

**FireWise Consulting and Learning Academy**  
**2023 Benefit Corporation Report**



**FireWise**  
CONSULTING &  
LEARNING ACADEMY



[info@firewiseconsulting.com](mailto:info@firewiseconsulting.com)

(877) 322-7911

[www.firewiseconsulting.com](http://www.firewiseconsulting.com)

knowledge that **saves** lives



# 2023 Benefit Corporation Report



relationships  
are key to  
**building**  
trust



FireWise  
CONSULTING &  
LEARNING ACADEMY



# 2023 Benefit Corporation Report

## Contents

Introduction .....	1
Land Acknowledgement.....	1
Who We Are .....	2
Mission .....	2
Vision.....	2
Values.....	2
Who We Work for.....	3
Benefit Corporation for Good .....	4
A Year in Review .....	5
How did We Do? .....	5
Educating Our Communities.....	5
Educating Our People .....	6
Reducing Our Environmental Impact.....	6
Fostering an Industry of Collaboration .....	7
Key Metrics .....	8
Giving Back- Charitable Donations.....	8
Promise to the Planet- Virtual Reality Training.....	10
Knowledge That Saves Lives- Consulting Solutions .....	10
Online Fire Safety Training .....	11
FireWatch.....	11
Coming Year .....	12
Charitable donations.....	12
Diversity .....	12
Sharing Our Knowledge .....	12
Promise to the Planet .....	13
In Closing.....	13

knowledge  
that **saves**  
lives



FireWise  
CONSULTING &  
LEARNING ACADEMY

# 2023 Benefit Corporation Report

## Introduction

FireWise Consulting is a prominent provider of consulting services and emergency response training for the emergency services sector. At the heart of FireWise's services lies the belief that providing access to life-saving knowledge is paramount. As a company driven by values, FireWise places quality information above profit. We are dedicated to supporting those in the fire service and their governing authorities with the knowledge and resources necessary to provide exceptional fire protection to their communities or businesses.

To demonstrate its commitment to environmental and social causes, FireWise has taken significant steps towards becoming a certified Benefit Corporation for Good, a goal it achieved in June 2021. We have been certified by a Benefit Corporation for Good (BCFG) to affirm that we qualify. In the following pages of this report, we will detail what FireWise has achieved for the fiscal year 2022 (March 1- February 28) and our plans to continue improving our performance in 2023.



*Figure 1: Creating safe and resilient communities is at the forefront of FireWise's service delivery. We understand that achieving this goal requires a comprehensive approach that addresses the needs of people, property, and the environment.*

## Land Acknowledgement

FireWise respectfully acknowledges that our head office is on the traditional and unceded territory of the Syilx Okanagan people. FireWise also recognizes that we live, work and play on the traditional and ancestral lands of the many First Nation, Inuit and Metis peoples who have been there since time immemorial.



# 2023 Benefit Corporation Report

## Who We Are

FireWise connects our customers to fire protection, prevention and emergency management knowledge. Our highly skilled team of professionals brings a diverse experience and educational background to focus on the complex challenge of planning, organizing and delivering training and consulting services contributing to safe and sustainable communities. FireWise understands industry practices, legislative requirements and social accountability, supporting our delivery of leading practice, individualized and implementable solutions reflecting our client's needs.

At FireWise, our mission, vision, and values are much more than words on paper. We understand that lives are on the line, so we have dedicated our organization to providing access to *knowledge that saves lives*.

## Mission

We are committed to increasing our clients' fire, emergency management, and life-safety capacity through training, consulting, advisory and direct service delivery programs.

## Vision

We contribute to safer communities through innovation, knowledge, and education that saves lives.

## Values

These values guide all aspects of FireWise activities:

**Integrity-** We are trusted advisors, applying our experience and knowledge with the highest levels of transparency and honesty.

**Innovation-** Our solutions are leading practice and science-based, adapted to meet our customers' unique needs.

**Sustainability-** Our solutions and business practices are socially, economically and environmentally responsible.

**Empowering-** We build individual, community, and regional capacity that supports informed decision-making processes.

**Respectful-** We respect all the people with whom we interact or work. We build trust through open, honest, and proactive communications.

**Benefit-** We encourage and support programs that facilitate sharing experiences and exploring opportunities, focusing on benefitting our customers and stakeholders.

# 2023 Benefit Corporation Report

## Who We Work for

FireWise works for the following stakeholders:

1. Fire service professionals, both career and volunteer/paid on call, who are tasked with developing, leadership, and operations of fire and emergency response services in their respective jurisdictions.
2. Federal, provincial, municipal, First Nation and Inuit elected and appointed officials interested in fire and public safety governance operations.
3. Public safety leaders with a role in developing and delivering fire prevention, public education, and awareness programs in their communities.
4. We work with certification bodies, including Pro Board<sup>®</sup>, ensuring that training programs and materials comply with international standards.
5. Training institutions are strategic partners in delivering certified professional fire service training programs.
6. FireWise is closely related to government entities with accreditation or certification roles in fire protection, prevention, and mitigation programs.
7. Building owners and operators as identified in the national building and fire codes and the provincial codes as adopted by the respective provinces, territories and other governments.
8. Our internal stakeholders include directors, associates, contract personnel, and partner organizations critical to our success.
9. Our suppliers and service providers delivering technical, information technology, and business services are essential to our success.



*Figure 2: For FireWise, our people are the foundation of our organization's success.*

# 2023 Benefit Corporation Report

## Benefit Corporation for Good

FireWise is a Benefit Corporation that puts people, the planet and profit at the forefront of all it does. We have been certified by a third party, Benefit Corporation for Good, to affirm we meet the requirements of a benefit company. In addition to sound business practices, the benefit corporation registration includes a commitment to a positive impact on society, workers and the environment that FireWise has included as part of our articles of incorporation.

**We believe in and adhere to socially, economically, and environmentally sound business practices**, which results in solutions that are responsive to people and the planet.

**We believe in people** and approach all issues in a transparent, non-partisan manner that fosters open and respectful dialogue. We do our best to treat all stakeholders fairly while recognizing the socio-demographics found within communities, i.e., age, gender, ethnicity, education levels, income, etc. We build individual, community and regional capacity that supports informed decision-making processes.

**We create safer communities** by sourcing environmentally safe materials and processes (*The use of technology to reduce travel and harmful environmental practices*).

**We believe and practice the sharing of knowledge** that delivers fire prevention and awareness which saves lives, protects people and property and protects the environment.

**We support community organizations** that help people like Muscular Dystrophy, International Red Cross, Honour House, Honour Ranch and more.

**We believe in self-care** by striving for a proper work-life balance.

**We believe in mental wellness** and facilitate opportunities to bring fire and emergency response personnel together to share information and experiences on mental health, occupational stress injuries and emerging management strategies.





# 2023 Benefit Corporation Report

## A Year in Review

### How Did We Do?

FireWise's 2022 Benefit Corporation for Good (BCFG) report reveals that we have demonstrated a solid commitment to our values and leadership efforts, positioning ourselves as a people-driven entity. The report indicates that FireWise has a clear set of principles guiding our operations and is dedicated to upholding these values in all our endeavours.

However, the report also notes that diversity, community, environment, and strategy scored slightly lower, implying that while FireWise has made efforts in these areas, there is still room for improvement.

In summary, FireWise has performed well in several areas, but the report highlights areas where we could further enhance our performance.



### Educating Our Communities

Through our consulting service solutions, FireWise provides a comprehensive suite of fire safety and consulting services to governments, first nations, fire departments, the legal community and private industry. This year, FireWise has provided expert consulting services to more than 14 jurisdictions across Canada, including municipalities and First Nations. Our services ranged from fire protection master plans in Victoria and Chetwynd to operational guidelines reports in Yellowknife and fire hall

# 2023 Benefit Corporation Report

projects in Nelson and Fernie. All of these projects focus on developing community capacity through knowledge sharing.



Figure 3: One of our smallest and most remote projects was also an opportunity to help an amazing community protect its residents and respect local customs and traditions.

## Educating Our People

At FireWise, we strive to enhance the skills of individuals in the fire service industry, which ultimately contributes to the safety of our communities and people. This year, we have facilitated the education of more than 300 students.





# 2023 Benefit Corporation Report

## Reducing Our Environmental Impact

As part of our commitment to achieving greater environmental sustainability, FireWise is dedicated to continuing to lead the industry to new and innovative training solutions. Although we predominately deliver our training courses online, we also provide in-person practicums that involve live-fire. As a company, we endeavour to stay ahead of the curve in our field. We have recently introduced a cutting-edge training program that employs Virtual Reality (VR) technology to transition our live-fire burns to an online format.

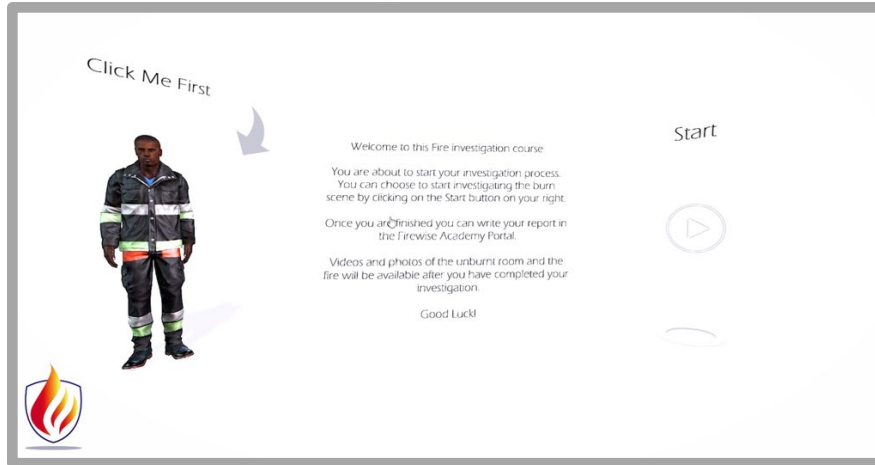


Figure 4: We recognize the critical need to safeguard our environment from harm and devastation. FireWise is minimizing the impact of our operations through innovative and state-of-the-art technologies.

## Fostering an Industry of Collaboration

Our guiding principles include working collaboratively with other organizations that share our values. We strive to be a place of knowledge and education by offering a wide range of free resources. Our commitment to industry-wide growth is evident through FireWatch, our free monthly e-Newsletter that shares global stories from the fire community that have attracted our attention. Recently, we have added a new segment to FireWatch called 'Movers & Shakers,' which highlights the unsung heroes of our communities who are retiring, being promoted, or transitioning to new roles.



Figure 5: Community safety is a team sport. We all need to work together!

# 2023 Benefit Corporation Report

## Key Metrics

*Providing data points meeting third-party standards regarding people, planet and profit.*

### Giving Back- Charitable Donations

Having a positive global impact and investing in change for the greater good has always been at the forefront of FireWise's operations. This year, we have dedicated our resources to the following causes:

August 8, 2022 - FireWise donated \$500 to the Red Cross Ukraine Humanitarian Crisis Appeal. At the time, the Canadian government was matching all eligible donations.

September 29, 2022 - FireWise donated \$250 to the Red Cross Hurricane Fiona Crisis Appeal. At the time, the Canadian government was matching all eligible donations.

November 10, 2022 - FireWise donated \$750 to Muscular Dystrophy Canada to sponsor the Fire & Ice fundraising event.

November 28, 2022 - FireWise donated \$500 to the Food Banks of British Columbia.

February 9, 2023 - FireWise donated \$515.24 to the Red Cross Earthquake in Turkey Crisis Appeal. At the time, the Canadian government was matching all eligible donations.

February 13, 2023 - FireWise donated \$500 to the Honour House Society. This organization provides a "home away from home" free of charge for members of our emergency services, military personnel, veterans, and their families when they are seriously ill or injured.

February 21, 2023 - FireWise donated \$500 to the Veterans Emergency Transition Services, an organization dedicated to seeking out and helping homeless and at-risk veterans to reintegrate into civilian life.

February 21, 2023 - FireWise donated \$500 to the Canadian Institute of Workplace Harassment and Violence, an organization that supports those navigating unsafe workplace situations and systems.

February 24, 2023 - FireWise donated \$538 to Muscular Dystrophy Canada.

February 24, 2023 - FireWise donated \$500 to the Canadian Cancer Society.



# 2023 Benefit Corporation Report

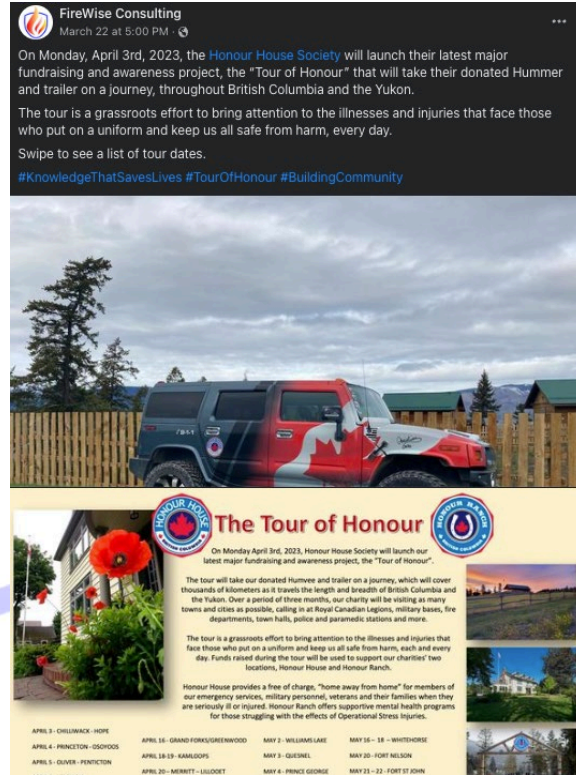


Figure 6: FireWise has a well-developed social media capability we leverage to amplify voices that need to be heard. In this case, we are drawing attention to the illnesses and injuries suffered by the brave individuals who put on a uniform and keep us daily from harm.

Firewise is committed to supporting industry associations like the Canadian, British Columbia and Alberta Fire Chiefs Associations. Our support includes membership fees, supporting educational conferences and providing no-cost presentations. Industry associations are essential to our core business stakeholders in terms of networking, professional development and lobbying for a safer industry, and we are proud to contribute to their efforts.

FireWise has established a dedicated target for donations for our 2023-2024 operating year of approximately 3% of our net revenue to ensure we meet our community and social program commitments. Our priorities reflect collaboration with our staff and the interests of our stakeholder groups.

## Promise to the Planet- Virtual Business Model

FireWise has capitalized on the challenges of running a business through Covid to invest heavily in our digital presence, from social media and websites to developing our expertise in remote communications systems. Our website and social media feeds provide access to information and link to stakeholders. FireWise invested in an integrated software system that links project management, communications, and resource sharing to connect staff digitally, customers and other stakeholders. Technology improves our business processes, expands opportunities for face-to-face meetings, reduces costs and time and reduces the carbon footprint of our business operations.

# 2023 Benefit Corporation Report

An additional benefit of a decentralized workspace is the opportunity for staff and associates to balance their FireWise participation with family and life effectively. We are proud of our commitment to the team to make FireWise an enjoyable workplace!

Our online delivery of training programs is an extension of the commitment we have made internally. Most jurisdictions cannot afford to send staff nationwide to attend bricks-and-mortar training. Online, augmented, and virtual reality programming allows students worldwide to access our leading practice fire inspection and investigation courses from the comfort and safety of their homes or offices. Members don't have to leave home, take holidays or find childcare to update their skills. Learning partners like the College of the Rockies are critical to this effort, making online practicums and certification evaluations a reality for our NFPA 1031 and 1033 programs.

## Promise to the Planet- Virtual Reality Training

FireWise has made significant strides in developing innovative products to minimize the need for live-fire training burns for entry-level fire investigators. Our approach harnesses the power of virtual reality to create a highly realistic learning environment.

Collaborating closely with the College of the Rockies and employers, we have evaluated practicum opportunities to ensure aspiring fire investigators gain the practical experience they need to excel in their roles.

Our unwavering commitment to sustainability and continual improvement has enabled us to lead the industry. By leveraging cutting-edge Virtual Reality (VR) technology in our training programs, we can provide our students with the necessary skills and knowledge without compromising safety. This revolutionary approach has global significance, as it contributes to reducing carbon emissions and enhances capacity building beyond Canada's borders.

## Knowledge That Saves Lives- Consulting Solutions

One of our core purposes is to help local authorities build capacity through consulting and advisory services. This year, we have consulted in over 20 jurisdictions across British Columbia, Alberta, Manitoba and Ontario. Our projects reflect the breadth of fire and emergency management administration and operations, from fire service reviews and master planning to fire station assessments, training, inspections and community engagement.

While all of our projects are important, here are a few jurisdictions that we have provided our services within:

- Cortes Island
- Chetwynd
- Cardston County
- Cowichan Bay
- Creston
- City of Victoria – Fire Department Master Plan
- Fernie



# 2023 Benefit Corporation Report

- Harrison
- Hay River
- Kimberly
- Lac Ste Anne County
- Maple Ridge – Fire Department Master Plan
- Nelson
- Mission
- North Battleford
- North Cedar
- Nuchatlaht First Nation
- Zeballos
- Strathcona Regional District
- Fernie

## Online Fire Safety Training

Our online fire safety training programs incorporate a wealth of insider knowledge from decades of field experience and are presented in an easy-to-use platform. At FireWise, we firmly believe that the training we offer is a critical stepping stone toward preparing students for success in the fire safety industry. In the current year, we have provided comprehensive training to over 300 students, equipping them with the skills and confidence required to excel in their future roles.

## FireWatch

Continuing to foster an industry built on sharing knowledge and growth is one of the essential purposes that FireWise stands for. FireWise sends out a monthly eNewsletter on the second Tuesday of each month, which includes important industry news from across the globe. FireWise has provided this service for over seven years and has over 1400 monthly subscribers. FireWatch is a powerful collaborative tool that FireWise provides to encourage knowledge sharing across all our stakeholder groups. FireWatch served as the genesis of several problem-solving working groups facilitated by FireWise, like the Covid-19 Interprovincial collaboration group that brought fire professionals from across Canada together to share best practices through the early and middle phases of the pandemic.



# 2023 Benefit Corporation Report



*Figure 7: FireWise acknowledges the significance of honouring history and culture but also recognizes the importance of not being limited by it as we embark on the path to our future.*

## Coming Year

### Charitable donations

FireWise supports our communities locally and globally. We believe in giving back, so we continue to donate to communities, charities and causes that need our support locally and internationally. FireWise has committed to dedicating 3% of our net revenue to supporting charitable causes important to our stakeholders and us.

### Diversity

FireWise is committed to diversity in all of its forms. We continue to develop our programs and deliverables to reflect the rich diversity of our communities through images and language that are both respectful and inclusive. We are committed to ongoing team diversity training that will help us build on our already strong personal and professional commitments to respectful relationships.

### Sharing Our Knowledge

Our commitment to sharing our knowledge will continue to gain momentum in the upcoming year. We are committed to delivering leading practice training and consulting solutions. We continuously update our courses and practices to ensure we offer our learning partners the highest quality training materials and up-to-date solutions for our consulting clients. Recently, we have updated our fire investigation program to the latest editions of NFPA 921 and Jones and Bartlett's Fire Investigation 6th edition manual.



# 2023 Benefit Corporation Report

## Promise to the Planet

Being a certified Benefit Corporation means evolving and adjusting our policies and procedures. In the coming year, we will continue to take steps toward becoming a more environmentally sustainable organization.

FireWise will continue to dedicate its focus to providing our courses in an online format and meet virtually whenever possible to minimize our carbon footprint.

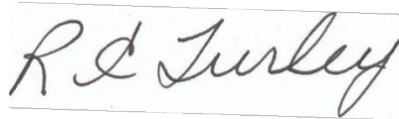
## In Closing

FireWise has undergone significant changes in the past year, triggered by various internal and external factors. We invested months of effort in refining and finalizing our virtual fire investigation training program, which is now successfully launched and delivered to departments across Canada. Our commitment to sustainability drives changes to our business practices, informing strategies to support an enhanced international presence as we gear up to offer new courses in the United States and worldwide. Amid these challenges, FireWise has renewed its commitment to the triple bottom line, emphasizing people, planet, and profit as the cornerstone of our growth strategies.

Our ultimate goal is always to leave things better than when we started. This motivates us to pursue projects that improve fire services master plans, enhance working conditions for our staff, and reduce our carbon footprint through our products. We are committed to meaningful steps toward reducing our environmental impact while delivering products and services that uplift people. FireWise is dedicated to using technology and partnerships to enrich the experience for our clients, making our products more accessible, and adhering to business practices of honesty, integrity, and fairness.

As we continue to evolve, we urge others in the industry to follow our lead. We will continue to measure our growth by the tangible benefits we bring to our industry and the planet. FireWise will persist in setting standards, pushing boundaries, and being leaders in the industry.

Respectfully,



Bob Turley



Ernie Polsom