

2011 Virginia EMS Symposium

Alternative Funding Opportunities for Emergency Service Organizations



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Chief of Department**

**Chesterfield County, VA
Fire & Emergency Medical Services**



Community Profile

- Location: Central Virginia (Richmond Metro) Region
- 446 Square Miles (Urban, Suburban, Rural Areas)
- 316,000 Residents



Community Profile



Chesterfield Fire & EMS

- 21 Fire/EMS Stations
- 8 Rescue Squad Stations
- 35,000 Incidents Annually
- \$50 Million Operating Budget



- 486 Career Members
- 130 Volunteer Fire Members
- 150 Volunteer EMS Members



Chesterfield Fire & EMS

Fire Protection



Chesterfield Fire & EMS

Emergency Medical



Chesterfield Fire & EMS

Special Operations



Chesterfield Fire & EMS

Fire & Life Safety



Norfolk Demographics

- Location: Southeast Virginia (Hampton Roads) Region
- 66 Square Miles (Urban Area)
- 250,000 Residents; (500,000+ During Workweek)



Norfolk Fire-Rescue Department Profile

- 513 Career Members
- 14 Fire/EMS Stations
- 40,000 Incidents
- \$38 Million Budget



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City of Norfolk Funding Challenges



- Restricted Growth
- 50% Real Estate Non-Taxable

■ 19% Poverty

■ Aging Infrastructure



Questions:

- Do you have all the funding required to effectively operate your Emergency Service Organization?
- Is it getting any easier for Emergency Service Organizations to secure funding to operate effectively?

Traditional Revenue Sources

- Jurisdiction's Tax Base
 - Yearly budget outlay
 - Reductions for past three years
 - Further reductions are anticipated
- Community Fire Tax
- State Government Funding & Aid to Localities
 - 2012 General Assembly Actions

Alternative Funding Sources

- Fees for service
 - EMS
 - Fire Response
 - Permits
- Fund raising
- Special events
- Grant opportunities
- “Self Made” Opportunities

Alternative Funding Sources

Fees for Service

- EMS Billing
 - Emergency transports
 - Non-emergency transports
 - Stand-bys
- Fire Billing
 - Fire incidents
 - Vehicle crashes
 - Hazardous Materials incidents
 - Fire alarms
- Permits
 - Open burning
 - Fireworks

Alternative Funding Sources

Chesterfield Fire & EMS Fees

- EMS Billing:
 - BLS: \$394.00
 - ALS 1: \$468.00
 - ALS 2: \$677.00
 - Mileage: \$9.60/mile
 - EMS Passport: \$75.00 annually
- Permits:
 - Open Burning: \$400.00
 - Explosives Storage: \$65.00

Important Considerations

Fees for Service

- Is this allowed by the State Legislature?
- What are the Political ramifications?
 - Are these fees another tax on the citizens?
- Is this provision in the insurance regulations?
- Are the stipulations spelled out in County/City Code?
- Is the process simple?

Alternative Funding Sources

Fund Raising

- Targeted Fund Raising
 - In-house
 - Third service
- Donations
 - Post Incident and Event
 - Smoke Detector Give-Away
 - Memorial's
- United Way Organization
 - Allows members to donate to non-profit organization
 - Give back to the community and department

Important Considerations

Fund Raising

- Is fund raising allowed by your jurisdiction
 - (County, City, Township, Borough)
 - State Government
- State Corporation Commission regulations
- Third Service Vendors
 - What are the fees associated with the program?
 - What must the organization provide?
 - The professional touch may add to a higher return rate
- Ensure you send an organizational “Thank You”
- Does your organization have their 501 (c) 3?

Top Five Giving Areas

- Education
- Health Organizations
- Human Services
- Arts/Culture
- Children/Seniors

Alternative Funding Sources

Special Events

- Special Events
 - Golf Tournaments
 - Brunswick Stews
 - Crab Festivals
 - Community Fairs
 - Fishing Tournaments
 - Skeet Shooting
 - Concerts
 - Public Speakers

Important Considerations

Special Events

- Manage Similar to Emergency Incident
 - Incident Management System
- Volunteers are a must
- Sponsors, Sponsors, Sponsors
- Media Involvement
- Food and Hydration
- Personal attention
- Do not reinvent the process
- Repeat Business

Alternative Funding Sources

Grants

- Individuals
- Local businesses
- Private Foundations
- Corporate Foundations
- State Grants
- Federal Grants

Important Considerations

Grants

- Build a Community Coalition
- Establish a 501 (c) 3
 - IRS Non-Profit Status
- Determine your grant source
- Complete the grant proposal/application
- Recognize the grantor
 - On-Going Process
- Effectively manage the grant award

Alternative Funding Sources

Self Made Opportunities

- Building a Community Coalition
- Establishing your IRS 501 (c) 3 status
- Recognizing your contributors
- “Unique” Partnership’s
- Media opportunities
 - Print
 - Electronic
- Regional Partnerships
- Response Teams
 - Local
 - State
 - Federal
- Public/Private Ventures
- Always be on the “Lookout” for the next opportunity

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Questions?

