

# Ottawa Fire Fighters Community Foundation

## Fundraising Newsletter

April 2008



# **Fundraising Report**

The Ottawa Fire Fighters Community Foundation was formed to bring recognition to the Ottawa Fire Service and the members who have given their lives in the service to the Citizens of Ottawa. The Foundation with the help of the Community is building a Memorial to these heroes.

Fire Fighters are highly respected; everyday they quietly perform acts of bravery that for the most part go unnoticed and unrewarded. This monument goes to the heart of our respect for fire fighters and attempts to recognize their contribution to the community

Ottawa City Council approved a proposal to build a permanent monument to honour Ottawa's fallen fire fighters in June of 2006. Five years of planning have gone into this project; the Ottawa Fire Fighters Memorial will be an attractive and meaningful structure that will be an outstanding asset to the City of Ottawa. The Monument will be located on the northeast corner of Festival Plaza outside City Hall at 110 Laurier Avenue West. The monument, when completed, will become the site for the annual memorial service held by the Ottawa Fire Services.

Retired fire inspector Dawson McVeetors had an idea to hold an annual fire fighter memorial in Ottawa. Dawson, Lanna O'Brien and Paul Casagrande organized Ottawa's first annual march and memorial service. The event was to honour Fire Fighters who have given their lives in the line of duty and to bring attention to the life threatening nature of the fire fighting occupation.

They were joined by others who also dreamed of finding a way to commemorate the contributions made by the fire fighters of the City of Ottawa. Over time the concept has broadened in scope from a simple plaque at city hall to the present monument design proposed by Artist Louise Carota.

Since 2001 the Ottawa Fire Fighters Community Foundation has been working to erect a monument to honour fire fighters in our community. In the spring of 2005, I was fortunate enough to be asked to be a part of their team. The selfless bravery exhibited by fire fighters every day inspires me. I was extremely excited to be involved in the creation of a fitting tribute recognizing their contribution to the community.

Statues and busts of famous figures from the past litter the landscape of Europe and Italy where I studied Art.

During my trips to Washington D.C., I was awestruck by the stark beauty of the Lincoln Memorial, the Vietnam Memorial and the Korean War Monument. For many Americans, these famous sites hold a special place in their

hearts and pilgrimages are often made to visit them. I wanted to help create a similar space for our Nation's Capital.



Small scale model of Fire Fighter statues.

The inspiration behind the statues I designed as central elements of the Ottawa Fire Fighters Memorial came from a comment made by a friend, who is a fire fighter himself. He made a comparison between fighting fires and going into battle, explaining the bond that exists within the brotherhood of fire fighters.



Cast Stainless Steel pieces of statues before assembly.

This bond is expressed with the grouping of the two larger than life fire fighters statues standing back to back on a raised dais. One fire fighter carries a rescued child wrapped protectively in a blanket and held in his strong arms. Covering his back is a second fire fighter crouched, holding the nozzle

of a fire hose. These 7 1/2ft statues are cast not of bronze but in Stainless Steel - a material that can be both highly polished or look gritty and matte. By making use of this contrast, the finishes mirror the look and feel of actual fire fighters - their dust coated gear rough and grey their helmets shiny in the sunlight.



Artist at work shaping Styrofoam forms.

Bringing these statues to life required hundreds hours of work, a certain level of skill, and lots of imagination. The process began with small models of what the completed statues would resemble and went through various states of evolution. The final work is a stylized representation of fire fighters in an arrested state of motion where the emphasis is placed on the motion of their bodies- their strength and athleticism, the folds of their gear and the expressions on their faces.

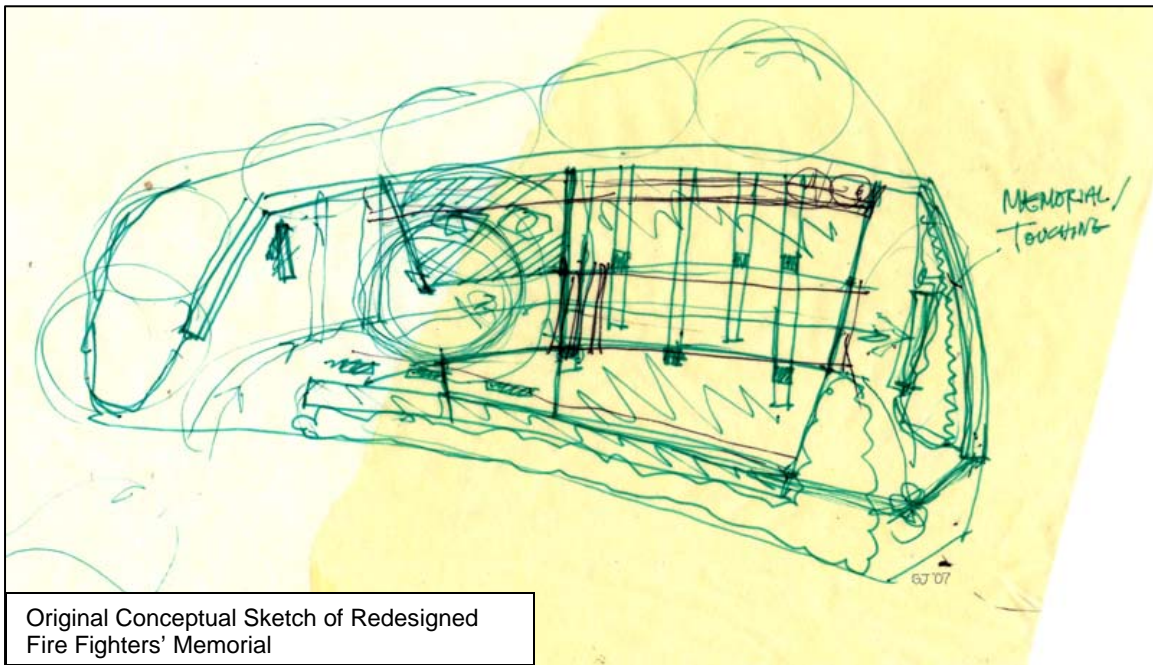


In December 2007 the original art work, created from Styrofoam, wax and other materials, was transported to a foundry located outside of Toronto where they are slowly being transformed into cast Stainless Steel. This process will continue for another 4 months until the final works- weighing 700lbs each- will be brought home to Ottawa and erected in place on the monument site at the edge of City Hall Plaza.

Completed original art by: Louise Carota.

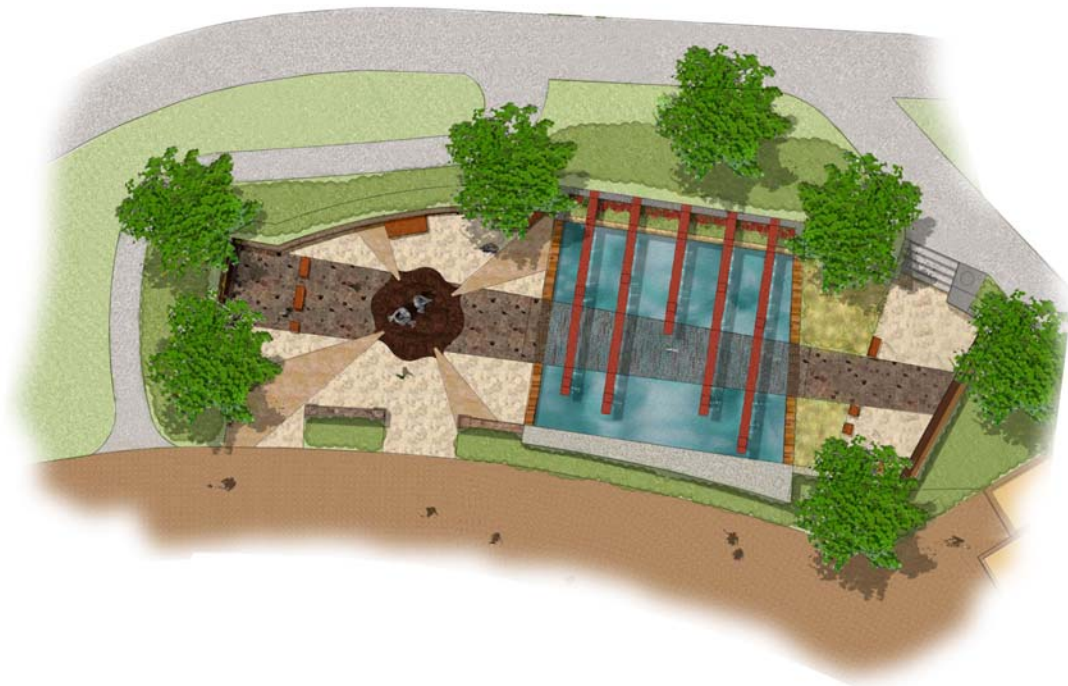
**A Memorial Takes Shape.** Corush Sunderland Wright's involvement with the Fire Fighters' Memorial began a year and a half ago when it was asked to join the project. For many of you who are familiar with the project you know that at this point the team was already established. Furthermore, a location for the memorial had been chosen, many of the players that are on the project today were already involved, and Louise Carota had developed her concept for both the statues and for the memorial itself.

Our initial role was to support the original design of the memorial by translating the existing concept into working drawings. Working drawings are construction documents that are used by contractors to build the memorial. However, early on in this phase of the project the team realised that some elements of the design would be both problematic to construct and maintain over the expected life of the project. Which is to say, a very long time! The original concept had to be reworked to ensure safety and longevity as well as constructability. So, it was back to the drawing board.



Original Conceptual Sketch of Redesigned Fire Fighters' Memorial

This was the fun part. It involved copious amounts of sketch paper, doodling, imagining the spaces in three dimensions, and grappling with many other matters like: What is the message? What is the mood that should be conveyed? What is the purpose? How does the memorial take advantage of the site? And so on. After gaining more familiarity with the project, Jerry, Louise and I sat down one morning to a design session. Sometimes designs just come out on paper like they're a gift, other times you have to fight to make them work and even then you still might not be sure that it's any good. This design just seemed to create itself, like it wanted to exist. Below is that sketch. Funny how little it has changed. That's not to say it hasn't evolved, because it certainly has, but the basic parameters of space and overall scale of the design were established early on.



Fast forward to now. We've spent the winter of 2007 and the better part of 2008 putting together the working drawings for this project, and what can I say, it's been great. I've never worked on a project like this before and for that I am truly grateful. In fact, I think it's safe to say that none of the design team has worked on a project like this before either. It's been a truly exceptional experience in terms of the amount of coordination and cooperation among everyone. We can't wait to see the memorial finally built, all that dreaming, talking, planning and drawing finally coming to fruition.

Which brings us to now. Currently Ellis Don, a leader in the construction industry with special expertise in project management, has agreed to lead the building of the memorial. All we need now are the funds to make it happen. Let's pull together and take these final steps together, we can't let this moment pass us by.

The Ottawa Fire Fighters Community Foundation incorporated in 2005 as a not for profit organization which has the ability to issue tax receipts to its donors.

**PRESIDENT:** Dawson McVeetors, - Retired Fire Inspector, Ottawa Fire Services

**VICE-PRESIDENT:** Angelo Filoso - Executive Editor, Il Postino newspaper

**SECRETARY:** David Smith, Retired Deputy Chief, Ottawa Fire Services

**TREASURER:** Brian Conway, Retired Finance Manager, Ottawa Fire Services

## DIRECTORS:

Paul Casagrande, - Director, Ottawa Fire Fighters Band, - Retired Executive Chief, Ottawa Fire Services

Dave Stephenson, - Platoon Chief, Ottawa Fire Services, - Past President, Ottawa Professional Fire Fighters Association

Ms. Lanna O'Brien Director Ottawa Fire Fighter Memorial

Retired Deputy Fire Chief David A. Smith heads up the Fundraising Team and the group has been hard at work developing strategies to enable the team to come up with the funding necessary to build the Memorial.

Carlo Aiello (Dante's brother) President and CEO of The Intersol Group Ltd came forward with an offer to help and we quickly accepted his kind offer. Carlo and Joanna Barclay a Senior Consultant, Facilitator at Intersol held a fundraising planning session at the Ottawa Fire Services Training Centre where over 35 volunteers worked from 9 AM till 3 PM. The work was very much appreciated and I think the accompanying planning document was well developed.

The team has also met with numerous individuals who have extensive experience in the field of fundraising. These people have given us very valuable information and have helped us develop our strategy.

A number of initiatives we will be doing very shortly and we need the fire service to step up and support these projects.

One strategy that is interesting is to target small business by sectors. We get someone in each area to make a nice donation and then we approach the other dealers in these sectors and ask them to match our champion's donation. One example is the automobile industry. We have received a \$5,000 from Tony Graham Lexus Toyota. We are now looking for folks who can get us appointments at their dealer contacts. This way we have a referral and a competitor who has come forward to support our fire fighters. Another idea in this area is to ask your financial advisor or local banker to come forward and help us out. All fire stations use their local stores to shop for groceries and this might be another area we could explore. One thing we should be careful of is duplication so before approaching folks we should let the fundraising chair know what is happening.

We will also be approaching distributors of fire equipment to support the memorial. Other areas are Insurance Brokers, Property Managers, Service Clubs and any members of these clubs could put in a word for us and we can make a presentation to groups or individuals.

We are of course still looking for major sponsors and need introductions to some of these players. We know from our research that personal contact is the best approach. Many people are reluctant to use their names to promote a project. We do feel however that the honouring of the Fire Service is a noble cause and once approached, people are interested in becoming involved.

One area that we have targeted is grants from the three levels of Government and we are hoping to get several thousand dollars from these sources. Our plan has been put in place and this project is moving along quite well. If anyone has suggestions we would love to hear from you. John Rossiter has been assigned this task and has made many visits to those who can make these grants happen.

## **Donations in Kind**

A very large part of the overall project is in the area of “Donations in Kind”. This is where contractors offer their services to the project for free. The way the system works is that the contractors are approached to submit tender documents on the cost of the project. The Construction Committee then looks at the bids and awards the contract to that firm. The firm is paid and donates a similar amount back to the Foundation. We are confident that we can raise a very substantial amount through this method. We already have a number of companies involved.

Ellis Don Construction Management  
Lafarge Ltd  
Bellai Brothers Construction Ltd  
Raymond Steel  
Novatech Engineering Consultants  
Cunliffe and Associates  
McKee Engineering  
Robert Webster Architect  
Dew Water Architecture  
Gabriel Design (Lighting)  
Paranis Construction Inc  
Geotech-Golder Associates  
Corush Sunderland Wright Landscape Architects  
Richard Goldstein  
Louise Carota  
Thomas Cavanagh Construction  
Central Precast Group  
Silco Electric  
Carleton Electric  
Classic Tile and marble  
M and U Masonary  
Artistic landscape  
Leo’s Plumbing  
Cavanagh Construction  
Ian Britnell

## Donor Wall

As Fundraising Chair, I have been asked over and over... *"How Can I Help?"*

One way to help is to purchase a spot on the Fire Fighter Donor Wall. Both present and past members of the Ottawa Fire Services are welcome to participate. One can purchase a spot for a former member, a father, brother, grandfather, and so on. An active member may also wish to participate, and his or her name will be placed on the wall. Rank and years of service will be added upon retirement.

Donors will have their names engraved in granite, and it will be a wonderful tribute to those who have helped build this memorial to our Fire Service Members. I believe that we, the fire service family, have an obligation to see that the job is completed. The Foundation hopes to raise a significant amount to put towards construction of the project. The cost of a Donor Wall Pledge is \$1,000. I have included a pledge form with this letter for your convenience. As we have amalgamated with numerous other departments, previous service with those departments will be recognized.

Ottawa Fire Service Members will be able to finance their donation over a period of three years, at no interest, through the Frontline Financial Credit Union Limited (formerly the Ottawa Fire Fighters Credit Union). Your donation is tax deductible. Charity Number ... 85613 8128 RR0001

Members will have their name and service recorded on the wall as follows:

### *Cutbill, Ronald T. ... Captain... 1960- 1997*

Please feel free to contact myself or Debbie McCabe with any questions pertaining to the donor wall.

David A. Smith ... Fundraising Chair    Ottawa Fire Fighters Community Foundation

(613) 824-5684    [davidalsmith@sympatico.ca](mailto:davidalsmith@sympatico.ca)

Brian Conway                      Treasurer                      Ottawa Fire Fighters Community Foundation

(613) 824-0916    [brian.conway061@sympatico.ca](mailto:brian.conway061@sympatico.ca)

Debbie McCabe                      Manager                      Frontline Financial Credit Union

(613) 729-4312    [dmccabe@911cu.com](mailto:dmccabe@911cu.com)

**Individual Fire Fighter Pledge Form Donation**

I wish to donate the sum of \$1,000.00 towards the Ottawa Fire Fighters' Memorial, in the name of:

Fire Fighter Name:

Rank:

Service: From:

The name of this Fire Fighter will be inscribed on a donor wall within the memorial site at City Hall. Active Fire Fighters will have their service date entered upon their retirement.

**Payment**

Payment arrangements can be made as follows:

- (a) Directly with the Foundation (see above contact information) or
- (b) With Frontline Financial Credit Union (formerly Fire Fighters' Credit Union)  
365 Richmond Road, Ottawa, Ontario, K2A 0E7, Telephone: 613-729-4312

- Cheque: (payable to: **Ottawa Fire Fighters' Community Foundation**)
- Visa    MasterCard    American Express    Other \_\_\_\_\_

Card Number:

Name on Card:

Expiry Date:

Signature:

Date:

**Charitable Receipt**

Please send to:  
Name:

Address:

City:  Prov:  Postal Code:

## **Support Categories**

### **Fire Service Community Supporter**

\$ 100,000 +                      Suitable memorabilia  
Tax Receipt  
Name & Logo engraved in granite  
Public Acknowledgement (newsprint radio)  
Webpage Advertisement with thanks  
Complimentary invitation to all events  
Membership on Advisory Board

### **Friends of the Fallen**

\$ 50,000                              Suitable memorabilia (different from above)  
Tax Receipt  
Name & Logo engraved in granite (smaller)  
Public Acknowledgement  
Webpage Advertisement with thanks  
Invitation to all events  
Membership on Fundraising Committee

### **Legacy of Courage Patron**

\$ 25,000                              Suitable memorabilia (different from above)  
Tax Receipt  
Name engraved in granite  
Public Acknowledgement  
Webpage Advertisement with thanks  
Invitation to all events

### **Gold Helmet Supporter**

\$ 10,000                              Recognition Certificate  
Tax Receipt  
Public Acknowledgement  
Webpage Advertisement with thanks  
Invitation to events

### **Silver Badge Supporter**

\$ 5,000                                Recognition Certificate  
Tax Receipt  
Public Acknowledgement  
Webpage Advertisement with thanks  
Invitation to events

## **Other Planned Activities**

### **50/50 Draw**

We are considering a one time 50/50 draw for the fire service. We will be getting a permit for this draw and it will hopefully coincide with the issuance of the fire fighters large back pay. Obviously, it does not have to coincide with the day of the back pay but we would need assurance that our funds are in the trust fund prior to the draw. Therefore, I would assume that the draw would be made approximately a month after the back pay is awarded. If you have some time and are willing to help in this area please let Dave Stephenson or Neil Warren a call.

### **Golf Tournament:**

The Ottawa Fire Fighter Community Foundation is hoping to hold a golf tournament in on September 24, 2008 to raise funding for the Fire Fighter Memorial. Kevin Shields an Ottawa fire fighter has come forward with an offer to run the tournament. Kevin has extensive expertise in this area as he has run the Ottawa Professional fire Fighters Toy Parade Golf Tournament and is presently running the Kilrea for Kids Golf Tournament.

We have approached the Pineview Golf Course a City owned venue to see we could get the City to donate the Course for the tournament. I know that City Hall has expressed interest in helping the Foundation out and this would be one way of doing this. The removal of the Course and Hall fees would certainly help make this tournament more rewarding.

### **Fire Fighter Ball**

A number of volunteers have offered to get involved and hold a formal ball as a fundraiser for the Memorial. We are presently looking for suitable dates and venues for this affair. I would hope that the business community would be interested in getting behind this event. Besides the fact that this would be a large fundraiser it will also bring a lot of recognition to the memorial from a publicity point of view.

### **The Firehouse Cookbook and Kitchen Stories**

The final revision is coming along very well. The fire fighters have been a great help in getting recipes and the work done by Edith Eburne has been really appreciated. We will need fire fighters to help with the sales of this book. We would like to try and sell 5,000 of these books for twenty dollars which will bring \$100,000 for the memorial project. Several people in the food industry have donated to the printing of the book. There are about 1500 fire fighters and another large group of retired members so the task is not insurmountable

## Acknowledgements

A number of individuals and companies have come forward to offer help in many ways. I would like to acknowledge their contribution to the project. These people have been approached to help and have graciously helped the committee financially and in an advisory role. I would like to thank them and encourage them to continue to assist our group. We are also encouraging anyone reading this to come forward and help the fire fighters of Ottawa get the recognition they so rightly deserve. As former Mayor Bob Chiarelli when first approached asked.

“Why has this not been done before?”

Who knows why we have neglected these hero's, but it is well on its way to being completed now.

### **Thanks To:**

Rick Acres	Tony Graham Toyota
Carlo Aiello	Intersol Group
Moe Atallah	Newport Restaurant
Joanna Barclay	Intersol Group Professional Facilitator
Fred Barrett	Fire Fighter (Model)
Julie Beaucaire	Nelligan O'Brien Payne
Michelle Begin	Friend of Fire Service
Michael Beveridge	Jost Kaufmann Seafood Corp
Steve Brabazon	Ottawa Fire Charity Committee
Terry Brennan	Ottawa Fire Charity Committee
Al Brown	Lafarge
President	Capital Memorial Gardens
Dr. Will Brooks	Canadian Fallen Fire Fighters
Cataldo Lombardo	
Louise Carota	Artist
Brenda Carr	Widow of Fire Fighter
Paul Casagrande	Media Director
John Carriere	Retired Fire Service
Bob Chiarelli	Retired Mayor
Bill Cole	Nelligan O'Brien Payne
Fred Collins	Retired FF Fund
Rob Collins	Help Santa Toy Parade
Jennifer Brunet-Colvey	United Way COO Individual Giving
Brian Conway	Retired Financial Officer
Lynndal Conway	Retired Xerox
Jerry Corush	Landscape Architect
Dave Cranidge	Chief of Training
Gord Cummings	Retired Fire Fighter
Judith Currie	Widow

Ron Cutbill	Retired Fire Service
Sharon Cutbill	Retired School Teacher
Suzanne Cyr	Brymark Promotions
Diana Dakers-Ryan	Friends of the Farm
Sam Dagg	Ploughing Match
Allan de la Plante	Professional Photographer
Ken Disley	Ellis –Don Construction
John Doran	Domicile Construction
Bill Driscoll	Retired Fire Fighter
Jeff Dupont	Active Fire Fighter
Harry Dupont	Retired Fire Fighter
Edith Eburne	Executive Assistant
Wayne Ellis	Doyle Group
Angelo Filoso	Airmetrics
Bruce Foster	Duck Race
Robert Foster	Frontline Financial Credit Union
Gilles Gelineau	Training Officer
Steve Guilbault	Fire Fighter
Richard Goldstein	Kanata Business Park
Tony Graham	Tony Graham Toyota
Shirley Gravelle	NCC (Sponsorship)
Jim Graves	Provincial Court Worker
Lowell Green	Radio Host (Author)
Richard Goldstein	Construction Committee
Mark Hogan	Coughlin & Associates
Gillian Jurkow	Landscape Architect
Steve Kanellakos	Deputy City Manager
Brian Karam	Lawyer
Lone Kelly	Funeral Director
Dale Kirkham	Graphic Designer
Johanne Laferriere	Executive Assistant
Margaret Lawrence	Salvation Army Volunteer
Johanne Levesque	President Ambire Ltd
Rick Lemieux	Fidus Systems & Dayspring
Rudy Lindia	Ottawa Fire Service
Charlie Lucas	Retired Fire Service
Lyle MacLennan	Retired Fire Service
Scott MacLennan	Fire Fighter
Steve Madely	CFRA Radio Host
Monty Malloy	Fire Fighter
John Marks	Retired Fire Service
Bernie Matheson	Bytown Brigade
Sandra MacInnis	East Ottawa Art Council
Debbie McCabe	Manager Frontline Financial Credit Union
Dawson McVeetors	President OFFCF
Chuck Merovitz	Lawyer

Albert Monsour	McKay Duff
Craig Morrison	OPFFA
Lanna O'Brien	Memorial Service Director
Larry O'Brien	Mayor
Doug Phillips	Chances R Restaurant
Len Potechin	Regional Realty
Luciano Pradal	Friend of Fire Service
Jimmy Pratt	Retired OCSB
Cameron Ross	Telus
John Rossiter	Sem-eng International
Peter Ryan	Bytown Brigade
Kevin Shields	Kilrea's Kids
G& A Simpson	Simpson Financial
Claire Smith	Retired NCC
Dave Smith	Restaurateur
Lenore Smith	Retired Board of Education
Ralph Smith	Retired Fire Service
Denis St.Denis	Ottawa Fire (EORC)
Dave Stephenson	Director
Scott Stilborn	OFS Photographer
Donald Stinson	Retired Fire Service
Michael Sullivan	Training Officer
J E Tremblay	Retired Fire Service
Michelle Valberg	Valberg Imaging
Valiquette Pauline	CBC
Jeff Wainwright	Fire Fighter (web design)
Jason Wainwright	Fire Fighter
Glenn Wasson	Ottawa Police Association
Robert Webster	Construction Committee
Steve Winogron	CFRA News Director
Trevor Woodside	WAIDT Construction

I am sure that I have neglected some who have helped and I apologize for that. Please send me a reminder so that I may add you to the list ... DAS