



Chautauqua Safety Village

Sponsorship Packet



Community Safety through Education



Who We Are

The Chautauqua Safety Village is a nonprofit organization that provides a realistic atmosphere where children can learn about safety in a hands-on environment. Our miniature town includes 26+ buildings, paved roads, sidewalks, street signs, a railroad crossing, streetlights, a four-way traffic signal, and more.

Our Values

Engagement

We are welcoming, flexible, and inclusive to all community members.

Being cutting edge

We offer state of the art, creative, and fun learning experiences.

Trust

We model positive behavior by being transparent and honest.

Integrity

We are dependable and offer the highest quality trainings and services.

Impact

We educate the community on safety skills which can save lives.

You can make a difference.

Injuries are the leading cause of death for children in the Chautauqua Region. Shockingly, the majority of these incidents are considered to be preventable.

The Chautauqua Safety Village operates on grant funding, donations, and fundraisers. The support of our generous community helps upkeep our unique facility and allows us to offer a variety of safety-related programs. Your donation will help us promote community safety through education.

History

In 1996, members from the Sertoma Club of Jamestown visited the impressive Waterloo Safety Village in Canada. Upon their return, they approached Sheriff Joe Gerace about starting a similar village in Chautauqua County. After further research, Sheriff Gerace was convinced, and stated **“we have to do something like this for the children in our community.”**

A 501C-3 organization was formed with a board of local community members. After years of meetings and generous community efforts, twenty-six 12' x 24' concrete slabs were poured on the 5-acre piece of property next to the Hewes Educational Facility in Ashville, NY. Herman Kent Post 777 was the first to build an on-site miniature building, followed by the AAA and the Jamestown Chapter of Credit Unions. Upon receiving the TEP Grant, a **\$1.76 million** federal award, the educational and storage facility used to house the cars, bikes, and “Chautauqua Safety Village Express” train was built.

After years of work, the Chautauqua Safety Village now includes paved roads, sidewalks, street signs, a railroad crossing, streetlights, a four-way traffic signal, and additional new building sites for sponsors. The village is busy with children driving electric cars along its streets, pedestrians crossing the crosswalks, and bicyclists demonstrating their hand signals. The main education facility, sponsored by DFT Communications, houses the newly renovated lobby, two classrooms, a mock apartment, a conference room, restrooms, and more. Students are taught fire, traffic, poison, and gun safety in a variety of fun ways, including practicing a fire escape under simulated smoke, an exhibit with the children’s favorite, “Sparky the Fire Dog,” and the state of the art interactive floor.

Since opening in Fall 2010, over **31,000** children have visited the village, and countless more have felt the community impact.

It takes a Village...

Our mission is to promote the well-being of children and community members through a wide range of experiential safety training and services. With combined efforts of the local fire departments, law enforcement, and the educational system, the Chautauqua Safety Village makes a difference in the lives of children.



Honoring true heroes...

The Chautauqua Safety Village honored a six-year old girl, Madelyn Petscher, and two-year old St. Bernard, Nana, for saving family members from a house fire.

On January 17th, 2012, Menash Petscher woke up to Nana relentlessly licking his face, a behavior unlike her. He soon found out that she was alerting him of the fire that would soon engulf his family's home. Menash managed to get his wife and daughters out of the house safely.

Before the fire, Menash's daughter Madelyn, attended a field trip to the Chautauqua Safety Village. Upon her return home that day, she insisted that the family practice their escape plan and establish a safe meeting place. Thanks to Madelyn, her family was prepared for the emergency ahead.

Unfortunately, Nana and two of the family's cats, did not make it out of the house. Their bodies were found when the house was torn down, filling their families with both immense grief and gratitude.

Touched by these heroic efforts, a plaque with Nana's picture and the caption "A True Fire Hero" are displayed at the Chautauqua Safety Village. Beside this plaque is a photo of Madelyn, to commemorate her diligent efforts that are believed to have saved lives during a fire in her family home.

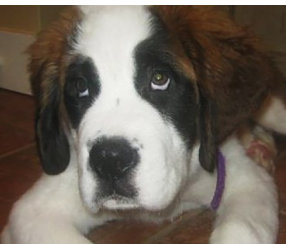
Read WRFA's coverage of this story at

wrfalp.com/childrens-safety-village-to-honor-nana-the-rescue-dog



Madelyn Petscher

What Madelyn learned at the Chautauqua Safety Village is believed to have saved lives during a fire in her family home.



Nana the Saint Bernard

Nana is credited with saving lives during a fire in her family home. Sadly, Nana – along with the family cats – perished during the incident.



Penny's Testimonial

"My name is Penny Echard. I am the mother of five beautiful children, three of whom I was blessed to have only for a short time. Although it is hard for me to relive this story, I feel it is important for me to tell it. On April 1, 2002, I was scheduled to work at Cummins Engine and had to be there at 4:30am. Their grandparents offered to keep them overnight and get them to school the next morning. Unfortunately, morning never came for them. During the night, the wood stove caused a fire that claimed the lives of three of my children.

My oldest son, Billy, age 11, could have escaped from downstairs with his brother and cousin but instead attempted to rescue his two little sisters, Danielle, age 6, and Janel, age 4, who has been sleeping upstairs. . . . Although I miss them everyday, I believe their lives were not lost in vain. Their pictures sit on a shelf at the Chautauqua Safety Village, in a bedroom dedicated to Billy for his heroic actions. . . . I firmly believe that if my children had the opportunity to attend the Chautauqua Safety Village training classes, they would be here today.

My plea is that you too, will see the importance of the training offered by the Chautauqua Safety Village, which is a not-for-profit organization that is sustained through fundraising efforts and donations. There are only a handful of these unique villages throughout the United States and the fact that we have one in our community is a privilege that is often overlooked. Please consider supporting the Chautauqua Safety Village and what they offer to our community. You are helping to make a difference in the lives of children in our community every day."

**Sincerely,
Penny Echard**

Full testimonial found at chautauquasafetyvillage.com/pennys-testimonial

Programs & Classes



Traffic & Bike Safety (all ages)

Traffic and Bike Safety Courses teach students sign recognition, rules of the road, pedestrian and crosswalk safety. The opportunity to drive miniature cars, or ride bikes throughout the Village allows students to demonstrate their knowledge of street signs, hand signals, pedestrians crossing, and railroad safety. Taking the students on a train ride is another highlight as they review the road signs taught in the classroom. This course starts as early as Pre-K, advances with each grade, and builds on the previous year.



Heartsaver® Class (ages 12+)

First Aid, CPR and AED trainings teach CPR on adults, children, and infants, and how to use an Automated External Defibrillator (AED). The Basic Life Support (BLS) class is designed to provide healthcare professionals the ability to recognize several life-threatening emergencies, perform CPR using an AED, and perform the Heimlich Maneuver for choking victims. Students will receive a 2 year certification. The Safety Village is certified through the American Heart Association and National Safety Council.



Fire Safety (all ages)

The Fire Safety Course offers first-hand house fire experience. Under simulated smoke, students are taught to stay low by crawling on their hands and knees. Our custom-made heated door teaches students how to identify if there is fire on the other side, by feeling with the back of their hand. After determining the safest route, students exit the mock home using a window escape ladder, and gather at the established meeting place. The instructor, after making sure everyone is out, places a mock 911 call. This Fire Safety Training accurately simulates real life emergencies. Teaching students in this way promotes information retention, which when applied, can save the life of anyone involved in a fire. This course starts as early as Pre-K, advances with each grade, and builds on the previous year.

Your support allows us to continue offering
cutting-edge and life-saving safety courses.



Babysitter Course (ages 12+)

This 5.5-hour class teaches: CPR and First Aid techniques for a child or infant*, Heimlich Maneuver for choking victims, injury prevention, and recognizing safety issues. Students learn behavior management, simple toddler-friendly snack/dinner prep, and bottle warming/infant meals. We discuss the importance of a babysitter checklist and provide an activity bag full of babysitting essentials.

*Following American Heart Association guidelines (2 year certification)



Poison, Gun, Parking Lot & Crosswalk Safety (Pre-K/Kindergarten)

Classes teach awareness to kids about the dangers of household poisons and medications. Following the Eddie Eagle Program, students are taught "if you see a gun, STOP! Don't touch! Leave the area! Tell an adult." Students are also taught to safely navigate potentially dangerous parking lots and crosswalks.



In-School Education (Middle/High School)

Instructors are available to teach in-school lessons covering: First Aid basics, child care for babysitting or siblings (changing, diapering, and feeding infants, and children's behavior management), Heimlich maneuver for infants and children, personal safety, hands-only CPR, and distracted driving.



First Aid (ages 9-13)

This 2-hour course teaches how to respond to and manage an emergency until Emergency Medical Services (EMS) arrives. Skills learned include applying pressure to a bleeding wound, treating sprains, broken bones, and other first-aid treatments.



Child Safety Seat Program

This program educates parents and community members about the proper use of child safety seats. Our certified safety seat technicians are available to assist with proper installation as well as provide safety checks.

Soon, we hope to add new programs including (but not limited to)
electric safety and water safety.

Our Village

Main Building

Our education facility houses two classrooms, a mock apartment, a conference room, restrooms, and more.

Sponsored by:

DFT Communications



Garage & Maintenance

Our permanent structure that houses necessary equipment to keep our village fun and functioning



AAA

111 West 5th St.
Jamestown, NY
716-488-1981



Chautauqua Opportunities, Inc.

402 Chandler St.
Jamestown, NY
716-661-9430
chautauquaopportunities.com



Community Church

Collaboration of donations from local churches to build our village church



DFT Communications

40 Temple St.
Fredonia, NY
716-673-3000
dftcommunications.com



Allied Fire Protection Systems, Inc.

1885 Lyndon Blvd
Falconer, NY
716-708-4578
allied-fire.com



St. Elmo's Spa

1 Pratt Ave,
Chautauqua, NY
(716) 357-2224



CSX Transportation

1520 Downing Ave.
Erie, PA
814-456-0028



E.E. Austin & Son, Inc.

4 Carter St.
Falconer, NY
716-665-3316
www.eeaustin.com



Jamestown District Cited Unions

915 E. Second St.
Jamestown, NY
716-483-1650



Community Fire Station

Collaboration of donations from local community fire stations to build our village fire station



American Legion Herman Kent Post 777

26 Jackson Ave.
Jamestown, NY
716-483-0777
americanlegionpost777.com



Independent Health

66 Chautauqua Ave.
Lakewood, NY
716-763-2514
independenthealth.com



Jamestown Pediatrics

816 Fairmount Ave.
Jamestown, NY
716-664-2589
jamestownpediatrics.com



Jamestown Community College

525 Falconer St.
Jamestown, NY
716-338-1000
sunyjc.edu



Kiwanis Children's Library

kiwanis.org



Lake Shore Savings Bank

1 S. Green Ave.
Jamestown, NY
716-483-3400
lakeshoresavings.com



The Lions Club

131 E. Terrace Ave.
Lakewood, NY
716-763-8201
jamestownlionsclub.com



McDonald's

957 Fairmount Ave.
Jamestown, NY
716-484-8157
mcdonalds.com



Westfield - Mayville Rotary Club Pavilion

portal.clubrunner.ca/351



School House Sertoma Club of Jamestown

sertoma.org



Sheriff's Office

15 E. Chautauqua Street
Mayville NY
sheriff.us



Solar Liberty

6500 Sheridan Dr.
120
Buffalo, NY
866-807-3639
solarliberty.com



Tim Hortons
 227 E. Fairmount Ave.
 Lakewood, NY
 716-763-0655
 timhortons.com



**Ontario
 Speciality
 Contracting, Inc.**
 333 Ganson St.
 Buffalo, NY
 716-856-3333
 oscinc.com



Walmart
 350 E. Fairmount Ave.
 Lakewood, NY
 716-763-0945
 walmart.com



**UPMC
 Chautauqua**
 207 Foote Ave.
 Jamestown, NY
 716-487-0141



LandPro
 1756 Lindquist Dr.
 Falconer, NY
 716-665-3110
 landproequipment.com

Next steps...

We hope to expand indoor space by enclosing the pavilion and connecting it to the garage, as well as build a “strip mall” building to house our electric cars. This will allow us to have more year-round offerings, and provide an even more memorable experience at the Chautauqua Safety Village.

Attend our events!



ShamRock n’ Roll Fundraiser



Halloween Fun Fair



Easter Carnival



Birthday Parties

Help our village grow, and provide life-saving education to children and community members.

Donate Online: chautauquasafetyvillage.com/volunteer-donate

Donate by Mail: Send to CCSEV 2695 Rt. 394 Ashville, NY 14710

Sponsorship Packages

		Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Recognition	Sponsors Banner	8' x 2'	6' x 2'	4'x2'	2'x2'	2'x2'
	Sponsor Recognition	Main Event Sponsor	Event Co-Sponsor			
	ShamRock Recognition	X	X	X		
	ShamRock Raffle Basket	X	X	X	X	
Media Advertising	Cash Calendar Ads (+1 Free Calendar)	5 Ads	4 Ads	3 Ads	2 Ads	1 Ad
	Media Coverage	X	X			
	Website	X	X	X	X	X
	Logo on CSV Marketing Materials	X	X	X		
	Press Release Inclusion	X	X	X	X	
	Social Media	X	X	X		
Tickets	ShamRock	10	6	4		
	Easter Carnival	10	8	6	4	2
	Halloween Fun Fair	10	8	6	4	2

Name Sponsorships

\$100,000 - Village | Sponsor the entire village, and be our partner as we continue to educate the community on safety. \$20,000 per year for 5 years, includes diamond sponsorship package, no renewal required.

\$20,000 - Garage/Maintenance Facility | Sponsor this permanent structure that houses necessary equipment to keep our village fun and functioning. \$4,000 per year for 5 years, includes gold sponsorship package, no renewal required.

\$10,000 - Classroom | Sponsor one of our classrooms where we teach community members life saving information. \$2,000 per year for 5 years, includes silver sponsorship package, no renewal required.

\$5,000 - Building Site | Purchase a site and become a part of our village by building your own structure. Annual fee of \$500 for maintenance.

\$3,000 - Billboard | Promote your brand with a 3'x5' village billboard. Renew after 5 years.

\$1,000 - Electric Car | Add your logo to the hood of one of our electric cars children use to learn about road safety. Renew after 3 years.

\$1,000 - Street Name | Honor an individual, company, or organization. Renew after 3 years.

Executive Director: Jessica Dayton

Board Members:

President

John Felton

Angelica Peck

Joe Gerace

Vice President

Doug Fricke

Tony Raffa

Cathy Abers-Kimball

Treasurer

Amy Harding

Kristi Hull

Heather Kerr

Secretary

Hyla Brinkley



Brenda Tarana

Marcia Restivo



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  716.338.0170

