

From: [Chris Eichhorn](#)
To: [Jennifer Acuna](#)
Cc: [Lukas Lerner](#); [Bryant](#)
Subject: The Firehouse Run- Grant Request
Date: Wednesday, October 7, 2020 12:17:42 AM
Attachments: [2019FirehouseRun_Grants&StudentsServed.docx](#)
[PDF 2020 TFHR flyer.pdf](#)

To whom it may concern,

The Firehouse Run is a non-profit event hosted by the Santa Clara Firefighters' Foundation that raises money for the Santa Clara Schools Foundation. Each year, its goal is to raise as much money as possible to benefit the school children in the local community and provide them with resources they may not otherwise have access to. In the previous 5 years, the run has generated over \$100,000 dollars for this goal as well as providing a family friendly event for all participants to enjoy. In addition, it allows for members of the fire department to interact with the community and continue to develop and strengthen the relationship between those who serve the citizens and the community members themselves.

This year, in order to keep our community safe, the Santa Clara Firefighters Foundation will be hosting a virtual Firehouse Run. The goal of the event is to still encourage participation and support of our schools in a way that is both engaging and fun while eliminating the community health risk of an in person event. Participants will be encouraged to run, jog or walk 5K between December 5th and December 20th at a location that is convenient for them and then submit their time online. Participants can go to the park to run, or run on a treadmill at home. In years past, we have had around 1000 participants and with the support of the city, we hope to be able to continue the event's momentum and have a similar turnout.

Due to COVID-19, our primary method's of outreach to participants are now required to be virtual. Instead of establishing a booth at local community events, such as the Art and Wine festival we will be reaching out to past and future participants through social media, news platforms and other easily accessible methods that individuals can access from the safety and comfort of their own home. To accomplish this, we are graciously asking for the City of Santa Clara's support in providing the funds for the following items.

San Jose Mercury News advertisement: \$485

Patch Advertisement: \$1000-1,500

Google Advertisement: \$1000

Facebook Advertisement: \$1000

Additionally, we are hoping to use the City of Santa Clara's method's of communication to reach all of its citizens. We would appreciate if the city would use its digital methods of communication and reach out to the community through the social media channels it has established as well. We would like to create a have an insert into all Utility Bills and the city

newsletter. This will hopefully help reach other community members we aren't able to reach digitally.

Another option that would provide our participants the flexibility to participate in this year's event is for us to mail merchandise to those who cannot pick up T-Shirts or medals. The cost to mail our participants their merchandise would be approximately *\$1000*.

Lastly, In order to provide our schools foundation with as much funding as possible, we are hoping to receive funding for the T-shirts and Medals that are provided to our participants. We are requesting approximately *\$5000* to provide the number of T-shirts we are expecting to order.

We have attached last year's donation amount and how it was used by the Santa Clara Unified Schools. Last year alone, \$28,000 benefited over 6,000 students. You can also see there is a PDF version of our event and the official website is www.thefirehouserun.com .

In total, we are requesting roughly *\$10,000* in order to help continue to make this event possible and help support the Santa Clara Schools Foundation.

With gratitude,

The Firehouse Run