

TO: West Virginia Volunteer Fire Departments

FROM: W.Va. State Firemen's Association

Statewide Fund-Raising Drive For VFDs

We would like to make you aware of an upcoming fund-raising effort and to seek your support and participation. Starting in early September, the members of the West Virginia Beer Wholesalers Association will be spearheading a statewide fund-raising campaign in conjunction with the W.V. State Firemen's Association. The campaign is designed to generate donations from the public and companies to help volunteer fire departments across the Mountain State. Monies that are raised will be put into a fund so volunteer fire departments may apply for assistance with training and/or equipment needs.

The fund will be managed by the WVSFA, but any volunteer fire department will be eligible to apply for assistance, regardless of membership.

Funds will be provided on case-by-case basis, in order to serve as many VFDs as possible.

The campaign will leverage the customer connections and relationships that the members of the W.Va. Beer Wholesalers Association have with these businesses:

- Convenience and grocery stores
- Bars
- Restaurants

The WVBWA member companies regularly make deliveries to these customers, and they are spending time to "recruit" these establishments to be a part of this fund-raising campaign effort. The WVBWA will provide stores/bars/establishments with campaign materials and promotional items, and also collect the funds provided by patrons and citizens.

The campaign will run for a 30-day period: from early September 2011 to October 2011. A kick-off announcement is being planned for September 7th....in advance of the 10-year anniversary of 9/11. We will let you know when this is finalized.

The WVBWA also has lined up a media partner as an added way to generate publicity and encourage donations from the public.

We hope your volunteer fire department will want to be a part of this fund-raising campaign by helping to generate awareness about this during the campaign time period and by encouraging your friends and neighbors to provide donations at participating merchants or stores. If your fire department is already a member of the WVSFA, thank you for your continued support. If you currently are not a member of the WVSFA and would like more information, please don't hesitate to contact us. (www.wvsfa.org)

