

SPOTLIGHT

FirstService

Creating value one step at a time



Welcome to the Fall 2018 issue of Spotlight.

Through Spotlight we are shining a light on just a few of the ways our teams are contributing to make the world a better place. Our culture of caring runs deep, and our collective support for those in need is inspiring. We hope you enjoy the stories we are sharing with you and welcome your input and feedback – please email socialpurpose@firstservice.com with ideas for future issues, and be sure to check out our events calendar for ideas on ways you can engage in Social Purpose activities near you.

Tag it – **#FirstServeOthers**

Sending a big “Thank you!” to each of you who have been using our #FirstServeOthers hashtag to promote Social Purpose activities in your personal and company social media posts. Here are just a few of the many posts we are seeing. To see more, [click here](#) or better yet, search #FirstServeOthers on your favorite social media channels. Help us spread the word about our commitment to supporting our people, our communities and our environment by liking, commenting on and sharing posts you find with your own social networks!



BrandPoint Services: A legacy of supporting meaningful causes

BrandPoint Services began envisioning its Social Purpose in 2012, shortly after Steve Hearon stepped in as CEO. Each year the team meets and discusses what direction its charitable efforts should take. In its early days of community involvement, the company participated in builds for Habitat For Humanity and performed grassroots fundraising, such as bake sales and 50/50 raffles. It also enlisted support from vendors and raised more than \$6,000 for various charities in its first year.

[read more](#)

9-11 Memorial Stair Climbs: Paul Davis and FirstService Residential honor fallen firefighters

September 11, 2001 marks the deadliest terror attack in human history, when 19 men hijacked four U.S. commercial airplanes claiming the lives of 2,977 people. Of those who perished, 343 were Fire Department of New York (“FDNY”) firefighters.

Each year throughout the U.S., FDNY firefighters who selflessly gave their lives that fateful day so that others could live are remembered and honored through a series of memorial stair climb events. These events support the National Fallen Firefighters Foundation (“NFFF”), and its mission to remember and honor America’s fallen fire heroes and to provide resources to help their survivors rebuild their lives. The NFFF also works within the fire service community to reduce firefighter deaths and injuries.

[read more](#)



The FirstService Relief Fund: Lending a financial hand to our own in need

Earlier this year we established the [FirstService Relief Fund](#) to assist our people during periods of financial hardship. So far we have awarded 17 grants to individuals facing challenging times, including major illnesses, family deaths and falling victim to domestic violence. In the wake of Hurricanes Florence and Michael, we anticipate receiving many additional grant requests from team members who are now facing financial hardships as a result of the storms.

[read more](#)

