

FireWise Consulting and Learning Academy
2025 Benefit Corporation Report



FireWise
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LEARNING ACADEMY



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knowledge that **saves** lives

2025 Benefit Corporation Report

committed to
delivering **quality**
information over
profits



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Introduction

FireWise Consulting is a leading provider of emergency response training and consulting services for the fire and emergency services sector. At the heart of our work is a simple belief: access to life-saving knowledge should never be out of reach.

Our values guide everything we do, from placing quality and integrity above profit, to supporting fire departments and their governing bodies with the tools they need to deliver exceptional fire protection to their communities and organizations. 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 (March 1, 2024- February 28, 2025) and our plans to continue improving our performance in 2025.



Figure 1: At FireWise, we build solutions that are good for people, communities, and the planet - socially, economically, and environmentally.

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.

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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.

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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[®], 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: At FireWise, we believe in people first. We lead with transparency, fairness, and respect – creating open, non-partisan dialogue that reflects the diverse voices within every community. Our work supports informed decision-making and builds capacity at the individual, community, and regional levels. For FireWise, our people are the foundation of our organization's success.

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Benefit Corporation for Good

FireWise is a Benefit Corporation for Good 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.



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A Year in Review

How Did We Do?

FireWise's 2025 Comprehensive Certification Score reveals that we have demonstrated a solid commitment to our values and customer 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.

This year, our certification score has risen to 94%, reflecting continued progress in areas such as values (95%), environmental initiatives (97%), customer satisfaction (89%), and community engagement (93%). We're especially proud to have achieved a 100% rating in leadership. While we've seen strong performance in these areas, the results also highlight opportunities for further improvement, particularly in diversity (87%), balance (87%), and strategic planning (97%).

In summary, FireWise has performed well across multiple areas, and the certification score highlights where we can aim even higher in the year ahead.



Educating Our Communities

FireWise delivers a full range of fire safety and consulting services to governments, First Nations, fire departments, the legal community and private industry. This year alone, FireWise has supported over 16 jurisdictions across Canada, including municipalities and First Nations. Our work has included a regionalization project with the Torbay Fire

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Department in Newfoundland and Labrador, inspections of BC Housing facilities across BC, fire master planning in Creston, BC and Community Risk assessments in Pitt Meadows, BC. Every project is rooted in knowledge sharing and designed to build long-term community capacity.

Educating Our People

At FireWise, we're proud to support safer communities by helping fire service professionals build their skills. This year alone, we've delivered over 500 training courses across the industry, offering a mix of online, VR, and in-person programs that reflect real-world needs and evolving standards. Our goal is to make high-quality, practical training accessible, anytime, anywhere.

Creating Space for Shared Learning

This year, FireWise began expanding in-person training opportunities to reintroduce in-person events that incorporate collaboration and deep, real-time learning. One highlight was our Fatal Fire Investigation event delivered in partnership with the Edmonton Police Department. The session focused on understanding human remains in fire scenes, an important step in bringing fire professionals together for hands-on knowledge sharing.



Figure 3: Investigators and fire professionals come together in Edmonton for our Fatal Fire Investigation training, an in-person event focused on real-world learning and interagency collaboration.

Reducing Our Environmental Impact

Our commitment to environmental sustainability continues to guide the way we design and deliver training. By prioritizing online learning, we're reducing the environmental costs often associated with in-person courses, like travel, printed materials and resource heavy training methods. This year, we expanded our course offerings with the launch of two new online programs: NFPA 1030 First Responder Inspector and NFPA Fire Inspector. These additions reflect our ongoing efforts to meet industry needs while reducing our footprint.

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We continue to subscribe students to our Interactive 360° Virtual Reality training program, which eliminates the need for live-fire burns while still offering immersive, hands-on learning. It's one more way we're making advanced training accessible, effective, and environmentally responsible. As we look ahead, we remain focused on leading the industry with training solutions that are not only practical but also sustainable.

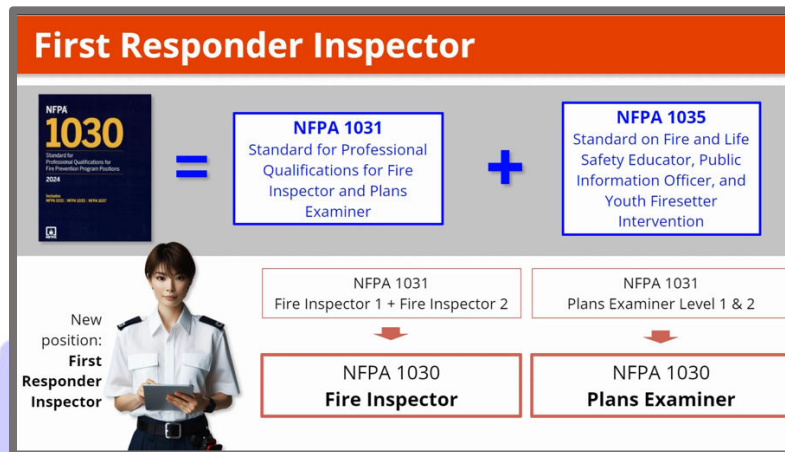


Figure 4: As industry leaders, FireWise continues to set the standard by introducing innovative training programs like the NFPA 1030 First Responder Inspector.

Building an Industry of Collaboration



Figure 3: Sharing community stories is part of how we grow stronger together. Through FireWatch, we spotlight the programs, people and partnerships making a difference across the industry.

At FireWise, we believe that knowledge should be shared and celebrated. That's why we created FireWatch, our free monthly newsletter that brings together stories from across the fire service community, both local and global. It's where education meets inspiration and spotlights real people, practical ideas and the evolving culture of fire and life safety. Each issue features Movers & Shakers, a segment where we spotlight the people behind the profession. Those retiring, stepping into new leadership roles, or making meaningful impacts in their communities. We're proud to collaborate with others who share our values and support a culture of continuous learning. FireWatch is just one way that we keep this conversation going.

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Key Metrics

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:

April 24, 2024 – FireWise donated \$500 to the Canada Helps: Fight Climate Change with Policy Fund.

June 11, 2024 – FireWise provided \$510 to Nanaskar Satsang Sabha Inc. through consulting services in-kind.

July 30, 2024 – FireWise donated \$500 to the Canadian Red Cross Alberta Wildfires Appeal. At the time, the Canadian government was matching all eligible donations.

September 26, 2024 – Firewise donated \$385 to the BC Yukon Legion in support of veterans.

December 3, 2024 – Firewise donated \$250 to Food Banks Canada.

November 30, 2024 – FireWise raised \$1,1650 in support of Movember to raise money for prostate cancer.

January 1, 2025 – FireWise donated \$500 to the Alberta Firefighter Curling Championship.

February 28, 2024 – FireWise donated \$500 to Oceans North in support of marine ecosystem conservation.

February 28, 2025 – FireWise donated \$500 to Muscular Dystrophy.

Monthly – FireWise donated \$210 through a monthly donation to the Red Cross to support ongoing disaster management and those in need.

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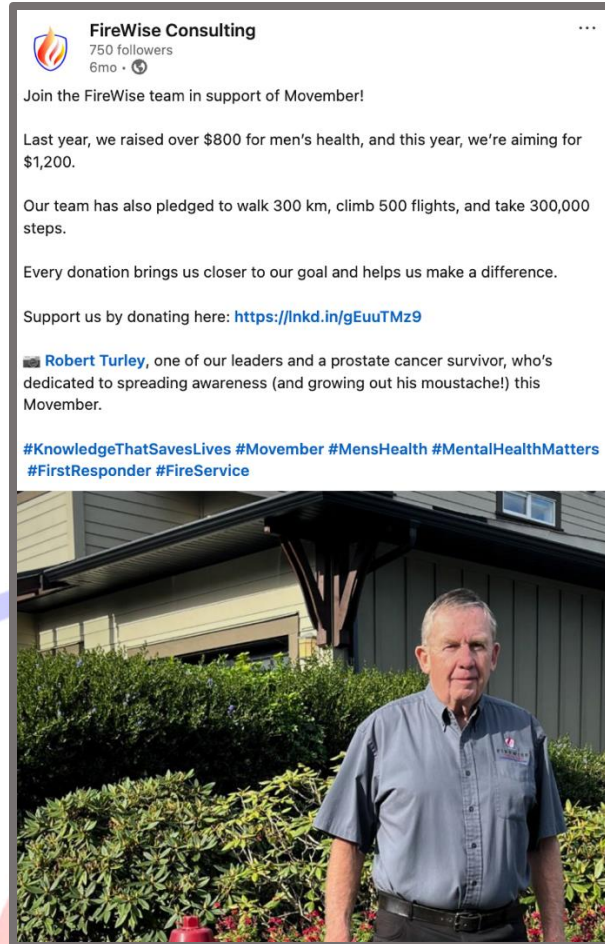


Figure 4: Through our social media channels, FireWise proudly rallied support for Movember - raising over \$1,600 to shine a light on prostate cancer and men's health. It's one more way we honour those who serve and protect our communities, on and off the job.

At FireWise, we believe that advancing fire and life safety is a shared responsibility, and strong industry associations play a vital role in that mission. That's why we actively support the Canadian, British Columbia, Maritimes, and Alberta Fire Chiefs Associations through memberships, conference sponsorships, and no-cost educational presentations.

These partnerships create space for dialogue, advocacy, and professional development, benefitting not only our stakeholders but the entire industry. In 2023, we set an intentional goal: to dedicate approximately 3% of our net revenue annually toward community and social programs. In our 2024 fiscal year, we surpassed that goal by over 9% a reflection of our deep commitment to working alongside our staff, partners, and stakeholders to build a safer future, together. We also engaged our wider community through our Movember campaign, raising over \$1,600 in support of men's health initiatives. Our team got further involved with a physical activity challenge that tracked thousands of steps and kilometres walked.

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Promise to the Planet- Virtual Business Model

At FireWise, being a primarily virtual organization was a purposeful choice to increase accessibility, flexibility, and sustainability across everything we do. By embracing a decentralized model, we've made space for new ways of working, learning and connecting.

Our team members enjoy the freedom to contribute from where they are, balancing their work with personal and family commitments. This same flexibility carries through to our learners who can build their skills without stepping away from their communities, families, or workplace responsibilities. Our investment in digital systems allows us to collaborate seamlessly across regions, reduce unnecessary travel and shrink our carbon footprint while maintain the close, responsive relationships we're known for.

We continue to expand our training offerings through online, augmented, and virtual reality formats, supported by incredible learning partners like the College of the Rockies. Our students and stakeholders are accessing industry recognized training and services without borders or barriers.

Promise to the Planet- Interactive 360° Virtual Reality Training

Three years after introducing Interactive 360° Virtual Reality into our training toolkit, FireWise continues to prioritize innovation that supports both learner success and environmental responsibility. What began as a bold step forward has become a cornerstone of how we deliver high-quality, accessible training without the risks and emissions of live-fire burns.

This training for fire investigators provides an immersive, realistic environment that helps learners build critical skills, from the comfort of their own home or workplace. This approach not only improves safety, but also opens doors to broader participation, especially in remote or underserved regions.

Working in collaboration with the College of the Rockies and employer partners, we continue to refine practicum opportunities to ensure students leave our programs job ready.

Knowledge That Saves Lives- Consulting Solutions

We're proud to work alongside communities across Canada to help build safer, more resilient fire and emergency services. Through consulting and advisory work, we partner with local authorities to strengthen their capacity, align resources with community needs, and create actionable plans for the future. This year, our team supported projects in over 20 jurisdictions, including British Columbia, Alberta, Manitoba, Ontario, Newfoundland and Labrador, Québec, and the Northwest Territories. From fire master planning to fire compliance audits our work continues to reflect the unique needs of each region. While every project matters, these collaborations are united by a shared goal: supporting local leaders with practical, informed guidance that drives meaningful results.

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While all our projects are important, here are some of the jurisdictions that we have provided our services within this fiscal year:

- City of Fernie, British Columbia
- The Pas, Manitoba
- Town of Creston, British Columbia
- Diamond Valley, Alberta
- Torbay, Newfoundland
- City of Victoria, British Columbia
- City of Maple Ridge, British Columbia
- Cortes Island (Strathcona Regional District), British Columbia
- Village of Pouce Coupe, British Columbia
- Mohawk Council of Kahnawà:ke, Quebec
- Keremos, British Columbia
- Treaty 6, Alberta
- Pitt Meadows, British Columbia
- Hay River, Northwest Territories
- County of Vermillion River, Alberta
- County of 40 Mile, Alberta
- City of Yellowknife, Northwest Territories

Online Fire Safety Training

High-quality training is the foundation of a safer industry. Our online fire safety programs are built on decades of field experience and designed to be accessible, flexible, and immediately applicable in real-world settings. This year alone, we've delivered over 500 training courses across the nation. Each one designed to provide fire service professionals with the skills, confidence and knowledge they need to lead their roles and serve their communities. Whether it's through introductory programs or advanced education, our commitment remains the same: to offer meaningful, practical training that supports long-term success, for individuals, departments, and the communities they protect.

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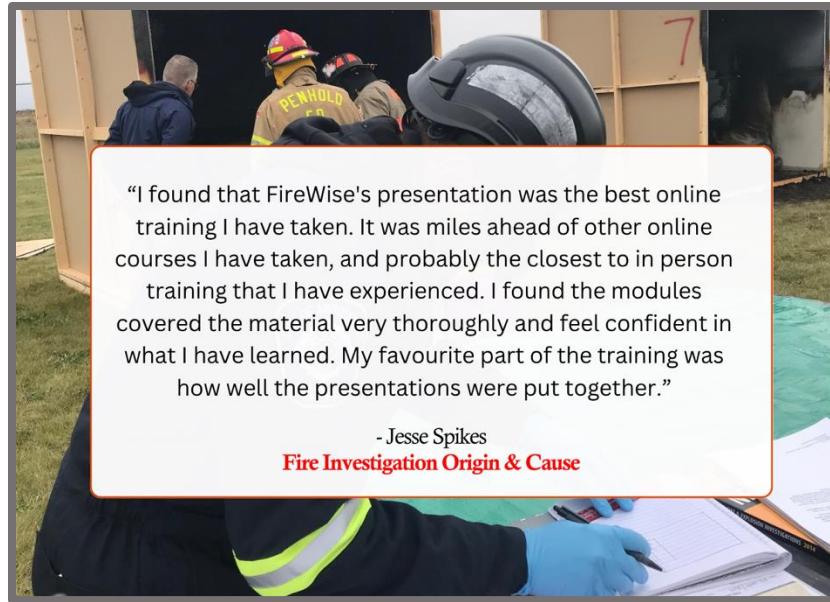


Figure 5: Creating a positive learning experience starts with listening. Student feedback helps us improve, adapt, and deliver training that supports real-world success.

Coming Year

Charitable donations

Supporting meaningful causes, locally and globally, has become a lasting part of who we are. Each year, we dedicate 3% of our net revenue to charitable initiatives that reflect the values of our team, our stakeholders, and the broader fire and life safety community. Our commitment continues to evolve as we seek out new opportunities to make a difference. In addition to supporting long-standing community organizations, we continue to expand our giving to include causes related to environmental protection.

Diversity

Building a stronger industry means reflecting on the communities we serve. We remain committed to creating an inclusive environment, one where diverse perspective are not only welcomed, but actively shape the way we lead, work, and grow. Women make up a significant portion of our leadership team, helping to guide our strategic direction and shape the future of our training, consulting, and operational efforts. Across all our work, from the language we use to the images we share, we continue to be intentional in creating content and experiences that are respectful, inclusive, and community centered.

Sharing Our Knowledge

We are deeply committed to delivering industry-informed training and consulting solutions that evolve with emerging standards and real-world needs. This year, we proudly integrated the transition from NFPA 1031 to the newly released NFPA 1030 standard. As one of the first organizations to offer training aligned with this new

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standard, we continue to actively educate departments, leaders, and learners on what the change means and how to move forward with confidence. We plan to continue to update our programs to reflect changes to other relevant standards as our priorities remain clear: equip our learning partners with the most current, credible, and practical tools to serve their communities safely and effectively.

Promise to the Planet

Our promise to the planet has always been more than a statement. That means continually evaluating our impact and making thoughtful choices to reduce our environmental footprint. We remain committed to delivering our training programs online and meeting virtually wherever possible, significantly cutting down on travel-related emissions and resource use. We also believe in giving back. This year, we continued to support environmental organizations such as Oceans North and the Fight Climate Change with Policy Fund through CanadaHelps.

In Closing

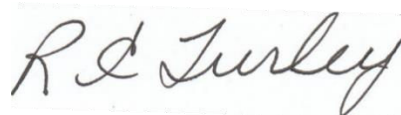
This past year has been one of continued evolution at FireWise, not through disruption, but through deliberate action rooted in our values. We've grown our course offerings, expanded our reach and deepened our commitment to doing business in a way that benefits people, communities, and the planet.

With over 500 courses delivered, including new programs aligned with the updated NFPA 1030 standard, we're helping to shape where the industry is headed. Our training, consulting and thought leadership are reaching more departments, more learners, and more regions than ever before.

Our Virtual Fire Investigation Origin and Cause training, now in its third year, continues to reduce the need for live-fire burns while offering immersive, high-quality instruction. And our fully online business model allows us to operate with a lighter environmental footprint, while also creating more accessible and inclusive learning experiences. We're also proud to support organizations that expand our impact beyond the fire service into the broader fight for a sustainable future.

At FireWise, our triple bottom line of people, planet, and profit continues to guide our growth. Every initiative, course, and collaboration reflects our goal to leave the industry and the world better than where we found it.

Respectfully,



Bob Turley



Ernie Polsom