



Professional Fire Fighters of Wisconsin

Charitable Foundation

YEAR-END HOLIDAY APPEAL

December 1, 2024

Dear Friends and Supporters,



Season's Greetings! As we reflect on the closing of 2024, we are filled with gratitude for your steadfast support and the transformative impact we have achieved together. This year has been a shining example of the power of collaboration and compassion, allowing us to uplift burn survivors, fortify community safety, and provide critical resources to first responders and their families.

A Year of Milestones

Your contributions have made extraordinary accomplishments possible. Highlights of 2024 include:

- Celebrating the **30th Anniversary of our Summer Camp for Burn Injured Youth**, providing healing and hope to 55 campers.
- Reaching new heights in **first responder mental health and support**, with expanded programs, services, and resources.
- Enhancing fire safety education and **community risk reduction** measures.

These achievements reflect your generosity, and yet, our work is far from complete. Rising costs and increasing needs compel us to push forward with hope and determination. Together, we can continue building safer, stronger communities in 2025.

Make a Difference This Year

We invite you to consider a year-end gift to fuel our mission. Your donation will:

- Empower burn survivors with resources, support, and hope.
- Strengthen first responder disaster assistance and mental health programs.
- Enhance fire safety education and prevention efforts across Wisconsin.

Your gift makes a direct and lasting impact on the lives we serve.

Stay Connected

Stay informed about our initiatives, upcoming events, and opportunities to get involved by subscribing to our monthly e-newsletter, visiting our website (www.pffwcf.org) and following us on social media (@PFFWCF on all socials).

Save the Date

Join us at our signature events in 2025:

- The **2nd Annual Madison Fire & Ice Ball – Saturday, January 25, 2025**, at the Overture Center.
- The **9th Annual Fired-Up Fundraiser & Charity Ball** at the Baird Center in Milwaukee on **Saturday, April 5, 2025**.

Your presence and support at these events make a world of difference.

Thank You

As we celebrate the achievements of 2024, we extend our heartfelt gratitude to you—our steadfast supporters—for being an integral part of our journey. Together, let's make 2025 a year of greater impact and shared success.

With appreciation and best wishes for the holiday season,

Mahlon Mitchell
Chairman

Michael J. Wos
Executive Director

Katie Strother
Program Coordinator

Melissa Kersten
Burn Camp Director

Brent Jones
Honor Guard Commander

Consider Giving Today



Please Make Checks Payable to "PFFWCF"

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2024 Programming Report

Burn Survivor Support Program

Our commitment to burn survivors was exemplified this year through impactful programs and milestones:

- **30th Anniversary Burn Camp:** We welcomed 55 burn survivors to the Summer Camp for Burn Injured Youth, creating a supportive and empowering environment.
- **Young Adult Leadership Retreat:** 13 young adults gathered in Wisconsin Dells to build leadership skills and connect with peers who share similar experiences.
- **National Representation:** A teen camper and volunteer staff member participated in the IAFF Young Adult Burn Summit in Maryland.
- **Doc Schneider Memorial Scholarship:** We proudly awarded the inaugural scholarship for burn survivors, fostering educational opportunities.
- **First Burn Camp Alumni Reunion:** Camp Timber-lee hosted this historic event, reuniting past participants.
- **UW Burn Center Commitment:** Our \$100,000 pledge was fulfilled, culminating in the naming of the Burn Center Family Lounge, supported by proceeds from the 5th Annual Burn Ball.

Fire Safety & Prevention Program

2024 was another year of significant strides in fire prevention and education:

- **Fire Safety Education:** The 27th annual Fire Safety Newspapers in Education initiative reached over 400 communities and thousands more through digital and social media channels.
- **Smoke Alarm Installations:** We completed our FY2021 campaign by installing 5,500 smoke alarms and 200 specialized alarms for deaf and hard-of-hearing populations, while launching distribution of 5,000 more under FY2023.
- **Fire Safety Recognition:** Honored exceptional leaders at the 34th Annual Fire Safety Recognition Luncheon at the Overture Center in Madison.
- **Sprinkler Awareness:** A Madison Area Parade Home featured installed fire sprinklers, documented in a comprehensive guide to educate homeowners and builders.
- **Coalition Strengthening:** Continued development of the Wisconsin Smoke Alarm Fire Education Coalition and the Wisconsin Fire Sprinkler Coalition to advocate for safety initiatives.

Fire Fighter Support Program

We enhanced our efforts to support firefighters and their families in meaningful ways:

- **Mental Health Advocacy:** Launched our 5th Annual Wisconsin Fire & EMS Mental Health Survey with Rogers Behavioral Health Research Center and trained over 300 first responders in peer support.
- **PFFW Member Assistance Program (MAP):** Relaunched under our umbrella to better serve mental health needs.
- **Disaster Assistance Toolkit:** Since 2017, we've helped raise and disbursed over \$888,000 to firefighters and families in need.
- **Honor Guard Support:** Continued backing the PFFW Honor Guard through more than 75 activations throughout this year, rendering tribute and honor to our fallen brothers & sisters; assisting departments throughout Wisconsin; and properly displaying and showing respect towards the colors we fly and proud profession we serve in.
- **Memorial Preservation:** Sustained support for the Wisconsin Fire & EMS Memorial, ensuring its place as a lasting tribute to our heroes.

These achievements underscore the impact of your support. Together, we've strengthened communities, saved lives, and uplifted those in need. Thank you for standing with us in 2024 as we pave the way for even greater success in 2025. For more updates, visit our website or follow us on social media



**BURN SURVIVOR
SUPPORT**



**FIRE SAFETY
& PREVENTION**



**FIRE FIGHTER
SUPPORT**



**COMMUNITY
SUPPORT**