



Alberta First Responders Association

Empowering mental health support and suicide prevention

www.ourAFRA.ca



Alberta's population is expected to reach over 5 million people in 2025. It is estimated that over 1% of that population (over 50,000) is past or present First Responders. How many have touched your life?



About Us:

The Alberta First Responders Association (AFRA) began as a Peer Support private group on Facebook on February 28, 2023. It quickly grew into an active community of over 2,200 Alberta First Responders within a year. It now operates as a not-for-profit advocacy organization.



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Mission:

To empower the implementation of practical and immediate solutions for mental health support and suicide prevention training for all Alberta First Responders on a priority basis.

Leadership:

The Alberta First Responders Association (AFRA) was founded by Jerry Galliford – Alberta Sheriff, who acts as the organization's President. With a background in banking and as a First Responder spouse & Jerry's wife, Loretta Galliford is the organization's CFO.

The AFRA leadership is complemented through a Volunteer Advisory Board. These volunteer advisors have direct First Responder or Military experience, and/or have direct experience implementing mental health support and suicide prevention training programs for First Responders.



Supported Organizations for 2024 / 2025:

Boots on the Ground Alberta (BOTG-AB) is the first chapter of BOTG. Their aim is to provide an anonymous helpline specifically for First Responders and Military Members based in Alberta. They are trained volunteer professionals. They are not therapists. Their central goal is to actively listen to First Responders on their 24 hour helpline. Colleagues phone their helpline when they are in need of having difficult conversations, when they are in despair, when they are going through hidden trauma, and when they are temporarily away from the job due to work related stress or injury. BOTG has no call display and they do not judge the caller.

www.botgalberta.com



Little Warriors is a national, charitable organization based in Alberta. They are focused on the awareness, prevention and treatment of child sexual abuse. They also advocate on behalf of and with child sexual abuse survivors.

<http://www.littlewarriors.ca/>



Our program focuses on using the power of sport to help build healing through mindfulness and resiliency techniques, helping our military, first responders and their families in the journey toward post traumatic growth.

<http://www.drivingforward.ca/>





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Marketing Campaigns & Exposure



The Alberta First Responders Association (AFRA) is a highly visible brand that is associated with a highly visible and revered segment of the population. The AFRA corporate sponsorship program is based on 12 months of exposure through events, social media campaigns, AFRA member campaigns and other cross-exposure.

Social Media Stats

Discovery

 Post reach	286,798
 Post engagement	29,778
 New Page likes	956
 New Page Followers	1,126

Interactions

 Reactions	4,251
 Comments	1,743
 Shares	486
 Photo views	672
 Link clicks	8,047

Major Event - Q1



March 1, 2025

YOU ARE INVITED!

This Event is Open to the Public!



2nd Annual Gala DINNER

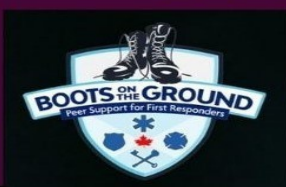
ALBERTA FIRST RESPONDERS FUNDRAISER

Hosted by

FANTASYLAND
HOTEL

IN SUPPORT OF

little
warriors



For more information go to www.ourAFRA.ca

They save lives, change lives and make a world of difference.
Let's share a meal together and celebrate them!

Our March 1, 2025 Gala & Appreciation Event consists of three components:

During the day:

1. **Conference** - consists of 3 Workshops and a Final Overview session designed to empower First Responders and their Organizations in Alberta to implement best practices for mental health support and suicide prevention. The priority is to provide practical take-aways that can be implemented immediately by participants.

Estimated Attendance : 100

2. **Symposium** - brings together government agencies, charities, nonprofit organizations and key First Responder stakeholders to collaborate on ways to improve the implementation of practical and immediate solutions for mental health support and suicide prevention training for all Alberta First Responders on a priority basis. The focus is to facilitate meaningful dialogue that results in better and quicker solutions and support for the First Responder community.

Estimated Attendance : 100

Evening:

3. **Appreciation Gala** - our annual Gala is our major event to acknowledge First Responders and raise funds and awareness for Alberta First Responder mental health support and suicide prevention programs.

Estimated Attendance : 350





MESSAGE FROM THE PREMIER OF ALBERTA

On behalf of the Government of Alberta, welcome to the Alberta First Responders Association (AFRA) 2nd annual First Responders Appreciation Gala.

First responders help us in some of the worst moments of our lives and work every day to build stronger, more resilient communities. The sacrifices they make come at a cost, and it is always an honour to have the chance to express our gratitude to them and the loved ones who support them. This gala, and the mental health conference before it, are great ways for attendees to learn together, connect with colleagues and community members, and help give something back.

Thank you to the AFRA and the sponsors who have made this special evening possible. I appreciate your vision to create a network of support for first responders and their families.

Best wishes for an enjoyable evening.

A handwritten signature in black ink, reading "Danielle Smith".

Honourable Danielle Smith, Premier of Alberta



Major Event – Q2



I'd run 5km in their boots!

A fitness challenge to raise funds for mental health support and suicide prevention training for Alberta First Responders

Watch for further details.

www.5kmlnTheirBoots.ca

Major Event – Q3



The poster features a large blue Mopar logo at the top left, with the text "WESTERN MOPAR MADNESS" to its right. Below the logo is a photograph of a red and white 1960s Mopar car, viewed from the rear, parked on a racetrack. In the background, there are empty stadium seats. The text "Saturday July 27, 2024 at Rad Torque Raceway" is centered below the car. At the bottom, there is a black rectangular box containing the "ALBERTA FIRST RESPONDERS" logo, which includes a Canadian flag and various emergency service icons. Below the logo, the text reads: "First Responders will receive free gate admission to the event. Simply present your ID at the Gate." A red banner at the very bottom of the poster contains the text "WESTERN CANADA'S LARGEST ALL MOPAR SHOW & RACE".

WESTERN MOPAR MADNESS

Saturday July 27, 2024 at
Rad Torque Raceway

ALBERTA FIRST RESPONDERS

First Responders will receive free
gate admission to the event.
Simply present your ID at the Gate.

WESTERN CANADA'S LARGEST ALL MOPAR SHOW & RACE

Major Event – Q4

AFRA Holiday Mixer



Alberta First Responders Association Holiday Mixer

Saturday November 22nd, 2025
\$25/person

*With Appetizer Buffet, Door prizes,
Ugly Christmas Sweater Contest, 50/50 and More!*

Doors - 6pm Live Music - 8pm by "The Red Cannons"

18+ Public Event for First Responders, Friends, Family & Supporters

Hosted By



Blackjacks Roadhouse & Games Rooms
2110 Sparrow Drive, Nisku

Tickets online at: BlackjacksRoadhouse.com



Brought to you by:



-All proceeds go to mental health support and suicide prevention programs



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AFRA Sponsorship Opportunities for 12 calendar months

Level	Cost	Monthly	Available	Gala Passes	Event Space	Events	Posters	Publications	Social Media	Website	Online Marketplace	Volunteer T-Shirt Logo	Major Event Announcements
Title	\$24,000.00	\$2,000.00	1	20	20X20	Yes	Yes	Yes	Bi-Weekly	Yes – All	Yes – All	Yes	Every 30 minutes
Platinum	\$18,000.00	\$1,500.00	3	10	10X20	Yes	Yes	Yes	Monthly	Yes – All	Yes	Yes	Every 60 minutes
Gold	\$12,000.00	\$1,000.00	5	8	10x10	Yes	Yes	Yes	Bi-Monthly	Yes – All	Yes	Yes	Four (4) times
Silver	\$9,000.00	\$750.00	5	6	10x10	Yes	Yes	Yes	Bi-Monthly	Banner & List	Yes	Yes	Two (2) times
Bronze	\$6,000.00	\$500.00	10	4	10x10	Yes	Yes	Yes	Quarterly	Banner & List	Yes	No	One (1) time
Brass	\$3,000.00	\$250.00	10	2	None	No	No	No	Quarterly	List Only	No	No	One (1) time
Donations	up to \$1,499		No Limit	None	None	No	No	No	No	List Only	No	No	One (1) time

- sponsorship is for 12 calendar months and provides you with exposure through all of the events that we host, attend, sponsor and promote

- sponsorship levels include total contributions of Cash, In-Kind Contra, and Donations in a 12 month window

- all levels receive acknowledgement on our Corporate Sponsorship page on our website and on our Sponsorship Boards any events we attend or hold

- all levels have access to our Monthly Instalment program

- all event incentives apply to specified events only