



2023 Strategic Planning Meeting

First Responders Foundation

November 8, 2022



WELCOME

Chairman, Mike Corrigan

Introductions



Introduction of New Board Members

Rob Randels
Denise Natali-Paine

Staff



Major General Allen W. Batschelet, USArmy (Ret.)

CEO



Todd Sears

President



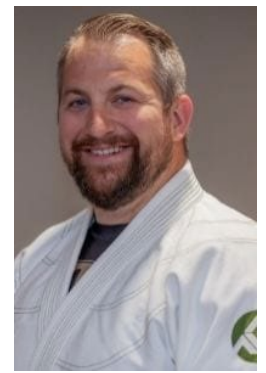
Jodi Teal

VP Ops & Dev



Jason Workman

Director of Behavior Health



Brian Bonifas

Director of Physical Health



Mike Krause

JAVELAN



Gina Mowat

Director of Events



Patrice Monnier

Director of Social Media




Leslie Hartman

Mental Health Clinician



Leah O'Brien

Mental Health Clinician - IA



Approval of Minutes
September 13, 2022 Meeting
Dr. Schenarts, Secretary



September 2022 Financial Report (approve)

FRF 2021 990

Percentage as of Sept 30, 2022:

13% Fundraising 14% Admin 73% Program

Fund Balances

As of 10/03/2022

OCF Funds – \$511,494.21

Used to serve those it was designated - first responders

AOE - \$74,383.63

Rainy Day Fund - \$74,471.30

Chapters –

Council Bluffs – \$9,517.73

Lincoln - \$13,304.11

Papillion - 26,459.00



Board of Directors

Board Roster

Slate of Officers for 2022

Malorie Maddox, Chairman

Jim Hanson, Vice Chairman

Gary Steiner, Treasurer

Gary Gates, Secretary

Mike Corrigan, Chairman Emeritus

Approval: _____

Board & Executive & Finance Committee Meetings

Board of Directors Meetings: (2nd Tuesday)

March 14, May 9, September 12, November 14

Executive Committee Meetings: (2nd Tuesday)

February 14, April 11, June 13, October 10

Finance Committee Meetings: (4th Tuesday)

January 24, April 25, August 22, October 24

The logo for the First Responders Foundation is a shield-shaped emblem. The top section is blue with five white stars. The bottom section is red with the words "FIRST RESPONDERS FOUNDATION" in white, bold, sans-serif capital letters. The shield has a white border.

Board of Director Annual Forms:

**Conflict of Interest & Third Party Form
Board Commitment**



Special Events

Guns and Hoses Hockey Challenge – March 2023

Awards of Excellence Reception - April 2023 (day TBD)

14th Annual Appreciation Lunches - June 2023

7th Annual 9/11 Luncheon of Honor - Monday, September 11th



First Responders Foundation

Mission

The mission of the First Responders Foundation is to serve and honor all our First Responders, Veterans and their families, build appreciation and respect for their work, and enhance public safety.

Brand Tone



Caring: We care deeply about the overall well-being of first responders, veterans and their families. We wish to show them appreciation, respect and compassion.

Compassionate: We aim to educate about programming and services to support them and present them as safe spaces without judgement.

Supportive: We support our heroes and their needs to ensure they get the proper support for their well-being.

Prideful: We are proud of our heroes and the sacrifices they make.



Brand Values

Honor: We honor first responders and veterans for all they do to enhance public safety.

Partnership: We are your partner in finding the resources and support best for you.

Service: We serve our heroes because they have served us so diligently.

Resiliency: The overall well-being of our heroes is of the utmost importance, whether it's mental health, physical health or anything in between.

Integrity: We strongly uphold our principles to serve and honor all first responders, veterans and their families.

Brand Temple

Brand Purpose:
Our Why

We exist to honor, support and care for the overall well-being of first responders, veterans and their families. We are relentless in our service to first responders, veterans and their families out of an immense appreciation and respect for their work and contributions.

Brand Values

Honor

Partnership

Service

Resiliency

Integrity

Brand Promise

To serve first responders and veterans with the same commitment with which they have served.



2022 Year in Review –

Behavioral Health

*** CEU Online**

***In-House Therapists**

***Iowa Office**



2022 Year in Review –

Physical Health

***Full Time JiuJitsu Instructor**

***Women's Only**

***Bully Proof**



2022 Year in Review –

JAVELAN

*** Graduated 100th Team**

*** New Director & Trainers**

*** Veterans Affairs Partnership**

2022 Year in Review —

*** Events**

Guns and Hoses Hockey

9/11

AOE

Paul Davis Golf

*** New Chapters**

Lincoln

Kearney

Strategic Growth Task Force

Members (Todd, Chuck, Debbie, Kelly K, Robby M, Mike C, Jim C., Al)

Mission Moments



Behavioral Health
Physical Health
JAVELAN



2023 Budget Review

Income: \$1,391,000

Expenses: \$1,204,309

Strategic Growth Plan

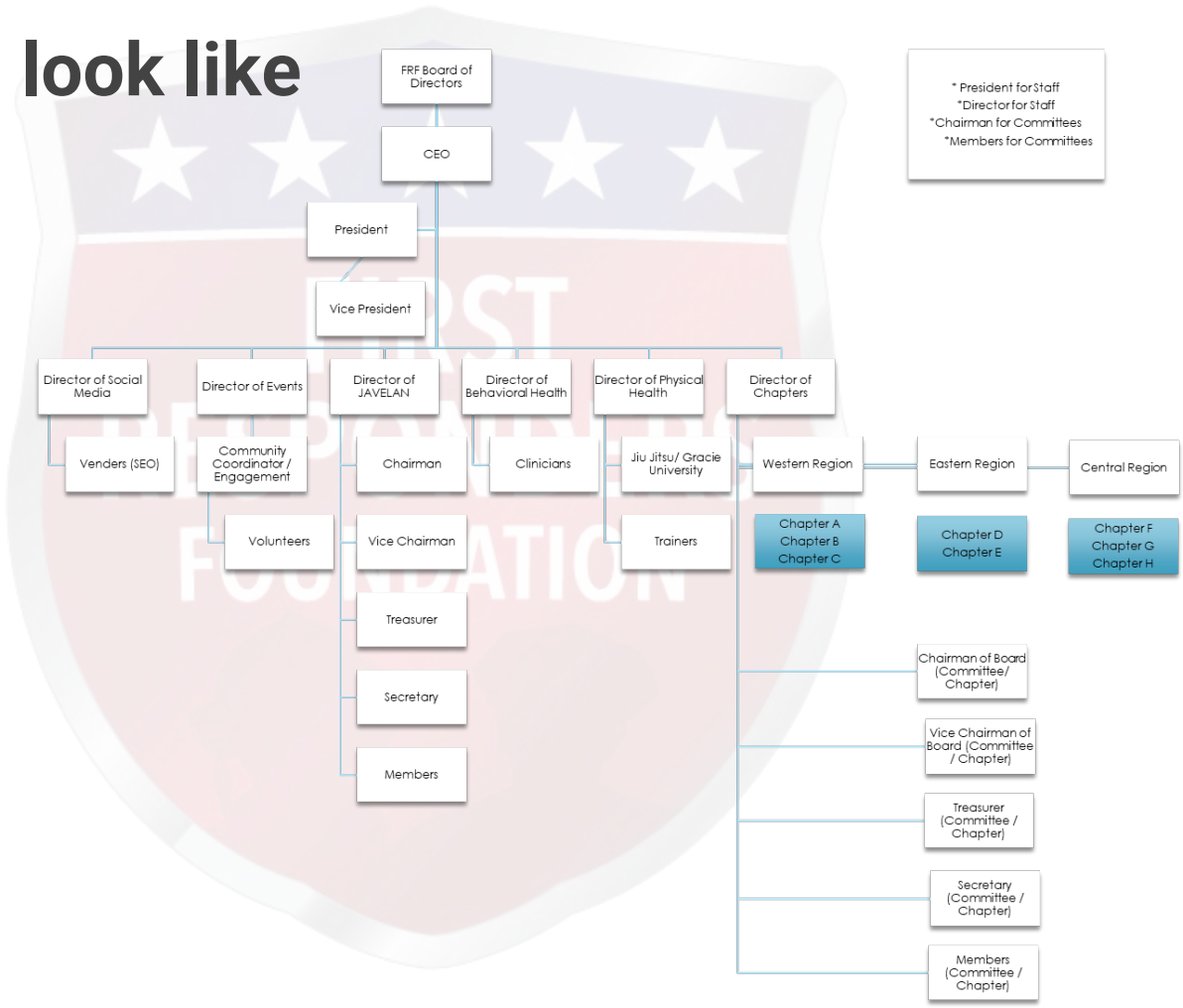
What we will look like

What we will expect from potential chapters

What potential chapters can expect from FRF

How we will grow deliberately and concentrically

What we will look like



* President for Staff
 * Director for Staff
 * Chairman for Committees
 * Members for Committees

How FRF will grow deliberately & concentrically

60/20/20 Guide to Programming & Services

60% mandated by the National Office, 20% must follow guidelines, 20% open for innovation

Regular virtual communication with Chapters. Group and 1:1

In-person meetings at regular intervals TBA

Build out of regional services including

- Culturally competent Behavioral Health clinicians
- Event & Programming Venues and Partners
- Social Media direction and partnership

What we will expect from potential chapters

Define spectrum of population

small community vs large community; local vs regional chapter

Potential first responders identified by service (ie. Police, Fire, Dispatch)

Define community needs

equipment, culturally competent clinicians, family support systems, home safety projects, Fire Corps Programs, etc.

Submission of annual plan for Chapter

Quarterly minutes submitted to National Office

Chapter Activity Reports (CAR)

Development of Behavioral Health, Financial Health, Spiritual Health, & JAVELAN

(Gracie Brazilian Jiu Jitsu available upon request)

What chapters can expect from National

Communities that are interested in becoming a chartered Local Chapter are joining a movement of serving the emerging needs of their local first responders, Veterans and their families.

- State and Regional alliance will build the capacity of local Chapters
- Fostering collaboration on state -wide and multiple state initiatives through effective partnerships
- Developing, grow, and enhance funding and identify new resources to benefit the collective impact of member associations.
- Coordinating communication to build consensus that ensures the Chapters are recognized as leaders for first responders, Veterans, and their families.

Value: \$\$\$\$\$

What chapters can expect from National

A chapter has access to the following support from National Office:

- National brand and marketing support
- Culturally competent subject matter experts available for consultation
- Enhance networking and training opportunities for staff and volunteers
- Fundraising ideas and metrics
- Grant writing expertise
- Social Media and Press Release assistance
- Physical health ideas and coaching
- Service dog program for Veterans and retired first responders
- Early intervention for struggling Chapters
- Strategic Planning direction
- Board Governance
- Financial reporting
- Benefits of being part of a 501c3

Income Highlights 2023

General Solicitations / Individual Donations \$188,000

Gordman \$25,000, Sherwood Operating \$50,000 (Potential \$113,000 - Actual 09/30/22 \$144,000)

Grants – Behavioral Health \$300,000

\$100,000 IA Lakin (2 of 3), \$25,000 Criss (3 of 3), \$30,000 Bremmer

(Potential: Kim Fdtn \$40,000, Broadmoor \$50,000, W.&R. Scott Fdtn, Peter Kiewit Fdtn, Hawks Fdtn \$25,000, Daugherty Fdtn \$50,000)

Events \$87,000 Guns and Hoses Increase for Year 2 (2022 \$77,000)

\$80,000 Anticipated Eastern Star & JAVELAN 3rd party events

Earned Income – Behavioral Health \$125,000

Workshops \$55,000, Inhouse Therapist \$10,000, Insurance Reimbursement \$60,000 (NE & IA)

Earned Income – Physical Health \$150,000

Women's Only, Bully Proof Growth, JiuJitsu Instruction, Fitness Classes

Expense Highlights 2023



Advertising	\$34,500	
Contract Labor	\$88,450	\$60,000 JAVELAN Trainers, \$25,000 B.H. Instructors
Professional Fees	\$5,000	Review by Siem Johnson (No Audit)
Website	\$6,000	
Financial Health	\$500	Estimated
Spiritual Health	\$2,500	Estimated * Collaboration multi faith leaders
“Hope Restoration & Renovation” in partnership with Marcus Taylor		
Chapters	\$3,500	Estimated Services Growth expenses + OCF funding for staffing and per diem

Areas of Growth



Pathway+Health Wearable (est. \$25k)

* rollout new device Spring 2023

Inner Defense collaboration on DNA samples

* rollout 50

Physical health center for annual physicals and physical therapy

* Buildout in collaboration with Omaha and CB Fire & Police



Approval of the 2023 Strategic Plan

PRESENTATION OF AWARDS

Board Member of the Year

**FIRST
RESPONDERS
FOUNDATION**

Volunteer of the Year



Meeting Adjourned