



## THE ROCK HALL VOLUNTEER FIRE COMPANY FOUNDATION, INC.

*Protecting What Matters Most*

March 1, 2019

### DIRECTORS

R. J. Dowling, President  
Rick A. Lincicome, Vice President  
W. C. Maxwell, Treasurer  
Mitch Arden, Secretary  
Troy White

Imagine how surprised we were when the folks at the Foundation asked us to Co-Chair Campaign 2020. We had never heard of Campaign 2020 or the RHVFC Foundation. They explained to us that the Foundation was set up to facilitate tax efficient donations to the Rock Hall Fire Company to purchase replacement equipment for their aging fleet. They say the Foundation needs to raise about \$475,000 to meet their needs.

We wondered why they were asking us to be co-chairs when we don't even live in Rock Hall. They explained that Station 7, the station number for the Rock Hall Fire Company, encompasses a large area from near Fairlee, to the west fork of Langford Creek and down to the end of Eastern Neck Island. That area has a population of more than 4000 individuals and many more if you count out of town residents and seasonal visitors. Rock Hall itself, with 1200 residents, represents only one-third of the people served by the Company.

We both asked about their finances; are they spending money wisely and was the County, Town and State supporting them? They responded that the County makes a major contribution to direct operating expenses but does little to cover indirect costs or equipment needs. They explained that they did a thorough capital analysis and determined they are going to need more than two million dollars over the next decade. Fortunately, they have annual surpluses of between \$100,000 and \$150,000 achieved in part by the relentless effort of their members to raise money from every kind of event you can imagine from the 4<sup>th</sup> of July Fireworks, to Bike Fests, and Gun Shows. Their splendid Chesapeake Room is a major venue for many large events in Kent County and has contributed substantially to their financial success.

Your Fire Company's explanations convinced us that Campaign 2020 is needed. You have a well-managed organization and this will be a well-managed fundraiser so we decided to help by lending our name and effort to the Campaign. We are happy to serve as Co-Chairs and would like to share the following information.

David C. "Danny" Bramble  
Co-Chair of Campaign 2020

Herman E. "Trey" Hill III  
Co-Chair of Campaign 2020

**P.O. Box 222      Rock Hall, MD 21661**

*info@RHVFCFdn.org*

410-639-7636

*RHVFCFdn.org*

**...Protecting What Matters Most.** *Protecting our Families, Health, Home, and Farm are important issues that concern all of us.*

*We are fortunate to live in a community where we have a volunteer fire company that quickly responds to our needs whether it is a house fire, a medical emergency, or an auto accident. We have more than fifty men and women serving as first responders or in the background running the operation, raising money and running events.*

*The 2018 direct cost of our first responders was more than \$260,000. Your fire company has had an excellent record of watching its finances. Support does come from the County, State and the Town of Rock Hall and these government contributions cover many of our direct operating expenses, but not all. Through the fundraising efforts of our members, our community has provided contributions to cover the remaining operating costs and has allowed us to pay down our mortgage but funding the replacement of antiquated equipment has been difficult.*

*In 2017 we began a program of assessing the life cycle of all of our Fire and EMS vehicles. We knew it would take time to raise sufficient funds to sustain our entire fleet and we knew we needed to start right away. Fortunately, we were also able to renegotiate our mortgage freeing up cash for equipment. Hard work, successful fundraising and our ability to get a 15-year equipment loan at 1% made it possible to buy our first new truck in more than 22 years.*

*Now it's time to replace our 1991 ladder truck as the hydraulics have worn out. We plan to replace this truck with a gently used truck, retire the current ladder truck and sell our Rescue Pumper 7. This will give us better, more modern equipment with substantially lower operating costs, and still do the job for you.*

*The number of ambulance calls continues to rise. We have two ambulances and they are both getting old. It will shortly be time to replace Ambulance 7 which is more than 16 years old, with a newer up-to-date vehicle that meets today's best practices. After all, if you need an ambulance you want it to operate correctly.*

*The immediate objective of Campaign 2020 is to raise **\$475,000** from our community without hurting the normal fundraising activities of the Company. Our capital plan shows that we need approximately \$300,000 for a used ladder truck (new ones cost more than \$1 million) and another \$250,000 for a replacement of Ambulance 7. We have already set aside more than \$100,000 from operations and fundraising but the rest has to come from our Capital Campaign.*

*To make it easier for donors to contribute, we have organized the Rock Hall Volunteer Fire Company Foundation which received its 501(c)(3) designation in November 2018. All contributions made to the Foundation are tax-deductible to the extent permitted by law. We can provide suggestions to you so that you can make the most tax-efficient contributions.*

We hope that you, as a community leader, will make a substantial contribution or pledge which can be honored over the next three years without reducing your customary support of the Company. Pledges of \$25,000 or more may be spread over five years. Your leadership will encourage others.

Thank you in advance for helping your Fire Company to continue **Protecting What Matters Most.**

**Please send your contribution or pledge to:**

**The Rock Hall Volunteer Fire Company Foundation, Inc.  
Box 222  
Rock Hall MD 21661**

or call us at 410-639-7636.

Thank you for your support of Campaign 2020 for the

## **Rock Hall Volunteer Fire Company Foundation, Inc.**

### **ROCK HALL VOLUNTEER FIRE COMPANY FOUNDATION CAPITAL CAMPAIGN 2020**

I/we, \_\_\_\_\_ (name) \_\_\_\_\_ (date)  
\_\_\_\_\_  
(street address) (city) (state) (zip)

Pledge \$\_\_\_\_\_ to the Rock Hall Volunteer Fire Company Foundation for Capital Campaign 2020 for the purchase of firefighting and emergency services vehicles and equipment for the RHVFC. Pledges over \$1000 may be honored within 1, 2, or 3 years from the date of this pledge. **Please circle your choice.**

(Signature) \_\_\_\_\_

**Pledges in excess of \$10,000 may be spread over longer time periods. Please contact the Treasurer of the Foundation at 410-810-0851**

**Please send your pledges and payments to:**  
**Chris Maxwell, Treasurer**  
**Rock Hall Volunteer Fire Company Foundation**  
**P.O. BOX 222**  
**Rock Hall MD 21661**

The Rock Hall Volunteer Fire Company Foundation, Inc. is registered as a 501(c) (3) organization with the Internal Revenue Service. All donations are tax-deductible to the extent permitted by law.