



PLEDGE FORM	MONTH	FILE NO.	PLEDGE DATE YR MO DAY	PLEDGE NO.	CURRENT PLEDGE DESCRIPTION	AMOUNT

NOT AN OFFICIAL RECEIPT
FOR PERSONAL INCOME
TAX PURPOSES (SEE BELOW)

TOTAL PLEDGED \$

PLEASE HELP US SAVE THE COST OF MAILING A REMINDER BY SENDING YOUR PAYMENT WITHIN 10 DAYS.

• KEEP THIS PORTION FOR YOUR RECORDS •



Canadian Association of Fire Chiefs

www.cafc.ca

Serving the Canadian Fire Service for over 100 years...

Our Mission ~~~~~
To lead and represent the Canadian Fire Services on public safety issues.

Our Vision ~~~~~
To be nationally recognized as the Canadian Fire Services voice of authority.

Our Values ~~~~~

- Demonstrate accountability through living up to CAFC commitments and the transparency of our operations.
- Demonstrate diversity by recognizing and respecting the differences, needs, views and delivery models of the Canadian Fire Services and the public.
- Value integrity as our personal and organizational commitment to always act in an honest and ethical manner.
- Value ethics by acting personally and organizationally in accordance with the constitution and code of ethics of the Canadian Association of Fire Chiefs.

Our Goals ~~~~~

- Lobbying for legislation to improve financial aid for volunteer firefighters;
- Improving firefighter and public safety through building code changes designed to reduce the rate of fire spread and strengthen building structures, and;
- Lobbying for increased federal involvement in – and financing for – preparation for major emergencies.

DETACH AND RETURN THIS PORTION WITH YOUR REMITTANCE



Insert in envelope with cheque.
Window and address must line up.



PLEASE MAKE NAME AND/OR ADDRESS CORRECTIONS AT LEFT.

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▼ RETURN THIS PORTION IN THE ENVELOPE PROVIDED TO ▼



Disclosure: It Costs Money to Raise Money

We believe you should have access to information to help you make more informed decisions about charitable giving.

Fundraising is a complex process. Net returns to a charitable organization on any fundraising activity vary depending on public awareness of the organization, competitive market share issues, timeliness of the appeal, and public empathy or sympathy for the cause. The fundraising effectiveness of a charity should be assessed on an overall annual basis. On some campaigns costs may exceed 50% of proceeds or more. Prospecting for new donors generally does not yield meaningful immediate financial returns to charities in the initial canvass. However, it is a critical step in building a loyal base of supporters. That is essential to any charity's financial health and efficiency. These campaign activities help make Canadians aware of the cause, educate us about health and social issues, and develop donor relationships. These relationships are the foundation and future of any charity.

Audited financial statements are available upon request.

The charitable fundraising campaign associated with this pledge form is registered in all provinces requiring registration. It is managed by Xentel DM Incorporated, a publicly traded company (CDNX-XDM), and a registered, bonded fundraising organization. Xentel DM provides tele-canvassing staff and management, creative, printing, postage, computer and data services, telephone, offices, administration and corporate services for this campaign, and is paid a fee-for-service for providing these services.

Why do charities use fundraising companies? Why not use their volunteers or employees? Volunteers volunteer because they want to help others. Fundraising is generally the last thing they want to do. Many charities simply can't afford the ever-increasing cost of hiring and keeping their own professional fundraising staff. Managers of charities recognize that their job is to make sure the organization's programs achieve desired results. Due to business and volume related efficiencies, services provided by Xentel DM may be more cost effective than if the charity did the same work in-house.

Many organizations worthy of your support recognize competitive realities of the marketplace and choose this approach to facilitate public awareness and donor development. As the relationship between individual donors and the causes they support evolves over time, and as awareness of the issues and needs relating to individual causes becomes part of our culture, so the financial returns to and the financial efficiency of charities increase.

You can help charities become more efficient and reduce costs by identifying in advance those organizations you wish to support and by approaching them directly to offer your volunteer or financial support.

We at Xentel DM Incorporated are pleased to be a catalyst between our client charities and their important programs, and Canadians who can benefit from and support those programs.

Thank you for taking the time to read this information. And thank you for making a difference.

From time to time, our supporter list is made available to a few carefully screened organizations. This assists them in reducing their costs. *If you have a preference*, please indicate by checking the appropriate box to the right.

I do not object to you sharing your supporter list with other carefully screened organizations.

I do not wish to have my name shared with any other organizations.