

ANNUAL REPORT

2017-2018





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MISSION

The California Fire Foundation, a non-profit 501(c)(3) organization, provides emotional and financial assistance to families of fallen firefighters, firefighters and the communities they protect. Formed in 1987 by California Professional Firefighters, the California Fire Foundation's mandate includes an array of survivor and victim assistance programs and community initiatives:

CALIFORNIA FIREFIGHTERS MEMORIAL

The Foundation designed, built and maintains this unique memorial to fallen firefighters at the State Capitol in Sacramento. Every year, the Foundation holds a special, annual ceremony to commemorate the bravery of those who lost their lives in the line of duty.

SUPPORTING FIREFIGHTERS AND THEIR FAMILIES

The Foundation provides emergency support and resources to departments and families of firefighters who lose their lives in the line of duty, and provides educational assistance to the children of fallen firefighters through the Daniel A. Terry Scholarship program.

VICTIM ASSISTANCE

The Foundation is at the forefront of supporting fire victims, families and communities, through Supplying Aid to Victims of Emergency (SAVE) and long-term recovery programs. The California Firefighters Benevolent Fund was established in 2018 to support to firefighters and their families displaced or impacted by fires or natural disasters.

COMMUNITY IMPROVEMENT

The Foundation offers information about public safety and public outreach and education about fire safety and disaster response issues, especially to at-risk communities, and works with funding partners to provide fire prevention and improvement grants to communities facing fire risk.



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CALIFORNIA
FIREFIGHTERS
MEMORIAL

A MESSAGE FROM THE CHAIR

For the better part of the last decade, we Californians have seen our state increasingly been victimized by catastrophic wildfires that have transformed whole communities touched by its devastation. In 2017, it seemed nothing could be more devastating than the North Bay Firestorm, which killed many and left thousands stranded. Then came 2018, which brought, among other things, the deadliest and most destructive fire in California history — the Camp Fire, which wiped an entire community off the map.

During these desperate times, Californians look to the “helpers” — the men and women on the front lines whose mission is to run into danger as others flee from it. It is in these moments that the importance of the California Fire Foundation is most keenly seen, and its impact most profoundly felt.

In these two most devastating years, the Foundation's Supplying Aid to Victims of Emergency (SAVE) program offered a small but important lifeline to those stricken not only by wildfire but by any major fire or disaster. Working directly with firefighters and fire departments, SAVE provides immediate on-the-spot cash aid to those who have lost homes. Few sights have been as moving as seeing families that have lost everything expressing tearful gratitude for a gift card that will mean they can eat that night, or find shelter or get diapers for the baby.

In 2018, the Foundation also established the California Firefighters Benevolent Fund, to help firefighters who suffered fire losses even as they were working to protect the lives and property of others.

Another sobering fact of catastrophic fires is that some of our bravest may not make it home. The Foundation's historic commitment as a support system for our firefighter family has never wavered. At the annual California Firefighters Memorial Ceremony, firefighters and families gather to remember those who have fallen in the line of duty, as we perform the sad ritual of engraving new names to the polished limestone walls of the California Firefighters Memorial in Sacramento.

Because of the immeasurable grief and financial hardship one experiences when a loved one dies in the line of duty, the California Fire Foundation continues its tradition of offering financial assistance to fallen firefighter families. Through its Daniel A. Terry Scholarship Program, the Foundation has provided dozens of children of fallen firefighters college scholarships, helping them on their path to a bright future.

As Chair of the California Fire Foundation, I am proud to be a part of this noble mission. We will continue to be there for all those who are touched by fire and other natural disaster, a beacon of light and hope through even the darkest times.

Brian K. Rice
Chair, California Fire Foundation



"To be able to hand people this amazing gift so they can buy gas or get a hotel room was such a simple gesture but it meant so much After receiving the SAVE card we had people return to the FEMA center and stand in line for an hour just to thank us. The stories of gratitude were incredible"

- Ken Smith, fire captain, Chico Fire Dept.



A RAY OF HOPE IN DESPERATE TIMES

In 2017 and 2018, California faced a natural calamity the like of which it had never seen before.

In back-to-back years, catastrophic fires tore through heaping swatches of California's wildlands, leaving destruction and heartache in their wakes. In 2018 alone, more than 7,500 fires scorched nearly 1.6 million acres — the largest area of burned acreage recorded in California in a year.

For sheer ferocity, nothing could surpass the Camp Fire in the fall of 2018. The deadliest and most destructive wildfire in California history. Sparked by an electrical transmission fire, the 153,000 acre blaze entirely flattened the Butte County town of Paradise, a community of 25,000. In all, nearly 19,000 buildings were destroyed. Eighty-five lives were lost.

SAVE — the Foundation's Saving Grace

As residents left homeless by these disasters struggled to process their devastation, thousands of them found a thin ray of light toward the other side of their ordeal — the California Fire Foundation's **Supplying Aid to Victims of Emergency (SAVE) program**.

Established in 2014, SAVE was conceived as a way for firefighters to bring immediate relief to victims of fire or other natural disasters. Participating agencies provided immediate cash gift cards to eligible victims of fire and natural disasters so they may purchase basic necessities such as medicine, food or clothing. Over the course of its first four years, SAVE has helped more than 55,000 disaster victims with this direct financial relief.

The importance of SAVE was never more clearly demonstrated than in the aftermath of the Camp Fire. Working through incident command and local fire agencies, the Foundation established a distribution

point for those who'd lost their homes at the FEMA disaster center. Victims who'd lost homes received an on-the-spot SAVE card, valued at \$250.

More than \$2.6 million worth of SAVE cards were distributed to Camp Fire victims. The card amount — increased from its normal \$100 value thanks to the support of hundreds of donors large and small, who reached out to the Foundation.

California Rises

When the world wanted to help fire victims, they trusted the California Fire Foundation to get help to those who needed it. When the incoming governor was looking for a vehicle through which to allocate long-term recovery aid, the California Fire Foundation was there to answer the call.

In lieu of a traditional pre-inauguration ball, then Gov.-elect Gavin Newsom chose to host a benefit concert — **California Rises**. When announcing the event, Newsom named the California Fire Foundation as the fiduciary sponsor. Ultimately, the Jan. 2019 concert cleared nearly \$5 million to rebuild communities ravaged by the fires of 2017 and 2018.

Helping the Helpers

As California firefighters traversed the state to battle the raging flames, many were on the front lines even as their own families were being threatened or their homes were being lost. As the impact on our responders became clear in late 2018, the world again turned to the Foundation for a place to send help. The California Firefighters Benevolent Fund, a program of the California Fire Foundation, provide assistances and support to firefighters who are displaced or impacted by fire or natural disaster. Donations are tax-deductible and all proceeds collected in the fund will go to firefighters who have suffered fire or disaster losses.



Receiving the (Daniel A. Terry) scholarship has allowed me to more fully develop my academic passion in the field of chemistry and inspired me to further cultivate the career path I would like to pursue within the health science field. Thank you for inspiring me to continue to strive towards my professional aspirations and a rewarding pursuit of knowledge.

- Lauren McKnight, 2017 Daniel A. Terry Scholarship Recipient



A SOLEMN VOW TO OUR FIRE FAMILY

Whether on the job or off, firefighters are always there for each other a time of need. Nowhere is this vow truer than when a brother or sister falls in the line of duty. The California Fire Foundation is an anchor of support for families and colleagues of those who pay the ultimate price.

An Enduring Legacy

Every year, the California Fire Foundation offers financial assistance through the **Daniel A. Terry Scholarship** to help the children of fallen firefighters pursue their dream of attaining a college education. Named for CPF's president emeritus and founder of the California Fire Foundation, the Daniel A Terry Scholarships help these children cover the costs associated with today's higher education. With generous support provided through the Foundation's own California Firefighters Endowment, the scholarship is now renewable for up to four years, totaling \$8,000 in assistance.

California Last Alarm Service Team

For firefighters and families left devastated by the loss of a loved one in the line of duty, providing an appropriate remembrance can be overwhelming. The **California Last Alarm Service Team (Cal-LAST)** gives grieving families, firefighters and fire agencies a resource to help them honor the service of a fallen hero. In the aftermath of a line-of-duty death, Cal-LAST offers a coordinated team to help with everything from arranging a memorial to peer-to-peer support for bereaved families.

Family Support

The California Fire Foundation is committed to providing families with the support they need in the most trying of times. Each year, the Foundation updates and publishes a comprehensive Survivor Benefits Guide, a detailed accounting of resources available to families that have lost a loved one in the line of duty. In addition, the Foundation hosts a special gathering for the families of fallen heroes each year at the Memorial Ceremony, giving them a chance to share their experiences and heal together.

Daniel A. Terry Scholarship Recipients

2017

Alexander Dunn
Sarah Magallanes
Jessica Magallanes
Hayden Lawrence
Nicolas Bera
Jessica Urquiza
Lauren McKnight
Adam Harris
Dalton VanWormer

2018

Richard Moorman
Elizabeth Moorman
Grace Euerle
Maya Brosig
Lauren Murphy
Megan Shortt



HONORING OUR FALLEN

Since its inception in 1987, the California Fire Foundation has been the driving force honoring the legacy of those who have paid the ultimate price to protect our state.

The California Firefighters Memorial

The **California Firefighters Memorial** is a lasting tribute to the men and women who gave their lives to protect their fellow Californians.

Located on the grounds of the California State Capitol in Sacramento, this stunning memorial depicts the heroism of the profession and the anguish felt when a firefighter falls in the line of duty. The centerpiece of the California Firefighters Memorial is a stunning brushed limestone Memorial Wall with the names of more than 1,300 California firefighters who have died in the line of duty since 1850.

The California Fire Foundation raised more than \$2 million to construct and maintain the Memorial, much of those funds coming from firefighters themselves.

A Fitting Tribute to Uncommon Courage

In the autumn of each year, the **California Firefighters Memorial Ceremony** honors fallen firefighters and their families, and performs the sad task of adding new names to the Memorial Wall. In the ceremonies

of 2017 and 2018, families of the fallen, both past and present, gathered together, providing the kind of comfort that can only come from someone who has walked in their shoes.

Hundreds of uniformed firefighters joined these families in a ceremony that included a procession of uniformed firefighters, musical tributes and the presentation of flags to the family members. The Last Alarm mournfully tolled to remember those who are “going home.” A live stream of the event allowed firefighters and family members throughout the state to share in the commemoration.

The Pipes and Drums of the CPF

For the firefighter family, the pipes and drums are a tradition that dates back centuries. The tribute they provide plays an integral part in honoring the fallen. The Pipes and Drums of California Professional Firefighters is comprised of active and retired California firefighters. In addition to the annual Memorial Ceremony, they help loved ones grieve their losses in services throughout California.



WE WILL NEVER FORGET

The following firefighters' names were added to the California Firefighters Memorial Wall in 2017.

Leonard Nathan Winslow, Eureka
George Davis, Eureka
Raymond Bernard Somma, Eureka
Adolph Oss, Eureka
Robert Brown McGillivray, Eureka
Darwin John Vargas, CAL FIRE
Felix Medrano, San Jose
Jack Salois, San Jose
Timothy Joseph Hull, Corona
Wendy A. Cummings, Los Angeles City
Michael Scott Hallenbeck, USFS
Andrea Jean Gaxiola, San Diego
Reguberto J. Landeros, Fillmore
Darryle B. Prosser, Los Angeles City
Denise A. Elarms, San Francisco
Gerald Francis Hartman, Marysville
Ryan Stewart Osler, Ventura County
Christopher L. Cuzynski, San Gabriel
Patrick Silas Campbell, Ventura County Federal
Michael P. Reddy, Los Angeles City
Michael M. Moses, Santa Barbara City
Michael L. Heffner, Kern County
Richard D. Shaft, Montebello
Randy Albert Brunet, Corona
Sara Felix Thomas, CAL FIRE
Julie Anne Freeman, CAL FIRE
Jalal Eddine Aineb, San Francisco
Timothy Alan Anderson, Sac. County Airport
Jerome Anthony Boyd, Los Angeles City
Brian D. Massey, Kern County
Kelly Ka Lai Wong, Los Angeles City

The following firefighters' names were added to the California Firefighters Memorial Wall in 2018.

Joseph Edward Hunter, CAL FIRE
Lawrence E. Stewart, Lake Valley
John Robert Francois, CAL FIRE
Brandon Mitchell Underhill, Lake Valley
John Tennant, Pasadena
Jerold Albert Bonner, CAL FIRE
David Lee Gasperson, Salinas
Eric Jon Samuelson, Corcoran State Prison
William Stutzman, Richard J. Donovan Correctional Facility
Patrick Sean Higgins, Vallejo
Norman Wiles, Pasadena
David Campos, Riverside City
John Francis Rooks, Monrovia
Michael R. Spear, CAL FIRE
Paul J. Waite, Jr., Twain Harte
Edward Paul Clayton, CAL FIRE
David T. Moorman, Los Angeles City
Kenneth Ronald Anderson, Jr., Burbank
Clayton Charles Ogden, Santa Cruz City
Brent Michael Witham, USFS
Perry P. Choy, San Francisco
Mary K. Blaul, Orange County
Gary Dwayne Helming, USFS
Terry W. Smerdel, San Francisco
Lester Lee Webster, Garden Grove
Kevin Lee Ward, Redding
Stanford Alfred Simi, River Delta
André Sylvester Jones, Pasadena
Rich Hall, Menlo Park
Steve Holt, Hayward
Jeffery Ladd Timms, Redwood City
Linual Anthony White, Jr., Lompoc
Cory David Iverson, CAL FIRE
Richard Scott Schwingel, Rialto
George D. Gemind, Glendale
Trent Richard Lindholdt, Auburn
David Robert Rosa, Long Beach



REMEMBERING A FALLEN BROTHER

On June 25, 2018, Long Beach Fire Captain David Rosa was killed in the line of duty, shot while answering a pre-dawn fire call. At the 2018 California Firefighters Memorial Ceremony, Long Beach Battalion Chief, Jeff Hardin, offered this moving tribute to his fallen friend and colleague. loved one or colleague in the line of duty.

There is a saying that time heals everything and, while that is true, time also makes you forget a lot. The heroes we are honoring today and the ones before them are memorialized on the wall. They each have a unique story. Don't ever stop telling that story. Their personal characteristics and attributes live on by telling stories about them. They remind people who they are.

The story I'd like to tell you today is about Dave Rosa ... a Long Beach fire captain, a loving husband, father, son, who lost his life on June twenty-fifth of this year. This was a devastating blow to his family, his crew, our department, and the fire community. No one from our ranks could have ever imagined the circumstances that took place that day.

Dave became a Long Beach firefighter in 2001. He worked as a firefighter, paramedic, and engine company captain. Dave exemplified how a firefighter should be. He took pride in everything he did and, as a training captain teaching fire academies, he passed along all these traits to the recruits, or at least he attempted to.

Dave was a storyteller at work that made you laugh when you're worn out. He organized the annual Rosa family picnic. He was the handyman at work and at home. The son that popped in for dinner with his

parents. The coach, the umpire, the president of the baseball field, the guy always at the barbecue, but, most importantly, the loving husband of 19 years, father and son.

Each person that we're honoring today at this ceremony and every individual on this wall left a wake of memories as well as heartache. They would never choose to leave heartache or to hurt anyone, but it's a natural byproduct of the circumstance. With each gathering and event that we attend, you will notice that it's different. That laugh, the disagreement, the encouragement, the hug, that unique piece of the puzzle is missing.

All of us here today will always feel an emptiness but it's our job to comfort one another and remember what unbelievable people our loved ones were. They all pursued a dangerous profession that most people would rather not. But there's something each one of these individuals as well as many of you out here today share is that you always head towards the danger and you're not running away.

They're all truly heroes. Keep telling their stories. Keep laughing, keep talking about them, each one of them, continue bringing them up in conversations, and keep their memory alive.



SERVING OUR COMMUNITIES

For firefighters, service goes beyond just being there when duty calls. The California Fire Foundation is committed to helping our communities — especially underserved communities — be better prepared before fire or disaster strikes.

Firefighters On Your Side

As part of its mission to educate traditionally underserved communities, the Foundation has created a successful outreach program, **Firefighters On Your Side**. The program offers an array of important fire safety messages in a number of languages including English, Spanish, Mandarin and Tagalog. In 2017 and 2018, the commitment continued in partnership with major donors such as Pacific Gas & Electric and Southern California Edison, including successful “Prepare for Wildfire” and “Call Before You Dig” campaigns.

Community Safety Grants

In the aftermath of the 2018 wildfires, the Foundation began consulting with funding partners on a plan to make **wildfire safety grants** targeting areas of great risk and limited means. As the program matured in

2019, dozens of agencies benefitted from the fire safety grants, funded by PT&E and Southern California Edison.

FCTC Testing Scholarships

The Foundation believes that every person should have an equal opportunity to pursue employment within the fire service, regardless of their financial situation. With that in mind, the Foundation, through a partnership with the FCTC — the premier firefighter testing system — offers **FCTC testing scholarships**, grants covering all fees associated with both the Candidate Physical Ability Test (CPAT) and the FCTC written test to those who can demonstrate need. Through this effort, the Foundation is helping to foster a more effective and diverse fire service to better serve the needs of our communities.

HONOR



FIREFIGHTERS MEMO

2017 FINANCIAL SUMMARY

REVENUE

The California Fire Foundation is a tax-exempt 501(c)(3) nonprofit corporation. Support comes in the form of contributions from individuals, corporations, foundations and other organizations. The California Fire Foundation participates in various state-wide voluntary contribution programs such as the Firefighters License Plate Program and Income Tax Check-Off Program. Proceeds from the Tax Check-Off Program are earmarked for the California Firefighters Memorial in Capitol Park, helping fund the maintenance and repair of the Memorial for the thousands who visit each year, and the annual California Firefighters Memorial Ceremony. Funds also aid hundreds of surviving loved ones and comrades, including the publication of an informational guide detailing survivor benefits to assist the spouses and children of fallen firefighters. Proceeds from the Firefighters License Plate Program fund an array of survivor and victim assistance projects and community initiatives. The Firefighters License Plate has become a key trademark within the fire service. Accessible to active and retired firefighters, and soon to surviving family members, the sale of these plates provide support for the families of fallen firefighters tragically left behind.

Total revenue in FY2016 was **\$2,941,7000**. Total cash contributions in FY2016 were **\$1,650,779**. Out of the total cash contributions of **\$1,650,779**, contributions made to the California Firefighters Endowment accounted for **\$33,629**.

In FY2016, total Statewide Voluntary Contribution Program Revenue was **\$770,232**, including revenue from the Income Tax Check-Off Program for **\$108,013** and revenue from the Firefighters License Plate Program for **\$662,219**.

EXPENSE

The California Fire Foundation classifies expense in two primary categories: program expense and management/general expense. Total expense for FY2016 amounted to **\$2,330,242**.

PROGRAM EXPENSE

In FY2016, the California Fire Foundation spent **\$1,928,455** on program expense, representing **82.8%** of total expense. Program expense included costs for programs that directly benefit firefighters, their families and the communities that firefighters serve.

MANAGEMENT AND GENERAL EXPENSE

For FY2016, management and general expense totaled **\$74,818**, representing **3.2%** of total expense. This includes costs of staffing (other than program staff), facility, utilities, building maintenance and other costs from day-to-day operations of the California Fire Foundation.

FUNDRAISING EXPENSE

Fundraising expense in 2016 was **\$326,969**, representing **14.0%** of total expense.

AUDITED STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2017

YEAR ENDED DECEMBER 31, 2018

ASSETS

Cash and Cash Equivalents	\$ 1,526,418
Investments	673,243
Receivables	224,395
Other Assets	250,212
Property & Equipment, Net	4,433
Other Intangible Assets	12,152

Cash and Cash Equivalents	\$ 8,653,460
Investments	619,302
Receivables	216,155
Other Assets	873,593
Property & Equipment, Net	7,293
Other Intangible Assets	4,477

Total Assets **\$2,690,853**

Total Assets **\$10,374,280**

LIABILITIES AND NET ASSETS

Total Liabilities **\$ 166,086**

Total Liabilities **\$ 999,543**

Net Assets and Equity:

Unrestricted	795,540
Unrestricted Board Designated	864,568
Temporarily Restricted	864,659

Net Assets and Equity:

Unrestricted	5,249,207
Unrestricted Board Designated	897,252
Temporarily Restricted	3,228,278

Total Net Assets **2,524,767**

Total Net Assets **9,374,737**

Total Liabilities and Net Assets **\$2,690,853**

Total Liabilities and Net Assets **\$10,374,280**

AUDITED STATEMENT OF ACTIVITIES

YEAR ENDED DECEMBER 31, 2017

YEAR ENDED DECEMBER 31, 2018

REVENUE AND SUPPORT

Contributions	\$ 1,650,779
Statewide Voluntary Contribution	
Program Revenue	770,232
Other Income	520,689

Contributions	\$ 11,443,947
Statewide Voluntary Contribution	
Program Revenue	880,932
Other Income	521,825

Total Revenue and Support **\$ 2,941,700**

Total Revenue and Support **\$ 12,846,704**

EXPENSES

Program Expenses	\$ 1,928,455
Fundraising Expenses	326,969
Management and General Expenses	74,818

Program Expenses	\$ 5,454,980
Fundraising Expenses	368,591
Management and General Expenses	173,163

Total Expenses **2,330,242**

Total Expenses **5,996,734**

Change in Net Assets **611,458**

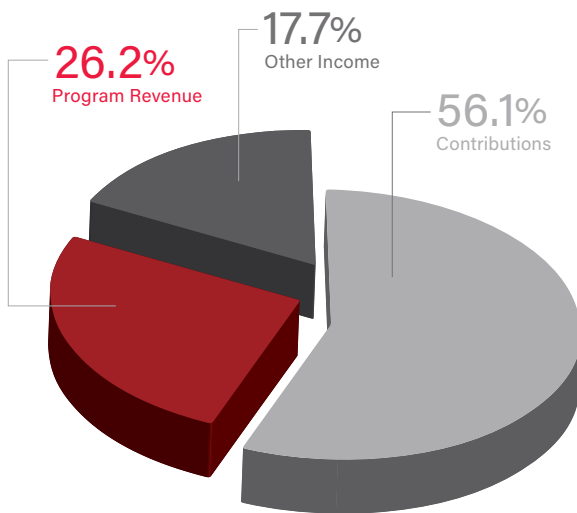
Change in Net Assets **6,849,970**

Beginning Net Assets **1,913,309**

Beginning Net Assets **2,524,767**

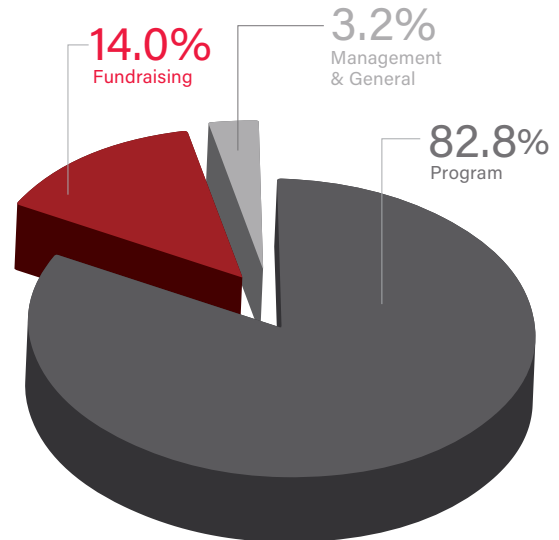
Ending Net Assets **\$ 2,524,767**

Ending Net Assets **\$ 9,374,737**



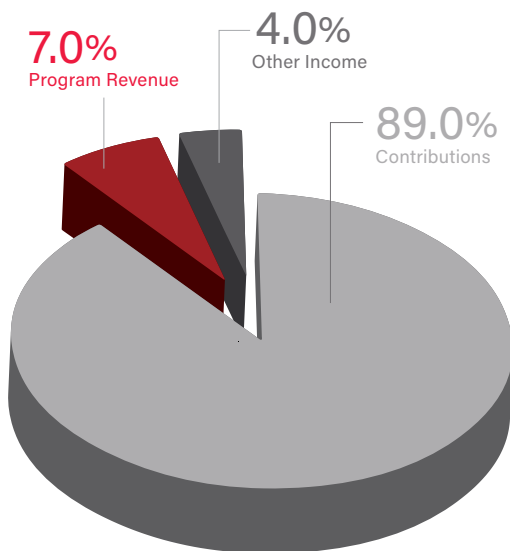
FY 2017 SOURCE OF FUNDS

Contributions	\$ 1,650,779
Statewide Voluntary Contribution	
Program Revenue	770,232
Other Income	520,689
Total	\$ 2,941,700



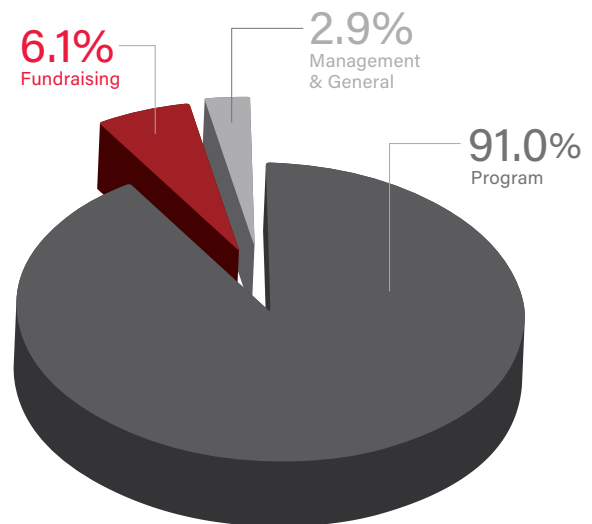
FY 2017 USE OF FUNDS

Program	\$ 1,928,455
Fundraising	326,969
Management & General	74,818
Total	\$ 2,330,242



FY 2018 SOURCE OF FUNDS

Contributions	\$ 475,217
Statewide Voluntary Contribution	
Program Revenue	830,995
Other Income	360,010
Total	\$ 1,666,222



FY 2018 USE OF FUNDS

Program	\$ 1,436,135
Fundraising	203,847
Management & General	60,430
Total	\$ 1,700,412



2018 FINANCIAL SUMMARY

REVENUE

The California Fire Foundation is a tax-exempt 501(c)(3) nonprofit corporation. Support comes in the form of contributions from individuals, corporations, foundations and other organizations. The California Fire Foundation participates in various state-wide voluntary contribution programs such as the Firefighters License Plate Program and Income Tax Check-Off Program. Proceeds from the Tax Check-Off Program are earmarked for the California Firefighters Memorial in Capitol Park, helping fund the maintenance and repair of the Memorial for the thousands who visit each year, and the annual California Firefighters Memorial Ceremony. Funds also aid hundreds of surviving loved ones and comrades, including the publication of an informational guide detailing survivor benefits to assist the spouses and children of fallen firefighters. Proceeds from the Firefighters License Plate Program fund an array of survivor and victim assistance projects and community initiatives. The Firefighters License Plate has become a key trademark within the fire service. Accessible to active and retired firefighters, and soon to surviving family members, the sale of these plates provide support for the families of fallen firefighters tragically left behind.

Total revenue in FY2016 was **\$12,846,704**. Total cash contributions in FY2016 were **\$11,443,947**. Out of the total cash contributions of **\$11,443,947**, contributions made to the California Firefighters Endowment accounted for **\$99,540**.

In FY2016, total Statewide Voluntary Contribution Program Revenue was **\$880,932**, including revenue from the Income Tax Check-Off Program for **\$251,166** and revenue from the Firefighters License Plate Program for **\$629,766**.

EXPENSE

The California Fire Foundation classifies expense in two primary categories: program expense and management/general expense. Total expense for FY2016 amounted to **\$5,996,734**.

PROGRAM EXPENSE

In FY2016, the California Fire Foundation spent **\$5,454,980** on program expense, representing **91.0xmsn.%** of total expense. Program expense included costs for programs that directly benefit firefighters, their families and the communities that firefighters serve.

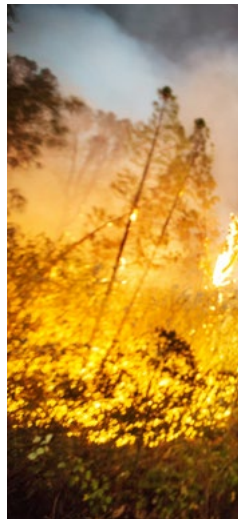
MANAGEMENT AND GENERAL EXPENSE

For FY2016, management and general expense totaled **\$173,163**, representing **2.9%** of total expense. This includes costs of staffing (other than program staff), facility, utilities, building maintenance and other costs from day-to-day operations of the California Fire Foundation.

FUNDRAISING EXPENSE

Fundraising expense in 2016 was **\$368,591**, representing **6.1%** of total expense.





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