



SEASON OF JUSTICE

ANNUAL REPORT

2022



seasonofjustice.org

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Mission

Season of Justice (SOJ) is a nonprofit dedicated to providing funding for investigative agencies and families to help solve cold cases. SOJ provides grants for advanced DNA analysis solutions, such as forensic genealogy and next-generation sequencing, to investigative agencies. The organization also supports and funds awareness campaigns, and other initiatives for victims' families that can assist in pushing their cold cases forward. SOJ's goal is to provide financial resources for both investigative agencies and families in order to bring resolution to those impacted by unsolved violent crimes.

Vision Statement

Season of Justice strives to bridge the funding gap preventing investigative agencies and families from accessing the cutting-edge resources that could help solve these complex cases. By funding grant awards for DNA analysis solutions, such as forensic genetic genealogy and next-gen sequencing, and working with families on awareness campaigns intended to push cold cases back into the public eye, we strive to eliminate the national backlog of unsolved violent crimes.



A Note From Leadership

Dear Friends,

We are excited to release the inaugural annual report for Season of Justice. In this organization's first three years our board has reviewed hundreds of applications for DNA testing and awareness campaigns and awarded nearly **one million dollars** in funding. The impact of this work is felt throughout the country. Season of Justice has provided funding to support cold cases in **35 states**. The stories highlighted in this report are just a few examples of how this non-profit is living out its mission to bring resolution to countless individuals impacted by unsolved violent crimes.

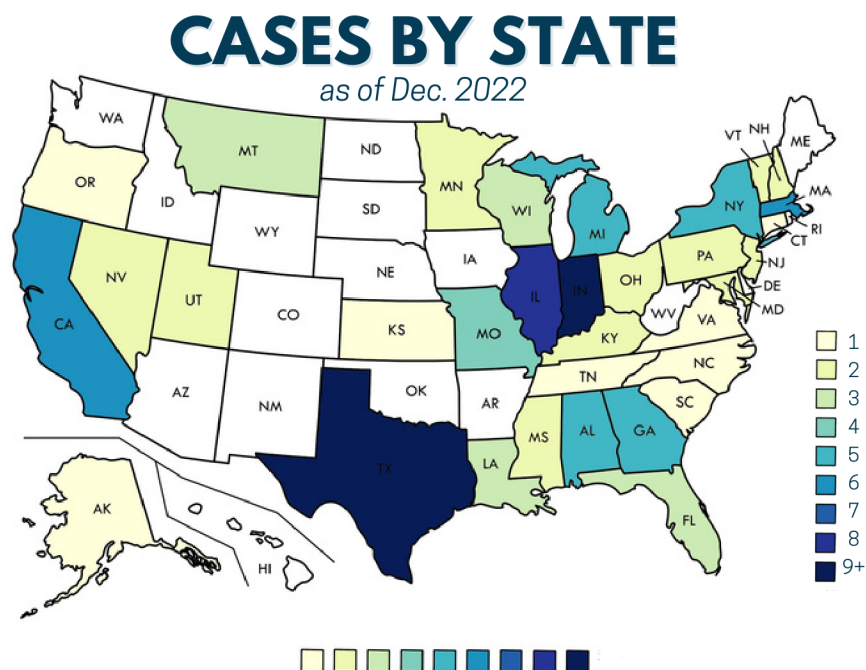
There is much to look forward to at Season of Justice this year and beyond. Our board and staff will gather in-person for the first time to discuss the organization's strategic plan and vision for 2023 and years to come. A recent survey of our supporters showed an interest in education related to our mission, and we look forward to hosting our first educational event next week.

Thank you for supporting Season of Justice and joining us in providing overdue justice to victims and their families.

Sincerely,

Delia D'Ambra
Board President

Brad Schleppe
Executive Director



Our Story So Far

June 2020

Season of Justice awards its first grant to investigators for DNA testing

March 2020

audiochuck CEO Ashley Flowers founds Season of Justice



January 2022

Season of Justice funds its first billboard campaign in Dallas, TX



March 2021

Season of Justice receives its 501(c)(3) non-profit status

January 2022

A DNA testing grant awarded by SOJ leads to an arrest in the 1985 murder of a taxi driver in Anchorage, Alaska.



February 2022

Season of Justice, with the help of The Deck Podcast, awards its first grant for cold case playing cards.

April 2022

Season of Justice hits \$500,000 in funds awarded across all programs

July 2022

A DNA testing grant awarded by SOJ leads to an arrest in the 1989 murder of an elderly woman in Dallas, Texas.



August 2022

Season of Justice hits \$750,000 in funds awarded across all programs

August 2022

Season of Justice funds its 100th case

September 2022

A DNA testing grant awarded by Season of Justice helps investigators in Missoula, Montana solve a 1992 murder.



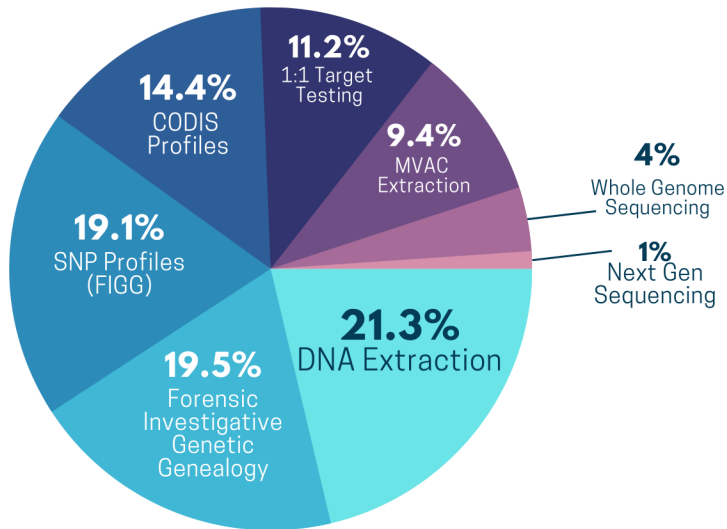
December 2022

Crime Junkie celebrates its five year anniversary and raised over \$10k for Season of Justice in a single day, funding multiple DNA testing grants.

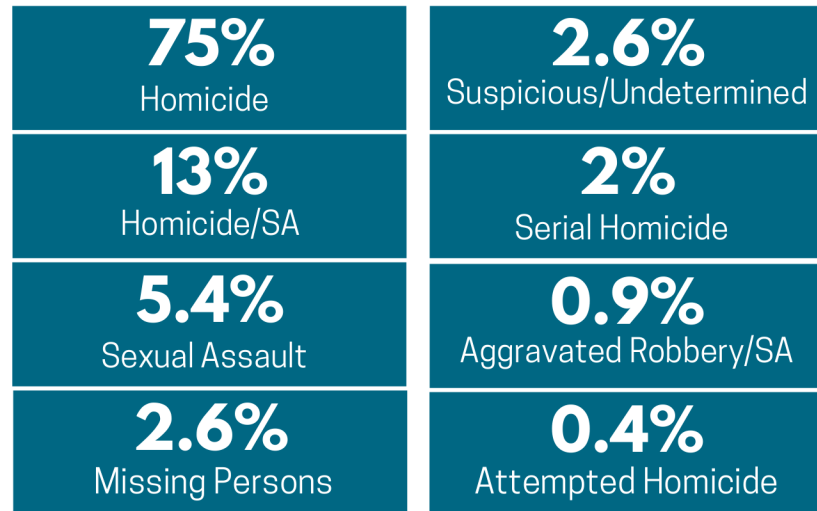
BY THE NUMBERS

DNA Testing Program

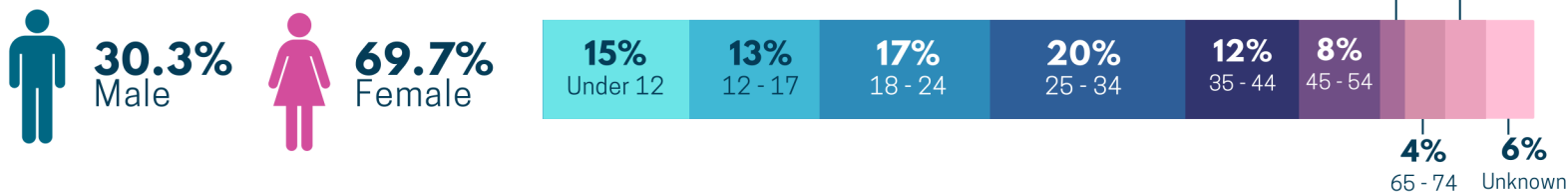
TYPES OF TESTING FUNDED



CASES BY OFFENSE TYPE



VICTIM DEMOGRAPHICS



DID YOU KNOW

There are multiple types of DNA profiling, and they aren't all the same. The two most common are STRs ("short tandem repeats") and SNPs ("single nucleotide polymorphisms"). SNP profiles are used for Forensic Genetic Genealogy, which is still new in forensics. They aren't eligible for upload into the CODIS database. STR analysis is the most prevalent type of DNA profiling and is accepted as the standard for forensic purposes. Often, investigative agencies come to Season of Justice after a DNA profile has been in CODIS for years with no successful matches. In these cases, Forensic Genetic Genealogy can be the best chance of finding the suspect and closing the case. As long as there's enough DNA for SNP analysis, investigative genealogists can compare the unknown SNP profile with the millions of consenting profiles in databases like GEDMatch and Family Tree, hoping to find familial relations and narrow down the suspect pool. FGG has been instrumental in the solving of notable cases like the Golden State Killer, and **3 cases funded by Season of Justice**. The average cost of SNP analysis and FGG for a single case can be between \$7500 - \$10,000.

Case Spotlight - DNA Testing Program

MARY KELLY

Mary Kelly, a 78-year-old grandmother and admired member of the Dallas, Texas, community, was known for her generous heart and charitable nature. Ms. Kelly was from a tight-knit family that believed in serving others and giving back to the community they were a part of. Her family described her as a gifted seamstress with a passion for making and designing prom dresses and dance recital costumes for enthusiastic children, fervent teenagers, and adults alike. Despite her age, Ms. Kelly was in good health and considered the matriarch of the large and growing Kelly family.

On January 19, 1989, at 6:44 pm, Dallas Police were dispatched to 411 North Frances. Upon their arrival, they were met by several people, including Ms. Kelly's brother-in-law, who had notified the police after stopping by to check on her. Sadly, Mary Kelly was found murdered in her bedroom.

After an exhaustive police search of the home and neighborhood produced no immediate quality suspects, and several suspect-related fingerprint leads turn out negative, the case went cold. In November 2021, the Dallas County District Attorney's Office Cold Case Unit enlisted the help of a private DNA laboratory to conduct advanced DNA analysis on the remaining evidence from the Kelly case. Othram Laboratories used forensic-grade genome sequencing to develop a genealogical profile of the suspect, thanks to a grant provided by Season of Justice.

On June 28, 2022, forensic genetic genealogy (FGG) led to the half-brother of the man whose DNA was found on Ms. Kelly's body. And, on July 22, Dallas Police announced the arrest of 53-year-old David Rojas, who is now charged with capital murder. He's currently awaiting trial.



“My job is to aggressively pursue justice in a responsible and ethical manner. Sometimes that requires us to go outside traditional investigative methods to solve our most difficult cold cases,” said **Dallas Co. DA Leighton D’Antoni**. “As soon as we discovered the investigative breakthrough potentials FGG offered, working with Othram and Season of Justice became a no-brainer. Their results across the country speak for themselves.”

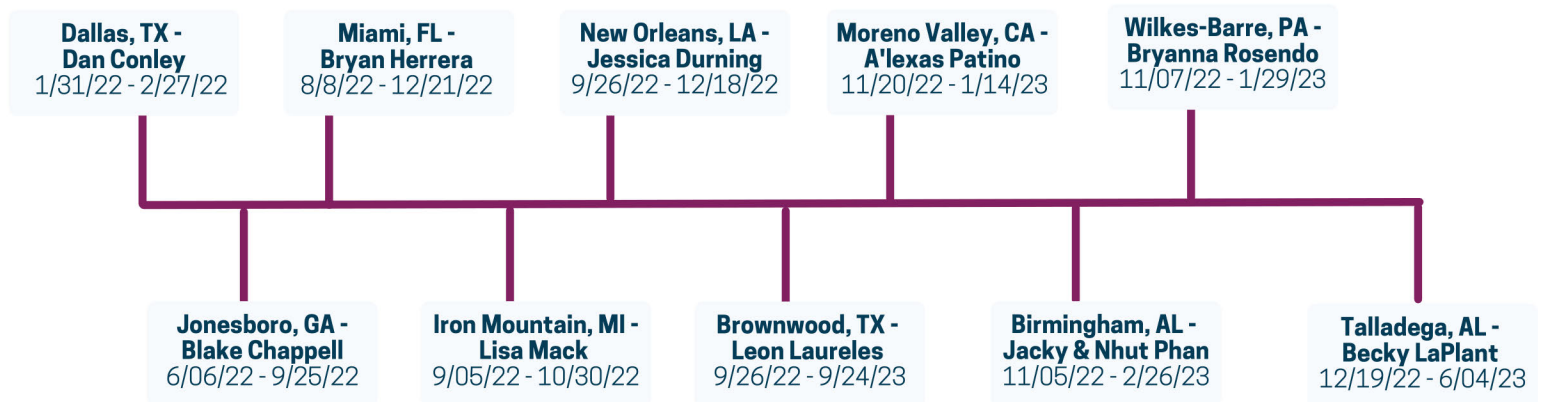
BY THE NUMBERS

Awareness Campaigns

Season of Justice was founded to fund DNA testing and forensic genetic genealogy research credited with solving some of the coldest cases. However, DNA testing isn't always possible. In those situations, awareness is the only way to generate movement in someone's cold case. Billboards, just like DNA testing, can be expensive and out of reach for most families. Season of Justice's Awareness Campaign program works with victims' families to fund multi-pronged media outreach strategy designed to refocus attention back on their unsolved case.



2022 BILLBOARD RECAP



\$48,565

2022 Total Amount Awarded

12 Weeks

Average Campaign Length

\$5,000

Average Campaign

11

Billboards

9,789

Direct Mailers

312,500

Mobile Ads

Case Spotlight - Awareness Campaign

BRYAN HERRERA

On the morning of Saturday, December 22, 2012, 16 yr-old Bryan Herrera was riding his bike to a friend's house just four blocks from his own. It was the first day of Christmas break, and they had plans to complete the packet of assigned homework so they could spend the rest of their time off playing video games and enjoying the break from school. Bryan would never make it to his friend's house.

At approx. 11:04 am, just a couple blocks away from his destination, Bryan was confronted and fatally shot one time. He was transported to the nearby hospital but passed away shortly after arriving. Bryan was in 10th grade at Miami Jackson Senior High School with a promising future ahead of him. He was a straight-A student interested in robotics. Like most teens his age, Bryan loved video games and hanging out with his friends. He had a 5 yr-old sister who thought he could move mountains and a stepmom and father who loved him deeply.

Since Bryan's murder, Anabel has been active in the community, working closely with FL Parents of Murdered Children and was instrumental in gathering legislative support for HB 475, a bill designed to offer additional protection to witnesses who come forward with information.

With the help of our donors, Season of Justice was able to sponsor a billboard campaign in the neighborhood for 15 weeks and pay for 50 yard signs for Bryan's family.



Bryan and his family enjoying his little sister's birthday party (below)



Dec. 28, 2022, just a few days after the 10 yr anniversary of Bryan's murder, his father (above) and family accompanied by Miami PD, put up signs designed and paid for by SOJ in the neighborhood where Bryan was killed. The QR code redirects to the Crime Stoppers anonymous tip app and the family is hopeful someone with information will have a change of heart and come forward.

His face on a billboard showed everyone he was here, he deserves to still be here. The signs tell how he was robbed of his Life. Thank you for giving us that to share it with the community.

Anabel Herrera - Family of Bryan Herrera

BY THE NUMBERS

2022 Financials

In 2022, **28.3%** of our funding went to operations and **71.7%** went to our programs, including DNA testing, awareness campaigns, DOE ID, and cold case playing cards.

\$46,898
Cold Case Playing Cards



\$429,848
DNA Testing



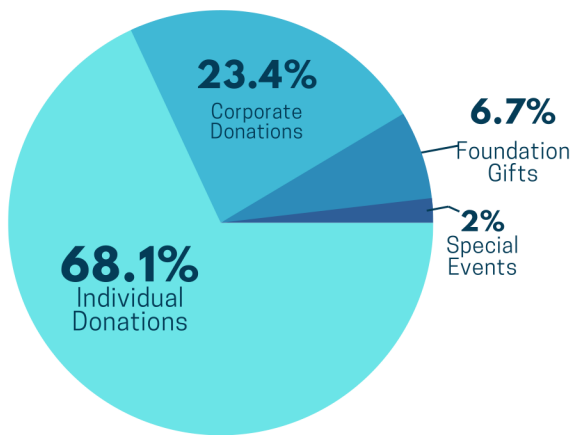
\$48,565
Awareness Campaigns



\$44,776
DOE ID



2022
Total
Amount
Awarded
\$570,087



Because of the contributions made by thousands of individuals, large and small, Season of Justice has been able to make a significant impact in over 120 unsolved violent crimes.

2022 Statement of Activity	Without Donor Restrictions	With Donor Restrictions	Total
Revenue			
Individual Donations	304,275.96	-	304,275.96
Corporate Donations	4,521.09	100,000.00	104,521.09
Foundation Gifts	5,000.00	25,000.00	30,000.00
Special Events	8,286.79	-	8,286.79
Total Revenue	\$ 322,083.84	\$ 125,000.00	\$ 447,083.84
Gross Revenue	\$ 322,083.84	\$ 125,000.00	\$ 447,083.84
Expenditures			
Program Expenses			
Grant Awards Expense	-	351,241.47	351,241.47
Management & General			
Payroll Expense	88,278.60	-	88,278.60
Operations Expense	41,784.09	-	41,784.09
Fundraising			
Fundraising & Marketing Expense	8,696.30	-	8,696.30
Total Expenditures	\$ 138,758.99	\$ 351,241.47	\$ 490,000.46
Change in Net Assets	\$ 183,324.85	\$ (226,241.47)	\$ (42,916.62)
Net Assets at Beginning of Year	\$ 526,512.45	-	\$ 526,512.45
Net Asset at End of Year	\$ 169,140.34	\$ 314,455.49	\$ 483,595.83

Acknowledgments

Season of Justice would like to thank the members of its Board of Directors for the time, commitment, and expertise; audiochuck for its steadfast support; and Sparkjoy Foundation for its generous donation.

A special thanks to the team of volunteers and staff who assisted in the production of Season of Justice's Annual Report.

Season of Justice
www.seasonofjustice.org