

**NOT
YOUR
ORDINARY
ATHLETE.**

**THEY'RE
PLAYING
A GAME,
WE'RE NOT**

PARTNERSHIP PACKAGE

A FOOD ON THE STOVE INITIATIVE

**FOOD
ON THE
STOVE**



OVERVIEW:

Not Your Ordinary Athlete is a creative campaign to re-present firefighters as athletes. Our goal is to highlight the competitiveness, camaraderie, and courage that exists in the fire service. Like sports athletes, the men and women of the fire service are required to go through months of grueling physical training to be a part of this elite organization. There are many similarities between the fire service and sports, and we want to use this connection to promote the profession of firefighting to the youth.

WHO WE ARE:

Food on the Stove is a firefighter founded 501c3 nonprofit organization that provides tools and resources to help firefighters live a healthier lifestyle through enhanced nutrition and exercise. While firefighters are committed to the meaningful work of protecting life, property, and the environment in the districts they serve, Food on the Stove is dedicated to giving back to these expert rescuers by addressing one of the leading causes of death among firefighters--heart disease. In addition, firefighting is the only occupation that requires employees to cook all 3 meals while at work. We believe that by educating our local heroes about healthier food options and exercise, we will be able to lower the number of firefighters who die from heart disease, while impacting the health of their families as well.





OUR VISION:

In recent years, volunteer firefighting has been declining in appeal to the younger generation. Currently, two-thirds of America's 30,000 fire departments are volunteer-run, but since 2015, their numbers have fallen, from 814,850 to 682,600. Shortages of emergency-medical technicians and paramedics are also affecting communities. With the decline of volunteers across the country, fire departments are challenged to respond to an increased call volume due to the growth of their communities, especially urban cities. Fire departments across the country have not been successful in recruiting new members to maintain adequate staffing. This leaves an aging population at risk, especially in rural communities where smaller departments exist.

Athletic apparel companies have been a driving force in the recruitment of young men and women in sports. AAU, High School, and Collegiate athletes have been influenced to join an organization or institution because of creative marketing by brand campaigns. We believe that a similar approach can be used to help recruit young men and women into the fire service. Every kid will not have the opportunity to play a sport at the collegiate or professional level, but every kid can have the opportunity to be a firefighter.





SOCIAL IMPACT:

Firefighters are just as visible as athletes and are pillars in the communities they serve. Just like professional athletes, firefighters are role models to the younger population who look up to them. With the increase of violence in inner cities across America and the decreased interest in volunteer firefighting, we see an opportunity to promote the unique opportunity of firefighting to at-risk youth through creative marketing and community engagement via youth and high school sports.

In response to these issues, Not Your Ordinary Athlete seeks to:

- Present the unique opportunity to be in a highly rewarding career as a firefighter, while serving your community.
- Connect firefighters with the youth, specifically through a shared love of organized sports.

Hope for a better tomorrow starts by meeting a need today. Firefighters are well loved in the community, especially by the youth and we want to highlight the fire profession as a source of hope and a means of good income to help our youth see that they can find purpose and respect while helping others. We believe that this type of intervention starts early and in small ways; well before firefighters and emergency medical personnel must respond to another unfortunate incident.





COMMUNITY ENGAGEMENT:

Not Your Ordinary Athlete has 3 specific community initiatives to help us reach our program goals.

1. Firehouses Adopt Youth & High School Sports Teams

This program allows firehouses to adopt and show their support for their local youth and high school sports teams by wearing designed paraphernalia. Firefighters will wear a t-shirt/sweatshirt branded with the youth organization or high schools' logo on the front and company number on the back. This simple gesture provides a way for firefighters to engage with the community prior to an incident and amplify their voice with the youth.

2. Firefighter Scouting Combine

While athletes practice, firefighters drill. Both engage in a high level of training that produces results on "game day". In the sports, these training activities take place in the off-season. In firefighting, there is no off-season. These training/fitness events will allow firefighters and these youth athletes to train together while exposing them to elements of firefighting. Utilizing fire hoses, sports equipment, and firefighting gear; we have curated a creative and fun community event that will allow coaches, players, and firefighters to engage in a way they never have before.



3. Running Routes

This creative content video allows us to show one of the similarities between football and firefighting. In football, the goal of running a route is for the wide receiver to put himself in an optimal position to catch the ball and score a touchdown. If he runs the wrong route, he ends up out of position and give the opposition an advantage, ultimately hurting his team. The same holds true for firefighting. When the fire truck or engine is dispatched on a fire call, the driver has a specific running route to that location. If he/she runs the wrong route, the apparatus will be out of position, hindering the overall operation of putting out the fire.

We will engage with professional and collegiate wide receivers to run routes with firefighters in the community by jogging a 1-mile distance through their local alarm district, while discussing the importance of good route running.





We look forward to working with you on this initiative as we believe it will have a positive impact on the community. If you are interested in participating or becoming a sponsor, please email us at info@foodonthestove.org

Food on the Stove

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