



THE RESPONDER

December 2020



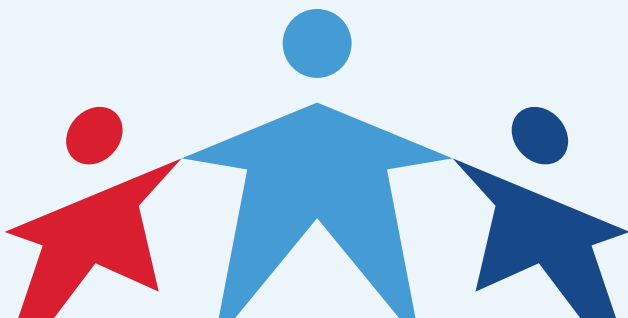
Welcome to the first edition of THE RESPONDER, a monthly newsletter from First Responders Children's Foundation. Our team has had a busy six months responding to requests from heroes on the front lines of COVID-19. Thank you to everyone who made generous donations—your gifts have had a tremendous impact on first responders' lives during these challenging times.



THE "IHEART LIVING ROOM CONCERT FOR AMERICA," A ONE HOUR TV SPECIAL SUPPORTING THE FOUNDATION, WAS BROADCAST TWICE IN PRIME TIME AND ATTRACTED 8.7 MILLION VIEWERS. AMONG THE STARS FEATURED IN THE CONCERT SPECIAL WERE ELTON JOHN, ALICIA KEYS, CAMILA CABELLO, DAVE GROHL OF FOO FIGHTERS, BILLIE EILISH, BACKSTREET BOYS, BILLIE JOE ARMSTRONG OF GREEN DAY, TIM MCGRAW, H.E.R., MARIAH CAREY, ELLEN, LADY GAGA AND MANY MORE.

In March, the Foundation established the COVID-19 Emergency Response Fund through the support of CSX's Pride in Service initiative. Soon after, we garnered national attention thanks to the help of Fox Entertainment and iHeart Media. The "iHeart Living Room Concert for America" hosted by Sir Elton John and presented by Fox helped us raise donations from both individuals and companies.

Ryan Seacrest who made an appearance on the concert donated hotel rooms and PPE for first responders and recorded a public service announcement for television and radio. Cisco, a longtime supporter of the Foundation, made a significant donation to support to fund financial hardship grants. We would like to thank Fox for making a considerable monetary donation and to all the corporate donors that followed suit including Alexandria Real Estate Equities, Allstate Foundation, Belk's, Bloomingdale's, Catalyst Pharmaceuticals, E&J Gallo Wine, iMedia Brands (ShopHQ), Motorola, PricewaterhouseCoopers, Proctor and Gamble, The Rite Aid Foundation, and Ryan's World.



DOLLARS + CENTS



Fundraising initiatives have been launched by companies both big and small. Two women-owned businesses have collectively raised over a hundred thousand dollars for the Foundation. Erin Condren, a woman-lead lifestyle brand, has donated 40% of the proceeds of fashionable adult and children's masks. ALEX & ANI, a women's jewelry company, designed charm bracelets to support our frontline and healthcare heroes by donating a percentage of sales to the Foundation. During this promotion, Alex & Ani and the Foundation worked together to honor several of our country's female heroes on the frontlines of COVID-19 by gifting charm bracelets.

We have seen firsthand how cents add up too. Both Bloomingdale's and Belk's department stores asked customers to round-up at the register, and those cents totaled thousands of dollars. Doing good by rounding-up certainly has helped first responders during these challenging times.

If you own a company, will you consider donating a percent of sales or rounding-up?

MUSIC TO OUR EARS

The 2020 Video Music Awards-winning, #1 hit song, "Stuck with U," by Ariana Grande and Justin Bieber, brought international attention to the Foundation and helped raise more awareness and donations. Some of the first responders that we support were featured in their music video that won the MTV Video Music Awards Best Music Video From Home. Thank you to Ariana, Justin and the entire team at SB Projects. And to all the first responder families that made appearances in the award-winning video. Watch for exciting news in weeks ahead when we announce donations made from single sales from "Stuck with U"! In fact, many artists have used their talent to support the Foundation. A big thank you to Alicia Keys for donating her song "Underdog" for use in a PSA and to Academy Award-winning composer Franke Previte for donating sales of his song, "One World," to the Foundation. You can kick back and listen to these songs by visiting 1stRCF.org.



Let's Continue to Show Up

We continue to receive hundreds of requests from first responders applying for financial hardship grants. As of September 1, we have 8,621 outstanding requests. With your help, we will continue to fulfill our commitment to helping them when they are down, and we will show up for them in the same way that they show up for us when we call 911. Please take a moment to watch our PSA, "Let's Show Up with Ryan Seacrest," and consider making a recurring donation supporting our country's first responders. Based on the overwhelming requests we have seen already, we anticipate the next six months will require tens of millions of additional dollars for COVID-related needs alone.

 SUBARU PRESENTS

A BENEFIT CONCERT

FEATURING

lovelytheband

DEC 12TH | WATCH FROM
YOUR BALCONY

PASÉA
HOTEL & SPA



This year, First Responders Children's Foundation was the chosen charity of the 2020 Subaru Benefit Concert. On December 12, 2020, the Paséa Hotel in Huntington Beach, CA will host chart-topping Lovely the Band ("Broken") on its outdoor rooftop where you can safely watch and listen from the comfort of your own luxury hotel room and balcony overlooking the Pacific Ocean.

Text SUBARU to 24365 to donate to FRCF and to find more information about how you can attend!

Omaze Partnership

A new partnership with Omaze allows supporters of First Responders Children's Foundation a chance to win a Ford F-250, customized by LGE-CTS, and \$20,000 cash! Every donation supports programs of First Responders Children's Foundation.

To enter, head to omaze.com/diesel



People of all ages from across the country have shown support of First Responders Children's Foundation. Thank you for the more than 35,000 individual gifts! We have recently introduced the opportunity for you to make a monthly donation—your monthly donation of even \$10 will help us raise the much needed funds to continue supporting first responders. The impact that our donors have made on the lives of first responders is profound. Thank you for showing up for our frontline heroes.

We receive thank you letters from the people that we have helped on the front lines such as Marianna, an EMT in New York City. Here's her heartfelt message of thanks:



“First Responder’s Children’s Foundation helped me immensely during the COVID-19 pandemic. They secured a safe, clean, and beautiful apartment for me to stay in during this crisis. The Foundation helped ease my mind during this stressful time. I didn’t have to worry about bringing any illness back to family members in the event I was to contract the virus. There aren’t enough thank yous in the world to express my gratitude to you.”

—EMT MARIANNA T., FDNY

MEASURING OUR IMPACT

COVID-19 EMERGENCY RESPONSE FUND:

8,395

Grants to first responders and to 50 agencies responding to COVID-19 in all 50 states who have had financial hardship due to COVID-19

13,500

Meals provided to First Responders

785,000

Masks provided to First Responders

12,946

Hotel rooms funded so first responders can quarantine

153

COVID-related first responders funerals bills paid

FUNDS HAVE IMPACTED INDIVIDUALS IN THE FOLLOWING PROFESSIONS:

34%

Nurses & medical personnel

27%

Firefighters, EMTs, & Paramedics

23%

Police Officers

16%

911 Dispatchers & support personnel



MONTHLY INSPIRATION

Feeling inspired to take action after seeing one of our Foundation's PSAs on television, 5-year old Jackson Emmons decided to raise money for our Foundation in honor of his dad, a firefighter in Boca Raton, FL. On one of the hottest summer days, Jackson and his sister, Juliet, and his mom and dad opened up shop in their driveway. Thank you to the Emmons family for helping keep #FirstRespondersStrong.

Are you feeling inspired by Jackson's story? With the gifting season around the corner, now is the time to consider how you can show up and help us meet our 2020 goal. Visit us at 1stRCF.org to pledge an end of year commitment and follow us on social media @1stRCF.

2020 FUNDRAISING GOAL: \$25 MILLION

8,621

Outstanding requests from first responders on the front lines of COVID-19 (as of September 1, 2020)

500,000*

Requests from agencies for PPE

100*

Scholarships

50*

Community Outreach Grants

25*

Funerals

20*

Emergency Grants

**As of December, 2020*



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PPE TO THE FRONTLINES

The First Responders Children's Foundation Mask & PPE Project provides life-saving masks and other PPE to first responders on the front lines of COVID-19 in record delivery times. The Foundation has engaged its network of first responders across the country to create a highly efficient, new supply chain for our FDA-certified, medical grade masks and other much needed PPE that extends to every state, including nursing homes, hospitals, public safety agencies and fire stations both big and small.

We have distributed over 650,000 surgical grade masks, 4,500 face shields, 6,100 hand sanitizers, 4,000 cotton microbial masks and 2,600 first responders care packages. This staggering response was made possible with the help of: Mask Club, DonatePPE, Warner Bros., Sewby, Masqd, Eminence Organic Skincare, Proper Cloth, The Octex Group, and Ford Motor Company.

