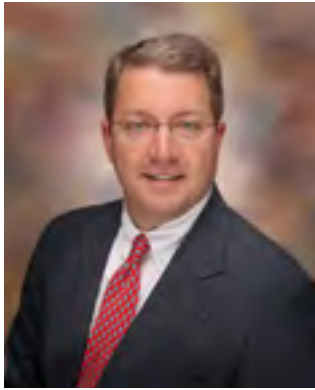




# 2019 ANNUAL REPORT

# FROM OUR CHAIRMAN



When the National Fallen Firefighters Foundation (NFFF) was created by the United States Congress in 1992, the Foundation immediately began its mission to honor and remember America's fallen fire heroes while at the same time, providing the necessary resources to help their families rebuild their lives. In 2004, the Foundation began working to prevent and reduce the number of firefighter deaths and injuries.

Today, 28 years later, that dedication has not waived. You will find proof of this commitment in the pages that follow; outlining initiatives we have pursued to achieve our goals within the greater fire service community. It is a privilege to be dedicated to such a worthy cause, to honor the fallen, care for the families and find ways to protect those who respond to care for others.

In taking some time to reflect on the accomplishments of the Foundation, and on our recent progress, I feel incredibly proud. We continue to grow our outreach, helping with additional needs and expanding to reach larger numbers of individuals. In June, our Hal Bruno Camps for Children of Fallen Firefighters brought out a record number of campers, allowing us to impact the lives of more children than ever before. We continue to enhance our use of Technology with the development of Apps that help support a number of our programs and summits and especially for the Memorial Weekend every October.

The Foundation continues to advocate for critical health and safety initiatives within the fire service and serves as an ally to firefighters and their families everywhere. We are committed to proactive educational initiatives that promote prevention and early detection of the issues most connected to the industry today. I am proud to serve with a group of people who have positively impacted many lives throughout this process.

The significant accomplishments made over the last year speak volumes about the incredible individuals who make up our staff, volunteers, partners and affiliates. Without their support, our great strides would not be possible. We thank you all for believing in our mission, and for your continued commitment to helping us honor America's fallen firefighters. As you review the following pages, please know that you have each had a critical part in the journey we've taken so far. We proudly look back on this progress and excitedly look ahead to the future, as well.

Sincerely,

A handwritten signature in blue ink that reads "Troy Markel". The signature is written in a cursive, flowing style.

Troy Markel



# TABLE OF CONTENTS

A Message from Our Chairman . . . . .	2
Our Mission . . . . .	4
Fire Hero Family Programs . . . . .	5
Fire Service Programs . . . . .	22
Memorial Park . . . . .	34
Marketing and Communications . . .	36
Development . . . . .	38
Our Board of Directors . . . . .	43
2019 Financials . . . . .	46



# OUR **MISSION**

*Our mission is to honor and remember America's fallen firefighters, provide assistance to their families and co-workers, and work to prevent firefighter deaths and injuries.*

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Since its creation by Congress in 1992, the non-profit National Fallen Firefighters Foundation (NFFF) has developed many programs to fulfill its Congressional mandate. Federal grants and donations from individuals, organizations, corporations, and foundations fund the Foundation's programs.



# FIRE HERO **FAMILY** PROGRAMS

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Supporting the Families of  
America's Fallen Firefighters



## **FIRE HERO FAMILY NETWORK**

*The Fire Hero Family Network is a group of family members of fallen firefighters who provide peer support to newly-bereaved families.*

Members of the Foundation's Fire Hero Family Network provided emotional support and grief information to the surviving family members of 119 fallen firefighters in 2019. Matches are made based on similarities between the newly

bereaved family members. For example, widows who were pregnant when their firefighter died were matched with widows from previous years who had been pregnant when their firefighter died.

# — 2019 FIRE HERO FAMILY **OUTREACH** —

*It is important for families to know that their loved ones are not forgotten.*



**186**

GRIEF & PROGRAM  
RESOURCES SENT TO  
FAMILY MEMBERS



**23,699**

*THE JOURNEY*  
NEWSLETTERS SENT



**4,316**

**FAMILY MEMBERS RECEIVED REMEMBRANCE CARDS  
FROM 263 FIRE HERO FAMILY NETWORK MEMBERS**

Fire Hero Family volunteers send Remembrance Cards near the anniversary of each firefighter's death. Volunteers wrote personal messages and mailed a specially designed card to other family members to arrive immediately before the anniversary date. This is one way families know that their loved one is remembered.

# PARENTS & SIBLINGS RETREAT

Austin, Texas, February 17 – 20, 2019

Workshops focused on the unique issues that come with grieving the death of an adult child or sibling; how the death impacts family relationships and traditions, and the positive effects of self-care after loss.

*“We had a wonderful time celebrating our fallen heroes. The healing, acknowledgement and interacting with family members is so important to the healing process.”*

**44**  
FAMILY  
MEMBERS  
ATTENDED





**73**

FAMILY MEMBERS  
ATTENDED



# FIRE HERO FAMILY **WELLNESS** CONFERENCE

*Portland, Maine, May 5 – 7, 2019*

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Workshops focused on a variety of topics related to grief, healing and wellness. Sessions included: How to Support Grieving Children, Building Resilience, Providing Effective Outreach to Others, and Integrating Grief by Balancing the Past, Present, and Future.

*“I was blown away by the depth of their knowledge and the vast applicability of the tools they gave us.”*



# HAL BRUNO CAMPS FOR CHILDREN OF FALLEN FIREFIGHTERS

*Bradford Woods, Indiana, June 28 – 30, 2019*

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***The loss of a parent affects children throughout their childhood.***

In Indiana, campers ages 4-18, participated in the 2019 Hal Bruno Camps for Children of Fallen Firefighters. In addition to traditional camp fun, campers shared their stories of loss and its impact on their lives. They built connections

and self-confidence, learned coping skills, and processed their own grief. Campers let us know the best part of camp is feeling like they are a part of a community, making lasting friendships, and learning coping skills.

***“The connections the kids make with others are beneficial and can have a lasting impact on them. It gives them [other kids and adults] who they can trust, reach out to, look to for support & guidance. They gain [friends] who ‘understand’ the journey they are on.”***





**47**  
COMFORT ZONE  
CAMPERS

---

**8**  
CAMP HAL  
CAMPERS



# YOUNG ADULTS RETREAT

Moab, Utah, July 28 – August 1, 2019

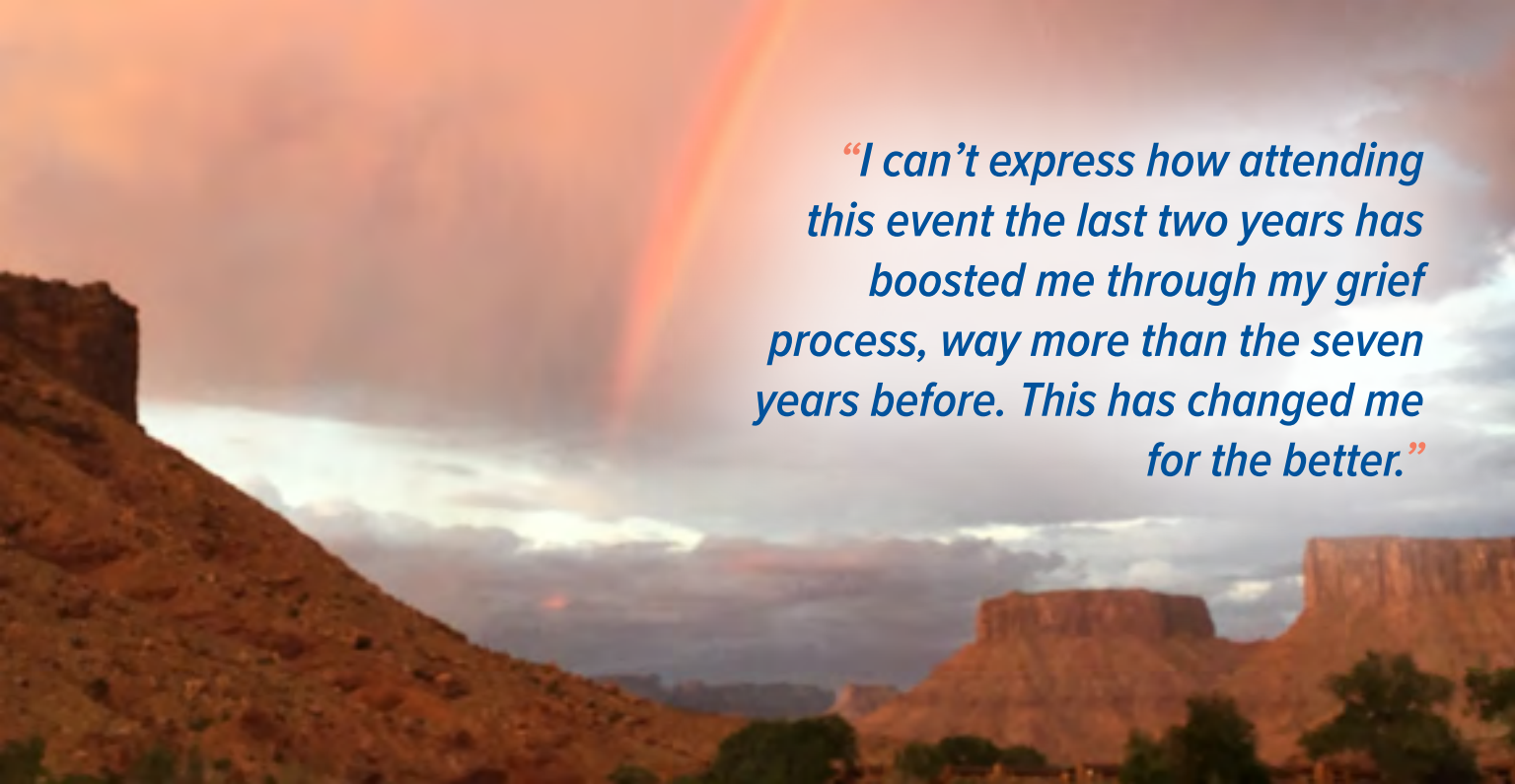
*This retreat provides opportunities for young adults to connect with peers who have had similar experiences.*



Our 2019 retreat combined challenging outdoor experiences with facilitated conversations and discussions regarding loss and grief and included activities designed to promote useful lifelong coping skills.

24

YOUNG ADULTS  
ATTENDED



*“I can’t express how attending this event the last two years has boosted me through my grief process, way more than the seven years before. This has changed me for the better.”*



# WINTER RETREAT

Gettysburg, Pennsylvania, December 4 – 7, 2019

This inaugural event focused on fellowship, self-care, and giving back during the holidays. Families engaged in activities to prepare for a night of remembrance of all fallen firefighters and attended the annual Tree Lighting.

**75**

FAMILY MEMBERS  
ATTENDED



*“Even though it has been 18 years since I lost my dad, the holidays are very difficult for me. This year for some reason I was struggling; however, after arriving at the retreat and renewing old friendships and meeting many more wonderful people, I felt a calmness come over me.”*



# FIRE HERO FAMILY TREE LIGHTING

*The Foundation honors and remembers all firefighters during the holidays with the Fire Hero Family Tree Lighting in Emmitsburg.*



**150**

ATTENDED  
THE EVENT



# SARBANES **SCHOLARSHIP** PROGRAM

*The Foundation offers financial assistance for post-secondary education and training to spouses, life partners, children and step-children of firefighters honored at the National Fallen Firefighters Memorial.*

Thanks to our partners for contributing to the Sarbanes scholarship program. Together, over \$231,250 was awarded.

The Alan Patrick Sondej Memorial Scholarship Fund, awarded a total of \$40,846 to 4 recipients.

ICMA-RC awarded a total of \$30,000 to 15 recipients.

The Foundation, the Motorola Solutions Foundation and other NFFF partners have awarded over \$4,352,274 since the beginning of the scholarship program in 1997.

Global Health & Safety awarded a total of \$10,000 to 5 recipients.

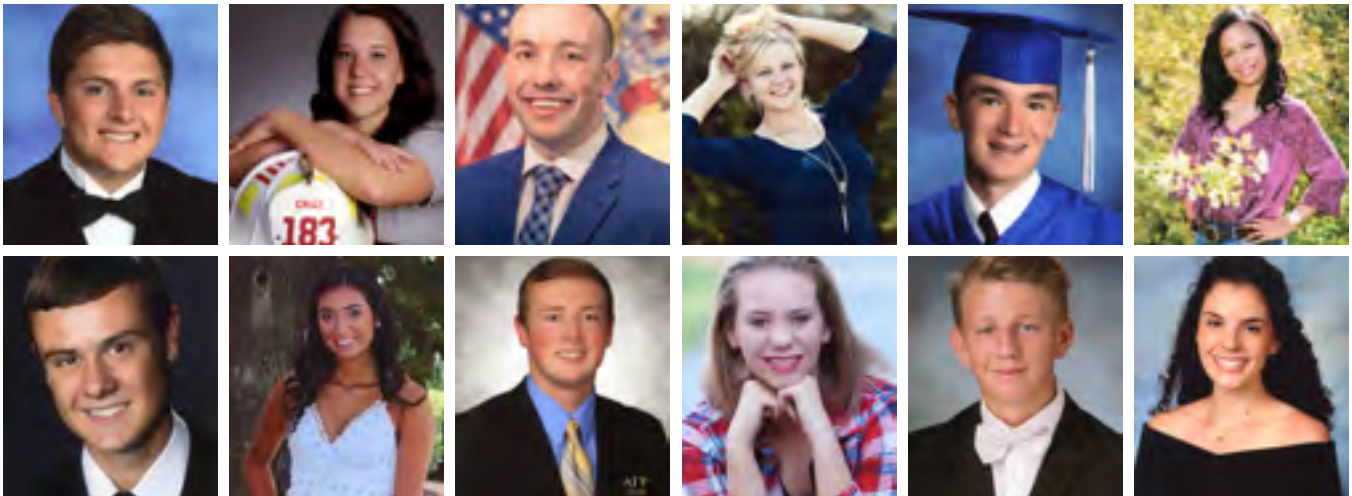
National Association of State Fire Marshals awarded a total of \$8,000 to 8 recipients.

The Steel Family Charitable Foundation, Inc. awarded a total of \$3,500 to 7 recipients.





**69 SCHOLARSHIPS WERE AWARDED FOR THE 2019-2020 ACADEMIC YEAR**



# NATIONAL FALLEN FIREFIGHTERS MEMORIAL WEEKEND

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*Every October, the Foundation hosts the official national tribute to all firefighters who died in the line of duty during the previous year.*



At this year's National Fallen Firefighters Memorial Weekend, the families of the fallen were welcomed during a special dinner by the Foundation and other Fire Hero Families whose loved ones had been honored in previous years. The following day, they met in special groups based on their relationship to the firefighter and learned about the NFFF services. Fire Hero Families also made luminaries, memory boxes, and Christmas ornaments to honor and remember their firefighters. On Saturday evening, everyone gathered on the grounds of the National Fallen Firefighters Memorial for the annual Candlelight Service. A bronze plaque bearing the names of the fallen was officially added to the National Fallen Firefighters Memorial. Simultaneously, in a profound display of sympathy and support, more than 150 fire departments and landmarks nationwide lit in red for *Light the Night for*

*Fallen Firefighters*. Additionally, churches, fire departments and community groups around the country participated in *Bells Across America for Fallen Firefighters* by tolling a bell in honor of the fallen and their loved ones. Firefighters were honored at the National Memorial Service held on Sunday. Each family received a folded flag that had flown above the National Fallen Firefighters Memorial and the U.S. Capitol, plus a special badge and a rose.

**92**

FIREFIGHTERS  
WHO DIED IN 2018

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**27**

FROM PREVIOUS YEARS

---

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**239**

FIRE HERO FAMILY  
MEMBERS ASSISTED  
NEW FAMILIES

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**499**

NEW FIRE HERO  
FAMILY MEMBERS  
ATTENDED

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**1,206**

FIREFIGHTERS  
SUPPORTED FAMILIES



*“Thank you for all you do to help families celebrate their fallen heroes. We attended the Memorial Weekend, and it was an amazing gift.”*





*“Everything was absolutely beautiful and very moving. Thank you for all you do. I know my son was watching from above with his heart so full. Thank you for all you did in taking care of his family this weekend. Everyone went above and beyond to meet all our needs.”*



# PROJECT ROLL CALL

*This program identifies and honors firefighters who died in the line of duty prior to 1981 when the National Memorial was established.*



Project Roll Call provides an avenue for fire service families and departments to submit a profile of their loved one or colleague who made the ultimate sacrifice prior to 1981. We continue to collect biographies and photos to honor these heroes on our website.

During 2019, thousands of bricks were added to this special section in the Walk of Honor® to ensure that firefighters who died in the line of duty prior to 1981 were honored. There is now a permanent place in the National Fallen Firefighters Memorial Park to remember these firefighters.

# FIRE SERVICE PROGRAMS

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Supporting America's Firefighters  
and Preventing Line-of-Duty Deaths

The National Fallen Firefighters Foundation provides training and education to the nation's firefighters, as well as empathetic and critical support to fire departments experiencing a line-of-duty death (LODD). Our goal is to reduce the incidence of preventable firefighter line-of-duty deaths and ensure fire departments are not alone when a fatality occurs.

Our preventive training programs are based on the Everyone Goes Home® program's 16 Firefighter Life Safety Initiatives. They are delivered through a combination of instructor-led and online learning opportunities. Instructor-led programs are provided by Everyone Goes Home® Advocates, while the self-paced online modules can be found on the Fire Hero Learning Network website at [fhln.net](http://fhln.net).

In 2019, the Foundation worked on several new initiatives to reduce preventable line-of-duty deaths. These initiatives focus on instilling a culture of strong leadership to promote safe practices in all firefighting disciplines, deliberative risk assessment, and early introduction of NFFF values at every level of firefighter development.

# == EVERYONE GOES HOME® PROGRAM ==

*The Everyone Goes Home® program and its advocates are the backbone of the National Fallen Firefighters Foundation's Fire Service Programs.*



The Everyone Goes Home® program underwent a complete re-write in 2019. Advocates undertook this monumental task to not only update the program for structural firefighters, but to make the program more inclusive of the wildland and Department of Defense (DOD) firefighting communities. These updates have helped the Foundation build relationships between the different communities in the American fire service. Updates to the program included the revisions to the Courage to Be Safe®, Leadership, Accountability, Culture, Knowledge (LACK), and Leadership So Everyone Goes Home coursework. Our program updates played a vital role in securing our newest Memorandum of Understanding (MOU) with the State of Kentucky. In 2019, the Advocates also took an active role at trade shows, which resulted in adding fifteen new Advocates to the cadre in 2019, including two from Hawaii.

# LEADERSHIP IN A DYNAMIC ENVIRONMENT

Marriottsville, Maryland, May 17 – 18, 2019

*These one-day symposia provided company, chief, and aspiring officers with leadership training experience equivalent to that offered at national-level conferences.*

*“The leadership tools [presented] were very valuable and relevant.”*



**73**

ATTENDED THE  
SYMPOSIUM

Through a BGE Emergency Response Grant and the continued support of Howard County Fire & Rescue, the Foundation offered *Leadership in a Dynamic Environment*, a free, one-day leadership symposium. Two offerings were held on Friday, May 17, and Saturday, May 18, at the James N. Robey Public Safety Training Center in Howard County, Maryland. Feedback was very positive – attendees strongly agreed that the training gave them tools and information they could use in their current positions and provided a unique networking opportunity that enabled them to meet peers in other departments, as well as potential mentors.

*“This is the first time the tactical worksheet has been addressed so clearly in a class I have taken.”*





# INTERNATIONAL FIRST RESPONDER SEATBELT PLEDGE

The International First Responder Seatbelt Pledge challenges firefighters to improve their safety by wearing their seatbelts.

## 2019 PLEDGE TOTALS

Month	Number Pledges	Total Signatures
January	13	562
February	9	89
March	6	162
April	9	130
May	10	125
June	4	74
July	9	506
August	3	41
September	7	63
October	9	81
November	5	15
December	9	24
<b>Total</b>	<b>93</b>	<b>1,872</b>

The International First Responder Seatbelt Pledge website was re-launched on September 23, 2019. Enhancements included allowing department coordinators the ability to send out invitations, track when an invitation had been opened, and when the invitee had accepted and completed the pledge. These enhancements also allow department coordinators more flexibility in managing their department pledges. Georgia and Maryland recorded the highest pledges for 2019.

# HIGH SCHOOL FIRE & EMS **CADET PROGRAM** SYMPOSIUM

*Pflugerville, Texas, July 10 – 12, 2019*

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This inaugural event introduced our next generation of firefighters to the 16 Firefighter Life Safety Initiatives and Everyone Goes Home® program health and safety training and resources.

*“We can teach students much more than basic fire/EMS skills. We can teach them communication, teamwork, and also life skills they may not learn at home. The time we spend with them can and will impact them in the future.”*



Approximately 90 instructors and leaders from across the nation attended, representing 22 states and the District of Columbia and the breadth of fire and EMS programs.

Over two days, stakeholders networked with learning professionals, subject matter experts, and successful cadet program leaders. This was also a significant opportunity for them to share information and best practices with their peers. The symposium gave them tools they needed to instill NFFF values at the very earliest moments of their firefighter's career. It also fostered discussion about developing a national framework for the future collaboration of cadet programs.

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*The High School Fire & EMS Cadet Program Symposium was sponsored by the UL Firefighter Safety Research Institute. Meeting space, logistical support, personnel, and other in-kind assistance was provided by Travis County Emergency Services District No. 2/Pflugerville Fire Department. Funding was also provided by an Assistance to Firefighters Grant Program – Fire Prevention and Safety Grant.*

## CONSENSUS & OUTCOMES

# 100%

**OF THE ATTENDEES AGREED  
ON THE FOLLOWING:**

- THE SYMPOSIUM PROVIDED TOOLS, RESOURCES, AND BEST PRACTICES THEY CAN USE IN THEIR CURRENT PROGRAM
- THE SYMPOSIUM PROVIDED A NETWORKING OPPORTUNITY ENABLING THEM TO MEET AND INTERACT WITH PEERS
- THEY PLANNED TO CONTINUE ENGAGING WITH FELLOW ATTENDEES TO SHARE IDEAS AND BEST PRACTICES

**A FACEBOOK GROUP CREATED DURING THE SYMPOSIUM HAS RESULTED IN CONTINUED "INSPIRATION, CONVERSATION, AND COMMISERATION" AMONGST THE PROGRAMS**

- JULIUS JACKSON, FROM THE FLEDGLING DISTRICT OF COLUMBIA PROGRAM, CREDITS THE NETWORK WITH THEIR NOVEMBER 2019 CERTIFICATION AS AN EMS EDUCATION INSTITUTION. FOR THE FIRST TIME IN OVER A DECADE, WASHINGTON, D.C. HIGH SCHOOL STUDENTS CAN GRADUATE WITH AN EMT CERTIFICATION

# FIRE SERVICE INNOVATION IN SAFETY SYMPOSIUM

Philadelphia, Pennsylvania, September 24 – 26, 2019

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*This inaugural event will help fire departments  
plan for a smarter – and safer – future.*



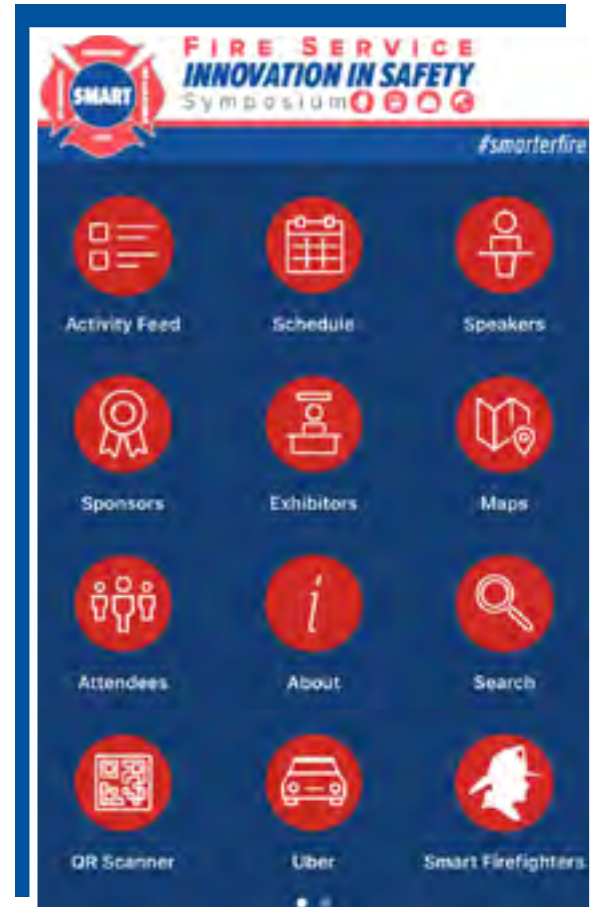
*“Innovation will make our members safer - failure to innovate  
may place some firefighters at greater risk.”*

The Symposium, hosted by the NFFF with support from the Philadelphia Fire Department, provided fire service personnel, city managers, and interested stakeholders with a unique opportunity to hear innovators and change agents from other industries share success stories that can be directly applied to the fire service, and see what is on the horizon for smart technologies that will impact firefighters and fire departments in the near future.

The agenda featured some of the most innovative minds in the fire service, technology, urban planning, medicine, and other fields.

Each presenter discussed their area of expertise in a “Ted Talk” style, relating their experience to four domains: Smart Environments, Smart Cities, Smart Fire Departments, and Smart Firefighters. Later in the day, these presenters hosted a break-out session, where they could discuss these topics in greater depth, and attendees could provide input about future directions of technology development.

*“I was shocked how much I did not know and consider myself a person who seeks out technology in the fire service.”*



**100%**

**WOULD ATTEND FUTURE FIRE SERVICE INNOVATION IN SAFETY SYMPOSIA**

- 35% OF ATTENDEES SAID THE EVENT EXCEEDED THEIR EXPECTATIONS
- 65% OF ATTENDEES SAID THE EVENT GREATLY EXCEEDED THEIR EXPECTATIONS

*The event app and hashtag #SMARTERFIRE fostered interactivity among attendees and the fire service*

# LOCAL ASSISTANCE

## STATE TEAM PROGRAM

*Teams in every state provide critical services and support to families and departments who have suffered a line-of-duty death.*

During the difficult period after a line-of-duty death (LODD) occurs, our Local Assistance State Teams (LAST) program can provide a variety of support within hours of a fatality occurring. Our dedicated LAST members are trained to help organize funerals, coordinate station backfills, offer support, and assist the department and the family with completing Public Safety Officer Benefit claims.

11

COURSES  
OFFERED  
IN 2019

In addition to their deployments, LAST management facilitated Taking Care of Our Own® training, providing departments with invaluable information on handling a line-of-duty death. Courses were offered in locations across the U.S., including Pace, Florida, and Ketchikan, Alaska.

*The Local Assistance State Team program is funded by the Department of Justice – Bureau of Justice Assistance.*

57

2019 FATALITIES  
TRACKED

2

LAST UTILIZED  
(NOT DEPLOYED)

42

LAST DEPLOYED  
(1 OR MORE MEMBERS)

89%

LAST UTILIZATION

60

CLAIMS REVIEWED,  
SCANNED, DELIVERED  
TO BUREAU OF JUSTICE  
ASSISTANCE/PUBLIC  
SAFETY OFFICERS'  
BENEFITS

# INCIDENT COMMANDER TO INCIDENT COMMANDER (IC TO IC)

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This is a peer network to support Incident Commanders after a line-of-duty death.



A new program, Incident Commander to Incident Commander (IC to IC), was developed through the Foundation's LAST program in 2019. An intake and peer assignment process was created and a pilot small group meeting was held during the 2019 National Fallen Firefighters Memorial Weekend. With the support of a cohort of 22 incident commanders, an online teaching module was created. The group's efforts have also led to changes to the Chief to Chief Network and fostered discussions to create networks for co-workers and company officers.

# TRUMAN FIRE FORUM

*May and December 2019*

*These present-day Truman Fire Forums focused on comprehensive assessments and solutions for the fire service, both nationally and in local communities.*



Photo Courtesy of Harry S. Truman Library

The 17<sup>th</sup> Annual President Harry S. Truman Legacy Symposium and the President Truman Fire Forum

*Key West, Florida*

May 5-7, 2019

In May 2019, the Foundation convened eighty-eight fire service leaders, public safety personnel and community leaders for the first Truman Fire Forum.

**THE TRUMAN FIRE FORUM WAS  
MODELED AFTER PRESIDENT  
HARRY S. TRUMAN'S 1947  
CONFERENCE ON FIRE PREVENTION**

*“We must use all of our experience, knowledge and organizational facilities to solve our fire problems.”*

A December 2019 Truman Fire Forum Working Group meeting brought together eighty-seven federal agency members, representatives from national fire service organizations, legislators, and fire department personnel at all levels. This meeting continued the work started in May 2019 and expanded directives for future Truman Fire Forums, including the National Fire Service Research Agenda and Firefighter Life Safety Initiatives Summit.



# FIRE SERVICE OUTREACH

*A variety of outreach tools to promote firefighter safety, wellness, and decisive leadership were updated and created in 2019.*

## VIDEO OUTREACH STARTED IN 2019

- **“HOPE IN THE DARKNESS: SUICIDE IN THE FIRE SERVICE”**  
– A DOCUMENTARY ON SUICIDE PREVENTION.
- **“CVD IN THE FIRE SERVICE”** – A MULTI-PART SERIES ON THE CARDIOVASCULAR ISSUES FACING FIREFIGHTERS.
- **“PSOB 2.0”** – A MULTI-PART PRIMER TO ASSIST WITH COMPLETING PSOB FORMS.
- **“THE NATHAN ESPINOSA STORY”** – A COLLABORATION BETWEEN THE NFFF AND THE LOS ANGELES CITY FD THAT RECOUNTS THE STORY OF A SIGNIFICANT NEAR MISS AND THE STEPS TAKEN IN THE AFTERMATH TO PREVENT A RECURRENCE.
- **“CODES: THE ROLE THEY PLAY IN SAVING LIVES”** – A MULTI-PART SERIES BEING CREATED TO RECOUNT THE HISTORY OF FIRE CODES AND STRESS THE IMPORTANCE OF THEIR ROLE IN SAVING CIVILIAN’S AND FIREFIGHTER’S LIVES.
- **“ATTRIBUTES OF LEADING 2.0”** – THE SECOND IN A SERIES OF INSTRUCTOR FACILITATED LEADERSHIP PIECES DESIGNED TO CHALLENGE OFFICERS TO INTROSPECTIVELY CONSIDER BASE ATTRIBUTES THAT DRIVE LEADERSHIP SUCCESS.

## VULNERABILITY ASSESSMENT PROGRAM (VAP)

THIS PROGRAM WAS REVIEWED AND UPDATED IN 2019.

## HUMAN PERFORMANCE OPTIMIZATION INITIATIVE

TWO DEPARTMENTS IN IDAHO AND SOUTH CAROLINA WILL PARTICIPATE IN A PILOT PROGRAM.



# NATIONAL FALLEN FIREFIGHTERS **MEMORIAL**

Honoring America's Fallen Firefighters.

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# WALK OF HONOR<sup>®</sup>

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*During 2019, 8,500 bricks were placed into the Walk of Honor<sup>®</sup> bringing the total of engraved bricks to more than 21,000.*

To help sustain the National Fallen Firefighters Memorial Park, bricks can be ordered in honor of fallen firefighters or to commemorate a significant event in the life of a firefighter still serving their community, such as a promotion, retirement, birthday or holiday gift. Members often purchase bricks in honor of their departments or co-workers.



# FOUNDATION MARKETING

Effective communication is vital to fulfilling the Foundation's mission.

WEBSITE

Website	Pageviews (Total Pages Viewed)	Sessions (Engagement with the Site)	Users (Who Have Engaged with Site)
www.firehero.org	1,161,143	637,740	526,076
www.everyonegoeshome.com	248,227	131,750	108,483
www.firstrespondercenter.org	77,967	45,409	35,226

## MOST VISITED PAGES

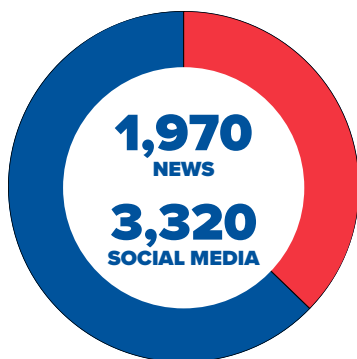
### WWW.FIREHERO.ORG

1. Homepage
2. 9/11 Stair Climbs
3. Fallen Firefighters
4. Firefighter Profile - Scott Davidson
5. Memorial Weekend
6. 9/11 Stair Climbs by State
7. Department Resources
8. Events
9. 9/11 Stair Climbs by Date
10. 2019 Roll of Honor

### WWW.EVERYONEGOESHOME.COM

1. 16 Initiatives
2. Homepage
3. Courage to Be Safe®
4. Initiative 1
5. Initiative 13
6. Initiative 2
7. Initiative 3
8. Initiative 6
9. Training
10. Initiative 5

## SHARE OF VOICE



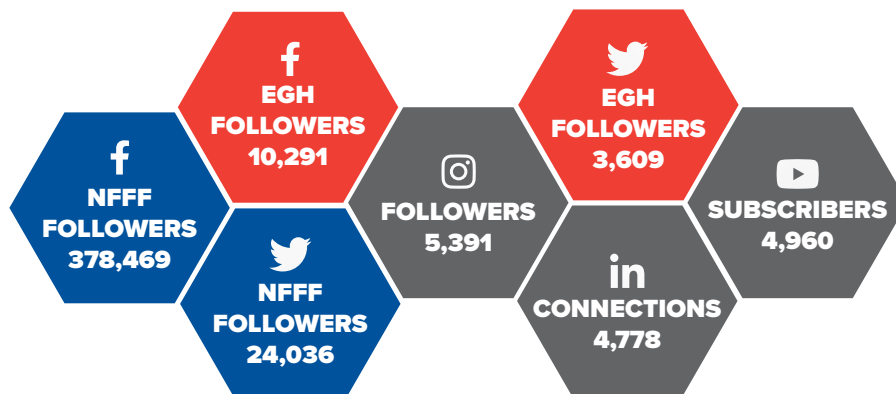
**203**  
ANNOUNCEMENTS SENT  
TO THE MEDIA

**5,280**  
TOTAL MEDIA  
EXPOSURE

## TOP NEWS

- DuPont Makes Donation to National Fallen Firefighters Foundation
- Honoring the Nation's Fallen Heroes
- LENOX Partners with National Fallen Firefighters Foundation
- Turtle Plastics® Sponsors Road to Indy Racer at Mid-Ohio
- WATCH: 38th Annual Memorial Service Honors Fallen Firefighters

OUTREACH



Social Media Platform	2018	2019	Growth (+/-)
National Fallen Firefighters Foundation Facebook	380,012	378,469	-0.4%
Everyone Goes Home® Facebook	9,849	10,291	4.50%
National Fallen Firefighters Foundation Twitter	22,700	24,036	6%
Everyone Goes Home® Twitter	3,507	3,609	3%
Instagram	3,824	5,391	41%
LinkedIn	966	4,778	395%
YouTube	4,500	4,960	10%


## PLATFORM ANALYSIS: NFFF FACEBOOK

There are more than 2.4 billion users on Facebook, so it is no surprise it is the NFFF’s most popular social media platform. In 2018, Facebook changed their newsfeed algorithm due to increased privacy concerns. The new algorithm prioritizes personal posts rather than business posts. This means that although the NFFF Facebook page has 378,469 followers, the average reach of a post is 9,298. There are two ways to increase reach: paid advertisements and users sharing the original post. This year the NFFF tested minimal paid advertising for some events (stair climbs and firefighter appreciation sporting events) resulting in increasing reach and engagement (click-thrus, shares, likes).

  
**255,867**

### TOTAL ENGAGEMENT

This includes the number of unique Facebook accounts who engaged with the post by commenting, liking, sharing or clicking on a link.

  
**168,080**

### TOTAL REACH

This includes the number of unique Facebook accounts who had the post visible on their newsfeed.

  
**11,254,947**

### TOTAL IMPRESSIONS

This includes the total number of times the post appeared on a newsfeed regardless of if it was a unique Facebook account.

The engagement rate for NFFF Facebook posts is 2.79%. The non-profit industry average for Facebook engagement is 0.13%. (Source: DigitalMarketingCommunity.com)

# MEMORIAL STAIR CLIMBS

Regional events support the FDNY Counseling Services Unit and programs of the National Fallen Firefighters Foundation.



**51**

CLIMBS IN 26  
STATES RAISED  
\$1,118,929

# 2019 9/11 MEMORIAL STAIR CLIMBS

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2019 9/11 Memorial Stair Climb  
8th Annual 9/11 Memorial Hill Climb - Fallbrook, CA  
9/11 Memorial Stair Climb at Discovery Park of America  
Alabama Remembers 9/11 Memorial Stair Climb  
Baltimore 9/11 Memorial Stair Climb  
Binghamton Fire 9/11 Memorial Stair Climb  
Borderland 100 Club 9/11 Memorial Stair Climb  
Central Pennsylvania 9/11 Memorial Stair Climb  
Presented by WHVL-TV  
Charlotte Firefighters 9/11 Memorial Stair Climb  
City of Black Hawk 9/11 Memorial Stair Climb  
Clayton 9/11 Memorial Stair Climb  
Colorado 9/11 Memorial Stair Climb  
Columbus 9/11 Memorial Stair Climb  
Dansville/Wayland 9/11 Memorial Stair Climb  
Denver 9/11 Memorial Stair Climb  
Fayetteville 9/11 Memorial Stair Climb  
FDIC 9/11 Memorial Stair Climb  
Firehouse Expo 9/11 Memorial Stair Climb  
Four Corners 9/11 Memorial Stair Climb  
Georgia 9/11 Memorial Stair Climb  
Grand Rapids 9/11 Memorial Stair Climb  
Greenville City 9/11 Memorial Stair Climb  
Highland County 9/11 Memorial Stair Climb and 5K Walk  
Illinois Fire Chiefs 9/11 Memorial Stair Climb  
Imperial Valley 9/11 Memorial Stair Climb  
Kalamazoo 9/11 Memorial Stair Climb  
Knoxville 9/11 Memorial Stair Climb  
Lancaster 9/11 Memorial Stair Climb  
Maine 9/11 Memorial Stair Climb  
Missouri State Fire Marshal 9/11 Memorial Stair Climb  
Nashville 9/11 Memorial Stair Climb  
National Capital Region 9/11 Memorial Stair Climb/5K Walk  
Hosted by Prince George's County Fire/EMS Department  
National Stair Climb for Fallen Firefighters  
Nebraska 9/11 Memorial Stair Climb  
New Hampshire 9/11 Memorial Stair Climb  
New York Knicks 9/11 Memorial Stair Climb Presented by Chase  
North Dakota 9/11 Memorial Stair Climb  
NYS AFC FIRE 9/11 Memorial Stair Climb  
Ocean City Memorial Stair Climb  
Panama City Beach 9/11 Memorial Stair Climb  
Pioneer 9/11 Memorial Stair Climb  
Richmond 9/11 Memorial Stair Climb  
Roanoke 9/11 Memorial Stair Climb  
Rochester 9/11 Memorial Stair Climb and 5K Walk  
Salt River Firefighters 9/11 Memorial Stair Climb  
Southwest Louisiana 9/11 Memorial Stair Climb  
Springfield Area 9/11 Memorial Stair Climb  
Tri-Cities 9/11 Memorial Stair Climb  
VCOS 9/11 Memorial Stair Climb  
Wildwood City Fire Department 9/11 Memorial Stair Climb  
Yellow Springs 9/11 Memorial Stair Climb at Antioch College

# MEMORIAL **GOLF** TOURNAMENTS

Regional golf tournaments support the programs of the National Fallen Firefighters Foundation.



**19**

TOURNAMENTS IN  
16 STATES RAISED  
\$383,576



# 2019 MEMORIAL GOLF TOURNAMENTS

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Annual Mississippi National Fallen Firefighters Foundation Golf Tournament  
Annual National Fallen Firefighters Memorial Golf Tournament presented by Paul Davis Restoration  
Central California National Fallen Firefighter's Golf Tournament  
2nd Annual Jermaine Frye Memorial Golf Tournament  
5th Annual Greater Pittsburgh National Fallen Firefighters Memorial Golf Tournament  
5th Annual Southern Maryland Volunteer Firemen's Association Golf Tournament  
7th Annual Play It Forward Golf Tournament  
7th Annual Protectowire Open benefiting the National Fallen Firefighters Foundation  
7th Annual Southeast Wisconsin National Fallen Firefighters Golf Tournament  
10th Annual Hawaii Fire Chiefs Association National Fallen Firefighters Foundation Golf Tournament  
11th Annual Geneva National Fallen Firefighters Foundation Golf Tournament  
11th Annual Greater Cincinnati Regional National Fallen Firefighters Foundation Golf Fundraiser  
12th Annual SEPA Regional Fallen Firefighters Foundation Memorial Golf Outing  
12th Annual St. John's Professional Firefighters Local 3883 NFFF Golf Outing  
13th Annual Central Ohio Fallen Firefighters Golf Tournament  
13th Annual National Fallen Firefighters Golf Tournament hosted by Raleigh Fire Department  
13th Annual Greater Monroe County National Fallen Firefighters Foundation Golf Tournament  
The 12th Wasatch Front and 16th Annual National Fallen Firefighters Foundation Memorial Golf Tournament

# FUNDRAISING EVENTS & CAMPAIGNS

TRADE SHOW EVENTS

**\$140,629**

OTHER EVENTS

**\$185,909**

PRODUCT ROYALTIES

**\$104,317**

ONLINE DONATIONS

**\$225,725**



## #FIREHEROTUESDAY AND SEASON TO GIVE CAMPAIGN

**New in 2019!** The NFFF Facebook page was approved to collect online donations via Facebook and Instagram. Facebook no longer charges processing fees so the Foundation receives 100% of all donations made via Facebook and Instagram. Facebook/Instagram donations were featured in this year's #FireHeroTuesday and Season to Give campaign.

Facebook/Instagram Donations – **\$19,673**  
Campaign Donations from our site – **\$13,123**  
**Campaign Total – \$32,796**

# OUR BOARD OF DIRECTORS

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*Volunteer Firemen's Insurance  
Service, Inc. (VFIS)*

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*Congressional Fire Services Institute*

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\* Members of the Board of Directors of the First Responder Center for Excellence for Reducing Occupational Illness, Injuries and Deaths, Inc.

# THANK YOU TO OUR PARTNERS

*Thanks to thousands of individual donors and hundreds of corporate sponsors who support the NFFF, we were able to focus on what matters most in 2019 – honoring and remembering America’s fallen firefighters and assisting their families and co-workers in rebuilding their lives.*

## TRIBUTE SPONSORS

*Gifts of \$250,000 or more*

David and Doreen Levy  
Motorola Solutions Foundation

## LEGACY SPONSORS

*Gifts of \$100,000 or more*

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X2

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ICMA (RC) Retirement Corporation  
Johnson Controls Foundation  
Mission BBQ  
National Fire Protection Association  
Paul Davis Restoration  
QALO  
VFIS

## THANK YOU TO OUR FEDERAL PARTNERS FOR THEIR CONTINUING SUPPORT

Bureau of Justice Assistance  
Department of Justice

Federal Emergency Management Agency  
Department of Homeland Security

U.S. Fire Administration  
Department of Homeland Security

# FOR THEIR **GENEROUS SUPPORT**

## **BRONZE SPONSORS**

*Gifts of \$10,000 or more*

1-800-BOARDUP

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Local 596

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Provident Agency, Inc.

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Vista Worldlink

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*Gifts of \$5,000 or more*

American Medical Response

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Comcast

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Endeavor Business Media, LLC

Fire Protection Publications -

Oklahoma State University

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Firemen's Association of the

State of Pennsylvania

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Giddy

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Thomas and Bonnie Hays

HFCA Kauai Conference

Huntertown Volunteer Fire Department, Inc.

International Association of Firefighters

Local 3883

INTERSCHUTZ USA

The IRONMAN Foundation, Inc.

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Kansas State Firefighters Association

Kidde Safety

Keith Little

Mercy West Hospital

Moline Municipal Credit Union

MSA Worldwide, LLC

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National Association of State Fire Marshals

National Fire Academy Class Donations

Ocean City F.O.O.L.S.- Alpha Chapter

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Paradigm Liaison Services, LLC

Parkview Health

Scott Parolin

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Arizona

PURVIS Systems Incorporated

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Rockland Trust

San Diego Fireman's Relief Association

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Southwest Veterinary Oncology

Sunnyside Promotions

Thomas R. Tardo

United Association of JAPPI

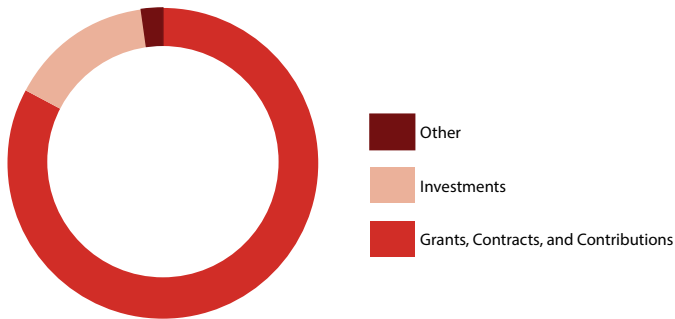
USA Sprinkler Fitters Association

W.L. Gore & Associates, Inc.

Whelen Engineering Company, Inc.

Woodard Cleaning & Restoration Inc.

# 2019 YEAR-END FINANCIALS

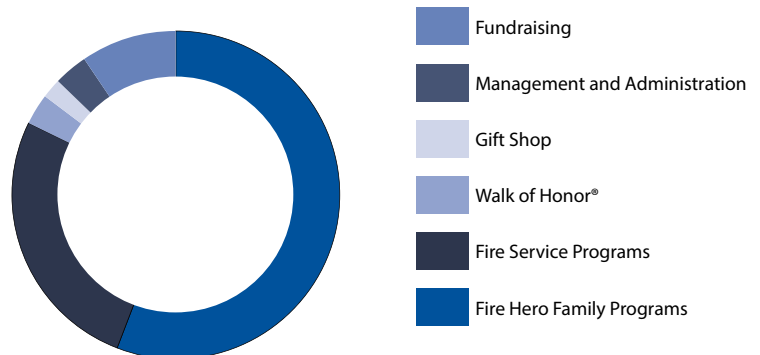


## 2019 REVENUE AND SUPPORT

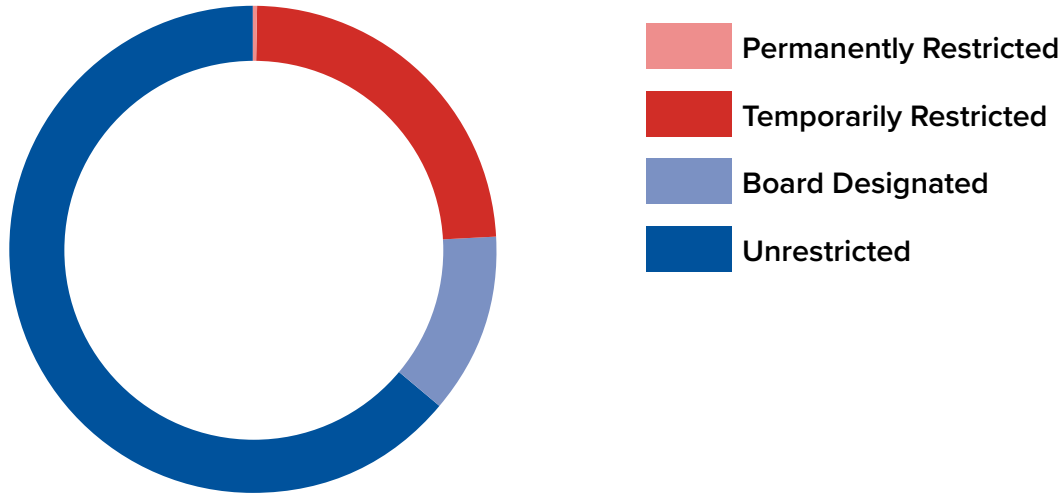
Grants, Contracts, and Contributions	\$7,806,215
Investments	\$1,408,574
Other	\$202,328
<b>Total</b>	<b>\$9,417,117</b>

## 2019 PROGRAM EXPENSES

Fire Hero Family Programs	\$4,620,044
Fire Service Programs	\$2,166,838
Walk of Honor®	\$263,632
Gift Shop	\$159,471
Management and Administration	\$268,323
Fundraising	\$768,162
<b>Total</b>	<b>\$8,246,469</b>



# 2019 YEAR-END FINANCIALS



## 2019 NET ASSETS

Unrestricted	\$7,362,687
Board Designated	\$1,387,524
Temporarily Restricted	\$2,747,699
Permanently Restricted	\$ 25,000
<b>Total</b>	<b>\$11,522,910</b>



## NATIONAL FALLEN FIREFIGHTERS FOUNDATION

[WWW.FIREHERO.ORG](http://WWW.FIREHERO.ORG)

### EMMITSBURG

PO DRAWER 498  
EMMITSBURG, MD 21727  
301-447-1365  
301-447-1645 (FAX)

### CROFTON

2130 PRIEST BRIDGE DRIVE, SUITE 6  
CROFTON, MD 21114  
410-721-6212  
410-721-6213 (FAX)

### ON SOCIAL MEDIA

