filing in the Toni McBride case. The site also reported a Supreme Court amicus filing seeking due-process protections for officers placed on Brady or Giglio lists.

Together, those matters show a legal strategy centered on precedent: preserving officer discretion in fast-moving use-of-force cases, resisting what the organization described as dangerous expansions of liability, and defending due process for officers whose careers can be derailed by accusation or listing decisions. The documents page reinforces that picture, listing amicus briefs, FOIA requests, testimony, and other legal materials as continuing parts of the organization's public record.

## Support

The NPA's support mission, as described on the home page, includes legal backing, public education, billboards, PSAs, thank-you cards, the reward program, grants, and media interviews. The dedicated reward page says the organization offers rewards in cases involving violence against officers or where a reward may help solve a crime. The documents page separately describes the "Assist the Officer" and "Comply Now, Complain Later" PSAs, while the TV Access PSA Spot Source page shows that **2024** TV and radio versions of "Assist the Officer" were available in **60-, 30-, and 15-second** formats.

Support work was especially visible in the field. The official site reported that California and North Dakota were added to the national "Thank a Cop" billboard campaign in 2024, and later said its mobile billboard carried the "Support the Police" message to Philadelphia. The NPA media page also lists a Washington, D.C., mobile billboard item. These projects were framed not just as morale events, but as public messaging intended to strengthen police legitimacy and encourage community partnership in public safety.

The NPA also used motorsports for awareness work. The official media archive and website show the NPA #31 Chevy driven by Rita Goulet as part of an all-season awareness platform in 2024, with specific missing-child awareness activations at The Milwaukee Mile in August and Kansas Speedway in September.

*“The National Police Association is committed to supporting the search for missing children across the country.”*

The media archive also records examples of support going directly to departments and K9 units, including sponsored protective vests for Beaufort, South Carolina, K9s Jampi and Supra, and Goldsboro, North Carolina, K9 Reno.

### **Petition Advocacy and Education**

On the home page, petition advocacy is tied to a national mail campaign and a “Broken Windows” radio PSA recruiting signers to support quality-of-life policing and deliver those petitions to local governments. The documents page separately lists a radio PSA “Supporting Broken Windows Theory Policing,” reinforcing that the petition effort was not just a website concept but a communications program supported by distributed PSA material.

Education remained another clearly defined pillar. The home page says “Defending Law Enforcement & Restoring Criminal Justice” is available as a free homeschool elective course, that *The Ten Code: 10 Law Enforcement Principles for Victory in Life* is available free as an audiobook and eBook, and that the National Police Association Podcast offers interviews with law-enforcement experts and leaders. Search results for the free law-enforcement education course show a broad curriculum that ranges from philosophy of policing and police ethics to de-escalation misinformation, school safety, mental health for first responders, and deadly force.

In short, the NPA’s 2024 educational work was not limited to commentary on current events. It also continued building a structured library of long-form educational material for supporters, families, and listeners who want to understand policing, public order, reform debates, officer risks, and the criminal-justice environment in which officers work.

### **Financial Summary**

The NPA’s 2024 financial picture is best understood in **two views**. The **2024 Form 990** reports cash-basis-style public filing figures for revenue, expenses, assets, liabilities, and governance. The **2024 audited financial statements** provide the accrual-basis audited view and include **\$5,107,580** of contributed services, which is why the audited total revenue and expense figures are much larger than the Form 990 totals. Both documents report the same **\$(100,600)** decline in year-end net assets/fund balance.

#### **Revenue summary**

<b>Revenue source</b>	<b>2024 Form 990</b>	<b>2024 audited statements</b>
Contributions and grants	\$5,231,202	—
Contributions	—	\$5,198,935

Revenue source	2024 Form 990	2024 audited statements
Bequests	—	\$32,267
Investment / miscellaneous income	\$19	\$19
Contributed services	Excluded from Part VIII revenue total	\$5,107,580
<b>Total revenue</b>	<b>\$5,231,221</b>	<b>\$10,338,801</b>

Source note: official 2024 Form 990 and 2024 audited financial statements listed on the NPA documents page.

#### Expense summary

Expense category	2024 Form 990	2024 audited statements
Program services	Included within functional totals; Part III reports \$1,942,856 in program service expenses	\$7,050,436
Management and general	Reported through functional allocations and all-other-expense schedules	\$1,405,210
Fundraising	\$1,983,755	\$1,983,755
Professional fundraising fees	\$214,016	Included within consultants / fundraising allocation
<b>Total expenses</b>	<b>\$5,331,821</b>	<b>\$10,439,401</b>
<b>Change in net assets / fund balance</b>	<b>\$(100,600)</b>	<b>\$(100,600)</b>

Source note: official 2024 Form 990 and 2024 audited financial statements listed on the NPA documents page.

#### Balance-sheet summary

Item	2024
Cash and cash equivalents	\$133,859
Total assets	\$133,859
Accounts payable and accrued expenses	\$212,068
Total liabilities	\$212,068
Net assets / fund balance without donor restrictions	\$(78,209)

Source note: official 2024 Form 990 and 2024 audited financial statements listed on the NPA documents page.

#### Functional and campaign-cost detail

The audited statements report **\$5,061,483** in joint campaign costs allocated under accounting guidance, with **\$1,911,576** assigned to programs, **\$1,167,259** to management and general, and **\$1,982,648** to fundraising. The notes also state that the organization had a consulting agreement with Direct Response Consulting Services and that consultant fees for 2024 were **\$389,120**.

The 2024 Form 990's "all other expenses" schedule shows that the largest line items were **postage (\$1,988,530)**, **print & typeset (\$691,039)**, **program services (\$649,894)**, **mail list rentals (\$387,316)**, **data processing (\$313,947)**, **mail house fees (\$230,955)**, and **subcontractors (\$195,100)**, with smaller amounts for website expenses, graphic design, office supplies, and digital fundraising.

#### **Officer compensation and staffing facts from the 2024 Form 990**

<b>Name</b>	<b>Title</b>	<b>Hours/week</b>	<b>Reportable compensation</b>	<b>Other compensation</b>
Eddie Hutchison	President & Treasurer	60.0	\$96,000	\$0
Arva Bradshaw	Secretary	32.0	\$36,600	\$0
Derek Peterson	Member	19.0	\$61,000	\$0

**Total officer compensation reported: \$193,600.** The Form 990 also reports **0 employees, 3 estimated volunteers, and 5 independent contractors** receiving more than \$100,000.

#### **Governance & Leadership**

The 2024 Form 990 reports a governing body of **three voting members**, all of them **independent**. Schedule O states that the organization **does not have any committees**, that the **entire board selects the independent auditor and reviews the financial statements**, and that the Form 990 is prepared by an outside accounting firm, reviewed by the president, and then sent to the full board before filing. It also says that each board member and/or officer annually completes a conflict-of-interest statement and that governing documents, the conflict-of-interest policy, and financial statements are available to the public upon request.

The same filing states that the organization's day-to-day operations were performed by the board and that its 2024 financial statements were audited on a separate basis by an independent accountant. Schedule A reports a **100% public-support percentage**, and the audited statements note that there were **no donor-restricted net assets** at year-end. Together, those disclosures show an organization presenting itself as donor-supported, board-directed, independently audited, and formally attentive to conflicts and public-document access.

#### **Looking Ahead, Gratitude, and Appendix**

##### **Looking Ahead to 2025**

Based on the organization's own stated missions and the way those missions were expressed in 2024, the clearest priorities for 2025 are continuity and scale: continued policy-endorsement work through the Call to Action structure; continued amicus, FOIA, and court advocacy; continued support-the-police messaging through billboards, PSAs, and public-awareness campaigns; continued petition advocacy around quality-of-life policing; and continued expansion of educational tools such as the homeschool course, *The Ten Code*, and the podcast. Late-2024 and early-2025 items on the official site also suggest

that NPA planned to remain intensely focused on staffing, officer safety, public-order enforcement, federal and local criminal-justice policy, and practical support for law enforcement agencies and families.

### **Thank You**

To every donor, supporter, viewer, listener, signer, advocate, and law-enforcement family that stood with this mission in 2024: thank you. The National Police Association's website, educational resources, public-service announcements, legal filings, and support campaigns all reflect an organization sustained by public backing and built around the idea that law enforcement should not stand alone. The year's work across communications, advocacy, and the courts was possible only because supporters continued to invest in it.

### **Appendix**

- **Official website and mission pages** — National Police Association website and program pages.
- **2024 Form 990** — listed on the NPA documents page.
- **2024 Audited Financial Statements** — listed on the NPA documents page.
- **NPA in the Media archive** — official media appearances page.
- **Assist the Officer PSA distribution page** — TV Access PSA Spot Source.
- **Official X account referenced for this report request** — included below in the sources note.

### **Sources**

<https://nationalpolice.org/>

<https://nationalpolice.org/docs/>

<https://nationalpolice.org/npa-in-the-news-wp-links-2/>

<https://nationalpolice.org/wp-content/uploads/2026/01/2024-990.pdf>

<https://nationalpolice.org/wp-content/uploads/2026/04/NPA-2024-Audited-Financial-Statements.pdf>

<https://www.tvaccessspotsource.com/NPA>

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