



FACT SHEET

GENERAL INFORMATION

- The Firehouse Subs Public Safety Foundation, Inc., is a 501 (c) (3), non-profit organization.
- The Firehouse Subs Public Safety Foundation is dedicated to improving the life-saving capabilities of emergency service entities in communities served by Firehouse Subs, by providing funding, resources and support to public safety entities.
- The Firehouse Subs Public Safety Foundation goals are to give back to fire, police and EMS departments by:
 - Providing emergency service entities with life-saving equipment
 - Providing prevention and educational tools to the public about the importance of fire safety, emergency services and natural disaster preparedness in order to prevent disasters in the home and community
 - Providing financial resources to individuals pursuing a career in the public safety sector through a scholarship programs for future firefighters and law enforcement
 - Providing for ground assistance with disasters including feeding victims and public service workers, assisting on the scene and providing support for medical assistance

HISTORY

- Firehouse Subs Public Safety Foundation was founded by two firefighting brothers, Chris and Robin Sorensen.
- The Public Safety Foundation was created in September 2005.
- The first donation was made in April 2006, an American LaFrance fire truck to Pearlington, Miss., to compensate for their losses during Hurricane Katrina.
- Since its inception, the Foundation has donated more than \$600,000 to more than 40 entities.
- The Foundation has donated several thermal imaging cameras, Jaws of Life, automated external defibrillators, rescue jacks and various other equipment and monetary donations to departments and organizations in Texas, South Carolina, Florida, Georgia,

Tennessee, Alabama, North Carolina, Nevada, Virginia, Kentucky and Mississippi to date.

FUNDRAISING INITIATIVES

- Firehouse Subs restaurants sells empty, 5-gallon buckets that pickles are shipped in to the public for \$2.
- There are acrylic canisters on the countertops between the registers in all Firehouse Subs restaurants to collect cash and change from customers to benefit the Foundation.
- During the month of October, Firehouse Subs celebrates Fire Safety Month by collecting for the Public Safety Foundation and also educating its customers on fire safety.
- Firehouse Subs Public Safety Foundation also hosts the Firehouse Subs Men's Doubles Tennis Tournament during the month of May, most recently raising \$200,000.

FIRE SAFETY CAMPAIGN

- From September 29 through October 26, 2008, customers will have the ability to give to the Foundation by purchasing \$1 or \$5 mobiles.
- The first 30 customers purchasing \$5 mobiles in each restaurant will receive a magnetic, dry erase board for emergency phone numbers.
- The Fire Safety Campaign provides information on fire safety for the home along with information on the Foundation.
- The Campaign also coincides with National Fire Safety month to help build awareness for fire safety procedures.