



**Shirley Anne Smith, MPA, CVA**  
**Executive Director**  
**Atlanta Fire Rescue Foundation**

Shirley Anne Smith, affectionally known as SAS, is the executive director of the Atlanta Fire Rescue Foundation, Inc. (AFRF). AFRF is the nonprofit fundraising entity of the Atlanta Fire Rescue Department (AFRD). As the Executive Director of the Fire Foundation, Shirley Anne brings prudent leadership, fundraising acumen and nonprofit management experience to her daily responsibilities.

The AFRF mission is to directly support the 1,100 City of Atlanta firefighters and their commitment to the citizens of Atlanta. The Foundation funds essential equipment, training, workforce readiness and community engagement as the first responder for first responders in support of a safe Atlanta and a city that is prepared to lead in fire safety and protection.

***Shirley Anne as Advocate***

A passionate advocate for firefighters and other public safety first responders, a highlight of Shirley Anne's leadership at the Foundation includes the commissioning of a pay raise study to assist the Mayor in a historic announcement on behalf of City of Atlanta's firefighters and EMTs. The study helped approve an average salary raise of nearly 20 percent. As a woman of color, supporting a fire rescue department in a city that primarily serves people of color, she believes that the diversity of the community should be reflected in the diversity of the fire industry. The foundation programs support the intentional recruitment of women, and members of the Latino and LGBTQ community. The Foundation's diversity recruitment campaign, Step Forward, has been recognized by the advertising and marketing industries around the globe.

***Shirley Anne as Fundraiser***

She's prepared herself for this role starting with her love and pledge to the Girl Scout organization as both a scout and a top cookie seller and later in life as a working professional. Her original interest in medical school turned into a graduate degree in public administration and dual undergraduate studies in journalism and sociology. Since joining the Foundation in 2016, she has raised nearly \$1.5 million.

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### ***Shirley Anne as Community Partner***

Always in the middle of it, Shirley Anne values every single relationship that she makes on behalf of the firefighters. Whether it's the connection with neighborhoods where fire stations are located and neighbors who rally in support of the Adopt a Station program; or her coveted relationship with Chick-Fil-A in support of the Cadet Program; or City of Refuge for office space; or Atlanta Technical College for a cadet training venue; or Buckhead Rotary for tireless volunteer support; and local restaurants including Das BBQ, Inspire Brands and Slutty Vegan for meals for firefighters during the pandemic. The steadfast commitment and cultivation of partnerships like these came to play more than ever during the pandemic when the foundation was leaned on urgently by Atlanta Fire to safely protect its citizens. To date, Shirley Anne and her board have secured in-kind donations valued at more than \$400K and more than \$150K in cash donations to specifically support the 36 fire rescue stations and the unexpected needs due to COVID.

### ***Shirley Anne as Industry Leader***

The Foundation shows up ready to lead, ready to lend a hand and always ready to take something to the next level. That's what Shirley Anne brings to her industry and ultimately to benefit firefighters. The Atlanta Fire Rescue Foundation is the largest in Metro Atlanta and also the Southeast. With a passion for youth development, Shirley Anne created and launched two youth programs intended to create a talent pipeline for the next generation of firefighters. Shirley Anne believes that access to careers in public safety can break the chain of generational poverty in cities where racial inequality and wealth disparity are a challenge.

### ***Shirley Anne as Working Mother***

At the end of her days, she returns home to the toughest job of them all. It's the role she - hands down - cherishes the most but admits to the fact that her 3 children are her toughest direct reports. When asked recently how she defines success, she responded that as long as her kids are happy and proud then success has been realized.

### ***Shirley Anne as Thought Leader***

Not only does she lead with her ideas, her inspiration and her spirit to put Atlanta's firefighters first, she is also *thought* of by others as the go-to for getting things done.

As a result, here are a few of those accolades:

- Cobb Chamber of Commerce Nomination
- Council of Volunteer Administrators Member of the Year
- Georgia Center for Nonprofits: 30 Under 30 Nonprofit Leaders
- Georgia Trend's 40 under 40
- LEAD Atlanta Class of 2017
- Outstanding Atlantan 2020
- Sigma Lambda Gamma National Sister of the Month
- Voyage ATL: Atlanta's Most Inspiring

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