

# SURREY FIRE FIGHTERS' CHARITABLE SOCIETY



Community Focused, Community Driven

# About SFFCS

- Founded in 1994
- Registered with Canada Revenue Agency
- Volunteer Based, Low Administration Fees
- Mission Statement
  - To provide charitable programs that benefit the citizens of our community and to assist other charities within the community that have similar goals and objectives.



**Surrey** Fire Fighters Association  
We are proud and honoured to serve you



# Goals and objectives,

- Provide relief from **poverty**
- Assist members of the community that have been affected by **traumatic** wounds, injuries, or episodes.
- Raise money for medical and **health care** research
- Provide **bursaries** for community service
- **Sponsor programs** that promote staying in school
- Deliver programs that offer **positive life experiences** and **enhance self-esteem**.



# Why Support SFFCS?

- We are 100% volunteer based;
- Every dollar raised goes back to the community;  
We have a dedicated team of fire fighters who deliver our programs;
- We support over 50 community based programs in Surrey;
- We see the need in our community through our job every single day;
- We aim to be the number one community charity in Surrey;
- We care about Surrey's youth, seniors and disadvantaged people



# Achievements

- ✓ Voted Top 3 Charities - Surrey's Reader Choice Awards (2012)
- ✓ Recognized as Leader of the Decade (2012)
- ✓ \$ 4,200,000 - Surrey Fire Fighters Endowment
- ✓ \$ 2,000,000 - BCPFFA Burn Unit
- ✓ \$ 1,500,000 - SMH Children's Health Centre & Mental Health Unit
- ✓ \$ 750,000 - SFFCS Nutritional Snack Program
- ✓ \$ 300,000 - YMCA
- ✓ \$ 150,000 - Jim Pattison Outpatient Centre
- ✓ \$ 150,000 - The Centre for Child Development
- ✓ \$ 100,000 - SFU Surrey Campus 'Lecture Series
- ✓ \$ 100,000 – BC Burn Building Suite



# How do we Fundraise?

- Mayor's Charity Ball \$150,000
- Payroll Deduction \$125,000
- Thrift Store \$100,000
- Annual Boot Drive \$50,000
- Golf Tournament \$50,000
- Ignite a Dream \$25,000
- Legacy Giving in Wills 'new'
- Tree Chip, Anti-Bullying, Hockey, Soccer & Cycling Events
- Donations by Mail Campaigns or [Online](#)
- Grant Applications \$100,000 each year for the last 4 years



# Community Thrift Store King George & 72 Ave



# Extension Base to SFFCS Thrift Store Volunteers





# What areas do we support?

## ◎ Surrey Fire Fighter Programs: \$250,000

- Youth & Family Programs:
  - Eg. Basketball, Wrestling, Track & Field, Snack Program, Adopt a Family

## ◎ Areas of Support

- Community Based Organizations
- Mental Health and Addiction
- Health Care & Research
- BC Burn / MD Canada (IAFF)
- Youth Recreation & School Programs



# Current Capital Projects: \$1.4 M

Capital Campaign	Pledge	Years	For
YMCA - New Building	\$350,000	2017-2021	Gymnasium
Iron Soldier & Surrey Image Tech MRI	\$150,000	2016-2018	MRI Unit Space, & Iron Soldier at Mt. Everest
Surrey Memorial Hospital Foundation	\$500,000	2007-2016	Mental Health Unit
BC Burn Building	\$100,000	2014-2016	Suite 202
Child Development Centre	\$50,000	2014-2016	Programs



# Annual Major Sponsorships

Organization	Sponsor Level	Event
BC Burn Bund	\$20,000	Burn Survivor Camp & Centre
YMCA	\$15,000	Youth Programs
Centre for Child Development	\$10,000	Walk, Run, Roll
Surrey Food Bank	\$10,000	Annual Giving
MD Canada	\$10,000	Annual Giving
Girls Empowerment Group	\$ 5,000	Annual Giving



# Annual Major Sponsorships



# Our Self Delivered Programs

- ✓ Adopt A Family Program – Christmas Dinner
- ✓ Automotive High School Race Series
- ✓ Bursary Program
- ✓ Disaster Assistance
- ✓ Endowment Fund
- ✓ Goodwill Sr. Girls High School Basketball
- ✓ Nutritional Snack Program
- ✓ Slamfest High School Wrestling



# Our Self Delivered Programs



# Community Care Groups

1. Arts Council of Surrey
2. BC SPCA
3. BC Special Olympics Society
4. BC Wheelchair Basketball
5. Down Syndrome Research Foundation
6. Kids Sport – Surrey
7. North Surrey Lions Club
8. Pathfinder Youth Center Society
9. Progressive Inter-Cultural Society
10. Senior's Groups
11. SOS II Children's Village Society
12. Sport ability BC – Surrey Sledge Hockey
13. Surrey Christmas Bureau Society
14. Surrey Crime Prevention
15. Surrey FF CPR Program
16. Surrey Hospice Society
17. Surrey School District #36
18. Surrey Parks and Recreation
19. Surrey Museum
20. Urban Nightshift Ministries
21. YMCA

All require a liaison or rep from Local 1271



# Mental Health and Addiction

1. Bread for Life
2. Last Door Recovery
3. Surrey Food Bank
4. [SFU Programs](#)
5. Surrey Food Bank
6. Toque Tuesday Hockey – Homeless Awareness





# Health Care

1. BC Burn Fund\*
2. Hearing Resource Center
3. BC Children's Hospital
4. BC Cancer Society
5. Canadian Cancer Society
6. Center for Child Development
7. Heart and Stroke Foundation
8. Muscular Dystrophy Canada\*
9. Muscular Sclerosis Society of Canada
10. Surrey Hospital & Outpatient Centre



# IAFF Charities

- IAFF MD Canada
- BCPFFA Burn Fund



# City Fund Programs

- Youth Grants
- Surrey Parks & Rec
- Surrey School Programs



# What does it take?

- Leadership & Vision
- Fiscal Responsibility
- A committed base
  - 400 members; 100 Retirees; 80 Thrift Store
- Volunteerism
  - 40,000 hours annually
- Building Relationships
  - At All Levels



# Community Focus, Community Driven



# Future Goals

1. Expand SFFCS profile in the Community
  - Naming Opportunities
  - Messaging on what we do
  - Build a Leave a Legacy Program
2. Grow Endowment Fund to \$10 Million
  - Focus on Program Delivery vs Fundraising



# Naming Opportunities



Surrey Fire Fighters  
Charitable Society

Rotunda



Surrey Memorial Hospital  
FOUNDATION  
Making life better.



# Recognition Levels

- ◎ \$ 25,000 Level
- ◎ \$ 50,000 Level
- ◎ \$ 100,000 Level
- ◎ \$ 500,000 Level
- ◎ Leave a Legacy (Gift in a will)



# How we get the message out?

- Be visible to the public
- Newspaper ads
- Mail Outs
- Word of Mouth from Beneficiaries
- Website [www.surreyfirefighters.com](http://www.surreyfirefighters.com)
- Social Media — Facebook, Twitter, Instagram, Pinterest, LinkedIn
  - 2700 Twitter followers
  - 1800 Facebook Union / Charity followers







Donate Today

[www.surreyfirefighters.com/Donate](http://www.surreyfirefighters.com/Donate)

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