

Focusing on Our Mission



NATIONAL FALLEN FIREFIGHTERS FOUNDATION | 2022 IMPACT REPORT



Our mission is to honor America's fallen fire heroes; support their families, colleagues, and organizations; and work to reduce preventable firefighter death and injury.

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4-Star rating from Charity Navigator and **2022 Platinum Seal of Transparency** from Candid

From Our Chair of The Board of Directors

April 1, 2023

Together with the National Fallen Firefighters Foundation's (NFFF) Board of Directors and Advisory Committee, we are proud to present the 2022 Annual Impact Report. President Harry S. Truman once said, "It's amazing what you can accomplish if you do not care who gets the credit." This notion is embedded in every resource and program managed by the NFFF. The achievements and stories highlighted in this report are not the results of individuals. They are the result of our community working together to fulfill the mission of honoring our nation's fallen firefighters, supporting their families, and working toward the reduction of preventable firefighter deaths and injuries.

In this report, you will read about our ongoing support of the families of fallen firefighters through our scholarships, in-person conferences, virtual programs, and the National Fallen Firefighters Memorial Weekend. You will also learn about our efforts to reduce the number of names etched on the National Fallen Firefighters Memorial with programs for firefighters with in-person training, virtual training, and conferences. You will also find our financial report indicating that we are excellent stewards of the grants, sponsorships, and generous donations entrusted to us.

While this Impact Report looks in the rearview mirror at the accomplishments from last year, be assured that the leadership, staff, consultants, and volunteers are looking ahead at the opportunities to continue to fulfill our mission. Most importantly, we are preparing for the National Fallen Firefighters Memorial Weekend on May 6-7, 2023, and the change in leadership which will occur at the end of this year. As you may have heard, Chief Ron Siarnicki is retiring as the executive director after 22 years of service. His unparalleled commitment to the NFFF is unquestionable, and I thank him for his leadership and friendship.

Finally, thank you for being part of the NFFF community and helping to fulfill our mission. This Impact Report only tells part of the story of the NFFF. I learn the other parts of the story as I talk with Fire Hero Family members, firefighters across the country, participants in the 9/11 Memorial Stair Climbs and Golf Tournaments, and our corporate sponsors. Please feel free to contact me so I can learn more about how we can better serve you as a member of our NFFF community.



Troy Markel
tmarkel@firehero.org





Troy Merkel
VFIS
Chairman of the Board



Bill Webb
Congressional Fire
Services Institute
Vice-Chairman of the Board

Board of Directors and Advisory Committee



Robert Jacobs
Maryland State Firemen's
Association
Treasurer of the Board



Chief Joanne R. Rund
Baltimore County Fire
Department
Secretary of the Board



King Butler, CPCU®, CLU®
State Farm Insurance
Companies



Lorraine Carli
National Fire Protection
Association



**Dep. Chief William
Goldfeder, EFO**
Loveland-Symmes Fire
Department



Chief Charles Hood
San Antonio Fire
Department



Edward A. Kelly
International Association
of Fire Fighters



Michael Leonard
Motorola Solutions, Inc.



**Chief Ernest (Ernie)
Mitchell, Jr.**
Fire Chief/U.S. Fire
Administrator (Ret.)



Dr. Lori Moore-Merrell
U.S. Fire Administrator
Ex Officio Member



Chief Kevin D. Quinn
National Volunteer Fire
Council



**Chief Ronald Jon
Siarnicki**
Executive Director

The National Fallen Firefighters Foundation's Board of Directors and Advisory Committee represent the private sector, the fire service, fire hero families, and the federal government. All members have a strong interest honoring the fallen, serving their families and fire safety. They lend their expertise in support of the Foundation.

The Board establishes Foundation priorities and supervises all activities. In addition, the Board oversees the administration of donations for the benefit of the National Fallen Firefighters Scholarship Programs, Memorial Park, the annual Memorial Weekend, and related services for the families of fallen firefighters.

Advisory Committee



Liza Aunkst
Fire Hero Family Member



Barry D. Balliet
Provident



Chief G. Keith Bryant
Oklahoma State Fire
Marshal/U.S. Fire
Administrator (Ret.)



Chief Kevin E. Cooney
Volunteer and
Combination Officers
Section, IAFC



Thomas Harbour
HarbourFire, LLC
US Forest Service (Ret.)



Chief Thomas Jenkins
City of Rogers Fire
Department



Kelly M. Kirwan
Motorola Solutions



Dave Levy
Weil, Gotshal & Manges
LLP



Liz D. Paintiff
Turtle Plastics



Mike Robertson
DOD Fire Emergency
Service/Military
Firefighter Heritage
Foundation



Faith Swan
Fire Hero Family Member



Terry Victor
Johnson Controls/Grinnell
Fire Protection Solutions

2022 Roll of Honor

The National Fallen Firefighters Memorial Weekend was held on October 8-9, 2022, honoring 108 firefighters who died in the line of duty in 2021 and 40 who died in previous years. This was the final year Memorial Weekend took place in October. The Fallen Firefighters Memorial Weekend will now be in May—the Sunday before Mother’s Day—starting with the 2023 National Fallen Firefighters Memorial Weekend on May 6-7, 2023.

ALASKA

Justin Robert Hansen
Scott William McClain

ARIZONA

Kerry Davis
Trevor C. Madrid
Matthew R. Miller
Jeff Piechura
David J. Rehnke
David Stutzman

ARKANSAS

Wesley E. Adams
Aaron Scott Chassells
Edward Louis Karriem Jr.
Lucas Brian Stephenson

CALIFORNIA

Tory Carlon
William James
Henry A. Munoz Jr.
Jose M. Perez
George Roque
John E. Ruedy
Christopher George Yock

COLORADO

Jeffrey J. Billingsley
Christopher D. Carneal
Darold E. “Bud” Hills
Marc T. Olson
Chester M. Riley
Darcy Steven Stallings
Larry Gene Wyant

CONNECTICUT

Colin J. McFadden
Ricardo Torres Jr.

DELAWARE

Laura L. Madara

FLORIDA

Scott Edward Allender
Thomas M. Barber
Michael Lee Freeland
Mario John Moya
Jimmy D. Riley Jr.

GEORGIA

Otis Wayne Chupp
Richard Knight
Efren Medina

ILLINOIS

Mehdi Mourad
Mashawn Jermaine Plummer
Garrett E. Ramos
W. Todd Werner

INDIANA

Timothy D. Medsker
Gary Southerland

IOWA

Brad Tendall

KANSAS

Malachi Abraham Brown
Joshua Schwindt

KENTUCKY

Ronald C. Ingram
Garry L. Key
Timmy R. Manning
Robert Lee Orkies
Joey Wright

LOUISIANA

Eric A. Bacon
Christopher Glenn Lenard

MARYLAND

Nicholas C. Finamore
Joshua D. Laird
Brad A. Scott
William Andre Sheffield

MASSACHUSETTS

Thomas M. Szpila

MICHIGAN

Jeffrey A. Brozich

MINNESOTA

Michael J. Paidar

MISSISSIPPI

Larry Dean Adams
Jack DeWayne Griffin Sr.
Hugh L. Hollowell Sr.

MISSOURI

Bryant Gladney
Rodney L. Heard Sr.
James Dale “Jimmy” Jenkins
Ivan D. LaGrand
Robert J. Rocha
Marvin F. Shaffrey
Craig S. Shormas





NEBRASKA

Dennis M. Bender
Bob J. Kneifl

NEVADA

Richard Jeffrey "Rick" Feldman

NEW JERSEY

John A. Jonker Sr.
Nicholas A. Prioli
John T. Ruddy
William "Billy" Shaffer
Dennis Bruce Shennard
Israel Tolentino Jr.
Donald J. Trout
John Van Dorn

NEW MEXICO

Janet K. Tracy

NEW YORK

Joseph M. Boyle
Joseph P. Colleluori Jr.
Joan Daley
Joseph A. Ferrugia
Irving Alan Isenberg
Christopher J. Jackowski
Jared C. Lloyd
Joseph W. Maiello

Vincent L. Malveaux
Thomas G. Manley
Peyton Lane S. Morse
Frank A. Portelle
John P. Poulos
Judy Spencer
Lloyd W. Stuart

NORTH CAROLINA

Ralph DeBlasi
George James Knoupf III
Lewis B. Nuckles
Charles W. Spry
Sidney "Sid" Weiner
Norman G. Whitener

OHIO

Jeff Armes
Doug Dugan
Selinde Downey Roosenburg
Clay R. Westfall

OKLAHOMA

Lonnie L. Bolar
Tayler W. Bradford

OREGON

Frumencio Ruiz Carapia
Jerry Richardson

PENNSYLVANIA

Edward P. Bookmyer
Sean DeMuynck
Philip "Craig" Ginter
Eric Gore
Laron E. Holcomb
Mark "Dewey" Kulp
Gerald D. Lucia
Kevin Malukas
Thomas E. Royds

SOUTH CAROLINA

William Edward McNeill Jr.
Brian S. Mixson

TENNESSEE

John H. Clift Jr.
Ronald Steven "Steve" Perry
Ronald Gene Spitzer
Terry Lee Watts
James W. White

TEXAS

Bryant Gregory Anderson
Stephen C. Collins
Roger William Dean III
Ross D. Estabrooks
James K. Hendricksen

Danny Ireton
Joseph Andrew Mitchell
Dylan B. Rodiek
Wesley Vandever
Danny Dean Watkins

U.S. VIRGIN ISLANDS

Kasey L. Callwood

VIRGINIA

Christopher G. Griffin
Henry John Neyhouse
Jeff Phipps

WASHINGTON

Luis Ignacio Batayola
William Cababat Jr.
James E. Krouse
Cody S. Traber

WEST VIRGINIA

Charles Wesley Miller Jr.

WISCONSIN

David J. Tomlinson

WYOMING

Tim David Hart



Fire Hero Family Programs

It was great to be back in person for our Fire Hero Family conferences, camps, and retreats after several years of virtual programs. It is impossible to measure the impact of hugs from old and new friends you have met only on virtual teleconferences. 2022 will be remembered as the year that we welcomed back our Fire Hero Family with literal open arms.

Hal Bruno Camp for Children of Fallen Firefighters | June 24-26, 2022 | Colorado Springs, CO



Young Adult's Retreat | July 27-31, 2022 | Estes Park, CO



Men's Retreat | July 24-27, 2022 | Estes Park, CO



For the first time, we hosted the Men's Retreat for the husbands, male life partners, fathers, stepfathers, sons, stepsons, brothers, and stepbrothers of firefighters honored or to be honored at the National Fallen Firefighters Memorial. The Men's Retreat was built on the comradery of the virtual support group Men Forging Ahead, which began during the pandemic. In July, twenty-one attendees gathered in Estes Park, Colorado, for three days to share their stories and nurture support networks. They also participated in a service project at the Fallen Aviation Firefighters Memorial.

Fire Hero Family Wellness Conference | May 17-20, 2022 | Rochester, NY



"The Wellness Conference allowed me to connect to others who understand my pain, growth, and journey."



Family Winter Retreat | November 30-December 3, 2022 | Fairfield, PA



NFFF Scholarship Program

The NFFF Scholarship Program awarded **41 scholarships** to spouses, children, and stepchildren of fallen firefighters **totaling \$508,159.**

The NFFF Scholarship Program is made possible with the support of the Motorola Solutions Foundation, the Alan Patrick Sondej Scholarship Fund, and the Kenneth M. Hedrick Memorial Scholarship Fund.

The Scholarship Program is also supported through partnerships with MissionSquare Retirement, Burton A. Zipser and Sandra D. Zipser Foundation, the National Association of State Fire Marshals, Global Health & Safety, the Steel Family's Engine Company 5 Foundation, and individual donations.



Kristen Adams
Medical Doctor
Louisiana State University
Health Sciences Center
Shreveport



Imani Armstrong
Music Composition
Alabama State University



Jordan Baker
Molecular and
Cellular Biology
University of Arizona



Tiffany Bartholemew
Communications/
Multimedia
University of West Florida



Jack Bellew
Civil Engineering
Manhattan College



Katreana Bellew
Dramatic Writing
New York University



Kieran Bellew
Business
Penn State University



Miranda Brake
Cognitive Science
University of California,
Santa Cruz



Allyson Butler
Elementary Education
Ball State University



Michaela Clark
Animal Science
Kansas State University



Owen Curry
Engineering
Embry Riddle
Aeronautical University



Aliza DeVoe
Social Work
Millersville University



Kensley Dickey
Medical
Columbia State
Community College



Gabrielle Eck
Accounting
Wichita State University



Cayla Fenwick
Veterinary Medicine
Oklahoma State College
of Veterinary Medicine



Shawn Fischer
Healthcare
Administration
Grand Canyon University



Rylee Fournier
Marketing/
Photography
University of La Verne



Frank (Grant) Fouts VI
Biology/Math
University of Iowa



Bailey Fritz
Exercise Science
Thiel College



Halley Fritz
Biology
Hiram College



Karen Fritz
Clinical Mental
Health Counseling
Kent State University



Andrew Jones
Computer Science
Hofstra University



Kennedy Karriem
English
Arkansas State
University



Patrick Lyons
Computer Science
Cornell University



Kenneth M. Hedrick Scholarship Fund

In May 2022, a new scholarship was announced thanks to a generous donation by Dave Levy, a former firefighter and an NFFF Advisory Committee member. The Kenneth M. Hedrick Scholarship Fund provides full tuition for four years of college to a child or stepchild of an honored fallen firefighter pursuing a degree in public safety. The scholarship is named in honor of Firefighter Kenneth “Kenny” Hedrick of Morningside Volunteer Fire Department (MD), who died in the line of duty in 1992.



The first recipient of the Kenneth M. Hedrick Scholarship Fund is Richard Moorman. His father, Captain David T. Moorman of the Los Angeles Fire Department, died in the line of duty in 2017. Richard is pursuing a bachelor’s degree in business administration and fire technology and a master’s degree in homeland security.



Bailey Malinowski
Computer Science
Weidner University



Katelyn Manger
Social Work
University of North Dakota



Madison Manger
Biochemistry
St. Catherine University



Luke McCormick
Forest Management -
Focus in Ecology
North Carolina State
University



Patrick McSweeney
Sports Management
Coastal Carolina
University



Mallory Mickel
Biology
University of Florida



Amy Moorman
Communications
with Administration
of Justice
California State University
Channel Islands



Richard Moorman
Homeland Security Masters,
Business Administration &
Fire Technology
San Diego State University



Keara Page
Cognitive Neuroscience
Union College



Courtney Quiroz
Clinical Psychology
Pacific University



Katelyn Rice
Early Elementary
Education
Bridgewater State
University



Ryan Rice
Business Administration
Bridgewater State University



John Schardt Jr
Business
Marist College



Kadence Stroble
Psychology
University of
The Southwest



Olivia Terry
Elementary Education
College of Coastal
Georgia



Joe Wach
Accounting
Wayne State College



Kate Wells
Master's in Counseling
Walden University

“I would like to thank the scholarship donors for all of their past and future support of dependents of fallen firefighters. It has been the catalyst for being able to persevere in education and reach for more in life. I am so grateful to have the National Fallen Firefighters Foundation behind me in my endeavors.”



Keeping Fire Hero Families Connected

Virtual Support Groups

Our Virtual Support Groups began during the pandemic when we needed to pivot from in-person conferences. However, based on feedback from our Fire Hero Family, we decided to continue these valuable groups. Our Peer Support Groups allow our Fire Hero Family to talk with each other without a facilitator.

884 people participated in
45 Peer Support Sessions in 2022.

As an alternative to the Peer Support Groups, we also offer a regularly scheduled Facilitated Support Group with a trained clinician.

184 people participated in
24 Facilitated Support Sessions in 2022.

All Fire Hero Family members are invited to attend the Peer Support and Facilitated Support Groups.

We also offer two monthly virtual support groups for segments of the Fire Hero Family community. Men Forging Ahead is available to husbands, male life partners, fathers, brothers, and adult sons whose firefighter has been honored (or approved to be honored) at that National Fallen Firefighters Memorial.



In 2022, **95 participants** attended the
12 Men Forging Ahead sessions.

We also offer a monthly Remembrance Group to Fire Hero Family members whose firefighters died during that month. For example, family members whose firefighters died in January of any year are welcome to join the Remembrance Group session in January.

40 participants attended the
12 Remembrance Group sessions in 2022.



Grief in Progress

Grief in Progress is a podcast featuring Fire Hero Family members sharing their stories of hope and resilience to help others who have experienced loss. The podcasts inspire listeners who have dealt with grief regardless of if the loss is a firefighter. Through the generosity of these Fire Hero Families, Grief in Progress inspires new ways of seeing things.

The inaugural podcast launched in December 2021, and five episodes were released in 2022. After



listening to one episode, a listener said, "This podcast was very helpful for me as the wife of a firefighter that passed away." Season 2 of Grief in Progress will launch in spring of 2023.

The Journey

The Journey is our bi-monthly publication written by and for the families of fallen heroes honored at the National Fallen Firefighters Memorial.

Six issues were released in 2022, and each was mailed to about **3,500** Fire Hero Family members.

Remembrance Cards

One of the most personal outreach efforts of the NFFF is made by our Fire Hero Family members for other Fire Hero Family members. Each month, volunteers write cards to other Fire Hero Family members during the anniversary of their firefighter's death.



Nearly **5,000** cards were written in 2022 by **356** volunteers.

"My mom and I have received remembrance cards ever since I was a kid, being a firefighter now, I think it's time for us to give back. I remember feeling as though no one really cared and the world keep moving but every November we would get a remembrance card and made me feel although people did remember my Dad. Hopefully I can make that same impact on someone else as those cards did for me."

"I choose to write cards because I know what it means to me, to be thought of and for Neil to be REMEMBERED. That was something that I worried about... Neil being forgotten. He was important and he was a dedicated public servant. For our children and myself it is comforting to have him recognized. He's not just a statistic. He was a person."

"Thank you for continuing to send *The Journey* newsletter. Even after 13 years, it still means a lot to me."

"The communications from you and your team are so very heartwarming. When your newsletter arrives, I cry at everyone's story. You can't imagine what it means to receive your communications."

Supporting Fire Departments After a Line-of-Duty Death (LODD)

Local Assistance State Teams

The Local Assistance State Teams (LAST) are dedicated volunteers who are the first NFFF representatives to contact agencies and the families of the fallen when a tragedy occurs. LAST members assist agencies and families with filing for the U.S. Department of Justice's Public Safety Officers' Benefit (PSOB). This critical assistance helps agencies and families deal with a fatality's physical and emotional impact. **In 2022, at the request of the Department of Justice, the NFFF adjusted how it tracks our work on PSOB cases.** The LAST Coordinator and Deputy LAST Coordinator personally handled an average of **20 claims per month**, and the LAST Teams averaged **168 claims per month**.



"The LAST team has been there for me through it all." — daughter of a fallen Colorado firefighter.



Uniformed Peer Support Program

The Uniformed Peer Support Program is a cadre of fire chiefs, incident commanders, and company officers whom a line-of-duty death has impacted. **The cadre supported 14 officers who experienced a line-of-duty death in their department in 2022.**

An additional 45 fire service members attended the respective (Chief-to-Chief, IC-to-IC, Company Officer-to-Company Officer, and Co-Worker-to-Co-Worker) support group

gatherings held during the National Fallen Firefighters Memorial Weekend. The gatherings were facilitated by cadre members and behavioral health professionals trained to address the needs of firefighters experiencing the loss of a colleague. The cadre meets annually to receive training on addressing grief, behavioral health concerns, and self-care.

"One can stay on an island until you get into a small group like this and realize your reactions, emotions, and feeling of being lost are common to the uncommon events in front of us...sitting in a room of chiefs (who went through what I did) was memorable and healing." — From a Chief to Chief support group participant

"The IC to IC (webinars) is such a great idea! Every one of your folks is doing such great work, and we're all extremely appreciative and proud." — From a webinar attendee commenting on the value of presentations from ICs who had lost a firefighter.

Preventing Firefighter Fatalities and Injuries

The Fire Programs Division delivers training through the Advocates Program. The following programs are a sample of the types of training provided by the NFFF Advocates in 2022:

Attributes of Leading (AoL) is designed to challenge leaders to improve their effectiveness through listening, discussing, and reflecting on twelve traits effective leaders exhibit in promoting excellence.

Courage to Be Safe® (CTBS) is one of the NFFF’s legacy programs with its roots in the first Firefighter Life Safety Summit, held in 2004. The program’s goal is to provocatively change the fire service’s view that occupational death is a normal and accepted result of firefighting.

Leadership, Accountability, Culture, and Knowledge (LACK) is another NFFF legacy program that aims to interrupt the chain that leads to a preventable line of duty death. LACK is targeted at the company officer level because the NFFF, and the fire service, realize that the company officer is one of the most pivotal links to saving firefighters’ lives.

Leadership So Everyone Goes Home (LEGH) is the third in the NFFF’s trilogy of legacy programs. Directed at senior fire officers, the program uses case studies to review line-of-duty deaths, draw conclusions on why the death occurred, reflect on whether anything could have been reasonably done to prevent the death, and what steps could/should be employed to avoid a similar tragedy.

	Training Course	Program Classes	Program Students	Train-the-Trainer Classes	Train-the-Trainer Classes
AOL	25	303	18	178	
CTBS	89	1,264	8	112	
LACK	13	229	7	118	
LEGH	4	78	3	64	



Fire Hero Learning Network

The Fire Hero Learning Network (FHLN.net) is the online learning platform for the NFFF. Training module subjects address fire service culture, leadership, operations, and safety. **More than 12,000 students completed the Courage to be Safe® module in 2022. There were 17,107 new users in 2022, contributing to about 150,000 users total on the platform.** A new module, Health and Safety at Wildland Fires, launched in December 2022.

“The Creating Change in the Fire Service module was excellent. Very important topics were discussed in a thoughtful and intelligent way from career officers to the firefighter.”

“The Communication and Mentoring for the Fire Service module was very informative. It was great to see the different perspectives of officers from different departments and the experiences that each officer had. This has shown what is really working and how to handle the task of communicating as an officer.”

“After taking the Saving Lives: Inspiring Stories in Community Risk Reduction module, I better understand how important community risk reduction is for our communities.”

Bringing the Fire Service Together



The NFFF managed four symposia during 2022, bringing together subject matter experts, researchers, industry leaders, instructors, and firefighters to support the mission of the NFFF.

■ The **Innovation in Safety Symposium** occurred on June 28 – 29, 2022, in Philadelphia, Pennsylvania. This symposium explored what is emerging from the technology world that can improve America’s response to its fire problem, as well as focus on specific efforts to improve firefighter safety.

■ The **High School Fire and EMS Cadet Symposium** was in Arcadia, California, on June 29 – 30, 2022. This symposium was for educators and fire service instructors to share ideas on how best to prepare the next generation of the fire service to fight fire intelligently and with a focus on safety.

■ The **Truman Fire Forum** took place August 16 – 18, 2022, in Independence, Missouri. Topics discussed included using data to support fire prevention programs, integrating fire prevention into operations, evaluating risk, and carrying forward the legacy of President Truman. The meeting report can be found linked on the QR code below.

■ The **National Firefighter Life Safety Summit** was on September 19 – 21, 2022, in San Antonio, Texas. Summit attendees created recommendations on reducing preventable line-of-duty deaths and injuries. The recommendations can be found in the report linked on the QR code below.





Boyd St. Documentary

The NFFF, in partnership with the Los Angeles City Fire Department (LAFD) and Full Vision Productions, released the Boyd Street Documentary in November 2022. The documentary recounts the harrowing and heroic tale of the 2020 Toy District Fire, which resulted in injuries to eleven LAFD firefighters. The documentary details the incident and the months of recovery and departmental self-assessment that followed. The NFFF thanks the LAFD members for their willingness to share their experiences to help other firefighters.

The documentary quickly became the most-watched video on the NFFF YouTube page. Within the first week, there were more than 150,000 views. This is a sample of the types of comments from viewers of the video:

I commend the LAFD and NFFF for putting this video out and telling the story. This video should be shared with everyone in the fire service, fire investigation, and code enforcement.

Utmost respect for Station 9. Next time I am in LA, I plan on stopping by for a visit. 18-year firefighter here, and this had me in tears. Great job to everyone involved, and thanks for sharing this.

Just watched this with my crew here at Vancouver Fire Rescue Services (Canada). Much love and respect to you brothers & sisters down there. Be safe, and thank you for sharing your story!

What an amazing story, and what an amazing production to tell the story! Bravo to all concerned. The crew at LAFD Station 9 deserves our utmost respect.

Thank you for sharing this amazing story of courage produced by the National Fallen Firefighters Foundation. And to the LAFD for being willing to share the lessons learned from this tragic incident.

Emotionally this was very hard to watch. I really don't know what to say or how to describe how I feel. A combination of deep-set horror and incredible respect for the firefighters doing their very best faced with an impossible situation.

Building NFFF Awareness and Sense of Community

The Foundation increases awareness of our mission and builds a sense of community through our marketing efforts. The National Fallen Firefighters Memorial Weekend and the 9/11 Memorial Stair Climbs contributed to an **increase of 54% more editorial mentions in 2022** than in 2021. It also contributed to an **increase of 83% more broadcast mentions** in 2022 than in 2021.

Our Media Reach in 2022

Metrics gathered via Meltwater media monitoring services



1,392 Broadcast Mentions
an increase of **83%** from 2021



2,690 Editorial Mentions
an increase of **54%** from 2021



29,969 Press Releases

Special Coverage of the National Stair Climb through News USA

2,570 Number of Mentions

159,665,578 Unique Visitors



- New York, Tennessee, and Virginia had the most media coverage in 2022
- California, Illinois, and Texas had the most coverage for the National Stair Climb

Top Stories by Coverage in 2022

- National Fallen Firefighters Memorial Weekend
- Light the Night for Fallen Firefighters
- Safety Doors Failed in NYC High-Rise Fire that Killed 17

Media growth can be attributed to a focused outreach effort for the **9/11 Memorial Stair Climb** and the **National Fallen Firefighter Memorial Weekend**. NewsUSA, a content syndication public relations specialist, was used for the first time to connect Memorial Weekend with the stair climbs via a news release/article. This release resulted in 2,558 placements on October 5 in digital and print news outlets, ranging from large city newspapers in Minneapolis and Phoenix to local news stations in Shreveport, Louisiana and Spokane, Washington. **According to NewsUSA, that single release had an equivalent ad value of \$1.4 million in web placements.**

Spotlight on: NFFF Partnerships Whelen NASCAR Partnership

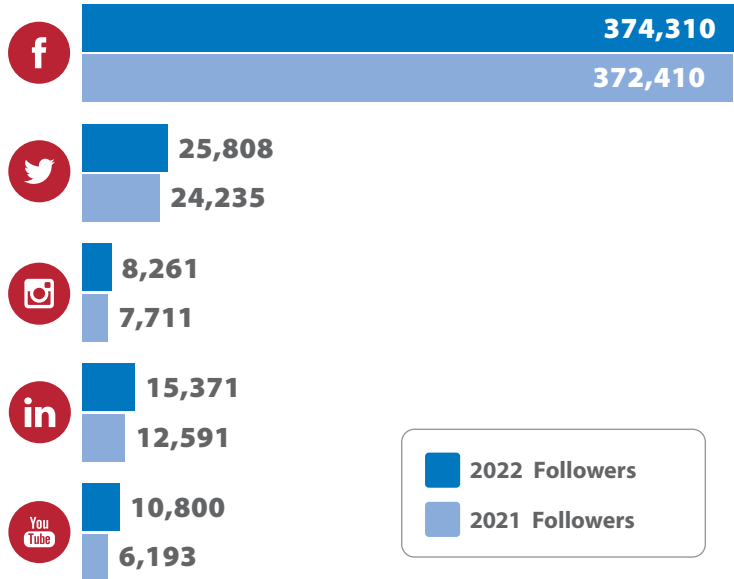
"The one thing I think my dad would have loved beyond everything else, was having his name painted on the #2 NASCAR. I remember how much he loved watching car races on tv when I was little. Please let everyone know what a beautiful job they did."

— Fire Hero Family Member



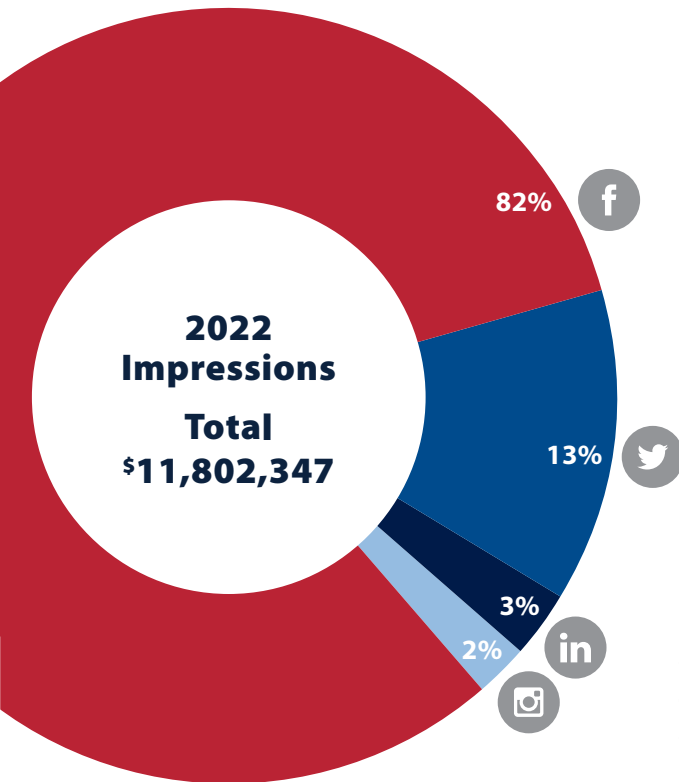
Social Media

Follower Comparison



Lumistella collaboration for Fire Hero Family Winter Retreat: Elf on the Shelf!

This social media partnership enabled Marketing to support both Family Programs and Development at once.



Engagement Rate Comparison

The engagement rate is the number of times users engage with a post (reactions, comments, shares, link clicks). The engagement rate on Facebook is much higher than the other platforms; however, NFFF social media users on Twitter and LinkedIn are much more engaged.

	2022	2021	% Change
Facebook	460,544	516,177	-11%
Twitter	36,364	26,470	31%
LinkedIn	17,909	14,248	23%
Instagram	11,763	18,280	-43%

Impressions are the number of times a social media is viewed by a social media user. Total impressions decreased by 34% from 2021 to 2022. The cause of this is most likely the **changes to Facebook's algorithm** of what is included in a user's feed. Organic posts (as opposed to paid posts) from business accounts are no longer scored high in their algorithm.

International Firefighters' Day

International Firefighters' Day was celebrated on May 4, 2022. International Firefighters' Day recognizes and honors the sacrifices firefighters make to keep their communities safe. Individuals, fire departments, and businesses were encouraged to participate in "Shine Your Light for Firefighters" by lighting their homes in red. Children thanked firefighters by coloring a downloadable activity. Fire Hero Family members and other loved ones of firefighters posted pictures on their social media pages for the #thisismyfirefighter campaign. There were many ways of thanking firefighters for all they do and we are proud to take part in this annual tradition.



Light the Night for Fallen Firefighters

Since 2017, **Light the Night for Fallen Firefighters** has been a special part of the National Fallen Firefighters Memorial Weekend. Families, fire departments, and landmarks light their buildings in red in honor of fallen firefighters. This acts as a reminder to families of fallen firefighters that their loved ones will always be remembered.



9/11 Memorial Stair Climbs

The 9/11 Memorial Stair Climbs support the programs of the NFFF and the FDNY Counseling Service Unit. The stair climbs are a way to honor and remember the firefighters who selflessly gave their lives on September 11, 2001. Participants pay tribute to an FDNY firefighter by climbing the equivalent of the 110 stories of the World Trade Center. Through the stair climbs, we ensure that each of the 343 firefighters honored, and those who have died since September 11th due to occupational disease from working at Ground Zero will always be remembered.

In 2022, stair climbers participated from every state, the District of Columbia, Puerto Rico, U.S. Minor Outlying Islands, Afghanistan, Australia, Canada, China, Germany, Italy, Switzerland, and the United Kingdom.

There were

13,815 climbers

at **51 events**, and they

raised \$1,586,355.



9/11 Memorial Stair Climb at Discovery Park of America (Union City, TN)

9/11 Memorial Stair Climb at Lambeau (Green Bay, WI)

Alabama Remembers 9/11 Memorial Stair Climb (Montgomery, AL)

Baltimore 9/11 Memorial Stair Climb (Baltimore, MD)

Binghamton 9/11 Memorial Stair Climb (Binghamton, NY)

Bishop Fire Department 9/11 Memorial Stair Climb (Bishop, CA)

Black Hawk 9/11 Memorial Stair Climb (Black Hawk, CO)

Borderland 100 Club 9/11 Memorial Stair Climb (El Paso, TX)

Bryant 9/11 Memorial Stair Climb (Bryant, AR)

Central Kansas 9/11 Memorial Stair Climb & 5K Walk (Salina, KS)

Central Pennsylvania 9/11 Memorial Stair Climb (State College, PA)

Charlotte 9/11 Memorial Stair Climb (Charlotte, NC)

Cheyenne 9/11 Memorial Stair Climb (Cheyenne, WY)

Chicagoland 9/11 Memorial Stair Climb (Chicago, IL)

Cintas 9/11 Memorial Stair Climb at Mason (Mason, OH)

Cintas Virtual 9/11 Memorial Stair Climb

Colorado 9/11 Memorial Stair Climb (Morrison, CO)

Columbus 9/11 Memorial Stair Climb (Columbus, OH)

Denver 9/11 Memorial Stair Climb (Denver, CO)

Dickinson 9/11 Memorial Stair Climb (Dickinson, ND)

Estes Park 9/11 Memorial Stair Climb (Estes Park, CO)

Fayetteville 9/11 Memorial Stair Climb (Fayetteville, NC)

FDIC 9/11 Memorial Stair Climb (Indianapolis, IN)

Firehouse Expo 9/11 Memorial Stair Climb (Columbus, OH)

Four Corners 9/11 Memorial Stair Climb (Farmington, NM)

Gem City 9/11 Memorial Stair Climb (Dayton, OH)



- Georgia 9/11 Memorial Stair Climb (Atlanta, GA)
- Grand Rapids 9/11 Memorial Stair Climb (Comstock Park, MI)
- Greenville City 9/11 Memorial Stair Climb (Greenville, SC)
- HCESD2 9/11 Memorial Stair Climb (Beaumont, TX)
- Imperial Valley 9/11 Memorial Stair Climb (Imperial, CA)
- Knoxville 9/11 Memorial Stair Climb (Knoxville, TN)
- Lancaster 9/11 Memorial Stair Climb (Lancaster, PA)
- Nashville 9/11 Memorial Stair Climb (Nashville, TN)
- National 9/11 Memorial Stair Climb (Elmont, NY)
- National Capital Region 9/11 Stair Climb & 5K Walk (Oxon Hill, MD)
- Nebraska 9/11 Memorial Stair Climb (Papillion, NE)
- New Hampshire 9/11 Memorial Stair Climb (Manchester, NH)
- NYS AFC FIRE 9/11 Memorial Stair Climb (Syracuse, NY)

- Ocean City 9/11 Memorial Stair Climb (Ocean City, MD)
- Philadelphia 9/11 Memorial Stair Climb by Paul Davis Restoration (Philadelphia, PA)
- Princeton 9/11 Memorial Stair Climb (Princeton, WV)
- Roanoke 9/11 Memorial Stair Climb (Roanoke, VA)
- Rochester 9/11 Memorial Stair Climb & Walk (Rochester, NY)
- Salt River 9/11 Memorial Stair Climb (Scottsdale, AZ)
- Sierra High School 9/11 Memorial Stair Climb (Tollhouse, CA)
- Springfield Area 9/11 Memorial Stair Climb (Springfield, MO)
- Stevens County 9/11 Memorial Stair Climb (Hugoton, KS)
- Tri-Cities 9/11 Memorial Stair Climb (Bristol, TN)
- VCOS 9/11 Memorial Stair Climb & Walk (Clearwater Beach, FL)
- Wichita 9/11 Memorial Stair Climb (Wichita, KS)

2022 Regional Golf Tournaments

The National Fallen Firefighters Memorial Golf Tournaments raise awareness and help sustain the programs of the National Fallen Firefighters Foundation. Next year (2024) will be the 20th anniversary of the first National Fallen Firefighters Memorial Golf Tournament.



Inaugural NFFF Charity Golf Tournament at Tinker Air Force Base (Tinker Air Force Base, OK)

Inaugural NFFF Golf Outing Hosted by Paul Davis Restoration – Virginia (Haymarket, VA)

Inaugural Utah Fire Chiefs National Fallen Firefighters Golf Tournament (South Jordan, UT)

3rd Annual Charity Metro Atlanta Firefighter Golf Classic (Suwanee, GA)

8th Annual Greater Pittsburgh NFFF Memorial Golf Tournament (McDonald, PA)

9th Annual Play It Forward Golf Tournament (Moulton, AL)

12th Annual Greater Cincinnati Regional NFFF Golf Outing (Rising Sun, IN)

13th Annual Geneva Annual NFFF Golf Tournament (Sugar Grove, IL)

15th Annual Central Ohio Fallen Firefighters Annual Golf Tournament (Ostrander, OH)

15th Annual Greater Monroe County NFFF Golf Tournament (Rochester, NY)

15th NFFF Golf Tournament hosted by Raleigh Fire Department (Fuquay Varina, NC)

There were **11** golf tournaments with **1,822** participants—and **\$342,525** raised.



Partnership Activity

Pepco Holdings, Inc. (PHI) Emergency Services Partnership Program (ESPP)

A new section of the Walk of Honor® was unveiled on November 14, 2022, thanks to the support of Pepco Holdings, Inc. (PHI) Emergency Services Partnership Program (ESPP). Section 52 is the latest span of the brick walkway at the National Fallen Firefighters Memorial Park connecting the National Fallen Firefighters Monument, the Memorial Chapel, and the 9/11 Memorial Plaza. The walkway now contains over 20,000 inscribed bricks honoring fallen firefighters and recognizing individuals and organizations.

Section 52 is a mix of inscribed bricks and engraved bronze plaques honoring the founding partners and key stakeholders of ESPP. It also memorializes more than 50 PHI staff members who were lost over the past 100 years while doing their job. “This is a proud and poignant day for all in the Pepco family,”

said Vince Jacono, External Affairs Manager, Delmarva Power and a key driver of the ESPP initiative. “This specific partnership with the National Fallen Firefighters Foundation is another example of our company’s initiative to support those who keep us safe. We are honored to put our philanthropic efforts toward supporting the NFFF.” Section 52 is a testimonial to PHI’s spirit of service as they work to ensure that structures, firefighters, and citizens are safe—while also supporting our efforts to remember the fallen heroes who are honored throughout Memorial Park.”

ESPP now occupies a permanent position in Section 52 on the Walk of Honor® at National Fallen Firefighters Memorial Park—paying tribute to the fallen 52 weeks a year. To search for a brick or to order a brick, visit <https://www.firehero.org/fallen-firefighters/memorial-park/walk-honor/>.

Giving Tuesday/ Fire Hero Tuesday

Last year’s Giving Tuesday (Fire Hero Tuesday) and end-of-year fundraising campaigns raised \$70,000 for NFFF programs, including a **generous \$35,000 matching donation from The Presto Foundation**. This type of matching donation from a corporation helps to double the impact of individual contributions. Giving Tuesday 2023 is on Tue, Nov 28, which will kick off our end-of-year fundraising campaign.



Be an Everyday Hero: Remember the Fallen Campaigns

Supporters of the NFFF can create fundraisers through our Remember the Fallen Campaigns. Our easy-to-use fundraising platforms provide individuals with everything they need to ask their friends and family to support the NFFF. Fundraisers include information on their fundraising page about why they support the NFFF. Below are two examples.

On September 11, 2021, I decided to run a 5K in honor of Welles Crowther (a hero of mine), "The Man in the Red Bandana". After finishing the run that day I felt like I should do more to honor those who died on 9/11/01. On that day 343 firefighters lost their lives while trying to save others. So, I started my 1+343 challenge with the goal of running a 5K everyday in honor of each of those firefighters. I have completed all 344 5K's with the last one being on August 20th. I was able to do this without ever taking a day off and am so grateful for this challenge and the opportunity to remember these heroes. Each day I recorded a short video thanking and honoring an individual firefighter.

— Austin Mullikin

I and a few of my fellow firefighters from the Dyer Fire Department will be participating in a 9/11 Memorial Stair Climb on September 11th to raise money for a great cause. To honor those who lost their lives from the FDNY on September 11, 2001, and to support their families. This year and every, I do this climb in honor of Lieutenant Peter C. Martin of Rescue 2, his wife Alice, and their three sons, James, John, and Daniel.

— Joe Martin



Photo credit: Paige Hansen

Thank you to Paige Hansen for her fundraising campaign. Paige was a senior at Superior High School in Wisconsin in 2022. For her senior project, she made a calendar of photographs of the firefighters from the Superior Fire Department. She donated the profits of every calendar sold to support the NFFF, which totaled more than \$1500. Paige said, "I wanted to shine a light on firefighters because they have been overlooked during the past couple of years, and I wanted to raise awareness of a subject that is very important to them." We can't wait to see what the future holds for Paige.



◀ Create your own Remember the Fallen campaign.



NFFF Giving Circle

The NFFF Giving Circle offers unique opportunities for greater involvement with the Foundation. It honors our most generous donors, those who give \$1,000 or more in cumulative giving to any area of the National Fallen Firefighters Foundation. Members of the NFFF Giving Circle are denoted on the following pages with an asterisk. Contact Amy Esposito (aesposito@firehero.org) for more information.



The NFFF is an outstanding organization. It does exceptional work keeping the memory of our fallen firefighters alive, caring for their families, and keeping active firefighters a little safer.

— Battalion Chief Paul Conlon | FDNY (retired)

My sons and I first found support with the NFFF at the 2008 National Fallen Firefighters Memorial Weekend when my husband, Sidney A. Hall, was honored. Here we found kind eyes that were caring about our struggles and hands that were open to give us strength and hope. During the Memorial, I felt like there were so many there supporting us, even if they were not sitting right next to us. For my emotions that had been hidden since the day Sid passed away came to the surface, and from our Escort to those who were standing by, it was okay to express my tears. And when I left the next day, it gave me the strength to take each step I needed to walk through the challenges that I would be facing. That strength is still with me today, and I am very grateful to the National Fallen Firefighters Foundation.

— Bonnie R. Hall | Fire Hero Family Member (2007-Indiana)



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. Contributions to the NFFF include cash donations, event and conference sponsorships, royalties through our affinity programs, proceeds from affiliate collaborations, in-kind donations, and Brick of Honor donations.

Thank You To Our Federal Partners For Their Continuing Support

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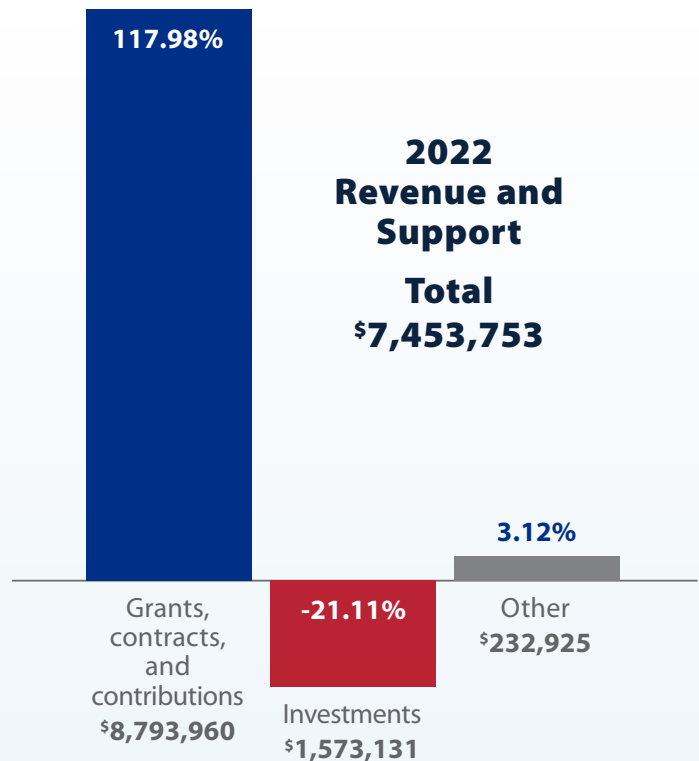
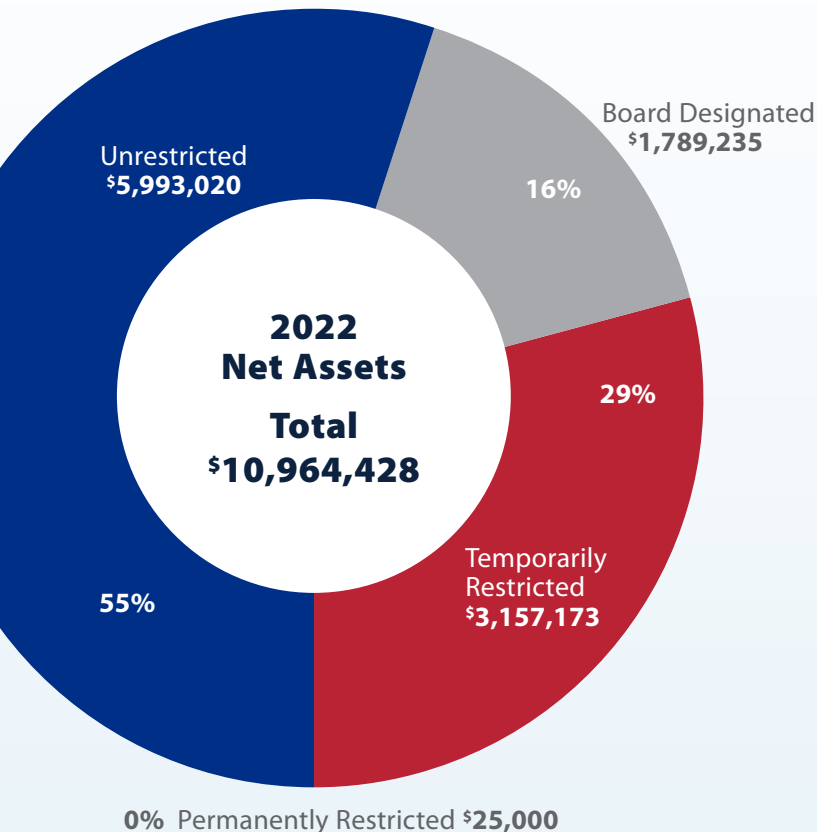
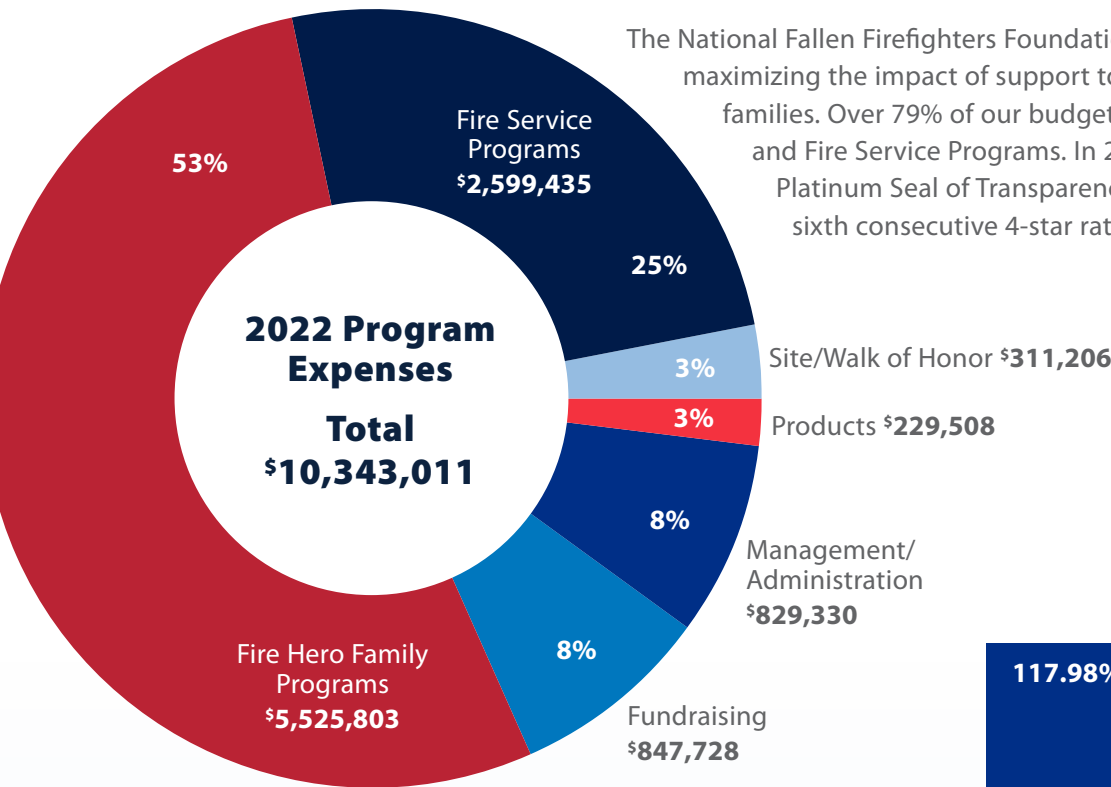
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Financial Stewardship

The National Fallen Firefighters Foundation strives to be a good steward, maximizing the impact of support to help the fire service and their families. Over 79% of our budget supports our Fire Hero Family and Fire Service Programs. In 2022, we were proud to earn a Platinum Seal of Transparency rating from Candid and our sixth consecutive 4-star rating by Charity Navigator.







WWW.FIREHERO.ORG



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

CROFTON
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SUITE 6 CROFTON, MD 21114
410-721-6212
410-721-6213 (FAX)

NATIONAL FALLEN FIREFIGHTERS FOUNDATION