



Fire Department

Mark Rohlfing
Chief

Gerard Washington
Assistant Chief

Daniel Lipski
Assistant Chief

Brian Smith
Acting Assistant Chief

March 17, 2016

Alderman Nik Kovac
3rd Aldermanic District
200 E. Wells St., Room 205
Milwaukee, WI 53202

RE: INCORPORATING *ON PURPOSE JOURNEY INC.* INTO THE 2016 CGC

Dear Alderman Kovac:

The Milwaukee Fire Department joined the nonprofit *On Purpose Journey Inc.*, along with various fire, law enforcement, military, and veteran organizations for the first annual **Books for Bravery and Standing for the Fallen 9/11** tribute events on September 11, 2015. As Chair of the sub-committee which authorizes additions to the City of Milwaukee's Combined Giving Campaign, we are asking for your assistance in adding *On Purpose Journey, Inc.* to the 2016 campaign roster of non-profit organizations. I share below some of the accomplishments of this honorable organization.

On the morning of 9/11/15, for **Books for Bravery**, 900 of The Little White Truck with a Big Mission books were delivered by fire, law enforcement, and military teams to fifth grade students at numerous MPS and private schools. These service teams shared their stories, talked about 9/11, answered questions, and handed out books to eager students. We received nothing but rave reviews from teachers, students, and the delivery teams with a request to continue and expand the event in 2016 to educate more students.

For **Standing for the Fallen** held at the War Memorial, our evening commemorative display was extraordinary, reverent, and touching; 343 helmets were displayed for the firefighters killed on 9/11, 72 lights for law enforcement, and stamped dog tags for members of military from the Pentagon and Wisconsin-born service members killed since 9/11/01. The helmets and dog tags were respectfully lit; all the names and photos were on display, and over 600 flowers were placed, one for each of the fallen. All of names of the fallen were read aloud in-between various inspirational musical performances. It truly was an outstanding display of unity among all branches of service in the Greater Milwaukee area.



To help commemorate and bring awareness to the **Standing for the Fallen** event, **We Are One** T-Shirts displaying a merging a fire/police/military helmet logo created by a Korean War Veteran was worn across various departments which placed their own logo on the front, and this commemorative helmet logo on the back. More about our 9/11/15 events along with a YouTube Video with photos can be found at www.OnPurposeJourney.com/9-11.

We are again partnering with *On Purpose Journey Inc.*, as well as other fire, law enforcement, military, and veteran organizations for **Books for Bravery** and **Standing for the Fallen 9/11/16** tribute events. We are doubling our services to the community this year, including involving and expanding our MPS school coverage.

Since 2014, we have also worked with *On Purpose Journey Inc.* for several appreciation events benefiting our community's service members. The Milwaukee Fire Department is requesting that the nonprofit *On Purpose Journey Inc.* to be added to the City of Milwaukee's Combined Giving Campaign for 2016. We are respectfully requesting this approval prior to the end of April.

Thank you Alderman Kovac for your sub-committee's time and consideration. If you have any questions, please don't hesitate to contact me via email or phone.

Sincerely,


MARK ROHLFING
Chief