



Summer 2022

The Responder



2022 Hero Awards Gala

2

Mental Health
Resiliency Program

5

Prescription
Drug Card

7

Creative Department
for the Win!



On June 2, First Responders Children's Foundation hosted its annual Gala event, "A Celebration of First Responder Heroes" at the elegant Gotham Hall in New York. The festive event recognized James M. Foote, President & CEO of CSX, the premier transportation company, as the 2022 Corporate Hero Award. CSX Pride in Service has partnered with FRCF to provide grants to first responders of every discipline, as well as scholarships for children to pursue their dreams of higher education.

The event also paid tribute to 6.5 million first responders across the nation through "The Roll Call of Heroes", with a representative from each category of first responder honored on behalf of all

public safety officers, firefighters, EMTs/paramedics, nurses, 911 dispatchers, and 9/11 survivors.

"We are humbled by the dedication and bravery of all the first responders honored in our Roll Of Heroes," said Jillian Crane, President and CEO of First Responders Children's Foundation. "We are also delighted to honor Mr. James M. Foote on behalf of CSX Pride in Service for their dedication to first responders and their families."

This year's Roll of Heroes honorees include:

Captain Will Davis, of the Joplin MO Police Department, who courageously stopped an assailant who had taken the lives of two fellow officers.

(Continued on page 2)

HELP IS ON THE WAY

College Scholarships / Financial Assistance / Bereavement Assistance / Gala Gowns / Donor Spotlight

Mental Health Resiliency Program



"THERAPY HELPS ME GRIEVE MY FATHER," SAYS TEXAS STATE UNIVERSITY SCHOLARSHIP STUDENT ANNIE RULE, WHOSE FATHER, DEPUTY CONSTABLE CALEB RULE (R) TRAGICALLY LOST HIS LIFE IN THE LINE OF DUTY ON THE SAME DAY THAT ANNIE GRADUATED FROM HIGH SCHOOL.

For over 20 years, First Responders Children's Foundation has focused on the unique needs of the children of first responders, who are now facing even more challenges due to the disruptions of the pandemic and the increasingly stressful and dangerous conditions, encountered every day, by their brave first responder parents.

Our groundbreaking, new Mental Health Resiliency Program faces these challenges head-on. Serving the children of police, fire, sheriff, emergency medical personnel and 911 dispatchers, we provide free and confidential trauma-informed counseling services for the children of first responders. For children experiencing fear, anxiety, isolation and other conditions, our mental health professionals are available 24 hours a day, 7 days a week, in-person or virtual.

Our program launched in May of this year, proudly serving first responder families in California, New York, New Jersey, Florida, Tennessee and Texas, with future plans to expand into more states.

Learn more at: www.1stRCF.org/mental-health

Hero Awards Gala (Continued)

Firefighter Corey Wilcox of the FDNY, who under punishing conditions and at risk to his own life, rescued an unconscious woman from a house fire on Thanksgiving night.

Jody Nixon, RN of Brooklyn, NY, is a Head Nurse in the hectic Emergency Room at Wyckoff Heights Medical Center, where she works non-stop saving lives, running every aspect of the ED and frequently triaging five emergency patients at once.

Paramedic Alanna Badgley of Yonkers, NY, who rescues patients in distress from their homes, many of whom are sick, injured, terrified and dying. She never fails to provide expert prehospital medical care with empathy and humanity.

911 dispatcher Jonathan Ortiz of the NYPD, whose quick action in response to an 'Officers Down' call resulted in rapid help being dispatched and the ambulance route cleared of traffic, giving the wounded officers the medical attention they needed.

9/11 survivor Sal Turturici of Morganville, NJ, and the FDNY, participated in the 9/11 rescue and recovery effort at the World Trade Center site, where he was tragically exposed to toxic dust, resulting in a diagnosis of terminal cancer. Despite his illness, Sal continues to advocate for all first responders.

Proceeds from the Gala will support a host of Foundation programs, including mental health services for children of first responder families through the newly introduced First Responders Children's Foundation Resiliency Program.

Scholarship Spotlight:

Mabel Jesse



No one is more aware of mental health issues among first responders than Mabel Jesse, 20, recipient of our CSX Pride in Service Scholarship. Mabel's father, firefighter and paramedic Edward Jesse Jr., suffered a back injury while on duty for the City of Green Fire Department in Ohio, requiring four difficult surgeries that ultimately resulted in his retirement from firefighting.

"It changed who he was and forever changed our family," says Mabel.

"We've had our ups and downs. You keep working through it, but the long-term effects of my father's injury linger. The importance of mental health with our first responders and their families is so important."

While initially considering a career in law enforcement, Mabel has since shifted her focus to the mental health field as a student at Florida

State College at Jacksonville. While working part-time as a substitute teacher, she has also held a job at a facility for kids ages 7 to 17 who struggle with mental health issues.

"We have kids suffering from ODD (Oppositional Defiance Disorder), schizophrenia, kids who are bipolar. It's a lot, they're all different. But as challenging as it can be, I love working with these kids. I couldn't imagine working anywhere else."

Mabel and her family have remained close to FRCF, drawing inspiration from our mission.

"First Responders Children's Foundation has become a family to me," says Mabel. "The foundation has put so much hope back into our lives, and my CSX Pride in Service scholarship meant more to me than just schooling—it gives me pride to continue service in my community."

Gala Gowns



It was the royal treatment for two of our scholarship students, Mabel Jesse and Annie Rule on the day of our Gala! Thanks to the generosity of David's Bridal, Mabel and Annie, along with their moms and sisters (and a very patient brother), were styled in formal attire, complete with shoes, purses and jewelry. At the Manhattan store, stylists Gianna Ferrara and Odessa Eva treated Annie and Mabel to a joyful and fun shopping experience so they would look and feel their best when they took the stage at our Gala to share their stories of being part of a first responder family.



ANNIE RULE (L) IS OUR SCOOTER BRAUN/T-MOBILE SCHOLAR AND MABEL JESSE (R) IS OUR CSX #PRIDEINSERVICE SCHOLAR.

Mabel and Brenda Jesse, Annie, her mom Eden, sisters Rosalan and Lizzy, and brother Mark, have all endured more sorrow than anyone ever should, and we are so grateful to our wonderful partner David's Bridal for giving these families memories they will cherish forever.

DAVID'S BRIDAL

Thank you, David's Bridal for helping these women shine with confidence at the FRCF Gala: *A Celebration of First Responder Heroes.*

Sonny's BBQ Teams Up with First Responders Children's Foundation



Thank you to Sonny's BBQ restaurants, based in Maitland, FL., who are making the world a better place one delicious deed at a time.

"First Responders are the heroes of our local communities," declare

the folks at Sonny's. "They risk their lives every day for the safety of those around them. We have teamed up with First Responders Children's Foundation to help raise funds for children and families of first responders who have lost their lives or

been injured in the line of duty."

The contribution from Sonny's will be directed toward various FRCF programs, including scholarships, grants, funeral expenses and economic assistance.

"We are so grateful to have had the opportunity to work alongside this incredible foundation and hope to work with them again in the future. Thank you to everyone who helped us raise such impactful funds... we couldn't have done it without the generosity of our guests."

We are grateful for companies like Sonny's BBQ for participating in Roundup Campaigns. Please join Sonny's by establishing a Roundup Campaign of your own — Help us Help Them.

What It's Like to be a Firefighter

First Responders Children's Foundation teamed up with Derotic Emergency Equipment in Rancho Cordova, California, to host children and parents for a fun and educational demonstration of the latest, shiniest first responder equipment available and learn what it takes to be a firefighter in Northern California!

Derotic CEO Casey Demattei was joined by firefighters from Sacramento Metropolitan Fire District and the Captain of Redwood City Fire Department and President of Derotic, Jim Demattei. The kids got to see police cars being fitted with special equipment and climb into fire engines, ambulances and other emergency vehicles.

We at FRCF deeply admire the work of Derotic Emergency Equipment—a woman-led full-service, emergency vehicle dealership, run by a firefighting family. Derotic is an acronym that stands for "Disruptive Excellence Relies on Tactical Innovative Change." These self-proclaimed "gear heads" bring the latest and greatest in tools and emergency vehicles for fire, law enforcement, and EMS. Proceeds from the event were matched by Derotic LLC and donated to FRCF. Thank you Sacramento Metro Fire and Woodside Fire Protection District for lending your fire trucks, and many thanks to the folks at Derotic for providing such a joyful and memorable day for the children!



Help Us Help First Responders



Donate Now

Rain Could Not Dampen Fundraising at the Greenbrier

Amid the breathtaking mountains of West Virginia, the 2022 Greenbrier Concours d'Elegance, an ongoing charity partner with First Responders Children's Foundation, was a huge success, despite a spectacular spring rain!

The Concours Best of Show trophy, created on property at America's Resort by the glass artists at Virtu Studios, went to Robert Jepson and his beautiful 1936 HORCH 853A Special Roadster, culminating a full weekend of activities for auto enthusiasts. The Saturday afternoon event at The Greenbrier included an automotive seminar, and the evening concluded with a Charitable Dinner, which raised funds that were to be shared among three charitable partners, including First Responders Children's Foundation.



A sincere thank you to the sponsors, committee members, volunteers, car owners, judges, vendors and spectators for another fantastic event.

We hope to see everyone back next year, May 5-7 at The Greenbrier, when the featured class will be the cars of the Packard Motorcar Company.

FIRST RESPONDERS CHILDREN'S FOUNDATION PRESCRIPTION DISCOUNT CARD

The new First Responders Children's Foundation prescription discount card is available to ANYONE – friends, family, donors and, of course, first responder families themselves. It's the perfect way to save money every time you fill a prescription while also benefiting the Foundation.

➤ 1stcrf.org/prescription-drug-discount-card

Save up to **85%**
on prescriptions,
even with insurance.

Prescription Drug
Savings Card

Rx

BIN	015558
PCN	HT
GROUP	RESPOND
MEMBER ID	RESPOND

A donation is made to the **First Responders Children's Foundation** every time this card is used to fill your prescription.



Donor Spotlight:

Smiling Rocks



Manish Jiwani and Zulu Ghevriya founded Smiling Rocks, an eco and socially conscious jewelry company, to bring sustainability, responsible labor and responsible sourcing to the jewelry industry. They also had a second commitment in mind: to establish a collaborative, philanthropic presence in their community. When Zulu and Manish learned about the mission of First Responders Children's Foundation, they recognized a perfect opportunity for partnership.

"We saw what interesting and committed work FRCF is doing," says Zulu. "That's how we connected. We were so impressed that we decided to team up."

That connection resulted in support of the Resiliency Program and a scholarship contribution for a stellar FRCF scholar, Addison Marinelli. Following a family tradition, Addison is studying Criminal Justice at Adrian College in Michigan with dreams of becoming an FBI agent one day.



GLOBAL BRAND DIRECTOR KISHWAR MEHMOOD (L) AND SMILING ROCKS FOUNDERS MANISH JIWANI AND ZULU GHEVRIYA (R) WHO CREATED A SUSTAINABLE LAB-GROWN DIAMOND AND JEWELRY BRAND THAT BENEFITS CHARITY AND CREATES A NETWORK OF GIVING.



"Watching my grandpa and my step dad—both law enforcement officers—make a difference in the world, every day, is something I have longed for my entire life," says Addison. "To First Responders Children's Foundation and everyone at Smiling Rocks, I just want to say thank you, from the bottom of my heart, for this opportunity. It's an amazing feeling, knowing how much you guys have impacted my life. Thank you, so so much."

"Addison is such a great example for us all," said Zulu, "and it's a precious thing for us, to be able to give back—to be part of someone's next step, and make that part of our business model. Just really fantastic."

Learn more about scholarship naming opportunities by visiting 1strcf.org/scholarship/



HOW TO USE THE CARD:

Have insurance? Always present this card to your pharmacy when filling a prescription and ask "What is my First Responders Children's Foundation price?". We are frequently less than your co-pay. We also provide discounts on medications not covered by your prescription plan. No Insurance? No problem! Use this card at the pharmacy every time you fill a brand name or generic prescription and save.

THIS IS NOT INSURANCE.

24/7/365 • Pharmacy/Patient Customer Care:
877.537.5537



ATTENTION PHARMACISTS:

This card is activated and entitles the patient to all prescription drug benefits associated with the BIN and Group Numbers (per state and federal law). If you have any issues processing this card, please call us at **1.877.537.5537 ext. 1**



It couldn't be easier. Just download the discount card and save it to your smartphone, or print it out and keep it in your wallet. You even get to choose among three first responder card designs: fire, police or EMS. Then, present the card the next time you fill a prescription. The card is accepted at 95% of pharmacies nationwide with savings of up to 85% - even if you have insurance.

With each prescription filled using the card, First Responder Children's Foundation receives a donation that will help fund programs benefiting first responders and their families including college scholarships and financial grants.

➤ **1strcf.org/prescription-drug-discount-card**

Creative Dept For The Win!

Congratulations to our Creative Department who won an amazing six 2022 Telly Awards this year, an Anthem Award, and were also nominated for a Webby!

Our small but mighty Creative Department, led by Creative Director Jodie Burke, works extremely hard to create videos, PSAs, TV/radio spots, print PSAs and this year launched our new Webby-nominated podcast "First on the Scene."

"The stories of the people and communities the Foundation supports are dramatic and inspiring," says Creative Director Jodie Burke, who writes and directs all the PSAs in-house. "We aim to touch people's hearts as we introduce them to the amazing first responder families and dedicated public safety agencies that FRCF supports. A special thank you to President/CEO Jillian Crane who served as our Producer on "The Bravest," which won the coveted Silver Telly."

A Silver Telly is the highest award given, while the Bronze Telly is the next level awarded.

"I am very proud of the award-winning efforts of everyone on our team. It takes a lot of talent to realize these types of opportunities. If our work raises awareness, or makes an impact by inspiring others to donate or volunteer in their communities, then we have done our job," Burke says.

The Telly Award is the premier award honoring video and television across



SCHOLARSHIP STUDENT SAMANTHA SWITZER CELEBRATES BECOMING A NURSE.

all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Our six Telly-winning videos include:

- **The Bravest** – featuring scholarship recipient Samantha Switzer, who lost her FDNY firefighter father to cancer he acquired, assisting in the search and recovery operations at Ground Zero in the wake of 9/11.
- **Lost in the Line of Duty** - expresses the grief of Eden Rule, a widow and mother of four, deals with every day, after losing her law enforcement officer husband in the line of duty.
- **Imagine Being Able to Help People** - retired FDNY Lieutenant Tony Mussorfiti explains the importance of mental health and what motivates first responders to risk their lives for others.

"It is a true honor to share the meaningful, inspirational, and sometimes heartbreaking realities of our nation's first responders and their families."

—Jodie Burke, Creative Director

The Anthem Awards recognizes purpose and mission-driven work around the globe by honoring the organizations, brands, and people creating long-lasting impact. Our PSA **"Kids Thank First Responders"** won the 2022 Bronze for Best Fundraising Campaign, Non-Profit.



Congratulations to our Creative Team and thank you to all the brave souls who share their stories with us, so that we can help other first responder families. A very special thank you to Chris Pautler, Matt Carlson, Tori Miller, Cass Stanberry, Kevin Gorman, John Munson, Will Richter, Carl Witt, Hannah Dishman, Danielle Parhizkaran, Josh Levinson, Sabrina Hague and Colin Hanrahan for lending their expertise and artistry, and massive thanks to Chief David Brierty and the volunteer firefighters at Ridgefield Fire Department in New Jersey, who helped us bring our vision to life!

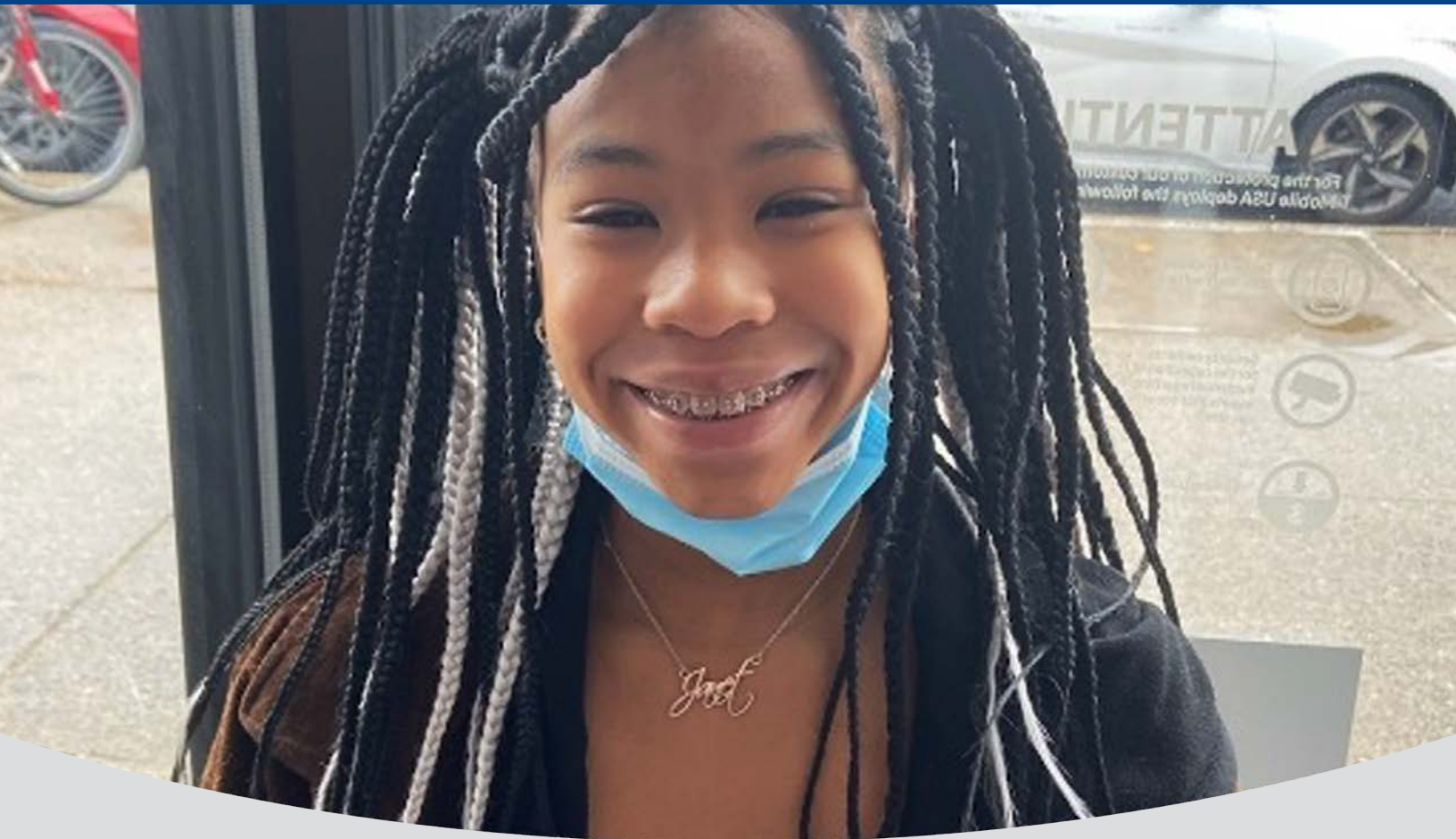


Take a moment to watch the award-winning videos on our YouTube Channel:
www.youtube.com/c/FirstRespondersChildrensFoundation



First Responders Children's Foundation
38 East 32nd Street, Suite 602
New York, NY 10016-5566
646-822-4236 • 1stRCF.org

“ ”



“I always stress over my dad’s work, always. What is he doing today? Is he going to be out in the city? Cooped up in an office? Is he coming home late today? Or early? But everybody’s in the line of danger, no matter where you are. No matter who you are. But he puts himself out there, everyday to protect us. I know what he’s doing is right, helping us, putting a smile on everyone’s face. Leave a little sparkle wherever you go, I think that’s pretty much his motto!”

— **JANET**

Daughter of a Police Officer



First Responders Children's Foundation is a registered 501(c)(3) tax-exempt organization. EIN: 05-0536854