



Rock Hall Volunteer Fire Company

Protecting What Matters Most

A Tradition

A Commitment

A Calling

Capital Campaign 2020

Spring, 2019

DIRECTORS

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



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



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

To our friends and neighbors,

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 for the purchase of equipment to replace 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 4,000 individuals and many more if you count out of town residents and seasonal visitors. Rock Hall itself, with 1,200 residents, represents only one-third of the people served by the Company.

We both asked about their finances; are they spending money wisely and does the County, Town and State support 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. This is achieved in part by the relentless efforts of their members to raise money from every kind of event you can imagine, from the 4th 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 information in this brochure..

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

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



Protecting What Matters Most

As a group and as members of the local Rock Hall community, our membership...

- respects the Traditions of the RHVFC
- are Committed to serving the community with the highest level of service and integrity
- share a common Calling to help their neighbors and those in need

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Today's Equipment Challenge

A recent RHVFC initiative included an evaluation of the existing equipment, maintenance and/or repair cost estimates, and the development of a capital plan to prepare for the replacement of equipment at the end of its useful life. Obviously, equipment that can remain in service consistently and provide the firefighters and EMS personnel with the necessary tools required to do their jobs is in everyone's best interest.

Based on this evaluation, the next pieces of equipment that need to be replaced are:

- **1991 ladder truck**, which is now nearly 30 years old
- **Ambulance 7**, which was placed into service in 2003, has already exceeded the typical 10 to 12 year useful life of an ambulance



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Generations have come together in the past to serve our community, and that spirit continues through the family connections of the current membership.

Here, Chief Troy White and his sons, both active firefighters, are pictured after a training session involving a controlled burn.



While the first mandate of the RHVFC is to protect its local service area, the fire companies within Kent County often coordinate their efforts in order to support an even broader mission and mandate. Here, a member of the neighboring Chestertown Fire Company is at a scene with our local members.

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The members of the RHVFC support the needs of the community 24/7 all year long. Membership braves snowstorms, blizzards and hurricanes in order to provide assistance to thier neighbors.



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Protecting What Matters Most

Members are trained to handle many life and death situations—
but training must be supported by the proper equipment to accomplish our mission!

Our members are often placed in incredibly difficult situations....imagine the relief of these passengers when two of our members (note the legs in the windows) provided assistance in this rollover.





When necessary, our efforts are coordinated with air support in order to provide the best possible emergency medical assistance.



Immediate Needs

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Our Most Pressing Equipment Needs

Ladder Truck



This is our current ladder truck, Truck 7. Nearly 30 years old, she remains out of service because the hydraulics have failed and it is no longer feasible to even attempt repair.

A new truck will allow us to:

- Serve our community
- Consolidate equipment
- Minimize reliance on neighboring fire companies

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Truck 7 (Ladder Truck)

There are a number of reasons why it makes sense to replace the ladder truck.

- Hydraulics have failed and the ladder “drifts”, meaning it will not hold an upright position
 - Estimates to repair the hydraulics range from \$75,000 to \$125,000, with no assurance that repairs will be successful
- Unit will not pass its necessary DOT certification
- Modifying Truck 7 is not an option. RHVFC is obligated to meet stringent standards established by the National Fire Protection Association (NFPA)
 - Not conforming to NFPA standards could prove problematic to the company and jeopardize our ISO rating

For these reasons, Truck 7 is presently out of service and will remain out of service.

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Truck 7 (Ladder Truck)

- Within our service area, numerous townhomes, condos, and single-family properties have a third floor. This third floor cannot be reached via existing firefighting equipment
 - New construction standards since Hurricane Isabel (2003) require elevated heights for homes constructed within flood plains
- RHVFC equipment must meet certain standards to maintain our ISO rating (gallons of on-hand water, equipment age, # of pieces of equipment, etc.)
 - Replacing old equipment helps us protect our current ISO rating, which in turn helps protect against homeowner insurance rate increases
- The closest available ladder truck is in Chestertown. Realistically it could take 30 minutes or longer to be on-site and available to assist with a Rock Hall incident
 - That delay could represent the difference between life and death

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Truck 7 (Ladder Truck)

The ladder truck being considered to replace the old one

- Lightly used
- Pumping equipment already installed
 - Allows for more equipment flexibility when addressing a fire emergency or motor vehicle incident
- Includes 100-foot ladder with platform
 - Aids in getting a victim to safety
 - Gives us the ability to properly fight grain elevator fires—very relevant given the extensive farming nature of our community
- Allows us to consolidation two pieces of equipment (Truck 7 and the Rescue Pumper)
 - Increases the overall efficiency of RHVFC
 - Because the equipment will be housed in Rock Hall, provides more security to our residents
 - Results in lower overall operating and certification costs for the RHVFC

The new-to-us ladder truck will cost an estimated \$300,000, substantially less than the \$1,250,000 it would cost to acquire it new.

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Our Most Pressing Equipment Needs

Ambulance

Would you want your child to ride in a 15-year-old ambulance with obsolete equipment?



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First Line of Defense

RHVFC receives more than 500 calls per year, averaging out to nearly 2 calls a day over the course of the year.

Rescue squads generally replace ambulances when they reach 10 to 12 years. Ambulance 7, pictured here, has been in service for roughly 15 years.

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Ambulance 7

Ambulance 7 (A-7) has surpassed its average useful life.

- Roughly 15 years old
 - Typically replace when 10 to 12 years old to allow for rotation of heavily used ambulances and to integrate newer tech
- Dated technology and equipment
 - Frequently causes A-7 to be out of service, leaving community at risk
 - Only one other ambulance in service
 - If needed for backup, at least 30-minute response time from Kent and Queen Anne's County rescue squads
- Extremely costly to repair and maintain

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Ambulance 7

The current plan is to replace Ambulance 7 in 2021, when the unit will be roughly 18 years old.

- Today's ambulances have the benefit of the latest technology
 - Location tracking
 - Communication
 - Lifesaving equipment

The cost of a new, well-equipped ambulance is estimated at \$250,000.



Future Needs



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With more than 1,800 boat slips in our community, it is important that we be prepared to respond to marine-related incidents each and every day in order to protect...

- Our people
- Our marine environment
- The boating ecosystem that is so important to our local economy

Access to the best possible equipment is critical for the protection of our community. Today, we must rely on equipment from other areas, such as the Kent Island fireboat, which traveled nearly 15 miles (and 30 minutes) to assist with the boat fire pictured at right.

For this very reason, we have begun to evaluate the need for a commercial grade fireboat (like the one shown here) in order to better protect marinas, waterfront properties and our boating community.



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ROCK HALL VOL. FIRE CO.

The Funding Challenge

ROCK HALL
VOL. FIRE DEPT.
AMBULANCE

A-7



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The Funding Challenge

RHVFC generates approximately \$550,000 in annual revenue.

- \$175,000 from various state, county and local governmental sources
- Balance generated from a broad array of fundraising activities led by members of RHVFC

Leadership does an excellent job of controlling the company's cost structure, and the company continues to generate sufficient cash flow to cover its operating expenses and debt service requirements.

Based on recent forecasts, RHVFC will continue to generate enough cash flow to sufficiently fund its operating costs, building mortgage requirements, and the financing that it entered into when it acquired a new engine in early 2018 (the first new piece of equipment in more than 22 years).

The company will also be able to continue to fund a nominal capital plan, which will be allocated for future purchases. 25

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The Funding Challenge

Recognizing the aging equipment needs, the Board of RHVFC authorized the development of the Rock Hall Volunteer Fire Company Foundation. This organization will oversee fundraising for the lightly used ladder truck and the new ambulance.

Based on current forecasts, we expect total funding for the new equipment will be approximately:

- \$550,000 (\$300,000 for the ladder truck and \$250,000 for the ambulance)

After utilizing \$100,000 from funds that have been generated internally and set aside for this purpose, we determined that raising the additional \$475,000 through this Capital Campaign was the appropriate next step.



Our Team

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Our Team

The Rock Hall Volunteer Fire Company was chartered nearly 100 years ago in 1927 by a group of 36 courageous men. From experience, these men understood the consequences of not having a local fire service. These men had families to care for and jobs to attend, but they felt compelled to give more to make this community a safe place to live.

What started as a small group of community citizens grew into a full-service company of fire fighters, emergency medical personnel, fire-police and auxiliaries. Each has answered the powerful call to serve and protect lives and property, a major part of our community's heritage.

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Our Team

Today we support the Rock Hall community and our service territory with:

- 39 firefighters
- 44 emergency medical personnel
 - Emergency medical technicians (EMTs)
 - Emergency medical responders (EMRs)
 - Medics
 - Paramedics
- 6 fire-police
- Approximately 30 auxiliaries, administration and support personnel

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Our Team

Our members bring extensive skills and training to the community.

- 31 certified firefighters
- 24 certified medical personnel (EMTs, EMRs, medics and paramedics)
- 25 have received HazMat (hazardous material) training
- 14 certified rescue technicians
- 15 certified pump operators
- 33 certified emergency vehicle operators

Coverage

Tolchester

Fairlee

Rock Hall

Eastern
Neck
Island

Annually

- 14,000 hours
 - Responding to fire and rescue calls, EMS calls, stand-by and on-duty hours
 - Maintaining equipment/apparatus and firehouse building
 - Fundraising activities, training, administration and meeting attendance
- 200 fire/rescue calls
- More than 500 EMS-related calls

Coverage

- Extends more than 130 square miles
- “First call” emergency medical, fire and rescue services
 - Approximately 4,000 Kent County individuals and businesses
 - 7,000 in the spring, summer and fall
- 12 marinas
- 1,800 boat slip holders during our extensive boating season
- Thousands of acres of farm land
- “Second call” to Betterton, Chestertown, Galena, Kennedyville, Millington, and the Kent and Queen Anne’s rescue squad



Frequently Asked Questions

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What is the minimal Campaign goal?

The goal of Capital Campaign 2020 has been established at a minimum of \$475,000. RHVFC has numerous pieces of equipment that have reached, or are close to, their maximum useful life.

Initially, we expect to purchase a new-to-us but lightly used ladder truck. This will replace the current ladder truck that is not economical to repair. In addition, we also expect to replace Ambulance 7, which was put into service in 2003 and has already surpassed its useful life of 10 to 12 years. We expect to replace Ambulance 7 with a new ambulance before the end of 2021. Future capital purchases will also be analyzed on a case-by-case basis by the Boards of both RHVFC and the RHVFC Foundation.

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Why is the equipment required?

The purchase of new equipment is not taken lightly by RHVFC or its Board. And while there appears to be a lot of equipment already housed at the firehouse, it is important to align the needs of the community with the equipment that is already on-hand.

The existing ladder truck is broken and has been out of service for well over a year. Repairing it is very costly, with no assurances that any attempted repairs will be successful. Not having rapid access to a ladder truck is harmful to the safety of the community. There are numerous existing residences with upper floors that cannot be reached by the ladders carried on our current trucks. And with the building code changes that resulted from Hurricane Isabel, the height of any new construction makes it impossible to reach a victim on an upper floor. Further, acquiring a new ladder truck will enable us to consolidate equipment, thereby reducing our operating, training and certification costs.

Ambulance 7 is far beyond its useful life and is now prone to costly repairs that keep her out of service. Newer technology and lifesaving equipment, coupled with the confidence of “working” equipment, will be the major benefits gained by acquiring a new ambulance.

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Are firefighters and EMS personnel paid?

The service providers of the RHVFC are ALL volunteers. They proudly serve the people and property within their 130 square mile area of Kent County.

Is RHVFC a charitable organization?

Both RHVFC and the RHVFC Foundation are charitable organizations. The Foundation was established to oversee this Campaign and to accept and manage donations. All donations will be made to the Foundation, which has been approved by the IRS as a 501c(3) Corporation.

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Who has authorized this Capital Campaign?

The Board of the RHVFC has approved both this Capital Campaign as well as the formation of the Foundation.

Are pledges payable immediately or over a specified period of time?

So that we can properly time our equipment requirements to the flow of donations, it is suggested that pledges be made over a timeframe not to exceed 3 years. Shorter-term contributions are encouraged.

Pledges in excess of \$10,000.00 may be spread over longer time periods. Please contact the Foundation treasurer for details.

Donating over a period of time allows each person to give more generously after taking into account personal financial resources and other responsibilities.

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Why are we doing this Campaign rather than financing the new equipment?

The operations of RHVFC—after considering all revenue sources, operating expenses, and debt service requirements on its building and certain other equipment—generates positive cash flow. However, to be prudent and conservative, the Board has properly decided not to incur additional debt in order to finance the upcoming equipment needs. Accordingly, the Board feels that it is in the best interest of RHVFC to ensure its ability to continue to properly serve the residents and businesses within its service area by soliciting donations through this Campaign.

What types of gifts are accepted?

Cash, checks, securities, pledges and matching gifts would be greatly appreciated. Gifts of securities that have appreciated in value over time provide additional tax benefits because capital gains taxes could be eliminated or minimized. The Foundation will happily work closely with you to develop a personalized approach that best meets your specific situation.

Are naming opportunities available?

Yes, naming opportunities will be available. We would be honored if you make your gift in memory or honor of a loved one. All tributes will be properly recognized at the firehouse when the Campaign is complete.

The Rock Hall Volunteer Fire Company Foundation

In 2018, the Board of the RHVFC authorized the formation of the RHVFC Foundation (the “Foundation”). The purpose of the Foundation is to manage all aspects of the Capital Campaign 2020 initiative. In that regard, the Foundation will oversee the fundraising efforts of the Capital Campaign and work closely with the Board of RHVFC to allocate monies for equipment purchases.

The Foundation has been approved by the IRS as a 501c(3) corporation. All donations will be tax deductible in accordance with IRS guidelines. To ensure the appropriate level of governance and oversight, the Foundation is governed by a Board of Directors comprised of members of RHVFC as well as members of the Rock Hall community.

Members of the Foundation will be available to discuss your particular level of interest and ability to support this important initiative. We will work closely with you and your financial advisors to structure your contribution in a manner that may increase your tax benefits.

Contributions can be made in a lump sum and will also be accepted over a multiyear period (generally 2 to 5 years depending on the size of the donation).

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**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. *It is my/our intent to honor this pledge 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
PO 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.

Thank You For Giving!

**Chris Maxwell, Treasurer
Rock Hall Volunteer Fire Company Foundation
PO Box 222
Rock Hall, MD 21661**



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We would like to thank
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Capital Campaign 2020