



# NATIONAL FALLEN FIREFIGHTERS FOUNDATION

## 2014 ANNUAL REPORT





## A MESSAGE FROM THE CHAIRMAN OF THE BOARD

When a tragedy strikes in the community – day or night – firefighters respond without hesitation to protect and save the lives of others.

When tragedy strikes in the fire service – and a firefighter dies in the line of duty – the National Fallen Firefighters Foundation (NFFF) is there to assist and comfort the loved ones and colleagues of the fallen.

The United States Congress created the National Fallen Firefighters Foundation in 1992 to lead a nationwide effort to honor the memories of all U.S. firefighters – career, volunteer, wildland, military and contract – who died in the line of duty. In October 2014, the Foundation added the names of 98 firefighters who died in 2013 to the National Fallen Firefighters Memorial. These fallen firefighters included 10 from the West, Texas fertilizer explosion, 19 from the Yarnell, Arizona wildland fire, as well as nine who died in previous years.

Beyond the Memorial Weekend, the NFFF offers assistance through the Survivors Network, conferences and workshops. The Foundation also provides college scholarships for spouses, partners, children and step children to help them fulfill dreams that may otherwise be abandoned. In 2014, the Scholarship Committee selected 78 scholarship recipients--67 children, 3 stepchildren, and 8 spouses.


Over the years, we have realized that the best way to honor the fallen and support their families is to work with the entire fire service to reduce line-of-duty deaths and injuries. In March, we convened TAMPA 2, “Building for the Future,” to assess the progress made from the first summit in 2004 and evaluate the 16 Firefighter Life Safety Initiatives. More than 300 fire service leaders and industry partners gathered to maintain the momentum generated 10 years ago and build a strategic plan for a safer and healthier fire service.”

As a result, the Foundation launched an education campaign titled “New Goals: So Everyone Goes Home® to further reduce line-of-duty deaths by reinforcing the practical messages of the 16 Firefighter Life Safety Initiatives.” As we look to the future, the National Fallen Firefighters Foundation will rely on input from the survivors to develop

and expand programs that support their needs as they continue to rebuild their lives. We will collaborate with industry leadership to sponsor educational materials, meetings and summits, and provide training to reduce line-of-duty deaths and injuries. And we will support research to examine issues such as coronary heart disease, stroke and cancer prevention, and behavioral health.

Even one firefighter lost in the line of duty is unacceptable. While the number of line-of-duty deaths continues to decrease, some incidents beyond anyone’s control will result in firefighters dying while serving their communities. Our dream is to make sure that we do everything humanly possible to reduce that number drastically. Therefore, the National Fallen Firefighters Foundation stands ready to respond and fulfill our mission.

Thank you for your dedicated support, generosity and tireless efforts to aid us in our mission. Join us in our dream of the day when no firefighter has to lose their life in the line of duty.



Dennis Compton





## MISSION STATEMENT

Our mission is to honor and remember America's fallen fire heroes, to provide resources to assist their survivors in rebuilding their lives, and work within the Fire Service Community to reduce 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, donations from individuals, organizations, and corporations fund the Foundation's programs.



# NATIONAL FALLEN FIREFIGHTERS FOUNDATION

## 2014 ANNUAL REPORT

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# SURVIVOR PROGRAMS



## HONORING THEIR FIREFIGHTERS

On October 11-12, the National Fallen Firefighters Memorial Weekend honored 97 firefighters who died in 2013 and 9 from previous years. On Sunday, more than 5,000 family members, fire service personnel, government officials, and dignitaries honored the fallen at the National Fallen Firefighters Memorial Service.

## FINDING A NETWORK OF PEERS

The Fire Service Survivors Network is a group of family members of fallen firefighters who provide peer support to newly bereaved families. In 2014, 115 survivors were matched with Network members who provided emotional support and information.

## GUIDING CHILDREN THROUGH THEIR GRIEF

Hal Bruno Camps for Children of Fallen Firefighters provide an opportunity for children to network, make friendships with others who have experienced a similar loss, and learn skills to help them cope with grief.

# SUVIVOR PROGRAMS

## ASSISTING FAMILIES AND CO-WORKERS

## GIVING TOOLS TO RE-BUILD

A Fire Service Survivors Conference was held on May 4-7 in Clayton, MO. There were 135 survivors of fallen firefighters who attended a variety of grief and life skills workshops and peer support groups.

## REACHING OUT TO SURVIVORS

The NFFF sent information about grief and survivor programs to 57 survivors who will be honored during the 2015 National Fallen Firefighters Memorial Weekend. 3,729 survivors received remembrance cards sent by 135 members of the Network on the anniversary of their firefighter's death.

## GETTING THROUGH THE HOLIDAYS

The holidays can be particularly difficult for our families, and the NFFF wants them to know that they and their loved ones are always remembered. Trees were decorated with ornaments made by family members in honor of their loved ones and a special tree lighting ceremony was held.



## SUPPORTING EDUCATIONAL DREAMS

The Foundation offers financial assistance for post-secondary education and training to spouses, life partners, children and stepchildren of firefighters honored at the National Fallen Firefighters Memorial. In 2014, the Scholarship Committee awarded 78 scholarship recipients--67 children, 3 stepchildren, and 8 spouses.

## PROVIDING GRIEF RESOURCES

*The Journey*, a special publication written by survivors for survivors, is issued bi-monthly. The quarterly newsletter, *Facing Tomorrow Together*, contains information on survivor and fire service programs and is sent to more than 4,000.

## OUTREACH TO SURVIVORS

Initial packages of information regarding grief and survivor programs were sent to 57 survivors of firefighters who will be honored during the 2015 National Fallen Firefighters Memorial Weekend.

Survivors sent Remembrance cards to families of other fallen firefighters near the anniversary date of each firefighter's death. Network members wrote personal messages and mailed a specially-designed card to other survivors to arrive immediately before the anniversary date. During this reporting period, 3,729 survivors received cards sent by 135 members of the Fire Service Survivors Network. The members sending cards included spouses, mothers, sisters, daughters, brothers, fathers, and sons of fallen firefighters.

The Foundation provides grief brochures to families at no charge. There were 311 grief brochures sent to survivors in 11 states— California, Colorado, Indiana, Kentucky, Maryland, Massachusetts, New Jersey, New York, Tennessee, Texas, and Virginia.

In response to requests for assistance from 30 family members, the Foundation's grief specialist contacted the family to determine the services needed—often the widows are concerned about how their children are dealing with the loss or they need help themselves. Research was conducted on local counseling services, and they were provided information about the family's needs. That information was then provided to the family, with follow-up by the Foundation to see if further assistance was needed.

Conducted outreach to all fire service survivors through the Fire Service Survivors Network, Facebook, a survivor newsletter, special publications and mailings, and the Foundation's website.

The quarterly newsletter, *Facing Tomorrow Together*, contains information on survivor and fire service programs and is sent to more than 4,000. Examples of topics:

- Honor Guard Activity
- Life Safety Initiatives
- NFFF Board and Advisory Committee Members
- Chicagoland Golf Tournament and Fundraising Events
- Holiday Trees in Honor of Fallen Firefighters
- Survivors Helping the NFFF
- Tampa 2 Summit
- Congressional Flag Presentation Ceremony

*The Journey*, a special publication written by survivors for survivors, is issued bi-monthly. The articles covered the following topics:

- 2014 – The Year Ahead
- Hal Bruno Camps for Children of Fallen Firefighters
- Secondary Loss
- Sibling Grief
- Adult Children's Grief
- Young Children's Grief





## FIRE SERVICE SURVIVORS CONFERENCE

The Fire Service Survivors Conference was held on May 4-7 in Clayton, Missouri. There were 135 survivors of fallen firefighters, along with an additional 45 fire service members who assist the Foundation with LAST and 15 advocates for the Everyone Goes Home® program in attendance. Survivors attended a variety of grief and life skills workshops and peer support groups led by survivors. Fire service members attended a session on the Public Safety Officers' Benefits Program, and the advocates met to discuss firefighter fatality prevention programs.

## HAL BRUNO CAMPS FOR CHILDREN OF FALLEN FIREFIGHTERS

In response to requests from parents for assistance with grieving children, the Foundation provided the Hal Bruno Camps for Children of Fallen Firefighters weekend bereavement camps. Camps are provided free of charge, and the Foundation helps campers and parents with travel expenses. The camps provide an opportunity for children to network, make friendships with others who have experienced a similar loss, and learn skills to help them cope with grief.

Thirty-three children attended the camp for ages 7-17 that was held August 2-4 in Eureka, Missouri. Eight children attended the camp for ages 4-6 that was held June 20-22 in Orlando, Florida. Fire service volunteers served as Big Buddies and assisted with activities at camp.

During the camp, parents were provided information on how to deal with a grieving child and how grief affects children differently as they age.

## SCHOLARSHIPS

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

The Scholarship Committee selected 78 scholarship recipients--67 children, 3 stepchildren, and 8 spouses.

### For the 2014-2015 academic year

- The Foundation, along with a very generous donation from the Motorola Solutions Foundation, awarded \$203,523 to 78 recipients.
- ICMA-RC awarded \$15,000 to 15 recipients.
- Global Health & Safety awarded 2 \$2,000 scholarships and 2 \$3,000 scholarships for a total of \$10,000.
- NASFM's awarded \$1,000 scholarships to 10 recipients.
- The College Board made a pledge of \$50,000 towards the scholarships to be distributed over the course of 5 years beginning this year.
- The Steel Family Charitable Foundation, Inc. awarded 4 \$500 scholarships.
- The Foundation and its partners combined awarded \$248,523.

Scholarship recipients were from 31 different states. New York had the greatest number of recipients with 20, and California came in second with 6 recipients. Recipients are attending institutions in 34 different states. The scholarship recipients include 30 survivors of volunteer firefighters, and 48 survivors of career firefighters.

## CONGRESSIONAL FLAG PRESENTATION CEREMONY

For the first time, the nation's annual tribute to its fallen firefighters began against the background of the United States Capitol. On September 10, leaders of the Congressional Fire Services Caucus presented 107 American flags flown over the U.S. Capitol to the National Fallen Firefighters Foundation. These flags were then given to surviving family members at the National Fallen Firefighters Memorial Service.

During the event, fire caucus leaders delivered remarks honoring the sacrifices made by the fallen heroes. Fire service honor guards conducted a flag-folding ceremony, and the flags were placed into special cases. They were then transported on a fire engine escorted by a motorcade to the National Fallen Firefighters Memorial Chapel where they were held until the Memorial Weekend.

## NATIONAL FALLEN FIREFIGHTERS MEMORIAL WEEKEND

On October 11-12, the National Fallen Firefighters Memorial Weekend honored 97 firefighters who died in 2013 and 9 from previous years. The Foundation assisted immediate family members by providing lodging, meals, and assistance with airfare. Friday was Family Day with 538 family members participating in various activities in remembrance of their loved ones. Family members made Memory Boxes, signed a Remembrance banner, and made rubbings of the names of the fallen firefighters. Small Group Sessions were attended by 244 family members based on their relationship to the fallen firefighter—fathers, mothers, spouses, daughters, sons, sisters, brothers, chiefs, and coworkers.

A Candlelight Service with beautiful music and lighting of luminaries in honor of the firefighters was held on Saturday evening. The luminaries were created by the children of the fallen firefighters. Musical selections and tributes were made to the fallen firefighters and their families.

On Sunday, more than 5,000 family members, fire service personnel, government officials, and dignitaries honored the fallen at the National Fallen Firefighters Memorial Service. A Presidential wreath was placed at the Memorial, and the bronze plaque with the names of the fallen firefighters was unveiled. During the service, the name of each fallen firefighter was read. Families were presented with a red rose, an American flag flown over the Capitol and the National Fallen Firefighters Memorial, and a badge in honor of their loved one.



## HOLIDAY TREE LIGHTING

The holidays can be particularly difficult for our families, and the NFFF wants them to know that they and their loved ones are always remembered. On December 10, the Survivor Tree Lighting and Open House was held in the National Fallen Firefighters Memorial Chapel. Trees were decorated with ornaments made by family members in honor of their loved ones. Survivor Linda Buckel shared her story about her husband, Pete, and placed an ornament in his memory. Local students provided musical entertainment with a vocalist and bell choir. In attendance were survivors from Maryland, Ohio, Pennsylvania, and New York.





# FIRE SERVICE PROGRAMS



## FOCUSING ON TRAINING AND SAFETY

Approximately 50 fire service safety and training officers, representing the nation's largest metropolitan, suburban, and combination departments gathered in Philadelphia, PA for presentations and discussions related to the latest research in firefighter health and safety.

## IDENTIFYING AREAS FOR GROWTH

Since its launch in June 2014, more than 900 departments have signed up to conduct an online risk assessment through the Vulnerability Assessment Program (VAP). VAP can identify vulnerabilities that could lead to a firefighter injury or fatality and recommend solutions to reduce or eliminate risk.

## SUPPORTING THOSE WHO ANSWER THE CALL

Stress First Aid courses more than doubled in 2014, 452 students received training with a potential reach of over 28,000. A report on the Second Fire Service Suicide and Depression Summit was released in 2014 to help fire service organizations develop and evaluate prevention and intervention materials.

# FIRE SERVICE PROGRAMS

## ASSISTING DEPARTMENTS & PREVENTING LODDS

## RENEWING THE COMMITMENT TO THE FIRE SERVICE

The second Fire Service Life Safety Summit (TAMPA 2) was held on March 10-12, 2014 to assess how far the fire service had come in implementing the Initiatives and achieving LODD reduction goals in 10 years. TAMPA 2 brought together more than 300 fire service leaders from across 43 states, with an added focus on the company officer/crew boss and the next generation of leadership.

## USING TECHNOLOGY TO ENHANCE SAFETY

The NFFF convened a meeting of 35 incident commanders to assess the use of tablets and software applications for ICS operations on the fireground. A report addresses the use of technology to support command processes including accountability, tracking of assignments, and decision-making functions.

## DEVELOPING GOALS AND ADVOCACY

For two days, 45 advocates gathered to prioritize goals for the upcoming year. Training gave them advocacy tools including: crafting a winning message, working with the media, and best practices for speaking to legislators.

## EXPANDING LEARNING OPPORTUNITIES

In 2014 the following programs were launched on FireHeroLearningNetwork.org including: Stress First Aid for Fire and EMS Personnel, regional rollouts of the online training programs for Florida and Texas, and a set of operational checklists for custom download by the end user.

## ASSISTING DEPARTMENTS AFTER A LODD

Local Assistance State Teams (LAST) comprised of volunteers from the fire service offers assistance with the funeral and filing of paperwork for Public Safety Officers' Benefits. Assistance was provided by LAST for 82 firefighter fatalities, 17 EMS fatalities, and 6 law enforcement fatalities during 2014.





## THE 2014 FIREFIGHTER LIFE SAFETY SUMMIT

The second Fire Service Life Safety Summit (TAMPA 2) was held on March 10-12, 2014, in Tampa, FL. As the 10-year anniversary of the first Tampa summit neared, it became clear that it was time to assemble again, to assess how far the fire service had come in implementing the Initiatives and achieving LODD reduction goals. It was also the appropriate time to ask whether the 16 Firefighter Life Safety Initiatives, created 10-years before, are still applicable to develop priorities and strategies for the next 10 years. TAMPA 2 brought together fire service leaders from across the industry, with an added focus on the company officer/crew boss and the next generation of leadership. In the end, an action report containing hundreds of suggestions regarding the 16 Initiatives and ten emerging hot topics were put forward. Reports from both Firefighter Life Safety Summits (and other research events) may be reviewed at <http://www.everyonegoeshome.com/resources/everyone-goes-home-firefighter-life-safety-summit-reports/>

## THE VULNERABILITY ASSESSMENT PROGRAM (VAP)

The VAP became available to fire departments across the nation on March 2014. The VAP is an on-line risk assessment tool that can be used by fire departments to identify vulnerabilities in many areas. The VAP has the capacity to detect existing risks within a fire service organization that could lead to a firefighter injury or fatality and to recommend, whenever possible, low or no-cost solutions to reduce or eliminate those risk factors. This

project was developed by the NFFF with help from the United States Fire Administration (USFA), and is made possible exclusively through the generous financial support of Honeywell. The VAP is composed of three parts:

1. A profile
2. The VAP assessment tool
3. A community survey

All three sections must be completed for a department to receive access to resources. All materials are password protected and confidential. To become a VAP department, or to just learn more about it, visit the website at: [www.fireVAP.org](http://www.fireVAP.org).

## 2014 SAFETY/TRAINING OFFICERS' NATIONAL SUMMIT

In May, the NFFF brought together safety and training officers from across the nation to the National Constitution Center in Philadelphia for two days of presentations and discussions related to the latest research in firefighter health and safety. Approximately 50 fire service officers, representing the nation's largest metropolitan, suburban, and combination departments attended the event. The Summit was funded by FEMA's Assistance to Firefighters Fire Prevention and Safety grants program. Topics covered during the Summit included firefighter cancers; cultural factors that affect safety at the department level; the NIST/UL study on fire behavior and ventilation; USFA-supported research; outcomes from Tampa2; and an overview of the NFFF's Firefighter Life Safety Initiative 13 programs, including Stress First Aid for Fire and EMS Personnel.

## LOCAL ASSISTANCE STATE TEAMS

The Foundation has established Local Assistance State Teams (LAST) comprised of volunteers from the fire service in each state. When a firefighter fatality occurs, the LAST contacts the fire department and offers assistance with the funeral and filing of paperwork for Public Safety Officers' Benefits. Assistance was provided by LAST for 82 firefighter fatalities, 17 EMS fatalities, and 6 law enforcement fatalities during 2014.

Four LAST classes were delivered in South Carolina, Michigan, and Oregon to a total of 97 fire service personnel.

## INCIDENT COMMAND OPERATIONS AND ACCOUNTABILITY CONFERENCE

From June 22-24, the NFFF convened a meeting of 35 incident command officers in Monterey, California, to assess the use of tablets and software applications for ICS operations on the fireground. During the meeting, officers participated with command simulation exercises using both traditional methods and new technologies. The resulting report, available on [www.everyonegoeshome.com](http://www.everyonegoeshome.com), addresses the use of technology to support command processes including accountability of personnel, tracking of assignments, location, function by operating unit, time tracking of operating unit activity by responding unit and command decision-making functions including command checklists and assignment of two way communications resources (i.e. radio channels, cell phones, mobile computers, etc.). This event, as well as future related projects, support Firefighter Life Safety Initiative 8-utilize technology wherever it can produce higher levels of health and safety.

## 2014 EVERYONE GOES HOME® ADVOCATE SUMMIT

The 2014 Everyone Goes Home® (EGH) Advocate Summit was held in Scottsdale, Arizona. For two days, 45 EGH Advocates from around the country participated in workshops and trainings, heard presentations from NFFF staff and national health and safety experts, and networked with peers. An Advocate Action Plan was also reviewed, amended and approved at the meeting, prioritizing program goals for the upcoming year. A key priority for Advocates in 2015 is to encourage the inclusion of the 16 Firefighter Life Safety Initiatives into Fire Academy curricula and certification standards at the state level. A video presentation, by renowned media trainer Brad Phillips, provided attendees with a timely toolkit, covering all aspects of advocacy from crafting a winning message and working with the media. This meeting was held prior to the 2014 FDSOA Annual Safety Forum so that Advocates could extend their stay and attend the Forum. They were also offered the opportunity to sit for the accreditation exams to become certified as either/ both an Incident Safety Officer or Health and Safety Officer.







# TRAINING AND EDUCATION

## **FIRE HERO LEARNING NETWORK**

In 2014 the following programs were completed and placed on the Fire Hero Learning Network, the online training website of the NFFF:

- “A cadre of “Operational Checklists,” which outline the various components of emergency responses can be downloaded and customized by the end user.”
- “Stress First Aid for Fire and EMS Personnel” a one-hour program to help understand stress and recognize how to assist.

Other milestones related to the on-line training network include a two regional rollout of the on-line training programs. The rollouts conducted in Texas and Florida occurred in February 2014. The learning network has 25,000 users with Texas and Florida making up nearly 75% of the users.

## **TAKING CARE OF OUR OWN® (TCOOO)**

Taking Care of Our Own® is training for senior fire officers to enable departments to deal with a line-of-duty death and to provide assistance to the families of fallen firefighters and their coworkers. In 2014, there were four trainings delivered to 180 fire service officers in Idaho, Maryland, Pennsylvania, and Wyoming. This program is also available on-line on the Fire Hero Learning Network.

## **TRAINING PROGRAMS DEVELOPED**

A 90-minute module was developed for training those responding to possible violent incidents and how to protect themselves. In 2014, the Foundation provided program presentations on this in Florida, Louisiana, Michigan, Iowa, Texas, Virginia, Arizona, Maryland, Indiana, South Carolina, Alabama, New Hampshire, Maine, and on a Military Base in Romania.

## **STATE MEMORANDUMS OF UNDERSTANDING (MOU)**

Formal agreements were made with the State Fire Training Agencies in Illinois, New York, Texas, New Jersey, Louisiana, and Oklahoma in 2014. Other states that completed the MOU previously were Alabama, Iowa, Maine, Maryland, Missouri, New Hampshire, and Oregon. These states provide the training programs of the Foundation on our behalf.

## **TRAINING VIDEOS**

The Foundation completed three training videos: Denver Fire Department: Leadership So Everyone Goes Home; Wildland Firefighting: Everyone Goes Home; and Charleston 9: The Ultimate Sacrifice. All the Foundation’s training videos are available on youtube.com and/or the Fire Hero Learning Network.

## **TRADE SHOWS**

The NFFF was well-represented at industry Trade Shows in 2014. Specifically, behavioral health and VAP presentations were made at: Fire Rescue International (FRI), Firehouse WORLD, Firehouse EXPO, Fire Department Instructors Conference (FDIC), and Metro Chiefs.





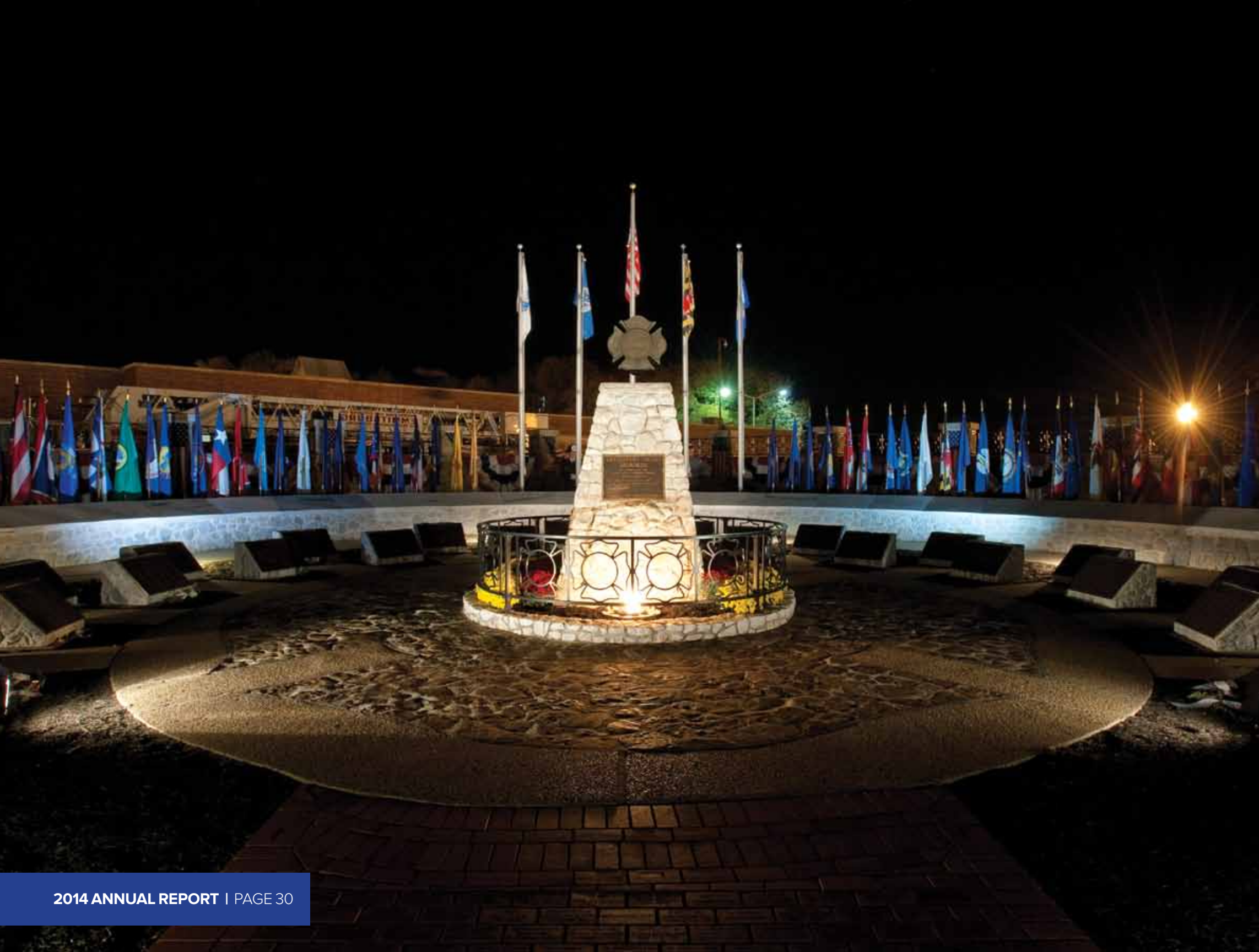
## SUICIDE SUMMIT REPORT

The Second Fire Service Suicide and Depression Summit: Generating Strategies and Materials to Support Suicide Prevention and Intervention in the Fire Service was held at the National Fire Academy (Emmitsburg, MD) in late 2013, and the report was published in 2014. Over fifty fire service leaders gathered to develop an 8-point action plan to further advance work begun at the first suicide prevention summit held in 2011. As industry awareness about suicide has grown, so has the need for fire service specific prevention and intervention materials. With publication of this second report, the NFFF has stepped forward to help fire service organizations develop, disseminate, implement, and evaluate the best evidence supported practices to assist them in protecting the health, safety, and well-being of our nation's first responders and their families. Material from both summits and this report can be found on the <http://FLSI13.everyonegoeshome.com> website.

## BEHAVIORAL HEALTH TRAINING

Stress First Aid courses more than doubled in 2014 from 8 departments receiving training to twenty. Among these departments, 452 students received training with a potential reach of over 28,000. An on-line version that began in 2014 should increase these numbers considerably. The on-line versions of Curbside Manner: Stress First Aid for the Street and After Action Review, have been visited nearly 6,000 times. As well, over 5,000 mental health practitioners completed the Helping Heroes on-line course which is managed by the NFFF in conjunction with the subject matter experts at the Medical University of South Carolina. To learn more about NFFF Behavioral Health training opportunities, please visit [www.everyonegoeshome.com/training/](http://www.everyonegoeshome.com/training/).





# NATIONAL FALLEN FIREFIGHTERS MEMORIAL PARK

The walkway between the Memorial and the Chapel is now filled with engraved pavers. We are currently filling section 34 of the Walk of Honor®, located between the Chapel and the cafeteria.

There are currently 12,178 engraved/purchased bricks placed into the Walk of Honor®.

This year the Foundation presented sponsor bricks to our golf and stair climb sponsors, as well as the TAMPA2 sponsors who donated \$2500 or more. In 2015 a special section of more than 100 bricks honoring participants of the World Police and Fire Games will be placed.

## PROJECT ROLL CALL

The Foundation continues to progress on Project Roll Call. This project was initiated in order to identify and honor firefighters who died in the line-of-duty prior to 1981. As the Memorial was built in 1981, the names of those listed there begin with those who died in the line-of-duty starting with that year. The Foundation will honor the pre-1981 firefighters on our website and in the National Memorial Park in Emmitsburg, Maryland. Our goal is to provide an avenue for fire service families and departments to submit a profile of a loved one or colleague who made the ultimate sacrifice prior to 1981.





# DEVELOPMENT





In 2014, Corporate Relations supported the fundraising efforts of the Corporate Advisory Committee by sharing innovative ideas on sustaining income resources and developing new relationships within the corporate world.

Annual events, such as the three NASCAR Firefighter Appreciation Day races and the Stop, Drop, Rock n Roll Auction continued to allow the fire service and our corporate partners to raise funds necessary to support the many programs for survivors.

### 9/11 STAIR CLIMBS

The NFFF started the 9/11 Stair Climbs five years ago. In 2014, there were 40 stair climbs across the country and one in southeast Asia, coordinated by local fire departments, the military, businesses, national trade shows and the NFFF. There were over 7,850 climbers raising \$327,510 for the FDNY Counseling Services Unit and the NFFF.

### GOLF TOURNAMENTS

Over the last twelve years, the Golf Tournament program has raised more than \$3,000,000 to provide services to the survivors of fallen firefighters. In 2014, 27 golf tournaments were held, 3700+ golfers participated, and approximately \$350,000 was raised for the NFFF.

However, Golf Tournaments are more than just another charity golf tournament--they are also an important venue for sharing the message and the mission of the NFFF at the community level. Maintaining a focus on the mission of the NFFF has helped to turn our tournaments into a day of fun and fellowship on the golf course, remembering the fallen and raising funds for their survivors. Each of these events is coordinated by a local volunteer, many of whom are already connected to the Foundation in some way—as EGH Advocates, Memorial Weekend volunteers or family escorts, or are themselves survivors, the family members or coworkers of a fallen firefighter. Coordinators welcome the participation of survivors at their tournaments—as speakers, volunteers, golfers, or to attend a statewide survivor conference and/or the awards dinner.

### 4-STAR CHARITY NAVIGATOR RATING

Charity Navigator, the nation’s premier charity evaluator, awarded their coveted 4 out of 4-Star rating to the NFFF for the second consecutive year. Only 19% of organizations rated by Charity Navigator have received at least two consecutive 4-Star evaluations.







## MARKETING AND COMMUNICATIONS

## MARKETING AND COMMUNICATIONS

One of the most important elements in fulfilling our mission at NFFF is communications. Our message must reach survivors, firefighters and the public. Getting the word out throughout the year is crucial in honoring the fallen, keeping firefighters safe and finding support for our work.

The ever-changing communications landscape has impacted how all of us get news and information. The National Fallen Firefighters Foundation has changed with it. We've added new social media platforms, while still focusing on more established applications and traditional media. In 2014 Pinterest and Instagram were added to Facebook, YouTube, Twitter and LinkedIn as ways to transmit NFFF news and images. Our social media engagement continued to grow significantly throughout the year.

For the 2014 Memorial Weekend our Communications and Marketing team was once again joined by an ever-growing group of volunteers focused on sending out news of the weekend far and wide. For the eighth year, both the Candlelight Service and Memorial Service were streamed so survivors and friends who couldn't make it to Emmitsburg were able to view the ceremonies live. For the second year, our partner VISTA Worldlink, with a generous donation of equipment, facilities and expertise handled the live-streaming and satellite transmissions. This allowed news websites and TV stations around the world to share the events with the fire service and the general public.

Getting the public to honor the nation's firefighter heroes is the goal of Bells Across America For Fallen Firefighters. In its fourth year, the program saw continuing growth in the number of community groups pausing to honor the fallen during Memorial Weekend.

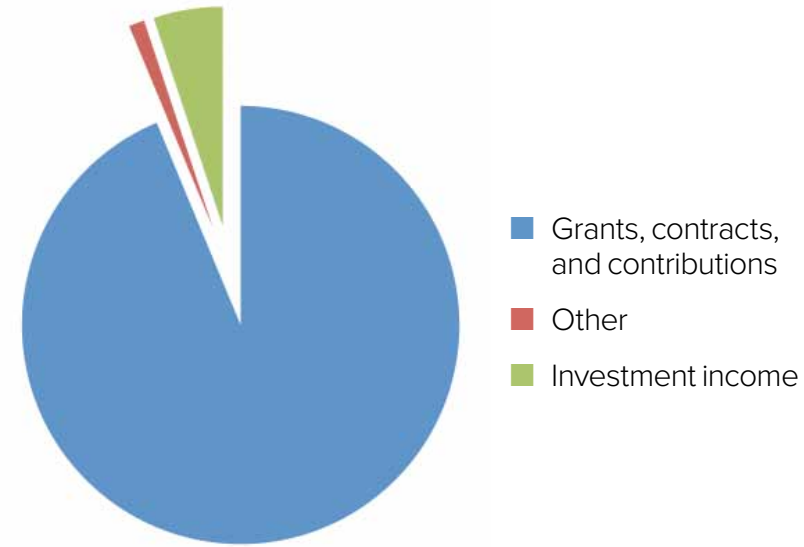
NFFF has long believed a key to reducing firefighter deaths and injuries is getting training materials and important messages in front of the firefighters and company officers staffing the thousands of fire departments around the country. That focus resulted in the most viewed video in the history of the Foundation. "New Goals", produced in 2014 with the Kentland Volunteer Fire Department in Prince George's County, Maryland, has been seen almost 350,000 times. It concentrated on important firefighter safety issues that came out of the Tampa 2 Summit.

The [Firehero.org](http://Firehero.org) and [EveryoneGoesHome.org](http://EveryoneGoesHome.org) websites, re-designed in 2014, are now more user friendly for those using smart phones and tablets. The websites remain the main point of entry for learning more about all NFFF has to offer and those interested in supporting our mission."



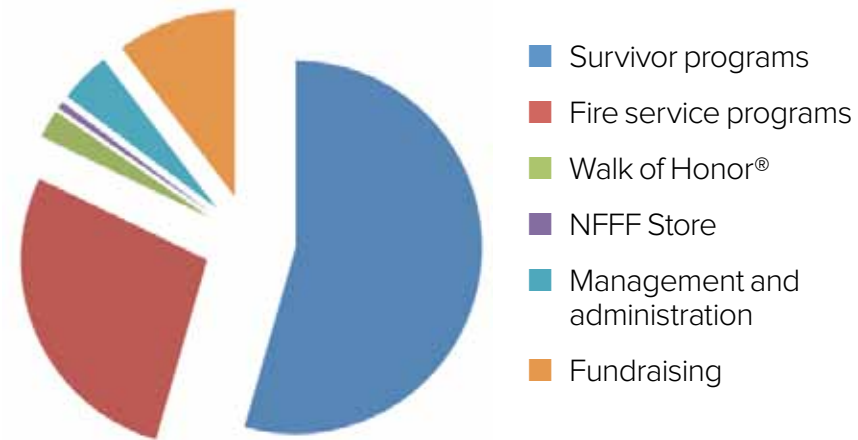


## YEAR END FINANCIALS



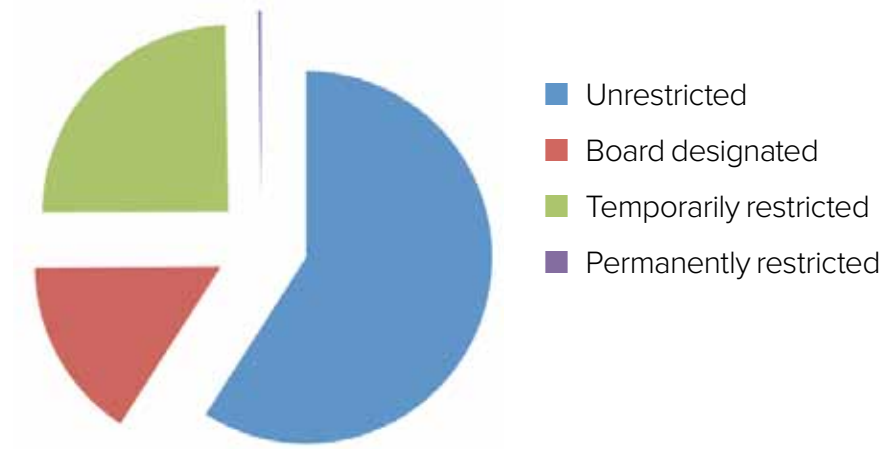
### 2014 REVENUE AND SUPPORT

Grants, contracts, and contributions	6,001,246
Other	74,146
Investment income	329,023
<b>Total</b>	<b>6,404,415</b>



### 2014 PROGRAM EXPENSES

Survivor programs	3,408,475
Fire service programs	1,735,302
Walk of Honor®	153,308
NFFF Store	37,666
Management and administration	278,433
Fundraising	629,997
<b>Total</b>	<b>6,243,180</b>



### 2014 NET ASSETS

Unrestricted	5,642,536
Board designated	1,496,819
Temporarily restricted	2,290,025
Permanently restricted	25,000
<b>Total</b>	<b>9,454,380</b>

## NFFF BOARD OF DIRECTORS

**Chief Dennis Compton - Chairman**

Fire Chief, Retired

**William Webb - Vice Chairman**

Congressional Fire Services Institute

**Seth Statler - Treasurer**

NASA

**Vina Drennan - Secretary**

Fire Service Survivor

**Mary Bynum**

State Farm Insurance Companies

**Deputy Chief William Goldfeder**

Loveland-Symmes Fire Department

**Chief Charles Hood**

San Antonio Fire Department

**Troy Markel**

VFIS

**Chief Leonard King**

Maryland Fire Service

**Mark Moon**

Motorola Solutions

**Harold Schaitberger**

International Association of Fire Fighters

**Chief Philip Stittleburg**

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