

The 3 Firepenny Funds Challenges

1. Full Length Station Video

Submit video footage from your station to be published by Firepenny on YouTube.

- **Minimum length:** 10 minutes
- Show us your crew, your culture, and your day-to-day reality.
- Submit finished video footage to WeTransfer (<https://firepennyfunds.wetransfer.com>)
Follow Video Guidelines PDF for more details.

2. “Take ‘Penny’ on a Ride-Along” Reel

Introduce us to what makes *your* station unique through 60-90 seconds of content that features your crew engaging with our “Penny” the Firefighter image.

- Download “Penny” in full color and feature her in a video. (Consider laminating!)

Suggestions:

- Take Penny on a ride-along
- Cook a station meal
- Show her your house
- Teach her a skill
- Do a dance with Penny
- Be silly. Be weird. Be yourselves. Make it your own.

Requirements:

- 60–90 second Instagram Reel published on YOUR station’s (or someone in your crew’s IG- must have a minimum of 100 followers.
 - Can’t meet these requirements? Reach out to our marketing department and we’ll find a solution. Contact sara@firepenny.com
- Tag **@Firepennyequip**
- Use the official Firepenny Funds hashtag for this year (#FirepennyFunds2026)
- **MUST feature “Penny” the firefighter image in full color within the video.**

Pro Tip: When printing “Penny the Firefighter”, select “portrait” + “shrink to fit” to print on standard 8.5x11 sheet.

3. Station Recipe Submission

Firehouse food tells a story. We want yours.

- Submit **one photo (or a few)** of the finished dish.
- Include a **written recipe with usable measurements** using the provided recipe submission form.

- Give it a fun name inspired by your station/locale, the chef etc.
 - Follow food photography guide on our website for help.
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Additional Requirements

To be eligible, stations must also:

- Complete the station application with accurate contact information.
 - Subscribe to the Firepenny newsletter (and remain subscribed through the selection process).
 - Follow Firepenny on our socials and participate in social sharing of your posts.
 - Our socials:
 - IG: @firepennyequip
 - FB: <https://www.facebook.com/Firepenny>
 - Youtube: <https://www.youtube.com/@Firepenny>
 - Complete required release/documentation for all submitted video and recipe content.
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Share It Forward- and Watch Firepenny Funds Grow

We encourage you to share your entry — and the Firepenny Funds initiative — with your community. Have your friends and family share it, share from your city's socials, etc.

Our goal is to have Firepenny Funds grow each year. The more stations that enter the competition, the more potential our fund has.

At Firepenny, we're building more than a giveaway. We're building a community. Firefighters are pillars in their towns and cities, and we'd love to see you share this opportunity within yours.

How to Submit

Send **all Firepenny Funds Challenge materials** to: funds@firepenny.com in one email.

You'll receive a confirmation email once your submission is received.

Any questions about Firepenny Funds can be directed to sara@firepenny.com, or you can contact our office by phone (708) 995.1241.

***1 email submission per station please. In this email you must include:**

1. Completed Firepenny Funds Application pdf.

2. Recipe submission form pdf.
3. At least 1 food image to accompany recipe. We suggest more than one.
4. List email that sent WeTransfer video upload.

Separately:

- Upload 1 full length video to WeTransfer (<https://firepennyfunds.wetransfer.com>),
- Self-publish 1 Instagram reel.