

# CENTRAL STATION EDUCATION INITIATIVE 2021



**CSEI  
REPORT TO  
WELLAND  
CITY  
COUNCIL  
February 2,  
2021**



December 17<sup>th</sup> 2020 was the 100<sup>th</sup> anniversary of the opening of Central Fire Station.

Due to the pandemic, our 100<sup>th</sup> anniversary celebration had to be “virtual”

Our facebook and twitter pages and website carried a series of historical articles.

In addition, we did the following outreach:

# 100<sup>th</sup> Anniversary Publicity

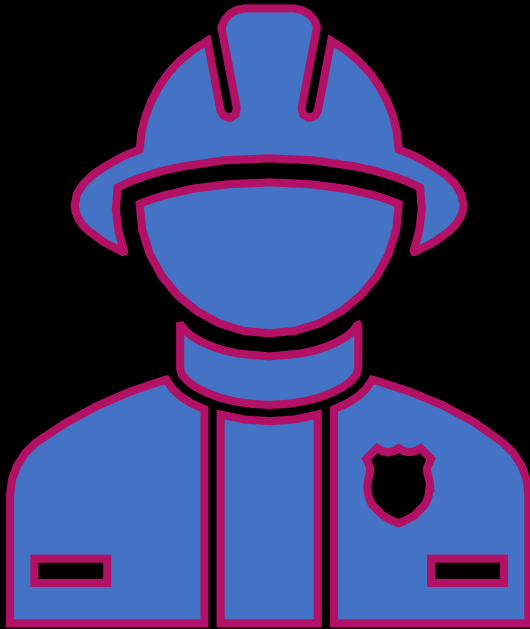
- Online articles: Erie Media, Thorold News, Niagara at Large, A Reporters Notebook
- Cogeco series
- CHCH TV with Adam Atkinson
- CBC report by Christine Rankin.
- Presentation by V.P at Niagara Falls Rotary Club
- Result: New volunteers and close to \$1000 in donations from across the province





The 100<sup>th</sup> anniversary publicity kick-started our fundraising efforts. Here is how we are ramping up our fundraising campaign despite the challenges of this pandemic





## FUNDRAISING CAMPAIGN

OUTREACH BEGINNING  
THIS MONTH TO ALL FIRE  
STATIONS AND  
PROFESSIONAL  
FIREFIGHTERS  
ASSOCIATIONS ACROSS  
ONTARIO

“HALL OF HONOUR” FOR  
CONTRIBUTORS

LOCAL AND REGIONAL  
BUSINESSES AND  
INDUSTRIES

GENERAL PUBLIC



Despite good intentions, many of Welland's significant heritage sites have been lost

We will continue to seek every granting opportunity, focusing on capital grants for restoration, and continue to work toward our ultimate aim - Central Fire Station as a self-supporting heritage educational and community centre with a display honouring our firefighting history, as an attraction for local residents and one that will bring out of town visitors to our downtown.