



CHAPTER SIX

PRIVATE SOURCES FOR FUNDING

There are a wide variety of funds available from private non-profit and for-profit organizations. Usually these are one-time-only grants. Sometimes they extend for several years. Virtually none are for continual support of routine salaries or general operating expenses. However, they are excellent for starting new programs, doing special programs, buying equipment and other things that either free up money from more routine sources or to create programs or make purchases that cannot be funded from routine sources. Private organizations also may donate materials or services.

Another major source of private funds comes from donations from the general public through a wide variety of fund raisers and solicitations, mostly for funding volunteer departments. Career departments also are tapping this source by establishing foundations to receive donations where legally permitted.

The major sources of private funding are described below.

FOUNDATIONS

There are more than 25,000 foundations in the United States. Many of them solicit donations specifically for supporting health, education, and volunteer activities. Others have large endorsements earmarked for a few narrowly-defined activities, yet others have very broad charters.

Foundations exist to give away money for charitable, educational, and other public service activities. They are generally governed by a board of directors or trustees

who oversee the financial operations of their funds, and who decide how the foundation's money will be used.

Departments interested in obtaining grants from private foundations are advised to visit or contact The Foundation Center. The Center maintains collections of information on grants and charitable giving at Foundation Center Libraries located in San Francisco, Cleveland, New York City, and Washington,

D.C. Additionally, several other "cooperating collections" have a core collection of the Center's materials as well as staff trained to assist grant seekers.

A foundation directory is available in many public libraries. The Foundation Center also publishes a pamphlet entitled "Fundraising and Non-Profit Development Publication and Services," which lists the various publications available on foundations and other non-profit sources.

Large Foundations

Billions of dollars are spent annually by large foundations on public service projects throughout the United States. With the growth of emergency medical services, rescue services and other special services, the opportunities for fire and rescue departments to tap into this funding have been expanding rapidly.

Contact:

Foundation Center Library
Services
79 Fifth Avenue
New York, New York 10003-3076
(212) 620-4230
(800) 424-9836
www.fdncenter.org



Large national foundations have the financial resources to provide generous grants, but the selection process is very competitive. Their interests and application requirements are often well developed and available to the public through annual reports or brochures. Large foundations tend to seek projects which may have a far reaching impact. Most of these foundations have paid staff members who review proposals and monitor programs.

While the size of these foundations may seem imposing, a well-developed plan may bring a large pay-back for those dedicated enough to take on such a project. In forming ideas, one should keep in mind the goals of the project and attempt to find foundations with similar goals. Ideas that solve a problem, serve an at-risk population group or community, and that could be evaluated and copied in other communities would have the best chance of gaining large foundation support. When researching foundations, make sure your project fits into their general funding pattern in terms of the size of the grant you are seeking, the geographical location of the project, the type of support you need, and the type of recipient for the financing.

Table 6-1 shows a sampling of foundations that have provided funds for fire and emergency medical service related projects in the recent past.

Local Foundations /Community Service Clubs

Smaller local foundations and community service clubs may be more oriented towards community concerns such as local fire protection, EMS, and rescue than are

the large foundations. Grants are usually smaller, but are more likely to be awarded for general budget support. Often these foundations are concerned with the needs of a particular city, county, region, or state. Foundations exist for projects helping Indianapolis and New York City, for example. Community foundations may or may not be named after the community they serve, but all publish annual reports detailing their financing and grants. When researching foundations that serve your area, make sure that the grants are of the size you need, are the type of support you want, and are not restricted toward particular organizations. Personal contact with foundation board members or trustees is very helpful; some may reside within your district.

Proposals for local foundation support should be based upon a well-defined local need. A narrowly focused project is more likely to get funded by a small foundation than a broad project whose benefits are hard to evaluate. If you are attempting to solve a local problem, look for a local foundation or service club. If you are attempting to solve a problem of statewide or national importance, then look for a foundation with a statewide or national focus.

For all types of foundations and service clubs, be aggressive. Find out who the “right” people are and follow-up all mailed-in proposals with telephone calls or personal contact. Network within your community, in country clubs, citizen associations, service clubs and places of worship to find out if any members of your community may be able to help your organization make contacts.



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
<p>ABELL-HANGER FOUNDATION PO Box 430 Midland, TX 79702 (915) 684-6655 FAX (915) 684-4474 www.basinlink.com/us/AHFdtn/main.htm</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$162,000 to fire and EMS departments in Texas.</p>
<p>ABBOT LABORATORIES/ABBOTT LABORATORIES FUND 1 Abbott Park Road D379/AP6C Abbott Park, IL 60064-3500 (847) 937-8686 FAX (847) 938-5824 www.abbott.com</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p>
<p>AIR PRODUCTS AND CHEMICALS, INC./ AIR PRODUCTS FOUNDATION 7201 Hamilton Blvd. Allentown, PA 18195-1501 (610) 481-6349 FAX (610) 481-6642 www.airproducts.com</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$15,000 to Pennsylvania fire departments and ambulance corps.</p>
<p>AKZO NOBEL/AKZO AMERICA FOUNDATION 300 S. Riverside Plaza Chicago, IL 60606 (312) 906-7007</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$4000 to volunteer fire departments.</p>
<p>ALFIERO FAMILY CHARITABLE FOUNDATION PO Box 810 Amherst, NY 14226 (716) 689-4972</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$3,000 to EMS agencies in New York.</p>



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
ALLYN FOUNDATION 33 Onondaga Street Skaneateles, NY 13152 (315) 685-3068	Health care agencies in general, including emergency/ambulance services. \$2,500 to a fire department in New York.
ANDERSEN CORPORATION/BAYPORT FOUNDATION PO Box 204 Bayport, MN 55003-0204 (612) 430-7395 FAX (612) 430-7419	Health care agencies in general, including emergency/ambulance services. \$10,000 to EMS agencies in Minnesota.
AMINI FOUNDATION 8000 IH-10 W, Suite 820 San Antonio, TX 78230 (210) 349-1600	Health care agencies in general, including emergency/ambulance services. \$53,000 to EMS agencies in Texas.
HUGH J. ANDERSON FOUNDATION c/o Scenic River, Inc. PO Box 204 Bayport, MN 55003-1498 (612) 439-1557 FAX (612) 439-9480	Health care agencies in general, including emergency/ambulance services. \$34,000 to fire departments in Minnesota.
ARNHOLD FOUNDATION 19 Rector Street, Suite 2400 New York, NY 10006 (212) 269-8628	Health care agencies in general, including emergency/ambulance services. \$2,500 to fire departments in Connecticut.
CAMP FOUNDATION PO Box 813 Franklin, VA 23851 (804) 562-3439	Health care agencies in general, including emergency/ambulance services. \$5,000 to rescue squad in Virginia.



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
E. RHODES AND LEONA B. CARPENTER FOUNDATION PO Box 58880 Philadelphia, PA 19102-8880 (215) 963-5212	Health care agencies in general, including emergency/ambulance services. \$31,549 to EMS agency in North Carolina.
JOHN AND MILDRED CAUTHORN CHARITABLE TRUST PO Box 586 Sonora, TX 76950 (915) 387-2711	Health care agencies in general, including emergency/ambulance services. \$3,145 to company in Texas for emergency medical project.
CHAMPLIN FOUNDATIONS 300 Centerville Road, 300S Warwick, RI 02886-0203	Health care agencies in general, including emergency/ambulance services. \$62,807 to volunteer fire and EMS departments in Rhode Island.
BARD FOUNDATION 730 Central Avenue Murray Hill, NJ 07974 (908) 277-8182 FAX (908) 277-8098	Health care agencies in general, including emergency/ambulance services. \$7,500 to fire departments in New Jersey.
BARDEN FOUNDATION INC. 1146 Barnum Bridgeport, CT 06610 (203) 336-0121 FAX (203) 336-1774	Health care agencies in general, including emergency/ambulance services. \$2,000 to volunteer EMS agencies in Connecticut.
CORDELIA LUNCEFORD BEATTY TRUST PO Box 514 Blackwell, OK 74631 (405) 363-3684	Health care agencies in general, including emergency/ambulance services. \$300 for firefighters' association in Oklahoma.



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
<p>BETHESDA FOUNDATION PO Box 296 Hornell, NY 14843 (607) 324-1616</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$12,297 to fire and EMS departments in New York.</p>
<p>BETZ FOUNDATION c/o Betz Laboratories, Inc. 200 Witmer Road Horsham, PA 19044 (215) 773-6453 FAX (215) 674-8467</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$10,000 to fire department in Pennsylvania.</p>
<p>MARTIN BLACKLEDGE TRUST c/o Peoples National Bank 119 S. Middle Street Grayville, IL 62844-1679 (618) 375-2261</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$5,812 to two EMS departments in Illinois.</p>
<p>J. BOWMAN PROPER CHARITABLE TRUST PO Box 374 Oil City, PA 16301 (412) 677-5085</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$1,000 to EMS department in Pennsylvania.</p>
<p>CONSOL COAL GROUP GIVING PROGRAM 1800 Washington Road Pittsburgh, PA 15241 (412) 831-4060</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>Geographic focus: Illinois, Kentucky, Maryland, Ohio, Pennsylvania, Virginia and West Virginia.</p>
<p>SAUL FROMKES FOUNDATION, INC. c/o Richenthal, Abrans & Moss 122 E. 42nd Street, Room 4400 New York, NY 10168 (212) 447-8360</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$35,000 to two fire and EMS departments in New Jersey.</p>



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
<p>HARTFORD FINANCIAL SERVICES GROUP, INC. CORPORATE GIVING PROGRAM Hartford Plaza 690 Asylum Avenue Hartford, CT 06115 (860) 547-5000 FAX (860) 547-3799 www.thehartford.com/index.html</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>Corporate giving program.</p> <p>Giving primarily in area of company operations, especially greater Hartford, Connecticut, area.</p>
<p>MARY HEATH FOUNDATION PO Box 10 Oblong, IL 62449 (618) 592-4241</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving limited to Illinois departments.</p>
<p>HOBBY FAMILY FOUNDATION 2131 San Felipe Houston, TX (713) 521-3377</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving primarily in Texas.</p>
<p>IOWA WEST FOUNDATION 500 W. Broadway, Suite 100 Council Bluffs, IA 51503 (712) 325-3132</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving primarily in Iowa and Nebraska.</p>
<p>MASSACHUSETTS CHARITABLE FIRE SOCIETY c/o J.M. Forbes and Company Boston, MA 02109 (617) 423-5705</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p>



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)

NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
<p>JAMES A. MEADOR TRUST 305 Boulevard Salem, VA 24153</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving primarily in Virginia</p>
<p>THE MEDICAL FOUNDATION OF CINCINNATI 320 Broadway Cincinnati, OH 45202 (513) 421-7010 academy@fuse.net</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving primarily in the Cincinnati area.</p>
<p>MILFORD HOSPITAL ASSOCIATION 170 Indianhill Road PO Box 1303 West Chatham, MA 02669 (508) 945-2566</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving limited to New Hampshire.</p>
<p>MINNESOTA MINING AND MANUFACTURING COMPANY (aka 3M Contributions Program) 3M Center Building 591-30-02 St. Paul, MN 55144-1000 (651) 733-0144 FAX (612) 737-3061</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Almost \$8 million in grants.</p> <p>Giving limited to communities in which 3M manufacturing, sales and service activities exist.</p>



Table 6.1 Sampling of Foundations That Provided Funds to Fire/EMS Causes (Cont.)	
NAME AND CONTACT INFORMATION FOR FOUNDATION	SERVICES SUPPORTED BY FOUNDATION/ RECENT GRANTS
<p>NATHAN FOUNDATION, INC. c/o Mercantile-Safe Deposit & Trust Company 2 Hopkins Plaza Baltimore, MD 21201 (410) 237-5335</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>Corporate giving program.</p> <p>Giving limited to Dorchester and Cambridge Counties in Maryland.</p>
<p>NEWSTEAD FOUNDATION c/o Grant Thorton, LLP 7 Hanover Square New York, NY 10004</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p> <p>Giving limited to Illinois departments.</p>
<p>RICHARDSON FOUNDATION c/o Fred G. Richardson 10378 Saint Andrews Road Boynton Beach, FL 33436-4422</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>EMS and fire departments listed as potential recipients.</p>
<p>SOUTH TEXAS CHARITABLE FOUNDATION PO Box 2549 Victoria, TX 77902 (512) 573-4383</p>	<p>Health care agencies in general, including emergency/ambulance services.</p> <p>\$15,000 to fire department in Texas.</p>



Never underestimate the importance of personal contact. Seek out key individuals, especially in smaller, local foundations and service clubs like the Rotary, Elks, Kiwanis, etc., which may rely upon personal knowledge of the applicant organization to judge its credibility and capability.

Chautauqua County, New York, has received funding from local private foundations for a rescue truck chassis. Service clubs such as the Elks, Moose, and American Legion have donated money for two air compressors to refill SCBA.

CORPORATE DONATIONS

Private corporations are sources for grants, in-kind services, and various types of co-developments and partnerships. While many of the organizations are similar to foundations, there are a few distinct differences.

Many municipal fire departments are not allowed to accept cash donations from businesses. Some departments, such as New York City, have set up foundations that can accept the money and buy goods or services that can be given to the fire department. In other cases, such as Hartford, Connecticut, the city council has had to pass a resolution allowing acceptance of a particular grant.

Cash Donations

Corporate donations to fire departments and EMS squads have been used to fund many diverse projects, from purchasing apparatus to starting fire education programs. Many large corporations such as IBM, AT&T,

McDonald's, insurance companies, and many others have given grants from their corporate foundations or direct from corporate monies. Sometimes large grants are given by lesser-known corporations. For example, the Quantum Chemical Corporation has established a generous record of giving for special projects in emergency medical service, with more than \$600,000 donated to EMS since 1989, and \$2 million to purchase television advertising for the recruitment and retention of volunteers for emergency medical services. The Virginia Farm Bureau Mutual Insurance Company has a Dry Hydrant Grant Program that gives funds to needy fire departments.

Most corporate donations are spent on local community groups near corporate facilities, or related to corporate programs. Look for large corporations with headquarters, branches or outlets in your community. Some to consider are fast food restaurants, gasoline stations, factories, and independent insurance agents. Approach the corporation as you would approach a foundation, keeping an emphasis on personal contact. Ask local companies to put you in contact with their national or international offices.

Corporations gain public exposure as well as tax benefits from donations. You may wish to display a company logo on some of your equipment, or in some of your fire prevention or safety brochures.

When approaching corporations, it is helpful to provide a description of the potential benefits to the corporation; i.e., positive publicity, increased corporate safety, increased awareness of the company's products or services).



Many corporations have programs to match donations made by their employees. Find out whether large firms which operate in your area have such programs. If they do, target their employees for contributions and explain to them that their personal donations will be matched by their employer (sometimes on as much as a three-to-one basis). In this manner, local employees will feel they are supporting a local service, but they will effectively be making a much larger contribution than they otherwise would be able to make.

A fairly common use of corporate donations is to fund fire prevention projects or equipment. The Kalamazoo, Michigan, area fire marshal's office completed a Fire Prevention Education Trailer to help give hands-on education to children in the community. A 42-foot trailer was donated by Tecon Trucking and the Breakfast Optimist Club of Kalamazoo, and lumber was donated by a local lumber yard. Other supplies were donated by various other local businesses. Six fire departments pooled resources for additional equipment and personnel to build the trailer, for a total combined amount of \$40,000.

Kalamazoo also has drawn from multiple donors to fund a comprehensive fire education program for children and parents. Funding sources include corporate sponsorship, private donations, and shared resources among different departments. McDonald's Restaurants donates over \$2,400 a year and provides "Ronald McDonald" for many of the events. Grants also were received from the Department of Commerce (\$10,000), Bronson Hospital (\$4,000), and other local organizations. This program was developed after several children were killed in a struc-

ture fire in 1986 in Kalamazoo.

Some fire and EMS departments have created a grants coordination unit focused entirely on applying for corporate, foundation, and government grants.

In-kind Services and Equipment

Private companies of all sizes are often willing to donate in-kind services to support public safety projects, particularly if a tax deduction can be obtained. Examples of in-kind services are reproduction of prevention pamphlets and printing of public service messages on grocery bags. Media production companies may be willing to donate services to produce public service announcements for radio or TV. Companies often also donate used vehicles for canteens or utility trucks. Charlottesville, Virginia, for example, received from the local power utility a second-hand truck that was refurbished to carry the department's high-volume smoke removal system.

Hardees Restaurant and the Memphis Fire Department have developed a relationship over the past few years which has benefitted both organizations. The company provides a cargo van that responds to all two-alarm fires and other major incidents. The van is staffed with volunteers from the restaurant, and provides food and beverages for firefighter rehabilitation. A large Hardees logo is painted on the side of the van. The Hardees van has received a very positive response from the Memphis firefighters and the community.



PRIVATE/PUBLIC PARTNERSHIPS

There are a growing number of opportunities for fire departments to work with businesses for mutual benefit. Shared use of resources, co-development of property, and joint research and development projects are some of the main forms of partnership.

Co-Development

The land where fire stations are currently situated may be extremely valuable for private sector development. Some fire departments (such as New York City and Boston) have been successful in trading such sites for new fire stations incorporated within major complexes built by private developers. A variation is for the developers to provide land and sometimes a station for new development projects that are far from other stations, as part of negotiations on mitigating impacts of development.

The City of Boston had an example of an offer “they could not refuse.” Developers had their eyes on creating a downtown office complex in the heart of the city’s financial district. In their way was Boston Fire Department’s old Engine 10, occupying a key piece of land among the city’s high-rise office buildings. In exchange for the station property, the developers agreed to build a new \$4 million flagship headquarters station on the first two floors of a new high-rise building in the complex. The new station now houses Engine Company 10, Rescue Company 1, a tower unit, a hazardous materials unit, and a Deputy Chief. Prime parking in Boston’s financial district being competitive and expensive, thirty

parking lot spaces have been reserved for the fire department in the building’s garage.

Pleased with the results of the co-development of their flagship fire station, the Boston Fire Department accepted another offer, to abandon their fire boat pier space so that a developer could build a new waterfront condominium development. In return, the developer provided a new space to dock the fireboat and a new first floor condo as quarters for the fire boat personnel.

As a result of these successful projects, the City of Boston has been looking to expand its development projects with the private sector.

In other cities, land or even an entire fire station has been required to be part of the design of a new community or new complex by the city zoning and planning officials even where no fire station or EMS unit existed before, just as public park space or schools are negotiated into new development. Fire departments, working closely with plan reviewers, can suggest these quid pro quos to the city planners and zoners or other appropriate agencies.

Shared Resources

Expensive resources may be shared with private fire brigades as well as with other jurisdictions. And vice versa, some private companies have their own fire brigade and apparatus that can be shared with or loaned to local departments, or used in place of public fire units. For example, most petrochemical refineries have foam trucks, and may be willing to respond to a small number



of calls to areas outside their gates. Many companies with hazardous materials store foam or other supplies that the fire department can use in lieu of buying the same with public resources for a limited application.

Another variation of shared resources is where a private company purchases equipment for its local public fire department with the understanding that the equipment will be staffed and used for fires in the private company but can also be used elsewhere. For example, a corporation based in Point Pleasant, Kentucky purchased a mobile high-volume, positive pressure air movement system for the local fire department in lieu of having to build in an expensive exhaust system for its large warehouse facility.

In Tempe, Arizona, the City of Tempe and a private utility company, Arizona Public Service, combined to build a \$1.7 million training academy for use by both the City's and the utility company's personnel. The development of a combined training center took four years. The utility company provided eight acres of land at one of its power plants for the facility, saving the citizens of Tempe about \$1 million dollars. The new training center is equipped with live fire training, a maze, technical rescue training areas, and extensive electrical/industrial fire training areas.

Shared R&D

Many fire departments have helped manufacturers develop and test new products. Not only is this educational, but the fire department often gets to keep the prototype, or gets a supply of the new product at no cost.

Types of testing have ranged from foam additives to entire apparatus and protective outfits.

