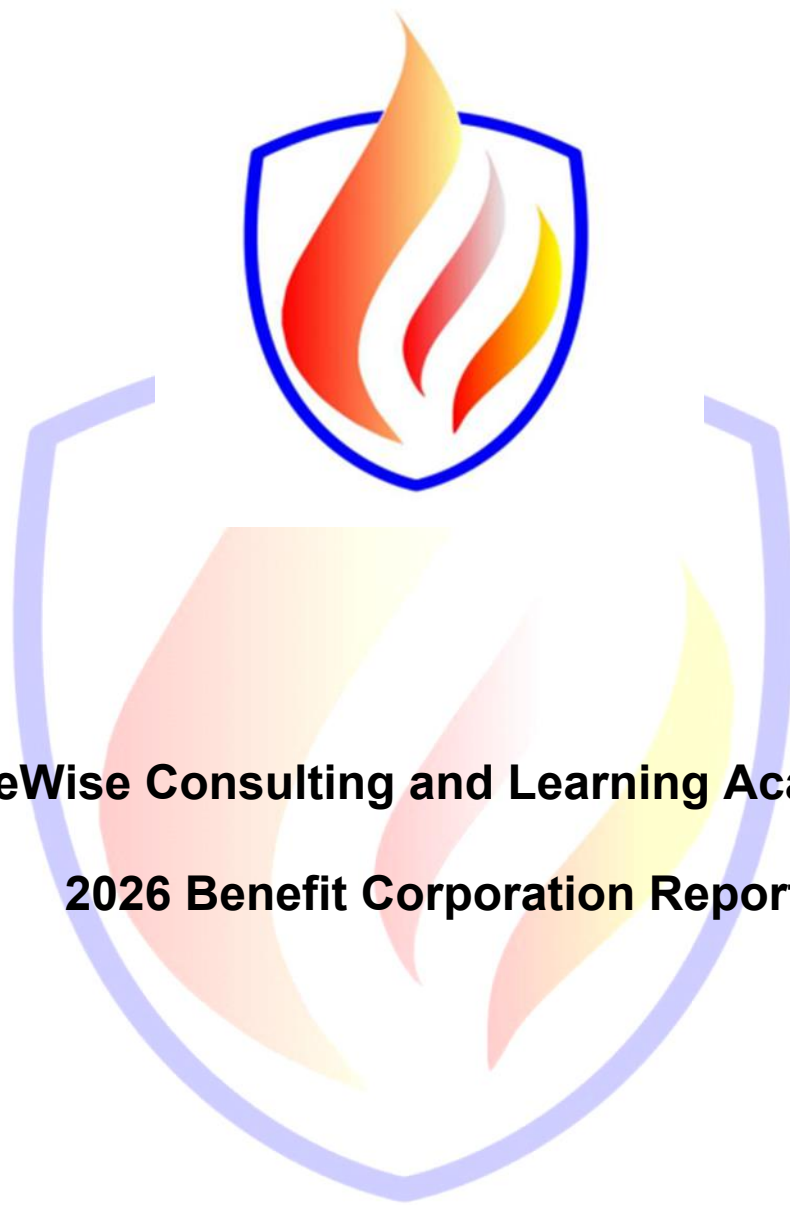




FireWise Consulting and Learning Academy
2026 Benefit Corporation Report



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knowledge that **saves** lives

2026 Benefit Corporation Report

committed to
delivering **quality**
information over
profits



2026 Benefit Corporation Report

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knowledge
that **saves** lives

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 2025 (March 1- February 28) and our plans to continue improving our performance in 2026.



Figure 1: At FireWise, we believe the best solutions protect what matters most: people, communities and the resources they depend on.

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.

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.



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: Strong communities begin with informed people. FireWise creates opportunities for collaboration, encourages respectful dialogue and helps build the skills and knowledge needed to strengthen organizations and communities alike. Our people make that possible.

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.



A Year in Review

How Did We Do?

FireWise's 2025 Comprehensive Certification Score reached 97%, up 5% from last year. The result reflects our continued commitment to a values-driven, people-first approach to consulting and learning.

This past year, FireWise welcomed a new Director, bringing fresh perspective and business experience to the relationships and values that built the company. We also spent much of the year exploring how AI can responsibly support proposal development, project management, and learning content.

Community, environmental, strategy, and balance scores all hit 100%, and customer service reached 98%. Diversity, at 89%, is our clearest area for growth, and broadening the perspectives on our team remains a priority as we expand.

FireWise continues to mature as an organization, and continuous improvement stays central to how we work.



People

The people who choose this profession carry real responsibility, often in high-stakes moments. We take seriously what it means to prepare them well, support their growth, and treat the work they've chosen with the respect it deserves.

That responsibility doesn't stop at those who wear the uniform. We're expanding our prevention community to include not-for-profits, building owners, and managers, extending the same commitment to those who share the duty of keeping people safe. Purpose-built programs educate these groups in code-directed and best-practice approaches, helping them understand their role in community and facility safety.

Making Training Accessible

This year, FireWise continued delivering fully online fire inspection and fire investigation training through our learning management system, a deliberate choice that removes barriers many professionals face.

We also expanded our focus this year by growing our prevention library to match the breadth of what the role now demands. That expansion has meant a stronger ability to respond quickly when acute needs arise, like standing up inspection programs for communities facing wildland fire exposure. We're also working to better meet the needs of neurodivergent students, to ensure the training fits the learner rather than asking the learner to fit the training.

By eliminating travel requirements, overtime replacement costs and time away from home, FireWise made it possible for over 500 students to complete accredited and certified training without disruption to their departments or their lives. Since launching, FireWise has reached students and departments in every province except Yukon. This reflects both the demand for accessible training and the advantage of a model that doesn't require anyone to travel to a classroom. For smaller organizations and communities with limited budgets, this model helps create a more equitable training landscape. One where geography and funding don't determine who gets access to quality education.

Our Fire Inspection training was also updated this year to align with the latest NFPA 1030 standard for both Canadian and US audiences and aligned with the specific code structures in each jurisdiction, ensuring learners are trained to current, industry-recognized expectations. Keeping curriculum current is about making sure the knowledge professionals carry reflects the world they're working in.

Continuing Education for a Changing Profession

Fire service standards keep changing. Codes get updated, and practices evolve to keep up. Recognizing this, FireWise launched our Continuing Education Program, a

structured, multi-year approach to help professionals stay current throughout their careers, not just at the point of initial certification.

The program provides clear pathways aligned with national standards and job performance requirements, supporting career advancement while keeping the profession sharp and relevant. It reflects our belief that learning is not a one-time event, but an ongoing commitment that strengthens individuals and the departments they serve.

Meeting Students Where They Are

This year, FireWise delivered a free 10-session video series on leadership in the fire service, making meaningful development available to any professional regardless of their department's size or budget. The series explored decision-making, trust, and the human dynamics that define effective emergency response. FireWise also hosted and contributed to FireWatch Live, an ongoing platform for leadership conversations across the sector.

These projects reflect a broader shift in how FireWise is thinking about its role in the profession. As the organization enters a new chapter of its own with new leadership, new capacity, and a sharpened sense of direction, that same energy is being directed outward. FireWise is expanding into officer development programming, building structured pathways that integrate online learning with in-person training for professionals ready to take on greater responsibility. Leadership development shouldn't be reserved for those who can afford it or who happen to be in a well-resourced department. FireWise is building toward a future where that is the standard.

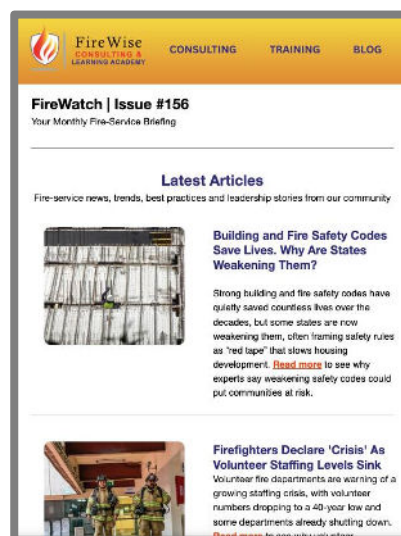


Figure 3: A look at the FireWise leadership development video series, a free, 10-session resource exploring decision-making, trust and the human dynamics that define effective emergency response, made available to any fire service professional.

Keeping the Profession Connected

Each month, FireWise publishes FireWatch, a newsletter that curates industry news, emerging risks and thought leadership for fire service professionals. In a sector where staying informed matters, FireWatch gives readers a reliable way to keep up with the issues shaping their work, without having to wade through dozens of sources. In 2025, FireWise marked the newsletter's 150th issue with a subscriber giveaway, celebrating the readers who have made FireWatch part of their routine. The newsletter has grown into a touchpoint for a broader, profession-wide conversation about where the fire service is headed and how professionals across Canada can engage with those developments meaningfully.

Figure 4: A look at FireWatch, our monthly newsletter curating industry news, emerging risks and thought leadership to help fire service professionals stay informed without wading through dozens of sources.



Extending Fire Safety Beyond the Fire Hall

Fire safety isn't the exclusive responsibility of fire departments. Building managers, housing providers and non-profit organizations play a critical role, and they often don't have access to the same training resources that fire service professionals do.

This year, FireWise expanded its reach through the Facility Fire Risk Manager Certification, a program designed specifically for non-traditional audiences. Participants learn to assess fire risk in complex facilities, implement prevention strategies and coordinate effectively with fire departments. It's a program that extends the reach of fire safety knowledge without putting additional strain on fire services that are already doing more with less.

Community Support and Industry Investment

FireWise provided in-kind consulting and support to community organizations this year, including Nanaksar Gurdwara in Winnipeg. These contributions reflect our belief that our expertise has value beyond paying clients and that investing directly in community safety is part of who we are.

We also maintained active membership in professional associations, contributing to knowledge-sharing networks and the ongoing development of fire service standards across the country. These memberships are a form of investment in the health of the sector we serve, supporting collaboration, advocacy and professional development at

the industry level. That same commitment extended to advertising with McColl Magazine, an independent Canadian publication covering public safety, Indigenous issues and industry, because supporting the voices and platforms that serve the communities we work in is part of how we show up beyond our own walls.

This commitment extended to in-person engagement as well. FireWise attended four tradeshow and conferences in 2025, including the Alberta Fire Chiefs Conference & Tradeshow, BC Fire Expo, Atlantic Fire Leadership Conference and the Wildland Fire Canada Conference. These events gave us the chance to connect directly with fire service leaders, share knowledge face to face and stay close to the challenges departments are navigating in different regions of the country. Showing up in person, not just online, is part of how we stay connected to the profession we serve.



Figure 5: The FireWise team connects with fire service leaders at the BC Fire Expo, one of several opportunities this year to share knowledge face to face and stay close to the realities departments are navigating across the country.

Bringing Rare, Hands-On Training to Life

This year, FireWise offered our Fire Investigation Origin & Cause Level II as a live, in-person course. One of the only opportunities in Canada to get this level of hands-on training. The practicum gave students a full, real-world investigation experience: live burns, team-based fire investigations and report writing, and a final presentation each team delivered to evaluators and fellow students. Beyond the technical skills, students also walked away with practical experience learning directly from professionals with extensive field experience, and the chance to build relationships with peers and industry leaders they'll likely cross paths with again throughout their careers.

With limited spots and only one live-fire investigation course offered this year, this training remains one of the most sought-after, and most valuable, learning opportunities FireWise provides.



Figure 6: Investigators work through a live burn during our Fire Investigation Origin & Cause Level II practicum, one of the only opportunities in Canada to get this level of hands-on, real-world fire investigation training.

Investing in Our Team

Good work in the field starts with how well a team works together. This year, FireWise took a more intentional approach to that: each team member championed an initiative they cared about, turning internal development from something that happens at off-sites into something woven into how the team operates day to day.

That ownership produced real outcomes. Building a more equitable training landscape means looking inward as well as outward, and one team member led that charge by organizing a National Truth and Reconciliation Day lunch and learn, creating space for the whole team to reflect and engage together. This built on work the team had already undertaken: completing the 4 Seasons of Reconciliation course, a free training for Canadian organizations that explores the history of Canada's Indigenous peoples and the relationship that needs to be rebuilt going forward. Another team member championed a mental health assessment, bringing a more structured lens to how the team supports one another. These weren't top-down programs, they came from within, which was exactly the point.

This year also brought a meaningful addition to the FireWise team. Richie Turley joined as Director, bringing a background in leadership, finance, strategy and risk analysis developed over many years in commercial banking. His experience helping organizations assess opportunities and navigate growth adds a dimension to FireWise that strengthens both the business and its ability to deliver practical, well-considered solutions for the departments and communities it serves.

The team also came together in person during the BC Fire Expo, setting aside time for strategy and team building, including working through the Working Genius framework to

better understand how each person does their best work. In a small, distributed team, that kind of time is rare and valuable. Making space for it reflects a belief that a strong team is the foundation for everything FireWise does in the profession.



Figure 7: The FireWise team gathers during an in-person session, taking the time to better understand how each person on the team does their best work.

Planet

FireWise doesn't manufacture products or operate heavy equipment. But our choices still carry an environmental footprint and we take seriously the responsibility to keep that footprint as small as possible while doing work that matters. That commitment extends beyond our organization into how the people who lead it live. This year, FireWise CEO Ernie Polsom and his wife made the personal decision to transition to two electric vehicles, a reflection of the same values that guide how FireWise operates.

Innovating to Reduce Environmental Impact

FireWise's commitment to environmental responsibility goes beyond delivering training online, it also shapes the kind of training we build. We continue to offer virtual reality (VR) training, designed to reduce the need for live burns in certain training scenarios.

This reflects the same thinking behind our broader commitment to online learning: prioritizing training formats that reduce environmental impact without compromising on quality or realism. As we continue to grow, we're looking for more opportunities like this, where smarter training design and a smaller environmental footprint go hand in hand.

Digital-First Materials and Operations

FireWise continued its transition away from printed materials this year. At tradeshow and events, we prioritized digital tools and electronic resources over printed handouts and promotional materials. We're continuing to develop more interactive, digital-first approaches to engagement and reducing our reliance on physical materials without reducing the quality of what we deliver.

Fire Prevention as Environmental Protection

There's a direct connection between fire prevention and environmental outcomes that often goes unspoken. Every fire that doesn't happen is carbon that doesn't enter the atmosphere, debris that doesn't need to be removed and property that doesn't need to be demolished and rebuilt. By training better fire inspectors, more informed facility managers, and sharper investigators, FireWise contributes, in a meaningful, if difficult-to-measure, way to reducing the environmental damage caused by fire events.

Better-trained fire professionals mean fewer fires. Fewer fires mean a healthier planet.

Profit

For FireWise, prosperity isn't only about our own financial sustainability, it's about the health of the fire service ecosystem and the communities it protects. We take seriously the responsibility to grow in a way that strengthens the departments, professionals and communities we serve along the way.

Helping Departments Do More with Their Budgets

Fire departments across Canada operate under significant budget pressure. Travel costs, overtime coverage and accommodation expenses make traditional training unaffordable for many, particularly smaller and rural departments that may have only a handful of personnel.

FireWise's online model directly addresses this challenge. When a department can train personnel without the overhead of travel or overtime coverage, the savings are real and meaningful. Those dollars can be redirected toward equipment, staffing, or other operational priorities. FireWise makes it possible for departments to invest in their people without sacrificing their budgets to do it.

Reinvesting in What We Build

FireWise is a business, and financial sustainability matters. This year, returns went back into the technology that powers our platform, the quality and consistency of our course materials and the tools that make the student experience better.

That's a deliberate choice, and one that reflects how FireWise defines growth: as an opportunity to build something stronger for the departments, professionals and communities we serve.

Part of that investment is in how the team itself works. FireWise holds a membership at Innovation Centre Kelowna, giving remote staff a shared space to focus and collaborate in person.

Career Development and Workforce Strength

Training that aligns with national and international standards and certification requirements strengthens the workforce as a whole. FireWise programs support career advancement, helping professionals remain current, credentialed and effective in their roles over the long term.

A stronger, better-trained fire service workforce means fewer preventable incidents, more effective responses when incidents do occur, and more resilient communities overall. The return on investment extends well beyond the individual who completes a course.

Reducing Risk, Reducing Costs

Better-trained fire inspectors and more knowledgeable facility managers catch problems before they become incidents. FireWise programs, including Fire Inspector training and the Facility Fire Risk Manager Certification, contribute directly to reducing property damage, lowering insurance claims and minimizing business disruption from fire events.

These outcomes carry real economic value for building owners, municipalities and insurers alike. They represent the kind of systemic, upstream impact that FireWise was built to create: investing in prevention so that communities never have to recover from events that shouldn't have happened.

Supporting the Industry Ecosystem

FireWise contributed to the broader fire service sector through annual membership fees to professional associations and monetary donations supporting industry and community initiatives. These contributions help keep the networks, standards bodies and professional communities that the sector depends on operating, growing and advocating for the resources the fire service needs.

Expanding into the US Market

This year, FireWise took a deliberate step toward growth south of the border, launching Fire Inspector 1030 (US Edition), a training program built to meet US-based standards and serve fire inspectors across the country.

To support this expansion, we also grew our sales team with a new hire focused specifically on the US market. Having dedicated capacity to build relationships and understand the needs of US departments and professionals is an important part of making sure this expansion is done thoughtfully, not just by offering a course, but by genuinely understanding and serving a new market.

Growth like this matters to us because it means more fire service professionals, in more places, have access to the kind of practical, NFPA-aligned training FireWise is known for. It's also a meaningful step toward long-term sustainability for FireWise as an organization, broadening our reach beyond the Canadian market we've built our reputation in.

Key Metrics

Giving Back Through 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:

June 11, 2025 – FireWise donated \$263 to the Manitoba Wildfire Relief Funds.

June 11, 2025 – FireWise donated \$263 to the Saskatchewan Wildfire Relief Funds.

October 9, 2025 – FireWise donated \$385 to the BC & Yukon Legion.

December 19, 2025 – FireWise donated \$500 in support of the Alberta Firefighters Curling Bonspiel.

January 16, 2026 – FireWise donated \$500 in support of muscular dystrophy.

Monthly – FireWise donated \$420 through a monthly donation to the Red Cross to support ongoing disaster management and those in need.

Supporting Communities Across Canada

Strong fire and emergency services start with strong planning. This year, our consulting and advisory team worked directly with local authorities across the country, helping departments turn community-specific challenges into clear, actionable plans. That work took us into over 15 jurisdictions this year, including British Columbia, Alberta, Ontario, Newfoundland and Labrador, and Québec, supporting projects ranging from fire master plans to compliance audits. No two communities have the same needs, and our approach reflects that: practical, regionally-informed guidance built around what each department is actually facing, not a one-size-fits-all model.

Here are some of the jurisdictions we worked in this fiscal year:

- Thorhild County, Alberta (Fire Master Plan)
- Pitt Meadows, British Columbia (Community Risk Assessment)
- Kahnawake, Quebec
- Keremeos, British Columbia (Fire Station Project)
- Torbay, Newfoundland & Labrador
- Powell River, British Columbia (Fire Master Plan)
- Fort Erie, Ontario (Fire Prevention Branch Analysis)
- Penticton, British Columbia (Fire Risk Assessment)
- Drumheller, Alberta (Fire Service Review)
- Tahltan, British Columbia (Wildfire Report)
- Rocky View County, Alberta
- Pemberton, British Columbia (Fire Protection Agreement Negotiations)

Looking Ahead

The work of building a safer, more capable fire service is never finished. In the year ahead, FireWise is committed to launching the Plans Examiner program, expanding the Continuing Education Program, and deepening our relationships with community organizations and professional associations.

We're also investing in the technology that underpins how learning gets delivered including the thoughtful, ethical integration of AI tools to support course development and student experience, a new learning management system with modern presentation and value-added resources, and third-party collaboration capabilities that allow other developers to house their products within our systems. That flexibility also means building programs that are more gender-inclusive and culturally relevant, because accessible education means more than removing travel barriers.

Part of that new learning environment includes an online community of interest built directly into the platform. A space where students can interact, post questions, share experiences and connect with peers across the country. For professionals who often work in isolation within their departments, that kind of connection has real value beyond the coursework itself.

One of our most significant areas of focus is leadership development and a dedicated program for the fire service that integrates online learning with in-person academy attendance for officer development and advanced leadership training. We're also expanding the in-person practicum model more broadly, bringing hands-on, practical skills development to officers, inspectors, investigators and others who benefit most from learning in real conditions alongside their peers.

We'll continue updating our programs to reflect current codes, emerging risks, and evolving best practices, and we'll keep looking for ways to extend our reach to rural, remote, and under-resourced departments that stand to benefit most.

Our commitment to the triple bottom line of people, planet, and prosperity continues to guide our direction. Every course we develop, every collaboration we build, and every community we support reflects that commitment.

In Closing

This report is our annual commitment to transparency. A chance to step back, reflect honestly on the impact we've made, and hold ourselves accountable to the values that define us.

As a Benefit Corporation for Good, FireWise is built on the belief that doing good and doing business aren't competing goals. They're the same goal, pursued with discipline, care, and a deep respect for the people and communities we serve.

We're grateful to everyone who has been part of our work this year: the professionals who trust us with their development, the communities who welcome us, the industry partners who collaborate with us, and the organizations that share our belief in the power of knowledge.

Respectfully,



Richie Turley



Ernie Polsom