

MEDIA KIT 2016



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Vancouver Firefighter Charities

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TABLE OF CONTENTS

About Vancouver Firefighter Charities

Who The VFC Helps

VFC Community Programs

VFC Community Fundraisers

How You Can Help





ABOUT

VANCOUVER FIREFIGHTER CHARITIES

The Vancouver Firefighter Charities (VFC) is how **firefighters help people when they're not in the fire hall**. Firefighters raise funds to build programs that help members of their community directly. All programs and fundraisers are managed by off-duty Vancouver Firefighters, who give their personal time and also donate funds through voluntary payroll donations.

The VFC is an organization operated entirely by the firefighter employees of Vancouver Fire & Rescue Services (VF&RS). While the VFC operates its own events, under its own direction, it is done with support from the VF&RS – in terms of providing fire apparatus and other considerations – at many of the events that the VFC contributes to. This support is very much appreciated.

Vision

To demonstrate Vancouver Firefighters' dedication to their community and their desire to help improve the lives of the less fortunate, needy, and vulnerable citizens within it.

Mission

To raise funds and provide community volunteer support for Vancouver charities and non-profit programs and initiatives, so that they might continue to assist community members in need.



Community. Driven.



WHO

THE VFC HELPS

In 2015, Vancouver Firefighters volunteered **over 3,000 hours** to various charities and **donated over \$120,000** from their pay cheques. Since inception, the VFC has supported, and continues to support, a variety of Vancouver- and BC-based organizations, including:



Firefighters have donated over \$1,000,000 to the CKNW Orphan's Fund – a charity that has raised money for children and families in need since 1944. Donations go to speech, music and equestrian therapy for physically challenged children, and buying adaptive wheelchairs and specialized medical equipment for outreach programs.



The Burn Fund became a registered charity in 1978 by the BC Professional Firefighters Association, and more than \$1,000,000 has been raised through this fund for the Vancouver General Hospital Burn Ward, the BC Children's Hospital Burn Ward, and the BC Professional Firefighters Burn Camp.



In 2015, the VFC committed \$10,000 to the Short-Term Assessment & Treatment (STAT) Center at VGH to provide Philips Lifeline medical alert devices to select senior patients with a financial or service need. Firefighters also donate their time to install the hardware around these life-saving devices.



Vancouver Firefighters have supported MD Canada since 1954 with yearly boot drives aimed at raising awareness for muscular dystrophy. Funds raised provide equipment, resources, services, and research for the 5,000+ Canadians living with neuromuscular disorders.



VFC

COMMUNITY PROGRAMS

The VFC has embarked upon a path of community focused charitable giving initiatives, with the goal of directly helping citizens in need. To accomplish this, the VFC has developed programs with the assistance of community stakeholders, such as the Vancouver School Board and the VGH+UBC Hospital Foundation. Many programs are funded directly by the firefighters themselves through Payroll Donations.

Snacks for Kids Program

Vancouver Firefighters feel that no child should go hungry at school. With this in mind, the VFC partnered with the Vancouver School Board to develop its **flagship** community giving program. The Snacks for Kids Program discreetly distributes snacks in an accessible system to any Vancouver elementary student that needs it.

The VFC strives to provide the most nutrition for a child through a cost effective approach with the ultimate goal of **nourishing students for learning**.





...continued

COMMUNITY PROGRAMS

Sports for Kids Program

Vancouver Firefighters embrace the importance of fitness as a lifestyle. Youth that include regular daily activity can lead them to better scholastic performance, better health outcomes, and a tendency to stay away from substance abuse as they get older. With this in mind, the VFC partnered with the Vancouver School Board to fill the gaps in school funding for sports equipment, and in personal equipment funding for children in low-income neighborhoods.

Clothes for Kids Program

Many children in low-income neighborhoods have a need for quality clothing, especially when the winter months come. To help meet this need, the VFC partners with the Lower Mainland Christmas Bureau to identify youth in need and to provide them with quality clothing.

Lifelines for Seniors

In 2015, the VFC committed \$10,000 to the Short Term Assessment & Treatment (STAT) Center at Vancouver General Hospital which supports elderly patients before they are discharged home. Select patients, based on financial and service need, receive medical alert service and access to help 24/7 at the push of a button. Vancouver Firefighters donate their time to install the necessary equipment in the homes of seniors, helping to minimize cost and extend the service to more individuals.

Coming Soon –Toys for Kids

In the latter part of 2016, VFC will be investing significant funds in a new Toys for Kids Program that will support children in low income families around the holidays so that they might be able to enjoy Christmas without worry. Stay tuned – more to come!



VFC

COMMUNITY FUNDRAISERS

The revenues from VFC fundraisers are used both to fund VFC Programs in the City of Vancouver, and also to support other worthy charitable organizations.

Firefighter Payroll Donations

The largest fundraiser to date has been the Firefighter Payroll Donations Program which, in 2016, will raise more than \$145,000 for charitable programs. More than 70% of firefighters voluntarily donate monthly from their pay cheques – these funds support many of the VFC’s charitable programs and initiatives.

Fire in Your Kitchen

Traditionally, the VFC donated Fire in Your Kitchen dinner packages to various charitable events for use in live or silent auctions. While that is still the case, many individual members and corporate organizations now choose to purchase these packages to provide unique dinner experiences for colleagues and friends. This amazing gift brings a team of Vancouver Firefighters into the homes of Vancouverites to prepare and cook a gourmet meal for up to 12, including multiple appetizers and desserts, and they even clean up afterward!

Past recipients of funds from this initiative include Vancouver Hospice Society, Juvenile Diabetes Research Fund, St. Paul’s Hospital Foundation Mental Health Units, Ride Don’t Hide, and the Vancouver Native Health Society.



COMMUNITY FUNDRAISERS

Hall of Flame Calendar

The Hall of Flame Charity Calendar has been a major VFC fundraiser for 30 years, and has generated hundreds of thousands of dollars for the VFC, CKNW Orphan's Fund, and the BCPFFA Burn Fund. Firefighters from many of the Lower Mainland Fire Departments participate in this tongue-in-cheek calendar, which plays on old stereotypes for a good cause.

Umbrella Day

Created in 2014, Umbrella Day funds the Snacks for Kids Program through the sale of branded VFC umbrellas throughout Downtown Vancouver. Firefighters are stationed throughout the city to meet commuters on their way into the city, providing an opportunity to keep the rain at bay and generate much needed funds for another VFC initiative. In 2015, with the amazing help of the community and Joe Fortes Seafood & Chophouse, Umbrella Day raised a staggering \$100,000.



HOW

YOU CAN HELP

Funding and Fundraising Partnerships

The VFCS is actively engaged in partnership development with the corporate sector. The goals of these partnerships range in scope, but are always beneficial for all parties involved. The outcome of all partnerships is simple: increased benefits and quality of life for the citizens of Vancouver, British Columbia, and Canada as a whole.

Donate

The VFC offers several ways to help in terms of financial donations from the public. This support is greatly appreciated, and funds are put to good use. All donations receive a tax-deductible charitable receipt. Donations make possible both the delivery of community giving programs and the ability to support other critical charities, such as the Burn Fund, BC Children's Hospital, CKNW Orphan's Fund, Colon & Breast Cancer Canada, the BC ALS Society, and many more non-profit organizations.

Sponsor

Sponsors are businesses and organizations that provide services and support in lieu of direct financial donations. Services range from media advertising and coverage, to Hall of Flame Calendar distribution in retail outlets and provision of incentive prizes for events and fundraisers. VFC Sponsors help the charity gain better brand awareness in the community and enhances fundraising efforts. The outcome of this support is key: enhanced benefits and quality of life for the less fortunate members of the community.





THANK YOU FOR YOUR SUPPORT