

# **PATRIOTIC JEEPS SUPPORTING PUBLIC SAFETY**



## **General Information Presentation**

# The Purpose

**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.**



# Who We Are (actual people)

- **Founding Board of Directors:**
  - **Chief William Harvey:** 30+ years of LE experience, author, trainer
  - **Cpt. Steven Forgues:** Rescue captain, police officer, firefighter
  - **Cpl. Richard Lanning (ret):** retired police officer w/ about 25 years experience in all aspects of LE, Jeep owner.
  - **Ms. Heather Stone Piper:** Territory Mgr w/ Weight Watchers, avid Jeep fan, Jeep owner.



# Who We Are (actual people)

- **Founding Officers:**

- **President & Treasurer: Lt. Frank Borelli: 30+ years of LE experience, author, trainer, editor. Also 10 years experience as a firefighter & dive rescue team member. Jeep owner, avid Jeep fan.**
- **Secretary: Mrs. Deborah Borelli: over 25 years in retail management & corporate organization. Jeep owner, avid Jeep fan.**



# What We Do

**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

- **We plan, schedule & hold Jeep social events / competitions to raise funds;**
- **We sell merchandise that is branded and Jeep lifestyle specific to raise funds;**
- **We accept direct donations from Jeep fans, Jeep lifestyle fans and supporters of our cause.**



# Why We Do It

**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.**



# Our Intent & Operational Ethic

- **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.**
- **That said, no company (or, in our case, corporation) can realistically 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.**
- **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.**





# 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.

<http://www.patrioticjeeps.com>

