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Summer 2013

PAC Capital Campaign Receives \$50,000 Challenge

In summer 2012 the Peninsula Ambulance Corps (PAC) launched a capital campaign with a goal of raising at least \$375,000 to purchase two new ambulances and associated equipment. To date, the campaign has raised approximately \$280,000 in gifts and pledges.

Now, as the campaign reaches its final phase, PAC has received a \$50,000 challenge grant from an anonymous resident of the Blue Hill Peninsula who wishes to generate broad interest and support for PAC. The grant depends upon PAC's raising a matching \$50,000 before the end of 2013. This is an all-or-nothing pledge; if PAC does not raise at least \$50,000 in matching funds and pledges before the end of the year, no matching amount will be forthcoming.

The need for the current capital campaign became clear to PAC's board of directors in November 2010 when an existing ambulance unit had proved unreliable, leaving its crew stranded beside the road on two occasions with a

patient on board. The board had no choice but to use cash reserves for the down payment of \$38,000 for a new ambulance, borrowing \$120,000 to complete the purchase.

The life span of an ambulance is, at best, no more than 10 years. If

PAC's primary area of service



new-ambulance purchases were staggered every five years, three-year capital campaigns and \$200,000 annual campaigns would run simultaneously in six of every ten years. Such a constant cycle of fund raising is not sustainable. PAC's board concluded that the current capital campaign—necessary to buy the most recent, as well as the next ambulance—should be the final such campaign.

While annual appeals had to continue in order to cover operating costs, PAC would now ask the towns it serves for an additional annual contribution to fund a reserve ambulance replacement fund. In spring 2013 PAC made that request of the towns. At all town meetings, the vote was resoundingly in favor of this increase in funding.

With a plan in hand to consistently fund a reserve account for future ambulance purchases, PAC is now conducting its final ambulance-replacement capital campaign. This effort will

pay for two ambulances—the unit purchased in November 2010 and the upcoming 2014 replacement of the existing 2004 unit. Both new units will be equipped with state-of-the-art life-saving gear. Future ambulances will be funded by the dedicated reserve account.

With \$280,000 of the \$375,000 goal now raised, the first ambulance has been paid in full. However, to bring the campaign to a successful conclusion and ensure purchase of the second ambulance, PAC is reaching out to all its loyal supporters. The \$50,000 challenge amount depends on them. There will be no \$50,000 match if less than \$50,000 is donated!

Your generous support will ensure that PAC can continue to provide dependable professional ambulance service to your community, your family, and you.

Please respond by sending your donation in the enclosed envelope.

Letter from the President

I am an optimist by nature. Give me a week of cold wet weather followed by one day of warm sunshine and I am renewed by this reminder: there will be more sunny days! The sun was especially warm and embracing for PAC recently, after the conclusion of the last town meeting in our service area.

Times are difficult for town governments, which must balance their budgets despite severe cuts imposed by state and federal agencies. Difficult decisions must be made. In all seven towns of our service area the request for PAC support was granted in full. For me, the opportunity to advocate at budget committee and town meetings is always enlightening. At the end of this day, memories of those meetings fill my heart with appreciation. In this small way we are of one mind—we look out for our own.

PAC is currently engaged in a Capital Campaign to replace two ambulances and their associated equipment. Once again we look to our own community to achieve our goal—a minimum of \$375,000. We are now at the two-thirds

mark, with \$280, 000 raised, but the last and most difficult third still before us.

A generous donor has committed to help us with a \$50,000 challenge grant, matching dollar-for-dollar every donation up to that total—if that total is reached. This should be a great incentive for every donor to double the impact of a PAC contribution and for the community at large to move the ball with purpose towards the goal.

During the years that I have been helping to represent PAC in this community there have been minor setbacks, but I am still surprised and warmed by the support that we receive, both financially and by word of mouth. I believe that PAC has earned this support, but even more I believe that this community, by its continued commitment, has earned the best service that Peninsula Ambulance can muster. And that is our commitment.

