



**Canadian First Responder  
International Support Alliance  
(CFRISA)**

Dear Chief,

Our organization, the Canadian First Responder International Support Alliance, was created as a fundraising arm under CanOps in order to provide Canadian First Responders the opportunity to directly help Ukraine First Responders. Our volunteer Alliance members are coordinating support efforts that will go directly to assist Ukraine Firefighters and Paramedics.

To raise awareness, as well as to kick off our first fundraising campaign, we have commenced the Canadian Coin Challenge, a competition between the different First Response agencies, as well as between the provinces and territories, to see who can pass the coin the most, as well as help fundraise to directly assist Ukraine First Responders.

Our ask is simple, help us raise awareness for this important initiative to help our brothers and sisters in Ukraine. There are four steps to participating in the Canadian Coin Challenge competition:

1. Spread the awareness for this fundraising campaign with your colleagues and staff. Individual Challenge Coins, for both Fire and Paramedic, can be purchased at <https://canopsstore.org>.
2. When you receive the official Challenge Coin, either Fire or Paramedic, scan the QR Code to populate your location on a map. On our website, <https://CANrespondUKR.com>, there is a map showing all of the locations that the official Challenge Coins have visited within your province and territory. The map will also show how the other provinces and territories are doing for each of the agencies.
3. When you receive the official Challenge Coin, create awareness with your local media and through social media using #UkraineCoinChallenge, #SupportUkraineResponders #UkraineFireCoin, and #UkraineMedicCoin.
4. As the last step, pass it onto another First Responder agency in your province or territory using the traditional handshake method.

The Canadian Challenge Coin competition commenced in July 2022 with individual coin sales and now is expanding to include the Coin Pass. At the end of the competition, the winning First Response agency, Fire or Paramedic, will be announced. The winner will be First Response agency from the province or territory that has covered the most handoffs, as well as had the highest sales of individual Challenge Coins and donations as a percentage determined by provincial/territorial population.

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If you have any questions about this initiative, please do not hesitate to reach out to me at Mario.Beauchamp@icosolutions.com or (613) 617-5328.

We thank you in advance for your support and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Mario Beauchamp". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Mario Beauchamp  
Canadian First Responders International Support Alliance Member