


| | | |
|---|---------------------|---------------------------|
|  | Report Title | Fundraising Authorization |
| | Report No. | FRS 19-02 |
| | Author | Jeff Smith, Fire Chief |
| | Meeting Type | Regular Council |
| | Council Date | February 11, 2019 |
| | Attachments | NIL |

RECOMMENDATION

THAT Report FRS 19-02 Fundraising Authorization is received as information;

AND THAT the Tillsonburg Fire Department's Public Education Committee is authorized by Council to fundraise for the purchase of a smoke alarm mascot.

EXECUTIVE SUMMARY

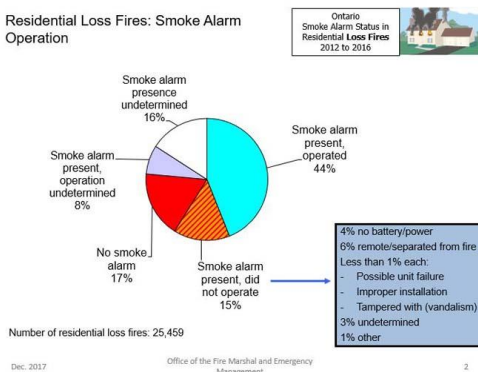
The Fire Department's Public Education Committee is seeking Council permission to fundraise for the purchase of a smoke alarm mascot with the understanding that the mascot will become the property of the Town upon purchase.

BACKGROUND

Traditionally, the Sparky mascot has been the public education face of the fire department. The Sparky mascot is a trademark of the National Fire Protection Association (NFPA) in the USA. While this mascot has fulfilled its main purpose of engaging young children, it does not assist with a targeted fire and life safety message.

Home fires kill eight Canadians a week. While house fires represent 40 percent of all types of fires, they are responsible for 73 percent of the fire deaths across the Country.

Residential Loss Fires: Smoke Alarm Operation



In Ontario, a summary of residential fires between 2012 and 2016 show that only 44% of homes had working smoke alarms present. The concerning statistics are that 17% of homes did not have a smoke alarm present and 15% of homes had smoke alarms that did not work. One third of all Ontario homes are not protected by smoke alarms.

This trend is representative of what the fire department sees anecdotally in our community as well. Of the residential homes we attend over the course of a year, less than half of these homes have working smoke alarms. Because of this trend, the Fire Department initiated our "Blitz the Block" campaign after a fire or other significant incident in a

neighbourhood. Within a couple weeks of attending an incident, a group of firefighters re-attends the neighbourhood and conducts a door to door public education campaign, including the offer of a free, non-punitive check of the smoke alarms.

The Public Education Committee believes that a smoke alarm mascot will positively convey a message to young and old alike about the importance of smoke alarms. They intend to use the mascot at community events where the fire department is present as well as the Christmas parade.

The Public Education Committee has committed to raise the necessary funds to purchase the mascot. The mascot will cost approximately \$6,000 (tax included) plus shipping and handling.

Once purchased, the mascot will be the property of the fire department. Department staff has been in contact with the manufacturer and have determined that there is no annual maintenance costs associated with ownership. The manufacturer stated that cleaning can be done at the fire hall. The only anticipated costs would be for repairing any damage sustained during use.

The life expectancy of this mascot, assuming normal wear and tear, is 8 to 10 years. At the conclusion of the 8 to 10 year ownership period, the effectiveness of a smoke alarm mascot will have to be evaluated before replacement is considered.

Examples of the smoke alarm mascot:



FINANCIAL IMPACT/FUNDING SOURCE

There will be no cost to the municipality for the purchase of the mascot as the capital cost to purchase will be fundraised by the Public Education Committee of the Tillsonburg Fire Department.

Should damage be sustained that requires repair, the costs would come from the existing Fire Prevention Operating budget. This budget currently supports the cost of cleaning and repairing the Sparky mascot outfit when it is borrowed from a local fire department for use at Tillsonburg events.

COMMUNITY STRATEGIC PLAN (CSP) IMPACT

1. Excellence in Local Government

- ☒ Demonstrate strong leadership in Town initiatives
- ☐ Streamline communication and effectively collaborate within local government
- ☐ Demonstrate accountability

2. Economic Sustainability

- ☐ Support new and existing businesses and provide a variety of employment opportunities
- ☐ Provide diverse retail services in the downtown core
- ☐ Provide appropriate education and training opportunities in line with Tillsonburg's economy

3. Demographic Balance

- ☐ Make Tillsonburg an attractive place to live for youth and young professionals
- ☐ Provide opportunities for families to thrive
- ☐ Support the aging population and an active senior citizenship

4. Culture and Community

- ☒ Promote Tillsonburg as a unique and welcoming community
- ☐ Provide a variety of leisure and cultural opportunities to suit all interests
- ☐ Improve mobility and promote environmentally sustainable living



Report Approval Details

| | |
|----------------------|--|
| Document Title: | FRS 19-02 Fundraising Authorization.docx |
| Attachments: | |
| Final Approval Date: | Feb 6, 2019 |

This report and all of its attachments were approved and signed as outlined below:

Dave Rushton - Feb 5, 2019 - 4:11 PM



David Calder - Feb 6, 2019 - 3:23 PM

Donna Wilson - Feb 6, 2019 - 4:49 PM

