



STAYING **RESILIENT**

2021 Annual Impact Report



FALLEN FIREFIGHTERS
MEMORIAL
DEDICATED OCTOBER 4, 1991
NATIONAL EMERGENCY TRAINING CENTER
SMITHFIELD, MARYLAND
"Dedicated to the memory of Firefighters
who have died while serving in the line of duty."
Ronald Reagan
PRESIDENT
UNITED STATES OF AMERICA

From Our Chairman of the Board



This year we mark 30 years of service honoring our nation's fallen firefighters and supporting their families. Congress established the National Fallen Firefighters Foundation (NFFF) in 1992, and since then the Foundation has expanded its mission to reduce and prevent firefighter deaths and injuries.

I am proud to present our 2021 Annual Impact Report, which makes clear that our commitment to these causes has not wavered even in the face of a second year of the Covid-19 pandemic. The report demonstrates that we have remained resilient in overcoming challenges and achieving our goals.

Memorial Weekend brought together, at the National Fallen Firefighters Memorial, families of honored firefighters, including honorees from 2019 and 2020. Though in-person attendance was limited for health and safety reasons, Fire Hero Families were able to watch via a livestream broadcast, allowing them to hear tributes from a nation grateful for the sacrifice of their loved ones.

The Foundation relied on technology to keep our communities connected as the pandemic continued to limit in-person gatherings. Despite the disruptions, we remained undeterred in bringing high-quality programs and services to those who needed them.

We hosted virtual camps for Fire Hero Family members, including young adults and children. And when the Foundation could not host its annual Wellness Conference in person, the NFFF Family Programs team created a weeklong virtual event. This year marked a milestone – the 100th issue of our bi-monthly newsletter, “The Journey,” and we also launched a new podcast, “Grief in Progress,” which seeks to inspire listeners with stories of hope and healing.

All of these efforts are reminders that, though we may have been separated by conditions beyond our control, we remained together in our dedication to honor America's fallen firefighters and to assist their families.

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

I cannot write this message describing the Foundation's achievements in 2021 without thanking everyone involved. From staff members to volunteers, affiliates and partners, your extra efforts set a new level of excellence and dedication to the NFFF's mission. Thank you for all of your hard work, perseverance and belief in our mission.

As you read this Impact Report, remember that you are an integral part of our progress. 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 written in a cursive, flowing style.

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.

.....

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



“There are five words that make up the most important message we have for those who are grieving after the loss of a firefighter: We are here for you.”



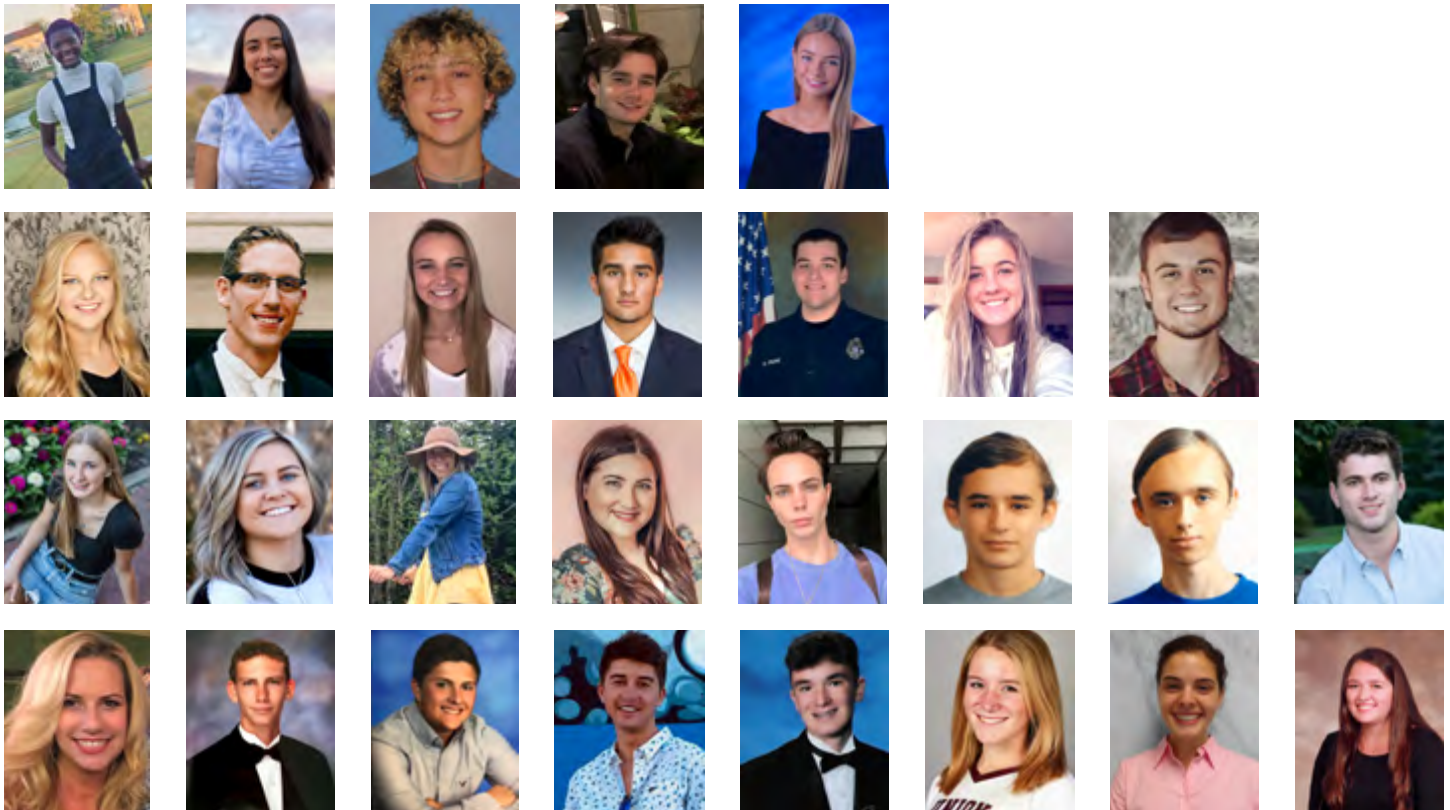
We created new ways to connect our community when we could not be together in person. As the pandemic continued in 2021, we expanded our virtual options to bridge the gaps and promote resilience and growth in our Fire Hero Families.

Scholarship Programs

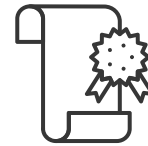
In the 2021-2022 academic year, the Foundation and our partners awarded scholarships that covered 100% of the tuition, academic fees, and book expenses for 18 students, 50-59% of the tuition, academic fees, and book expenses for four students, and 40-49% of the tuition, academic fees, and book expenses of three students — each of whom demonstrated pressing financial need and stellar academic performance. Thirty-one other applicants also received meaningful support. **In total, we awarded \$478,229 to the students in our Fire Hero Family!**

These scholarship awards were made through generous donations from Motorola Solutions Foundation, Inc., the Alan Patrick Sondej Scholarship Fund, and partnerships with MissionSquare Retirement, Burton A. Zipser and Sandra D. Zipser Foundation, National Association of State Fire Marshals, Presto, Global Health & Safety, and the Steel Family’s Engine Company 5 Foundation and countless other donations made to the NFFF Sarbanes Scholarship Program.

“ *I am so excited to say that this year I will be taking the MCAT and applying to medical school. This scholarship means so much to me! I could say thank you 1,000 times. I deeply appreciate the support.* ”

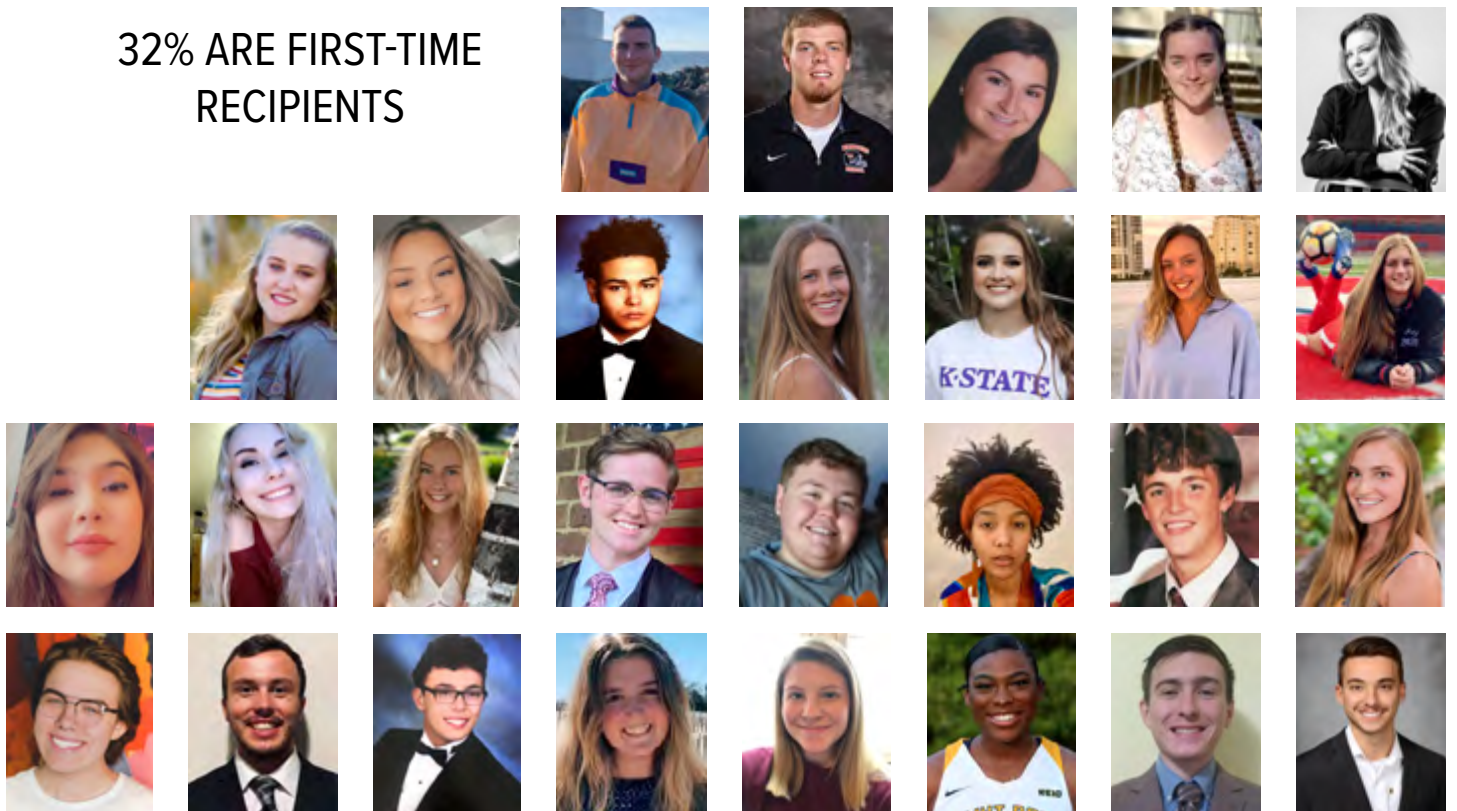


“*The scholarship helped to cover the majority of this year’s tuition and fees and will do the same for the Spring of 2022. It has also given me the opportunity to focus on my academics and not have to worry about finding a job to be able to afford my college education. Without this scholarship I am uncertain where I would be in my education path, and I am very grateful to all who make this scholarship available.*”

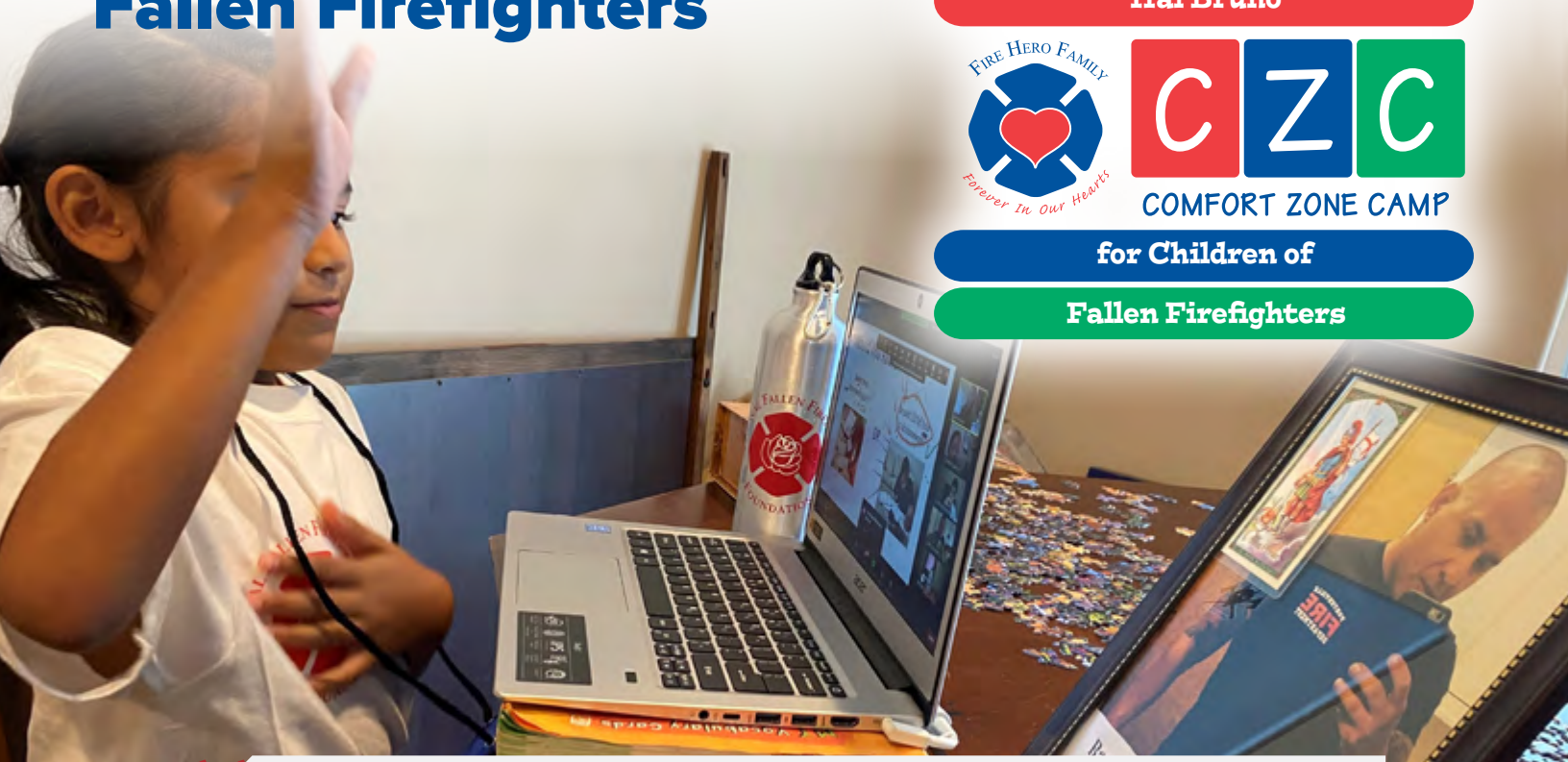


Since 1997, the Foundation and its partners have awarded **1,546 scholarships** totaling over **\$5,269,223** to **686 family members of fallen firefighters** from across the nation.

32% ARE FIRST-TIME RECIPIENTS



Hal Bruno Camps for Children of Fallen Firefighters



Hal Bruno




COMFORT ZONE CAMP

for Children of

Fallen Firefighters

“ *The CZC/NFFF partnership is unique. **It stands out.** And, it stands **UP** for each and every camper. When I asked my campers what their Big Buddies meant to them, they replied, ‘I don’t know where I would be without my Big Buddy.’ ‘My Big Buddy is always available to talk to me.’ ‘My Big Buddy is like a father to me.’ ‘My Big Buddy came to my graduation.’* ”

26

CAMPERS AGES 7-17
ZOOMED TO

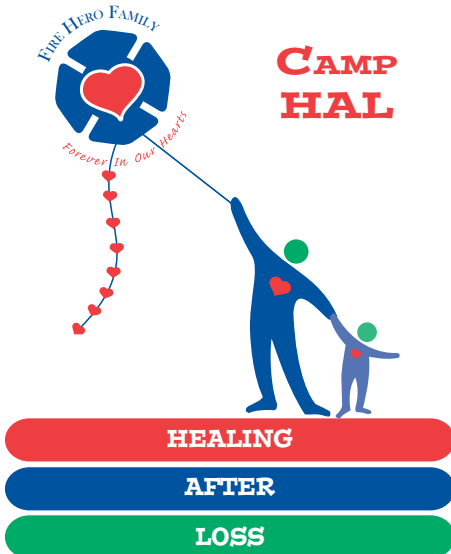
COMFORT ZONE CAMP
WITH **26 BIG BUDDY VOLUNTEERS**

100% OF THE CAMPERS
SAID THAT THIS CAMP HELPED
THEM WITH THEIR GRIEF

95% FELT THAT THEIR GRIEF FEELS
MORE MANAGEABLE AND THEY HOPE
TO HELP OTHERS WITH THEIR GRIEF



In 2021, Camp HAL went digital, connecting children from over 10 states. In mini-camp sessions, they made calming jars, participated in a scavenger hunt that memorialized their firefighter, and connected over shared experiences in their grief.



“ Amazing experience for younger kids. It helps them in so many ways to understand their feelings along with what is going on with the loss of their parent. Miss Stephanie and her helpers always bring something new and wonderful to the kids. ”

17

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

100% OF PARENTS FELT THAT CAMP GAVE THEIR CHILDREN STRATEGIES AND TOOLS TO EXPRESS THEIR THOUGHTS AND FEELINGS



Through a New Lens

57

FIRE HERO
FAMILY MEMBERS
PARTICIPATED IN
THROUGH A
NEW LENS

100%

ATTENDEES
AGREED THAT
THE EVENT
HELPED THEM
FEEL CONNECTED
TO THE FIRE
HERO FAMILY
COMMUNITY

Although the 2021 Wellness Conference could not be held in person, the NFFF created *Through a New Lens*—a weeklong virtual event provided a vision for the way forward and included sessions like:

Grief Through The Years: What Changes
and What Stays The Same

Building Resilience Through Self-Care

The Impact of Trauma and Grief

Navigating the Circles of Life and Grief

Men, Grief, and a Checklist

Self-Care : It's Not Just a Theory

After Attending Through A New Lens Participants Felt

not alone
supported

not the only one
empowered

at peace **connected**

better
*able to look
at my grief
differently*

hopeful informed

stronger *in control* reassured



Grief in Progress Podcast

In December, we launched Season 1 of our new podcast. Created to inspire listeners with messages of hope and healing, **Grief in Progress** aims to help families gain coping skills by hearing from peers who have experienced tragic events.

Each monthly episode features members of our Fire Hero Family as we explore contemporary issues related to grief, healing, and perseverance—designed to spark new ways of seeing the world and connecting with others. In each podcast, the NFFF’s grief specialist participates in the conversation and helps to facilitate the telling of each story.

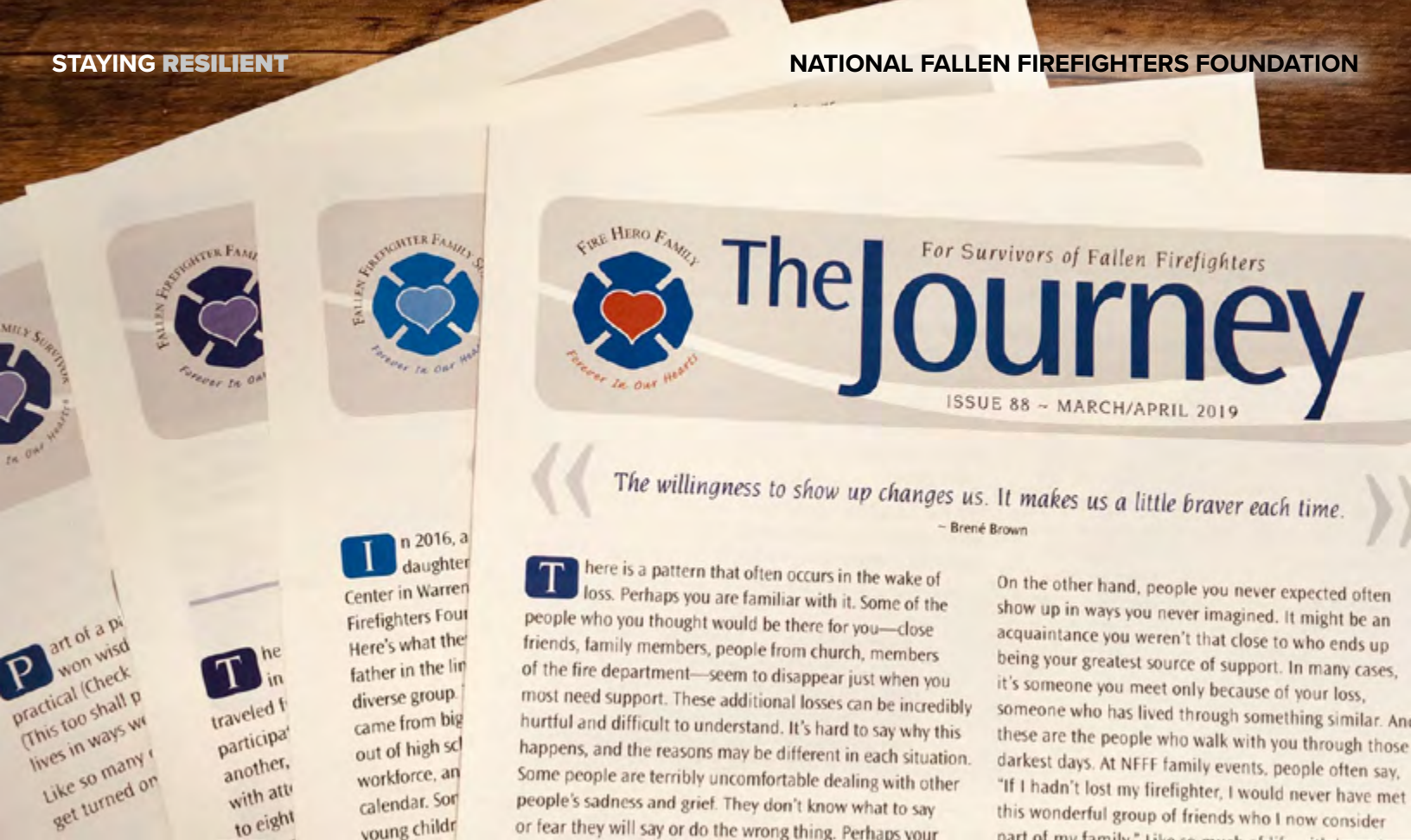
.....



LISTEN AND SUBSCRIBE
TO THE PODCAST AT
WWW.GRIEFINPROGRESS.COM

.....

“*This podcast was very helpful for me as the wife of a firefighter that passed away. I understood when Ms. Purdy talked about the anger—I have experienced that. I am always looking for help with coping with my husband’s death.*”



Celebrating 100th Issue of *The Journey*

“



I love reading the stories. I laugh, cry, and smile with each edition. I look forward to receiving The Journey. I have kept almost every one.

”

The Journey is our bi-monthly publication written by and for the families of fallen heroes who have been honored at the National Fallen Firefighters Memorial in Emmitsburg, Maryland.

This beloved publication in our Fire Hero Family community was named for the way many Fire Hero Families view their own life after the loss of their firefighter. In its nearly two-decade history, the pages of *The Journey* have covered myriad issues related to loss and healing, showcasing the reflections and memories of Fire Hero Families in their own words. Through the years, more than 260 family members and friends of firefighters honored at the National Fallen Firefighters Memorial have written pieces.

With every issue, the publication reaches thousands of Fire Hero Families. And for nearly two decades, readers have applauded its impact. Indeed, *The Journey's* quiet, longterm presence has made it a touchpoint for Fire Hero Family members across the country.

Keeping Fire Hero Families Connected

“ *Even though I am not close to anyone geographically, I still have the option to talk to others who really understand what I am going through.* ”

Licensed psychologist Dr. Angela Moreland hosted weekly support groups via Zoom. These groups were helpful for those struggling with grief, isolation, or both—especially when there is no strong support system in place. Additional unfacilitated virtual sessions also enabled Fire Hero Family members to meet informally to share stories, struggles, and ideas.

“ *Once again, the NFFF outdid themselves providing an opportunity for family members to just sit and share stories. No pressure...* ”

Our *State Connections* program forges bonds between Fire Hero Families within each state/region. The monthly virtual meeting fosters conversation between families to help build local connections and find support “at home.”

To help support family members around the anniversary of their firefighter’s death, we host a virtual *Remembrance Group* each month for families whose firefighter died during that month. The group is facilitated by Vickie Taylor, a licensed clinical social worker who has served as a NFFF behavioral health consultant since 1992.

During the anniversary month of a firefighter’s death, family members also receive special handwritten cards in honor of their firefighter. These cards are written by other Fire Hero Family members who truly understand the depth of that loss and volunteer their time to make sure families know they are not alone.

BY THE NUMBERS

42
PEER SUPPORT PARTICIPANTS

.....

9
FACILITATED SUPPORT PARTICIPANTS

.....

11
ONE-ON-ONE SUPPORT CONSULTATIONS

.....

54
REMEMBRANCE GROUP PARTICIPANTS

.....

44
STATE CONNECTIONS PARTICIPANTS

.....

347
FAMILY MEMBERS SENT

4,470
REMEMBRANCE CARDS TO FIRE HERO FAMILIES NEAR THE ANNIVERSARY DATE OF EACH FIREFIGHTER’S DEATH

Men Forging Ahead

This casual support group “for men only” continued in 2021. It’s open to all 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. The monthly virtual gatherings provide camaraderie among the men in our community, allowing them to connect with others who have experienced a similar loss, discuss shared experiences, and support one another.



15
MEN FROM THE
FIRE HERO FAMILY
COMMUNITY TOOK PART
IN THE MEN FORGING
AHEAD SESSIONS

Some of our 2021 sessions included:

Chili Bowl

Reuben Round-Up

Bring Your Best Burger

What Will Your Firefighter’s Legacy Be?

Focusing on the Positive

Holiday Memories and New Traditions

“*It was so touching to hear the guys say that they felt so much more comfortable in this setting sharing their feelings, along with quite a few laughs. Please consider this effort a success.*”

Young Adults Meet & Greet



This virtual gathering for young adults ages 17-25 gave these Fire Hero Family members a chance to reconnect with friends and meet new ones. Together, they brainstormed ways for peers to engage with NFFF offerings and shared excitement for an upcoming Young Adult Retreat!

14
YOUNG ADULTS
ATTENDED THE VIRTUAL
MEET & GREET

The Young Adult community discussion included:

Shared experiences at past retreats

Exploring texting as an alternative for outreach

Serving as a Big Buddy at the Hal Bruno Camps

Opportunities within the NFFF

Offering in-person opportunities to get to know peers

Leveraging social media (Instagram and Discord) as a messaging tool

Fire Hero Family Winter Retreat

The holidays can be an especially challenging time of year. The Fire Hero Family Winter Retreat brought together family members of all ages for a three-day event focused on giving back to others at the holidays, self-care, reflection, and fellowship. Family members helped decorate the Fire Hero Family Trees for our annual tree lighting—and on Friday night, Santa Claus made a surprise visit!

“The Winter Retreat is what my heart needed. Getting to meet people who truly understand my grief has been a life saver.”





Fire Hero Family Tree Lighting



Each year the Memorial Chapel is decorated in memory of all fallen firefighters. Holiday trees are adorned with ornaments from families and departments around the country. This year's Holiday Tree Lighting was broadcast live and included music, remarks from U.S. Fire Administrator Dr. Lori Moore-Merrell, and a wreath laying ceremony at the National Memorial.



Fire Service Programs



“There is no end to our commitment to preventing every preventable line-of-duty death.”



We continued to offer support and resources to the fire service in spite of pandemic-imposed limitations. We used virtual models to provide courses and seminars, including for incident commanders, to help 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 agencies and the families of the fallen when a tragedy occurs. In 2021, LAST assisted 271 agencies and families with filing for the Department of Justice's Public Safety Officers' Benefit. This critical assistance helps agencies and families deal with the physical and emotional impact of a fatality.

IN 2021, LAST PROVIDED ASSISTANCE TO AGENCIES WITH

78

FIREFIGHTER
FATALITIES

32

EMS
FATALITIES

38

LAW ENFORCEMENT
FATALITIES

“

All the members of your team treated our department family and the family of (the deceased firefighter) with dignity and respect... With the help of your team, we gave (the deceased) the Hero's funeral that he deserved.

”

Written in a letter to the Nebraska LAST, signed by 19 members of the affected fire department.

Uniformed Support Programs

Our Uniformed Support programs for chiefs, incident commanders (IC), and company officers (CO), who had experienced a line-of-duty death continued to grow in 2021.

Our IC-to-IC webinar series continues to be 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.



Here is what the fire service is saying about the IC-to-IC webinar series:

“
Thank you for sharing your experience with viewers on the NFFF IC-to-IC Discussion. I appreciate the insight and vulnerability shared.
”

“
The IC-to-IC is such a great idea! Everyone of your folks is doing such great work, and we're all extremely appreciative and proud.
”

Legacies in Leadership



In 2021, the NFFF launched the Legacies in Leadership website, an inspiration for the next generation of leaders. This site contains a series of interviews capturing thoughts and advice from the past and present fire service leaders to the next generation of fire service influencers.

These trailblazers have shared their educational and entertaining “war stories” applicable to today’s fire service, as well as any other industry. They are the front-runners of the American fire service that are paying it forward with what they have learned through their profession. Viewers will learn how these men and women began their careers and gain perspectives on how the fire service has changed, along with what they expect the future will hold.

Among the videos featured on the website are interviews with luminaries such as the late Chief Alan Brunacini, Chief Dennis Compton, Bill Webb, Executive Director of the Congressional Fire Service Institute, Chief Charles Hood, Dr. Denise Smith, and longtime friend of the fire service Congressman Steny Hoyer (D-MD), the Majority Leader of the United States House of Representatives. Video topics include segments on leadership, service, respect, and the best advice they received in their careers.

“*We hope that the insights that the viewers of the series will see will be helpful to current and future leaders in the fire service. Our goal is to share our advice and to talk about the lessons we learned as we advanced over the years.*”

Everyone Goes Home[®] Program

I feel members of the fire service seeing diversity representing Everyone Goes Home[®] will open a great number of doors. Thanks for letting me help tell the National Fallen Firefighters Foundation and Everyone Goes Home[®] story.

Everyone Goes Home[®] is the NFFF's flagship effort to reduce preventable firefighter line-of-duty deaths. By fulfilling our primary mission of supporting families, co-workers, and fire service leaders after a firefighter dies, we have recognized that not every fire service death is avoidable. This drives us to do all we can to better prepare firefighters to face and manage the risks inherent to the job and return after every run.

We've designed curricula within fire service programs, Everyone Goes Home[®], and the Taking Care of Our Own[®] program, to equip firefighters with critical thinking skills allowing them to approach firefighting with a clear-minded intent and focus befitting professionals engaging in such a high-risk endeavor.



Fire Hero Learning Network

In 2021, the Fire Hero Learning Network (FHLN) experienced a **9% increase in new users over 2020**. This increase reflects a sustained, modest, but steady increase each year over the last several years and is the result of targeted efforts by the Everyone Goes Home® Advocate team to attract new users.

Each online class receives a follow-up survey. Over 19,300 course attendees responded and reported the following:

2,287
(12%)

reported authoring a new SOP/SOG because of taking a FHLN module

2,714
(14%)

reported revising an existing SOP/SOG after taking a FHLN module

26%

were inspired to change how their department officially operates because they took a FHLN module

5,046
(26%)

reported making informal specific operating changes at the individual or company level after taking a FHLN module

17,997
(93%)

reported that their safety knowledge increased after taking a FHLN module

“*Thank you for sharing your experience with viewers on the NFFF IC-to-IC Discussion. I appreciate the insight and vulnerability shared.*”

Fire Hero LEARNING NETWORK



email address

password

IN 2021, THE NFFF REACHED

130,000+

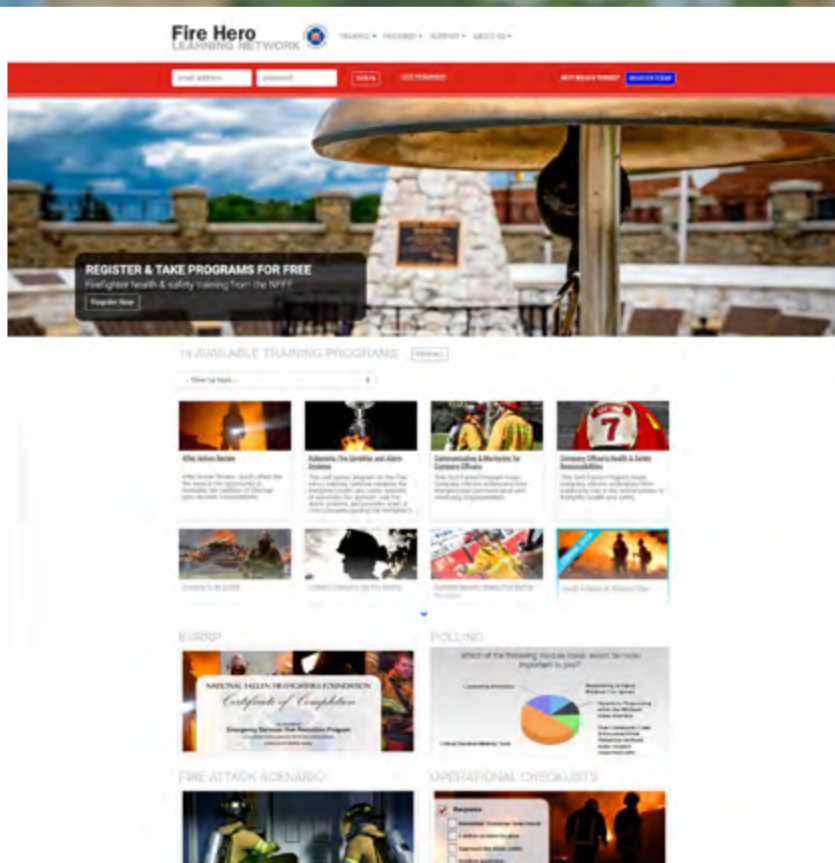
REGISTERED USERS OF THE
FIRE HERO LEARNING NETWORK

REGISTER IMMEDIATELY TO ACCESS ANY OF THE
14 FREE, HIGH-QUALITY, ONLINE TRAINING MODULES
AND THE REST OF THE CONTENT AT
WWW.FIREHEROLEARNINGNETWORK.COM



UPDATED IN 2021 RESPONDING TO VIOLENT INCIDENTS 2.0

With increasing and distressing frequency, high-profile violent incidents have put the spotlight on the need to train the fire service to render service in these situations while protecting firefighters to the best of our ability. **The National Fallen Firefighters Foundation has been at the forefront of this effort for more than a decade, authoring and promoting Firefighter Life Safety Initiative 12, which states: "National protocols for response to violent incidents should be developed and championed."** The NFFF has developed this self-paced program on the Fire Hero Learning Network as an important piece of that national response to violent incidents.



Truman Fire Forum – Improving Firefighter and Community Safety

FIVE AREAS OF FOCUS

COMMUNITY RISK REDUCTION (CRR)

- Add CRR knowledge/skills to NFPA professional standards.
- Add CRR programs to performance evaluations for firefighters and include them as part of officer job descriptions.
- Urge government officials to support CRR programs as policy.
- Determine the economic toll of fire to include insurance costs, fire department response, and environmental concerns.

DATA

- Every member of the fire service is able and responsible for data collection, but it should not be an undue burden.
- Leverage technology to secure scalable and relevant data for each community.
- Partner with organizations who can fund research on the data and develop partnerships to benefit the community.

MARKETING

- Marketing messages must go beyond fire prevention to include CRR programs and efforts.
- Reach an audience with narrower focus on some of the most important prevention messages, and be more effective in communicating those messages.
- Using visually engaging and realistic materials.

SPRINKLERS

- The public would be safer with adoption of codes and standards that include sprinkler systems in both commercial and residential buildings.
- Increase in improved education programs, both inside the fire service, and for stakeholders in government and industry.
- Leverage federal housing programs as an incentive to install sprinkler systems.

TECHNOLOGY

- Improvement of the use of tech, data collection and behavior to meet needs of internal and external stakeholders.
- Identify and partner with technology developers to stay current with technology. Suggested partners include: fire service groups, volunteer organizations like the Red Cross, and developers like Apple, Google, Facebook, and Waze.

In 1947, President Harry S. Truman brought together experts from the fire service and outside interests to find ways to stop the destruction and deaths from fires in this country.

More than 70 years later, Truman's legacy lives on in the form of the Truman Fire Forum Working Group. The group's members are dedicated to preventing fires, advocating for safe communities, and preventing firefighter line-of-duty deaths.

Following the 17th Annual President Harry S. Truman Legacy Symposium and the President Truman Fire Forum, the Truman Fire Forum Working Group, had two main goals: to plan for a future National Fire Service Research Agenda Symposium that carries forward the spirit of President Truman's original goal and to update and prioritize fire prevention strategies from previous Truman Fire Forum meetings.

This group is calling for the fire service and the nation to integrate fire prevention and education into regular fire department operations; use data, research, and science to tell the fire prevention story, and increase advocacy for sprinkler use through strategies with federal partners.

National Fire Service Research Agenda Symposium

In 2021, the NFFF hosted the 4th National Fire Service Research Agenda Symposium, and UL’s Fire Safety Research Institute (FSRI) was the exclusive sponsor.

During this Symposium, researchers and fire service practitioners met and worked in three facilitated working groups to create recommendations to have the most significant impact on firefighter health and safety. The facilitators then submitted the recommendations as worksheets to an expert jury of researchers and fire service representatives. After reviewing the recommendations, the jury was able to modify recommendations and move recommendations to other domains as needed. Their work resulted in the National Fire Service Research Agenda Report with nearly 300 recommendations.

A reoccurring theme in each of the working groups was the need for the fire service to approach research and complex issues by collaborating with other disciplines and industries outside of the fire service. Many of the working groups discussed overarching needs of the fire service and found that key research is not limited to one topic. Also in the Executive Summary are considerations for researchers on disseminating research into the fire service.

Workgroup Focus

Hiring/Retention/Advancement

recruitment, effective leadership, diversity/equity/inclusion/belonging, and hiring, promotion, and retention.

Effective Operations

training, tactics, tools, equipment, apparatus, personal protective equipment, and community risk reduction.

Health and Safety

wellness, understudied populations, cardiovascular health, cancer, mental health, metabolic health, reproductive health, occupational medical evaluations, fatigue, injury prevention/assessment, violence prevention/risk assessment, and work environment.

“*Our commitment to create a fire service national research agenda is embedded in the 16 Firefighter Life Safety Initiatives through Initiative #7. But even more critical than that, is our commitment to take a multidisciplinary approach to firefighter health and safety by providing the opportunity for researchers and fire service representatives to map out the future needs of the fire service. The result of this consequential collaboration are the recommendations in this report.*”



9/11 20 Years Later

Members of the FDNY Tell Their Stories of Resilience

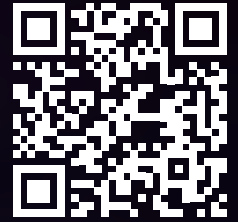
On September 11, 2001, 343 FDNY firefighters were killed in the attacks on the World Trade Center. Since then, hundreds more have died from illnesses related to the response and recovery effort. Many more continue to face the physical and emotional toll exacted by the attack.

This documentary delivers a powerful and inspiring message of resilience through the words of those who were there, those who lived through and participated in the department's rebuilding, and those who carry on the department's highest tradition of commitment to service.

Fire departments can take the insight and wisdom provided by the members of the FDNY. Rebuilding a department after a tragic loss is challenging, but possible. This documentary will better prepare departments to work on their rebuild when they are faced with seemingly insurmountable loss.

“The part of our leadership that survived, really were the epitome of the resiliency of the department...Although we were mourning the members that we lost, they never lost focus on the members we had. They continued to worry about the safety of our members, the well-being of our members.”

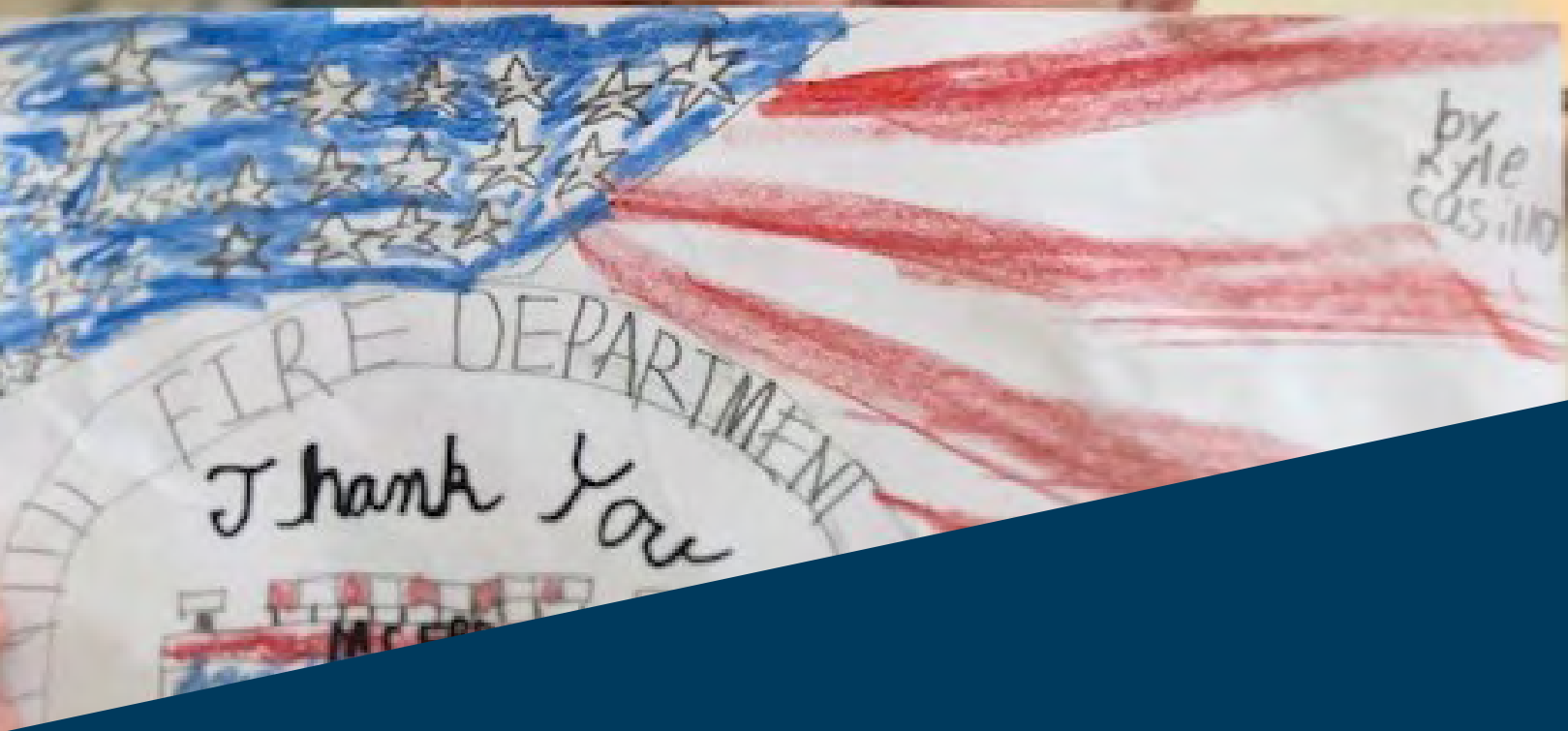
WATCH NOW



TWO LESSONS LEARNED ON THE 20TH ANNIVERSARY OF 9/11

- 1. A peer component is important for trauma support of frontline workers.** Those who are grieving relate best to those who have walked in similar shoes. It creates a safe zone and helps eliminate what we call negative celebrity status – the idea that they're worthy of attention because something terrible has happened to them.
- 2. Everyone reacts differently to trauma, and they all reach out for help in their own time.** Some need support right away. Others wait years – even 20 years – and some will never reach out for help at all. The responsibility of organizations like ours and others is to make sure that we continue to offer mental health support – not just at the time of a major trauma – but long afterward so whenever people are ready to ask for help, it's there for them.

NFFF Marketing



“We are encouraged by all those who recognize the service of the brave men and women who protect their communities 24 hours a day 7 days a week.”



The Foundation raised public awareness about its mission through social media. It also launched campaigns to gain wider news media coverage, particularly of the National Fallen Firefighters Memorial Weekend.

The pandemic made keeping the community informed about programs and resources an even more critical part of what we do.

Building NFFF Awareness

OUR MEDIA REACH IN 2021



470,402

RELEASES
SENT IN 2021



1,090

RADIO & TV
MENTIONS



2,290

PRINT
MENTIONS

OUR OVERALL REACH INCREASED **30%**

With the 20th anniversary of **9/11 and Memorial Stair Climbs** in over 40 U.S. cities, Laura Evans Media (LEM) created a media strategy to amplify the mission of NFFF. The effort started with a **satellite media tour including 8 major market television hits in one morning**. That was followed by a **comprehensive media campaign resulting in dozens more local, national, and international media hits garnering millions of views**. Broadcast viewership alone is estimated at 32 million.*

As the NFFF prepared for its annual **National Fallen Firefighters Memorial Weekend**, which honors all firefighters who died in the line of duty, LEM developed a strategy to raise awareness about the Weekend and create opportunities for national and local media to pick up the live stream from Emmitsburg, Maryland. The effort resulted in dozens of media hits in broadcast and print reaching more than 1.25 billion* viewers, listeners, and readers.

*METRICS GATHERED VIA MELTWATER MEDIA MONITORING SERVICES

OUR REACH ON THE WEB

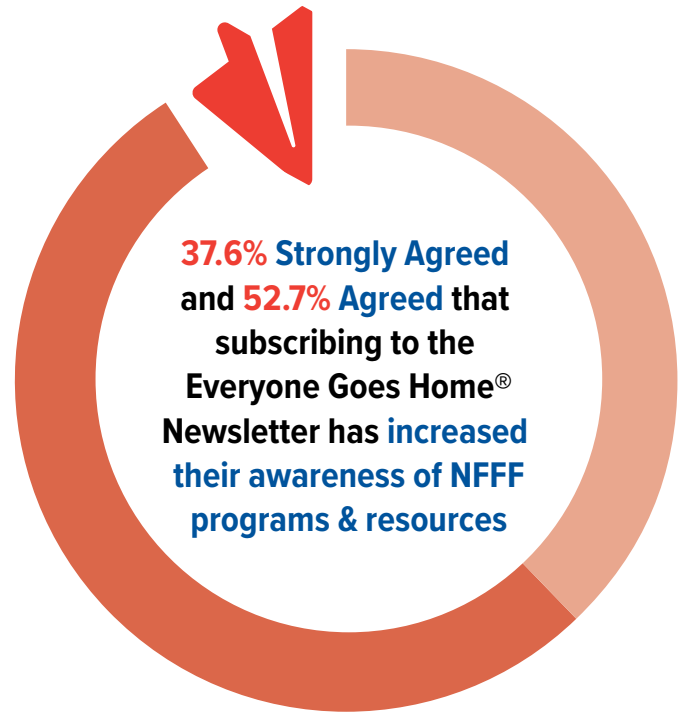
1,583,671
FIREHERO.ORG PAGES VIEWED
83.09% NEW VISITORS
16.91% RETURNED TO VISIT THE SITE IN 2021

253,380
EVERYONEGOESHOME.COM PAGES VIEWED
70.21% NEW VISITORS
29.79% RETURNED TO VISIT THE SITE IN 2021

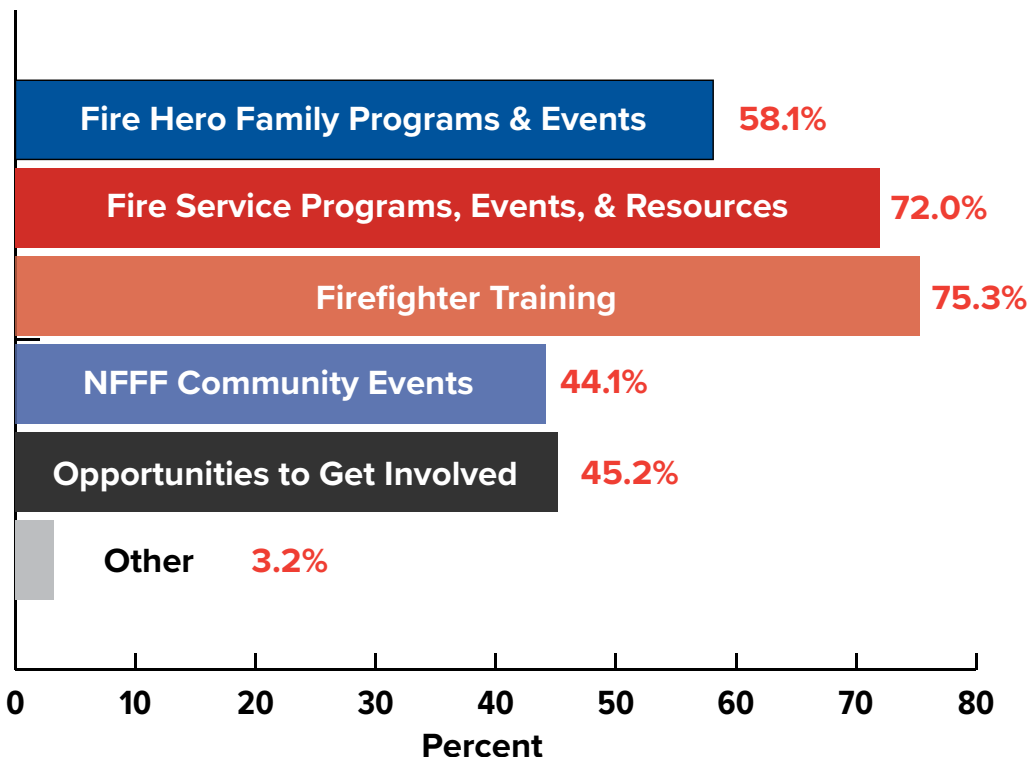
E-MAIL MARKETING, AUDIENCE SEGMENTATION, AND IMPACT

We continued to work to improve our user’s E-mail experience and engagement. The NFFF deployed an impact survey, to our Everyone Goes Home® audience, which helped us understand their needs and further segment the audience to deliver more targeted and relevant content.

THERE WERE **168** E-MAIL BLASTS SENT IN 2021, THAT’S A TOTAL OF **1,693,310** E-MAILS! **1,451** NEW SUBSCRIBERS JOINED US IN 2021.



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



Creating Buzz on Social Media

Our Most Engaging Posts Across Social Media in 2021



**FOLLOW THE NFFF
ON SOCIAL MEDIA**



**6,246
FOLLOWERS**

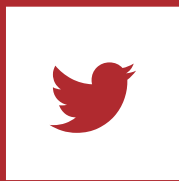


372,403
FOLLOWERS



1,137
PAGE POSTS

516,177
REACTIONS,
COMMENTS,
SHARES, AND
LINK CLICKS ↘



24,235
FOLLOWERS



867
PAGE POSTS

26,109
REACTIONS,
COMMENTS,
SHARES, AND
LINK CLICKS ↘



7,711
FOLLOWERS



330
PAGE POSTS

18,277
REACTIONS,
COMMENTS,
SHARES, AND
LINK CLICKS ↘



12,591
FOLLOWERS



119
PAGE POSTS

14,447
REACTIONS,
COMMENTS,
SHARES, AND
LINK CLICKS ↘

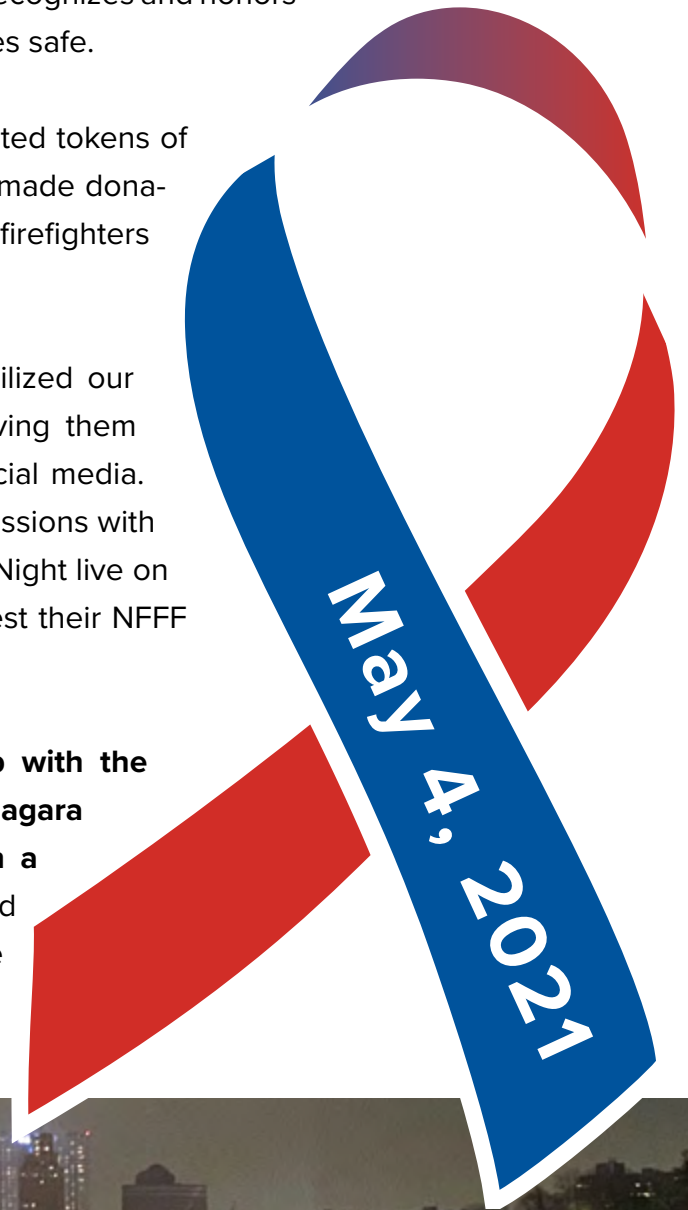
Global Day of Gratitude Honors Firefighters Past, Present, and Future

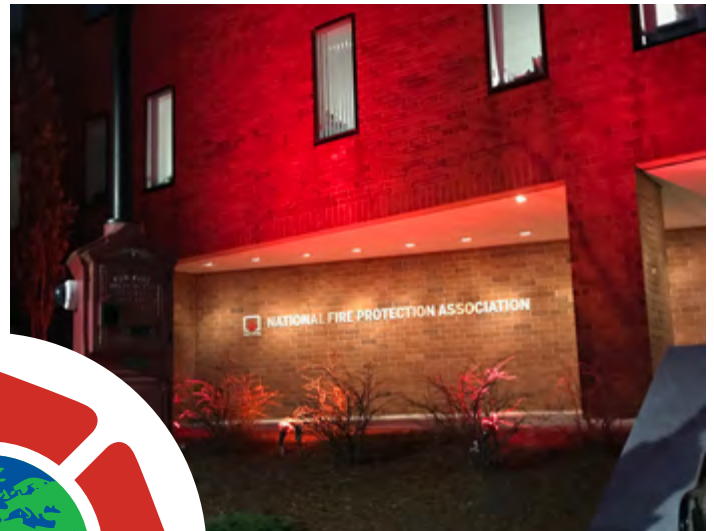
International Firefighters' Day is a time where the world recognizes and honors the sacrifices firefighters make to keep their communities safe.

Once again in 2021, families lit their homes in red, created tokens of thanks, watched special Firefighters' Day content, and made donations to the NFFF, letting the world know how much firefighters mean to our communities.

New in 2021, the #ThisIsMyFirefighter campaign mobilized our Fire Hero Families and other fire service families, giving them the opportunity to brag about their firefighter(s) on social media. NFFF Board Member Chief Billy Goldfeder hosted discussions with fire chiefs from around the world. Our first NFFF Trivia Night live on Facebook brought people together to celebrate and test their NFFF and International Firefighters' Day knowledge.

During our second commemoration, **we teamed up with the Canadian Fallen Firefighters Foundation, and The Niagara Falls Illumination Board to have Niagara Falls lit in a spectacular display of red.** Firefighters from the United States and Canada gathered at the falls to celebrate International Firefighters' Day with the rest of the globe.





“ Receiving the folded flag for my little brother was such an honor. ”



A Nation Remembers Together

In-Person Memorial and Online Tribute Unites Communities

Following a year of reduced, postponed, and virtual events brought on by the COVID pandemic, the **National Fallen Firefighters Memorial Weekend** marked its 40th anniversary on October 2-3 by returning to an in-person event in Emmitsburg, Maryland.

Of the 215 firefighters honored at the Memorial Weekend, 87 firefighters died in the line of duty in 2020, 82 firefighters died in the line of duty in 2019, and 46 firefighters died in the line of duty in previous years. COVID-related line-of-duty deaths were, for the first time, a factor in the weekend tribute.

The pandemic created enormous challenges. During the planning, and as late as September, the National Memorial again faced the possibility of being postponed. At each of those moments, the hundreds of Memorial Weekend volunteers, NFFF staff, and our partners at the U.S. Fire Administration found ways to overcome the obstacles. This allowed the fallen to be appropriately honored and their families to see the gratitude of our nation.

Around the holidays, we invited the nation to remember with us during **America's Tribute to Fallen Firefighters**.

This special online salute hosted by CBS News Anchor Norah O'Donnell, recognized firefighters who made the ultimate sacrifice in the line of duty serving their communities.

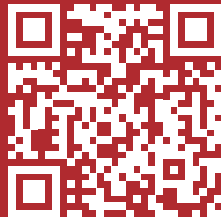




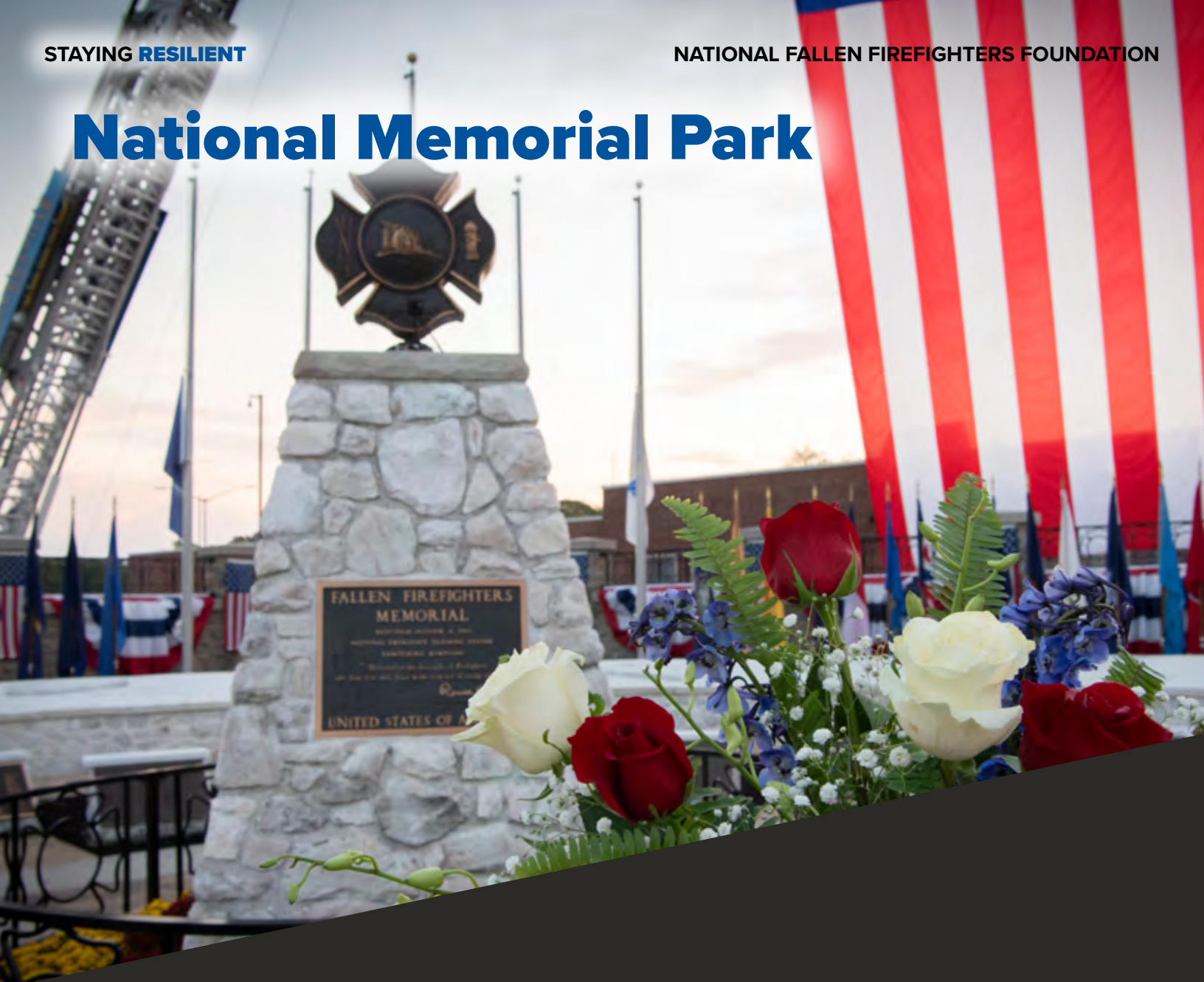
“*The entire weekend was an indescribable weekend for me. The amount of love and respect shown to me throughout the entire weekend was outstanding and a feeling I have never experienced.*”



WATCH THE TRIBUTE



National Memorial Park



“For many who have lost a firefighter, this is a deeply moving memorial. It acknowledges their loved one, acknowledges their commitment to public service, and their sacrifice.”



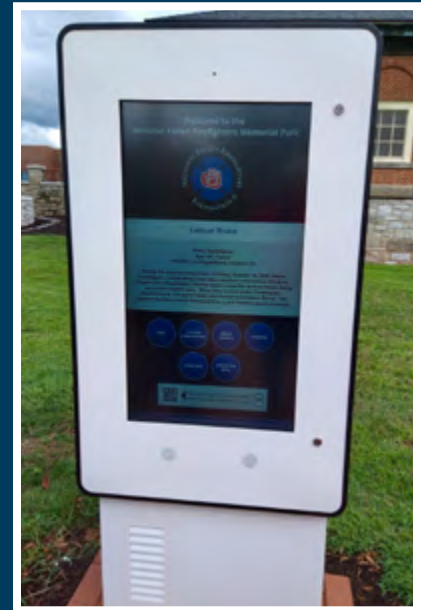
Improvements and repairs were made to the National Fallen Firefighters Memorial, where an eternal flame symbolizes the spirit of all firefighters — past, present and future. Firefighting artifacts were added to the display at the National Fallen Firefighters Memorial Chapel, a reminder of the long history of firefighting and the sacrifices made in its service.

Restoration of National Memorial Park

In April 2021, renovations to the National Fallen Firefighters Memorial were completed. The stone Maltese Cross surrounding the Memorial was replaced with stamped and painted concrete. The walkway around the Maltese Cross was replaced to eliminate trip hazards and underground heating was also installed to keep the walkway clear during inclement weather. Additionally, the railing around the Memorial and eternal flame was renovated.

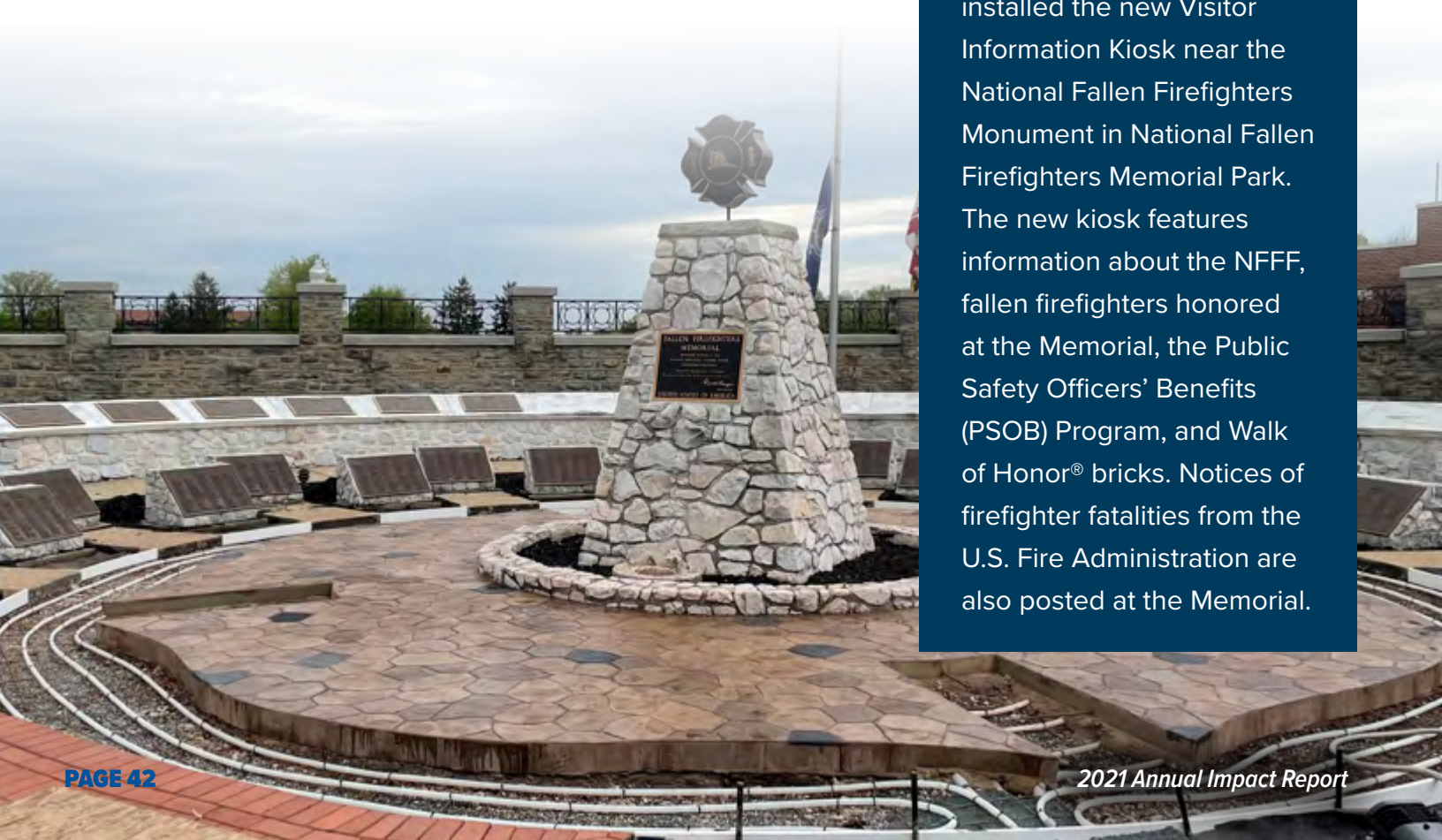
Through our partnership with the U.S. Fire Administration, several plaques on the National Memorial were carefully and reverently restored and replaced. Some were weathered and others were updated to include the names of added firefighters.

Although supply-chain issues have impacted the production and placement of bricks on the Walk of Honor® during the global pandemic, over 150 bricks were placed before the National Fallen Firefighters Memorial in October. The Foundation continues to work with our vendors to ensure that bricks purchased will be added in Memorial Park.



VISITOR INFORMATION KIOSK ADDED TO MEMORIAL PARK

In August, the Foundation installed the new Visitor Information Kiosk 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, the Public Safety Officers' Benefits (PSOB) Program, and Walk of Honor® bricks. Notices of firefighter fatalities from the U.S. Fire Administration are also posted at the Memorial.



National Fire Academy Students Learn More About the National Fallen Firefighters Foundation and the Brainard-Griego Collection

With support from the U.S. Fire Administration, memorabilia from the Brainard-Griego Collection have been placed in display cases in the National Fallen Firefighters Memorial Chapel and in E Building. Items include: 20 high eagle helmets, two Cairns War Baby helmets, Chan Brainard's helmet, dress cap, and a childhood photo on one of New Haven's engines. Other items include a firefighting study guide from early 1960, speaking trumpets, fire buckets, lanterns, box alarm cards, books, and firefighter toys. The collection in E Building features a wildland firefighting collection.

In 2021, U.S. Fire Academy Superintendent Eriks Gabliks was an integral part of getting students to visit the National Fallen Firefighters Memorial Chapel to learn more about the National Fallen Firefighters Foundation and this special collection. Special open houses were developed to welcome students and raise awareness of the Foundation and its programs.



The chapel also houses the Brainard-Griego Collection of thousands of items of international fire service memorabilia which is proudly displayed and shared with those attending classes and during various open house events offered throughout the year.

NFFF Development



“Thank you to our amazing donors, corporate partners, event participants, and volunteers for your support in 2021.”



Thanks to generous individual donors, sponsors and corporations, the Foundation has remained strong and resilient through another year of the pandemic. These contributions have helped the Foundation to memorialize our nation's fallen firefighters, support their families and reduce firefighter deaths and injuries.

2021 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

Cintas Fire Protection
Knox
Medical University of South Carolina
National Fire Sprinkler
Association, Inc.
Pierce Manufacturing, Inc.
State Farm Fire & Casualty Company
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PLATINUM SPONSORS

Gifts of \$75,000 or more

3M Scott Fire & Safety
LION Group, Inc.

GOLD SPONSORS

Gifts of \$50,000 or more

Kidde Safety
Motorola Solutions, Inc.
Rocco J. Emma Living Trust

SILVER SPONSORS

Gifts of \$25,000 or more

Charles Foster*
IamResponding.com
Mr. and Mrs. Scott R. Johnson*
Johnson Controls Foundation
Mission BBQ
MissionSquare Retirement
Muertos Roasters, LLC

Paul Davis Restoration, Inc.
Safety Components First
Responders 911 Foundation
The Presto Foundation
Turtle Plastics
VFIS
Witmer Public Safety Group, Inc./
TheFireStore

BRONZE SPONSORS

Gifts of \$10,000 or more

1-800-BOARDUP
Andy Boyt Memorial Fund
Affliction Holdings, LLC
AFSA Chesapeake Bay Chapter
AXIS Accident & Health
Brandon Little Memorial
Brookfield Properties
Burton & Sandra Zipser Foundation
California Casualty
Cargill, Incorporated
Centura Health
Dyne Fire Protection Labs
Eileen Coglianesse Revocable Living
Trust
FirstNet

Vicki Glatfelter*

Greater Tucson Fire Foundation
Highland Hose Company #1, Inc.
Kronenwetter Fire Department
Library Volunteer Fire Company
Milliken & Company
Minutemen Coffee Company
National Association of State Fire
Marshals
National Fire Protection Association
Ohio Chapter of AFSA

OSHKOSH Corporation
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PBI Performance Products, Inc.
Provident Agency, Inc.
Runner’s Depot, Inc.
Skidmore College
Southeastern Illinois Community
Foundation
Streamlight, Inc.
The Honor Network
The LumiStella Company
Thomas Tardo DBA The Climb
Woodstock Fire Department

PEWTER SPONSORS

Gifts of \$5,000 or more

AMITA Health
Adrienne Andrulis*
Baltimore Gas and Electric Company
Basin Coordinated Health Care, Inc.
Bloomberg, LP
CNY Memorial Stair Climb
Paul Conlon*
Dakota Baseball, LLC
Federal Strategies, LLC
Fire Rescue Fitness
FirstService Corporation
Gail Fowler*
Gamber Johnson
Bonnie R. Hall*
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International Association of
Fire Chiefs, Inc.
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Landmark Construction
Liberty Art Works, Inc.

*Denotes NFFF Giving Circle Members. To learn more about this prestigious group for individual donors, please visit FireHero.org/nfff-giving-circle.

Liberty Mutual Insurance
 Nutter, McClennen & Fish, LLP
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John and Darcey Steel*
 Supporting Heroes, Inc.
 The Mariner Foundation
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 Company, Inc.
 West Grove Fire Company
 Whitaker Farms



“
*Thank each one of those
 who we saw and heard
 and those behind the
 scenes...all the volunteers
 who helped make it
 possible and safe for us
 all. Thank you and may
 God bless each one.*
 ”

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

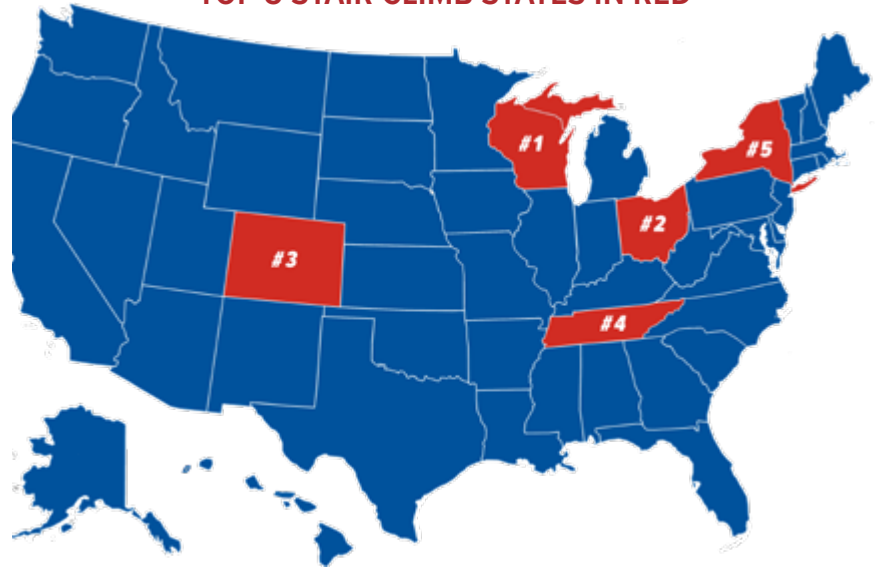
2021 9/11 Memorial Stair Climbs

Stair Climbers in **50** states, the District of Columbia, Brazil, Canada, Ireland, Germany, Kuwait, Australia, France, and the United Kingdom commemorated the 20th Anniversary of September 11th.

\$1,793,622 RAISED FROM 2021 STAIR CLIMBS

15,885 climbers at **50** events and around the world honored and remembered the firefighters who made the ultimate sacrifice on 9/11.

TOP 5 STAIR CLIMB STATES IN RED



STAIR CLIMBS

- 2021 9/11 Memorial Stair Climb at DPA
- 2021 9/11 Memorial Stair Climb at Lambeau Field
- 2021 Baltimore 9/11 Memorial Stair Climb
- 2021 Binghamton Fire 9/11 Memorial Stair Climb
- 2021 Bishop 9/11 Memorial Stair Climb
- 2021 Black Hawk 9/11 Memorial Stair Climb
- 2021 Borderland 100 Club 9/11 Memorial Stair Climb
- 2021 Central Pennsylvania 9/11 Memorial Stair Climb
- 2021 Charlotte 9/11 Memorial Stair Climb
- 2021 Chicagoland 9/11 Memorial Stair Climb
- 2021 Cintas 9/11 Memorial Stair Climb
- 2021 Cintas-Mason 9/11 Memorial Stair Climb
- 2021 Cira Green 9/11 Memorial Stair Climb
- 2021 Colorado 9/11 Memorial Stair Climb
- 2021 Columbus 9/11 Memorial Stair Climb & Walk
- 2021 Denver 9/11 Memorial Stair Climb
- 2021 Dickinson 9/11 Memorial Stair Climb
- 2021 El Dorado 9/11 Memorial Stair Climb
- 2021 Fayetteville 9/11 Memorial Stair Climb
- 2021 FDIC 9/11 Memorial Stair Climb
- 2021 Firehouse Expo 9/11 Memorial Stair Climb
- 2021 Four Corners 9/11 Memorial Stair Climb
- 2021 Grand Rapids 9/11 Memorial Stair Climb
- 2021 Greenville City 9/11 Memorial Stair Climb
- 2021 Highlands County 9/11 Memorial Stair Climb & Walk

- 2021 Imperial Valley 9/11 Memorial Stair Climb
- 2021 Kalamazoo 9/11 Memorial Stair Climb
- 2021 Kearney Area 9/11 Memorial Stair Climb
- 2021 Knoxville 9/11 Memorial Stair Climb
- 2021 Lambton College 9/11 Memorial Stair Climb
- 2021 Lancaster 9/11 Memorial Stair Climb
- 2021 McCook 9/11 Memorial Stair Climb
- 2021 Nashville 9/11 Memorial Stair Climb
- 2021 National Stair Climb
- 2021 Nebraska 9/11 Memorial Stair Climb
- 2021 New Hampshire 9/11 Memorial Stair Climb
- NYS AFC FIRE 2021 9/11 Memorial Stair Climb
- 2021 Ocean City 9/11 Memorial Stair Climb
- 2021 Panama City Beach 9/11 Memorial Stair Climb
- 2021 Premier Health Gem City 9/11 Memorial Stair Climb
- 2021 Princeton 9/11 Memorial Stair Climb
- 2021 Richmond 9/11 Memorial Stair Climb
- 2021 Roanoke 9/11 Memorial Stair Climb
- 2021 Rochester 9/11 Memorial Stair Climb & Walk
- 2021 Salt River Firefighters 9/11 Memorial Stair Climb
- 2021 Spokane 9/11 Memorial Stair Climb
- 2021 Springfield Area 9/11 Memorial Stair Climb
- 2021 Stevens County 9/11 Memorial Stair Climb
- 2021 Tri-Cities 9/11 Memorial Stair Climb
- 2021 VCOS 9/11 Memorial Stair Climb & Walk

“

I believe the Stair Climb event provides an environment where we may honor and remember the sacrifices that were made during the attacks on 9/11. As an active-duty fire service member, it is important to stop and reflect on the lives that were taken in the line of duty, so their sacrifices are not forgotten. The Stair Climb event provides an uninterrupted time to focus our thoughts on those 343 firefighters and to recommit ourselves to serving the fire service in a way that is befitting of their legacy.

”

”



OUR 9/11 MEMORIAL STAIR CLIMBS SUPPORT NFFF PROGRAMS AND 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.

2021 Regional Golf Tournaments

GOLF TOURNAMENTS

- Maryland Fire Chiefs Association Annual Fall Golf Tournament
- Paul Davis Restoration of Florida Charity Golf Tournament Benefiting the National Fallen Firefighters Foundation
- 1st Annual National Fallen Firefighters Golf Tournament hosted by Paul Davis Delmarva
- 2nd Annual Charity Golf Tournament Metro Atlanta Firefighter Classic
- 6th Annual Southern Maryland Volunteer Firemen's Association Golf Tournament
- 7th Annual Greater Pittsburgh National Fallen Firefighters Foundation Memorial Golf Tournament
- 8th Annual Play It Forward Golf Tournament
- 8th Annual Protectowire Open Benefiting the National Fallen Firefighters Foundation
- 12th Annual Geneva National Fallen Firefighters Foundation Golf Tournament
- 14th Annual Central Ohio Fallen Firefighters Golf Tournament
- 14th Annual Greater Monroe County National Fallen Firefighters Foundation Golf Tournament
- 14th Annual National Fallen Firefighters Golf Tournament hosted by Raleigh Fire Department

**1,830 PARTICIPANTS RAISED \$328,412
AT 12 TOURNAMENTS IN 2021**



2021 Special Giving Campaigns

“ *I have seen what the NFFF has done over the years, and what a great resource it is to firefighters and their families. I wish more people knew about NFFF and all the special work that it does... to provide comfort to the families and recognition to our heroes that have given it all.* ”

TOTAL AMOUNT RAISED BY SPECIAL CAMPAIGNS

#FireHeroTuesday	\$70,140
COVID-19 Emergency Fund	\$2,260
Gamers for the Fallen	\$6,255
Facebook Giving	\$128,810
Everyday Hero Campaigns	\$58,964

#FIREHEROTUESDAY MATCH OF \$35,000 FROM THE PRESTO FOUNDATION



On November 30, 2021, the Foundation kicked off its holiday season of giving with #FireHeroTuesday. Through the generous support of The Presto Foundation, every donation made by December 31st was matched, up to \$35,000. We are proud to partner with The Presto Foundation to bring comfort and hope to the families who have lost a loved one in the line of duty. In 2021, we made twice the impact for programs like our scholarships, peer support, wellness conference, kids camps, and so much more.

EVERYDAY HERO – SIMON CORBY & HIS PEERS RAISED \$1,943 FOR NFFF



“On June 19th we will be participating in the Ghost Town Trail Challenge to raise money for the National Fallen Firefighters Foundation. The Challenge is a 32-mile, one-day, sunrise to sunset endurance hike (or run) on nearly the entire Ghost Town Trail from Blairsville, Pennsylvania to Ebensburg, Pennsylvania. Unlike a footrace, the “challenge” is not to come in first or win, but to endure, to finish the hike in one day. The Challenge starts in Blairsville, Pennsylvania and ends 32 miles later in Ebensburg, Pennsylvania.”

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LEARN MORE





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 79% of our budget supports our Fire Hero Family and Fire Service Programs.** In 2021, we were proud to earn a Platinum Seal of Transparency rating from GuideStar and our sixth consecutive 4-star rating by Charity Navigator.

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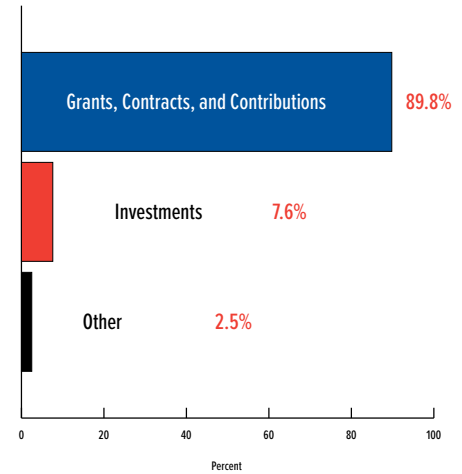
Coming from over a decade of law enforcement, I understand the tragedy that falls on families and friends when one is lost in the line of duty. It is outstanding to hear the direct impact my donation made, but more importantly it is outstanding that your Foundation does the tireless, and at times thankless, work it does. Thank you for the continued work of every single person at your Foundation in providing resources and scholarships!

”



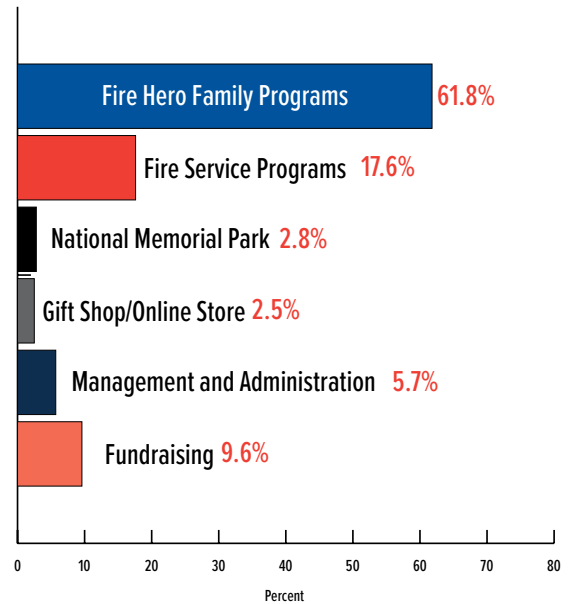
2021 REVENUE AND SUPPORT

Grants, Contracts, and Contributions	\$8,800,549
Investments	\$745,552
Other	\$249,430
Total	\$9,795,531



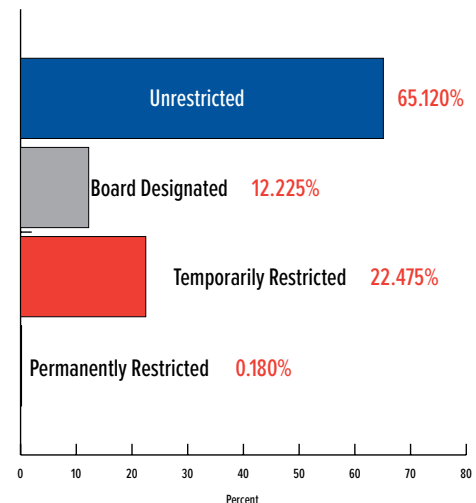
2021 PROGRAM EXPENSES

Fire Hero Family Programs	\$5,128,555
Fire Service Programs	\$1,458,773
National Memorial Park	\$232,227
Gift Shop/Online Store	\$209,557
Management and Administration	\$468,302
Fundraising	\$797,140
Total	\$8,294,554



2021 NET ASSETS

Unrestricted	\$9,044,782
Board Designated	\$1,697,943
Temporarily Restricted	\$3,121,622
Permanently Restricted	\$25,000
Total	\$13,889,347





NATIONAL FALLEN FIREFIGHTERS FOUNDATION

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 or visiting www.firehero.org/donate.*