

NOTICE
FEDERAL AND PROVINCIAL LAWS CALL FOR SEVERE PENALTIES FOR TELE-SALES MISREPRESENTATION. PROTECT YOURSELF BY ADHERING TO THE
FACTS AND SPIRIT OF THIS PRESENTATION. REMEMBER, YOU MAY BE MONITORED OR RECORDED FOR TRAINING OR QUALITY CONTROL PURPOSES.
CONFIDENTIAL . WITHOUT PREJUDICE

CANADIAN ASSOCIATION OF FIRE CHIEFS 2010 Approved and Used

HI, MR.(S) _____ IT'S _____ WITH FIREWATCH RECORDING A BIG
THANK YOU TO THE COMMUNITY FOR THEIR GREAT SUPPORT OF THE
CANADIAN ASSOCIATION OF FIRE CHIEFS. AS A COURTESY, WE ALWAYS
REMIND PEOPLE TO CHANGE THE BATTERIES IN THEIR SMOKE DETECTORS
AND HAVE THEIR FIRE EXTINGUISHERS SERVICED REGULARLY. FIRE
FIGHTERS HAVE ONE OF THE MOST DANGEROUS PROFESSIONS IN THE
WORLD. IN THE EFFORT TO SAVE OTHERS, FIREFIGHTERS ARE EXPOSED
TO FLAMES, SMOKE, HAZARDOUS MATERIALS, AND THEY ARE THE FIRST
ON THE SCENE IN A CRISIS AND RISK THEIR LIVES TO MAKE OUR HOMES
AND COMMUNITIES SAFE. SINCE 1909, THE CDN FIRE CHIEFS HAVE BEEN
COMMITTED TO YOU AND YOUR FAMILIES SAFETY WITH PREVENTION
AND SAFER COMMUNITY PROGRAMS. THE BEST WAY TO GET BEHIND
THEM IS WITH A FULL SPONSORSHIP OF \$180. CAN WE PUT YOU DOWN
FOR THE FULL SUPPORT?

MR.(S) _____ I UNDERSTAND THAT MAY BE A LITTLE MUCH FOR
EVERYONE TO FIT IN THEIR BUDGET, HOWEVER, I'M SURE YOU ARE
ALREADY AWARE OF THESE HEROES & THE HARD WORK THEY HAVE
DONE IN THE COMMUNITY. THE FIRE CHIEFS ASSOCIATION IS AN
INDEPENDENT, NON-PROFIT ORGANIZATION WITH OVER 900 MEMBERS
DRAWN FROM FIRE DEPARTMENTS, HEALTH CARE FACILITIES,
GOVERNMENT AND FIRE EMERGENCY SERVICES. ANOTHER GREAT WAY
TO GET BEHIND US IS WITH A SPONSORSHIP OF EITHER \$90.00 OR \$60.00,
WHICH WILL HELP SUPPORT INITIATIVES THAT ENHANCE SEARCH AND
RESCUE CAPABILITIES.
WHICH ONE IS BETTER FOR YOU THIS TIME?

MR.(S) _____ EVERY YEAR THERE ARE STILL TOO MANY LIVES LOST
TO FIRE AND EMERGENCY SITUATIONS AND THE FIRE CHIEFS ARE
DEDICATED TO CHANGING THAT THROUGH FIRE PREVENTION AND
SAFETY PROJECTS ACROSS CANADA. WHAT I CAN DO IS PUT YOU DOWN
FOR OUR MOST POPULAR PLEDGE OF \$30. I'M SURE YOU CAN HELP THE
FIRE CHIEFS WITH \$30, RIGHT?

(IF YES GO TO CLOSE)

(IF NO- THANKS YOU FOR YOUR TIME, MAYBE WE WILL BE ABLE TO
COUNT ON YOU NEXT TIME)

Canadian Association of Fire Chiefs

Since 1909

Contact: ?

Head Office: 280 Albert Street, Suite 702
Ottawa, Ontario K1P 5G8

Client Direct Line: 1-800-775-5189 or 1-613-270-0138

Fax: 1-800-775-5189

Website: www.cafc.ca

Email: info@cafc.ca

Information Line: 1800-382-3702

CLIENT FACTS

- Our Mission – To lead and represent the Canadian Fire Services on public safety issues with the vision of being nationally recognized as the fire service voice of authority.
- Our Goals – Lobbying for legislation to improve financial aid for volunteer firefighters. Improving firefighter and public safety through building code changes designed to reduce the rate of fire spread and strengthen building structures and: lobbying for increased federal involvement in – and financing for – preparation for major emergencies.
- CAFC is an independent, non-profit organization with a voluntary membership. Founded in 1909 and later incorporated in 1965. Consists of a 23 member Board of Directors from across Canada who run the affairs of the association.
- Our Values – Demonstrated accountability through living up to CAFC commitments and the transparency of our operations. Demonstrated diversity by recognizing and respecting the differences, needs, views, and delivery models of the Canadian Fire Services and the public. Value integrity as our personal and organizational commitment to always act in an honest and ethical manner. Value ethics by acting personally and organizationally in accordance with the constitution and code of ethics of the Canadian Association of Fire Chiefs.
- CAFC has successfully lobbied for legislation favouring self-extinguishing cigarettes and changes to fire and building codes.
- The lighters and matches Pilot Project – A Pilot Project to limit the access that children have to lighters and matches. Will be pilot tested in Calgary, Winnipeg, Cambridge, Dryden, Fort Erie, Kenora, and Toronto, where fire department staff will ask retailers to voluntarily refuse to sell matches and lighters to minors. Retailers will be provided with stickers and posters to display in their stores as part of the public education program. A follow-up survey will assess the extent to which lighters and matches are displayed and/or easily accessible to children. A second survey will evaluate whether retailers have ensured that lighters and matches are out of the reach of children in their establishments. Results of the surveys will be analyzed to help the initiative partners determine the future course of action for the project.