



# **ADAPTING TO CHANGE**

*2020 Annual Impact Report*

# From Our Chairman of the Board



Nearly three decades ago, the United States Congress established the National Fallen Firefighters Foundation (NFFF) to honor the nation's fallen firefighters. Since that day in 1992, the Foundation has not only paid tribute to America's fire heroes but has worked tirelessly to ensure that the families of the fallen have the resources and support they need to carry on. In 2004, the Foundation expanded its mission to include the reduction and prevention of firefighter deaths and injuries.

As the NFFF enters its 30th year of service, we remain committed to our core mission and values. As you read our 2020 Annual Impact Report, you will see ample proof of the efforts made to achieve and exceed our goals, even with the disruption of a global pandemic.

I am proud to help lead the Foundation in paying tribute to our fallen fire heroes, ensure the families remain cared for, and furthering the efforts to make the profession as safe as possible for those on the front lines today.

Though COVID-19 hampered efforts to continue business as usual, the work of the Foundation continued through the "adapt, improvise and overcome" method. Virtual meetings took the place of in-person gatherings through the year. The annual Memorial Weekend in Emmitsburg was postponed, but an online tribute paid respects to the fallen and their families were able to hear first-hand how grateful the nation is for the sacrifice of their loved one.

The development of technology to assist the Foundation's mission was even more critical in 2020 because of the pandemic. Much of the NFFF's work has successfully moved to an online platform out of necessity.

The Foundation remains committed to the advocacy of health, safety and educational initiatives that support all members of the fire service today. Important research continues into the prevention of on-the-job and health issues faced by firefighters and other first responders.

I cannot write this message describing the Foundation's achievements in 2020 without thanking everyone involved. From staff to volunteers, affiliates and partners, your extra efforts and dedication to the NFFF's mission ensured that we would not just survive the time of COVID but surpass expectations. I want to thank all of you for your hard work, and your continued belief of our mission. As you read this Impact Report, remain assured that you are an integral part of our progress, which we celebrate. I look forward to continuing to serve with you in the years to come.

Sincerely,

A handwritten signature in blue ink that reads "Troy Markel". The signature is fluid and cursive.

Troy Markel

Chairman of the Board

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*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



*“It is a very difficult time  
being in isolation.”*



The COVID-19 pandemic brought collective loss and separation for the families of fallen firefighters. Despite this additional challenge, we worked to develop new approaches to help our Fire Hero Families. Indeed, the ability to adapt to new circumstances is at the core of resilience and post-traumatic growth, qualities we actively promote through our programs.

# Scholarship Programs

In the 2020-2021 academic year, the Foundation and our partners awarded scholarships that covered 100% of the tuition and book expense for 22 students, 83% of the tuition and book expense for 1 student, and 75% of the tuition and book expenses of another student — each of whom demonstrated pressing financial need and stellar academic performance. Forty other applicants also received meaningful support. **In total, we awarded \$428,720 to the students in our Fire Hero Family!** This award money comes from a generous donation by the Motorola Solutions Foundation, the Alan Patrick Sondej Memorial Scholarship Fund, and a private donor, in addition to partnerships with ICMA-RC, the National Association of State Fire Marshals (NASFM), and the Steel Family Charitable Foundation. Additionally, many individuals and businesses have long contributed to the NFFF Sarbanes Scholarship Program.

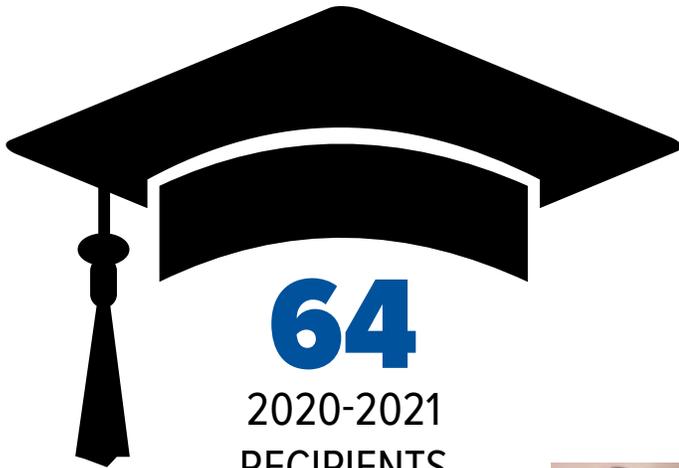
We also announced the Motorola Solutions Foundation Enhanced Scholarship Initiative in 2020. This new scholarship initiative provides for larger and, in certain cases, full scholarships. To be eligible for consideration of this scholarship, the applicant must be pursuing a major in a STEM subject or Public Safety. These awards are made on an annual basis and will be based upon assessment of financial need and academic performance using a composite scoring system.

*“I cannot tell you how happy I am to have been chosen for this scholarship. It has greatly eased the financial burden that was facing our family. I am so appreciative of the opportunities you have opened for me and will work very hard to prove to the Foundation that they have made the right decision. I feel like my dad is smiling.”*

Since 1997, the Foundation and its partners have awarded 1,490 scholarships totaling over \$4,790,994 to 668 family members of fallen firefighters from across the nation.



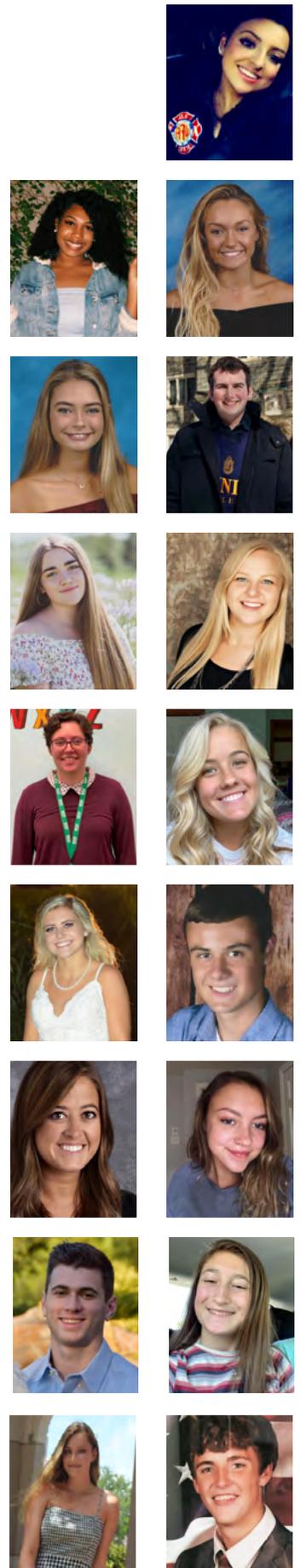
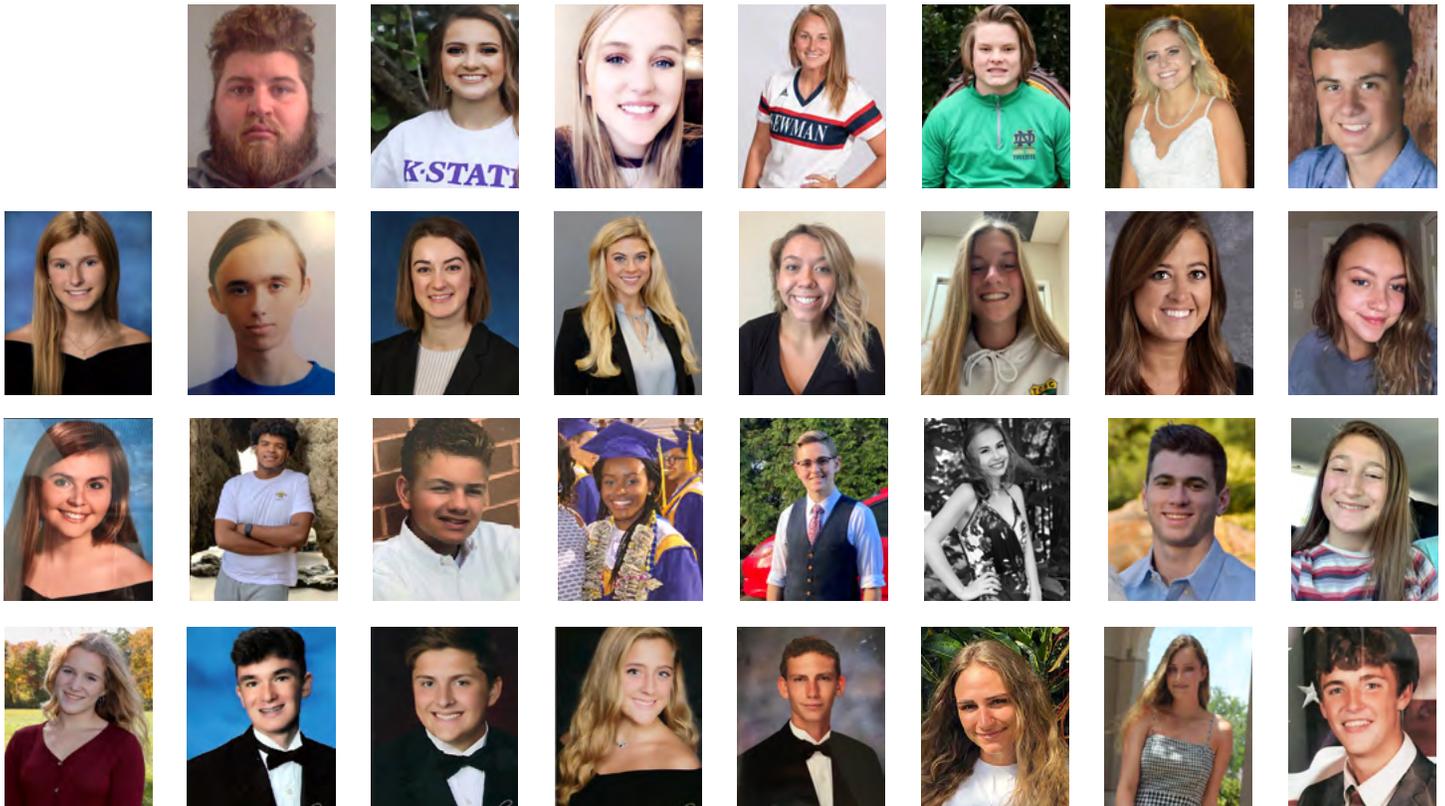
“It has not only lessened the financial burden aspect of my education, but it has also lessened stress and has allowed me to focus on my academics, especially during these difficult times of a pandemic when my mother’s work was almost nonexistent. Thank you to all who made it possible.”



64

2020-2021  
RECIPIENTS

.....  
56% ARE FIRST-  
TIME RECIPIENTS



# Hal Bruno Camps for Children of Fallen Firefighters



# 26

CAMPERS AGES 7-17  
ZOOMED TO  
**COMFORT ZONE CAMP**

.....  
**100% OF THE CAMPERS  
LEARNED THAT THEY ARE NOT  
ALONE IN THEIR GRIEF**  
.....

.....  
**93% FELT THAT THEIR GRIEF  
FEELS MORE MANAGEABLE  
AND LEARNED COPING SKILLS**

# 15

CAMPERS AGES 4-6  
ZOOMED TO  
**CAMP HAL**

**(HEALING AFTER LOSS)**

.....  
**100% OF PARTICIPANTS RATED  
THE CAMP EXPERIENCE,  
CAMP-IN-A-BOX, AND  
INSTRUCTIONS AS EXCELLENT**

*“Thank you all, NFFF, for being so caring at the hardest time in our lives. My kids are very much enjoying their boxes!!”*



*“Thank you, guys, for the camp boxes! It was great to see these kids engaged.”*

# Grit, Growth, and Grace: A Series for Widowed People

The National Fallen Firefighters Foundation thanks our donors and corporate partners whose incredible generosity helps us honor America's fallen firefighters, assist their families, and prevent firefighter injuries and deaths.

*“I was a little embarrassed getting emotional during the breakout session but was reassured knowing these ladies really understood my feelings.”*



**80%**

Felt a Connection  
to Other Widows



**83%**

Learned Coping Skills  
for Day-to-Day Life



**100%**

Felt Others Understood  
What They Were  
Going Through



## Power of Resilience and Performance: Why ‘Take a Deep Breath?’

Diving into the science behind breathing practices, 20 participants learned techniques they could start using immediately to boost immunity and begin to actively practice regulating their stress response during these challenging times.

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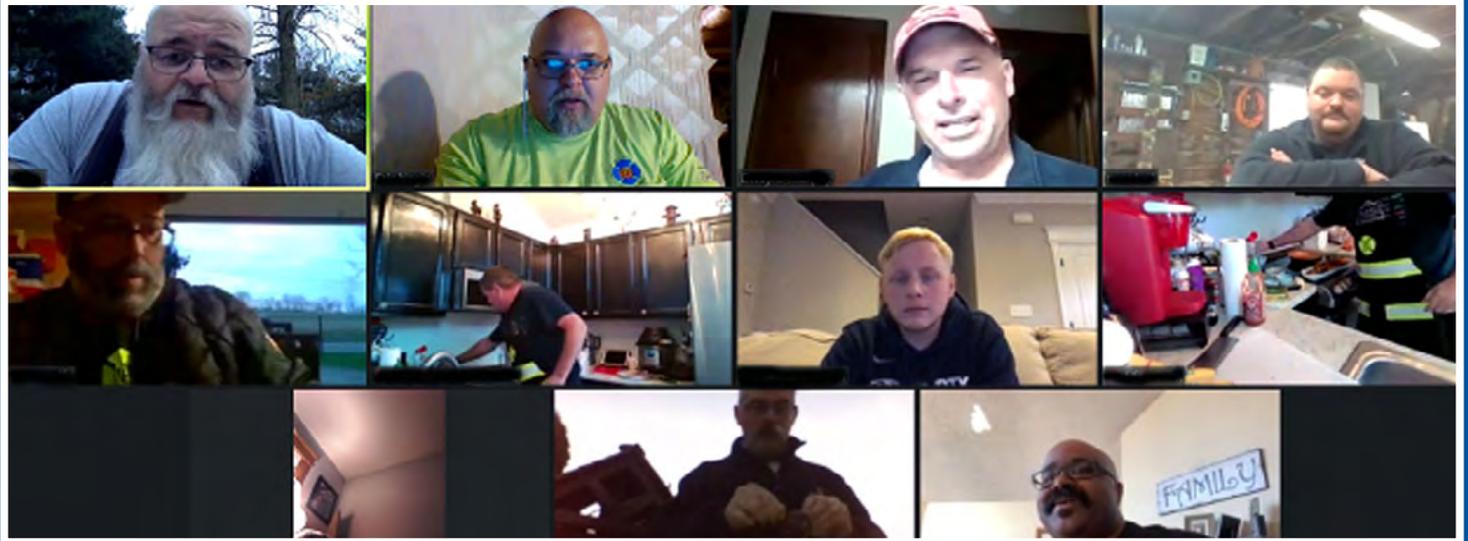
WHEN ASKED WHY THEY DECIDED TO ATTEND THIS WORKSHOP, **85%** RESPONDED THAT IT WOULD BE HELPFUL AND **15%** STATED THAT IT WOULD BE VERY HELPFUL.

.....

*“My struggle lately has been with my job. However, I find myself anxious and stressed at times - something that I have not had very good control of, since becoming widowed. The breathing techniques Rita shared with us will now be a part of my daily routine to help with my anxiety and stress.”*

# Men Forging Ahead

For men only, these monthly virtual sessions are to foster support and camaraderie between men in the Fire Hero Family community who often feel pressure to “be strong” for others or process feelings alone. Providing opportunities for men to gather with other men who have experienced a similar loss, discuss shared experiences, and support one another, we anticipate more participants in future sessions.



*“As hard as it still is for me to talk about my son, I love to talk about him. Sounds crazy to most but not to those that understand and that is exactly what we have with all these guys.”*

# Building Fire Hero Family Connections

The ability to adapt to new circumstances is at the core of resilience and post-traumatic growth, qualities we actively promote through our programs. Weekly Virtual Peer Support enabled Fire Hero Families to meet informally with other families to provide support, share stories, struggles, and ideas in relation to grief. **Participants say the Peer Support Group “has been a lifeline” that they “look forward to each week.”** Fifty-five family members have participated in the virtual Peer Support Group meetings, many of whom have attended regularly. A total of 413 participants since July. Sixty-eight Fire Hero Families also attended the new virtual State Connections Group which connected families within each state/region.



**295**  
FAMILY MEMBERS SENT  
**4,379**  
REMEMBRANCE CARDS TO  
FIRE HERO FAMILIES NEAR  
THE ANNIVERSARY DATE OF  
EACH FIREFIGHTER’S DEATH

100% OF THE VOLUNTEERS WANTED FAMILY MEMBERS TO KNOW THAT THEIR HEROES ARE NOT FORGOTTEN

*“I write the cards because it is important that the family members are never forgotten. I know how it makes me feel to receive one each year. It is a privilege to write these cards for the families of these forever heroes. I can think of no better way to volunteer my time.”*

FAMILIES WERE SURVEYED ABOUT THEIR NEEDS

**52%**

WERE INTERESTED IN TOPICS OF GRIEF AND WELLNESS

**47%**

WERE INTERESTED IN PHYSICAL FITNESS OR RELAXATION TECHNIQUES

**47%**

WERE INTERESTED IN ONLINE PEER SUPPORT GROUPS AND CONNECTING WITH OTHER FAMILIES

# Fire Service Programs



*“Very thankful for your guidance and help during a difficult time.”*



While the global pandemic restricted the manner in which we delivered support and resources to the fire service, our dedicated team and instructors used virtual learning technologies to continue delivering support and working to reduce preventable line-of-duty deaths and injuries.



## Local Assistance State Teams

The Local Assistance State Teams (LAST) are dedicated volunteers who are the first NFFF representatives to contact fire departments and the families of the fallen when a tragedy occurs. In 2020, LAST assisted 491 agencies and individuals with filing for the Department of Justice's Public Safety Officers' Benefit. This assistance is critical as agencies and families of the fallen deal with the physical and emotional impact of a fatality.

IN 2020, LAST PROVIDED ASSISTANCE TO AGENCIES WITH

**92**  
FIREFIGHTER  
FATALITIES

**17**  
EMS  
FATALITIES

**13**  
LAW ENFORCEMENT  
FATALITIES

*“The planning and memorial service for my husband was thoughtful and respectful.”*

# Incident Commander Support, Training, and IC-to-IC Webinars



Support programs for incident commanders (IC) who had experienced a line-of-duty death continued in 2020. In addition to our support resources, we launched a new online training module on the Fire Hero Learning Network. This training gives incident commanders insight into what they could experience should they suffer a line-of-duty death on their watch.

Our IC-to-IC webinar series has been very well received. These webinars feature incident commanders who tell the story of how the fatality occurred and its effect on them. These presentations are another tool that fire departments can use to develop risk dominance on the emergency scene and unintended outcome messaging for their commanders.



*“Very powerful and moving presentation, helped me understand what someone experiences when a firefighter dies in the line of duty.”*



## Go Down Swinging The Nathan Espinosa Story

We partnered with the Los Angeles City Fire Department (LAFD) and Full Vision Productions to produce a documentary chronicling the aftermath of a serious injury event captured on video. Firefighter Nathan Espinosa fell through a roof on his first working fire and sustained serious burn injuries.

Within days of the incident, LAFD Chief Ralph Terrazas invoked the “Everyone Goes Home” mantra and embarked the department on a plan to prevent a recurrence of such an event.

Our documentary tells the story of Firefighter Espinosa’s courageous recovery and return to full duty, the impact of the injury on his family, the LAFD’s efforts to determine what happened, and what steps they enacted to prevent a like event from happening again.

**“Powerful. Watched the video with my officers. We will be looking at how we can incorporate some of the LAFD’s practices into our volunteer operations. Wishing Nathan a full recovery.”**



“Every department should watch this one.”

### Go Down Swinging The Nathan Espinosa Story

**Discussion Support Tool Worksheet**

- This worksheet is designed to assist you with extracting lessons from *Go Down Swinging – The Nathan Espinosa Story*.
- Read the questions that coincide with your current rank/position in your fire department.
- Watch the documentary.
- jot down your observations based on your current rank/position in your fire department.
- Be prepared to discuss your observations with other viewers.

**Firefighter – Place yourself in Nathan's boots**

- How well do you think you are prepared to handle a mayday situation like Nathan experienced?
- How in depth do you check your equipment at the beginning of each shift/turnout?
- If you are a volunteer firefighter, how confident are you the equipment you are using (SCBA, handlight, thermal imager, etc.) is ready for use when you come from home for a response?
- Nathan emphasizes several important actions regarding his survival. Which of those speaks to you and why?
- Do you think your department does an adequate job of preparing its members for a mayday operation? What is done well? What needs improvement?

**Company Officer – Place yourself in Apparatus Operator Tavera's boots**

- What are your first actions upon arrival at a similar incident per your department's SOPs/SOGs?
- If you lose a crew member, what are you going to do?
- How often do you practice (either informally or formally) the answer to the question above?
- Radio communications are frequently cited as problematic on incident crews. What exercises do you employ to ensure you practice radio discipline?
- Do you truly believe your crew is prepared to handle an incident such as this and if not, what can you do to make them prepared?

**Chief Officer – Place yourself in Chief Terrazas' boots**

- How well do you believe your department is prepared to address an incident like LAFD experienced with the Espinosa near miss?
- What is your department's operational risk profile process?
- Do you have a system in place to objectively investigate significant injury and L000 events?
- How well prepared are the members of your command team prepared to handle a mayday event? What do you base your answer on?
- What procedures do you have in place to support firefighter families who experience an event like Nathan Espinosa and his family experienced?
- If you are chief of department, how do you ensure cultural change becomes a new department norm?

This project was made possible through funding from the Department of Homeland Security's Assistance to Firefighters Grant Program and was developed in cooperation with the Los Angeles City Fire Department and Full Vision Productions, LLC.

The documentary launched October 6, 2020, kicking off with an exclusive virtual “premiere” which included interviews with Nathan, his family, Chief Terrazas, Producer Rob Manciero, and other LAFD staff.

The Go Down Swinging documentary has been viewed 7,824 times on our Vimeo and YouTube pages. The premiere has been viewed 277 times on Vimeo.

# “After The Fire” Podcasts

In support of our goal to recognize firefighters who died prior to the establishment of the National Fallen Firefighters Memorial in 1981, we partnered with firefighterskills.com to produce a series of podcasts. Four episodes of the podcast, based on two incidents, with accompanying human interest content, were released in late 2020. Additional content is being developed along with a plan for sustained funding.

**230**

PODCAST SUBSCRIBERS

**960**

SOCIAL MEDIA FOLLOWERS

.....

**THESE PODCASTS ARE AVAILABLE  
ON ALL MAJOR PLATFORMS  
INCLUDING: APPLE PODCASTS,  
SPOTIFY, AND YOUTUBE.**

.....

*“The After The Fire Podcast provides a great opportunity for current and future Incident Commanders to learn some good fireground procedures from some very experienced fire officers.”*



# Everyone Goes Home® Train-the-Trainer



The pandemic that gripped the country in 2020 severely restricted the Everyone Goes Home® training program's in-person delivery of its flagship courses, Courage to Be Safe®; Leadership, Accountability, Culture, Knowledge (LACK); Leadership So Everyone Goes Home; and Attributes of Leading. To meet the challenge, program managers revisited the delivery model and developed a virtual model that preserved the spirit of the course, as well as met the demands from incumbent and newly interested departments.

New model offerings were coordinated through the NFFF's organizational liaison. State training directors, where the Foundation has a memorandum of understanding, agreed to pilot the deliveries. They indicated they were interested in continuing with NFFF training and messaging in their programs by a means that met with their individual mandates under the pandemic (i.e., limited to no outside entities allowed in departments, reductions in class sizes, etc.).

Virtual instructor development seminars were held in Kentucky, Ohio, and South Carolina to deliver train-the-trainer modules to experienced, well-respected senior instructors.

## KENTUCKY

Before their training, **Kentucky had 11 instructors**. There were **45 instructors trained during the seminar**, and **28 of those instructors completed all of the necessary requirements** to become instructors of our flagship courses.

## OHIO

**Ohio increased their cadre of instructors from 77 to 84**. The incumbent instructors had permissions updated to include the ability to deliver *Attributes of Leading*, expanding their ability to deliver each of the Foundation's flagship programs.

## SOUTH CAROLINA

South Carolina had **14 instructors prior to the seminar**. There were **97 instructors trained**, and **39 instructors completed all of the requirements** to deliver the Foundation's flagship programs.

# NFFF Marketing



MICAH GREEN/THE SUMTER ITEM

*“A global crisis has transformed our communities. What hasn’t changed is our support for firefighters and their families.”*



In spite of the challenges of the pandemic, we looked for new ways to deliver and amplify messages of hope to our audience and the broader community. We communicated about the impact the virus had on the fire service, worked to keep our community connected and resilient, and reassured them of our unflinching support during these uncertain times.

# Building NFFF Awareness

## OUR MEDIA REACH IN 2020



**465,012**  
RELEASES  
SENT IN 2020



**1,477**  
RADIO & TV  
MENTIONS



**1,130**  
PRINT  
MENTIONS

OUR OVERALL REACH INCREASED **53%**

According to a 2020 report from The Nielsen Company, the percentage difference in time spent accessing current events and global news on mobile devices from March 2019 to March 2020 in the U.S. was 215%. As individuals sheltered in place, our consumption of information increased and there was greater attention paid to those on the front lines of the pandemic. Although there were challenges in 2020, we had the opportunity to try new ways of amplifying our message and extending our reach to the community outside our fire service. We distributed information to 17,000 fire departments nationwide about virtual training and other resources. The NFFF also distributed releases to the media, with increased attention to how we were adapting and overcoming the challenges presented by the global crisis. These alerts included information on the impact the virus was having on the fire service, the development of NFFF Connect which provided important resources, workshops, and timely information to help firefighters, Fire Hero Families, and the community to stay connected. **America's Tribute to Fallen Firefighters** was sent to over 10,500 media outlets, resulting in most nationwide media coverage for NFFF in 2020.

## OUR REACH ON THE WEB

**1,201,907**  
FIREHERO.ORG PAGES VIEWED  
82.9% NEW VISITORS  
17.1% RETURNED TO VISIT THE SITE IN 2020

**268,988**  
EVERYONEGOESHOME.COM PAGES VIEWED  
69.4% NEW VISITORS  
30.6% RETURNED TO VISIT THE SITE IN 2020

**65,823**  
FIRSTRESPONDERCENTER.ORG PAGES VIEWED  
80.6% NEW VISITORS  
19.4% RETURNED TO VISIT THE SITE IN 2020

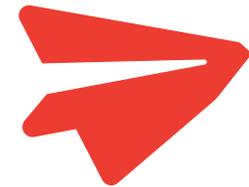
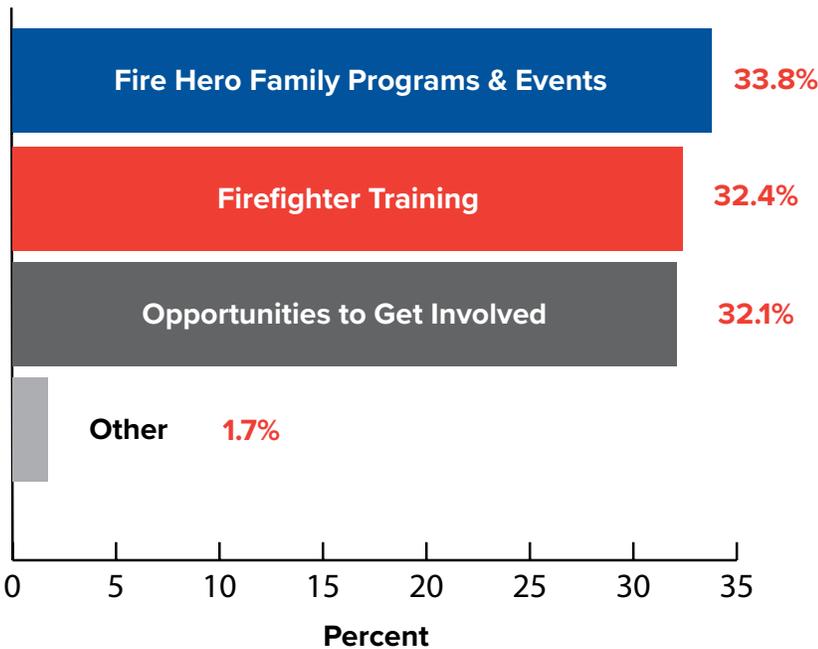
## E-MAIL MARKETING, AUDIENCE SEGMENTATION, AND IMPACT

In 2020, the Foundation moved to a new E-mail marketing platform and worked to improve its delivery and overall audience experience. We began what will be a series of impact surveys, which will help us plan and deliver more relevant content to our audience. This effort not only helped us better understand their needs, but also helped us further segment our lists, so we can deliver targeted content that we hope will foster more engagement with the National Fallen Firefighters Foundation.



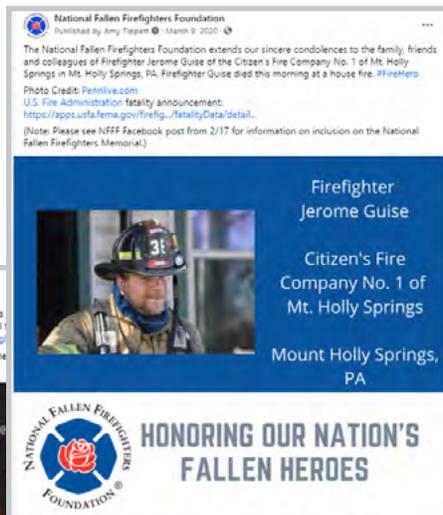
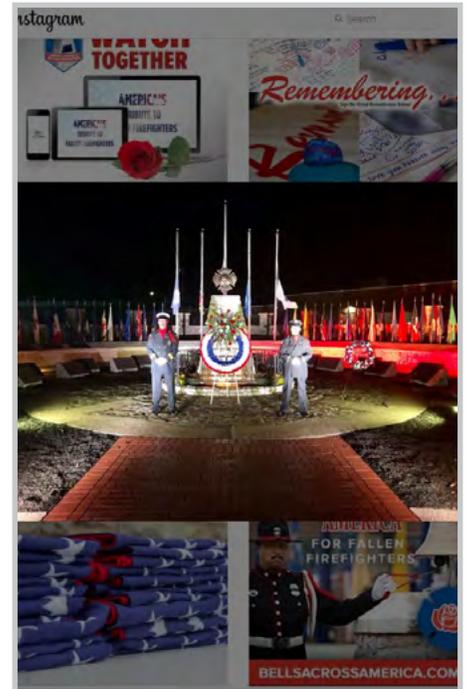
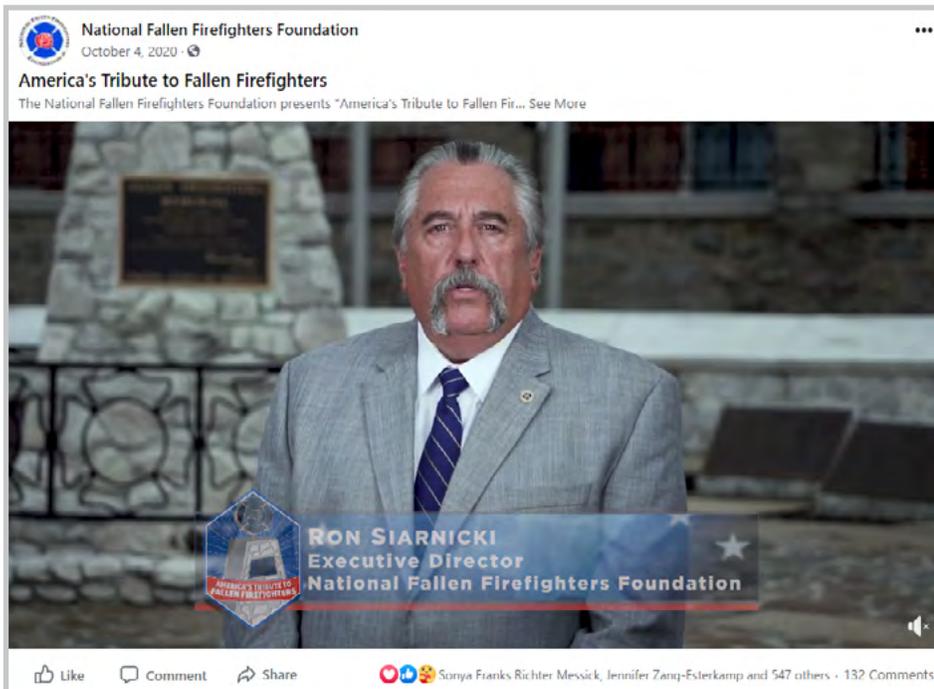
**We asked:**

What type of E-mail content is most valuable to you?



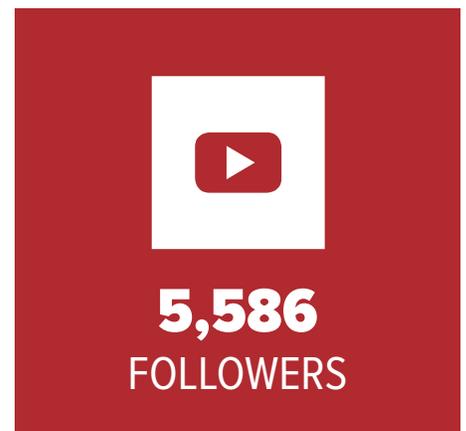
WE SENT **155** E-MAIL BLASTS IN 2020, THAT'S A TOTAL OF **1,633,067** E-MAILS!  
**1,440** NEW SUBSCRIBERS JOINED US IN 2020.

# As Seen on Foundation Social Media



“Thank you so very much for this presentation. As for my father who was honored in 2009. This still gives me comfort today. Thank you.”

“Thank you for a beautiful tribute, hearts are sad we cannot be there, but look forward to the day we can.”



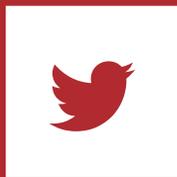


**375,850**  
FOLLOWERS



**1,054**  
PAGE POSTS

**550,335**  
REACTIONS,  
COMMENTS,  
SHARES, AND  
LINK CLICKS ↘



**24,458**  
FOLLOWERS



**790**  
PAGE POSTS

**26,280**  
REACTIONS,  
COMMENTS,  
SHARES, AND  
LINK CLICKS ↘



**7,033**  
FOLLOWERS



**216**  
PAGE POSTS

**15,969**  
REACTIONS,  
COMMENTS,  
SHARES, AND  
LINK CLICKS ↘



**10,206**  
FOLLOWERS



**80**  
PAGE POSTS

**4,598**  
REACTIONS,  
COMMENTS,  
SHARES, AND  
LINK CLICKS ↘

# Community Involvement Celebrating Firefighters Worldwide

The National Fallen Firefighters Foundation invited U.S. communities to celebrate International Firefighters' Day with special online NFFF events, including two Facebook live concerts, and the **Share a Firefighter Thank You** and **Shine Your Light for Firefighters** campaigns. This campaign reached over 22,000 media outlets and fire departments.

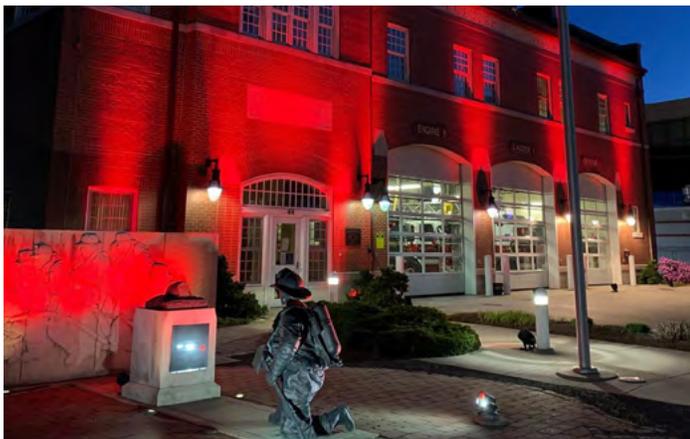
During the month-long build up, **53,646 new visitors** and **10,404 returning visitors accessed fire-hero.org**. From April 1 - May 6, there were **21,495 pageviews in the International Firefighters' Day section**, which ranked #2 behind the fallen firefighter section of the website during that time.

Our **Shine Your Light for Firefighters** campaign mobilized communities nationwide, giving them a positive way to connect with the fire service community while they sheltered in place. **Nearly 500 reported that they lit their homes in red in 47 of the 50 states** in addition to landmarks, and fire departments nationwide. This not only gathered new opt-in E-mail subscribers, but it also bolstered our efforts to bring our annual Memorial Weekend to a wider audience, encouraging these same individuals and families to participate in our **Light the Night for Fallen Firefighters** remembrance.





*The National Fallen Firefighters Foundation celebrated its first International Firefighters' Day on May 4, 2020. Born out of a tragic loss of five firefighters in a wildfire in Victoria, Australia, it is a way to honor their lives and the sacrifice that firefighters are willing to make for us every day.*



*“Thank you for your time and passion in supporting our firefighters. Your efforts will be recognized worldwide as a result of your innovative campaign.”*

*– JJ Edmondston, Founder, International Firefighters' Day*

# Adapt, Improvise, Overcome – Honoring the Nation’s Fallen Firefighters in 2020

The pandemic has forced many nationwide to adapt, improvise and overcome in 2020. The National Fallen Firefighters Memorial Weekend was no different. Having to cancel on-site events was a painful decision, but a necessary one, due to the COVID-19 pandemic. “At the end of the day, no matter how we tried to work it, there was no other choice,” explained Chief Ron Siarnicki, Executive Director of the National Fallen Firefighters Foundation. “We just could not take the risk of potentially exposing our families and the hundreds of volunteers.”

While plans were made to postpone the honoring of the 2019 fallen heroes until 2021, something was needed to fill the void. Something the families could see, hear, and keep until they can hopefully meet at the Memorial next year.

Thus, the idea of ***America’s Tribute to Fallen Firefighters*** was born and developed. The program would not replace the annual Memorial Weekend activities on the National Emergency Training Center (NETC) campus, but would provide something for the families of fallen heroes and the fire service to find some comfort in until their firefighters can be properly honored in 2021.

This 43 minute program featured a profile of the line-of-duty-death of Howard County Department of Fire and Rescue Services (MD) Lieutenant Nathan Flynn, including interviews with three chief officers with the department at that time. The Fire Hero Family of Chief Paul F. Price, of the Audubon Fire Department (NJ), also told their story of the support they received from the NFFF, and their subsequent volunteering as returning family members. The program also featured the reading of the names of the 82 firefighters who lost their lives in the line of duty in 2019, and 21 others who died in previous years. These firefighters will be honored during the 2021 Memorial Weekend, along with the fallen heroes who have died in 2020.

COVID-19 did not prevent some traditions from being carried out. The annual ***Bells Across America for Fallen Firefighters*** was carried out in cities and communities from coast to coast. Troy Markel, Chairman of the Board of the NFFF, said that the event united the nation “to salute those who have made the ultimate sacrifice for their communities. This annual tradition honors our nation’s heroes and lets their families know that their beloved firefighter will always be remembered.”

Another tradition that continues to grow with each year is ***Light the Night for Fallen Firefighters***. This year, dozens of landmarks across the country were lit in red in honor of the fallen heroes. From One World Trade Center in New York City to the Woodburn Bridge in Oregon, Americans were once again reminded of the great sacrifices made by the nation’s fire service in the name of protecting their communities.



# National Memorial Park



*“Another light burns brightly year-round, it’s the eternal flame here at the National Fallen Firefighters Memorial.”*



Although the grounds of the National Emergency Training Center were closed during the pandemic, plans to maintain and expand the National Fallen Firefighters Memorial Park continued. Families, firefighters, and the public were able to visit the National Fallen Firefighters Memorial virtually and see our light shining bright using the [firehero.org](https://www.firehero.org) webcam.

# Expansion of National Memorial Park & Fire Service Artifacts Collection

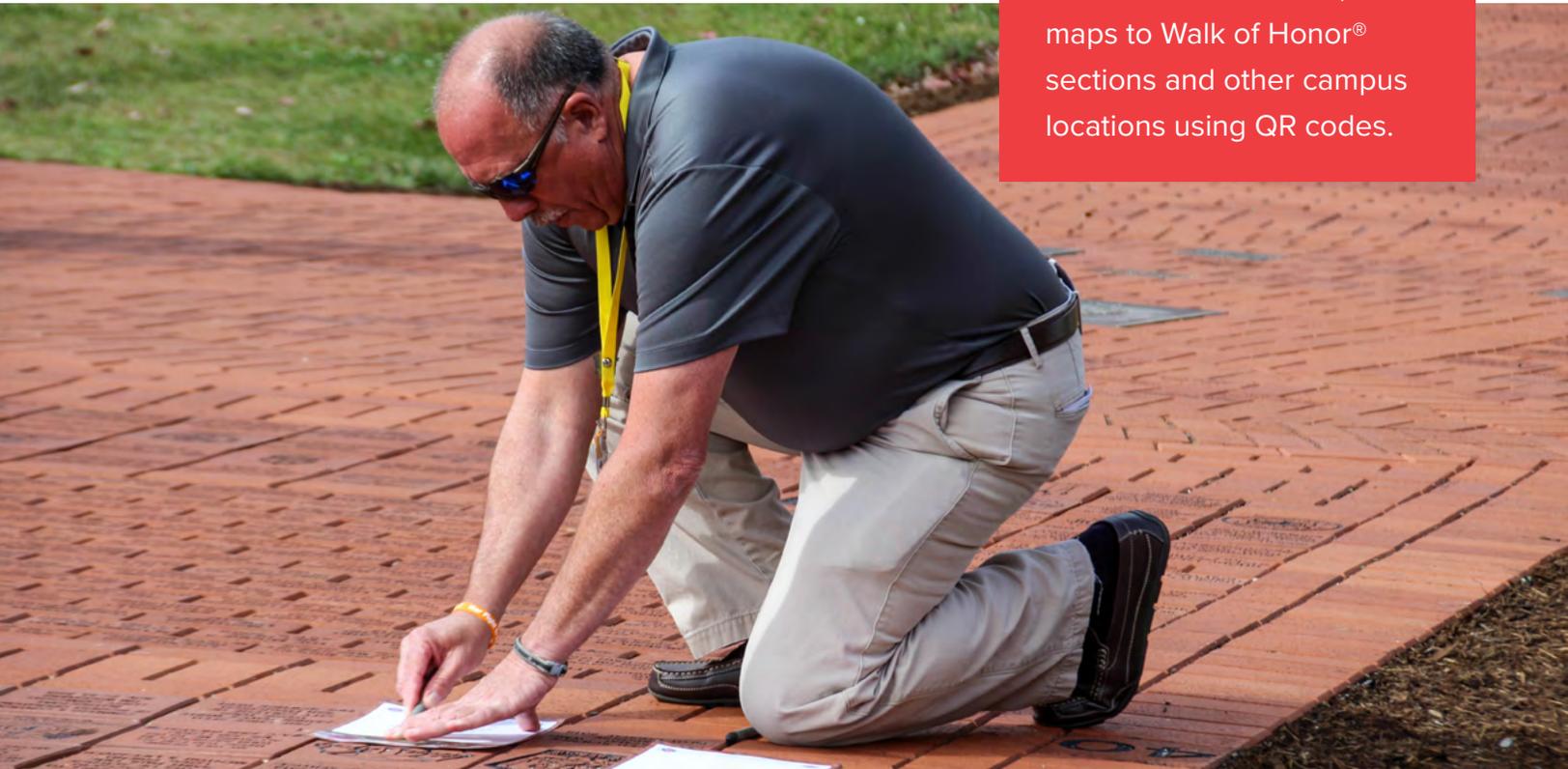
In December 2020, 100 standard bricks and 28 logo bricks were added, expanding the Walk of Honor® in the National Fallen Firefighters Memorial Park.

During 2020, 373 standard and 81 logo bricks were placed in the Walk of Honor® sections honoring firefighters who died in the line of duty prior to 1981. The logo bricks are the Sponsor and State Outline bricks which make up the headers for each state. To date, we have received the names of 8,824 pre-1981 fallen firefighters.

Following America's Tribute to Fallen Firefighters, the NFFF launched its "Honor a Hero" brick campaign encouraging donors to honor a hero by sponsoring bricks in memory of the 2020 honorees. Our goal is for each of the 2019, 2020, and previous year fallen firefighters being honored have a brick when their families are able to attend the in-person Memorial Weekend.

## VISITOR INFORMATION KIOSK IN PRODUCTION

The Foundation finalized plans for an interactive Visitor Information Kiosk to be installed near the National Fallen Firefighters Monument in National Fallen Firefighters Memorial Park. The new kiosk features information about the NFFF, fallen firefighters honored at the Memorial, and the Public Safety Officers' Benefits (PSOB) Program. It will also allow visitors to search for Walk of Honor® bricks, with maps to Walk of Honor® sections and other campus locations using QR codes.



# The Brainard-Griego Collection Comes to Emmitsburg

Chan Brainard began collecting firefighting memorabilia in the 1940s while growing up in Connecticut. Over the next 70 years, Chan and his husband Gil Griego amassed a collection of over 10,000 pieces including vintage helmets, equipment, alarms, photos, documents, toys, and other memorabilia. In 2020, the entire collection was donated to the National Fallen Firefighters Foundation. Multiple pieces from the Brainard-Griego Collection have been placed in display cases in the National Fallen Firefighters Memorial Chapel. This is the first in a series of rotating themes for the 10,000 pieces in the collection.



# NFFF Development



*“Thank you to our dedicated donors, corporate partners, and volunteers for your unwavering support during this difficult time.”*



In today's seemingly complex America, the threat to life for firefighters caused by overexertion, stress, and medical issues arising from the call of duty is increasing. We rely on responsible citizens and corporations to champion our cause to honor our nation's fallen firefighters, support their families, and reduce firefighter deaths and injuries.

# 2020 Partners and Donors

The National Fallen Firefighters Foundation thanks our donors and corporate partners whose incredible generosity helps us honor America’s fallen firefighters, assist their families, and prevent firefighter injuries and deaths.

## TRIBUTE SPONSORS

*Gifts of \$250,000 or more*

David and Doreen Levy  
Motorola Solutions Foundation

## LEGACY SPONSORS

*Gifts of \$100,000 or more*

LION Group, Inc.  
State Farm Fire &  
Casualty Company  
Robert N. Whittemore

## PLATINUM SPONSORS

*Gifts of \$75,000 or more*

Knox

## GOLD SPONSORS

*Gifts of \$50,000 or more*

Department of Housing &  
Community Assurance  
Pierce Manufacturing, Inc.

## SILVER SPONSORS

*Gifts of \$25,000 or more*

Affliction Holdings, LLC  
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Cargill, Incorporated  
FireRescue1.com  
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## BRONZE SPONSORS

*Gifts of \$10,000 or more*

1-800-BOARDUP  
Andy Boyt Memorial Fund  
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Streamlight, Inc.  
Tennessee Fire Chiefs’ Association  
The Arthur J. and Lee R. Glatfelter  
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## PEWTER SPONSORS

*Gifts of \$5,000 or more*

5.11 Tactical  
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Development Corporation  
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Fire Rescue Fitness  
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Barbara Wynns  
Yard Card Supply LLC

“ *The professionalism and care your team showed us made all the difference. Thank you for helping us honor and remember our fallen firefighter.* ”



**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

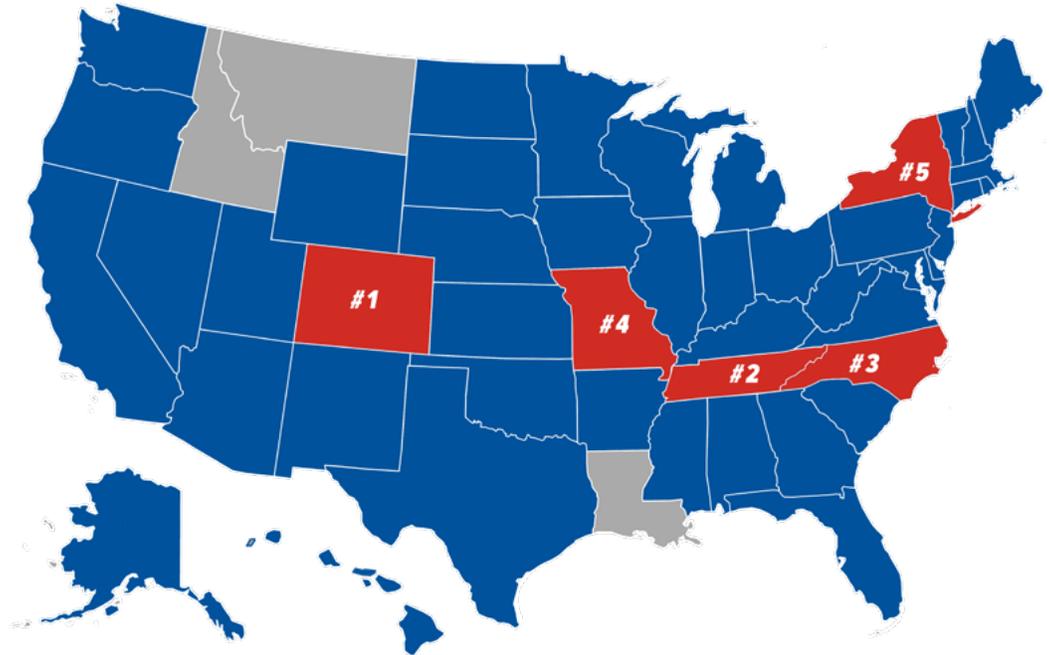
U.S. Fire Administration  
Department of Homeland Security

# 2020 9/11 Memorial Stair Climbs

Virtual Stair Climbers in **47** of the **50** states, the District of Columbia, Guam, and Canada

**\$437,231  
RAISED  
FROM 2020  
STAIR  
CLIMBS**

**TOP 5 STAIR CLIMB  
STATES IN RED**



## VIRTUAL STAIR CLIMBS

- Central Pennsylvania 9/11 Memorial Stair Climb
- Charlotte 9/11 Memorial Stair Climb
- Chicagoland 9/11 Memorial Stair Climb
- City of Black Hawk 9/11 Memorial Stair Climb
- Colorado 9/11 Memorial Stair Climb
- FDIC 9/11 Memorial Stair Climb
- Georgia 9/11 Memorial Stair Climb
- Highlands County FL 9/11 Memorial Stair Climb
- Illinois Fire Chief 9/11 Memorial Stair Climb
- Imperial Valley 9/11 Memorial Stair Climb
- National Capital Region 9/11 Memorial Stair Climb
- National Stair Climb for Fallen Firefighters
- New Hampshire 9/11 Memorial Stair Climb
- NYS AFC FIRE 9/11 Memorial Stair Climb
- Premier Health Gem City 9/11 Memorial Stair Climb
- Rochester 9/11 Memorial Stair Climb & Walk
- Salt River 9/11 Memorial Stair Climb
- Springfield Area 9/11 Memorial Stair Climb

## IN-PERSON STAIR CLIMBS

- Binghamton Fire 9/11 Memorial Stair Climb
- Columbus 9/11 Memorial Stair Climb & Walk
- Fayetteville 9/11 Memorial Stair Climb
- Grand Rapids 9/11 Memorial Stair Climb
- Greenville 9/11 Memorial Stair Climb
- Lancaster 9/11 Memorial Stair Climb
- Panama City Beach 9/11 Memorial Stair Climb
- Roanoke 9/11 Memorial Stair Climb
- Tri-Cities 9/11 Memorial Stair Climb





**“Yesterday I had the privilege to honor a very special young man, Michael D. D’Auria. This 25-year-old had a dream to become a firefighter. Five months after his dream came true, his career and life came to an abrupt end. Brother, I do this for you and for all the rest that perished that day. You gave me strength when the climb was getting tough. All I had to do was look at your face. God Speed Michael.”**

#### **OUR 9/11 MEMORIAL STAIR CLIMBS SUPPORT NFFF PROGRAMS & THE FDNY COUNSELING SERVICES UNIT**

These 9/11 Memorial Stair Climbs are a way to honor and remember the FDNY firefighters who selflessly gave their lives so that others might live on September 11, 2001. Each participant pays tribute to a FDNY firefighter by climbing the equivalent of the 110 stories of the World Trade Center. Individual tributes not only remember the sacrifice of a FDNY brother, but symbolically completes their heroic journey to save others. Through firefighter and community participation we ensure that each of the 343 firefighters is honored and that the world knows **we will never forget**. The Stair Climbs fund the programs provided by the NFFF to support the families of your local fallen firefighters and the FDNY Counseling Services Unit.

# 2020 Regional Golf Tournaments



## GOLF TOURNAMENTS HELD

.....

METRO ATLANTA  
FIREFIGHTER CLASSIC

6TH ANNUAL GREATER  
PITTSBURGH NATIONAL FALLEN  
FIREFIGHTERS MEMORIAL GOLF  
TOURNAMENT

.....



**\$67,662 RAISED  
FROM 2020  
GOLF TOURNAMENTS**

# 2020 Special Giving Campaigns

“ We have both dealt with a line-of-duty death (LODD) firsthand. We have seen the amount of planning, coordination and time that goes into handling a LODD. We want to make sure our brothers’ and sisters’ families have the resources needed to get them through the hardest part of their lives.”

## TOTAL AMOUNT RAISED BY SPECIAL CAMPAIGNS

#FireHeroTuesday	\$90,049
COVID-19 Emergency Fund	\$28,347
Gamers for the Fallen	\$12,935
Custom Fender Guitar Sweepstakes	\$6,020

## Spotlight – NFFF Event Coordinators Think Outside the Box

### GAMERS FOR THE FALLEN CAMPAIGN



Unable to hold a golf tournament in 2020, our Golf Co-Coordinator Calvin Waters and Jordan Stoudt, of the NFFF Mississippi Golf Tournament, recruited seven gamers to start a series of events on Twitch to raise funds and awareness for the National Fallen Firefighters Foundation. Gamers played to achieve special reward levels and spectators were encouraged to support their favorite players and the cause. In four hours, one gamer in Japan raised \$1,800!

### CUSTOM FENDER GUITAR SWEEPSTAKES



Even though we were not able to hold many Stair Climbs in person in 2020, our Tri-Cities 9/11 Memorial Stair Climb Coordinator Andrew Catron secured a donation of a custom Fender Stratocaster. The guitar features the National Fallen Firefighters Foundation logo and custom firefighter mural on the back-side, with custom case. A special sweepstakes ran from October 5 - December 31, 2020 that gave our audience a chance to win this one-of-a-kind instrument.

# Board of Directors

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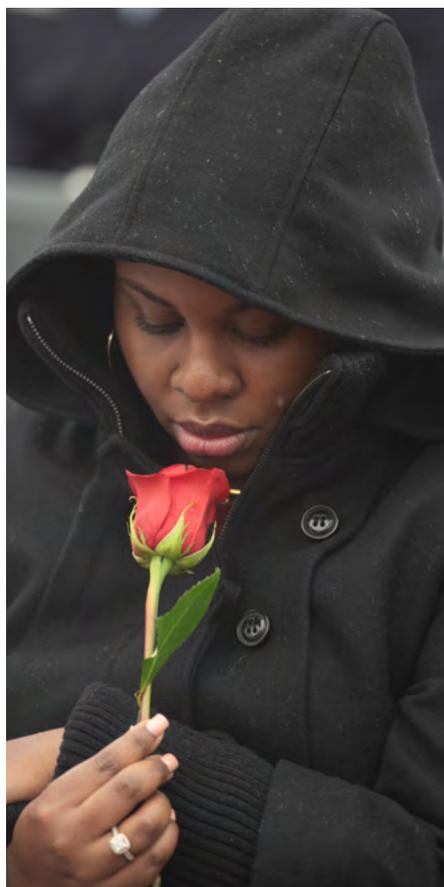
Michael Robertson  
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Faith Swan  
Fire Hero Family Member

Terry Victor  
Johnson Controls/Grinnell  
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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.





# Financial Stewardship

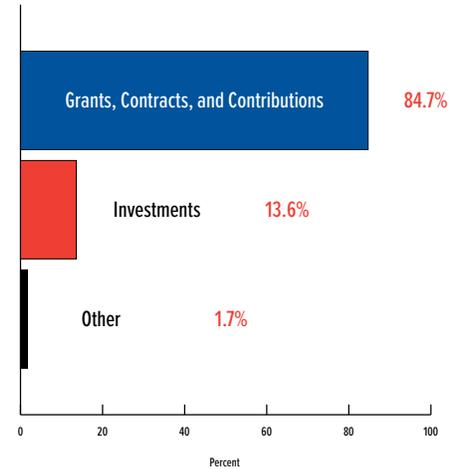
The National Fallen Firefighters Foundation strives to be a good steward, maximizing the impact of your gifts to help the fire service and their families. **Over 85% of our budget supports our Fire Hero Family and Fire Service Programs.** In 2020, we were proud to earn a Platinum Seal of Transparency rating from GuideStar and our fifth consecutive 4-star rating by Charity Navigator.

*“We partnered with NFFF because this organization provides much needed services and is truly comprised of dedicated professionals with a clear and compassionate focus on the organization’s mission.”*



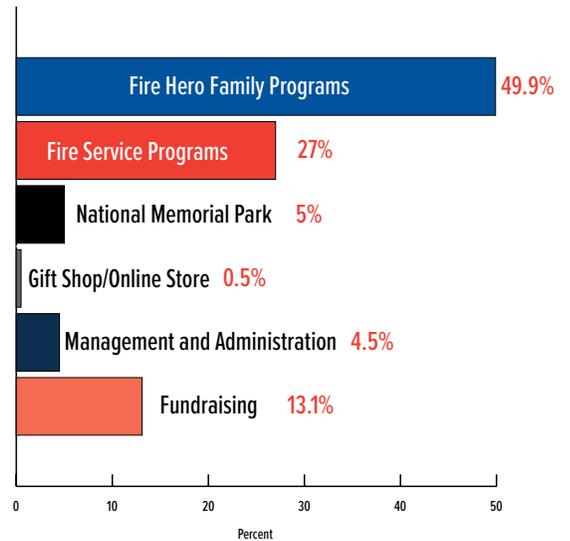
## 2020 REVENUE AND SUPPORT

Grants, Contracts, and Contributions	\$5,796,245
Investments	\$927,149
Other	\$115,982
<b>Total</b>	<b>\$6,839,376</b>



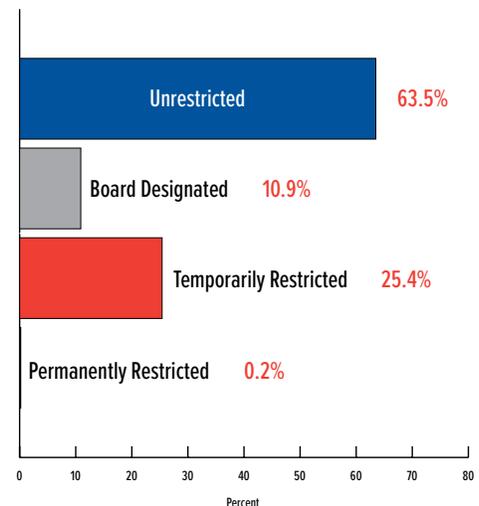
## 2020 PROGRAM EXPENSES

Fire Hero Family Programs	\$2,787,806
Fire Service Programs	\$1,511,110
National Memorial Park	\$278,991
Gift Shop/Online Store	\$28,940
Management and Administration	\$250,798
Fundraising	\$729,982
<b>Total</b>	<b>\$5,587,626</b>



## 2020 NET ASSETS

Unrestricted	\$7,712,761
Board Designated	\$1,320,789
Temporarily Restricted	\$3,079,320
Permanently Restricted	\$25,000
<b>Total</b>	<b>\$12,137,870</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



*Become a year-round supporter of the National Fallen Firefighters Foundation  
by E-mailing [donate@firehero.org](mailto:donate@firehero.org) or visiting [www.firehero.org/donate](http://www.firehero.org/donate).*