



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 3,000 Alberta First Responders. 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 programs 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 programs for First Responders.



Supported Organizations for 2025 / 2026:

1st Health for First Responders is a free program administered by the Alberta First Responders Association (AFRA) that empowers first responders to take an individualist and holistic approach to proactively focus on their health and build a personal health plan. The name explains what the priority must always be ... “1st Health for First Responders.”.

www.1st-Health.ca



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.

<http://www.botgalberta.com/>



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.drivingforeward.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 | 1,302,588 |
|  Post engagement | 611,244 |
|  New Page likes | 956 |
|  New Page Followers | 1,126 |

Interactions

| | |
|---|--------|
|  Reactions | 40,380 |
|  Comments | 20,916 |
|  Shares | 5,832 |
|  Photo views | 8,064 |
|  Link clicks | 96,581 |

Major Event - Q1



ALBERTA
FIRST RESPONDERS

CE PROTECTION HONOU



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



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.

Attendance : 75

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.

Attendance : 50

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.

Attendance : 425





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



SATURDAY JULY 26TH, 2025 AT RAD TORQUE RACEWAY



**FIRST RESPONDERS WILL RECEIVE FREE
GATE ADMISSION TO THE EVENT
SIMPLY PRESENT YOUR ID AT THE GATE**

WESTERN CANADA'S LARGEST ALL MOPAR SHOW AND RACE

Major Event – Q3



Be part of something meaningful. "5km in their Boots" is more than just a run – it's an opportunity for our community to rally around Alberta's First Responders and support their well-being. You can participate in two impactful ways:

- **The Challenge:** Be one of the 50 First Responders and 50 civilians as they push their physical and mental limits in a timed 5km run while wearing a symbolic 50lb weighted vest.
- **The Fun Run/Walk:** Join friends, family, and neighbours for a 5km fun run or walk to raise crucial funds.

Every step taken and every dollar donated goes directly to the "1st Health for First Responders" program, administered by the Alberta First Responders Association (AFRA).



COMING SOON!



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