

PATRIOTIC JEEPS SUPPORTING PUBLIC SAFETY



General Information Package

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INTRODUCTION:

Patriotic Jeeps Supporting Public Safety, Inc. (PJsPS) is a planned non-profit organization being started to coordinate and organize fund-raising to benefit public safety professionals and other non-profit organizations that do the same. With Jeep owners being well known for their patriotism and sense of “can do” spirit, it seemed only natural to... not so much “tap into” that energy and spirit, but somehow help direct some of the excess amounts toward fun events centered around Jeeps and Jeep owners. The goal is to raise funds to support our law enforcement, firefighting, emergency medical, rescue and other public safety professionals.

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WHO WE ARE (THE ACTUAL PEOPLE):

PJSPS, Inc. was founded with a four-person Board of Directors, one President/Treasurer and one Secretary. As the organization was founded to support public safety in all of its disciplines – law enforcement, firefighting, emergency medical care and search & rescue – AND it’s built on the strength of the social community that surrounds Jeep ownership and recreational driving, we felt it imperative to insure a saturation of people representing both: public safety and Jeep owners.

The founding Board of Directors:

Chief William L. Harvey: a veteran law enforcement officer of over three decades, Chief Harvey currently serves (at the time of founding PJSPS) with a municipal police agency in Pennsylvania. He is a nationally known author and speaker as well as a recognized expert in emergency management.

Captain Steven Forgues: a veteran law enforcement officer with more than a decade of experience as well as 7 years of firefighting experience as well. He is a nationally known author and trainer. Captain Forgues currently serves as the commander of his firehouse’s Water Rescue & Dive Team.

Mr. Richard Lanning: a retired police officer with approximately 25 years of experience in all aspects of police work. Mr. Lanning is an avid outdoor enthusiast and Jeep owner. Relatively new to Jeep ownership, but no less involved in the Jeep social community, Mr. Lanning owns a 2014 Wrangler Unlimited Rubicon (JKUR).

Ms. Heather Stone Piper: a Territory Manager with the international organization, Weight Watchers, Ms. Piper embraces the outdoor / active lifestyle and has been a Jeep owner all of her adult life. She is a true Jeep fan and has owned several. Her Jeep ownership has included a 1990 Wrangler (YJ), a 1998 Cherokee (XJ), a 2011

Wrangler Unlimited Rubicon (JKUR) and a 2014 Wrangler Unlimited Polar Edition (JKU). Jeeps are all she's driven since 1990.

The founding Officers:

President & Treasurer: *Lt. Francis (Frank) Borelli:* a once retired but returned-to-service police veteran with over three decades of experience, Lt. Borelli is a nationally known author and trainer serving as the Training Commander of his police agency in the Washington DC metropolitan area as well as Editorial Director for one of the largest law enforcement publication groups in the country. Lt. Borelli also served as a volunteer firefighter for a span of approximately ten years. Lt. Borelli is an outdoor enthusiast and Jeep owner. He too is a Jeep fan, currently owns one and has owned several in recent years. His Jeep ownership has included a 1994 Cherokee (XJ), a 1997 Wrangler (TJ), a 2004 Grand Cherokee (WJ) and a 2007 Wrangler Rubicon (JKR).

Secretary: *Mrs. Deborah L. Borelli:* With a retail management career that spans more than 25 years, Mrs. Borelli is well versed in the organizational and managerial requirements of a successful company. Mrs. Borelli brings that expertise as well as her enthusiasm for all things Jeep, to PJSPS. Mrs. Borelli is a Jeep owner, Jeep fan, and has owned several Jeeps across the past ten to fifteen years. Her Jeep ownership has included a 1997 Wrangler (TJ), a 2010 Wrangler (JK) Sport, a 2010 Wrangler Unlimited (JKU) and a 2014 Wrangler Sahara Unlimited (JKU).

WHAT WE, AS AN ORGANIZATION, DO:

Given the intimate knowledge of the various aspects of public safety based on their own background and experience, the founding Board of Directors and Officers had identified a need for extra or auxiliary funding in many locales. All too often, public safety agencies are underfunded and, on occasion, that underfunding can increase risk to the very men and women who serve in the roles of police officers, deputies, firefighters, emergency medical technicians, paramedics and/or rescue workers. Given that challenge, we raise funds and donate them to needy agencies to increase the safety of those performing the various duties and improve the tools they have to work with as much as we can.

HOW WE DO IT:

PJSPS, Inc. raises funds in three primary ways:

- 1) We plan, schedule and organize Jeep social events whereat Jeep owners can compete in various categories, drive on varied terrain, enjoy cookouts, etc or any mix of the above. Those competing pay entry fees and there are usually raffles to support the event as well. All prizes are donated so our expenses are kept to a minimum.

- 2) We also sell merchandise with the PJSPS logo on it. Merchandise sold includes decals, t-shirts, hoodies, travel mugs and more. All net proceeds support our cause.
- 3) We accept direct donations but perform minimal action to solicit such. We maintain a growing social media presence through Facebook, Twitter, Instagram and Pinterest and we have a primary website as well.

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WHY WE DO IT:

As was pretty well expressed in the description of our founding Board of Directors and Officers, those involved in PJSPS have a personal direct commitment to public safety in at least three disciplines: law enforcement, firefighting and rescue. We have family members who are active EMTs as well as an assortment of close friends who are all in public safety work in some way or another; many of them actively serving in more than one discipline. With our intimate knowledge and experience of circumstances that result from insufficient funding, we're driven to support those we care about – and we're sure others care about – by raising funds for them as much as we can. To do less feels, to us, like we're simply not doing the right thing.

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THE INTENT AND ETHIC DRIVING HOW WE OPERATE:

We founded Patriotic Jeeps Supporting Public Safety with the intent of leveraging the strength of the Jeep owners' social community to organize events that they would eagerly enjoy participating in, and using their enthusiasm for Jeeps to raise funds for public safety. Given the self-reliant nature of most Jeep owners and the fact that Jeeps are so often used in various public safety disciplines, it seemed not only a natural fit but an approach that would be silly not to use.

That said, no company (or, in our case, corporation) can run expense free. As a result, no nonprofit organization can insure that 100% of all donations brought in go back out in support of their cause. The only way that can happen is if the people running the nonprofit are all 100% volunteers and the related expenses such as travel, postage, etc. are absorbed by those volunteers. It is a rare nonprofit indeed that can attain such a staff. At the same time, it seems to our founding Board and Officers, that a nonprofit should never allow the expenses of operation to overwhelm or outweigh the funds being raised for support.

Most of us have heard horror stories about nonprofits that only give as little as eight cents on the dollar to the very people the nonprofit is supposed to support while the nonprofit's CEO makes an enormous salary and lives an extravagant life style. To avoid such, our commitment to each other was and is that we will strive to maintain an

80%/20% ratio, donations out to expenses and overhead. That means that we always try to make sure we are sending eighty cents of each dollar we bring in, back out to a public safety agency. Ideally, we'd prefer to keep the margin of donations out as close to 100% as we can, but we feel, ethically, that an 80%/20% margin is still respectable. In extreme situations we feel that 75%/25% can be justified. However, if the percentage of monies brought in and then going back out to public safety entities drops below 75%, we feel a review of operational procedure and overhead expenses is mandated.

IN CLOSING:

Thank you for your time and interest in Patriotic Jeeps Supporting Public Safety. If you have any questions or need further information, please visit our website and feel free to email us through the Contact page. While you're there, feel free to make a donation through the appropriate links as well.

Stay safe and keep on Jeepin'!