



May 1, 2007

Dear Chief:

The fire service throughout Canada has long enjoyed a special relationship with schools that has enabled us to reach children in a classroom setting. School based programs such as Learn Not To Burn and Risk Watch have helped prevent injuries, save lives and reduce our fire losses.

In recognition of our strong relationship with our schools, the Canadian Association of Fire Chiefs (CAFC) and the Fire Marshal's Public Fire Safety Council (Council) have developed a unique fundraising campaign designed to promote safety awareness while providing schools with the opportunity to sell a useful product for their fundraising drive.

The "Safety Matters" calendar initiative described in detail in the attached flyer provides an opportunity for schools to make 100% profits from the sale of safety calendars while providing valuable safety information to families of school children. Individuals purchasing this calendar will have an opportunity to win \$25,000 in prizes through the generous donation of our sponsors.

The CAFC and the Council want to provide your fire department with an opportunity to benefit from this exciting initiative as well. We are inviting your fire department to contact your local school(s) to be identified as a CAFC or Council member to receive funding for your department from the fire service portion of this fundraising initiative.

It's as easy as 1, 2, 3 to participate!

Step 1 – take the attached promotional piece to your school (schools will already have received one) to determine if they will be participating in this fundraiser.

Step 2 – have your school identify you when they register on-line by providing them with your fire department name, phone number, email address and contact person.

Step 3 – Do nothing more....and receive a \$3.00/calendar credit at our Fire Safety Distribution Centre to be used to purchase training and/or educational products of your choice.

A sell out of calendars has the potential to generate \$300,000 funding for fire departments. We hope your department will take advantage of this opportunity to receive funding support for your training and educational needs.

For complete details visit www.firesafetycouncil.com or contact Anne Miller at (416) 325-3152.

Sincerely

Patrick R. Burke
President
Canadian Association of Fire Chiefs