



**Annual
Report**

2012



Table of Contents

2	Letter from the Chief Executive Officer
3	Organizational Information
4	Response Area
5	Urban versus Rural Emergencies
6	2011 TDOT Motor Vehicle Crash Report
7	2012 Mission Call Volume
8	Rescue Squad Responders
9	CCRS Officers and Members
10	Organizational Funding
11	Training
12	Evaluation Methods and Future Growth
13	Summary and Contact Information

2012 Year in Review

The volunteer emergency responders of the Cannon County Rescue Squad are responsible for saving countless lives in Cannon County every year. In 2012, the Rescue Squad responded to nearly 100 missions and community events.

Although some missions are not life-threatening events, most of the time when you see the Rescue Squad, we are on the way to, or returning from, a call where another life has been saved.

Each and every member of the Rescue Squad is dedicated to providing support in the communities where they live. Members are asked to do incredible things for their communities, and they always answer the call. For their efforts they receive absolutely no compensation. They do it for free as a volunteer emergency responder.

The Cannon County Rescue Squad has five Executive Officers and a total membership base of 28 responders. Our members are ready to respond 24 hours per day, 7 days a week, 365 days every year. Without the level of commitment that our members possess, the county would have an enormous expense for Rescue Services.

When someone joins the Rescue Squad as a member, they sometimes miss birthday parties, church, ball games; and they spend time away from their families. They do this so that someone will “answer the call.” They spend their own money on gas to attend training sessions, meetings, and to respond to emergencies. The Rescue Squad provides training and equipment to its responders, but some of them purchase their own equipment so that they will always have the necessary tools at their disposal. The reward is well worth the cost. The next life they save might just be yours.

The next time you see the Rescue Squad vehicles responding to a call, please stop and say a prayer for our responders, and for the victims that we are on our way to help. When you see someone wearing a Rescue Squad shirt, please thank them for their service to our community.

Sincerely,



Michael Underhill, Captain/President/CEO



Brief History

The Cannon County Rescue Squad, Inc. is a Tennessee State Chartered, non-profit, emergency service organization. We are also recognized as a tax exempt organization under section 501(c)(3) of the Internal Revenue code. Our Squad was founded in May 1978 and is composed completely of community volunteers. Our goal is to save lives. For over 34 years, our Squad has been the only organization providing Rescue Services to all of Cannon County.

Community Need

The citizens of Cannon County depend upon us every day to protect their lives. We feel that we do a good job given the constant budget limitations which we face from year to year. These citizens cannot afford more taxes, yet our costs to operate are soaring astronomically. Much of our equipment is older and outdated, and replacement of it is very expensive. This leaves us very little, if any, money left in our budget of fundraising to purchase or upgrade our equipment.

Need for Funding, and Community Impact

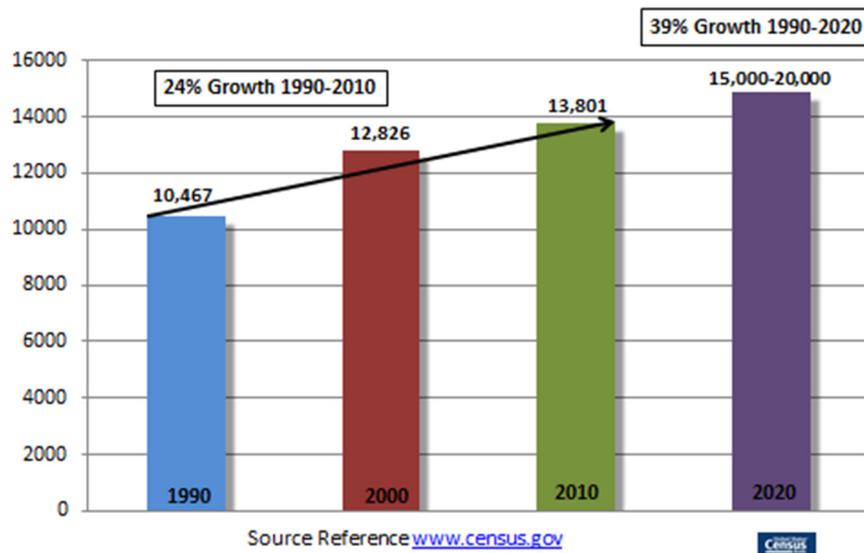
Our Squad needs to purchase additional and more modern vehicle rescue equipment. The addition of this equipment it will allow our Squad to prepare to handle major events now and well into the future. This funding will also allow our Squad to certainly decrease the amount of death and disability which maybe suffered by citizens of Cannon County and Middle Tennessee. With the addition of this equipment in the region, it will greatly assist multiple agencies operating in our State. Our response capabilities will be enhanced in ways that are currently unavailable. We will become one of the final links in a multi-agency interoperability response capability in the Middle Tennessee Region. We estimate the average useful life of this equipment will be at least 20 years. So as you can see, financial support now can help to protect the lives of the citizens of Cannon County and Middle Tennessee now, and as much as 20 or more years into the future.

In a 2011, Tennessee Department of Transportation (TDOT) Crash Study, Cannon County ranked 71 out of 95 counties in overall injury crash rates. So as you can see, we must constantly keep our equipment updated and ready to respond. This study can be found on the TDOT website at www.tdot.state.tn.us

Background Information on Department Response Area and Population

Our primary response area in Cannon County is 266 square miles which contains approximately 6,400 homes and businesses. Cannon County has an estimated population of 13,800 (figures from the U.S. Census Bureau, 2010 estimation). Each year we respond to all requests for help not only within our own county, but we also respond outside of our county as well.

Cannon County Population



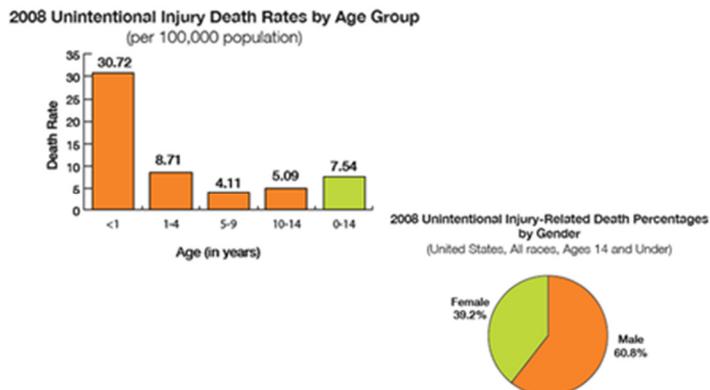
Our secondary response area, which includes the contiguous counties of Rutherford, Wilson, DeKalb, Warren and Coffee, has a collective land mass of approximately 2,972 square miles. This area also has an approximate population of 443,000 (figures from the U.S. Census Bureau, 2006 estimation).

Our Squad is an Active Member of the Tennessee Association of Rescue Squads; and through interoperability agreements, we are requested to respond throughout counties in the Upper Cumberland and Middle Tennessee Region as well as other areas of the State. We respond to these requests to aid our neighboring departments during natural or manmade disasters, to assist with search and rescue efforts, or to assist with overwhelming call volumes.

Through these interoperability agreements, we can request our neighboring departments to come to our aid also. In the past, we have called for a Tennessee Association of Rescue Squads call out. On one occasion, we had 200+ responders come from all over Middle Tennessee to help in Cannon County for a Search and Rescue mission.

Urban versus Rural Emergencies

Urban vs. Rural Fatalities



Source Reference www.safekids.org

In a 2001 National Highway Traffic Safety Administrations study, 61% of traffic fatalities occurred in rural areas even though rural areas account for only 40% of the vehicle miles traveled and 21% of the population. The difference between rural and urban fatalities has increased 27% from 1990-2001.

Children living in rural areas are at a significantly greater risk of unintentional injury related deaths.

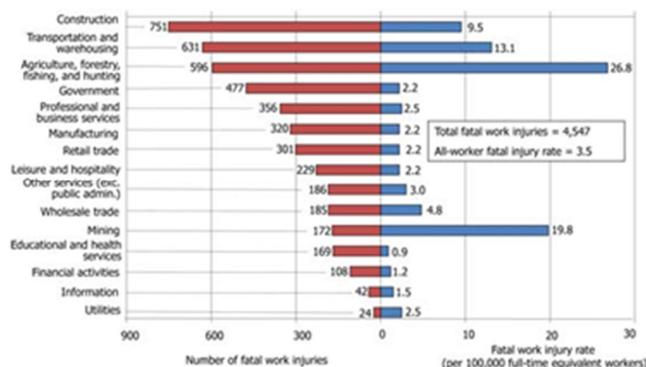
Trauma is the leading cause of death from ages 1 - 44.

Those involved in trades in the outdoors, outdoor recreation, construction, and farming are at a greater risk for injury and/or death than people living or working in urban areas.

In the rural environment, people of all ages and social economic status are 3 times more likely to die of trauma than those living in the urban environment. This is largely due the travel time to a Level One Trauma facility such as Vanderbilt.

Urban vs. Rural Fatalities

Chart 2. Number and rate of fatal occupational injuries, by industry sector, 2010*



*Data for 2010 are preliminary.
NOTE: All industries shown are private with the exception of government, which includes fatalities to workers employed by governmental organizations regardless of industry. Fatal injury rates exclude workers under the age of 16 years, volunteers, and resident military. The number of fatal work injuries represents total published fatal injuries before the exclusions. For additional information on the fatal work injury rate methodology changes please see <http://www.bls.gov/iif/oshwc/osh/os/2010fatalities.pdf>.
SOURCE: U.S. Bureau of Labor Statistics, U.S. Department of Labor, 2011.

The way to save lives in rural communities is to provide access to emergency medical services, rescue, and air medical transport.

Tennessee Department of Transportation
Motor Vehicle Crash Report

In a 2011 Tennessee Department of Transportation (TDOT) study on vehicle crash ratings, Cannon County ranked 75 out of 95 Counties in Tennessee. Cannon County is ranked 80 in population. So as you can see, Cannon County citizens are at a substantial risk of trauma related injury or death from motor vehicle collisions.

Urban vs. Rural Fatalities

Cannon County Crash Rating
Tennessee Department of Transportation Statistics
2007-2011

TDOT Crash Rating	Ranking out of 95 Counties
Overall Crash Rate	60
Fatal Crash Rate	27
Injury Crash Rate	75
Motorcycle Crash Rate	56
Alcohol Impaired Fatality Rate	91
Alcohol Impaired Crash Rate	64
Speeding Crash Rate	20
Young Driver (15-24)	61
Senior Driver (65+)	59

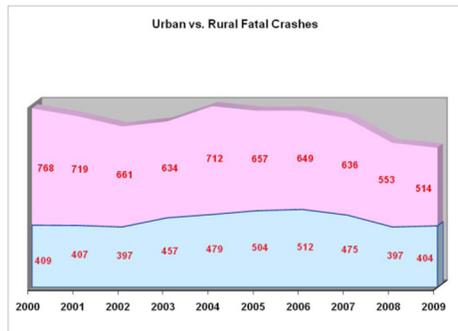
Cannon County Ranking 80 in population out of 95 Counties

Source Reference www.tdot.state.tn.us

Although seat belt laws and modern vehicle construction, have decreased the number of vehicle related deaths in Tennessee and Cannon County, the rural communities must take action to decrease mortality and morbidity from vehicle collisions.

The following are well established guidelines to reduce these rankings:

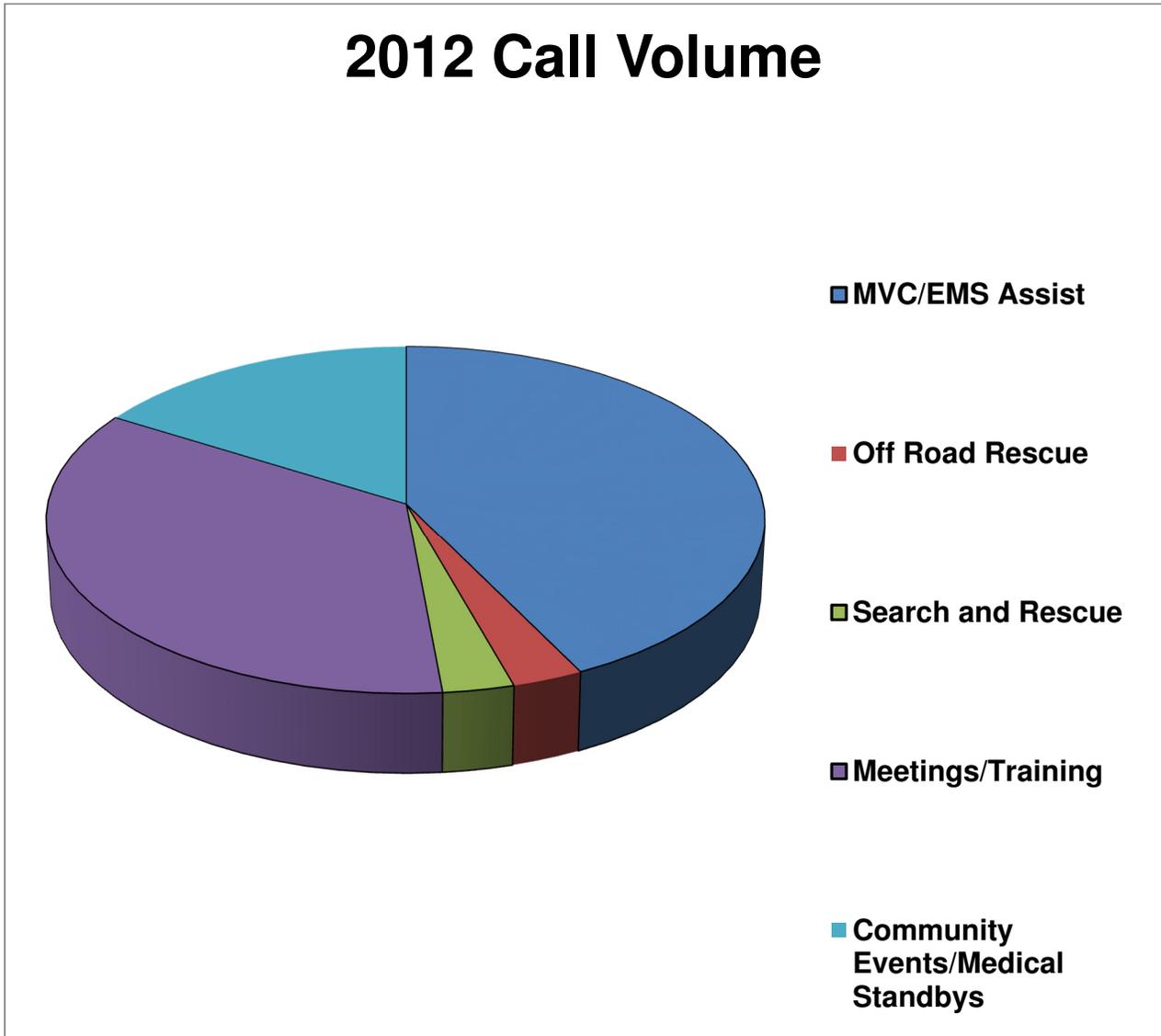
- Community education
- Improved safety through enforcement of seat belt laws
- Providing rapid access to an emergency health care delivery system (EMS)
- Prompt removal and evacuation of trauma victims to a trauma center
- Maintaining equipment and personnel ready to respond 24 hours per day
- Updating and upgrading emergency medical and rescue equipment.
- Training emergency responders to more efficiently and effectively respond to emergencies



Urban verses Rural
Source Tennessee Department
Of Transportation

Cannon County Rescue Squad, Inc.

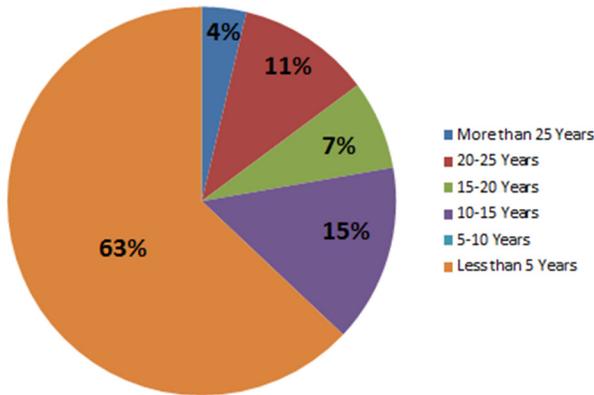
**Cannon County Rescue Squad
2012 Mission Call Volume**



Rescue Squad Responders

Volunteers save lives each day in America. The Cannon County Rescue Squad is staffed by a committed crew of trained individuals ready to respond.

CCRS Years Of Service 2012



Cannon County Rescue Squad responders donate many hours to training, responding, and providing maintenance for rescue vehicles and equipment.

As an organization, we have a high member retention rate. This is largely due to the fact that Rescue Squad responders are a special kind of person. They love helping others.

In 2012, more than 60% of our responders had been with the organization between 1 – 5 years. Nearly 40% of the responders have been with the Squad for more than 10 years. Out of that 40%, 1 member has surpassed 25 years of service, while 3 more are quickly approaching 25 years service, and 2 others are approaching 20 years of service.

Why do responders stay with the Rescue Squad for such a long period of time?

1. They enjoy helping others
2. It allows them to give back to their community
3. Their service fills a critical need that could only be provided by volunteering in a rural county

Over 75% of all fire/rescue responders across the United States are volunteers. Volunteerism and a sense of awareness for their communities needs are what drive our Rescue Squad responders to answer the call.

Rescue responders work up-close and personal with victims when they are trapped, in pain, and unable to care for themselves. Removal of automobile accident victims is a critical function for fire and rescue agencies across America.

Vehicle rescue/extrication can be quite simple or extremely complicated. As a critical function in public safety, it requires individual proficiency in conjunction with teamwork and compassion for your fellow man. We have a successful plan which consists of four major parts. The first component is development of procedures. The second is acquisition of the

necessary tools and equipment. The third is training in proper techniques, and keeping qualified in new techniques and tactics. The fourth component is to continually practice individual and team skills.

Without the necessary tools, all the best training in the world will not matter. Without the necessary training, the best tools cannot help those people in need. A comprehensive approach is the best prescription for aiding those in need of rescue.

2012 CCRS Officers and Responders

Michael Underhill	Captain/President/Chief Executive Officer, Responder
Adam Hayes	First Lieutenant/Senior Vice President, Responder
Walter C. Holt	Second Lieutenant/Junior Vice President, Responder
Chris Brushaber	Secretary/Treasurer/Chief Financial Officer, Responder
Tim Bell	Unit Director/Chief Operating Officer, Responder
Eric Campbell	First Sargent, Responder
Dylan Bogle	Second Sargent, Responder
Micheal George	Chaplin, Responder
Mike Reedy	Responder
Michael Buchanan	Responder
Shelby Daniel	Responder
Michael Thomas	Responder
Becky Harrell	Responder
David Mullinax	Responder
Larry Powell	Responder
Joey Pillow	Responder
Keith Billings	Responder
Monica Bogle	Responder
Jonathan Scurlock	Responder
Melissa Talley	Responder
Cameron Newman	Responder
Ronnie Hayes	Responder
Skylar Daniel	Responder
Jonathan D. Buckingham	Responder
Camia Hayes	Lifetime Member
Crystal Mason	Lifetime Member



2012 Tire Donation from Bridgestone
Warren County Plan

Funding

Organizational Funding

Our Squad is funded primarily through fundraising and donations. The local County Government only provides a small portion of our annual operating budget. Cannon County is a small, rural, farming community with a limited tax base. Due to a shortage of industry and retail locations, many of our citizens work in neighboring communities.

We have become acutely aware of the need for our organization to access and apply for Federal, State, and private grant funding to supply some of our needs. Our ability to raise sufficient funds locally cannot keep up with our needs to update our equipment. This is due largely in-part to our community having a lower economic characteristic than that of the national average.

In 2012, we received grants from private foundations such as:

- **Bridgestone Tire Company, Warren County Plan**
- **Verizon Wireless Employee Grant Program**
- **State Farm Employee Grant Program**

**The Cannon County Rescue Squad prepares annual budgets.
For more information on financial documents, please visit**

www.CannonCountyRescue.com

Click on the Donate On-Line Tab. You will be redirected to www.GivingMatters.com

We volunteered to become a profile member with Giving Matter. GivingMatters.com provides financial oversight and assists us with grants, and keeping updated on non-profit news.

Emergency Rescue Training



Each year volunteer responders in Cannon County take time out of their busy lives to take emergency service training which benefits citizens of Cannon County.

Tennessee was the first State in the Nation to require that emergency responders take a yearly driver's training program of this nature. In 2005, the

Tennessee General Assembly unanimously passed legislation in both the House and Senate to require this training. The law, which took effect January 1, 2006, requires that every emergency service responder in Tennessee take an annual driver's training program. This law is known as the "Vanessa K. Free Emergency Services Training Act."

The Cannon County Rescue Squad has four Tennessee Association of Rescue Squads State Certified VKF/EVOC and Vehicle Extrication Instructors. These instructors teach local emergency responders, as well as responders from surrounding counties, in various emergency response training programs. The instructors are Michael Underhill, Chuck Holt, Adam Hayes, and Tim Bell.

Rescue Squad responders are required to take vehicle extrication/rescue training when they become a member. Basic Vehicle Extrication is a course that is designed to prepare the member to handle major vehicle collisions. The principals taught in this course provide the member with the necessary knowledge and skills to become a State Certified Vehicle Extrication Technician.

Members are required to take a re-certification class every two years. New vehicle technology changes over time, and our members are taught by in-house State Certified Trainers.



Evaluation Methods

We recently instituted a method of more accurate recording keeping with call volume. Every emergency call is recorded in detail for patient care purposes, accountability, accuracy in response to emergencies, and for legal documentation. These records are maintained indefinitely. Each year the senior officer compiles a report to include number of emergency responses, total number of victims helped, types of emergency and non-emergency responses, and total man-hours served.

We have modified our call volume reporting system to better allow us to study the effectiveness of equipment positioning throughout our response area. In 2010, we sub-stationed equipment in the Short Mountain community which has allowed us to service an area of remote population and mountainous terrain more resourcefully. This has also allowed us to assist neighboring DeKalb County more efficiently.

These methods that have been put into place will allow us to better serve our communities by positioning emergency equipment where the greatest needs are known.

Future Growth

We plan to expand operations throughout the county. We have looked at the southern end of the county as a place to sub-station equipment. Three key elements will have to transpire before this future growth becomes a reality.

1. Additional rescue equipment will have to be purchased
2. An additional rescue response vehicle will have to be purchased
3. A facility will have to be built to house the equipment.

A sub-station location has been identified in the south end of the county. The Rescue Squad currently owns a parcel of land adjacent to the Mooretown Volunteer Fire Department.

Summary

The Cannon County Rescue Squad is proud to provide a vital community resource. We are also proud to be part of a regional response team.

Equipment is what the Rescue Squad has; Responders are the ones that save lives...

Contact Information

For more information on supporting the Cannon County Rescue Squad, contact Michael Underhill at MUnderhill@CannonCountyRescue.com or by calling 615.904.5002

To contact Adam Hayes, Membership Chairman, please call 615.904.4677, or via e-mail at AHayes@CannonCountyRescue.com

For gift giving, donations, and grant opportunities, please contact Chief Operating Officer Tim Bell at TBell@CannonCountyRescue.com or by calling 615.849.2730



Cannon County Rescue Squad, Inc.
618 Lehman Street
Woodbury, TN 37190

CannonCountyRescue.com