



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 18, 2010

To: Honorable Mayor & City Council

From: Mark G. Embrey, Deputy Fire Chief

Subject: Police and Fire Support for The Maple Counseling Center's Crisis Response Team fund raising effort

Attachments: 1. Sample Mailing Logos

INTRODUCTION

The Maple Counseling Center's (TMCC) Crisis Response Team (CRT) has no distinct revenue or funding source. Due to the current economy, the Maple Center is planning a special fundraising mailing effort specifically for the CRT. Since the Police and Fire Departments derive great benefit from the CRT's services, the Police and Fire Chiefs, with the approval of the City Manager, are supporting the CRT by putting the Departments' testimonial support and symbols behind the effort to support the mailing.

DISCUSSION

The Maple Center's CRT is a group of trained volunteers who respond to tragedies in our community any time they are needed, 24/7/365. They provide an invaluable and irreplaceable benefit to the victims, families and survivors of tragic events such as violent crimes, fires and deaths of loved ones. While the BHPD and the BHFD are highly capable of dealing with these events – solving crimes, extinguishing fires, providing Advanced Life Support medical care – we are ill-equipped to deal with the psychological components of these events. We routinely call on the CRT when we encounter families struggling to deal with the emotional and psychological fall-out of tragedies that we encounter in our service to the community.

The City of Beverly Hills has a long history of support for the Maple Counseling Center and its mission. Just as the City has had to reduce its financial support for the TMCC, the organization continues to struggle to find funding for all of its many valuable programs. While the CRT has many volunteers and provides such an important service to the community, it is unique among the TMCC's many programs in that it has no funding source of its own (no fees are charged). The CRT program tends to fly under the greater community's radar, unless one has a personal need for their services, based on a personal or family event / tragedy that they would be called out for.

The Maple Center's Board of Directors and management have decided to do a CRT-targeted fundraising outreach by mail in February of 2011 and asked the Police and Fire Departments to lend their support to the effort. Both Chiefs enthusiastically agreed and secured the permission of the City Manager. It is the City Manager's position that the Council needs to be cognizant of any use of the Police and Fire Departments' symbols: logos, patches or badges, etc. for this purpose.

FISCAL IMPACT

None. The Police and Fire Departments are lending only their written/testimonial support and their symbols to help bring awareness, and hopefully more donations, to this very worthy cause.

RECOMMENDATION

Staff recommends Fire and Police Department support of the CRT through written testimonial as well as through use of their logos /symbols to help bring attention to the CRT's funding needs, as well as the critical importance of this program to the public safety providers and the community. The CRT is too valuable a program to let go of. Without the CRT, Police and Fire personnel in the field would be unable to deal with emotional and psychological trauma in the field and a critically important aspect of patient/victim care would be lost.

Mark G. Embrey, Deputy Fire Chief
Approved By

ATTACHMENT 1

Exhibit 1 – Sample Letterhead for CRT Fundraising effort



The
Maple
Counseling
Center



The
Maple
Counseling
Center

