CALIFORNIA FIRE FOUNDATION
2012 ANNUAL REPORT
The California Fire Foundation

WHO WE ARE
The California Fire Foundation, a nonprofit 501(c)3 organization, was created as a way to recognize the courage of firefighters, and the perseverance and sacrifice of fire victims. Formed in 1987 by California Professional Firefighters, the California Fire Foundation’s mandate includes an array of public education and victim assistance projects.

WHAT WE DO

CALIFORNIA FIREFIGHTERS MEMORIAL
Design, build and maintain a memorial to fallen firefighters at the State Capitol in Sacramento.

FIREFIGHTER FAMILIES
Provide emergency support to families of firefighters killed in the line of duty and assistance to survivors and departments to deal with line of duty deaths.

SURVIVING CHILDREN
Help secure the dream of college for children of fallen firefighters through the California Firefighters Endowment and the Daniel A. Terry Scholarship program.

VICTIM ASSISTANCE
Provide a resource center to assist victims and families devastated by fire and other major disasters, and organize a special fund to provide emergency assistance to fire victims.

PUBLIC EDUCATION
Provide information regarding fire safety and conduct public outreach and education about fire safety issues through its Firefighters On Your Side program.
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As a young firefighter, the one constant you learn very quickly is that some of your colleagues will die before their time.

Sometimes it happens in an instant, when the force of nature overpowers even the most courageous and skilled responder. Sometimes it happens in slow motion, as stress and exposure on the job produce illness and injuries that claim lives too soon.

After over three decades in the fire service, I know this reality all too well. I’ve comforted the widows and parents of young men and women whose lives were claimed in a moment of tragedy. And I’ve stood helplessly as my best friend … in the fire service and in life … lost his battle with job-related cancer.

If these fallen firefighters could speak to us, I know what they’d say: “Take care of my family. Make sure my kids go to college. Keep my neighbors safe.”

For a quarter century, the California Fire Foundation has worked to honor these wishes, paying tribute to our fallen, comforting their survivors, encouraging the dreams of their children and helping the communities they served. In 2012, the Foundation marked a milestone with the 10th anniversary of the California Firefighters Memorial. This stunning tribute carries the names of 1,200 men and women who gave their lives in the line of duty.

Each year, firefighters and family members gather for the annual Memorial Ceremony, performing the sad duty of adding new names to the wall. These ceremonies have become an emotional touchstone for families, allowing them a time for grieving, healing and closure. But as important as these tributes are, there are urgent, practical needs that must also be met.

In 2012, the California Fire Foundation continued to provide financial and emotional support for families touched by line of duty deaths. Our new California Last Alarm Service Team (Cal-LAST) provides comprehensive, rapid response support in the wake of a tragedy, offering help with everything from planning a memorial to grief counseling for families.

The Foundation also continues to build a future for surviving children through the California Firefighters Endowment. Through the Endowment, the Foundation has provided dozens of students with financial assistance through the Daniel A. Terry Scholarship program.

In the true spirit of the fire service, the California Fire Foundation has brought fire safety and disaster awareness programs directly to low income and senior populations through our “Firefighters On Your Side” program. We also continue to service our communities through various victim assistance programs.

As Chair of the California Fire Foundation, I am proud to be a part of this cause and hope you will join us in fulfilling this mission. I’ve seen what it means to our brothers and sisters in the firehouse. I know how it affects the lives of those they leave behind. And I know the comfort it would bring to those heroic souls who have already paid the ultimate price.

Lou Paulson
Chair, California Fire Foundation
Since then, more than 1,200 of California’s bravest have paid the ultimate price to keep our citizens safe. The debt they are owed can never be fully repaid. But thanks to the California Fire Foundation, their sacrifice has been transformed to an enduring and inspiring legacy.

**A PERMANENT TRIBUTE**
The sacrifice of hundreds of California firefighters is enshrined on the brushed limestone walls of the California Firefighters Memorial at the State Capitol in Sacramento. This beautiful memorial is a tribute to the heroism of the profession and the anguish felt when a firefighter falls in the line of duty. The memorial design includes two bronze statues depicting firefighters in action, framing the Memorial Wall with the names of the fallen.

The California Fire Foundation raised more than $2 million to construct the Memorial and continues to pay for its upkeep. Among the many memorials on the Capitol grounds, the California Firefighters Memorial is the only one for which maintenance and upkeep is funded entirely through private donations.

**A YEARLY REMINDER**
The annual California Firefighters Memorial Ceremony brings together families, firefighters and grateful citizens in a solemn homage to fallen heroes. Each year, new names are added to those already enshrined on the Memorial. The ceremony features noble tributes from firefighters, family members and fire service dignitaries. Each surviving family receives the tribute of an American flag. The mournful toll of the Last Alarm reminds all of the debt that can never be repaid.

**A PROUD TRADITION**
The Pipes and Drums of the California Professional Firefighters has become as much a part of the Memorial as the stone and statues. Formed in the proud tradition of respect and remembrance, the 28-member Pipes and Drums band offers tribute to firefighter memorial services throughout California, as well as to the annual Memorial Ceremony in Sacramento. Every member of the Pipes and Drums is an active or retired California firefighter.

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On May 4, 1851, one of San Francisco’s brand new fire brigades plunged into battle with an explosive firestorm that would produce devastation second only to that of the 1906 Earthquake and Fire. Determined, but hopelessly outmatched, Firefighter James Welsh became the first California firefighter to die in the line of duty.

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REMEMBERING A FALLEN FIREFIGHTER

Arcadia Firefighter John Twitchell • October 20, 2012
Address given by friend of fallen firefighter, Andy Troncale, at CA Firefighters Memorial

Today each of us carries the memory of someone who holds a special place in our heart. My journey to this monument commemorates the life of a dear friend and coworker, Captain Andy Troncale, of the Arcadia Fire Department.

Being here together - in this moment in front of this wall and all that it symbolizes - gives me a deeper connection to the ever-expanding firefighter family to which I humbly belong.

Regardless of position or rank, every firefighter being remembered here today, and those whose names are already on the wall, has made a difference. They left their mark. Not only on each of us but on the lives of many whom they never met. That is their legacy, and it reflects the lives they led – lives that were less concerned with success than with being significant (and) making a difference.

While we may not know everyone on this wall personally, we can see ourselves in them. We see the love they had for their families, their career and their service to others. We remember our fallen loved ones, and we let their legacy touch us and guide us through our own life. By doing so, we honor them by making a difference in their memory.

My friend, our brother, Captain Andy Troncale, was full of life. As a firefighter, Andy was one of the most revered and respected men in the department. He was a man of character, wit, and laughter, but also of determination and commitment. His spirit of excellence and professionalism in challenging situations not only brought comfort to those he served, but to those who served beside him.

Most likely, Andy’s call to service wasn’t different than the call each of your loved ones answered. And, as families, you also answered that call. For every Thanksgiving, Christmas, Easter or other important event lost to the call of duty, you missed them as much as they missed you. It gives me faith in knowing that these personal sacrifices were graciously given with the openness of a servant’s heart, with purpose and with inspiration to help others.

Yes, the wounds of loss are slow to heal. But today is another step, another opportunity to memorialize and honor our loved ones by carving their names into this limestone wall and sharing their stories. In the next decade, The California Firefighters Memorial here in Capitol Park will continue to be a symbol of what is strong and pure. It will continue to draw firefighters and their families to this sacred place to remember, to reach out and touch a name, to reflect on those who gave everything they had in the spirit of duty, courage and sacrifice.

The meaning of this memorial wall may be different for each of us, but its significance cannot be overlooked. It perpetuates a memory with its form, it symbolizes strength and longevity with its presence and it allows the legacy of each hero to endure with a statement of grace and gratitude. It is neither too big nor too small to make a difference, and it will forever connect us.

On April 6, 2002, the California Firefighters Memorial was unveiled in the heart of Sacramento’s Capitol Park.

On October 19, 2012, to mark the Memorial’s 10th Anniversary, the California Fire Foundation hosted a solemn procession, and a moving evening tribute.

Gathering at dusk in the shadow of the California State Capitol, hundreds marched in a silent vigil to the Memorial site. Each carried a solitary light in remembrance of one of the courageous souls who gave their all.

Laying their lights at the base of the Memorial Wall, those gathered recalled the dream that inspired the Memorial, the hard work making it a reality, and meaning it has come to hold for everyone connected with the fire service.

An original poem, created by Sacramento Poet Laureate Bob Stanley, was followed by recollections from those whose vision and commitment made the tribute a reality, including artist Jesus Romo, a retired Sacramento Battalion Chief, and retired Redlands Fire Chief Mel Enlow, whose fallen son Kenny is immortalized on the Memorial.

“We knew we were building a tribute to the profession, but the memorial has become so much more,” said Daniel A. Terry, President-Emeritus of California Professional Firefighters and the man who conceived the Memorial in 1991. “Today it is a touchstone … a place of reflection and remembrance.”

In conjunction with the anniversary, the Foundation also published “Uncommon Courage”, a 52-page coffee table book, which depicts the extensive history of the Memorial’s creation and the special place it holds for firefighters, their families and California’s grateful citizens.
The California Fire Foundation is at the forefront of ensuring that families and policy makers are educated about the risks faced by firefighters, and the challenges faced by their families.

Every year, the Foundation publishes an updated Survivor Benefits Guide. This tool provides survivors with the latest information about the services, opportunities and benefits available to them when they lose a spouse or parent in the line of duty. The Foundation also publishes a Funeral Guide, to provide departments a blueprint for appropriately honoring their fallen heroes.

Beyond these published resources, the California Fire Foundation also provides direct resources and support for fallen firefighter families, at the request of a department or local union.

The annual California Firefighters Memorial Ceremony has become an essential part of the healing process for families who have lost a loved one. Each year, preceding the memorial, the California Fire Foundation hosts a special breakfast for the families of the fallen. Families large and small are able to find comfort and closure in the company of those who have walked in their shoes.

The California Fire Foundation preserves this connection through regular communication with families year round. In conjunction with local fire departments and firefighter unions, the Foundation conducts ongoing research to ensure that every fallen firefighter is appropriately recognized. And every year, a special video tribute is made available to families, allowing them to share the experience with loved ones unable to attend the Memorial Ceremony.

When a firefighter falls in the line of duty, the loved ones left behind are forever a part of the firefighter family. This simple creed is at the heart of the California Fire Foundation’s mission.
The sudden loss of a firefighter in the line of duty invariably comes as a shock to all – not just the family but also the fallen firefighter’s department or local union.

To address this need, the California Fire Foundation has joined in a first-of-its-kind partnership with the National Fallen Firefighters Foundation (NFFF) to provide comprehensive support for local fire departments that lose one of their own in the line of duty. The California Last Alarm Service Team (Cal-LAST) provides departments and local unions with an experienced team providing support on every aspect of a line of duty death:

• Grief counseling
• Family benefits consulting
• Funeral and memorial service arrangements
• Public/media response

The California Fire Foundation’s exclusive partnership with the NFFF to provide LAST support in California is unique in that it recognizes not only traumatic line-of-duty deaths, but also those fatalities occurring from illness directly related to the firefighting occupation.

Individual Cal-LAST teams will exist regionally throughout the state, trained with the support of the NFFF and maintained by the California Fire Foundation.
FOR OUR FUTURE

Not only is the California Fire Foundation committed to honoring the legacy of firefighters who sacrificed their lives to protect our communities, but the Foundation is also dedicated to ensuring the success of our future leaders. By providing financial assistance for college-bound children of fallen firefighters or for those dreaming of becoming future firefighters, the Foundation has established a permanent base of financial security to help build for tomorrow.

HOPE FROM TRAGEDY
In a young family with children, a line of duty death leaves a gaping emotional hole. It also usually means the loss of a provider, leaving behind an uncertain future for the surviving children.

The California Fire Foundation has answered this call with the Daniel A. Terry Scholarships. These $2,000 scholarships are given to the surviving children for the purpose of pursuing a college education. Since 2007, the Foundation has provided more than $100,000 in scholarship grants. In 2012, 11 surviving children received the award.

BUILDING A PROUD PROFESSION
Becoming a firefighter requires dedication, heart, a passion to serve, mental skill and physical ability. For those willing to make the commitment, the path shouldn’t be blocked by financial considerations.

In conjunction with the California Fire Fighter Joint Apprenticeship Committee, the Foundation provides grants to qualified firefighter candidates, who demonstrate financial hardship, to enable them to take the Candidate Physical Ability Test (CPAT). The CPAT is the internationally recognized qualifying test for firefighter physical ability. More than 100 departments in California require CPAT certification before considering an applicant. In 2012, the Foundation provided 47 grants to enable candidates to take the CPAT.
Each year, applicants for the Daniel A. Terry Scholarships are asked to write a short essay around a theme associated with the memorial, fire service family, or memory of their fallen parent. Breanne Foster, 17, is the daughter of fallen L.A. County Firefighter Craig Foster.

After my father died, my 10-year-old mind was able to deny the fact by pretending he was still at work. It was common for him to work a lot of overtime and be gone for days at a time, and, at that age, it felt like weeks and months before we would see him again. It took a few years before I was able to truly comprehend and grieve for my father’s death. My father had been a firefighter for years before I was born, and his father before him was also a firefighter. There has never been a moment in my life where the fire department and firefighters were not present.

Many people assume that having your father be a firefighter would be horrible; he’s always in danger and he’s gone for days at a time. It never felt that way for me; it was how I grew up. We would just celebrate holidays and birthdays the day before when he was home. Our family knew he worked long hours for most of the year, giving him the summer off—just the way we liked it.

And, while there is always risk in being a firefighter, we never worried. Dad was an engineer. My brother and I just enjoyed the benefits of living with a firefighter. We got to go to the fire station, learn all about the engines and equipment, sit in the fire trucks—and enjoy Thanksgiving at the fire station (I have never had a better Thanksgiving than those at the station). My mom and I enjoyed other benefits of Dad being a firefighter. We always knew the house was safe. We never worried about anything happening to us—we had a firefighter a phone call away.

After my father died, we learned what else it meant to be related to firefighter. Everyone stepped up to help. We had help through funerals and memorials and with day-to-day living. We ate at the station some nights. Others, they brought us meals for when we just couldn’t cook. We had several guys from the station step up and become a role model for my brother. The chaplain and his family became our close friends. We had lost a member of our family, but gained another family.

The fire service is still a large part of my life and my family. We still visit the station. I still know more about fire science and safety than most my classmates. My brother is a fire explorer and is training to become a firefighter. We still go to the memorials and the Widow Support Group. We are still friends with the chaplain. And it has been seven years.

When you have grown up with a firefighter in the family, your life becomes inextricably intertwined with the fire department. It is a bond I never wish to sever, and I have no doubt that it will remain a part of my life for the rest of my years.

WHAT THE FIRE SERVICE MEANS TO ME

Essay by Breanne Foster

FOR THE CHILDREN OF FALLEN FIREFIGHTERS, GETTING A SCHOLARSHIP TO PURSUE AN EDUCATION IS OFTEN A LIFE-CHANGING EXPERIENCE. BUT WITH THE COST OF A COLLEGE EDUCATION CONTINUING TO SKYROCKET, THE DREAM CAN BE ELUSIVE IN A FAMILY THAT HAS ALREADY LOST SO MUCH.

The California Fire Foundation has dedicated itself to filling this gap and ensuring that every fallen firefighter child has access to the dream of a college education. Toward that end, the Foundation has created the California Firefighters Endowment.

With sponsorship from, among others, Pacific Gas and Electric, AT&T, pro golfer Fred Couples and the Gary Sinise Foundation, the California Firefighters Endowment is raising money to build a $2 million fund over the next five years. With such an endowment, the Foundation could increase the Daniel A. Terry Scholarship awards to $10,000.

The ultimate goal of the California Firefighters Endowment is to make sure that every child of a fallen firefighter has the opportunity to attend college.
HELping underserved communities
Public outreach and education about fire safety issues has been a part of the Foundation’s mission from its inception. Through our “Firefighters On Your Side” program, the Foundation is bringing critical safety information to those in need.

• Disaster Preparedness for the Elderly: A coordinated campaign involving direct outreach, print and public services announcements that provides guidance for seniors living alone on how to be ready before a disaster happens;

• Have an Escape Plan (Tenga un Plan de Escape): A bilingual campaign aimed at providing information on how to get out of a structure safely in the event of a fire. In Fresno, a nine-year-old successfully helped her grandmother escape a disastrous fire after having seen this critical Spanish-language Public Safety Announcement (PSA).

victim assistance
When a disaster occurs, firefighters are the first responders. Because of their close contact with their communities, the Foundation works with 30,000 local firefighters throughout the state to identify unmet needs, enabling them to be there for the public before, during and after the alarm.

Honoring the sacrifice of fallen firefighters is about more than providing for their survivors. It is also about following through on the call to service that drew them to the profession.
The California Fire Foundation was created as a way to recognize the courage of firefighters, and the perseverance and sacrifice of fire victims. Formed in 1987 by California Professional Firefighters, the California Fire Foundation’s mandate includes an array of public education and victim assistance projects.

**REVENUE**
The California Fire Foundation is a tax-exempt 501(c)(3) nonprofit corporation. Support comes in the form of contributions from individuals, corporations, foundations and other organizations.

The California Fire Foundation participates in various state-wide voluntary contribution programs such as the Firefighters License Plate Program and Income Tax Check-Off Program.

Total revenue in FY2011 was $1.09 million. Total cash contributions in FY2011 were $235,388. Out of the total cash contributions of $235,388, contributions made to the California Firefighters Endowment accounted for $159,312. Also included in revenue was $29,092 in other income.

In FY2011, total Statewide Voluntary Contribution Program Revenue was $828,941, including revenue from Income the Tax Check-Off Program for $157,166 and revenue from the License Plate Program for $671,775.

**EXPENSE**
California Fire Foundation classifies expense in two primary categories: program expense and management/general expense. Total expense amounted to $758,280.

**PROGRAM EXPENSE**
In FY2011, The California Fire Foundation spent $688,258 on program expense, representing 90.8 percent of total expense. Program expense included costs for programs that directly benefit firefighters, their families and the communities that firefighters serve. These programs include:

- **California Firefighters Memorial.** Design, build and maintain a memorial to fallen firefighters at the State Capitol in Sacramento. The Foundation is the official recipient organization for proceeds from state license plate and tax check-off funds earmarked for the Memorial.
- **Firefighter Families.** Organize special funds to provide emergency support to families of firefighters killed in the line of duty and provide educational assistance to the children of fallen firefighters through our California Firefighters Endowment and Daniel A. Terry Scholarship program.
- **Victim Assistance.** Provide a resource center to assist victims and families devastated by fire and other major disasters, and organize a special fund to provide emergency assistance to fire victims.
- **Public Education.** Provide information about fire safety and conduct public outreach and education about fire safety issues through its “Firefighters On Your Side” program.
- **California Last Alarm Service Team (Cal-LAST).** Provide comprehensive support for local fire departments who lose one of their own in the line of duty.

**MANAGEMENT AND GENERAL EXPENSE**
For FY2011, management and general expense totaled $70,021, representing 9.2 percent of total expense. This includes costs of staffing (other than program staff), facility, utilities, building maintenance and other costs from day-to-day operations of California Fire Foundation.
### AUDITED STATEMENT OF FINANCIAL POSITION

#### Year ended December 31, 2011

#### ASSETS

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#### LIABILITIES AND NET ASSETS

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### AUDITED STATEMENT OF ACTIVITIES

#### Year ended December 31, 2011

#### REVENUE AND SUPPORT

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#### EXPENSES

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<tr>
<td>Management and General Expenses</td>
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<td><strong>Total Expenses</strong></td>
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### FY 2011 Source of Funds

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FUNDRAISING AND OUTREACH

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OUR CORPORATE PARTNERS

The California Fire Foundation is grateful for the strong support it has received from corporate and individual donors:

- **Pacific Gas and Electric** is a founding partner of the California Fire Foundation.
- **AT&T** is also a founding partner of the Endowment.
- PGA pro-golfer **Fred Couples**, who donated winnings from the 2010 President’s Cup, continued his foundational support for the Endowment.
- **LA Firemen’s Credit Union** is a strong supporter of those in the fire service, our Foundation’s primary beneficiary.
- **San Francisco Giants** is a strong supporter of the California Fire Foundation.
- **Whole Foods** partners with the California Fire Foundation.
- **Rock to Remember 2012**, a special local event, to raise funds for the Foundation.

LOCAL SUPPORT

Even with the generosity of our partners, the strength of the Foundation’s fundraising comes from the grassroots. In 2012, the Foundation was humbly to be a beneficiary of several local events:

- **The San Francisco Giants** held their second annual Firefighter Appreciation Night, with specially priced tickets and a portion of sales going to the Foundation; **Auto Club Speedway** in Ontario sponsored a Firefighter Appreciation Night at the Auto Club 400 NASCAR Race – a specially priced ticket benefited the Foundation.
- **San Ramon Valley Firefighters** hosted “Rock to Remember 2012”, a special local concert with proceeds benefiting the Foundation.
- **The Sacramento Mobile Food Group** made the Foundation a beneficiary of its “Iron Chef” style competition between mobile food truck operators.

THE FOUNDATION GETS SOCIAL

In an effort to broaden awareness and visibility, the California Fire Foundation launched onto social media in 2012 – Facebook and Twitter.

The Foundation’s special 10th Anniversary Tribute Page on Facebook produced dozens of heartfelt personal remembrances of fallen firefighters … a father … a son … a husband … all lovingly remembered.
The California Fire Foundation has a 13-member Board of Directors that sets the strategic plan, policies and initiatives of the California Fire Foundation.

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Fire Captain, Contra Costa County Fire Department (retired)  
President, California Professional Firefighters

SECRETARY: LEW STONE  
Captain, Burbank Fire Department (retired)  
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Captain, Davis Fire Department

DIRECTOR: MIKE LOPEZ  
Captain, CDF Firefighters

STAFF: HEDI JALON  
Director  
hjalon@cpf.org
In Their Time

All these men and women
listed line by line
rose to the occasion
in their time

Those who here remember
memories don’t grow old;
feel the burning embers
of their soul

Names upon the limestone
here in fading light
names of highest honor
carved in black on white

Children from the countryside
city, field or town
now their names adorn this stone
upon the ground

Every waking morning
Every empty night
despite the empty feeling
we still fight

To keep the brightness of their eyes
keep that fading gleam
forever in our memories’
shining dream.

All these men and women
listed line by line
rose to the occasion
in their time.

Bob Stanley,
Sacramento Poet Laureate
October 19, 2012