CFR Cares



Risk Identification and Mitigation Outreach

2025 Annual Report

CFR Cares Community Risk and Mitigation Outreach

Annual Report – 2025

Background

CFR Cares was launched in October 2015 after three pedestrians were killed and several others were seriously injured by motorists and cyclists along Route 12. These incidents also prompted the construction of the bike/pedestrian path that community organizations had advocated for many years. While CFR Cares was initially focused on bike/pedestrian safety, it has since branched out with numerous initiatives designed to enhance the safety of residents, visitors, and seasonal workers in Corolla. CFR Cares actively partners with state, local and community assets such as the North Carolina Department of Transportation, Currituck County Sheriff's Department, American Red Cross, WEVS Charter School, local businesses, vacation rental management companies, and Homeowner Associations.

Mitigating the effects of accidents and fires in our community is the mission of all members of Corolla Fire and Rescue. Our goals for CFR Cares in 2025 were to educate and encourage local businesses and residents/property owners to add Knox Boxes, to educate the public on safety issues using various media platforms, and to partner with local law enforcement, businesses, homeowner associations and vacation rental companies to evaluate and mitigate potential risks within our community.

2025 Accomplishments

Under the leadership of Chief Richard Shortway, CFR Cares continues to increase involvement of its membership and visibility within the community. CFR Cares participated in community events and outreach programs, totaling 876.5 volunteer hours. A monthly status report is presented at each CFR General Business Meeting to inform membership of upcoming events, encourage volunteer participation, and to share opportunities/needs that may exist within the community. New activities added this year were expanding participation in County and locally sponsored events to increase safety education opportunities, collaborating with Ocean Rescue and Currituck County to assist in monitoring, repairing, and replacing beach flag system poles. In addition, CFR Cares assisted in maintaining fire hydrants by painting, trimming brush, and adding reflectors in front of hydrants for better visibility by fire fighters. The attached 2025 Activity Tracking Report specifically documents all of CFR Cares' accomplishments for this year. Below is a summary of the major events CFR Cares participated in this year.

Adopt-A-Highway Program

In 2019, CFR Cares was awarded a 1.8 mile stretch of route NC 12 by the North Carolina Department of Transportation as part of its Adopt-A-Highway Program. The purpose of the program is to create an ongoing public involvement to protect the beauty and preserve the environment of North Carolina roadways. We have dedicated our stretch of roadway with 2 highway signs commemorating pedestrians who lost their lives while walking along the highway's shoulder. CFR Cares conducted a total of 4 volunteer highway cleanups in 2025 during the months of April, June, September, and November. We collected 44 bags of trash.





American Red Cross Blood Drive

In April and December 2025, CFR Cares hosted the American Red Cross Blood Drives at our Pine Island Station. Chief Shortway and the CFR Cares Blood Drive Coordinator Trinity Yanez collaborated with the Red Cross to ensure a successful blood drive. A promotional blitz of flyers and social media platforms were used to inform residents about the Blood Drive. Roadside signs were put up, an electronic billboard advertised the event, and emails were sent out to local civic organizations and neighborhood HOA's to notify their membership. CFR Cares collected 49 units of blood through our two 2025 Blood Drives.





International Student Outreach Program

CFR Cares coordinates efforts with local employers, student sponsors, Corolla Chapel, and businesses to provide a safe and successful experience for exchange students who temporarily live and work in the Outer Banks every summer. CFR Cares provides safety materials for over 200 international students each year. We also partner with Corolla Chapel to provide student workers with bikes for which we supply bike lights and reflective backpacks to keep students visible as they move around the community. Each reflective backpack is filled with goodies and safety materials (Pedestrian/bike safety, Rip current/beach safety, First Aid safety, CPR card, local FAQ brochure). These materials are distributed to the students along with a tutorial about our area, safety tips, and how to reach us if needed.









College of the Albemarle International Student Tuition Assistance Program

COLLEGE OF THE ALBEMARLE

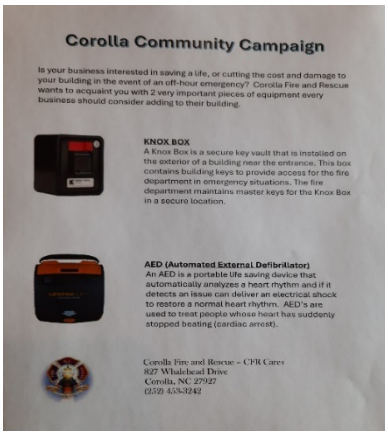
CFR Cares became a sponsor for the International Student Tuition Assistance Program at the College of the Albemarle in 2024. With a generous donation of $5000 made by the CFR Foundation, CFR Cares can sponsor up to 5 F1 Visa

International Students at instate tuition rates to take classes at the College of the Albemarle. As a North Carolina nonprofit entity, we will accept financial responsibility for the student's tuition and any other required educational fees. The students in turn pay CFR Cares back at the reduced instate rate and we can continue to sponsor students each semester going forward. This saves international students a considerable amount of money in working towards an educational degree. We sponsored 4 international students in 2025.

Knox Boxes and Automated External Defibrillators (AED)

CFR Cares continues to educate and market the benefits of adding a Knox Box and/or AED to local businesses. Any new or renovated businesses are required to add a Knox Box to allow the Fire Department access to the business after hours in case of emergency without causing additional property damage. We continue to educate and offer Residential Knox boxes to residents and property owners. Six residential Home Knox boxes were purchased in 2025.

AEDs are valuable life saving devices that need to be disbursed throughout the community for easy access in case a patron has a cardiac arrest. Chief Shortway and Trinity Yanez continue to educate local businesses and building owners about the benefits of adding these valuable devices to their businesses and reminding businesses with AEDs to check battery expiration dates.





Beach Wheelchair Program

In 2021, a local company who rented Beach Wheelchairs in Corolla discontinued this service. CFR Cares secured 5 beach wheelchairs which can be reserved through our Whalehead Station to ensure visitors and locals with disabilities are able to gain access to the beach with their families. An online reservation system was set up to



manage the wheelchairs on a first come-first serve basis. Chief Shortway manages the reservations, and staff assist
with wheelchair pick-up/return, cleaning, and inspection
of returned wheelchairs. This service requires a refundable deposit on the front end to ensure the wheelchair is
returned but was a free service to the public. We provided
79 families with Beach wheelchairs this summer.

WEVS School Bike and Pedestrian Safety Program

CFR Cares sponsored a spring bicycle and pedestrian safety program. The spring bike and pedestrian safety program for 2025 included a bike tune up and inspection station, helmet fitting station, bike obstacle course and pedestrian safety talk and game. As a bonus this year, CFR Cares secured a grant through NCDOT for bike helmets for every child in the school. We invited the local deputies to join us in distributing and fitting the helmets for each child.















WEVS School Fire Drills and Fire Safety Demonstrations

Every year CFR and County firefighters assist the local charter school with their quarterly fire drills. This year the school opened a new building and as part of their first fire drill in the new building, additional fire safety demonstrations and interactions with the school children were performed. Demonstrations on firemen's gear, how to properly use a fire extinguisher, fire hose demonstration and a visit from Sparky the fire dog were included in the event.









Collaboration with Ocean Rescue on publicizing Ocean Safety Conditions

CFR Cares collaborates with Corolla Ocean Rescue to publicize unsafe ocean conditions in season. An electronic billboard managed by CFR Cares announces dangerous ocean conditions such as yellow flag days when rip currents are present and double red flag days when swimming in the ocean is prohibited due to rough conditions. Ocean Rescue manages the installation of yellow and red flags on the poles that stretch along the County's beach and CFR Cares is undertaking annual checks and maintenance of these County flag poles.



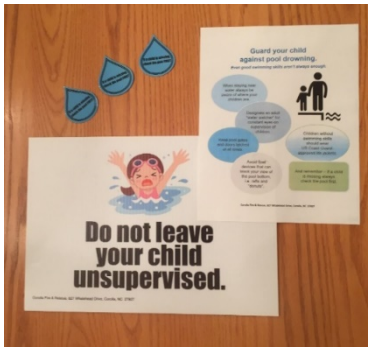
Social Media and Public Education Campaigns

Volunteer member, Trinity Yanez, manages content on numerous social media platforms. He continually updates safety information, public service announcements and events. You can find CFR on Facebook, Instagram, and our own website at Corollafireandrescue.com. CFR Cares also manages an electronic billboard to post safety information such as ocean conditions, safety reminders such as changing batteries in smoke detectors, and advertising upcoming CFR Cares sponsored events like the Red Cross Blood Drives. This electronic billboard is located in the heart of the Corolla shopping district where it has the greatest visibility.

Corolla has experienced drownings or near drowning calls involving children and pools at rental homes. CFR Cares created a campaign to educate the public and especially those visiting the area about being vigilant watching children in homes with pools. We distribute refrigerator magnets, pool signs and flyers outlining the dangers of home pools and children. CFR Cares also pays for shopping cart ads to reinforce this message.

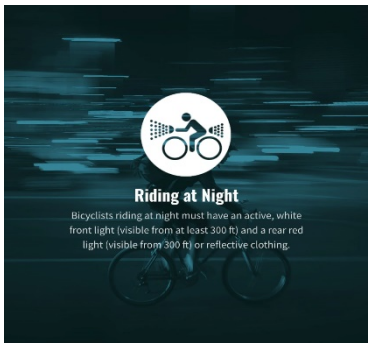
Approximately half of the fire calls in Corolla are for faulty smoke/CO alarms. Chief Shortway continues to speak at Community HOA annual memberships meetings discussing the importance of detector maintenance and replacement. In addition, CFR Cares attends various community events where literature and information is provided to participants about properly maintaining their home's alarm/detector systems. We also provide safety tips regarding home pools, reflective address signs, decks, fire pits, and elevator safety/regulations.









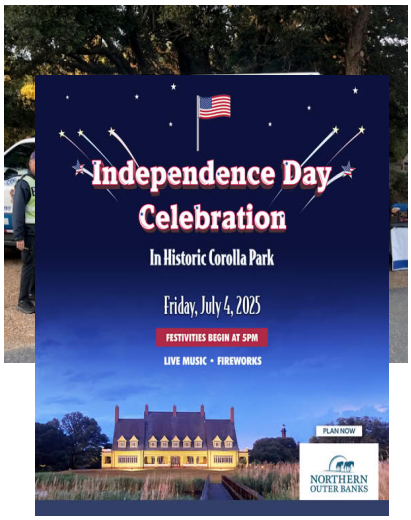




Community Event Participation

CFR Cares continues to participate in County and local events educating the public on fire prevention, pedestrian and bike safety, and in support of local safety initiatives. Events we participated in this year include 4th of July Celebration in Historic Corolla Park, Corolla Trunk or Treat, the Currituck County Community Night Out, NCDOT Fall Litter Sweep, and we partnered with Outer Banks Health to provide free health exams at Pine Island Station. We also donated $1600 towards the Seals Camp where children participate in a 2-hour ocean safety camp put on by the Life Saving Association.











Enhanced Fire Hydrant Initiative

CFR Cares members took the initiative to repaint community fire hydrants and add blue reflective markers on the street alerting firefighters to hydrant locations. It also included trimming back of overgrown brush and tree limbs to ensure ease of access to the hydrant. Reflective Address signs are also available for property owners at cost through the Fire Department to make home addresses more visible from the street, particularly at night.





Fundraising activities to support community outreach programs.

To assist with funding of community outreach programs, we partnered with local businesses for a community fundraiser. Corolla businesses display a fireman boot at their store where patrons

can donate money to the Fire Department. This year CFR responded to a structure fire at a local business. The owners were so grateful for the quick response and ability to save a majority of the business's structure that they put fire boots in all of their stores in Corolla and the surrounding area. In addition, a majority of our beach wheelchair reservations ended up donating their deposit money to the Fire Department. In 2025 we were able to raise 15,500 between the Boot Drive, donations from beach wheelchairs and the Charity Golf Tournament.

This year we partnered with the Currituck Club Golf Course to put on a charity golf event where proceeds were split between CFR and the Currituck Club Employee Assistance Fund. Local businesses sponsored holes and provided food, and participants paid to play in the event. It was a great success.







Goals for 2026

CFR Cares will continue to participate in the above established community outreach and risk reduction activities for 2026. CFR Membership is updated regularly on the various outreach activities at our monthly General Business meetings. Members are able to present additional ideas and opportunities to the Board for consideration at any time. Goals the CFR Cares Board has outlined for 2026 include:

- Continue to increase participation of CFR Cares projects by Corolla Fire and Rescue membership through a newly launched service credit hours program.
- CFR Cares programs and man hours to be documented to aid in ISO rating points by continuing to meet the safety and wellness needs of the local community.
- Create and manage fundraising opportunities to assist in financing the various materials needed to support our mission. Such as providing EMS/Firefighters with items for children when they encounter an emergency situation, advertising and supplies to educate the public on safety issues, and purchasing materials to maintain our handicap wheelchairs, keeping fire hydrants visible and easily accessed, and providing giveaways at community events.