

FREE TO MOVE

2025
ANNUAL
REPORT



FREE TO MOVE

wearefreetomove.org hello@wearefreetomove.org [@wearefreetomove](https://twitter.com/wearefreetomove)

For All Womankind

MISSION

Empowering women to be active without fear

VISION

We envision a world where every woman moves confidently, free to pursue her ambitions without fear- supported by groundbreaking safety innovations, empowering education, and a strong, united community.

BOARD OF DIRECTORS

Calea Davis, Board Chair

Bethany Matheson, Vice Chair

Sean Lokits, Treasurer

Kate King, Secretary

Joy Beseth

Houston Brown

Yves Capitaine

Jill Coble

Emily Shipman

TABLE OF CONTENTS

Page 3-4: Notes of Reflection

Page 5: Video Resources

Page 6: Research

Page 7: Financials

Page 8-10: Donor Recognition

Page 11: Looking Ahead

To Our Incredible Community;

It is hard to believe that just one year ago, Free to Move was little more than an idea. In November 2024, I received a call from someone I knew of only as a dear friend of Alyssa's: Calea Davis. Calea shared that Alyssa had always wanted to start her own foundation someday; a dream she had shared with Calea only months prior to her death.

As we spoke on the phone, it became increasingly clear what we needed to do. We all knew that Alyssa was too remarkable, too extraordinary, not to do *something*. She was an endless inspiration to the countless lives she touched. She was the strongest woman I have ever known. We knew life would never be the same after her loss— but what could be more impactful than to honor Alyssa through an organization dedicated to protecting future generations of women through her legacy.

Free to Move started as a call for help, a space for our grief, and a way to find hope after immeasurable loss. It is still all of those things. But over the last year it has become so much more.

In just one year, Alyssa's story has been heard by millions—yes, millions—of people *around the world*. We developed our first safety education series, raised just \$80 shy of \$150,000, and most importantly, met countless individuals who have touched our lives in invaluable and unforgettable ways.

Free to Move started as a call for help—and it became a community.

The next year is full of exciting new initiatives, meaningful partnerships and growing momentum. It has never been clearer to me that this is exactly where we need to be and exactly what we should be doing. I know, without a doubt, that Alyssa would be proud of her loved ones— for pushing forward, for creating purpose out of pain and for working to make the world a better place.

But I will also always remember November 2024; the uncertainty, the grief and heartbreak, and how it shaped us into who we are today.

Thank you to everyone: loved ones near and far; those we have known for a lifetime and those we have never met in person. You are all part of our journey, and part of something that will make the world a little better and brighter.

Just like Alyssa.

For Alyssa
For all womankind.

With gratitude,
Abby Lokits, Executive Director, Free to Move

Friends,

Wow. Look at what we have built, and what we are building. *Free to Move* was born out of love and a desire to put some good back into the world. I am still reeling over what we have accomplished in just one year.

In 2025, we:

- Hosted our inaugural 5K
- Formally partnered with Metro Parks and Recreation
- Launched our six-part Safety Video Series
- Hosted the Free to Move Greenway Jogathon
- Built our first Resource Library, offering free, accessible safety education

These milestones were possible because of you: our supporters, donors, and partners who believe that safety is not a luxury, but a right. From the bottom of our hearts, Thank you.

Thank you for believing in this mission and walking (and running) alongside us.

Together, we are building a world where every woman is truly free to move.

You are awesome,

-Calea Davis, *Free to Move* Board Chair



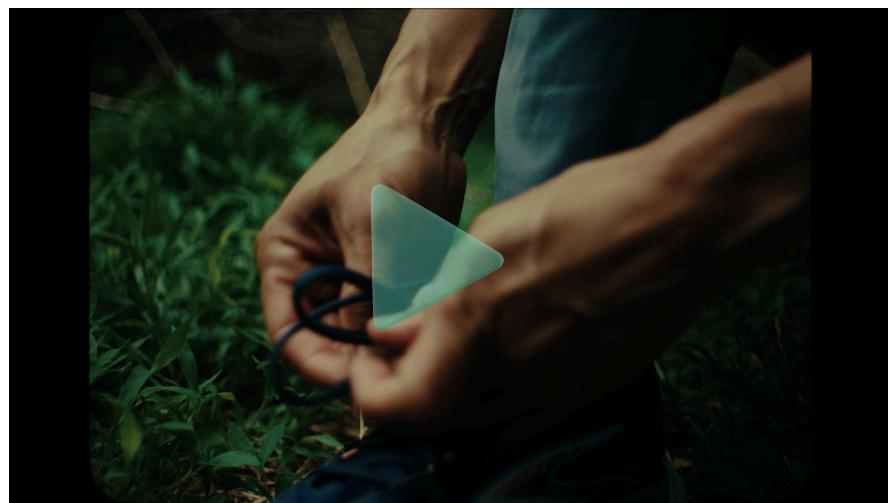
WE ARE FREE TO MOVE

WHO WE ARE & WHY IT MATTERS



SAFETY SERIES

Our six-part “We Are Free To...” safety video series provides practical tools to help build confidence, awareness, and freedom of movement in public spaces. Each video is paired with a free teaching guide to make these lessons accessible for individuals, clubs, and community groups everywhere.



RESEARCH

The data on women's outdoor safety is lacking. We are working to change that.

PARTNERSHIP

In 2025, we secured a research partnership with Vanderbilt University, where Alyssa earned her Ph. D., to identify more of the fundamental and infrastructural issues that create threats for women when moving outdoors.

By aligning our efforts with highly reputable partners, we aren't simply aggregating information that is already available. We are uncovering new information to equip us to speak as a thought leader and create true change in the mission to create a safer world.

From these studies, we plan to create owned materials that will allow us to educate, advocate for, and empower women.

Giving Tuesday donors raised more than \$3,000 in December to fund this effort in 2026.

NATIONAL SURVEY

In March, we launched a public survey as the first step into identifying systemic challenges to women's outdoor safety.



Survey data shows that the majority of women do not feel safe exercising outdoors and would like to see social and infrastructural improvements.

This first step into aggregating and analyzing data surrounding women's lived experiences affirms our efforts to educate, advocate for and empower women with resources that create lasting change.

We will continue to push this owned survey through 2026, expanding the demographics represented in the data to be more inclusive.

FREE TO MOVE FINANCIALS

The charts below summarize our 2025 Statement of Activities. This report is on an accrual basis in accordance with U.S. Generally Accepted Accounting Principles.

TOTAL INCOME

Total

\$149,920



- Individual donations: \$63,311
- Corporate donations: \$52,846
- Event revenue - 5k: \$29,915
- Event revenue - jogathon: \$3,275
- Fundraising - apparel: \$572

TOTAL EXPENSES

Total

\$82,572



- Race management fees: \$23,094
- Program costs: \$19,810
- Contractors: \$12,195
- Salaries and wages: \$12,000
- Legal & professional services: \$5,610

THANK YOU FOR MAKING FREE TO MOVE POSSIBLE

KIRK LOKITS
AGILENT TECHNOLOGIES
HERRICK COMPANY
VANDERBILT UNIVERSITY
CALEA DAVIS
BODYROK
JAMES W BAKKE & ASSOCIATES
BILLS SANDWICH PALACE
MARGARET GREEN
C3 CONSTRUCTION
BLACKWELL SECURITY
SWIFTWICK
PINNACLE BANK
THE MARY PARRISH CENTER
WILLIAM PRIESMEYER
PLEDGELING FOUNDATION
BETHANY MATHESON
JILL COBLE
MARY KATHERINE
GLENN RIVERS
CHRISTI BETH ADAMS
SENIORS HELPING SENIORS
AOR DYNAMICS
JOSEPH MACOUREK
SHELLY WOOD
SPINE & SPORT REHABILITATION
INSTITUTE
MATT LITTLE
CONNER INSURANCE GROUP
MADDY HAVENS
BEN MONTAGUE
JAMI LITTON
LORI SPARKS
MARYANN CARBAUGH
JOY BESETH
ROSEMARY & FINCH
AMERICAN REALTY & ASSOCIATES
LAUREN HICKEY
KAORU UNO
TULIP TREE COUNSELING
HARBOR
LAURA COPELAND

KAYLA LOKITS
JOHNNY SHEN
JOHN ROMERO
TEFFOLA
RALPH RUCKART
JEFF BESETH
ROBERT CONKLIN
WADE HUTCHISON
TASHA POWELL
MARK PYLES
CHRISTINA CARROLL
LILA DOBBINS
REBECCA BROWN
MARIA J
KATHLEEN LOWRY
JUNG PARK
CATHEY RIVERS
EMMA HYNEK
THOMAS KELLEY
SARLA GONZALEZ
GLEN RIVERS
WILLIAM ARNOLD
KELLY ROMSOS
DONNA KOREN
CHARLES BOONE
RACHEL RIVERS
LAURA BEERMAN
SANDRA ABERKALNS
CHERIE RIVERS
KATIE LOKITS
GRAYSON CANNON
MALLORY OVERMAN
ELIZABETH BRODERICK
GREG EICHINGER
BETH MCNULTY
BRENDA BOYD
SAMUEL A
MARY LITTLETON
JOEL MILLER
AMY CARROLL
CHRISSY HENDERSON
JAMES GILBERT

ELIZABETH STROBEL
MAUREEN SANDERSON
CHELSEA STRONG
MELODY SCHAPKER
BRANDON INGLE
AMANDA CROSSWHITE
SCOTT STIRDIVANT
KAREN NELSON
SHARON CARMICKLE-SEIBERT
DANIELLE LOGUE
JOHN COOPER
CORI MEDLER
ALEXANDER ISRAEL
VANESSA BANKS
JUDITH M MOLOY
BRADY MAGUIRE
TIMOTHY FOLINO
DONNA GODSEY
JENIFER LUCE
RED BARN FINANCIAL
KRISTY CONYERS
JAY PINK
WILLIAM TURNER
RACHEL LOKITS
STEPHANIE BARTILSON
LESLIE SIMS
HEATHER HOVEY
KATE KING
MEG MORGAN
NICOLE S
RYAN PRIESMEYER
HUNTER DEFORGE
HENRY COLLETT
MEGAN NEAL
STEPHANIE BARTILSON
LISH NORE
KATIE LOKITS
MARISA BUEHRING
CHRISTINA FINN
SCOTT BLEVINS
JEREMY LOKITS
MARGARET HILL
HALEY KREUTZER
BRANDON LOKITS
HANNAH TAYLOR
EMILY SHIPMAN

ASHLEY DUNN
SHAE TAYLOR
KIETH MCGOVERN
KENDRA DAVIS
CARA SMITH
KEELY MIDDEN
TIM GAINES
HOUSTON BROWN
ELIZABETH BRYANT
CHRISTINA TYSKOW
ALEXA PRIDDY
KATE DAWSON
LAUREN ENGELBERT
CHARLES A
CINDY HUMMEL
DOAA EL-ASHKAR
MARY A
ROBERT RIVERS
KATHERINE COFER
KIMBERLY BIANCO
CHRISTINA TYSKOW
STACY ANNE
KAREN RIGGS
DUSTIN WARRINGTON
THOMAS REYNOLDS
LUKE BARKER
MCKENZIE PHILLIPS
ERINN ONEILL
DAMIEN SLOAN
RYAN ICKERT
JORDAN BAKKE
SARA COLLETT
MELISSA SCHAAB
ANDREA FERBER
MICHELLE GIBSON
LESLIE BOYCE
NICHOLAS HEGUY
DIANE WEHR
JD HILLER
TAMMI ZELM
OYUKY MEZA
BRENT FULGHUM
PAUL WOOLARD
LORI OGDEN
PETER KROPP
EMILY OSHEA

EMIL RAMIREZ
MARY CULLEN
MARY CAMPBELL
MEGAN CONNER
KEVIN DALEY
KEITH SKINNER
MOISES ROA ORTIZ
BRADY WHETTEN
EMILY EAVES
SARA SINCLAIR
FORREST LAINE
JESSICA MAXWELL
LAURA MELTON
AMBER KELLEY
KRIS KAWALSKI
GARY SANDERS
JEANETTE JONES
MARY BETH UTLEY
SHAWNA SONGER GAINES
PATRICIA MILLER
TERI AKOVENKO
KATIE TOUNGETTE
SARAH HENNES
PEYTON BENNETT
SCOTT COLLIER
VALERIE FORREST
BRANT MILLER
ALEXIS WILLEY
TAMRA L. SMITH
GARRETT PAYNE
JEANINE DENNEY
SARA KERHOULAS
LAURA HARBIN
SUSAN BELL
CAMERON HARDWICK
TORI BRYANT
EMILY BRISTOW
KIMBERLY LONGWORTH
CASEY ROSE
DANIELLE IANNETTA
ALANA BEILSTEIN
MARIJA KUNA
JOSHUA BAKKE
KIMBERLEY LOCKE
KATE MENKE
DANA MCALEXANDER

SPECIAL THANKS TO

711 people who participated in the 5k
500+ Who reclaimed the greenway during our jogathon
the 105 of you who purchased merch
and everyone who donated their time, skills and talents in 2025!

MEGHAN WATERS
SYDNEY ESCOE
MELISSA LAPP
ANDREW HENDERSON
JESSICA CLELAND
JENNIE WU
BLAKE LEYERS
SARAH GILBERT
COLLEEN MCGUINE
CARA ALLISON
JOELLA NICOLE
SHANNON GENTRY
NATALIE ALONZO
KAREN GREGG
NATALIE PENDLEY
ALLY BRETTNACHER
NATALIE WRIGHT
SUSAN HAMMONDS-WHITE
AMANDA GRIFFIN
CHRISTINE MANSFIELD
KATIE HOLLOWELL
HAYLEY ELLIOTT
JESSICA EARNEST
LACNIE TORREGROSSA
DONNA R
AMY SCRUGGS
DOUGLAS SHAUGHNESSY
ANNA HOEHN
PEGGY F
ANIKE OLADEJI
AMANDA HARTMAN
ELICIA NORE
LINDSAY KOLLER
JOAN BLAKELY
EMILY FIELD
GEORGE MANEY
KEELY HUTH
CHELSEA ANDERSON
PRERANA B
SHARI LANZENBERG
EMILY PUTHAWALA
JAKE DOTTS
JESSICA KETNER
ANDREW CRANDALL
MARGARET MEDON
KIRSTEN GUCKES
DANIELLE MARTINES
STEVE PHILLIPS
JAIME JOHNSON
SUSAN GOMEZ
REGINA BOSLEY
HANNAH HOLCOMBE
REYNA GORDON
KRISOULA SPATZ
DESERI ARBALLO
KRISTINA TOWNSEND

ANNA BURNETT
MARY ROBINSON
RONALD CUMMINS
THERESA WINTERHALTER
FARANAK HARTWICK
KURT LAVER
KELVIE CRABB
HEATHER MORREN
JIM SPINNEY
LARRY KLOESS
SAM FORRER
ANGELA GAJDA
JEANNE MARCHETTI
MARICIA PARKER
JACOB C
ERIC PAVLICH
ANTHONY BEYER
ERIN SVARE
KAREN SCRANTON
EMILY TAN
JOSH ROBERTS
STACIA CAPONI
AMY MILLS
LAUREN LUNDAHL
KELSEY GAUDE
GUSTAVO ARAIZA
MICHELLE MCCULLOUGH
KATRINA LEACH
EMMA GRACE CARROLL
ZACK MCDANIEL
ADDIE ALLISON
BRIANNA DELANEY
LYDIA PINKERTON
BETHANY DAVISON
MAJLINDA RUSI
TERRELL JACKSON
SARAH MASSENGALE
AMANDA SHAPPARD
AMBER WHITTIER
STEPHANIE KAWALSKI
MEGAN PROCTOR
TREVOR KNOWLES
DALLAS BURKE
RILEY COLEMAN
JALISA DECKER
ELIZABETH FLEMING
LAUREN BUDAY
CHRISTI SCHNEGGENBURGER
JESSICA SEALY
SHERLYN UMAYAM
STACY M
MESHA C
ELIZABETH SIMS
JESSICA TRESCHL
CHARLENE TUCKER
ADDIE KATE

ANN SMITH
YOLANDA MINES
FAITH POINDEXTER
ALISHA BESETH
KARYSSA HAITHCOCK
KIM RICHARDSON
STACEY LANE
KIMBERLY VALENTINE
JORDAN BATEY
BETH JACOBSON
BROOKE PRELOVSKY
YIPING LIM
MEGAN MARTINEZ
ALICIA CONNER
CURTIS STUCK
KRISTI MATASSA
KILEY ADAMS
LACIE DUFFEL
KATHERINE NIELSEN
MICHELLE RUMRILL
MEGAN TOMAINO
CAITLIN HINSEY
CARLI JOHNSON
HANNAH PUDDY
ASHLEY LABAKI
JOELENE PICCININO
ANNA NELSON
STEPHANIE GULAGA
SARAH FINE
RACHEL HUNTER
SHANNON CARVALHO
KATHARINE TROJAK
ALETHEIA FORT
COURTNEY MOSS
JULIE THORP
CAROLYN RICHARDSON
JENNY RIVERS
RIKAE GARCIA
JENNA RIEDER
DEVIN HORTON
JULIE MOODY
LINDSAY HANSEN
LAURA SANDALL
JESSICA BLANCO-HARP
ERIKA LARSSON-TUCKFIELD
AMY FORTES

2026

We want people to know Free to Move as a significant resource for insights into the challenges to women's outdoor movement and a heavy contender in the fight to remedying those gaps.

As we step into year two as an organization, we will streamline our efforts into four pillars.

RESEARCH

From community walk audits with Greenways for Nashville and Metro Parks to our national survey and research alongside Vanderbilt University, we are digging in to identify specific changes needed to make our outdoor spaces safe. Our research findings will position us to identify the systemic gaps in safety for women and inform those who have the power to change them.

EDUCATION

Free to Move is here to equip women with the tools they need to feel as safe as possible while moving outdoors. In 2025, we launched our first owned education series and will release the series again in early 2026. We are currently working with self-defense experts to develop the content for our second education series, which will release in late 2026.

ADVOCACY

We believe deeply that through community and connection we can create meaningful change. From our International Women's Day Art Exhibit celebrating women in motion on March 8th, to our presence at likeminded partner organization runs and events throughout the year, we want Nashville to know who we are and what we are about.

EMPOWERMENT

We want women everywhere to get outside and move in whatever way feels most fulfilling. In 2026, we will partner every month with a walk/run club or community partner event to gather women in movement, sharing Alyssa's story and spreading awareness about our mission.