

STANDING



READY

IMPACT REPORT 2023



CALIFORNIA
FIRE
FOUNDATION



Formed in 1987, the California Fire Foundation provides emotional and financial assistance to families of fallen firefighters, firefighters, and the communities they protect.



RESPONDING WITH COMPASSION



We are pleased to provide you with our 2023 Impact Report. Upon review I think you too will be surprised at the range of activities which have kept us busy over the last year. While we had fewer large-scale fires, we were faced with unprecedented flooding in many communities. We responded by distributing over \$800,000 in direct aid throughout California. Additionally, our team continued to build a stronger, more resilient state with more than \$1.3 in grant awards to fire departments, firefighter associations, and non-profits across the state serving under-resourced communities located in elevated disaster-risk areas. We hosted our signature annual Memorial Ceremony in Sacramento honoring 35 fallen firefighters with more than 1,000 guests in attendance.

Continued support from our friends in the fire service meant thousands of victims of home fires were given \$250 cash cards from our SAVE program departments. This critical partnership with 124 fire departments helps our neighbors in a time of need and reminds citizens that firefighters are on their side. In that same vein, we were thrilled to receive our first ever government grant in 2023 from California Governor's Office of Emergency Services (CalOES) to support our public education campaign, Firefighters On Your Side. Through the CalOES Listos grant and funding from Pacific Gas & Electric and Southern California Edison, we were able to reach communities and populations across California facing barriers with our multi-lingual fire safety and disaster preparedness messaging.

As we look forward to 2024, we stand ready to continue to support our firefighters, their families and the communities they serve. While not welcomed, we undoubtedly will be faced with new and unique challenges in the year ahead. Our team will respond with the same care and compassion that has been the hallmark of the California Fire Foundation since 1987.

With that as our standard, the new year also brings our most heartfelt and ambitious work – the expansion of our California Firefighters Memorial in Capitol Park. It is hard to believe that the day has come to expand our Memorial, as it has reached capacity at more than 1,500 names inscribed in just over twenty years' time. Unlike other Memorials, ours is a living testament to the continued sacrifice that firefighters and their families make; thus, each year, we add names of fallen firefighters who have given their lives to the communities they serve. This expansion effort will offer a 100-year plan for honoring California's fallen firefighters with the same distinction and lasting recognition as those already enshrined on the Memorial Wall.

Because this is such a critically important and time-sensitive opportunity, the California Fire Foundation will be entering its first capital campaign in support of this multi-year project. Please stay tuned throughout this year for opportunities to get involved and show your support for this once in a lifetime project. Learn more at cafirefoundation.org/memorial-expansion.

Rick Martinez

COMMUNITY SUPPORT

SUPPLYING AID TO VICTIMS
OF EMERGENCY (SAVE)

Short-term relief to survivors of residential fires and other local disasters

DISASTER
RELIEF

Immediate, direct relief to California communities in the midst of a disaster

FIRE PREVENTION &
PREPAREDNESS FUNDING

A line of support for fire departments and organizations keeping Californians, our state's communities and first responders safe

OVER
\$250K
IN SHORT-TERM
RELIEF
DISTRIBUTED

OVER
7,700
PEOPLE ASSISTED

OVER
\$1.3
MILLION
DISTRIBUTED
STATEWIDE

FIRE SERVICE SUPPORT

CALIFORNIA FIREFIGHTERS
MEMORIAL

Unique and stunning tribute to the more than 1500 firefighters who have died in the line of duty since California became a state in 1850

CALIFORNIA FIREFIGHTERS
BENEVOLENT FUND

Support for firefighters injured or killed in the line-of-duty or who are displaced or impacted by disasters

DANIEL A. TERRY
SCHOLARSHIP

Higher education assistance for the children of California's fallen firefighters

35
FALLEN
FIREFIGHTERS
HONORED

\$160,500
DISPERSED TO
FRONT LINE
FIREFIGHTERS &
THEIR FAMILIES

13
SCHOLARSHIPS
AWARDED

COMMUNITY PROGRAMS

In collaboration with fire departments and community-based organizations throughout the state, CFF is able to offer financial support to survivors of home fires and natural disasters, as well as multi-lingual fire safety and disaster preparedness education serving Californians and communities facing barriers.



SUPPLYING AID TO VICTIMS OF EMERGENCY (SAVE)

The trauma experienced by fire survivors is unimaginable. Survivors often must flee their homes with nothing more than the clothes on their backs, and in the wake of a devastating fire, desperately need comfort and financial assistance. Easing that burden is what the California Fire Foundation’s Supplying Aid to Victims of Emergency (SAVE) program is all about. Thanks to funding from long-time partner Chevron, the SAVE program brings immediate short-term relief to victims of home fires and other disasters throughout California.

The SAVE card is a \$250 gift card given to eligible survivors of fire and natural disasters by firefighters on scene who are enrolled in the SAVE program. This allows survivors to purchase basic necessities such as food, clothing, gas, medicine, or a place to stay the night in the immediate aftermath of a house fire.



“This program has been amazing, it feels great to be able to give a little bit of relief to our citizens who have been displaced by fires.”

- TODD RAE, SOUTH SAN FRANCISCO FIRE DEPARTMENT

Thanks to 124 fire departments across the state, our landmark SAVE Program continues serving thousands of home fire survivors each year.

3,593

PEOPLE RECEIVED SUPPORT

\$254,250
DISPERSED

8
NEW PARTICIPATING
AGENCIES IN 2023

1,017
CARDS DISTRIBUTED

DISASTER RELIEF FUNDING

During fast-moving and chaotic disaster situations, the California Fire Foundation aims to administer direct financial relief to affected communities effectively and quickly. We work with a network of local fire departments and Community Based Organizations (CBOs) to identify residents whose homes are destroyed or damaged or who are experiencing extended evacuations in their communities. In 2023, California's wet winter led to deadly and destructive flooding for communities across the state, and CFF was there to help.



North Monterey County Firefighter provides a Disaster Relief Cash Card to a flood victim.



28.4 MILLION
IMPRESSIONS ON
SOCIAL MEDIA PLATFORMS

Using firefighters as messengers, Firefighters On Your Side provides multi-lingual, culturally competent fire safety messaging in both digital and print form. With a focus on providing resources to under-resourced communities and historically marginalized populations, Firefighters On Your Side communicates critical fire safety information in Spanish, Vietnamese, Chinese, Tagalog, Mandarin, and English.

firefightersonyourside.org

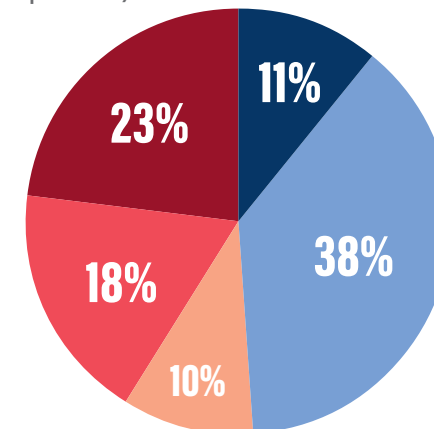


"I wanted to take a moment to thank you for the assistance I received after flooding at the Arbor Mobile Home Park from your fire foundation. It was a great gesture and wholeheartedly needed after being given a money gift card and DoorDash gift card."

— BRETT C., ACAMPO, CA

DISASTER RELIEF RECIPIENT SPENDING

(Jan – Apr 2023)



- Gas Stations
- Groceries & Prescriptions
- Restaurants
- Department Stores
- Utilities, Lodging, & General Bills

"It was like a weight had been lifted from my shoulders when your Felton CA Rep gifted us the \$250 card... What an absolute blessing for your assistance during this storm aftermath."

— SUSAN M. GREEN, SANTA CRUZ COUNTY

TOTALING

\$595,750

IN DIRECT AID IN CARDS

7

STORM & FLOODING EVENTS

6

CBO PARTNERS

2,416

IMPACTED HOUSEHOLDS

7,731

PEOPLE SERVED

(based on average household size of 3.2)

\$150,000

IN LONG-TERM RELIEF GRANTS

MAUI WILDFIRE RELIEF

In August of 2023, the California Fire Foundation launched a fundraising initiative to support the town of Lahaina and the entire state of Hawaii after a devastating wildfire. All funds raised were sent directly to Hawaii Professional Firefighters, Local 1463, to administer to their firefighters and community members most impacted by the wildfire.



CFF Executive Director, Rick Martinez presents a check to Hawaii Professional Firefighters President, Bobby Lee.

FUNDS RAISED AND GIVEN TO L1463

TOTAL RAISED:
\$763,108



RVS SENT TO MAUI FIREFIGHTERS WHO LOST THEIR HOMES IN LAHAINA

“When I got a call from CFF Chair Brian Rice about this gift of RV trailers, I was speechless. We had firefighters responding to homes and other structures while knowing that when they get off shift the next morning, their house would also be gone. There are no words to express our heartfelt thanks for the support of our Maui firefighters who lost their homes in this tragic Lahaina fire. Your generosity is absolutely humbling.”

- BOBBY LEE, PRESIDENT
HAWAII FIRE FIGHTERS ASSOCIATION, LOCAL 1463

GRANTS PROGRAMMING

The California Fire Foundation offers competitive grants throughout the year to California-based fire departments, firefighter associations, and nonprofit 501(c)3 organizations to address the state's climate-driven disaster needs, with funding priority given to projects that are grounded in and responsive to under-resourced communities located in elevated disaster-risk areas.



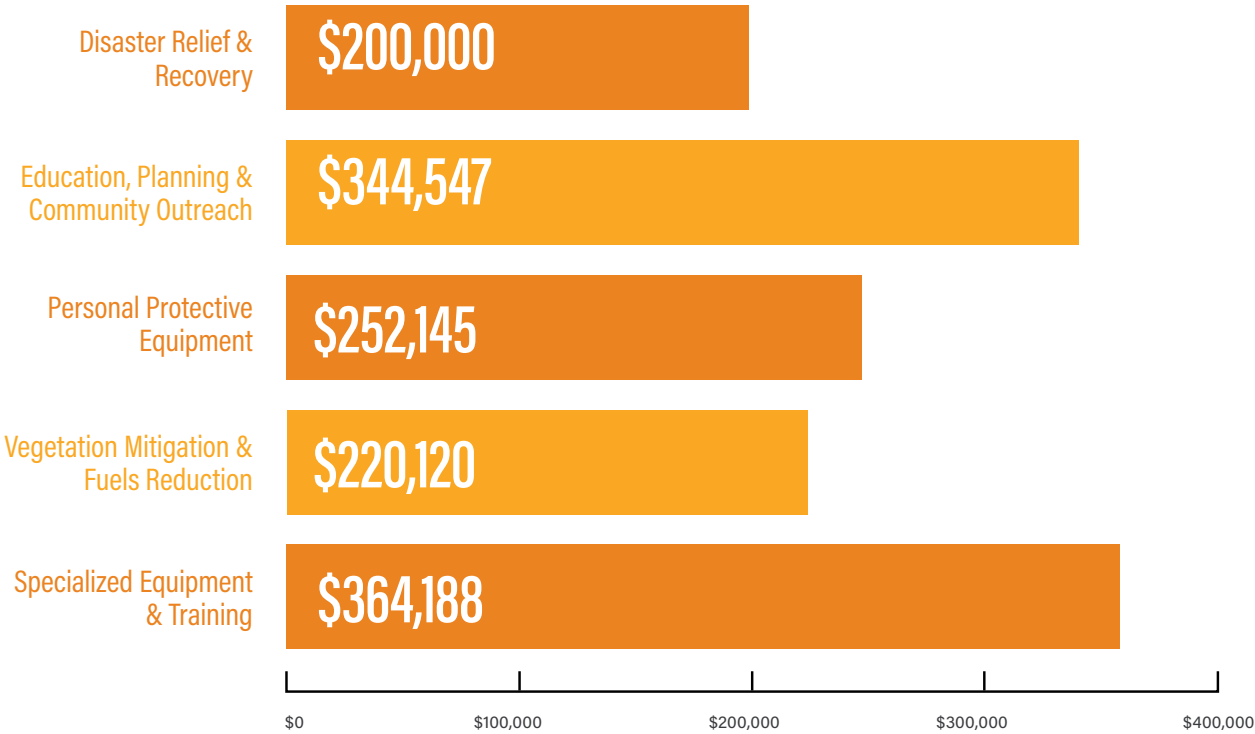
PREVENTION & PREPAREDNESS GRANTS

The California Fire Foundation offers competitive grants throughout the year to California-based fire departments, firefighter associations, and nonprofit 501c3 organizations to address the state's climate-driven disaster needs, with funding priority given to projects that are grounded in and responsive to under-resourced communities located in elevated disaster-risk areas.

“This partnership was essential for jumpstarting the Tehama Conservation Fund and the Resource Conservation District of Tehama County staff's ability to train for and participate in prescribed burns.”

-TEHAMA CONSERVATION FUND

GRANTS AWARDED BY FOCUS AREA



“The Five Cities Fire Authority is a smaller agency challenged with an active Wildland Urban Interface and participation in the State Mutual Aid System. This partnership will enable our organization to better serve and protect our member communities.”

-STEVE LIEBERMAN, FIRE CHIEF | FIVE CITIES FIRE AUTHORITY

EACH AWARD RANGED FROM
\$3-\$50K

AVERAGE AWARD:
\$16K

45
FIRE DEPARTMENTS
AND FIREFIGHTER
ASSOCIATIONS SUPPORTED

41
COMMUNITY-BASED
ORGANIZATIONS SUPPORTED



CALIFORNIANS SERVED:

OVER
4.9 MILLION
PEOPLE ACROSS
37 COUNTIES

\$1,381,000
TOTAL DISTRIBUTED
IN 2023



"The supplies and equipment purchased [with] this funding was pivotal to building the capacity of Native and non-Native community members in Lake Country"

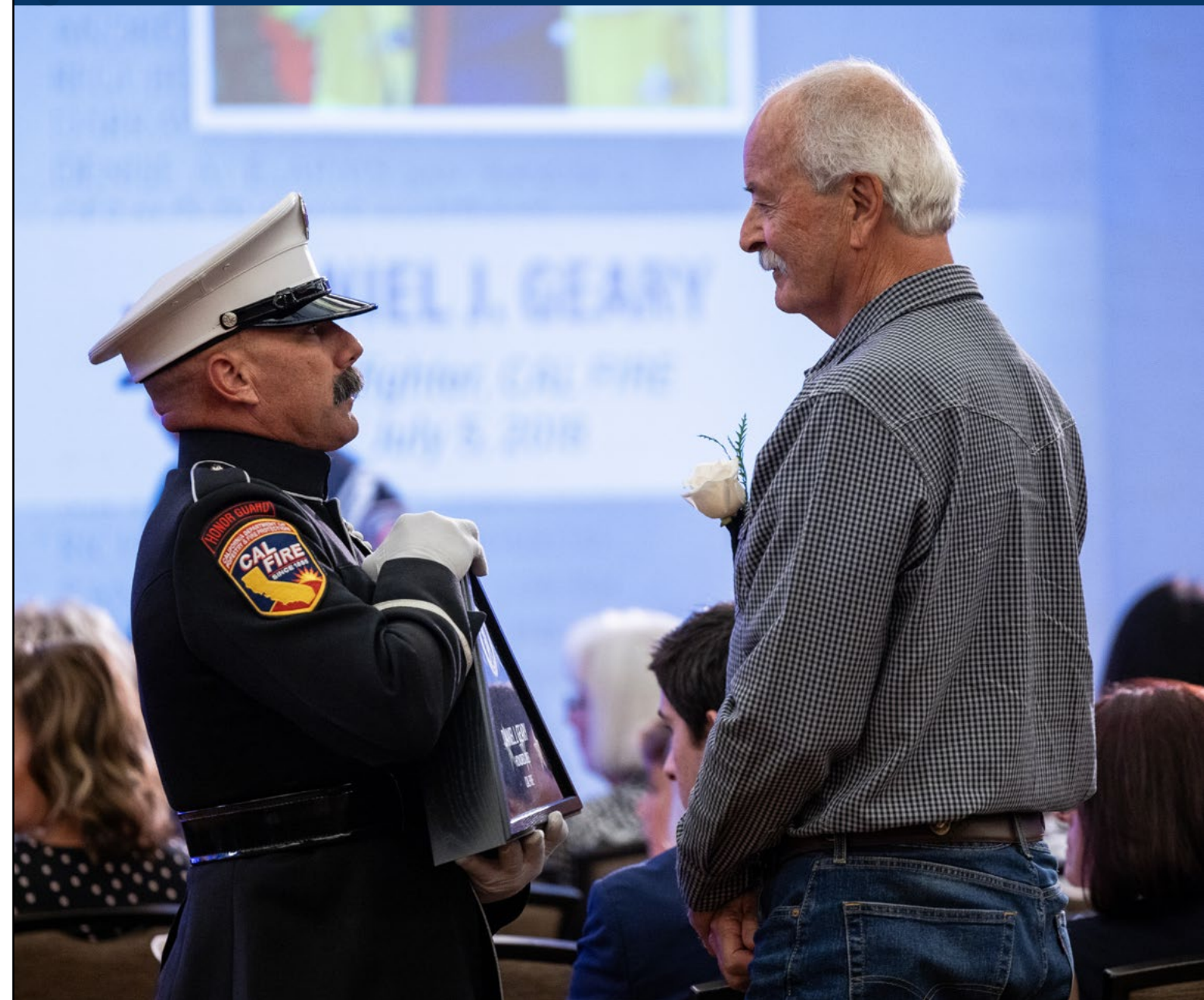
-TRIBAL ECORESTORATION ALLIANCE (TERA)

THANK YOU TO
OUR MAJOR GRANT
FUNDING PARTNERS:



FIREFIGHTER SUPPORT PROGRAMS

CFF is dedicated to making sure career and volunteer firefighters throughout the state are supported when they need it most.



BENEVOLENT FUND

Thousands of California firefighters work tirelessly for our communities, day in and day out. When they suffer an occupational injury or need behavioral health treatment for work-related stress, CFF is there to help. In 2023 our Behavioral Health Award increased to \$7,500 to support firefighters seeking treatment and help break the cycle and stigma of their suffering.

“From our family to you all, thank you. In a time of humility and stress, you reminded us of love, support and who we are as a family. The hardest part of recovery has been maintaining our dignity and accepting assistance.”

- CAL FIRE FIREFIGHTER AND FAMILY 2021 HOME LOSS BENEVOLENT RECIPIENT

“Thank you all so much for the wonderful letter and the funds given...we appreciated it more than I can explain”

-WEST STANISLAUS FIREFIGHTER AND FAMILY 2021 LINE-OF-DUTY INJURY BENEVOLENT RECIPIENT

\$160,500

TOTAL AID GIVEN TO
FIREFIGHTERS AND THEIR
FAMILIES

31 LINE OF DUTY DEATH
AWARDS OF \$5,000 EACH
TO SURVIVING FAMILIES

3 LINE OF DUTY
INJURY AWARDS OF
\$1,000 EACH

3 BEHAVIORAL HEALTH
AWARDS RANGING
FROM \$5,000-\$7,500

CPF PIPES AND DRUMS

In the grand tradition of honoring fallen colleagues, the Pipes and Drums of California Professional Firefighters was created to perform at funerals and memorial services honoring California firefighters who have died in the line of duty.

Since its inception in 1999, the Pipes and Drums has grown from a few members to 35 individuals. Each musician is a paid, career or retired firefighter, whose participation in the Band is entirely on a volunteer basis.

“The fire service has been good to me and my family, and this is a way that I can give back. I feel a calling to be part of the CPF Pipes and Drums and to pay it forward; it's been an honor to be able to do that.”

- TRACEY HANSEN-CPF PIPES & DRUMS



19
FIRE DEPARTMENTS
REPRESENTED

7
COMMUNITY EVENTS
ATTENDED

7
LINE OF DUTY DEATH
SERVICES ATTENDED

CAL-LAST TEAM



Dealing with a firefighter line-of-duty death is one of the toughest and most challenging experiences a fire department can face. Through the California Last Alarm Service Team (Cal-LAST), and in partnership with the National Fallen Firefighters Foundation, the California Fire Foundation provides comprehensive rapid-response support for local fire departments that lose one of their own in the line of duty. This all-volunteer team provides departments and locals with skilled, fire service individuals who can assist with every aspect of a line-of-duty death — from planning a memorial to grief counseling for families.

In 2023, Cal-LAST had 5 Activations for LODDs:

Miguel Cervantes
Rancho Cucamonga Fire District

Doug McCullough
Modesto Fire Department

Tim Strack
City of Riverside Fire Department

Brian Tracy
Santa Cruz Fire Department

Dominic Smith
Santa Monica Fire Department

The 2023 California Firefighters Memorial marked 21 years of honoring the service and sacrifice of California firefighters who died in the line of duty. This sacred ceremony welcomed more than 1,000 guests to honor the 35 firefighters added to the Memorial Wall in Capitol Park.

35 FIREFIGHTERS
HONORED



DANIEL A. TERRY SCHOLARSHIP PROGRAM

Named for California Professional Firefighters President-Emeritus Daniel A. Terry, the Daniel A. Terry Scholarship program was conceived to help the children of fallen firefighters realize their dreams of receiving a higher education by providing financial assistance to help turn those dreams into a reality. Each initial scholarship award is \$3,000 renewable for up to four years, for a total award package of up to \$12,000.



Gordon, Anne and Sean Dickson at 2022 Memorial to honor Brian Dickson of Ebbetts Pass Fire who died of job-related cancer.

13

EDUCATIONAL SCHOLARSHIPS
AWARDED IN 2023

TOTALING
\$39K
IN DIRECT ASSISTANCE

"I am extremely grateful for receiving the Daniel Terry Scholarship. The scholarship helped pay tuition at a four year university where I played college ice hockey and earned a bachelors degree in Health Science. The scholarship also paid for paramedic school after I graduated. I am proud to say I was recently hired by the Menlo Park Fire District where I will be pursuing my dream to be a fire fighter paramedic."

—SEAN DICKSON

A SPECIAL THANK YOU TO OUR MAJOR 2023 SUPPORTERS

\$100,000+ FIREFIGHTER HERO

Pacific Gas and Electric Company
Southern California Edison
Chevron
General Motors
Governor's Office of Emergency Services

\$50,000 - \$99,999 FIREFIGHTER FRIEND

The Yard Foundation
Joseph & Helene Pollock Foundation
Harold K.L.Castle Foundation

\$25,000 - \$49,999 FIREFIGHTER SUPPORTER

The Chris and Melody Malachowsky
Family Foundation
Firefighter Candidate Testing Center
John Wilhelm/Tora Isi Charitable Fund
Mission City FCU
Firehouse Subs Public Safety Foundation
Lockheed Martin Corporation
San Bernardino Professional Firefighters Local
935 Good And Welfare Fund
The Hexberg Family Foundation
The Mark J Turtletaub Revocable Trust
DoorDash
Pasha Hawaii

Without our supporters and donations
of all sizes, fulfilling the California Fire
Foundation's mission would not be possible!
Your meaningful support in 2024 will directly
help us assist more firefighters, their surviving
families, and the communities our firefighters
serve when it's needed most. Thank you!

DONATE TODAY



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Candid.

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