

Fire Marshal's Public Fire Safety Council (FMPFSC)

Annual Report

2023 – 2024



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Letter from the Chair of the Fire Marshal's Public Fire Safety Council

I am proud to present the 2023-24 Annual Report for the Fire Marshal's Public Fire Safety Council (hereinafter referred to as "the Council"). This year has marked tremendous growth for the Council as we continued to make positive, innovative strides in, adding campaigns and finding ways to give back to the Ontario fire service.

To make Ontario the safest jurisdiction in North America regarding fire safety, it is crucial to identify and replace unsafe practices with fire-safe behaviours that promote prevention and reduce everyone's risk of fire. Fire investigations and careful analysis of fire loss statistics show that many people behave in ways that needlessly put themselves, and others, at risk of fire and can result in avoidable tragedies. The best way to instill fire-safe practices is by increasing awareness and understanding through public education, while simultaneously fostering a culture of safety across the province.

This enormous undertaking requires the participation, knowledge, and support of everyone – the fire service, the education and health care systems, government, private industry, interested groups and associations and all private citizens.

Partnerships with key organizations and agencies that can help amplify the message on fire safety is integral to the success of this undertaking. I am honoured to serve as the Chair of this Council and pleased that we have a dedicated group of individuals who come together with a vested interest in making Ontario fire safe.

In 2023-24, we focused on innovating our products and services to ensure the ever-changing demography of the province is exposed to fire safety messaging. We are constantly looking for ways to give back to the fire service. This past year we were able to successfully achieve this not only through our distribution centre but also by adding sponsors and increased campaign funding. We improved our firefighter certification grant by adding new ways to help departments work towards their goal of firefighter certification in 2026 by giving chiefs the option to purchase technology to support training and certification efforts.

We have a lot to be proud of in terms of accomplishments this past year. However, we have a lot of work ahead as we onboard our larger Council members who will partner together to develop a strategic plan and map out the next three years for our agency.

I look forward to the ongoing collaboration with the group of dedicated members we have around the Council table.

A handwritten signature in black ink, appearing to read 'Jon Pegg', with a stylized, flowing script.

Jon Pegg
Chair

Letter from the Executive Director of the Fire Marshal's Public Fire Safety Council

I am honoured to share the achievements of the Fire Marshal's Public Fire Safety Council over the past year. This past year, we expanded our efforts in empowering our fire service personnel with innovating our long-standing fire safety campaigns, public education tools and giving back.

We have worked diligently to become a true partner to the fire service helping departments save time and money through negotiating better deals and sourcing essential items, while reducing profit margins and improving operational efficiencies. By doing so, we have helped departments stretch their training and public education budgets further, while improving on quality and being innovative with new products to help spread the fire safety messaging to the growing demographics in Ontario.

Our collaboration with fire safety-minded organizations such as Enbridge, Kidde, and TC Energy, has been instrumental in bringing life-saving campaigns to Ontario residents. Together, we have launched safety initiatives that have raised awareness and provided essential resources to fire departments and the communities they protect, enhancing fire safety through education.

As we move forward, we remain committed to our mission of supporting the fire service in Ontario. We will continue to seek new and innovative ways to spread fire safety messaging and develop new and innovative fire safety and prevention campaigns.

I am also very proud of how we continue to look for new and different ways to give back to the Ontario fire service, whether it is through our firefighter certification grant or through campaigns and websites sponsored directly by the Council. Giving back to the Ontario fire service is something we are committed to.

Thank you to stakeholders' partners and dedicated team members who make our achievements possible. Together, we are making a difference and working to ensure that Ontario is the most fire-safe community in North America.

A handwritten signature in black ink, appearing to be 'James Kovacs', with a stylized, elongated horizontal stroke extending to the right.

James Kovacs

Executive Director

Mandate

The Fire Marshal's Public Fire Safety Council was established in 1993 as an advisory agency to promote fire prevention and public education through sponsorships and partnerships with various groups and individuals with an interest in public safety.

With the introduction of the [Fire Protection and Prevention Act \(FPPA\)](#) in 1997, the Council was officially established under Part XI of the Act as a non-profit corporation without share capital that can form partnerships, raise and disseminate funds and endorse programs and products necessary to further the development of Ontario as a fire-safe community. The Council has the capacity, rights, power, and privileges of a natural person for carrying out its objectives, subject to the limitations placed upon it under the FPPA and/or limitations imposed by the Treasury Board/Management Board of Cabinet.

In April 2022, the Council was formally re-classified as a board-governed operational enterprise, which more closely aligns with the Council's mandate as set out in section 61 of the FPPA, which states that the Council's objectives are to:

- a) Promote fire safety throughout the province.
- b) Produce and distribute materials for public education with respect to fire safety.
- c) Provide or endorse training, education, and fire prevention activities.
- d) Facilitate and coordinate the public exchange of information and ideas on matters of fire safety.
- e) Solicit, receive, manage, and distribute money and other property to support the objects described in (a), (b), (c) and (d) above.
- f) Enter into partnerships and agreements with persons or organizations in the private sector or with public bodies or organizations to further the objects described in (a), (b), (c), (d) and (e), above.
- g) Advise the Fire Marshal on matters of fire safety.

The FPPA also enables the Council to:

- enter into agreements with organizations with similar objectives to the Council
- authorize any person or organization to use the Council's logo to indicate endorsement of a product, service, training/education course or activity
- otherwise endorse any product, service, training/education course or activity
- solicit, receive, manage, invest, transfer, use and distribute money and other property to support the objectives of the Council
- employ or contract for the services of such persons as it considers necessary for the functioning of the Council

Vision, Mission, and Values

Vision

Making Ontario the most fire-safe community in North America.

Mission

The Council is committed to making Ontario the most fire-safe community in North America by developing open, innovative and creative partnerships between members of the fire safety community and the public to increase awareness of fire-related issues and help shape policies, strategies and legislation.

Values

The Council's core values are:

- that the people of Ontario have a right to live in an environment safe from fire
- that awareness of fire safety is critical in modifying behaviour that results in injury and loss of life, either directly or indirectly
- that to educate the entire population of Ontario in fire safety, we must be sensitive to its needs and address them (disabilities, age, vulnerable groups, diverse needs of the community, etc.)
- that there is value in consulting with stakeholders about fire safety. Therefore, we must promote and develop innovative partnerships with the broader public and private sectors
- to provide access to high quality programs and campaigns
- to strengthen the relationship with the Office of the Fire Marshal and other partners

Accomplishments

Over the last year, the Council focused on a few key areas to help reconstitute and rebrand itself as a source for fire safety education in Ontario. Working collaboratively with key partners and stakeholders, the Council was able to make significant strides in articulating its goals and objectives to members of the fire service, reinvigorating the work with potential sponsors and focusing its efforts on giving back to Ontario's fire service.

Through its distribution centre, the Council continues to support the efforts of fire departments in Ontario. In 2023-24, the Council undertook the following initiatives to continue to improve its brand recognition and gain trust within the fire service.

- i. **Community Outreach:** The Council continued to actively cultivate stronger relationships with stakeholders in the provincial fire service and external corporations. In the past year, we welcomed new sponsors, updated our campaigns and collaborated with additional corporations to secure donations for fire departments. Our commitment to community outreach remains a top priority as we engage in local events alongside fire departments across the province.
- ii. **Public Awareness Campaigns:** The Council launched successful public awareness campaigns utilizing various media channels and print. These campaigns emphasized the importance of smoke alarms and home fire escape planning, holiday fire and carbon monoxide safety tips. There was considerable work done to align our messaging with key partners, including the Office of the Fire Marshal, who worked hard to ensure that fire departments and stakeholders were aligned in their approaches to key campaigns throughout the year.
- iii. **Training and Certification:** A three-year \$750,000 grant, fully funded by the Council, was announced in 2022 to support fire departments as they worked towards compliance with O. Reg 343/22 – Firefighter Certification. The regulation came into force on July 1, 2022. We successfully rolled out the second year of the grant, awarding \$182,883.81 to 139 volunteer and composite departments that did not have the capacity to staff a full-time truck and had 75 or less active firefighters. This funding supported the purchase of textbooks, online training materials and technology products to help ensure they had the tools needed to aid in meeting the requirements of the new provincial firefighter certification requirements.
- iv. **Collaboration with Fire Departments:** We fostered strong partnerships with local fire departments, working together to enhance their fire prevention and fire safety efforts. Through joint initiatives, we promoted a unified and coordinated approach to fire safety.
- v. **New Partners in Fire Safety:** The executive director continued to engage with external partners who are passionate about fire safety education. Last year we welcomed several new partners to support the Council's ongoing efforts and collaborated on new ways to provide fire prevention items and smoke and carbon monoxide alarms to fire departments free of charge.
- vi. **Transparency and Accountability:** To improve transparency and accountability within the Ontario fire service, the Council introduced a quarterly newsletter for all fire chiefs in Ontario. This newsletter featured updates on Council activities, grant applications,

upcoming campaigns, new public education initiatives and more. Moving forward, the newsletter will continue to evolve based on ideas and requests from various departments.

Risk

The Council works to proactively identify risks and uncertainties, leveraging sound risk management methodologies as per the Ontario government's enterprise risk management framework. The Council regularly tracks identified risks and the success of its mitigation strategies to ensure it can continue to deliver on its mandate.

The Council's risks and mitigation strategies are reported to the Ministry of the Solicitor General on a quarterly basis. Risks that are rated high are required to be reported by the ministry to the Treasury Board Secretariat. There were no risks that were rated as high tracked last year.

Set out below is the current risk along with the associated mitigation strategy.

Supply Chain

The Council's campaigns and warehouse operations continue to be highly dependent on the production and dissemination of goods to the fire service across Ontario. As a result, global supply chain issues can impact the Council's ability to provide timely fire safety public education materials through the distribution centre. As a mitigation strategy, the Council has directed its distribution centre to explore options to source products from North American suppliers, when available, to help ensure a constant and timely flow of goods to the distribution centre warehouse.

Future Priorities

We are proud of our accomplishments this past year, and the board continues to be forward looking in its commitment to our mission. The Council will be undertaking a formalized strategic planning process in the fall of 2024. In the interim, the Council has identified the following key operational priorities for the upcoming year:

- i. **Strengthening Partnerships:** We will continue to build strong partnerships and gain trust with fire departments, government agencies, educational institutions, and community organizations to maximize our impact and reach more individuals with our fire safety initiatives.

- ii. **Expansion of Programs:** We continue to expand our programs and outreach to cover seniors, people with disabilities, First Nations, and marginalized communities. Addressing specific needs and vulnerabilities will ensure that fire safety and prevention information is easily accessible to all.
- iii. **Sponsorships:** The Council will continue to partner with our current sponsors while working hard to develop new strategic partnerships with external corporations that share our passion towards fire safety and prevention utilizing new and innovative campaigns.
- iv. **Modernize and Innovate:** The Council will continue to move in new directions. As the province's demographics evolve, we will ensure that we are innovative in how we deliver our public education messages. Through regular engagement and listening to our stakeholders, we will ensure our products and services are aligned with what is needed to help inform public fire safety education in Ontario.

Campaigns and Ontario Fire Department Subsidies

As per the [FPPA](#), one of the objectives of the Council is to produce and distribute materials for public education with respect to fire safety. Below are a few examples of the fire safety kits we assemble and distribute at a lower cost to make them accessible for all Ontario departments to support the implementation of effective fire prevention measures through education.

Our kits are designed as a “one stop shop” to provide fire departments with what they need to ensure their public education days are a success and that they deliver value to the departments by providing materials at a much lower cost than if they were to source items themselves.

In 2023-24, the Council designed, assembled, and distributed three different public education kits. The response from the fire departments was overwhelmingly positive and the kits were utilized throughout the province. As we continue to evolve and listen to our stakeholders in the fire service, we will continue to innovate and explore opportunities to add more kits.

We developed specialized kits, each containing items designed to convey fire safety messaging pertinent to different seasons and various demographics. These kits were sold to the fire service for distribution within their municipalities. This year marked significant progress in ensuring the items were not only innovative and of high quality, but also less expensive than if the fire departments were to source them on their own. We continue to listen to the fire service and our stakeholders to understand their educational requirements and to ensure the items meet the needs of the Ontario fire service.

Spring into Summer – Spring into Safety

This annual campaign continues to focus on fire safety education in relation to barbeque, cottage, outdoors, camping and other spring- and summer-related activities.

This year 387 *Spring into Summer – Spring into Safety* kits were sold, which was an increase of 75 additional kits over the prior year. The kits generated \$93,515 in sales which amounted to an increase of \$37,667 in revenue. Departments saved \$125,140 by purchasing the kits versus items being purchased individually.

Fire Prevention Week

The Fire Prevention Week (FPW) campaign, which spans across North America, is the most popular with the fire service and stands as the “flagship” among all campaigns. During this campaign, fire departments across North America, including Ontario, collaborate to take action to raise public awareness of the dangers of fire and the importance of fire prevention and safety through multiple public education initiatives across the province.

During the FPW campaign, the Council’s distribution centre provides fire services the opportunity to purchase “one stop shop” kits in English and French. The FPW kits contain public education information and promotional items selected to help fire departments implement successful FPW campaigns in their communities. The Council distributes National Fire Protection Association items along with our own kits which include items designed by the Council carrying messaging pertaining to a variety of themes and demographics.

This year 419 FPW kits were sold, which was an increase of 11 kits over the prior year. The FPW kits generated \$189,392 in revenue which was an increase of \$15,032 over the previous year. Departments saved \$103,010 by purchasing the kits from the distribution centre versus items being purchased individually.

Older and Wiser Kit

The *Older and Wiser* Kit was introduced in 2023 to meet the needs of the fire service in spreading the fire safety message to seniors. This kit is made available year-round.

This was the first year for our *Older and Wiser* kits and 39 kits were sold generating \$7,371. Departments saved \$3,081 by purchasing the kits versus items being purchased individually.

12 Days of Holiday Fire and Carbon Monoxide (CO) Safety

In 2023-24, the Council sponsored the entire campaign at a total cost of \$19,743. The Council distributed campaign information and applications to all Ontario fire departments, inviting them to team up with their local radio station for the “12 Days of Holiday Fire and CO Safety”

campaign. Participating radio stations were provided with a safety tip developed for each of the 12 days leading up to Christmas. Announcers or fire service personnel read the tips on-air, and listeners were invited to call back later in the day to repeat the tip and win a prize package. The tips were developed in partnerships with the Office of the Fire Marshal and several other fire safety groups in Ontario.

Each radio station received 12 complimentary prize packages containing a smoke alarm, a CO alarm and smoke and CO alarm information brochures. A total of 732 prize packages were provided to 61 Ontario radio stations for distribution in their communities.

We invited all fire departments to share the Council designed campaign support graphics and daily messaging on their websites and social media for a chance to win a \$500 credit at the Council's distribution centre. Fire departments registered their participation, and 10 departments were randomly selected to each win a \$500 credit.

Fire Marshal's Public Fire Safety Council Firefighter Certification Grant

On July 1, 2022, O. Reg. 343/22: Firefighter Certification, came into force in Ontario. Following the government's consultation period, the Council's board of directors worked with the Office of the Fire Marshal to understand the requirements of the certification regulation and its impact on Ontario's fire services.

O.Reg. 343/22 requires departments to certify their members to the level of fire protection service established by their municipality and identifies a compliance deadline of July 2026 or July 2028 for the different types of fire protection services. The Council recognized that fire departments will require financial support to assist with meeting requirements under O. Reg. 343/22. Some fire departments will require online access to training materials whereas others will be required to purchase textbooks to support their members in achieving certification.

In August 2022, the Chair of the Council announced the creation of a \$750,000 grant to support firefighter certification in Ontario to be provided over three years as follows.

- Year 1 2022-23 – up to \$400,000
- Year 2 2023-24 – up to \$200,000
- Year 3 2024-25 – up to \$150,000

The grant is being administered by the distribution centre and available to all Ontario fire departments impacted by the certification regulation who can demonstrate a need for educational materials to support training and certifying their members.

2023-2024 was the second year of the grant, and, as in the prior year, the distribution centre worked closely with the International Fire Service Training Association as well as Jones and

Bartlett Learning to provide a suite of hard copy and online materials that benefitted the fire service in meeting the requirements of the regulation.

To further support the departments, the board introduced a technology option for the second year of the grant in partnership with Best Buy and Staples Canada. Departments could choose the type of assistance they would benefit from the most.

It was decided by the board that composite or volunteer departments that are not able to staff a full-time truck and had 75 or fewer active firefighters would qualify for the grant.

Of the 139 departments, 53 departments chose books and online codes totalling \$67,835 and 86 departments chose technology for a total of \$115,048.

Partner Campaigns

Another objective of the Council is to solicit, receive, manage and distribute money and other property to support and promote fire safety throughout the province. This past year the objective was achieved through a partnership with Enbridge Gas and the continued rollout of Safe Community Project Zero and Safe Community Project Assist.

We were proud to partner with new corporations to bring new campaigns and donations to the Ontario fire service.

Safe Community Project Zero

The Council, Enbridge Gas and participating fire departments continued to work together on this campaign to deliver combination smoke and carbon monoxide alarms to Ontario communities where Enbridge operates. With a focus on reaching high risk residents, fire departments are encouraged to distribute these life-saving devices to those most in need and in neighbourhoods where the number of residential fire and fire-related deaths and injuries have been higher than average.

In 2023-24, Enbridge Gas provided \$315,000 that was used towards the purchase of combination smoke and carbon monoxide alarms. The Council's distribution centre managed the program and distributed 10,158 combination alarms to 50 departments across Ontario, including First Nations fire departments who were a new addition to the campaign.

The Council is grateful to Kidde Canada for supplying the combination alarms at the lowest possible price to ensure this life-saving campaign could provide alarms to more homes.

Safe Community Project Assist

This is a campaign to assist volunteer and composite fire departments in purchasing textbooks and online materials for training firefighters in life-saving firefighting techniques. In 2023-2024, this campaign was fully funded by Enbridge Gas, with a total funding of \$250,000. The Council and Enbridge Gas once again teamed up with volunteer and composite departments throughout Ontario communities where Enbridge operates. Fifty fire departments across Ontario, chosen by Enbridge through an application process, were each awarded a \$5,000 training grant at the distribution centre. Notably, this year First Nations fire departments were included for the first time. The Council's distribution centre managed the program and distributed books and other educational materials to the 50 successful departments across Ontario, in addition to organizing media events for each department.

TC Energy "Build Strong" Program

The TC Energy "Build Strong" program is a Canada-wide campaign. Through this program, Fire Marshal's Public Fire Safety Council's Fire Prevention Week kits with a total value of approximately \$10,000 were donated by TC Energy and distributed to 22 Ontario fire departments, where TC Energy operates.

Kidde Canada and Cause for Alarm

During Fire Prevention Week, Kidde Canada donated 1,000 smoke alarms valued at over \$20,000. All Ontario fire departments, including First Nations fire departments, were eligible to apply for free smoke alarms. Four departments, including one First Nations fire department, were selected. We collaborated with Hamilton Fire, Kidde Canada, Citizen Relations and CHCH Television at an event at St. David Catholic Elementary School to announce the winning departments. Additionally, the event was broadcast live during the morning news program with four live interviews focused on fire safety at the school.

Donations, Partnerships and Sponsorships

An ongoing mandate of the Council is to provide or endorse training, education, and fire prevention activities. We are immensely proud of our partnerships and are excited to give back to multiple organizations that represent thousands of individuals in the Ontario fire service.

Ontario Municipal Fire Prevention Officers Association

The Council contributed \$5,000 for the platinum level sponsorship to the association's annual education and training symposium and donated over \$400 in public education items at their trade show. The Council was proud to attend the trade show, formally speak to the attendees and organize our booth at the trade show.

Ontario Association of Fire Chiefs (O AFC)

Once again, we attended three O AFC trade shows. We were proud to be part of the O AFC trade shows in Thunder Bay, Huntsville, and Mississauga. Overall, the Council donated over \$1,000 in public education items and alarms to attendees.

Canada's Outdoor Farm Show

The Council donated public education items worth over \$500 to the fire departments present at Canada's largest farm show in Woodstock, Ontario. These departments, equipped with a fire education booth, aimed to educate attendees about fire safety. The Council also participated in the event and collaborated with the local fire departments to reinforce the importance of fire safety to the attendees.

Ontario Native Fire Fighters Society

We once again attended the annual conference of the Ontario Native Fire Fighters Society in Brantford and engaged in meaningful conversations about the importance of fire prevention through public education. The Council donated "Test Your Smoke Alarm Day" education packets which were made available in three Indigenous languages and public education items valued at over \$1,000.

Ontario Association of Fire Training Officers

The Council donates a percentage of their members' books sales to help fund this organization. For 2023-2024, a total of \$2,139 will be donated and presented in person at their annual meeting.

Smoke Alarms for Every Residence (Operation SAFER)

Operation SAFER unveiled a first of its kind "Test Your Smoke Alarm Day" in Ontario. The Council donated over \$10,000 to Operation SAFER, a provincial summit that brought together fire services, stakeholders, fire safety experts and agency partners to discuss strategies on raising awareness, changing attitudes and collaborating on innovative ideas regarding the importance of having working smoke alarms in homes.

The two-day conference, held at Ascott Parc Event Centre in Vaughan, was attended by over 500 fire industry representatives and fire service personnel from across the province, with keynote speakers and panel members from across the country.

Camp Molly

This is a free camp designed for girls aged 15 to 18 who are interested in pursuing a career in the fire service. The camp not only showcases careers in fire operations but also focuses on fire safety through education and prevention. We were proud to donate over \$800 in trophies and materials to Camp Molly as well as speak at their graduation ceremonies.

Enbridge Gas Retiree Events

The Council was invited to attend two Enbridge Gas retiree events in London and Richmond Hill and spoke to the over 1,000 attendees about the importance of working alarms, fire safety and the importance of Test Your Smoke Alarm Day. Working alongside London and Richmond Hill Fire Departments, we donated \$300 in alarms and public education items.

An Overview of the Council and its Distribution Centre

Council Membership

Section 62 of the *FPPA* provides for the constitution of the Council membership as follows:

- the Fire Marshal is the Chair of the Council
- the Council consists of a board of directors and such other persons who are appointed as members of the Council by the Fire Marshal
- the larger Council includes fire sector representatives and corporate partners with a vested interest in fire safety
- the board of directors is composed of the Fire Marshal, and if he or she is absent or unable to act, a Deputy Fire Marshal, and at least six directors appointed from among the members by the Solicitor General on the recommendation of the Fire Marshal.

The Fire Marshal designates one or more directors to be vice-chair(s). The *FPPA* prescribes that the affairs of the Council shall be managed by a board of directors appointed by the Solicitor General from amongst members of the Council. The board of directors, chaired by the Fire Marshal of Ontario, should have the ability to:

- provide overall, leadership, direction, and oversight over the Council's operations, including the financial affairs of the Council and distribution centre
- provide advice to the Fire Marshal of Ontario on fire safety matters
- review and assess fire prevention and public education programs, including designing and implementing public education materials for distribution.

A director is appointed for a term not exceeding three years and may be reappointed for successive terms not exceeding three years each. If a director's position becomes vacant, the Minister may appoint another person to the board for the remainder of his or her term.

The *FPPA* prescribes that the appointed directors shall receive such remuneration and reimbursement for reasonable expenses as may be determined by the Council. Currently, the directors volunteer their time for the Council and do not receive any remuneration. They are reimbursed expenses in accordance with the [Travel, Meal and Hospitality Expenses Directive](#) issued by the Management Board of Cabinet, Government of Ontario.

The board of directors is fully operational. Recruiting members to the larger Council was identified as a priority in the 2023-24 Business Plan, and as of year-end, members have been onboarded to the larger Council. The first meeting of the larger Council is currently being planned for the second quarter of 2024-25 and a second meeting is planned for the third quarter of 2024-25, with the primary objective of developing recommendations to the Council's board of directors on strategic directions for the Council.

Board of Directors

Position	Member	Term	Location	Total Remuneration
Chair (Part-Time)	Jonathan Pegg	21-Jul-2022 – 20-Jul-2025	Toronto	\$0
Member (Part-Time)	Doug Kellam	18-Aug-2023 – 17-Aug-2025	Brantford	\$0
Member (Part-Time)	John Gignac	18-Aug-2023 – 17-Aug-2025	Brantford	\$0
Member (Part-Time)	Nada Elbard	18-Aug-2023 – 17-Aug-2025	Toronto	\$0
Member (Part-Time)	Danny Whalen	20-Sep-2023 – 19-Sep-2025	Temiskaming Shores	\$0
Member (Part-Time)	Dan Worrall	20-Sep-2023 – 19-Sep-2025	Oshawa	\$0
Member (Part-Time)	Mark Berney	24-Oct-2023 – 12-Jun-2024	Scugog	\$0

2023-2024 General Board Meetings

A total of three Council board meetings were held in 2023-24 as follows:

- June 22, 2023 - Virtual
- July 20, 2023- Virtual

- December 13, 2023 – Virtual

Executive Director

The executive director continues to prioritize the transformation and revitalization of the Council. This past year they were successful at increasing sponsorships and added a few new campaigns. The board and the executive director will work with the Council and explore additional ways in which the Council can continually give back to the fire service in Ontario while reaching out to new corporations for future campaigns.

Distribution Centre

The Council is self-funded by the revenue generated through partnerships, sponsorships and goods that are coordinated and supplied by the distribution centre. The distribution centre delivers value for money. Independent audit reviews have validated that the Council has implemented good financial management practices and the results of its operations and cash flow are in accordance with Canadian accounting standards.

The distribution centre is managed by the executive director and is staffed with six full-time employees. Below is the organizational chart for the distribution centre.

- Executive Director
 - Distribution Centre Supervisor
 - Finance Administrator
 - Distribution Centre Assistant / Social Media and Webstore Management
 - Graphic Designer
 - Campaign Co-ordinator / Purchasing
 - Warehouse / Shipping Inventory Control

Financial Performance

The Council receives revenue from its distribution centre and through sponsorships from third parties.

In 2023-24, the Council generated a total revenue of \$2,749,450 and incurred a total expense of \$2,918,765, resulting in a shortfall of \$169,315.

The revenue included:

- Sales - \$1,981,258
- Sponsorships - \$583,734
- Shipping and handling - \$86,888

- Interest and other income - \$58,004
- Distribution centre affiliate memberships - \$26,400
- Donations - \$13,166

The revenue generated has facilitated further development of the Council's programs and advancement of various initiatives in fulfilment of the Council's mandate.

The expenses included:

- Inventory sold or distributed at no charge - \$1,898,144
- Salaries/wages and benefits - \$562,155
- Community support programs - \$115,623
- Rent - \$82,854
- Shipping and handling - \$69,965
- Other expenses - \$190,024

Please see the Independent Auditor's Report for detailed financial statements.

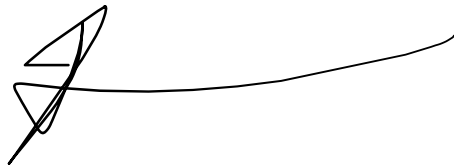
Management Responsibility Report

The Council's management is responsible for preparing the accompanying financial statements in conformity with Canadian public sector accounting standards for government not-for-profit organizations as established by the Public Sector Accounting Board of the Chartered Professional Accountants of Canada. In preparing these financial statements, management selects appropriate accounting policies and uses its judgment and best estimates to report events and transactions as they occur.

Management has determined such amounts on a reasonable basis to ensure that the financial statements are presented fairly in all material respects. Financial data included throughout this annual report is prepared on a basis consistent with that of the financial statements. We maintain a system of internal accounting controls designed to provide reasonable assurance, at a reasonable cost, that assets are safeguarded and that transactions are executed and recorded in accordance with our policies for doing business.

The board of directors is responsible for ensuring that management fulfills its responsibility for financial reporting and internal control and is responsible for reviewing and approving the financial statements. The board fulfills this responsibility by reviewing quarterly finance statements. The committee meets annually to review the final audit.

MNP auditors have free access to the board of directors. Management acknowledges its responsibility to provide financial information that is representative of the Council's operations, is consistent and reliable, and is relevant for the informed evaluation of the Council's activities.

A handwritten signature in black ink, consisting of a stylized 'J' and 'K' followed by a long horizontal stroke.

James Kovacs
Executive Director