

**AUTO CLUB OF WESTERN & CENTRAL NY
FOUNDATION FOR TRAFFIC SAFETY INC.**

**2024 ANNUAL REPORT
PRESIDENT'S MESSAGE**

Board of Directors
 Wally Smith, President/Board Director
 Jennifer Fincik, Treasurer/Board Director
 Elizabeth Carey, Secretary/Board Director
 Tom Viksjo, Board Director
 Open Position, Board Director

I am pleased to present the 12th Annual Report of the Auto Club of Western and Central NY Foundation for Traffic Safety, Inc.

2024 went by quickly as the Foundation continued to spread traffic safety messaging across the region. The board was pleased to collaborate with new organizations in 2024, while continuing long-standing partnerships. In the Rochester region, new partners include the Ogden Police Department, which requested bike safety support, and the University of Rochester Golisano Children’s Hospital, which requested car seat funding for refugee families in need. In CNY, the Foundation was able to share Halloween safety tips with new audiences in Watertown, and AAA has been working closely with Onondaga County Traffic Safety Advisory Board (OCTSAB). In Buffalo, the Foundation joined forces with The Prevention Council to educate teen drivers on the dangers of impaired driving with bookmarks and public-facing events while continuing its relationship with the Buffalo Police Athletic League, which included car seats, bike helmets, and impaired driving education in 2024. A driver education scholarship was awarded to a student in need through Say Yes Buffalo.

In 2024, the Foundation invested in “car coasters” that are made of recycled tires. The coasters can be placed in car cup holders and have an anti-distracted driving message on them reminding drivers to “disconnect and drive.” AAA handed them out at events across the state.

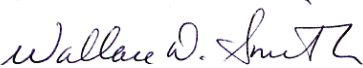
The Foundation continued its efforts to reach a wide audience with radio Public Service Announcements that ran throughout most of the year in Rochester and Syracuse. Messages included distracted driving, impaired driving, the 100 Deadliest Days, Slow Down Move Over, and more.

In 2024, the Foundation continued to support the Talking AAA radio program on WECK in Buffalo, which is also a weekly podcast, to share safety advice to improve traffic safety awareness.

At the end of 2024, the Foundation once again supported the Buffalo New Year’s Eve ball drop with a \$5,000 sponsorship as part of the Buffalo PAL sponsorship. Board Director Elizabeth Carey spoke at two press conferences, focusing on the dangers of impaired driving.

Donations for 2024 topped \$27,000, which will help support the mission to achieve greater awareness of traffic safety and improve the lives of all highway users. Thank you to our members for their ongoing support and our community partners for their dedication to traffic safety. We look forward to a safe and successful 2025.

Respectfully submitted,



Wallace D. Smith, President

Statement of Operations	2024 Actual	2023 Actual	Variance
Donation Revenue	27,206	24,219	2,987
Expense	46,999	34,765	12,235
Net Income (Loss) from Ops	(19,793)	(10,546)	(9,248)
Balance Sheet	2024 Actual	2023 Actual	Variance
Assets	25,436	40,849	(15,414)
Liabilities	7,130	2,750	4,380
Equity	18,306	38,099	(19,794)
Liabilities & Equity	25,436	40,849	(15,414)



Valerie Puma and Elizabeth Carey, from the AAA WCNY Public Affairs team, hand out traffic safety information at the New York State Highway Safety Symposium in Lake Placid, N.Y. in October 2024 where they also forged new partnerships with traffic safety advocates.