



New Century Capital Campaign

Building on a Tradition of Trust

CASE FOR SUPPORT





The American Red Cross takes great pleasure in presenting
The Life Saving Award
(Two Awards)
to

GIL T. LINEBERRY

For service as set forth in the following CITATION:

"On the afternoon of Thursday, October 3rd, 1963, while on duty near Third Avenue North in Jacksonville Beach, Police Officer and Retired Surfman Sergeant Gill Lineberry responded to a call by witnesses on the beach that two women were caught in the heavy surf of a treacherous late season runout and were in clear danger of drowning. Retired Surfman Lineberry arrived at the scene, immediately removed his police uniform shirt and shoes, grabbed a surfboard from a nearby surfer and swam swiftly to the two struggling victims. After successfully placing the mother and her seventeen-year-old daughter on the surfboard, Retired Surfman Lineberry guided his charges back towards shore, eventually reaching onlookers who had formed a human chain into the heavy surf and currents to help bring the victims to safety.

The rapid response and alert actions of Retired Surfman Lineberry, which resulted in the saving of two human lives, were in keeping with the highest standards of the American Red Cross and reflect great credit upon himself and the Volunteer Life Saving Corps."

More than 3,100 heroic lifesaving rescues and assists to swimmers in peril have been logged since the inception of the Life Saving Corps in 1912.

Introduction

□ For 95 years, the men and women of the American Red Cross Volunteer Life Saving Corps have stood watch over Jacksonville's beaches to protect the lives of residents and visitors who come throughout the year to enjoy our pristine shores and abundant sunshine. For the vast majority of these visitors, their seaside weekends and holidays stir pleasant memories of families and friends together, beach picnics and splashing in the waves under a warm Florida sun. Little attention was likely paid to the sentinels on the beach towers who, for almost a century, have stood the watch to ensure the safety and the survival of those who come to Jacksonville's shores yet they are owed a debt that can never be fully repaid.

□ Since the summer of 1912, when a dozen volunteers formed the United States Volunteer Life Saving Corps at what was then called Pablo Beach, Florida, an uninterrupted chain of men and women have stepped forward to wear the distinctive uniform of "The Corps". In 1914, the seventeen charter members of the Corps became part of the American Red Cross's national water safety program as the American Red Cross Volunteer Life Saving Corps, Coast Guard Division #1. Today, their volunteer ranks include more than 120 active members and hundreds of alumni of the Corps who proudly bear the title of Retired Surfman.

□ The value of the Volunteer Life Saving Corps [VLSC] to the community is measured not only on the Honor Roll of life-saving rescues but in lives of Corps members rescued, turned around or reshaped in positive ways through the training, discipline, and close bonds of friendship within the Corps. The rigorous classroom and physical training curriculum every Surfman candidate must successfully complete ensures only the best may proudly wear the insignia of the Corps. Along with the skills needed to save lives at sea or ashore, young men and women learn the value of physical fitness, teamwork, personal responsibility, and accountability. Through their team efforts and personal sacrifices within the Corps comes a great sense of oneself - of pride, courage, confidence, and worthiness - that prove invaluable in each Surfman's personal and professional lives. In its intangible essence, it is what VLSC members call Esprit de Corps.

□ Since its inception, the Volunteer Life Saving Corps has anchored its operations from a station at the ocean end of what is today Beach Boulevard. The original station of 1912 was little more than a small horse barn housing a mule cart that carried the Corps' rescue dory. When the "station" blew over in stiff winds in 1920, a more permanent structure replaced it. The "new" station was made of concrete block and had first-aid rooms, locker rooms, showers, offices and a dormitory. Its most distinctive feature was "The Peg" - a crow's nest perched atop



a 70-foot mast, from which guards could survey the length of the beach and monitor for the signature "flag drops" that served visual alarms for an emergency on the beach. The 1920 station weathered several hurricanes and served the Corps well for three decades. However, by the beginning of World War II, the station was showing serious signs of age. A survey revealed structural damage that would require building a completely new station.

□ The Volunteer Life Saving Corps Station that stands today at 2 Oceanfront in Jacksonville Beach was constructed between 1945 and 1947. The architect, Jefferson D. Powell, designed the station so form followed function. The distinctive Art Moderne style of the building included advanced first aid facilities, a large boat room for rescue equipment, a club room, dormitory and the distinctive five-story tower - the Peg - that anchored the northeast corner of the Station and provided the observation deck for those on watch.

□ For 50 years, members of the Volunteer Life Saving Corps have maintained the current Station and undertaken repairs. The Station's ocean-front location subjected it to extraordinary wear and tear and required constant attention. Funds raised at special events, contributions from alumni of the Corps, and grants from the City helped defray costs of materials and to pay for minor and major repairs. However, by 1996 it became clear that the Station had major structural deficiencies that threatened the integrity of the building and safety of its occupants.

□ Through the generosity of the Jacksonville community, the Reinhold Foundation and the State of Florida's Division of Historical Resources, the Station underwent a complete renovation and restoration in 1997. Serious structural issues were resolved, handicapped accessibility was provided, and separate locker and bathing facilities were provided for the men and women of the Corps. A small training room was carved out of the boat room in an attempt to accommodate the increasing training needs of a growing volunteer base. The attempt to compromise between safe, weather-protected storage of valuable rescue gear and a dedicated training space for CPR, first aid, advanced lifesaving and ocean rescue classes did not serve either purpose well.

□ Few if any volunteer organizations can point to the documented record of courage, valor and lifesaving service that is the rich heritage of the American Red Cross Volunteer Life Saving Corps. In its 95 years of service, members of the Corps have recorded 1,430 lifesaving rescues, 1,753 assists to swimmers in distress, and more than 25,000 first aid cases ranging from jellyfish stings to broken limbs. This extraordinary record of selfless service to the community has been accomplished through almost 1,300,000 hours of volunteer service by the 4,000 members and alumni of the Volunteer Life Saving Corps. Today, they continue to build on that tradition as they stand watch over our beaches or as they apply the life skills they learned within the Corps as servant leaders of our community and our nation.



The Need for Action

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□ In 2004, discussions with the City of Jacksonville Beach began regarding the need for training and storage space at the Station. It was concluded that an addition to the station was required and that the Station's boat room should be restored to its original purpose of providing secure storage for lifesaving and rescue equipment that was immediately available for use by Corps members on duty. In the spirit of the close partnership between city and Corps reaching back almost a century, the City of Jacksonville Beach provided the property to build an addition on the northwest corner of the Station.

□ In collaboration with the State Division of Historical Preservation, the City, the American Red Cross and local volunteers, a design for an addition to the Station was created that would preserve the architectural integrity of the Station while accommodating the reality that this is a fully operational lifesaving facility. The functionality of the Station is captured in the wording of the succession of deeds from the City of Jacksonville Beach conveying the property beneath the station to the American Red Cross. Those deeds stipulated that the Red Cross would retain the property "for so long as long the American National Red Cross shall perform its lifesaving mission from that site..."

□ The need for additional on-site training space for the VLSC is driven by a several factors. First is the year-around requirement for renewal of basic Red Cross qualifications in CPR, First Aid, VLSC Beach Manual procedures governing ocean rescues and standard operations of the Corps, and opportunities to use the instructor skills of the Life Saving Corps members to teach community classes. Second is the increasing volunteer membership of the Corps, which, at 120 members, is double the size of the Corps twenty years ago. Third is the expanded training curriculum of the Corps, which has increased its qualification standards to meet and exceed both Red Cross and United State Lifesaving Association training and readiness criteria. In addition, the Corps has committed to have the entire staff trained as First Responders, with additional members trained as Emergency Medical Technicians. This adds significantly to the emergency response capabilities of the Corps and the level of services available to the public. Truly, the Corps has never been more capable nor more in need of adequate training facilities.

□ An additional benefit of the training room addition will be the opportunity for the Corps to share use of the facility by offering Red Cross health and safety courses, disaster preparedness seminars, and shared use of the facility with local Beaches community service organizations. In 2007, the Volunteer Life Saving Corps was involved in more than 30 community outreach programs and presentations reaching more than 1,200 community



participants. In 2008, the Life Saving Corps will conduct eight one-week Junior Life Guard training programs for area youth. In addition, it plans to offer twice-monthly community CPR and First Aid training sessions, as well as quarterly small business disaster preparedness seminars.

Construction of the 1,150 square foot training facility will also permit restoration of the Station's boat room to its original purpose of ready storage of lifesaving equipment for the VLSC. The temporary wall erected in 1997 to create the current training area will be removed, adding 500 square feet to the boat room and accommodating rescue vehicles and equipment currently stored outside the building.

In raising funds for the construction of an attached training facility and restoration of the Station boat room, the American Red Cross Volunteer Life Saving Corps recognizes its responsibility to maintain the facility entrusted to it. For that reason, a capital campaign must include a facility maintenance fund to sustain the lifesaving role of the Station into the future. The average maintenance cost for the current structure is \$12,500 annually.

The Call for Support

The American Red Cross Northeast Florida Chapter and its Volunteer Life Saving Corps are volunteer-led and volunteer-based humanitarian service organizations which exist solely through the support of our local community. It is only through the donation of time, talent and financial support by the community that the Chapter and the Life Saving Corps are able to provide their life-saving services.

The required funds for the new training center addition and maintenance reserve must be raised in a \$500,000 New Century Capital Campaign. We are seeking multi-year commitments from corporations and other businesses, philanthropic foundations, and private citizens in the community served by the Volunteer Life Saving Corps. Clearly, your support is extremely important if we are to realize our vision for the Corps's and the Station's future. We would ask that you give this opportunity your closest and most favorable consideration.





Campaign Goal

Life Saving Corps Station Expansion & Restoration

Training Room Addition & Boat Room Restoration	<input type="checkbox"/>	<input type="checkbox"/>								\$375,000
Fixtures, Furnishings & Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$25,000
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$400,000
Building Maintenance Reserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<u>\$100,000</u>
Total for Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$500,000





The American Red Cross takes great pleasure in presenting
The Life Saving Award
to

KYLE O'CONNOR

For service as set forth in the following CITATION:

"On the afternoon of Sunday, September 18th, 2005, while standing duty as Officer of the Day at Jacksonville Beach, Florida, 2nd Mate Kyle O'Connor responded with the rescue truck to a dropped flag at Central Beach Tower. Upon arrival on the scene, he observed Recruit Surfman Bailee Hedstrom tending to an apparent spinal injury victim at water's edge. The victim had difficulty breathing, lost consciousness and displayed life-threatening signs. After moving the victim to a backboard, 2nd Mate O'Connor began artificially ventilating the victim while a team of Life Saving Corps Surfmen assisted and prepared for possible Automated External Defibrillator use. Finding no discernable pulse from the victim, 2nd Mate O'Connor began CPR until a pulse was restored. While the VLSC team transported the victim over the beach access to a waiting ambulance crew, the victim once again lost his pulse, requiring additional CPR compressions by O'Connor's Life Saving Corps team.

The rapid response, alert actions and outstanding leadership of 2nd Mate Kyle O'Connor, which resulted in the saving of a human life, were in keeping with the highest standards of the American Red Cross and reflect great credit upon himself and the Volunteer Life Saving Corps."

More than 3,100 heroic lifesaving rescues and assists to swimmers in peril have been logged since the inception of the Life Saving Corps in 1912.



⊕ FIRST FLOOR PLAN



EAST ELEVATION



WEST ELEVATION



SOUTH ELEVATION

AMERICAN RED CROSS VOLUNTEER LIFE SAVING CORPS

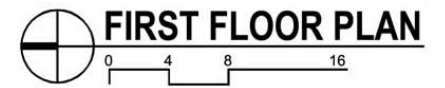


TRAINING ROOM ADDITION

New Century Capital Campaign



RED CROSS LIFE SAVING CORP STATION





RED CROSS LIFE SAVING CORP STATION

SECOND FLOOR PLAN
 0 4 8 16



NORTH ELEVATION



RED CROSS LIFE SAVING CORP STATION



EAST ELEVATION



RED CROSS LIFE SAVING CORP STATION



SOUTH ELEVATION



RED CROSS LIFE SAVING CORP STATION





WEST ELEVATION



RED CROSS LIFE SAVING CORP STATION



New Century Capital Campaign

Building on a Tradition of Trust

