**PRE- Hurricane Florence Communication – ALL LEADERS**

As you are aware, Hurricane Florence is posing a significant threat to a large portion of the Eastern United States. In fact, as of the September 12, 2018 3 p.m. NOAA advisory, **200+ FirstService offices are located in its projected path.** The storm is expected to bring strong winds with the possibility of life-threatening storm surge and catastrophic flooding. The safety of our people is of the utmost importance to all of us. We know from experience that weather disasters are unpredictable and people often suffer damage despite their best efforts to prepare. Given the magnitude of this storm and the number of offices in the area, we anticipate many of our people will face personal hardship.

The FirstService Relief Fund was established to assist our people during situations such as this. We anticipate receiving a large spike in requests for FirstService Relief Fund grants in the aftermath of the storm. As you are aware, the Fund relies on financial contributions from our people and 100% of funds donated go directly to the grants. It’s simple – the more money we collect, the more people we are able to help.

Your continued support to build awareness about the Fund and the need to donate would be extremely helpful for everybody. Please do your part to encourage your people to donate to the Fund if they haven’t already done so, or to make an additional donation if they are able.

As a reminder, no amount is too small – every dollar makes a difference and there are several ways to donate:

* One-time or recurring donation through automatic payroll deduction
	+ Automatic payroll deductions can be made in any amount
	+ Automatic payroll deductions are easy to start and may be suspended at any time
* Donation via text (currently available in the US only)
	+ We now offer the ability to donate via text. Simply text keyword FSVRF to 50155 to make a donation in any amount

For more information on the Relief Fund, please visit [www.firstservicerelief.com](http://www.firstservicerelief.com).

To assist you in your communication efforts, we have provided suggested email copy for your consideration. Please feel free to use it as-is, edit it or draft your own message. If there is anything we can do to assist you in your communications, please don’t hesitate to ask.

Thank you.

Scott Patterson

SUGGESTED EMAIL TO TEAM MEMBERS

As you have likely heard, a large portion of the east coast of the United States is expecting a direct hit from Hurricane Florence. This is a monster storm -- currently a Category 4 -- which is expected to bring strong winds, life-threatening storm surge and massive flooding.

More than 200 FirstService-company offices are located within the storm’s projected path. This means that many of your FirstService colleagues are likely to be personally affected by the storm.

The safety and well-being of our people is of the utmost importance to all of us. We know from experience that weather disasters are unpredictable and people often suffer damage despite their best efforts to prepare.

The FirstService Relief Fund was established to assist our people in times of personal hardship. Every dollar donated to the Fund goes directly to support our people when they need it most

Please consider making a donation to the Fund today. No amount is too small. Every dollar truly makes a difference. As a reminder you may donate online, elect automatic payroll deductions, or, if you are in the US, you may donate via text by texting keyword FSVRF to 50155.

For more information on the Relief Fund, please visit [www.firstservicerelief.com](http://www.firstservicerelief.com).

Thank you,