FEMA Grant Writing 2015
Pioneering / Live Safe

_____

_____

The narrative statement is the key element in the grant application—it includes six key criteria:

- **Vulnerability Statement 20%**
- **Implementation Plan 20%**
- **Evaluation Plan 20%**
- **Cost Benefit 15%**
- **Sustainability 15%**
- **Financial Need 10%**

2015 Project Application includes **a total FP&S budget request of $235,190.**

Below is the final reviewed version of the narrative for a Live-Safe FP&S Grant submission. This incorporates a series of revisions and comments from Earl Diment, Bill Berger, Jill Marcinick. The core numbers have been deemed accurate, but may be modified slightly in coming days to reflect eliminating reference to grant writer fees (that number will be removed, and other numbers may be modified accordingly).

Please Note: the narrative document below will necessarily be modified to meet the requirements of FEMA's online application interface.

Core Material has been left in this document to ensure we have it if we need it. This material is now reviewed for accuracy, and we are all satisfied with accuracy, and we are now ready to begin entering material into the online FEMA grant interface in accord with its word count limitations.

SECONDARY MATERIAL IS NOW HIGHLIGHTED IN BLUE, AND WILL ONLY BE USED IF SPACE PERMITS

Mission

Live Safe, Inc., dba The Live Safe Foundation is a non-profit "**mission-driven**" organization (501c3) devoted to making fire-and-life-safety education, awareness initiatives, and life-saving tools available to communities, campuses, and institutions. Its objective is to reduce fire fatalities and fire losses; its mission is to enable individuals, through preparation and training, to improve their ability to avoid and survive fires.

Live Safe's inspirational slogan is: **Get safe. Stay safe. Live Safe.**

About Live Safe

Established in February 2009, Live Safe promotes fire-safety education by developing and sponsoring programs to help groups find the resources they need to advance individual and community fire safety. Live Safe believes that the vast majority of fires are avoidable, preventable, and survivable, and that they often occur because of failure to recognize fire risk. Live Safe's goal is to reduce fire related casualties and property loss through education, unique training and product distribution.

Live Safe won't rest in the quest to influence, inform, and empower. To advance its cause, Live Safe reaches individuals where they are, and provides web-based curriculum, hosts training, delivers fire-safety kits, and commissions fire-prevention-and-safety research. By heightening awareness, and broadly delivering education and next-generation research, Live Safe offers peace of mind; it inspires individuals and families to action by offering real-world fire-safety suggestions to help avoid common mistakes.

Live Safe's mission also includes easing the institutional burden of producing competent fire-safety policies through research and development initiatives. Live Safe spearheads efforts to improve institutional fire-safety policy and standards, acts as a conduit for policy and standard development.

In 2012 Live Safe launched a custom project called Em2 (Emergency Management Exchange) aimed at enhancing Emergency Managers' capabilities. The exclusive Em2 Roundtable is a one-of-a-kind annual safety-expert forum comprised of 10-15 experts that share specialty knowledge and experience in institutional emergency management and fire and life safety. The Roundtable group is uniquely qualified to analyze issues and identify solutions. Conferences yield published summary reports.

In March 2014, Live Safe's Em2 Exchange produced an expert panel discussion on the topic ***"Cooking Safely on Campus. Your Cookbook for Safety"*** at the 11th Campus Fire Safety, Security & Risk Management Professional Development Conference & Expo in Columbus, Ohio and a widely disseminated companion white paper and video. Live Safe co-produced the Cooking Safety Cookbook.

Live Safe has developed two flagship community service programs: "***Blankets for Burn Camp***" and "***Buckets for Books***" donation drive campaign to support the annual "Live Safe with the ABCO-Shatten Education Scholarship." (To learn more, visit http://www.live-safe.org/wp-content/uploads/Live-Safe-with-the-ABCO-Shatten-Education-Scholarship-Fund.pdf)
In addition to scholarships, students are given a "Custom Student Fire Safety Kit" that includes an extinguisher, a smoke detector, and an access code to NIFAST's Flashpoint online fire safety curriculum.

Recent programs include #TestYourDetector, a campaign encouraging regular testing of smoke alarms, and "Adopt-a-Camper," supporting the Great Lakes Burn Camp, funded by an annual golf outing.

Community Served – Live Safe, and this project, serves the community and the following populations, both locally and nationally: college students (ages 18-25), administrators, fire safety professionals, fire departments, civic leaders, educators, parents and families. Because much of Live Safe's activity is delivered online and is free to everyone with internet access, the populations served are diverse and include those in rural, suburban, and urban areas. By informing families, parents, students, neighborhoods leaders, and related institutions about our cause—and by working with manufacturers, civic leaders, retailers, and safety officials—Live Safe helps effect real change in fire-safety legislation, marketing, and community planning.

"Live Safe Student Housing Cooking Fire Academy" (name of program)

IMPLEMENTING COOKING-SAFETY EDUCATION PROGRAMS and TECHNOLOGIES IN HIGHER EDUCATION
—USING THE "EDUCATIONAL 'COOKBOOK' FOR COMMUNITY FIRE SAFETY"

Campaign Overview — Strategies and Implementation

1. Live Safe will deliver training seminars to campus and community housing staff, civic leaders and fire professionals on how to effectively and immediately reduce cooking fires in the 18-25-year-old demographic. The project provides essential, well developed educational and outreach tools to those best positioned to strongly impact the target population's awareness and conduct.
2. Second, Live Safe will implement cooking safety technology in student housing to demonstrate its effectiveness and train students and staff on its use.
3. The program will monitor outcomes, collect statistics, and report on the effectiveness of seminar prescriptions, the cooking technologies, and their combination; informing communities on the technologies, what they do, how they work, their availability and effectiveness, and strategies for wide implementation.

Live Safe will conduct six training seminars in four FEMA regions for campus/community fire prevention staff, civic leaders, and fire professionals on how to effectively and immediately reduce cooking fires in the 18-25-year-old demographic through effective training, awareness, and technology implementation campaigns. These six seminars will directly impact university students living on campus.

Next, cooking safety technology will be implemented in six (6) university student-housing locations, along with student and staff training. These six student housing locations serve a total of 20,400 student residents.

Finally, outcomes from the seminars and the technology installations will be carefully measured over five years, with two comprehensive reports (years 1 and 5) documenting the impact of the training and technology on cooking fire safety. These reports to FEMA will be disseminated to foster wide adoption of the methods and technology.

Definition of the Opportunity / Campaign Goals:

This grant funding request seeks funds necessary to deliver educational training to campus and community fire-prevention staff (including civic leaders and fire professionals) on how to effectively and immediately reduce cooking fires in the 18-25-year-old demographic (through a combination of education and awareness campaigns and technology). The Live Safe Foundation will produce and present six (6) one-day seminars on "Developing Effective Cooking-Fire-Prevention Public Education." These fully developed seminars detail how to create effective cooking fire safety campaigns. One seminar will be conducted in each of four FEMA regions; and each seminar will occur in areas with large student populations.

By addressing and serving the people on the ground responsible for managing fire safety in communities with student populations, Live Safe will provide essential educational and outreach tools to those in the best position to have a strong impact on the target population's awareness and conduct.

Grant Funding is sought to reduce cooking fires, the number one cause of fire, in two steps:

- Purchase and install 577 SmartBurner™ and 1,050 Safe-T-sensor™ units in residence facilities on six (6) U.S. campuses.
- Educate and train community officials and fire-safety professionals on cooking fire safety, including available technology for cooking/kitchen applications. Engineered solutions specifically designed to improve cooking safety and reduce or eliminate cooking-related fires are highly effective, proven, and readily available. The seminar series' objective is to ensure that the college/university sector is informed and educated on these technologies, what they do, how they work, their availability and effectiveness, and strategies for wide implementation.

Technology Track Record Proven Stop Fires

These engineered solutions are in fact highly effective and FEMA has already funded 12 projects implementing such solutions on U.S. college campuses. They do save lives. They do dramatically reduce cooking fires. The track record is stellar and compelling. Educating key groups to ensure that these technologies are understood and thus quickly and widely embraced and implemented across the country is essential. Funding for this educational training series and the related technology installations will yield significant positive results within communities with large student populations, and hence the 18-25-year-old target demographic.

An independent FEMA/DHS funded study conducted by Vison 20/20 in conjunction with Eastern Kentucky University's Fire and Safety Laboratory concluded that the patented temperature limiting control (TLC) technology used in the 577 SmartBurner installations proposed for this grant is the "*only* stovetop heating element able to prevent ignition of common kitchen items and subsequently prevent stovetop fires." The full report is available at www.strategicfire.org/page.cfm/go/Stovetop-Study. This undeniably proves the SmartBurner fire prevention technology product is effective.

Statistics tell the story—unattended cooking is the leading factor in residential cooking fires. Kitchen fires can be prevented. Knowing how to create effective outreach campaigns to educate residents can reduce the chances of fire in student-housing buildings and throughout a community.

There is an effective methodology for increasing community awareness about cooking fire safety and prevention. When community leaders and fire-safety professionals know how and when to talk to residents about cooking fire safety, they can dramatically reduce cooking fires. Developing community outreach guides, educational presentations, handouts, social media messages, public service announcements, local news articles and attention-grabbing graphics all must be combined as part of a community's educational outreach to reduce cooking fires. What works and what doesn't in this regard is known and can be taught. Public educators know that to reduce cooking fires they must have an effective strategy for communicating with and engaging the community about fire safety in the kitchen.

The seminar series is designed specifically to help fire-prevention and community leaders, first responders, and campus housing community staff create and implement effective public-education campaigns to reduce cooking fires. The seminar teaches attendees how to educate the community about cooking fire safety and prevention, and the utility of technology solutions for cooking fires; it enables campus, community and housing fire prevention teams to create effective Cooking Fire Prevention Programs for college students on or off campus. The seminar gives attendees the information needed to promote cooking-fire safety and implement technology solutions. Attendees will learn how to change unsafe behaviors that lead to cooking fires, and details essential to effectively conversing with student residents about cooking fires. The seminar will deliver specific information enabling attendees to say far more than "don't do that"; they'll acquire the tools and positive messaging as a methodology to gain the support and change behaviors of residents who exhibit unsafe cooking habits.

The seminar series, and its other project components (technology installations in campus housing and post series monitoring and reports), are designed to give fire safety and community leaders a solid, effective fire prevention strategy.

VULNERABILITY: The Target Demographic

Background:

The primary issue is cooking fire safety, especially with the 18-24 student demographic. According to the National Fire Protection Association (NFPA), cooking is the leading cause of residential fires and the third leading cause of injuries. **Unattended cooking is the leading factor in these incidents.**

The proposed seminar series and product implementations ultimately target and serve the 18-25 year old demographic, albeit indirectly through fire-safety seminars and products delivered to campus and community officials responsible for student population safety. It is this group of young, inexperienced and recently emancipated individuals that most need education on fire safety, and that can be most effectively taught cooking fire safety and associated technologies because their life habits are only in the formative stages. To reach the target demographic, Live Safe has identified specific audiences for the teaching seminars.

Our needs assessment informally considered the following attributes of the target demographic:

- Lack of fire-safety knowledge.
- Assumes that adequate fire-safety methods are in place.
- Assumes that others are responsible for fire detectors and maintenance.
- Is unfamiliar with fire-safety technologies and brands.

The target demographic is transitioning out of their home environment to a world in which they are newly responsible for themselves. They are on the edge of leaving the safety and security of home and other familiar surroundings, where their actions are monitored and governed by family and community. Once on their own, these inexperienced youths must look out for themselves, and most are woefully unprepared in cooking fire safety. This makes them an at-risk demographic worthy of focus.

Fire prevention programs for juveniles and the elderly are common, but college cooking fire-prevention programs are all but nonexistent in U.S. universities. While many students may have received some cursory fire-safety education in elementary school, they don't receive additional, much less comprehensive, training as young adults, a point at which they've long forgotten anything they learned as children.

The U.S. Department of Education reports there were more than 19 million college students enrolled in 2009. This untapped audience causes millions of dollars each year in fire damage

(much of it cooking related) just from lack of awareness, impacts every single community, and affects millions of people. (NFPA reports that U.S. fire departments responded to 1,348,500 fires and 2,177,000 false alarms in 2009.) College students are mature enough to understand cooking-fire-safety issues and risks, when effectively presented. Yet, this demographic has been ignored because of limited educational resources and the absence of competent fire-safety material developed specially for this group (making the subject relevant).

Definition of the Problem:

Since cooking is the number-one cause of residential fires and related injuries, educating communities on this subject is critical. The college statistics recounted below were reported by NFPA in August 2013:

During the five-year period from 2007-2011, U.S. fire departments responded to an estimated annual average of 3,810 structure fires in dormitories, fraternities, sororities, and barracks. These fires caused an annual average of 2 civilian deaths, 30 civilian fire injuries, and $9.4 million in direct property damage. Fires in these properties accounted for 0.8% of all reported structure fires within the same time period. The number of reported fires in the dormitory occupancy group increased 18% from 3,200 in 1980 to 3,780 in 2011. Fires ranged from 2,300 to 2,700 from 1982 through 1995, and then declined from 1996 to 1998. Since 2003, annual estimates have ranged from 3,350 to 4,220. At least some of the increase is likely due to the changes in NFIRS Version 5.0 of the U.S. Fire Administration's National Fire Incident Reporting System, first introduced in 1999. NFIRS 5.0 makes it much easier for fire departments to document and report certain kinds of fires, notably confined cooking fires, which are quite common in this occupancy type (81% of all fires).

The percentage of fires in college dormitories with automatic extinguishing equipment present nearly doubled from 29% in 1994-1998 to 57% in 2007-2011. More than two-thirds (70%) of fires in these properties began in the kitchen or cooking area. It's clear that stovetop cooking fires are the #1 cause of fires on college campuses.

Cooking is the Number 1 cause of fire in the United States. During 2011, the latest data available, U.S. fire departments responded to an estimated 156,300 home fires involving cooking equipment. These fires caused 470 civilian deaths, 5,390 civilian injuries, and $1.0 billion in direct property damage. While the number of cooking fires has been fairly consistent, fire death estimates were more volatile. Cooking ranked second among fire-death causes in 2011, ahead of heating equipment. This may be a trend worth watching. (*U.S. Home Structure Fires, 4/13, NFPA Fire Analysis and Research Division, Quincy, MA.) **Cooking caused 44% of reported home fires in 2011 and, as a percentage of overall household fires, has increased steadily since 1980 from 20%.**

According to Facts and Figures from NFPA's Cooking Fires 2010, cooking caused 44% of reported home fires in the U.S., 16% of home-fire deaths, 40% of home-fire injuries, and 15% of the direct property damage in 2010. Canadian statistics for subsidized low-income multi-family housing puts the percentage of total fires at 67%. The cooking fire problem is likely larger than the statistics represent since a 2011 CPSC study estimates that only 1 in 30 cooking fires are

even reported and an IAFC report says it's 1 in 50.

On March 16, 2014 a student at the University of North Dakota in Grand Forks, died from an early morning fire in an off-campus residence. The cause of the fire was determined to be unattended cooking and the fire caused extensive fire damage in the kitchen and heavy smoke damage throughout the rest of the structure. Damage was estimated to be approximately $80,000. This is the third fatal fire of the 2013/2014 academic year. Since 2000, 165 people have been killed in campus-related fires, with 87% of them occurring in off-campus occupancies, according to information compiled by Campus Firewatch.

Because student residences are usually attached to their neighbors', students are only as safe as the least safe person in the building.

Live Safe conducted an in-house review of available data on college cooking-fire-safety programs, and conducted conversations with fire-department officials and college administrators, which revealed that there is no suitable curriculum widely available for training community leaders and campus officials in effective methods for reaching and teaching this age group on cooking fire safety, and that students arriving on campuses are completely unprepared in cooking fire safety.

IMPLEMENTATION PLAN

"COOKING FIRE PREVENTION EDUCATION SEMINAR SERIES":

Introduction and Scope

This grant request seeks funds necessary to deliver training seminars to campus and community fire prevention staff (including civic leaders and fire professionals) on how to effectively and immediately reduce cooking fires in the 18-25- year-old demographic (through a combination of education and awareness campaigns and technology implementation). By addressing and serving the people on the ground responsible for managing fire safety in communities with student populations, Live Safe will provide essential educational and outreach tools to those in the best position to have a strong impact on the target population's awareness and conduct.

Part 1—Educate —The Live Safe Foundation will produce and present 6 one-day seminars on "Developing Effective Cooking-Fire-Prevention Public Education." The seminars detail how to create effective cooking fire safety campaigns. Seminars will be conducted in 4 FEMA regions; and the seminars will occur in regions with large student populations. Locations planned for the series include:

Location	FEMA Region	Attendees
Akron, Ohio	5	40
Cincinnati, Ohio	5	40
Portales, New Mexico	6	40
Corvallis, Oregon	10	40
Cheyney, Washington	10	40
Richmond, Kentucky	4	40

Each of the six seminar locations were chosen because of their large concentrations of college students and campuses with an acknowledged need for the cooking fire technology. The campuses have significant college-student populations. The varied regions balance the goal of providing seminars in multiple FEMA regions and in the six cities hosting the universities where Live Safe will donate equipment that eliminates microwave and stove-top fires. The student populations in the seminar states are as follows:

State	Student Population
Ohio—U. Akron	3,400
Ohio—U. Cincinnati	3,600
New Mexico	2,400
Oregon	4,400
Washington	3,200
Kentucky	3,400
Total	**20,400 Students in target areas**

The target *area* populations represent _____% of the approximately 18 million college students in the United States. Creating effective cooking-fire-prevention campaigns based on gender and nationality will reduce the number of cooking-related fires on campus and in the communities surrounding campuses in the United States.

The education series is designed specifically to help fire-prevention and community leaders, first responders, and campus housing community staff create and implement effective public-education campaigns to reduce cooking fires. The seminar teaches attendees how to educate the community about cooking fire safety and prevention, and the utility of technology solutions for cooking fires; it enables campus, community and housing fire prevention teams to create effective Cooking Fire Prevention Programs for college students on or off campus. The seminar gives attendees the information needed to promote cooking-fire safety *and implement technology solutions*. Attendees will learn how to change unsafe behaviors that lead to cooking fires, and details essential to effectively conversing with student residents about cooking fires. The seminar will deliver specific information enabling attendees to say far more than "don't do that"; they'll acquire the tools and methodology to gain the support and change behaviors of residents who exhibit unsafe cooking habits.

On course completion participants will be able to:

- Create effective public education cooking-fire prevention training.
- Understand technologies that can be used to reduce or eliminate cooking fires.
- Determine the best way to reach different populations in the community.

Every course attendee/participant will leave with a:

- Workbook containing all course materials, including the "Cookbook" of materials to help create custom cooking fire prevention programs.
- Clear understanding of how to create and deliver a cooking fire prevention public-education campaign.
- "Tool box" package of lesson plans, customizable posters, and flyers, free high-resolution photos and videos, sample media, and links to FEMA, NFPA and other organization websites to use on campus and in their community, and to assist in the development of effective cooking-fire-prevention programs for their community.
- Series of social media messages to "reach" the 18-25-year-old demographic.
- Network of peers around the country to consult and share information with.

Distribution of Smoke Alarms to Attendees — Live Safe will also donate 120 long-life 10-year lithium-powered photoelectric or ionization smoke alarms to local fire department attendees at each seminar, for dissemination to local residents, including off campus student housing. Cooking safety education material will be packaged with the detectors, extending Live Safe's message to consumers. This is an important part of the project, and an extension of Live Safe's #TestYourDetector campaign encouraging regular checks of smoke alarms.

> **Smoke Alarms can avert tragedy:** In Ohio, in 2012, 103 people died in fires. In 90 percent of those cases, there were no working smoke detectors to warn them to get out, according to Ohio Fire Marshal Larry Flowers. Three of every five home fire deaths result from fires in homes with no smoke alarms or no working smoke alarms. No smoke alarms are present in 37% of home fire deaths. Source: NFPA's "Smoke Alarms in U.S. Home Fires" report, (March 2014).

Training/Education Attendees — Invited seminar attendees will include student-housing managers, community leaders, and fire-safety professionals. To qualify, attendees must represent a campus-based fire-prevention program, or a college student-housing department, or be involved with local fire department public education advocacy or production. These

attendee groups are deliberately chosen because they are uniquely positioned and qualified to, in turn, reach the target 18-25 demographic on the subject of cooking fire safety. They're on the front lines and are very likely to make solid use of the material and information presented. Preparing this attendee group to develop and administer effective student cooking-fire-safety education campaigns and programs is essential to successfully educating the target demographic, and measurably reducing cooking fires.

To draw attendees from these three groups Live Safe will invite individuals directly using their in-house databases, which include over 13,000 individuals responsible for campus or community fire prevention and housing operations throughout the U.S. In addition, Live Safe will ask other fire and life safety organizations with whom it is affiliated or has working relationships to assist in marketing the program (using similar lists and other established promotional platforms like broadcast email, and placing articles and announcements), including The Center for Campus Fire Safety, Campus Safety Health and Environmental Health Association, NFPA, ICC, National Association of State Fire Marshals, and the Michael Minger Foundation. Live Safe will also approach for-profit organizations Campus Fire Watch and Campus Fire Safety.com and ask that they too promote the seminar series. Local outreach to specific fire departments and campuses within an 8-hour drive of the seminar cities will also occur.

The seminar is offered free to attendees (though attendees are responsible for their travel-related costs—which are expected to be minimal since seminar locations are near campus populations), and attendee registrations will be accepted on a first-come, first-served basis through Live Safe's online registration feature. This will also aid in driving attendance.

Program invitations and promotional materials will clearly inform prospective attendees that the seminar program is FEMA supported, a fact that will lend credibility and positively impact participation.

Each seminar will be offered with a maximum attendance of 40 to facilitate effective, reinforcing group activities during the sessions. Campus fire-prevention staff seeking to register more than one attendee (e.g., a housing representative and a local fire-prevention officer) will be given preference. This will ensure that both on- and off-campus students receive effective cooking-fire-prevention training.

Training/Education Instructors — Experienced fire service instructors Alan Perkins, Fire Marshall for Washington Township (OH) Fire Dept. , and Terry Flanagan, each with over 30 years' of fire protection experience, will conduct the seminar series as instructors/presenters. They are intimately familiar with the seminar curriculum and the "cookbook," and are effective presenters on the topic. They are subject-matter experts in the field of college-student fire safety, and have created and delivered training programs for the National Fire Academy, National Fire Protection Association (NFPA) and Center for Campus Fire Safety (CCFS), and have lectured on college student housing safety for ACUHO-I, The Live Safe Foundation, Campus Fire Safety.com and Campus Safety Health and Environmental Management Association (CSHEMA). The instructors have also audited many student-housing fire-safety programs, write on college-student fire safety, and often serve as expert witnesses on fire-safety topics.

- Terry Flanagan is nationally registered and certified as a Fire Instructor III through the DOD, IFSAC, and National Pro Board and has 20 other certifications
- Alan Perkins's is a Certified Fire Protection Specialist through the National Fire Protection Association and a member of numerous similar safety organizations. Alan consults with numerous fire departments throughout Ohio and in 2005 was chosen by the Ohio Department of Health as the fire service member on the Ohio School Inspection Advisory Committee. He was also awarded Ohio Fire Official of the Year in 2009 by the Ohio Building Officials Association. Alan is the Fire Marshal for the Washington Township Fire Department in Dublin, Ohio. The Washington Township Fire Department provides fire prevention, fire suppression, emergency medical services, and education and safety programs for Washington Township, which encompasses parts of Franklin, Delaware and Union Counties.

Seminar Curriculum — Curriculum for the seminar series is a combination of printed and digital materials and is based in part on the National Fire Academy courses for Creating Effective Fire Prevention Educational Campaigns and Creating Campus Fire and Life Safety Public Education. The "Educational Cookbook for Community Fire Safety, Ingredients to Permanently Reduce Cooking Fires" (the "Cookbook") is a 37-page instructional manual produced by Live Safe in 2013 in collaboration with other fire-safety experts. It was originally released collaboratively in connection with NFPA's Fire Prevention Week 2013—themed "Prevent Kitchen Fires." The Cookbook, and a PowerPoint presentation developed by the instructors, used together, comprise the seminar series curriculum. The cookbook and PowerPoint presentation will be disseminated through the seminar to attendees, both digitally and in print.

The "Cookbook" contains formulas (recipes), instructions, and tools designed to enable attendees to educate students and communities about permanent solutions to the cooking-fire problem, and actually implement these solutions. The materials are presented to build awareness, especially among housing managers and fire departments, about the nature and extent of the cooking-fire problem and proven engineering solutions—designed to improve student safety by stopping kitchen fires with knowledge. The "Cookbook's" tools and resources will educate, equip and empower fire departments and community/campus leaders as they seek to educate the public and decision makers about how to prevent cooking fires and make homes, campuses and communities safer. These "cookbook" materials are designed for use within existing educational programs on fire and cooking safety.

The combined curriculum is in module form and includes: prevention-education messages for multiple audiences, including decision makers, curriculum on engineered solutions, evaluation components, and a resource directory with sample PSAs, a web-based media article, and other information developed to help in attendees' cooking-fire prevention efforts. Also included is a five-step process to design and implement local ordinances requiring engineered solutions for cooking fires in a community's at-risk occupancies (and a sample city ordinance).

Seminar as Catalyst for Cooking-Fire-Safety — The seminar series is designed to spread the word, and help stop cooking fires by preparing communities to ensure that citizens, and especially their student populations, understand the serious fire risks associated with cooking. It is designed to permit attendees to interact and share information post seminar. The seminars ensure that communities are able to add the "Cookbook" and other curriculum materials to their own fire-safety program, and use them to establish a stop-cooking-fires campaign—either way these resources help to build customized campaigns that are just right for each community, and each component of particular audiences. By directly educating and

empowering such a large number of focused professionals throughout the country, each in a position to recommend and oversee implementation of cooking-safety solutions in student and campus environments, Live Safe believes will meaningfully accelerate the pace at which these highly effective cooking-fire safety solutions are adopted. Outcome: fewer fires, fewer lives lost, fewer fire-emergency calls (public resource savings), less property damage.

Live Safe believes that the educational campaign embodied in the "Cookbook" and seminar materials are another milestone for fire-safety education. Pilot tests of the one-day seminar demonstrate that the techniques and activities presented are highly effective. 2014 seminars succeeded in securing Attendees' understanding of the need to create effective messages, customized for each element of the intended audience. (e.g., to be most effective, men and women of the same age group require different messages, as do students from the growing international student base now attending school in the United States).

The Cookbook and all collateral instructional and marketing materials distributed to seminar attendees will prominently promote the U.S. Fire Administration's "Fire is Everyone's Fight" logo, signifying its nationally recognized initiative. The seminar producer, Live Safe Foundation, strongly supports the concept and use of a central, recognized message for the structural fire service, and want to promote the U.S. Fire Administration's efforts in this regard by featuring the "Fire is Everyone's Fight" logo on all seminar project materials. The presence of this well-recognized logo will also enhance attendees' recognition that they are participating in an important national cooking-fire-safety initiative.

Essential Adjuncts to the Seminar Series — The six-seminar series will be delivered in coordination with two adjunct projects, described in more detail as Parts 2 and 3 below:

A. Demonstrate effectiveness of cooking safety products through installation program for six (6) college campuses.

B. Verify, monitor, data collection and reporting concerning seminar attendees, seminar impact/outcomes (post-seminar implementation), and the product distribution program.

Part 2—Install Proven Cooking-Safety Products on Six Campuses — Education is a key component in the fight against kitchen fires, but engineering solutions are the only way to eliminate them permanently. In conjunction with the 6-seminar series, Live Safe Foundation will acquire and supervise the implementation of cooking-safety technology on six (6) major U.S. campuses to demonstrate the utility and effectiveness of engineered solutions for cooking-fire safety in student-housing and campus environments (the target demographic). Specifically, Live Safe will deliver 577 temperature limiting control technologies (TLC) and 1,050 microwave photo electric sensors to the universities identified below, ensure their implementation (permanent installation), and stage a device-monitoring program to track device effectiveness. Implementation will include student orientation training on the devices themselves to ensure students fully understand the need for, and functionality of the new devices. This will occur in

coordination with onsite maintenance teams, and with assistance from local fire service and the product supplier as appropriate. Instructional flyers will be posted in student kitchens.

The cooking-fire-safety product installation program will include on- and off-campus housing operations in Washington, Oregon, Ohio, New Mexico, and Kentucky as detailed below. These five divergent states in will provide very useful regional indicators. Grant funds are required to acquire these products and monitor their implementation and performance.

Selected university recipients are institutions that don't presently have these technologies in student housing infrastructure. Criteria used to select these particular university end users included cooking-incident rates, nature of experience with cooking-safety problems, campus administrator interest in correcting the problem, and lack of funding to purchase such devices on their own.

Once student-housing institutions have kitchen-fire-safety technology solutions like this in place and functioning, they can demonstrate success and implement on a broader basis through other funding mechanisms. Most importantly, the recipient universities, having implemented these devices on a broad basis, will provide a critical future illustration of the effectiveness of the devices in reducing fires and saving lives, which will in turn spur implementation among other student-housing institutions. (this also appears in sustainability)

These kitchen-fire-safety product installations in six student-housing environments, when combined with post-installation monitoring and reporting (see below) and effective cooking fire safety education (see above), will act as demonstration cases and a springboard for other similar fire-safety product installations within student housing across the country, building on the successes of other campus-wide installations at campuses like Ohio University (where fire department fire alarm responses to campus were reduced by 92% in the first year (2011) after over 4,800 Safe-T Sensors were installed), and University of Miami (Florida), where 300 TLC Safety Elements were installed. Both the OU and UM installations were funded by FEMA FL&S grants, and in this case FL&S grant funding is even more effective and impactful through the education element.

Selected Cooking-Safety Products — The two fire-safety products selected are both produced by Pioneering Technology Corp. The SmartBurner™ (SB) (aka Safe-T-element® (STE)) is a high-heat limiting device engineered for electric-coil ranges designed to help prevent stovetop cooking fires; it is a cast-iron replacement for coil stoves with a "high end heat regulator" that keeps the stove from reaching temperatures at which cooking oils or grease auto ignite. Safe-T-element has been recognized by FEMA through previous grant funding at a significant number of colleges and universities.

The second product, Safe-T-sensor™ (STS), works with a sensor that magnetically attaches above the exhaust vent and limits fire alarm activation triggered by overcooking in microwave ovens. Designed to detect smoldering conditions within the microwave, at the first sign of smoke, the STS photo-electric sensor automatically turns the microwave off, curtailing further combustion before fire erupts and avoiding alarm activation. It is the only technology of its kind

that substantially reduces the many false alarms/nuisance calls attributed to microwave oven use.

Both technologies meet all applicable testing and certifications through nationally recognized testing laboratories and are used extensively throughout the U.S and Canada. In the case of high-end heat regulation (SB and STE), these have been included into military code, and mandated by ordinance or practice by several U.S. cities and housing authorities. The maker specifically targets low-income, senior, military, and the student housing markets because of the nature of the risk in these groups and their extensive use of coil top ranges, which account for 83% of all U.S. range fires (see 1/9/2013 IFCA study, Protecting Life and Property and Reducing Injuries From Fires Originating on Home Ranges). Live Safe selected these technologies specifically because of their extensive experience (STE has been in use on college campuses for 6 years), and record of success in the student-housing market.

These technologies are not new. STS is the most recent, while STE has been in use in the U.S. and Canada for nearly a decade. Case studies and user letters available online support the veracity of the maker's advertising claims. In addition, according to the CPSC, high end heat regulation has been mandated for use nationally in Japan on gas ranges for 12 years.

These cooking-fire-safety products have proven highly effective wherever they are installed, especially in campus-housing environments. Major successes include University of Delaware (where Safe-T-Elements on all housing stoves reduced stove fire incidents to zero from four annually in prior years), campus-wide installations at Ohio University (where fire department fire alarm responses to campus were reduced by 92% in the first year (2011) after over 3,600 Safe-T Sensors were installed), and University of Miami (Florida), which installed 300 Safe-T-element® devices on all stove burners in student kitchens and reduced cooking fires and fire department false alarm runs to zero. Both the OU and UM installations were funded by FEMA FL&S grants, and in this case FL&S grant funding is even more effective and impactful through the education element.

The Consumer Products Safety commission has released a study verifying that such High-end Heat Limiting Technology (HEHLT) devices are a commercially viable method to reduce fires. A number of other independent studies reinforce (HEHLT) as a viable prevention technology. Along with the CPSC, these studies include NFPA, Vision 20/20 and the International Fire Chiefs Association (Protecting Life and Property and Reducing Injuries From Fires Originating on Home Ranges, January, 2013), which focuses on promoting temperature-limiting technologies that prevent cooking fires from starting in the first place and concludes that ignition prevention is the only strategy likely to be effective in preventing home cooking fire injuries.

Both of these technologies are currently only available through a sole source provider. STS and SmartBurner are manufactured by Pioneering Technology Corp., 220 Britannia Rd. E., Mississauga, Ontario, CA L4Z 1S6. Telephone: (905) 712-2061. Pioneering Technology Corp. is North America's leader in cooking-fire prevention technologies. Its Intelligent Cooking Systems can help any community in efforts to prevent and eliminate cooking fires and nuisance calls, and help reduce the cost of providing fire services.

Distribution of Smoke Alarms to Attendees — Live Safe will also donate 120 long-life 10-year lithium-powered photoelectric or ionization smoke alarms to local fire department attendees at each seminar, for dissemination to local residents, including off campus student housing. Cooking safety education material will be packaged with the detectors, extending Live Safe's message to consumers. This is an important part of the project, and an extension of Live Safe's #TestYourDetector campaign encouraging regular checks of smoke alarms.

> **Smoke Alarms can avert tragedy:** In Ohio, in 2012, 103 people died in fires. In 90 percent of those cases, there were no working smoke detectors to warn them to get out, according to Ohio Fire Marshal Larry Flowers. Three of every five home fire deaths result from fires in homes with no smoke alarms or no working smoke alarms. No smoke alarms are present in 37% of home fire deaths. Source: NFPA's "Smoke Alarms in U.S. Home Fires" report, (March 2014).

Selected Universities — The six selected universities have all agreed to participate in Live Safe's cooking-fire-safety product installation and community education program. They have also agreed to track the results during the post-installation monitoring phase, so Live Safe can track and measure the effectiveness of both the hardware and education program elements, and their combination.

Part 3—Evaluation Plan—Verification, Statistical Analysis, and Report

The proposed project will be periodically evaluated for its impact on the community. The methodology and steps Live Safe will take to conduct the evaluation are explained below:

Evaluation Plan —The project's positive impact on the community will be evaluated by: tracking and measuring post-seminar outreach and education activities conducted by seminar attendees and their impact on the target demographic's behavior and outcomes regarding cooking fire safety. Cooking-related fire incidents will be tracked and measured both before and after implementation of the cooking safety technology in student housing. These evaluations and data compilations will occur through the first year after seminars and installations are competed; monitoring and evaluation will continue for a total of five years. One summary report detailing the results will issue after year one and a second will issue after year five. This data will persuade other colleges and communities to adopt the program.

Verification, Statistical Analysis, and Report — In conjunction with both the six-seminar series and the safety-product installation program, Live Safe Foundation will also conduct pre- and post-seminar and pre- and post-product-installation monitoring, data collection, evaluation, and reporting measuring the success and effectiveness of the training sessions and the engineered product solutions in campus environments. Cooking fire-incident and fire-loss rates before installation and after installation will be scrutinized and compared. These statistics are essential to understanding the value and effectiveness of the technology, the prescribed community-education methods, and the combination of education and technology. Live Safe believes that combining fire-safety education with technology implementation will yield significant fire-loss reductions, when compared to fire-safety education efforts alone.

As professionals in the fields of managing students, campuses, and fire safety, seminar attendees are also in a position to provide fire-safety-related demographic information and fire-loss statistics, especially cooking-fire-related incident data, from their communities and campuses to enhance and inform the seminar sessions. The seminar series project manager will specifically request and collect this information from attendees for periods preceding the seminar for use in report development, establish cooking-related fire- and alarm-rate benchmarks for seminar participants, and track incident rates during the post-seminar reporting period. [don't use this last statement]

Moreover, during seminars, attendees will be instructed in measuring and tracking the implemented program recommendations, based on the National Fire Academy program, "measuring the effectiveness of public education fire-prevention programs." Post seminar, attendees will monitor, measure, and report key fire-loss/incident statistics to aid in assessing the effectiveness of seminar ideas and recommended technologies. Live Safe will also collect data from current locations that have heat-limiting devices installed in on- or off-campus housing.

Live Safe is confident that seminar attendees will in fact use what we teach to reach the target 18-25 demographic on the subject of fire safety, and do it effectively, because these groups have the opportunity to get in front of students, to get and keep their attention, and influence them. Students on campuses are in many respects a captive audience for community and campus officials properly trained in methods for reaching student populations. They also are dedicated to students and fire safety, and will attend the Live Safe seminars voluntarily to expand their knowledge base and enhance their effectiveness as community leaders and officials. For the same reasons they will share their post-seminar experience with Live Safe to advance the record of experience.

Project Costs

Total Project Cost: $233,990

Funds are sought to install **577 SmartBurners™ and 1,050 Safe-T-sensors™ in student housing on six U.S. college campuses** *and* educate and train community officials and fire-safety professionals on cooking fire safety, including available technology for cooking/kitchen applications (cooking is the number one source/cause of fires). Engineered solutions specifically designed to improve cooking safety and reduce or eliminate cooking-related fires are highly effective, proven, and readily available. The seminar series' objective is to ensure that the college/university sector is informed and educated on these technologies, what they do, how they work, their availability and effectiveness, and strategies for wide implementation.

Item	# of units	Cost per unit	Total Cost
Safe-T-Sensors	1,050	$53	$55,650
Safe-T-Elements / SmartBurners	577	$200	$115,400
Seminar Instructors	6	$800	$4,800
Travel to Seminar Locations	6	$1,800	$10,800
Seminar Material Expenses	6	$450	$2,700
Hotel / Meeting Rooms	6	$600	$3,600
Project Management and Administration	1	$12,500	$12,500
Grant Writer	1	$11,500	$11,500
Contingency Expenses	6	$1,000	$6,000
Long-Life Smoke Alarms	720	$17	$12,240
Total:			**$235,190**

Seminar Series Production Costs — The expected cost of producing each seminar, including hotel/conference room, distributed materials (including the cookbook, instructional binder), travel, and stipend is $3,650. The total six-seminar-series cost for the expected 240 highly qualified attendees is **$21,900.** (Note: this figure anticipates that two of the seminar venues will be provided cost free, and does not include overall project-management costs identified and explained below).

Included in the above six-seminar cost figure are:

- **Material expenses: $2,700** Production cost for 240 seminar attendees, includes curriculum and collateral teaching materials, workbook containing all course materials, including the "Cookbook" of materials to help create custom cooking fire prevention programs, tool box package of lesson plans, customizable posters, and flyers, free high-resolution photos and videos, sample media, and links to FEMA, NFPA and other organization websites to use on campus and in their community, and to assist in the development of effective cooking-fire-prevention programs for their community, and a series of social media messages to "reach" the 18-25 year old demographic.

- **Meeting room expenses: $3,600** (costs for one day meeting room rental) When possible on campus hotel meeting room locations will be chosen. This will keep meeting room rental costs to a minimum. There is a significant cost savings (over 50% reduction) when using on campus facilities. Also, at least two seminar venues may be secured at no cost.

- **Travel Expenses: $10,800** (airfare, hotel, transportation and per diem for one instructor for each location) Each class will be conducted with one instructor. Each class requires 2 hotel nights, per diem per federal rate for each city.

- **Stipend: $4,800** Instructor(s) will receive a stipend of $800.00 per class taught, and are considered independent contractors. Seminar Instructors — Alan Perkins and Terry

Flanagan, will conduct the seminar series as instructor/presenter, and may recruit local experts as instructors to assist, depending on needs.

Product Installation Costs — Total Fire-Safety Product Delivery cost: **$183,290**, as follows:

- Purchase price of installing 577 **SmartBurner™ kits for Electric Ranges** at four universities (Oregon State University, University of Akron, Eastern Kentucky University, Eastern New Mexico State University student housing):
  SmartBurner is priced at $200.00/kit including shipping and handling. The total cost for 577 SB kits is **$115,400** ($200.00 x 577).
- Purchase price of installing Safe-T-sensors at two universities (University of Cincinnati, Eastern Washington University):
  STS is priced at $53.00/kit including shipping and handling. The total cost for 1,050 STS kits is **$55,650** ($53.00 x 1,050).
- Purchase price of installing/donating 120 long-life 10-year lithium-powered photoelectric or ionization smoke alarms to local fire department attendees at each seminar, for their dissemination to local residents, including off campus student housing: **$12,240** ($17.00 x 720).

Project Manager/Administrator — The project manager will serve as manager of instructor(s) and writer(s), will be responsible for all aspects of producing the six training seminars, including scheduling, registration, material production, product distribution and implementation, performance monitoring, data collection, and supervising the year 1 and 5 report-generation processes. The Project manager will create and submit all reports for reimbursement from grant agency, process all payment requests, order and arrange for delivery of all seminar material, book meeting rooms and arrange all travel for instructor. Project manager will also upload educational materials developed by seminar attendees to website. The project manager will sign a contract to provide these services as an independent contractor.

Total Project Management cost: **$12,500.**

Total combined project costs and grant request: **$235,190.**

Budget Summary:	**Personnel (Instructors)**	**$4,800**
	Travel	**$10,800**
	Equipment	**$183,290**
	Supplies	**$2,700**
	Contractual	**$27,600** ($12,500 project mgr., $11,500 grant wr., $3,600 hotel meeting rooms)
	Other	**$6,000**

Alt Budget Summary Element:	**Education**	**$21,900** ($10,800 travel, $4,800 instructors, $3,600 meeting space, $2,700 materials)

Cost Benefit Analysis:

The Live Safe Foundation plans to reach approximately 20,400 resident students on six university campuses at a total cost of $235,190.00 — or just $11.53 per student. (The safety equipment product cost per student impacted is only $8.98 per student.)

This project delivers high value for the funds sought. The Education and Engineering aspects of this grant continue for many years.

For the Live Safe Student Housing Cooking Fire Academy project, Live Safe is seeking $235,190 to implement a unique and completely new attention-getting program for delivering fire-safety awareness and education. This funding/grant request seeks funds necessary to implement demonstrably effective fire-safety technology and deliver training seminars to campus and community fire prevention staff (including civic leaders and fire professionals) on how to effectively and immediately reduce cooking fires in the 18-25-year-old demographic (through a combination of education and awareness campaigns and technology implementation). By addressing and serving the people on the ground responsible for managing fire safety in communities with student populations, Live Safe will provide essential educational and outreach tools to those in the best position to have a strong impact on the target population's awareness and conduct now and long into the future. The program's potential reach is dramatic.

Funding will empower Live Safe to save lives by improving, extending, and optimizing existing fire-safety training and technology efforts to a currently underserved at-risk demographic. Funding resources granted or awarded will enable Live Safe to take full advantage of the many key relationships developed over the last five years, and strengthen its ability to positively affect millions of people and thousands of schools and fire-fighting institutions beyond its local Ohio community. Funding for the Student Housing Fire Safety Academy will dramatically and positively affect Live Safe's ability to execute its most critical function: delivering and supporting fire safety education. All funding contributions will expand Live Safe's reach and impact, solidify its reputation as an agent for positive change in fire-safety education.

The six educational institutions Live Safe will provide cooking safety devices to include:

1. **University of Akron**, Akron, OH Contact: David Tiller, Dir. EH&S (330) 972-2810; E-mail: tillerd@uakron.edu
   145 SmartBurner™ kits for Electric Ranges @ $200.00 ea. incl. S&H = $29,000
   3,400 resident students ($18.53/student)

2. **University of Cincinnati**, Cincinnati, OH Contact: Daniel Fey, Fire Safety Inspector (513) 556-4964; E-mail: Daniel.fey@uc.edu
   800 Safe-T-sensor™ kits for Microwave Ovens @ $53.00 ea. incl. S&H = $42,400
   3,600 resident students ($11.77 per student)

3. **Eastern New Mexico State University**, Portales, NM Contact: Sara Fares, Fire Safety Coordinator (575) 562-2796; E-mail: sara.fares@enmu.edu
   200 SmartBurner™ kits for Electric Ranges @ $200.00 ea. incl. S&H = $40,000
   2,400 resident students ($16.67 per student)

4. **Oregon State University**, Corvallis, OR Contact: Gerry Frank, Housing Maintenance Supervisor (541) 737-2032; E-mail: Gerry.frank@oregonstate.edu
   107 SmartBurner™ kits for Electric Ranges @ $200.00 ea. incl. S&H = $21,400
   4,400 resident students ($4.86 per student)

5. **Eastern Washington University**, Cheyney, WA Contact: Barbara Ratcliff, Assoc. Dir. Housing & Res Life (509) 359-6529; E-mail: bratcliff@ewu.edu
   250 Safe-T-sensor™ kits for Microwave Ovens @ $53.00 ea. incl. S&H = $13,250
   3,200 resident students ($4.14 per student)

6. **Eastern Kentucky University**, Richmond, KY Contact: Dave Scott, Asst. Dir. Housing Administration (859) 622-1515; E-mail: dave.scott@eku.edu
   125 SmartBurner™ kits for Electric Ranges @ $200.00 ea. incl. S&H = $25,000
   3,400 resident students ($7.35 per student)

The engineered solutions to be implemented at six universities are in fact highly effective, save lives, and dramatically reduce cooking fires. The track record is proven and compelling.

Previous installations on college campuses (Kent State U., U. of Miami) saw cooking-related fire alarms eliminated in units with the engineering technology. With an average cost per fire department response of $935.00 the savings are significant.

For University of Akron, the savings for the fire department just on reduced alarm responses to cooking incidents are projected to be $141,185.00. This location alone realizes a cost saving to the fire department equal to half the grant request. This does not include the intangible benefits of safer community and less risk to emergency response crews.

An independent FEMA/DHS funded study conducted by Vison 20/20 in conjunction with Eastern Kentucky University's Fire and Safety Laboratory concluded that the patented temperature limiting control (TLC) technology used in the 577 SmartBurner installations proposed for this grant is the "*only* stovetop heating element able to prevent ignition of common kitchen items and subsequently prevent stovetop fires." The full report is available at www.strategicfire.org/page.cfm/go/Stovetop-Study. This undeniably proves the SmartBurner fire prevention technology product is effective.

Sustainability:

Data collection, compilation and evaluation component/process will continue for five years after completing the seminar series and product installations, which, combined with the pre-seminar attendee data, will serve as the foundation for a detailed report to FEMA, thus better informing the public about effective ways to reduce (and eliminate) cooking fires. Live Safe will generate a detailed report at end of year one and year five, for delivery to FEMA. By measuring and monitoring the fire-safety related results of six university-wide implementations we're also

compiling additional information necessary to the ongoing educational and persuasive efforts needed to ensure ever wider adoption of these fire-safety technologies.

Once student-housing institutions have kitchen-fire-safety technology solutions like this in place and functioning, they can demonstrate success and implement on a broader basis through other funding mechanisms. Most importantly, the recipient universities, having implemented these devices on a broad basis, will provide a critical future illustration of the effectiveness of the devices and the associated education seminars in reducing fires and saving lives. These demonstration cases, combined with post-installation monitoring and reporting, will in turn springboard implementation of other similar fire-safety product installations and education programs for student housing across the country.

Moreover, the 20,400 students directly exposed to use of these cooking safety technologies will understand more than their student peers about the importance of fire safety technology in cooking, and will carry the knowledge and lessons into their personal lives, using and sharing the experience for many years to come.

Over five years this multifaceted project will directly impact well over 100,000 students by exposing them to safe cooking practices, the use of cooking safety technology, and the consequences of careless behavior. It will also directly impact 200–300 campus fire-safety professionals attending the seminars, enabling them to “share the knowledge” and further impact thousands of their peers (and thus hundreds of thousands of other students across the country). The SmartBurner and Safe-T-sensor installation program works in tandem with the education program to maximize the long-term effect on students, community fire-safety staff and professionals, and universities. Live Safe wants students to gain important understanding of fire safety *before* graduation and believes the combination of these two programs will make a significant and measurable difference in safety statistics and future comprehension of cooking fire safety in student populations.

Through this cooking fire safety seminar and technology process Live Safe will expand the adoption of these technologies in student housing.

Financial Need

Due to the ongoing economic crisis and associated budgetary restrictions in place at these six public universities, implementing these high value programs is not possible without FEMA assistance. Converting 577 stovetops by installing SmartBurner and fitting 1,050 microwave ovens with the Safe-T-sensor is very difficult without external funding. Repeated attempts by universities to secure funding internally at these six universities have failed primarily due to severe cutbacks in state funding in recent years.

Moreover, the project's budgeted costs are beyond Live Safe's existing operational budget and resources. No projects of a similar scale have been funded through Live Safe. As a young organization, Live Safe has yet to develop the strong and diverse funding relationships necessary to finance ongoing projects of this size. Live Safe's need for Federal financial assistance is in part due to this limited resource-development history, coupled with today's economy in which little private funding to finance projects of this scope is readily available.

Time is of the essence because quick implementation takes advantage of an opportunity window: the present availability of education tools and related cooking safety tech innovations that can save lives now. This renders alternative funding sources less feasible. Live Safe has assembled a strong administrative and teaching team, and the requisite relationships within the fire-safety community and universities and safety product manufacturers to succeed in properly executing this project. The only thing it lacks is the money to set these other key factors in motion.

Live Safe is a 501c3 organization that relies on grants and donations to finance the cost of implementing programs serving its mission. Live Safe's mission is, broadly, to advocate for life and fire safety by promoting and disseminating education and awareness programs.

Founded in February 2009, Live Safe’s services, programs and operations have been funded solely through private donations, coupled with extensive volunteerism. During this initial phase Live Safe's volunteer Board has carefully and successfully developed its leadership team and partnerships, established strong community outreach, and strengthened its operating capacity, even while operating with very limited financial resources. These essential measures have created organizational value by building connections, relationships and networks on trust, goodwill and experience. While this process left little time or resources for fundraising, Live Safe expects to use this strong social capital as an effective fundraising tool in the future.