September is FIREFIGHTER APPRECIATION MONTH

#ThankAFirefighter

Benefitting the

CALIFORNIA FIRE FOUNDATION

www.cafirefoundation.org
What is Firefighter Appreciation Month?

Firefighter Appreciation Month raises funds and awareness to support firefighters, their families, and the communities they protect.

The California State Senate has deemed the month of September as Firefighters Appreciation Month -- a month to honor, pay respect to, and celebrate these extraordinary men and women.

Want to show your support of our firefighters? Sign up to participate and #thankafirefighter during Firefighter Appreciation Month.

Who we are

The California Fire Foundation, a nonprofit 501(c)(3) organization, provides emotional and financial assistance to families of fallen firefighters, firefighters and the communities they protect.

Formed in 1987 by California Professional Firefighters, the California Fire Foundation’s mandate includes an array of survivor and victim assistance programs and community initiatives. The California Professional Firefighters is the largest statewide organization dedicated exclusively to serving the needs of career firefighters.
**Notable Foundation Programs**

**CALIFORNIA FIREFIGHTERS MEMORIAL**
The Foundation designed, built and maintains a memorial to fallen firefighters at the State Capitol in Sacramento. Every year, the Foundation holds the California Firefighters Memorial ceremony to commemorate the bravery of those who lost their lives in the line of duty.

**SUPPORTING FIREFIGHTERS AND THEIR FAMILIES**
The Foundation supplies emergency support to departments and families of firefighters who have died in the line of duty. Through the California Firefighters Endowment and Daniel A. Terry Scholarship program, the Foundation has awarded more than $200,000 in scholarships to the children of fallen firefighters.

The California Firefighters Benevolent Fund provides support to firefighters who have been affected by wildfires and other disasters. The Benevolent Fund provides direct relief to firefighters who have lost their homes or been displaced due to fire and assistance for burn-injured firefighters in their path to recovery.

**VICTIM ASSISTANCE**
The Foundation’s Supplying Aid to Victims of Emergency (SAVE) program provides immediate financial assistance to victims of fire and disaster in California. Working with firefighters throughout the state, the Foundation offers $250 gift cards to individuals and families who have experienced more than 25% loss in a fire or natural disaster. Since 2014, SAVE has enabled over 55,000 victims to instantly purchase basic necessities such as food, medicine or clothing. **During the 2018 wildfires, the Foundation distributed over 10,000 SAVE cards to the victims of the Camp, Woolsey, and Hill fires, providing $2.6 million in direct assistance.**

In 2019, the Foundation also launched a long-term wildfire recovery grants program for communities impacted by wildfires.

**COMMUNITY EDUCATION**
The Foundation creates public safety campaigns through Firefighters on Your Side, providing multi-lingual, culturally relevant fire safety messaging in both digital and print form. Additionally, the Foundation collaborates with other organizations across the state that aim to enhance and improve the communities of California.

More information is available at: www.cafirefoundation.org
Get Involved in Firefighter Appreciation Month

Host an event or promotion to ‘Thank a Firefighter’ and benefit the California Fire Foundation. Consider:

Committing a certain percentage of sales on a specific day in September to benefit the California Fire Foundation.

OR

Committing 100% of sales of a specialty ‘Firefighter Appreciation’ item for the month of September to benefit the California Fire Foundation (Ex: limited time only fire-themed pizza).

* Digital toolkit will be provided to partners. $250 minimum donation requested for partners who would like Foundation print materials delivered to support the promotion.
Become a partner during Firefighter Appreciation Month

It’s easy to participate! The California Fire Foundation will provide:

• A digital toolkit with social media graphics, suggested language, and other resources for your promotion.

• Highlights in Foundation press and social media posts surrounding Firefighter Appreciation Month, reaching thousands of supporters.

• Recognition of your involvement on the Foundation website and in related materials.

• In-store signage and CFF-branded material to display with a minimum donation of $250 (i.e. posters, table tents, stickers, etc.).

Ways to amplify Firefighter Appreciation Month:

• Promote Firefighter Appreciation Month via social media marketing, emails and press releases.

• Create/generate videos and content on social media explaining why you are participating in Firefighter Appreciation Month.

• Post photos on social media showcasing your support, and that of your customers, of Firefighter Appreciation Month, using #ThankAFirefighter and #CAFireFoundation.

• Host an event or online fundraiser to benefit the California Fire Foundation.

Sign up as a partner for Firefighter Appreciation Month -- show your support of firefighters in your community, increase your visibility, and align your business with the California Fire Foundation’s mission.
Press Highlights & Social Media Support

Firefighter Appreciation Month is highlighted by the press and Foundation supporters on social media each year: 

California Fire Foundation To Mark September's Firefighter Appreciation Month With Series Of Partnerships, PSAs And Events

Statewide businesses, celebrity supporters will help raise money and awareness for fallen CA firefighters, their families and the communities they serve.

Send a donation. No one deserves it more. Thank you.

George Lopez, Brad Garrett Speak Out in Support of Firefighter Appreciation Month (Exclusive)

Plain White T's
September 8 at 8:00 AM

Saturday Shoutout: Firefighters sacrifice their lives to protect ours every day. #thankafirefighter by sharing and donating at cafirefoundation.org/thankafirefighter California Fire Foundation

CAFIREFOUNDATION.ORG
Firefighter Appreciation Month - California Fire Foundation
Each September, businesses, celebrities, and individuals join the California Fire Foundation to celebrate and thank America's bravest.
Partnership Terms

REQUIREMENTS

- Minimum of one year of established business operations for your organization.

- Return the signed agreement form and submit your business’ logo, website link, and social media contact.

- A minimum contribution of $250 to be shipped printed materials.

- The final contribution must be sent to the California Fire Foundation within 90 days of September 30, 2019. Checks can be made out to: California Fire Foundation and should be sent to: California Foundation, 1780 Creekside Oaks Drive, Sacramento, CA, 95816.

- Adherence to the Better Business Bureau’s guidelines for charitable giving, which stipulates full disclosure to the consumer on all packaging, advertising and promotional materials in clear, unambiguous terms (e.g. $1 from the sale of each item benefits the California Fire Foundation).

- Until partnership agreement is signed by the business and CFF, use of the CFF name, logo or any of its licensed marks is strictly prohibited.

IMPORTANT INFORMATION

The California Fire Foundation cannot be responsible for any product, service or event costs.

QUESTIONS? REQUESTING MATERIALS?

Please contact Brittany Trudeau at (916) 641-1707 or btrudeau@cpf.org or Jaime Becker at (310) 721-3259 or jbecker@cpf.org

TAKE THE NEXT STEP!

FILL OUT THE PARTNERSHIP FORM, RETURN TO THE FOUNDATION, AND GET READY FOR FIREFIGHTER APPRECIATION MONTH!

#ThankAFirefighter