



Staff Report

Council Meeting Date: January 13, 2025

Subject: Paisley Firehall Fundraising Plan

Report from: Emily Dance, Chief Administrative Officer

Attachments: Fundraising Plan Request Flyer

Recommendation

Be It Resolved that Council hereby approves Report Number CAO-2025-01 New Paisley Firehall Fundraising Plan.

Background

On November 25, 2024, Council passed motion 246-23-2024 to support a \$200,000 fund raising goal in connection with the New Fire Hall project to allow the fundraising campaign to begin.

A fundraising steering committee was formed made up of Steve Tiernan, Fire Chief, Emily Dance, CAO, David Munro, Interim Treasurer, Jennifer Isber-Legge, Economic Development Coordinator, Dan Kerr, District Chief, Paisley Station 80 and Nancy Sharma Local Community Support Resident and member of the past Paisley Fire-Sub Committee.

The focus of the committee was to determine a strategic approach for the fundraising goal of \$200,000.

The approach determined by the steering committee in consultation with the Paisley firefighters is to focus on corporate sponsors to provide the funding necessary to purchase items that our firefighters will use regularly and have identified as a need for the new facility.

The fundraising will be done by the firefighters and they will be the face of the campaign with the administrative support of municipal staff.

Analysis

Items for fundraising identified

Self-Contained Breathing Apparatus Compressor and room. This will be used by all fire halls in Arran-Elderslie to fill cylinders during emergencies events and during our live fire training at the Live Fire facility. Additionally, having the compressor allows for each fire hall to complete more vigorous SCBA training on regular training evenings.

Stand-By Generator. The new facility will be home to the Emergency Operations Center for the Municipality. The stand-by generator will allow the fire hall to operate un-interrupted 24-7.

Gym/Decompression area. The mezzanine area of the fire hall is designed with firefighters' wellness and fitness in mind. The mental health and physical wellness of our volunteer firefighters is essential. The gym will allow firefighters to exercise as well as decompress after emergency events.

Facility Furniture. Some of the rooms requiring quality furniture are the training room, the officers meeting room, the radio room for dispatch and the kitchen.

Audio Visual System. Firefighter training is so diverse and ongoing that some of our training is completed online. Having the systems and monitors to learn virtually allows access to more training individually and in groups.

Sponsorship Packages

Platinum Sponsorship Package at \$50,000 with the naming opportunity for the Training and Alternate Municipal Emergency Operations Room

Gold Sponsorship Package at \$20,000 with the naming opportunity of either the Gym/Firefighter Decompression Area or the Conference Room

Silver Package at \$10,000- with naming of Fire Chiefs Office, Deputy Chiefs Office the Compressor Room or Dispatch Centre.

Bronze Sponsorship Package between \$2,000 - \$9,999 which will allow recognition on the sponsor wall

Local Hero's Donation \$500-\$1,999 with recognition at the front entrance

Fundraising to Date

The Paisley Firefighters were successful in their request to Trillium Mutual Insurance in the amount of \$20,000. Trillium Mutual Insurance has requested the Gym/Decompression Gym to sponsor confirming their support of the room and its purpose of health and wellness for our firefighters.

A big thank-you goes out to Trillium Mutual Insurance for kicking off our campaign and showing support for our firefighters. Further public announcements and recognition will be coming forward.

The firefighters and steering committee with the assistance of municipal staff will continue the fundraising campaign into 2025 and continually look for grants and opportunities to outfit the facility to support the firefighters.

Link to Strategic/Master Plan

6.3 Facilitating Community Growth

Financial Impacts/Source of Funding/Link to Procurement Policy

The fundraising goal was established at \$200,000 with the funds raised to support the initiatives set out by the Paisley Firefighters.

Approved by: Emily Dance, Chief Administrative Officer