

ONTARIO REPORT 2011



LIFESAVING SOCIETY

The Lifeguarding Experts

CONTENTS

**Working
to prevent
drowning and
water-related
injury**

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The Lifesaving Society

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 40 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and the International Life Saving Federation (ILS). The World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers’ Life Saving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

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PRESIDENT'S REPORT



Board of Directors (front row, from left): Paula Stevens, Marc Neeb, Julie Twaddle, Juanita Bueschleb, Patrick D'Almada, Sheri Krauss. Back row, from left: Kathleen Finn, Brian Connors, Doug Ferguson, Paul Hulford, Patricia McMullen, Andrea Herrmann, Gary Sanger.
Photo by Val Attanasio

A great organization requires strength in two key areas – a singularly focused and achievable mission; and a strong cadre of capable personnel working collectively to achieve it. The Lifesaving Society Ontario attains this definition of greatness.

Our mission is focused on the prevention of drowning in Ontario. It is our reason for being and it determines every program, product and service we deliver. Our mission is achievable as evidenced in the long-term downward trend for drowning. This is encouraging.

The Society benefits from remarkable strength in the personnel working to achieve our mission. Almost 100 volunteers serve on the Board of Directors, Activity Centre Councils or as Area Chairs. Thousands more contribute as committee members, examiners, field reps, officials and coaches – all supported by our talented staff.

The accomplishments of the extraordinary members of the Lifesaving Society in 2011 are highlighted throughout this report. I'd like to mention just a few examples:

Revisions and enhancements to our core programs were key this year

The Society launched a massive effort to update 14,000 instructors with the new resuscitation protocols. We produced new instructor resources for the Swim for Life® program and the Bronze medal courses.

Ontario volunteers and staff worked diligently with national counterparts to revise the National Lifeguard program, which we look forward to launching in 2012.

We released the new *Are You Ready? workbook and DVD* – a guide to assist aquatic supervisors and their staff to prepare for and manage a major incident.

The Society has many revision projects underway for 2012 including Aquatic Management Training and the safety accreditation process.

Annually, some 700,000 Ontarians participate in our training programs. Ongoing revisions ensure that the Society's training programs continue to be relevant.

Provision of input and expertise at home and abroad

Lifesaving Society Ontario staff and volunteers are continually asked to provide expert opinion in projects and to speak at conferences and workshops. This year was no exception. The Society was an active member of the Ontario coroner's drowning review panel and provided data input and verification on completed audits. Society spokespeople had many speaking engagements in Ontario and throughout Canada on safety management issues. Barbara Byers, Bob Clark, Brian Connors and Perry Smith led conference sessions at the ILS World Conference on Drowning Prevention in Danang, Vietnam in May. I was privileged to participate in the conference and had the great fortune to witness world-class speakers.

The Lifesaving Society continues to see success in core deliverables

I am thrilled that the Swim to Survive program continues to grow. The Society's Swim to Survive School Grant program approved funding for an additional 83,852 elementary school students to learn how to swim to survive during the 2010/2011 school year. The program reaches 65 per cent of Ontario elementary students. The support of the Ontario Ministry of Education together with significant sponsorships from participating partners allowed for the program's continued success.

Lifesaving Sport is on a growth track with record numbers of athletes participating in Ontario championships. Ontario members also provided contributions and support to lifesaving sport nationally and internationally.

The breadth of 2011 activity in the Lifesaving Society continues to impress

As you read the report, you will notice evidence of greatness. Take note of the talented people working to prevent drowning in Ontario. Their dedication makes our mission achievable.

Julie Twaddle
President

Ontario Branch Governors

| | |
|----------------------------|-----------|
| Marc Neeb | 2003- |
| David W. P. Pretty | 1980-2002 |
| William A.B. Anderson, OBE | 1971-1979 |
| Anthony G.S. Griffin | 1963-1971 |

Ontario Branch Presidents

| | |
|-----------------------------|-----------|
| Julie Twaddle | 2010-2012 |
| Patrick D'Almada | 2008-2010 |
| Alain Rabeau | 2006-2008 |
| Patricia Kitchen | 2004-2006 |
| Victoria Hemming | 2002-2004 |
| Bob Clark | 2000-2002 |
| Calum MacLeod | 1998-2000 |
| Randy Killey | 1996-1998 |
| Tom McCullough | 1994-1996 |
| Gerry D. Young | 1992-1994 |
| Susan Glover Takahashi, PhD | 1990-1992 |
| Anne Jackson | 1988-1990 |
| Brian Wynn | 1986-1988 |
| Ruth A. Cruikshank, PhD | 1984-1986 |
| Robbie Giles | 1982-1984 |
| Michael Davis | 1980-1982 |
| Judy Kent | 1978-1980 |
| Jack Bramm | 1977-1978 |
| Robert E. Lord | 1976-1977 |
| Jack Bramm | 1974-1976 |
| William M. Brummitt, M.D. | 1972-1974 |
| Stanley Richardson | 1970-1972 |
| Eva McDonald | 1969 |
| James L. Rowney | 1967-1969 |
| Kirk A.W. Wipper, C.M. | 1965-1967 |
| R. Bredin Stapells, Q.C. | 1957-1965 |
| M. Glynn Griffiths | 1938-1957 |
| John H. Crocker | 1934-1938 |
| Ernest A. Chapman | 1928-1934 |
| Arthur L. Cochrane | 1919-1928 |
| Arnold H. Morphy | 1908-1919 |

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TREASURER'S REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada, Ontario Branch audited consolidated statements for the year ended December 31, 2011, which include the results of the Drowning Prevention Research Centre ("DPRC," formerly Water Incident Research Alliance). Detailed audited consolidated financial statements of the Royal Life Saving Society Canada, Ontario Branch are available upon request.

Expenses exceeded revenues for the Society from operations this year by \$142,000 compared with an excess of revenues over expenditures of \$834,000 the prior year.

We experienced modest growth of 2% in overall net revenues this year from the prior year.

Water Rescue, Leadership and Merchandise net revenues combined, increased by 6% to \$3.4 million from \$3.2 million in the prior year. We are encouraged that this growth was led by a 6% and 10% increase respectively, in the Water Rescue and Leadership areas, driven by First Aid and Instructor certifications. A more modest increase in the Merchandise area resulted from the strong Canadian dollar for the majority of fiscal 2011, which goes further when purchasing imported product and

reduces acquisition costs. These increases were offset by a 7% combined decline in the areas of Literature, Safety Management and Lifesaving Sport. These declines were expected as Ontario did not host National competitions in 2011; as affiliates delayed literature purchases in anticipation of the completion of the National Society program revision; and as fewer expert services consultations were performed by Safety Management Services than in the previous year.

Again 2011 has been a terrific year for Fundraising. Fundraising revenue increased by 58% or \$855,000 as a result of the recognition of grants received to fund the Swim to Survive® program, which teaches the minimum skills needed to survive an unexpected fall into deep water. The ongoing support of the Ontario Ministry of Education and corporate and individual donors has been instrumental in our continued success with this drowning prevention program.

We continued to see volatility in the adjustments to market value of our investments that are reflected in our contributions from operations each year. There was a reduction in investment revenues of \$859,000 from the prior year. The primary driver in the variance from the prior year is the recording of unrealized losses of \$394,000 on investments held for trading versus the recording of unrealized gains of \$488,000 in the prior year. Excluding these non-cash adjustments to investments,

net revenues to the Society increased by \$965,000 or 15% from the prior year.

As planned, total expenditures increased 18% to \$7.1 million from \$6.0 million in the prior year. Significant increased investments were made in Swim to Survive. We saw increased investments in the Training Programs and Member Services areas. Training Programs increased as a result of our participation in and ongoing commitment to the National Society's program development and revisions. Member Services costs are higher as a result of planned investment in technology, which entailed programming changes to our website and Inside Tracker – a component of our member management system. We experienced more moderate increases in the areas of Lifesaving Sport, the National Levy and Amortization.



With our commitment to the ongoing development of revised national programs, use of social media, and evidence-based research, we expect continued increases in expenditures in the coming year.

There are challenges ahead. We continue to support the national program revisions through volunteer support and staff secondment. We continue to work on the development of a national drowning research database. As a provincial branch of the lifeguarding experts in Canada, we are committed to supporting successful completion of the revised national programs, Canadian participation in the World Conference on Drowning Prevention, and Commonwealth and World Lifesaving Championships. We wrestle with the challenge of which technologies we will apply to improve our processes and communication with members and the public, while balancing the required investment, data integrity, data security and ongoing maintenance costs. We have adopted a risk-based and priority-order approach to the evaluation and development of information and communication projects. It is important that these projects are done right, rather than right away. We remain committed to executing on those projects that are relevant to our current and anticipated needs.

As a result of our financial performance this year we were able to replenish our capital fund investment by \$161,000, which ensures we are well positioned to invest in research and systems in the coming years. Despite the current year's decrease in the market value of our investments, we remain financially healthy with investments in our marketable securities portfolio of \$5.4 million at the end of 2011 (2010: \$5.0 million).

We have significant challenges, but believe that they are manageable with continued prudent cost control and our continued success in developing new products and programs. As a result, I believe that overall, the Society is financially well positioned to continue its mission of drowning prevention in Ontario and drowning prevention research in Canada.

Patricia McMullen, CA
Treasurer

OPERATIONS

| Net Revenue | 2011 | | 2010 | |
|-------------------|------------------|-------------|------------------|-------------|
| | \$ | | \$ | |
| Water rescue | 2,307,448 | 33% | 2,181,823 | 32% |
| Fundraising | 2,319,892 | 33% | 1,465,343 | 21% |
| Literature | 1,147,337 | 16% | 1,197,265 | 17% |
| Merchandise | 579,059 | 8% | 562,797 | 8% |
| Leadership | 523,197 | 8% | 476,066 | 7% |
| Safety management | 105,035 | 2% | 124,539 | 2% |
| Affiliation fees | 95,542 | 1% | 94,394 | 1.5% |
| Other | 89,381 | 1% | 53,602 | 1% |
| Lifesaving sport | 53,182 | 1% | 84,325 | 1% |
| Research | 10,000 | 0% | 25,300 | 0.5% |
| Investments | (255,125) | -3% | 604,314 | 9% |
| | 6,974,948 | 100% | 6,869,768 | 100% |

| Expenditures | | | | |
|-------------------|------------------|-------------|------------------|-------------|
| Training programs | 2,251,394 | 32% | 2,134,313 | 35% |
| Swim to Survive | 2,120,227 | 30% | 1,290,734 | 21% |
| Member services | 737,606 | 10% | 629,890 | 11% |
| Public education | 662,038 | 9% | 687,652 | 11% |
| Lifesaving sport | 416,444 | 6% | 399,863 | 7% |
| National levy | 367,903 | 5% | 356,521 | 6% |
| Safety management | 281,908 | 4% | 278,288 | 5% |
| Research | 178,598 | 3% | 181,472 | 3% |
| Amortization | 100,870 | 1% | 76,760 | 1% |
| | 7,116,988 | 100% | 6,035,493 | 100% |

| | | |
|--------------------------------------|------------------|----------------|
| Net Contribution for the Year | (142,040) | 834,275 |
|--------------------------------------|------------------|----------------|

BALANCE SHEET

| Net Assets: | 2011 | | 2010 | |
|---------------------|------------------|--|------------------|--|
| | \$ | | \$ | |
| Net working capital | (2,132,060) | | (1,556,782) | |
| Investments | 5,439,605 | | 5,000,904 | |
| Capital assets | 462,419 | | 467,882 | |
| | 3,769,964 | | 3,912,004 | |

Fund Balances:

| | | |
|--------------------|------------------|------------------|
| General | 1,867,665 | 2,100,238 |
| Capital | 1,623,229 | 1,572,145 |
| DPRC | 151,493 | 148,691 |
| Provincial lottery | 127,577 | 90,930 |
| | 3,769,964 | 3,912,004 |

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TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and knowledge they need to enjoy the water safely and to save themselves and rescue others in an emergency.

More and more people Swim for Life

Ontario's appetite for the Society's Swim for Life program continued to grow in 2011 – a total of 445,512 people participated through one of 198 licensees who offered the program across the province.

With more interest comes more work. The Swim Committee developed the new Swim for Life staff training resource that will be rolled out in 2012 and the committee conducted a number of Swim for Life training staff training sessions throughout the year.

More than 40 Swim Program licensees from across the province attended the annual Swim for Life meeting in June. This meeting provided an opportunity for affiliates

to share their experiences and ideas on program implementation. Feedback focused on the skill sets that affiliates want new instructors to possess when they teach their first swimming lessons. The information will be used to develop new resources and training models, and to enhance existing materials. Thank you to all who attended.

Each year Swim for Life program licensees are invited to gather feedback on programming by surveying parents and instructors. The results were overwhelmingly positive.

Thanks to Committee Chair Kerry Wakefield and committee members Karen MacFarlane, Deb McKay and Sharon Newman for their continued determination and dedication.

NLS launch prep

Efforts surrounding the upcoming launch of the revised NLS program continued in 2011. The NLS Committee gathered and analyzed feedback on the pilot program. Certain test items were found to require further support in training, which resulted in the committee establishing training requirements, teaching tips and learning strategies. These will be developed to assist instructors in transitioning to the new program.

Thanks to NLS Committee chairs Peter Mumford and Patrick King, and committee members Felicia Arseneault, Brook Beatty, Kevin Button, Andrea Chow, Bruce Hollowell, Mark Paravani, Robin Rankin, Diana Rowe, Scott Ruddle, Peter Whittington and Carmen Wong for their hard work, focus and dedication.

Lifesaving for lay rescuers

The Aquatic Proficiency Committee oversaw the implementation of a new award and the improvement of existing awards throughout 2011. Lifesaving for Lay Rescuers – a successful creation of the Lifesaving Society BC and Yukon – was introduced to Ontario in October. The program was designed for care givers who use shallow water (Class B pools) for therapeutic and recreational purposes. The four-hour course teaches non-swimming lay rescuers the basic skills needed to perform a non-contact, wade rescue.

In 2009 the Lifesaving Society became the steward of the Ontario Teachers Aquatic Standard (OTAS). The program trains teachers how to assist lifeguards in an aquatic emergency during class swims. In 2011 the Society revised and implemented the OTAS content. Thanks to Committee Chair Adrian Wong and committee members Noreen Campbell,

Jeannette Reesor, Nathalie Vallières and Andrew Oman for their significant contributions.

New first aid standards

When ILCOR released its revisions in 2010 the First Aid Services Committee went to work. In 2011, new training materials and protocols were developed and launched. The Society released a YouTube video on its online channel that demonstrated the new skills and how to properly execute the techniques. Update Clinics were offered across the province to prepare instructors to teach the new standards. In addition, a host of new materials were created including the Instructor Resource CD featuring updated lesson plans, PowerPoint slideshows and test sheets.

Each year Swim for Life program licensees are invited to gather feedback on programming by surveying parents and instructors. The results are overwhelmingly positive.

Of parents:

- 97% felt the progressions were manageable for their child,
- 98% felt their child enjoyed the lessons,
- 84% identified "swimming is a life skill," as the reason for enrolling their child in lessons, and
- 99% will register their child in swimming lessons again.

Of instructors:

- 89% felt the program was easy to teach,
- 89% felt the program was fun to teach, and
- 89% felt the students' swimming and skill development progressed.



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Juanita Bueschleb (second from left) presents the Burlington Cup to Halton Hills (from left): Kathleen Dennis, Melissa Cheyne, Vanessa Cipriani. Photo by Val Attanasio

Thanks to First Aid Services Committee Chair Rebecca Boyd and committee members Dan Birkenbergs, Alasdair Brown, Jennie Miller, Andrew Mintz and Pete Whittington for their dedication. Additional thanks to Kathleen Finn for her leadership and guidance.

Medical advisors from across Canada reviewed the Society's first aid program revisions to ensure they were consistent with both the ILCOR guidelines and with Canadian medical standards. Thanks to Medical Advisory Chair Carl Rotmann and Dr. Justin Kahale for completing this process.

Leadership revisions

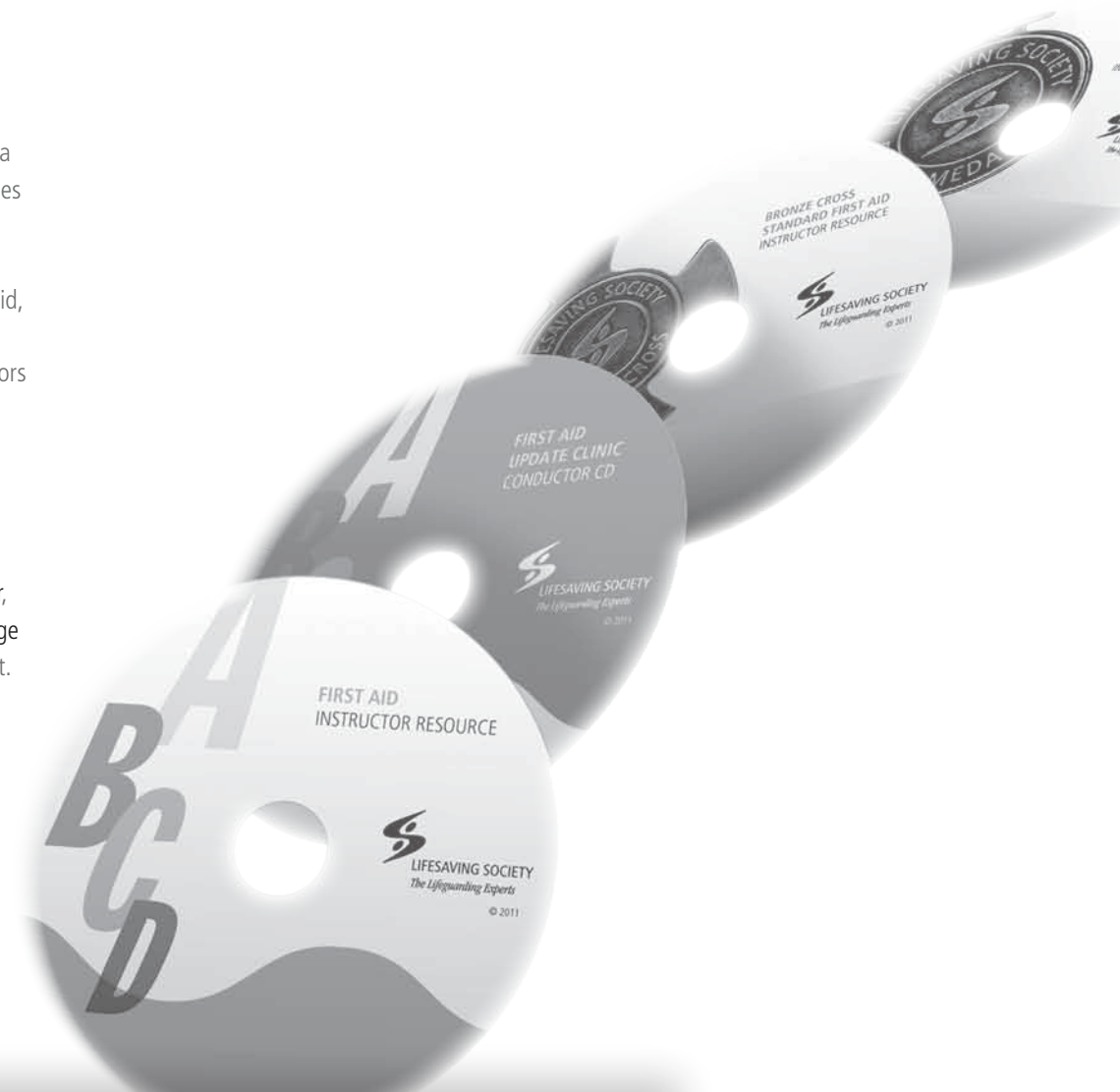
Instructor Trainer Chair Carolyn Tyner continued to represent Ontario in the National Leadership Revision Project. Focus in 2011 was on NLS Leadership and the piloting of new content and candidate performance criteria.

Thanks to Carolyn Tyner for her continued vision, guidance and leadership both at the national table and in Ontario. Thanks to the City of Toronto, CFB Trenton, Dan Birkenbergs, Perry Smith and Pete Whittington for participating in these pilots.

Instructor Resource CDs

The Bronze Medallion and Bronze Cross Instructor Resource CDs went on sale in the fall. The CDs feature complete suites of lesson plans with sample agendas for a variety of course formats, PowerPoint slides and test sheets. In addition to individual lesson plans, a separate plan combines Bronze Medallion with Emergency First Aid, and another combines Bronze Cross with Standard First Aid. Both will help instructors organize and deliver the course content effectively.

Thanks to Bronze Medals Chair Jason Jolicoeur and committee members Julie Augustine, Cheryl Cakebread, Dan Geiger, Sarah Newton, Michael Szarka and George Turnball for their insight and commitment.



Paula Stevens (second from right) presents the Scarborough Cup to Town of Essex representatives (from left): Jason Jolicoeur, Cynthia Cakebread, Sarah Newton. Photo by Val Attanasio



Photo by Kelly Manoukas

Certifications earned 1908 – 2011:

6,392,416

* JLC recognition seals are not included in the total certifications

| Top Line Summary | 2011 | 2010 | 2009 |
|-------------------|----------------|----------------|----------------|
| Swim to Survive | 54,015 | 53,369 | 44,502 |
| Swim for Life | 445,512 | 407,733 | 378,802 |
| Lifesaving | 61,604 | 56,212 | 44,817 |
| First Aid | 83,560 | 82,051 | 77,794 |
| Lifeguarding | 30,355 | 31,048 | 28,674 |
| Safety Management | 815 | 660 | 852 |
| Leadership | 23,222 | 23,517 | 21,450 |
| Total | 699,083 | 654,590 | 596,891 |

Lifesaving

| | | | |
|-----------------------|--------|--------|--------|
| Junior Lifeguard Club | 990 | 733 | 1,088 |
| Canadian Swim Patrol | 35,080 | 29,211 | 18,064 |
| Bronze Star | 7,764 | 7,629 | 6,804 |
| Bronze Medallion | 16,250 | 16,247 | 15,474 |
| Distinction & Diploma | 37 | 59 | 32 |
| Lifesaving Fitness | 814 | 579 | 482 |
| Boat | 669 | 1,754 | 2,873 |

61,604 **56,212** **44,817**

*JLC Member Recognition Seals 10,998 5,580 7,884

First Aid

| | | | |
|-----------|--------|--------|--------|
| First Aid | 62,319 | 61,492 | 57,987 |
| CPR | 21,241 | 20,559 | 19,807 |

83,560 **82,051** **77,794**

Lifeguarding

| | | | |
|--------------------|--------|--------|--------|
| Supervision | 426 | 203 | 158 |
| Bronze Cross | 13,475 | 13,955 | 12,712 |
| National Lifeguard | 16,454 | 16,890 | 15,804 |

30,355 **31,048** **28,674**

Safety Management

| | | | |
|-----------------------------|-----|-----|-----|
| Aquatic Supervisor Training | 582 | 465 | 578 |
| Pool Operator | 137 | 164 | 152 |
| Safety Inspector & Auditor | 96 | 31 | 122 |

815 **660** **852**

Leadership

| | | | |
|---------------------------|--------|--------|--------|
| Instructor | 19,302 | 19,677 | 17,763 |
| Examiner | 3,111 | 3,021 | 2,900 |
| Trainer | 630 | 579 | 631 |
| Lifesaving Sport Official | 140 | 72 | 105 |
| Coach | 39 | 168 | 51 |

23,222 **23,517** **21,450**

199,556 **193,488** **173,587**



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AFFILIATE Recognition AWARDS

The Society recognizes affiliate members who deliver the Society's training programs, promote Water Smart® public education, and raise funds in support of the Society's drowning prevention mission. Most recognition awards are presented on the basis of points earned (see *Point System page 15*). The Water Smart Award and the Jocelyn Palm Cup are awarded from a list of nominees who meet established criteria.



ANTHONY G. S. GRIFFIN CUP: Awarded to the City of Toronto District with the largest lifesaving program. (The City does not participate in the Cochrane Cup category.)

| | | |
|-----------------|--|----------------|
| 1 st | Toronto – North York District | 80,339 |
| 2 nd | Toronto – Etobicoke/York District | 73,029 |
| 3 rd | Toronto – Scarborough District | 67,776 |
| 4 th | Toronto – Toronto & East York District | 56,287 |
| Total | | 277,431 |

ARTHUR LEWIS COCHRANE CUP: Awarded to the affiliate member with the largest lifesaving program.

| | | |
|------------------|-----------------------|---------|
| 1 st | City of Ottawa | 144,405 |
| 2 nd | City of Mississauga | 138,761 |
| 3 rd | City of Brampton | 105,506 |
| 4 th | Town of Markham | 76,310 |
| 5 th | City of Vaughan | 72,829 |
| 6 th | Town of Richmond Hill | 65,003 |
| 7 th | City of Hamilton | 51,092 |
| 8 th | Town of Oakville | 41,971 |
| 9 th | City of London | 35,583 |
| 10 th | Brock University | 32,068 |

ARNOLD H. MORPHY CUP: Awarded to the single-facility affiliate with the largest lifesaving program.

| | | |
|------------------|--|--------|
| 1 st | Brock University | 32,068 |
| 2 nd | University of Waterloo | 19,187 |
| 3 rd | Town of Ajax | 17,683 |
| 4 th | North York YMCA | 14,740 |
| 5 th | YMCA of Niagara – St. Catharines Walker | 14,278 |
| 6 th | Town of Essex | 13,979 |
| 7 th | St. Clair College of Applied Arts & Technology | 12,784 |
| 8 th | YMCA of Oakville | 12,060 |
| 9 th | Carleton University | 10,999 |
| 10 th | Shendy's Swim School | 9,545 |

DAVID W. PRETTY CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 100,000 and 250,000.

| | | |
|------------------|-------------------------|--------|
| 1 st | Town of Richmond Hill | 65,003 |
| 2 nd | Town of Oakville | 41,971 |
| 3 rd | City of Kitchener | 29,727 |
| 4 th | City of Barrie | 28,255 |
| 5 th | City of Burlington | 26,276 |
| 6 th | City of Oshawa | 20,063 |
| 7 th | City of Windsor | 16,188 |
| 8 th | City of Greater Sudbury | 12,057 |
| 9 th | City of Waterloo | 11,740 |
| 10 th | City of Thunder Bay | 11,724 |

BURLINGTON CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 50,000 and 100,000.

| | | |
|------------------|----------------------------|--------|
| 1 st | Town of Milton | 27,299 |
| 2 nd | Town of Newmarket | 21,247 |
| 3 rd | Town of Halton Hills | 20,550 |
| 4 th | Town of Ajax | 17,683 |
| 5 th | Town of Aurora | 14,865 |
| 6 th | City of Pickering | 11,599 |
| 7 th | Municipality of Clarington | 8,319 |
| 8 th | Town of Caledon | 8,068 |
| 9 th | City of Brantford | 6,291 |
| 10 th | City of Kawartha Lakes | 4,708 |

SCARBOROUGH CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 50,000.

| | | |
|------------------|--------------------------------|--------|
| 1 st | Town of Essex | 13,979 |
| 2 nd | Town of LaSalle | 8,878 |
| 3 rd | Town of Tillsonburg | 8,380 |
| 4 th | Township of Uxbridge | 7,334 |
| 5 th | Loyalist Township | 6,976 |
| 6 th | Town of Whitchurch/Stouffville | 5,871 |
| 7 th | Municipality of Kincardine | 5,687 |
| 8 th | Town of Orangeville | 4,913 |
| 9 th | Town of Bracebridge | 4,728 |
| 10 th | City of Woodstock | 4,556 |

M. G. GRIFFITHS CUP: Awarded to the municipal affiliate with the largest lifesaving program in a community with a population under 10,000.

| | | |
|------------------|----------------------------|-------|
| 1 st | Municipality of Huron East | 5,973 |
| 2 nd | Town of Kirkland Lake | 5,322 |
| 3 rd | Town of Hanover | 4,961 |
| 4 th | Town of Carleton Place | 4,791 |
| 5 th | Town of Perth | 3,100 |
| 6 th | Township of North Huron | 2,885 |
| 7 th | City of Temiskaming Shores | 2,389 |
| 8 th | Town of Penetanguishene | 1,601 |
| 9 th | Espanola Leisure Services | 1,585 |
| 10 th | Town of Fort Frances | 1,482 |

PRIVATE AFFILIATE AWARD: Awarded to the private affiliate with the largest lifesaving program.

| | | |
|------------------|--|--------|
| 1 st | IN DISTRESS First Aid Training Services Inc. | 18,449 |
| 2 nd | Zodiac Swim School | 15,562 |
| 3 rd | A Second Breath | 13,197 |
| 4 th | Lifesavers Training Academy | 10,367 |
| 5 th | Shendy's Swim School | 9,545 |
| 6 th | Dovercourt Recreation Association | 9,275 |
| 7 th | Swim Time (1997) Inc. | 6,876 |
| 8 th | Emergency Medical Response Group | 6,720 |
| 9 th | Aqua Kids Swim School | 6,071 |
| 10 th | Mason's Swim School | 5,806 |



ERNEST A. CHAPMAN CUP: Awarded to the affiliated camp with the largest lifesaving program.

| | | |
|------------------|----------------------|-------|
| 1 st | Glen Bernard Camp | 6,925 |
| 2 nd | Camp Ramah in Canada | 4,929 |
| 3 rd | Kilcoo Camp Ltd. | 3,771 |
| 4 th | YMCA Camp Wanakita | 3,378 |
| 5 th | Onondaga Camp | 3,252 |
| 6 th | Ontario Pioneer Camp | 3,173 |
| 7 th | Camp Ponacka | 3,114 |
| 8 th | Camp Hurontario | 3,075 |
| 9 th | Camp Tawingo | 2,822 |
| 10 th | Camp Otterdale | 2,402 |

JOHN H. CROCKER CUP: Awarded to the affiliated "Y" with the largest lifesaving program.

| | | |
|------------------|---|--------|
| 1 st | North York YMCA | 14,740 |
| 2 nd | YMCA of Niagara – St. Catharines Walker | 14,278 |
| 3 rd | YMCA of Oakville | 12,060 |
| 4 th | Durham Family YMCA | 7,864 |
| 5 th | Kingston Family YMCA | 7,592 |
| 6 th | Mississauga YMCA | 7,263 |
| 7 th | Scarborough YMCA | 7,170 |
| 8 th | YMCA of Central East Ontario (Belleville) | 6,115 |
| 9 th | Metro Central YMCA | 5,955 |
| 10 th | YMCA of Sarnia-Lambton | 5,604 |

WILLIAM HENRY MEMORIAL CUP: Awarded to the affiliated secondary school with the largest lifesaving program.

| | | |
|------------------|--------------------------------------|-------|
| 1 st | North Toronto Christian School | 2,069 |
| 2 nd | St. Theresa's High School | 980 |
| 3 rd | Bishop Strachan School | 848 |
| 4 th | Dunbarton High School | 845 |
| 5 th | Appleby College | 819 |
| 6 th | Fort Erie Secondary School | 686 |
| 7 th | Thames Valley Board of Education | 548 |
| 8 th | Branksome Hall School | 375 |
| 9 th | Westview Centennial Secondary School | 343 |
| 10 th | Ridley College | 288 |

KIRK A. W. WIPPER CUP: Awarded to the affiliated university or college with the largest lifesaving program.

| | | |
|------------------|--|--------|
| 1 st | Brock University | 32,068 |
| 2 nd | University of Waterloo | 19,187 |
| 3 rd | York University | 13,839 |
| 4 th | St. Clair College of Applied Arts & Technology | 12,784 |
| 5 th | Carleton University | 10,999 |
| 6 th | University Of Western Ontario | 8,353 |
| 7 th | University of Toronto | 6,684 |
| 8 th | University of Guelph | 5,892 |
| 9 th | Trent University | 4,982 |
| 10 th | Laurentian University | 4,827 |

R. BREDIN STAPELLS CUP: Awarded to the affiliate member with the largest leadership training program; and to the municipal affiliate with the largest leadership training program per capita.

Open category

| | | |
|------------------|-----------------------|--------|
| 1 st | City of Toronto | 72,140 |
| 2 nd | City of Ottawa | 37,530 |
| 3 rd | City of Mississauga | 28,205 |
| 4 th | Town of Richmond Hill | 22,485 |
| 5 th | City of Brampton | 21,575 |
| 6 th | Town of Markham | 19,200 |
| 7 th | City of Vaughan | 17,480 |
| 8 th | City of Hamilton | 10,590 |
| 9 th | Town of Oakville | 7,775 |
| 10 th | City of Barrie | 6,195 |

Per capita category

| | | |
|------------------|----------------------------|-------|
| 1 st | Town of Essex | .2566 |
| 2 nd | Town of Richmond Hill | .1382 |
| 3 rd | Town of Hanover | .1273 |
| 4 th | Town of Kirkland Lake | .1244 |
| 5 th | City of Temiskaming Shores | .1233 |
| 6 th | Town of LaSalle | .1199 |
| 7 th | North Dundas Township | .1154 |
| 8 th | Town of Carleton Place | .0857 |
| 9 th | Town of Tillsonburg | .0746 |
| 10 th | Town of Markham | .0737 |

JOCELYN PALM CUP: Awarded to the affiliate making the most outstanding contribution to the National Lifeguard Service.

City of Mississauga

WATER SMART AWARD: Awarded to an affiliate for outstanding community service to drowning prevention education.

| | | |
|--|---|-------|
| | City of Kitchener | |
| PHIL MCBEAN CUP: Awarded to the affiliate with the largest boat training program. | | |
| 1 st | B.E. Safe | 1,100 |
| 2 nd | Ontario Sailing Association | 880 |
| 3 rd | 3 rd Cdn Ranger Patrol Group | 530 |
| 4 th | City of Greater Sudbury | 300 |
| 5 th | Mike Somers | 260 |
| 6 th | Glen Bernard Camp | 160 |
| 7 th | Hasting & Prince Edward School Board | 140 |
| 8 th | City of Brampton | 130 |
| 9 th | City of Ottawa | 120 |
| 10 th | City of Toronto | 110 |
| 10 th | Camp Tamakwa | 110 |
| 10 th | Camp Ponacka | 110 |
| 10 th | City of Orangeville | 110 |

WILLIAM M. BRUMMITT BOWL: Awarded to the affiliate with the largest first aid program.

| | | |
|------------------|--|--------|
| 1 st | City of Toronto | 99,075 |
| 2 nd | City of Ottawa | 67,170 |
| 3 rd | City of Brampton | 62,744 |
| 4 th | City of Mississauga | 58,130 |
| 5 th | Town of Markham | 33,849 |
| 6 th | City of Vaughan | 22,596 |
| 7 th | Town of Richmond Hill | 21,389 |
| 8 th | Brock University | 20,578 |
| 9 th | City of Hamilton | 18,451 |
| 10 th | IN DISTRESS First Aid Training Services Inc. | 18,449 |

JOHN E. MCCUTCHEON BOWL: Awarded to the single-facility affiliate with the largest first aid program.

| | | |
|------------------|--|--------|
| 1 st | Brock University | 20,578 |
| 2 nd | University of Waterloo | 17,232 |
| 3 rd | YMCA of Niagara – St. Catharines Walker | 10,463 |
| 4 th | North York YMCA | 7,905 |
| 5 th | Town of Ajax | 7,598 |
| 6 th | St. Clair College of Applied Arts & Technology | 7,487 |
| 7 th | Town of Essex | 7,390 |
| 8 th | Carleton University | 6,834 |
| 9 th | YMCA of Oakville | 6,125 |
| 10 th | Township of Uxbridge | 5,724 |

SWIM TO SURVIVE® AWARD: Awarded to the affiliate member and their board of education partners who provide Swim to Survive training to 80% or more of their target populations:

Durham District School Board, Durham Catholic District School Board, City of Oshawa, Eastview Boys & Girls Club, Town of Uxbridge, Town of Whitby, Town of Ajax, City of Pickering **(100%)**

Thames Valley District School Board, London District Catholic School Board, City of London, Bob Hayward YMCA, YMCA of London, Town of Dutton-Dunwich, Town of Ingersoll, St. Thomas YMCA, Town of Woodstock, Woodstock YMCA, Robarts School, Town of West Elgin, Municipality of Southwest Middlesex, Town of Tillsonburg, Township of St. Mary's **(100%)**

Avon Maitland District School Board, Huron Perth Catholic District School Board, Goderich YMCA, Stratford YMCA, Vanastra Recreation Centre, St. Mary's Pyramid Recreation Centre, Exeter Kicks Aquatics, North Huron Westcast Complex, Municipality of North Perth **(93%)**

Grand Erie District School Board, Brant Haldimand Norfolk Catholic District School Board, City of Brantford, Norfolk County **(88%)**

Simcoe County District School Board, Simcoe Muskoka Catholic District School Board, City of Barrie, Collingwood YMCA, Wasaga Beach YMCA, Innisfil YMCA, The Plunge Aquatic Centre, Midland YMCA, Orillia YMCA, Barrie YMCA **(88%)**

Upper Grand District School Board, Wellington Catholic District School Board, Town of Orangeville, City of Guelph, Guelph YMCA-YWCA **(80%)**

Point System

Affiliate Recognition Awards encourage and recognize the use of the Society's training programs. Point values reward affiliates who offer a full menu of lifesaving programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment.

Water Rescue Awards

| | |
|----------------------------|------------------|
| Rookie/Ranger/Star Patrol | 7 / 7 / 7 points |
| Junior Lifeguard Club | 10 points |
| Wading Pool Attendant | 10 points |
| Patrol Rider | 10 points |
| Bronze Star | 10 points |
| Bronze Medallion | 15 points |
| Bronze Cross | 20 points |
| Distinction | 30 points |
| National Lifeguard Diploma | 40 points |
| | 50 points |

First Aid Awards

| | |
|-------------------------|------------------|
| Anaphylaxis Rescuer | 2 points |
| Basic First Aid | 4 points |
| CPR - A / -B / -C | 4 / 6 / 8 points |
| CPR-HCP | 8 points |
| Emergency First Aid AED | 12 points |
| Airway Management | 10 points |
| Standard First Aid | 15 points |
| | 25 points |

Specialized Training

| | |
|---|------------------|
| Lifesaving Fitness Bronze / Silver / Gold | 5 / 7 / 9 points |
| Boat Rescue | 10 points |
| BOAT | 10 points |

Leadership Training

| | |
|-------------------------|-----------|
| Core Instructor | 15 points |
| Assistant Instructor | 20 points |
| Swim Instructor | 40 points |
| Lifesaving Instructor | 40 points |
| Advanced Instructor | 20 points |
| Exam Standards Clinic | 15 points |
| Update Clinics | 15 points |
| Sport Officials Clinic | 15 points |
| Specialized Instructors | 30 points |
| Trainer Clinics | 30 points |
| Lifesaving Sport Coach | 20 points |

Recertifications are equivalent to half the value of original certifications.



LIFESAVING SPORT

Lifesaving Sport contributes to the mission of the Society by engaging and inspiring youth in our humanitarian mission; by providing an incentive for lifesaving, skill development and lifeguard training; by encouraging innovation in lifesaving and lifeguarding technique; and by providing unique opportunities for volunteer recruitment, retention and leadership development.

Ranking achievements

Much was achieved in 2011 as a result of the ongoing dedication of the Lifesaving Sport Council. A 16-year-old age group was added to the provincial Junior Lifeguard Games, pool and waterfront. In January, the Society launched the revised *TeleGames Handbook*. Between March and August, six provincial championships ran successfully with an overall increase in participation and, in November, the *Lifesaving Sport Fundamentals Award Guide* was released.

Thanks to the Lifesaving Sport Council for their continued hard work and dedication:

Paula Stevens (VP Lifesaving Sport), Roberto Aburto (Athlete Representative until October), Cynthia Cakebread (Event Management Chair), Bruce Hollowell (Technical Chair effective March), Chris Lindsay (Technical Chair until January), Charlene Pugh (Officials Chair), Melissa Dale (Coaching Chair), Jeff Schultz (Sport Development Chair), and Alvin Tedjo (Athlete Representative effective October).

Record participants at Ontario pools

The Town of Richmond Hill hosted the Senior and Masters Lifesaving Championships – Pool in March. The event set a new attendance record with 107 athletes from seven clubs participating. Congratulations to the winning club, the Mississauga Lifesaving Club. Thanks to Meet Manager Michelle Amar, Meet Referee Hugo Rodrigues and Sectional Referee Sarah Ingleton. Thanks to Charlene Pugh and the excellent staff

and volunteers from the Town of Richmond Hill for hosting. In June, 117 Junior athletes from 11 clubs – another participation record – along with coaches and parents, travelled to Tillsonburg for the Junior Lifeguard Games – Pool. Congratulations to the Richmond Hill Lifesaving Club for winning the overall banner. Thanks to Meet Manager Cynthia Cakebread, Meet Referee Sarah Ingleton and Sectional Referee Hugo Rodrigues. Thanks to Jeff McCurdy and the Town of Tillsonburg staff and volunteers for hosting another successful event.

In July, 23 teams composed of 92 athletes competed in the Ontario Lifeguard Championships. Congratulations to the winning team, the Mississauga Lifesaving Club. Thanks to meet managers Cynthia Cakebread and Jennifer Knights, Meet Referee Carrie Bowie and sectional referees Edmund Chan, Sarah Ingleton, Hugo Rodrigues and Katie Short. Thanks to Jennifer Knights and the University of Western Ontario staff and volunteers, along with Lynn Loubert and the City of London staff and volunteers for being such accommodating hosts.

Bruce Hollowell and the Toronto Police Lifeguard Service staff hosted another successful Ontario Lifesaving Championships – Waterfront in August. The three-day event showcased 232 athletes (96 Junior, 130 Senior and

6 Masters) from 14 clubs. Congratulations to the Guelph Marlins Aquatic Club for winning the Junior category and to the Toronto Police Lifeguard Service for winning at the Senior level. Thanks to meet managers Cynthia Cakebread, Charlene Pugh, Andrew Wakefield and Adrian Wong, meet referees Carrie Bowie, Edmund Chan and Sarah Ingleton, and sectional referees Cynthia Cakebread, Edmund Chan, Shanna Reid and Hugo Rodrigues.

Congratulations to the 2011 Ontario waterfront lifesaving club overall champions, the Toronto Police Lifeguard Service, and to the 2011 Ontario pool lifesaving club overall champions, the Richmond Hill Lifesaving Club.

Regionals

Eight sanctioned regional events were held in 2011 thanks to the commitment and dedication of these volunteers: Rebecca Boyd (Ontario University Lifeguard Championship), Michelle Campbell (Bond Comp), Adrian Cossu (Sand 'n' Sun Waterfront Regional Competition), Jeff McCurdy (Laurier Time Trial), Kevin McFaul (True Two), Alvin Tedjo (Toronto Regional Lifeguard Competition), Pete Whittington (Oktoberfest), and Adrian Wong (Markham Regional Lifeguard Competition).

TeleGames grew once again with 607 participants from 17 clubs. Thanks to all the coaches and clubs who continue to support and grow this unique initiative.

National scene

Ten athletes from the Richmond Hill Lifesaving Club (RHLC) and the Upper Canada Lifesaving Club (UCLC) travelled to British Columbia for the Canadian Lifeguard Emergency Response Championships

and the Canadian Pool Lifesaving Championships in May. RHLC finished 6th and UCLC finished 5th at the Canadian Pool Lifesaving Championships, and RHLC finished 3rd at the Canadian Lifeguard Emergency Response Championships.

In August, 25 athletes from the Toronto Police Lifeguard Service, the Upper Canada Lifesaving Club and the City of Thunder Bay travelled to Nova Scotia for the Canadian Surf Lifesaving Championships. The clubs finished 4th, 5th and 8th, respectively.

Thank you to the numerous Ontario officials who volunteered at these Canadian Championships.

Ontario volunteers also continued their support of the National Lifesaving Sport Commission. Thanks to Rebecca Boyd (Event Management Manager), Steve Box (Support Services Manager), Ryan Ferguson (Athletes Council Manager), Patricia Kitchen (Sport Commissioner), Charlene Pugh (Leadership Manager), and Hugo Rodrigues (Communications Manager).

Around the globe

Seven Ontario athletes were members of the Canadian Representative Team who travelled to New Zealand for the International Surf Rescue Challenge in January. Congratulations to the dedicated athletes: Jordan Andersen, Emily Brady, Alexandra Ferguson, Nic Hay, Leo Pokoussaev, James Verrault and Mike Zitta. The team of Andersen, Hay, Pokoussaev and Verreault won a Bronze Medal in the Men's 4x90 m Beach Relay event.

Congratulations to Ontario athletes Jordan Andersen, Mario Di Cosmo, Jennifer Ellison, Davey Hildebrand and Brittany Shaw for their efforts at the RLSS Commonwealth

Championships in Durban, South Africa. Shaw set a new Commonwealth and Canadian record in the Women's 50 m Manikin Carry; Shaw and Ellison were part of the team that set a new Canadian record in the Women's 4x50 m Manikin Relay; Andersen set a new Canadian record in Men's Line Throw.

Thanks to team managers Chris Lindsay and Laura Tracey, and Chef de Mission Patricia Kitchen for their leadership. Additional thanks to Ontario officials Cynthia Cakebread, Edmund Chan, Sarah Ingleton, Charlene Pugh, Shanna Reid, Hugo Rodrigues and Carmen Wong for their support.

Ontario volunteers also support international lifesaving sport initiatives. Thanks to Ed Bean (ILS Competition Manual), Doug Ferguson (Commonwealth Sport Committee, ILS Competition Manual), Perry Smith (ILS Technical & Rules Committee Chair), and Lorraine Wilson-Saliba (Commonwealth Sport Committee, ILS Event Management Committee Chair).

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Ontario Report

PUBLIC EDUCATION

Public Education activities contribute to the mission of the Society by increasing awareness of the inherent risks associated with activities in, on and around water. The aim is to modify Ontarians' at-risk behaviour to eliminate drowning and water-related injury.

Thanks to Vice President Andrea Hermann, Schools Chair Tamara Wood, Community Outreach Chair Lisa Brandie and (past) Municipal Affiliate Chair Sarah Ingleton.

Swim to Survive®

Thousands swim to survive

Learning how to survive an unexpected fall into deep water is what the Lifesaving Society's Swim to Survive program is all about. The Society continued to foster the growth of Swim to Survive in 2011 with both returning and new initiatives.

In 2011, 54,015 Grade 3 children learned how to swim to survive. Participants included 2,200 schools in 51 school boards, in association with 88 Society affiliates. These partnerships reached 65 per cent of Grade 3 students in Ontario. Thank you to all of the applicants who supported the program with in-kind sponsorship.

The generous support of the Ontario Ministry of Education allowed for the continued success of the Swim to Survive program. A total of 329,565 students have participated in Swim to Survive during school hours since the program's inception.

Photo by Lorraine Wilson-Saliba

Special thanks to Nicholas Faclaris for his assistance with the Application Approval Committee and thanks to the countless volunteers across the province whose work makes the Swim to Survive program possible.

Online and multilingual

The tragic drowning of four-year-old Avery Pringle in 2010 inspired Peterborough Fire and Police Services, in partnership with the Lifesaving Society and the Stephanie Gaetz KEEPSAFE Foundation, to develop a three-minute video to inform parents and the public about the importance of achieving the Swim to Survive standard.

The video was filmed at the Peterborough YMCA with Grade 3 students from Queen Mary Public School, and translated into French, Portuguese, Tamil, Punjabi, Mandarin, Cantonese and Hindi. Thanks to the following individuals and organizations: Dave Gillespie, Monica Gillespie and John Lyons, whose dedication and foresight led to the development of this important video; Barbara Underhill and the Stephanie Gaetz KEEPSAFE Foundation for funding the initiative; OMNI for providing translation services and on-air recording; Ted Rankine and PlaySafe Productions for producing the video, and; Kathleen Rankine for the English voiceover. And to these devoted volunteers: Andrea Chow, Brock Gillespie, Noah Mugenyi, Gillian Peterson, Nora Shaw and Rosalie Sinanan.

Surviving summer

In the summer of 2011 the Society partnered with CUPE 4400 and RBC Foundation to provide free Swim to Survive instruction at four different locations – Downsview Secondary School, Harbord Collegiate Institute, Keele Public School and RH King Academy. Toronto students aged 7–14 were invited to participate during a four-week period in July and a total of 858 school-aged children learned to swim to survive. Thanks to CUPE 4400 and RBC Foundation for their generous support of the program.

Rangers continue to reach out

The successful collaboration between the Lifesaving Society and the Canadian Forces Rangers continued for a third year. The partnership provides Swim to Survive training to 12 to 16-year-old First Nations boys during the two-week Junior Ranger Training Camp. In July, 145 Junior Rangers were taught to swim to survive by lifeguards from Geraldton. Thanks to the efforts of Jenne Curtis and Lt. Caryl Fletcher of the 3rd Canadian Ranger Patrol for making this program possible.

Summer drowning prevention campaign

During the summer, the number of drowning deaths in Ontario typically increases. To pique public awareness, the Society launched its summer drowning prevention campaign at Harbord Collegiate Institute in June. The Society released updated drowning statistics indicating an increase in Canadian drowning deaths in 2010, including a spike in drownings of children under five years old. New, qualitative data from the study on new Canadians was also released. This data expanded on previous findings and explored the influence of ethnicity on

attitudes and behaviours surrounding water safety. The media response to this event was exceptional. Interviews with Society spokespersons were conducted in multiple languages. Barbara Underhill, founding sponsor of the Swim to Survive program, was on hand to talk about her support of the video. The story reached an audience of over 37 million.

Supporting the chief coroner

The Office of the Chief Coroner released the 2010 Drowning Review on June 23, 2011 in response to the high number of drowning deaths in Ontario during the summer of 2010. The Lifesaving Society was an active member of the drowning review panel and provided data input and verification on completed audits.

Ontario Drownings

Preliminary interim data from media and Internet reports

| Total Drownings | 2010 | 2011 |
|--------------------------------|------|------|
| | 132 | 97 |
| Gender | 2010 | 2011 |
| Males | 114 | 79 |
| Females | 18 | 18 |
| Activity/Location | 2010 | 2011 |
| Boating | 38 | 29 |
| Boating – Wearing A Lifejacket | 5 | 0 |
| Swimming | 23 | 33 |
| Private Pools | 15 | 9 |
| Age Range | 2010 | 2011 |
| Children under 5 | 13 | 1 |
| Children 6–12 | 6 | 3 |
| Teens & Young Adults 13–25 | 31 | 26 |
| Adults 26–45 | 35 | 25 |
| Older Adults 46+ | 42 | 37 |

2011 trends

Interim data collected from media and Internet reports of drowning incidents indicates a significant decline in fatalities. Specifically, a sharp decline emerged in drowning deaths of children under the age of five. In 2010, 13 children were lost to drowning – in 2011 just one.

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Ontario Report



Photo by Lorraine Wilson-Saliba

The review cites several recommendations to lower the number of drowning deaths annually in Ontario including:

- ◆ Ontario municipalities should pass bylaws requiring four-sided fencing around all pools.
- ◆ Transport Canada should amend current legislation to require anyone on a boat less than 6 m in length to continuously wear a lifejacket or personal flotation device.
- ◆ Ministry of Education should make learning to swim and water safety education a component of the education curriculum.
- ◆ Ontario's Regulation 565 should be amended to require a provincial admission and facility tracking standard for recreational, non-instructional pools.

National Drowning Prevention Week

The Society's 2011 National Drowning Prevention Week focused on the recommendations from the 2010 Drowning Review. Most importantly, emphasis was placed on the high number of boating fatalities in people not wearing lifejackets. The press release capitalized on the Review's call for legislation to make lifejackets mandatory during pleasure craft use.

Roots lifejackets

The Society partnered with Roots Canada Limited to launch a series of clothing and personal flotation devices (PFDs) featuring the Society's vintage Bronze Medallion logo, circa 1940. The merchandise was available in select stores and online.

The PFDs reinforced the message that lifejackets can be stylish. Roots provided a postcard sized information piece that reinforced the importance of wearing a lifejacket and featured information about the Lifesaving Society. A portion of the proceeds of sales were donated back to the Society. Thanks to Michael Budman, co-founder of Roots Canada and Rima Biback, managing director of Roots licensing.

2011 Lifesaving Shorts video contest

For the second year the Society challenged teens to grab their cameras and make a Water Smart video. This year's winner was the Richmond Hill Lifesaving Club Camp with their video highlighting the Water Smart message "wear a lifejacket." The partially scripted video featured the acting talent of young campers. Congratulations to the Richmond Hill Lifesaving Club Camp.

Water Smart Contest

Participants in the 2011 Water Smart® contest designed a comic strip featuring one of three important Water Smart messages. Twenty-eight affiliate members from various communities registered. The Public Education Voting Committee determined the following winners:

1. Isabella Zeidler from Orangeville
2. Michael Bettencourt from Brampton
3. Sydney Hubbell from London

Lifejacket clinics

Lifejacket clinics were held in 35 locations throughout Ontario in 2011. The sessions focused on the dangers of cold water, including a "hands in" test. By placing their hands in cold water for as little as 30 seconds, attendees discovered the

paralyzing effects of cold water on their dexterity. Thanks to the Society's area chairs for dedicating their time to teach participants how to find the right lifejackets.

Kids in classrooms

The Society continued to explore ways to get Water Safety messages into classrooms. In 2011, additional activity sheets were designed to match Ontario's curriculum for the kindergarten level "Always Swim with a Buddy" program. Thanks to Schools Chair Tamara Wood, area chair and experienced primary teacher, Penny Lecour, and instructor and examiner, Karlie Jeffery.

2011 National Drowning Report

The National Drowning Report (2011 Edition) was prepared by the Drowning Prevention Research Centre Canada for the Lifesaving Society Canada. The Society released the report in English and French at its national annual meeting in May. The Drowning Report highlighted the who, what, when, where and why of drownings from 1997 to 2007, and presented unofficial, interim data from 2009 and 2010 drawn from Internet and media reports.



Buddy the Lifeguard Dog is the official mascot of the Lifesaving Society. The big, black, furry Newfoundlander figures prominently in numerous Water Smart® activities. In 2011 Buddy received a new uniform to match the distinctive new look of professional lifeguards. You'll see him wearing it proudly at events including Drowning Prevention Week, Junior Lifeguard Club Games, Santa Claus Parades and Water Smart Weekends.

Photo by J.P. Molin

SAFETY MANAGEMENT

Aquatic Safety Management Services contributes to the mission of the Society by setting and clarifying standards that help pool and waterfront owners, managers and operators to prevent drowning and maximize public safety in their aquatic environments – structured and unstructured.

Software for chief auditors

Chief auditors use L'Auditeur, a specialized software, to prepare safety audit reports during the audit process. The Society implemented the software in 2011. Early in the year, auditors attended a one-day training workshop to help familiarize them with the program. During the year, 13 safety audits were completed. Thanks to Safety Audit Committee Chair **Teresa Taylor** for her efforts in developing and launching the L'Auditeur software package.

Inspection checklist updated

All inspection checklists were updated in 2011 for implementation in 2012. Thanks to committee member **Greg Peri** for undertaking this project.

Safety accreditation revamp underway

Joey Rusnak and committee members **Leslie Aziz**, **Jesse Peter** and **Jacy Thibeault** began revamping the aquatic safety accreditation process. Their goal is to replace it with a program that will highlight those aquatic facilities that achieve the highest standards in providing aquatic safety, and those that agree to maintain such standards.

Input that matters

The Ontario's Office of the Chief Coroner released the Drowning Review in response to the high number of drowning deaths in Ontario during the summer of 2010. The Society contributed several recommendations to the report including making four-sided fencing on all pools mandatory, and amending Ontario's Regulation 565 to require a provincial

"admission and tracking" standard for recreational, non-instructional swimming in public pools.

The Society also assisted the coroner's office by providing expert witness testimony into the death of **Edine Ilunga**. Many of the Society's recommendations were included in the final verdict. Thanks to Court and Inquest Chair **Joanne Wilson** for her participation in both instances.

Improving training for aquatic managers

A redesign of the Aquatic Supervisor Training (AST) and Aquatic Management Training (AMT) programs began in 2011. Chair **Loriann Ierullo** hosted a workshop and surveyed active AST trainers to gather recommendations for a revised AST manual. Research was also conducted to improve training mediums and the recertification process for AMT.

Photo by Rob Richardson



Prevent, Prepare,
Respond and Recover
Are You Ready?

Waterfront Safety Guidelines to comply with updated regulations.

Janice also represented Ontario at a national safety management meeting in Saskatchewan, where she worked with representatives from across Canada to begin developing national safety standards. The meeting was the first-ever gathering of provincial representatives to establish national standards for enhancing safety in aquatic settings. Fifteen standards were discussed and put forward for approval in 2012. Thanks to **Janice Carroll** and committee members **Karen Cronin** and **Lisa Young**.

Measuring turbidity

Research Chair **Shanna Reid** completed research on swimming pool water turbidity (cloudy or unclear water) testing. The research explores the possibility of quantifying the measurement of water turbidity in swimming pools.

Regulations reviews

Led by Chair **Janice Carroll**, the regulation review team revised the Society's *Wading Pool Guidelines* and

Are You Ready?

The Society published the *Are You Ready? Workbook* in 2011 and completed a rough cut of the corresponding DVD. The new training resource is a guide to major incident management planning. Thanks to the project architect, Incident Management Chair **Cheryl Sibany**, who also introduced the resource at the PRO Conference in the fall.

Sharing expertise

Lifesaving Society volunteers, including ASMS Vice President **Gary Sanger** and his committee chairs, continued building the Society's reputation as the national leader in informational presentations about safety management topics. Here is some of the ground ASMS presenters covered in 2011:

- ◆ Presented a stream of seven sessions at the 2011 PRO Ontario Aquatics Conference.
- ◆ Organized and hosted a National Standards Workshop in March.
- ◆ Participated in the **Ilunga Inquest** in Ottawa.
- ◆ Delivered two sessions at the ILS Conference in Vietnam.
- ◆ Presented at the YRAC Spring Workshop in Markham.
- ◆ Delivered a session at the WWRAC Workshop in June.
- ◆ Delivered a session at the British Columbia PRA Conference in October.
- ◆ Presented at the Parks and Recreation Ontario Aquatics Regional Workshop in Ottawa.
- ◆ Presented at the Newfoundland and Labrador conference in November.

The Society also participated as a jury member on the Great Lakes Blue Flag Committee and provided Expert Witness service in 12 cases in 2011. ASMS training courses were held in May and November at the Lifesaving Society Ontario office.

MEMBER SERVICES

Member Services contributes to the mission of the Society by developing and maintaining essential corporate functions in support of The Society's activity centres and membership.

Ontario governance and structure

The Lifesaving Society Ontario is governed by an elected volunteer Board of Directors with a Council of Officers and eight Activity Centre councils composed of professionals in recreation, education, business, finance, management, and medical and legal professions.

Board of Directors

The Board of Directors is composed of 15 members whose role is to govern the Lifesaving Society Ontario in accordance with its mission and bylaws. Directors are elected for a term of two years by the Society's membership at the annual general meeting. No person or body external to the Society is entitled to appoint any directors. Directors appoint all officers, including council chairs and area chairs, and approve all activity centre objectives.

Council of Officers

The Council of Officers is composed of 18 people, two representing each Activity Centre Council, the president and the president elect. Members of the Council of Officers are nominated by the respective

Activity Centre Council and appointed by the Board of Directors for a term of two years. The Council of Officers is chaired by the president. The Council of Officers represents active, affiliate and award members; manages topics not assigned to a single activity centre (e.g., governance review) or topics that are the responsibility of multiple activity centre councils (e.g., affiliate recognition review); and monitors the work of the Board of Directors. Any member of the Society may attend and speak at Council of Officers meetings.

Activity centre councils

Activity centre councils manage the business of their respective activity centre. Activity centre councils are composed of chairs who oversee specific portfolios necessary to manage the work of the activity centre. Chairs recruit and develop committee members.

Each activity centre is chaired by the related vice president or another individual appointed by the Board of Directors. Activity centre portfolio chairs are appointed by the Board for a term of two years. Any member of the Society may attend and speak at activity centre council meetings.

In January 2011, **Chris Lindsay** resigned as Technical Chair for Lifesaving Sport. In March, **Tanya Grierson** was appointed as the Eastern Regional Representative to the Area Services Council, replacing **Johanna Graham**. **Charlene Pugh** was appointed

as a Lifesaving Sport representative to the Council of Officers and **Bruce Hollowell** was appointed as Lifesaving Sport Technical Chair. In May, the Board of Directors welcomed **Wady Dyson** as Fundraising Vice President and **Roberto Aburto** as Corporate Secretary and Legal Advisor who replaced **Dan Rosenkrantz** who retired after 21 years of service. In June, **Sarah Ingleton** resigned as Public Education Municipal Chair; **Lisa Brandie** was appointed as a Public Education representative to the Council of Officers and **Peter Mumford** resigned as Lifeguard Services Chair.

In September, the Training Program Council welcomed **Patrick King** as Lifeguard Services Chair. In October, **Alvin Tedjo** was elected as Athlete Representative replacing **Roberto Aburto**. In December, **Jennifer Knights** resigned as Safety Management Safety Standards Chair.

Members of the Board, activity centre councils and Council of Officers are listed on the inside back cover. The Society's executive director is an ex-officio member of the Board of Directors and Council of Officers. Staff directors are ex-officio members of their corresponding activity centre councils.

Area Chairs

The Board of Directors appoints chairs to represent the Society in designated geographic areas. These volunteer Area Chairs operate in 35 regions of Ontario. Area Chairs recruit volunteer committee members and field representatives to help serve the area.



Commonwealth Honour Award recipients (front row, from left): Paula Stevens, Loriann Ierullo, Julie Twaddle (President), The Honourable David C. Onley (Patron) Janna Baker, Tanya Grierson, Christine Wagg. Back row, from left: Edmund Chan, Melissa Dale, Kenn Little, Mark Paravani, Michelle Amar, Felicia Arsenault, Olof Saliba, Andrea Chow.
Photo by Val Attanasio

The Society appointed new Area Chairs in 2011. In January, **Christine Mitchell** was appointed Huronia Area Chair, replacing **Brad McConnell** after 14 years of service. In March, **Brandi Allingham** was appointed Area Chair for Lanark – Leeds & Grenville alongside co-chair **Johanna Graham**. **Tanya Grierson** was appointed Area Chair for Kingston, replacing **Cheryl Sibany**. In May, **Marc-Andrew Bird** resigned as Area Chair for Burlington and was replaced by **Lynn Galioto** who resigned from Halton. **Amy Crawford** was appointed co-chair for Huron-Perth and **Heather Morris-Stokes** and **Kate Watson** were appointed co-chairs for Halton. Also in May, **Brenda Lance** resigned as area co-chair for Grey-Bruce and **Lisa Adams** was appointed as co-chair.

Area Services Council

The Area Services Council provides support services for Area Chairs, their volunteer personnel, and the individual members who support community delivery of drowning prevention activity. The Area Services Council was introduced in 2008 and is comprised of five Regional Representatives and the Area Services Chair who are elected by the Area Chairs. The Council is chaired by the VP Member Services.

In 2011, the Council's focus was to improve communication between the Area Chairs, the Regional Reps and the Area Services

Council. The Council, led by **Scott Bilodeau**, developed the process to elect the Area Services Chair which was adopted by the Board of Directors. **Margie Lizzotti** drafted the criteria for an award with which Area Chairs could recognize community volunteer service.

National governance and structure

The National Society is governed by a Board of Directors composed of 10 branch representatives with the president elected by the members of the board. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Training Programs, Lifesaving Sport, Aquatic Safety Management and International Relations. A management team is comprised of senior staff of the 10 branches.

Executive Director's report

New website

Lifesaving Society Ontario unveiled its new website on November 30, 2011 with a new look and easier navigation based on an up-to-date platform that provides much more flexibility than our old site and provides for the addition of new features and functions on an ongoing basis.

Transition from WIRA to DPRC

In 2010, the Water Incident Research Alliance (WIRA) became the Drowning Prevention Research Centre Canada and operates as an independent, non-profit organization. WIRA was established in March 1999 as an alliance of organizations: Canadian Coast Guard, Canadian Institute for Health Information, Canadian Red Cross, City of Toronto, Lifesaving Society Canada, Ontario Provincial Police, and Parks and Recreation Ontario.

The Drowning Prevention Research Centre is the lead agency for drowning and water-incident research in Canada. The Centre conducts research into fatal and non-fatal drowning, significant aquatic injury and rescue interventions. Ongoing research and analysis supports evidence-based water-rescue training and drowning prevention education.



Ontario Staff (front row, from left): Carol Cruikshank, Iris Harrison, Becky Lehman, Daksha Moti, Wendy Mahony, Ryan Ferguson, Rocky Lu, Nadia Luck, Ann Palmer, Pam D'Costa-Dupley. Middle row, from left: Ed Bean, Dawn Maragh, Barbara Byers, Heather Chanter, Kate Besel, Thelma Zosa, Amy Ross, Shirley Wong, Stephanie McEnery, Laurie Priestman, Genevieve Fernandes, Ateeq Laeeq, Heather Williams, Doug Ferguson, Kevin Jackson. Back row, from left: Matt Boehm, Gregory Peri, Naeem Iqbal, Ray Lynch, Brian Miess, J.P. Molin, Jennifer Kessell, Phil McCurdy, Lori Groves, Tessa Clemens, Michael Shane, Jean Crane, Adrian Herscovici. Photo by Val Attanasio

ILS World Conference on Drowning Prevention

The Lifesaving Society Ontario was well represented at the ILS World Conference on Drowning Prevention in Danang, Vietnam in May. Speakers included **Barbara Byers**, **Bob Clark**, **Perry Smith** and **Brian Connors**. **Lorraine Wilson-Saliba** was Chef de Mission for the Canadian delegation, which included **Ruth Cruikshank**, **Joan Duncan** (who led the ILS strategic planning session), **Julie Twaddle** and **John Bankes**.

Information and Communications Services

In October, the Board approved the Information and Communication (IC) Services Development Plan to expand IC services to support the growing needs of the Society. The project identified a significant gap between members' expectation and the current level of service. The Society will close that gap by implementing a prioritized list of IC requirements.

National leadership

Lifesaving Society Ontario continues to manage the Society's national literature. A major focus in 2011 was literature revision required by the 2010 ILCOR decisions.

In 2011, Ontario continued work on the

development of national NLS branding and education materials and assumed responsibility for the development of a revised NLS leadership program.

Wendy Mahony continues to provide technical support for the Society's member management system across the country. **Michael Shane** provides Canada-wide support for Aquatic Safety Management Services. In 2011, he managed the Society's Canadian public pool safety standards project.

Patricia Kitchen continued as the Society's National Lifesaving Sport Commissioner. **Rebecca Boyd** served as Manager of the Event Management Committee responsible for national championships; **Ryan Ferguson** is the Canadian Athlete Representative for high-performance athletes. **Charlene Pugh** served as Leadership Manager responsible for national officials and coaching programs. **Steve Box** served as Support Services Manager.

In 2011, **Peter Mumford** accepted the position of National NLS Chair on the newly formed National Training Program Commission.

Barbara Byers serves as a member of the Board of the Canadian Safe Boating Council and chairs its PFD taskforce.

International leadership

Past national president, **Dr. Steve Beerman** continues his 2008–2012 term as President of the International Life Saving Federation. The Society's National Governor, **John F. Bankes** serves as the Commonwealth

Society's Honorary Treasurer.

Joan Duncan continues as Canada's International Relations Commissioner and chairs the ILS Governance Committee and Strategic Planning Committee. **Joan** is also the Canadian member on the Commonwealth Management Committee. **Perry Smith** chairs the ILS Technical & Rules Committee. **Perry** coordinated changes to the *ILS Competition Manual*, which was released in November. **Perry** also sits on the Commonwealth Bronze Medallion Working Group. **Lorraine Wilson-Saliba** is acting chair of the ILS Event Management Committee and sits on the Commonwealth Lifesaving Sport Committee.

Barbara Byers is a member of the ILS Drowning Prevention Commission. **Bob Clark** is a member of the ILS Education Committee. **Doug Ferguson** is a member of the Commonwealth Business Development Committee.

Ontario staff

For the 20th consecutive year, there was no management staff turnover. In March 2011, **Thelma Zosa** assumed the new position of admin assistant responsible for physical plant and **Jennifer Kessell** became sport admin assistant replacing **Jeremey Ludwig**. **Tessa Clemens** moved to data research quality control administrator replacing **Lucie Simoes** during her maternity leave. In April, **Lori Groves** assumed the program admin assistant position. In June, **Amy Ross** and **Heather Chanter** joined the member services staff and writer **Stephanie McEnery** and graphic designer **Matt Boehm** were hired. In August, **Ray Lynch** began work

as shipper/receiver replacing **Stallone Fernandes**. In September and October, **Rocky Lu** and **Gregory Peri** joined the member services staff replacing **Jennifer Baggetta** and **Beverley Yurkiewich**. **Rosalie Sinanan** replaced **Heather Chanter** (Awards) on January 1, 2012.

Summer and part-time staff included: **Kate Besel**, **Colin Cruikshank**, **Peter Mahony**, **Mihail Salariu** and **Ryan Ferguson**. **Bruce Ferguson** and **Phil McCurdy** continued to provide information technology support for the Society in Ontario.

Member Services Council

Candidate prerequisites

The issue of candidates who have taken Lifesaving Society courses and exams without the proper prerequisites in place drew considerable attention by the Member Services Council and the Council of Officers in 2011. When candidates are not certified after completing lifesaving and leadership courses, the impact on both the affiliate and the Society is extremely negative. Affiliate Services Chair **Christine Pelletier** developed proposals for educating instructors and affiliates on the importance of ensuring proper prerequisites are in place along with possible disciplinary action for those who do not follow prerequisite policies.

Ontario conference

The City of Oshawa hosted Ontario's 102nd Annual General Meeting and Area Chair Conference, March 25–27, 2011. Oshawa City Hall was the site of the Governor's Investiture that recognized volunteers with the President's List, Commonwealth Honour Awards and Lifesaving Society Centenary Medals. Affiliate and Rescue awards presentations followed and then members were invited to a social at the Oshawa Legion. Ontario Area Chairs convened their annual conference over the following two days. Our thanks to Oshawa staff and volunteers for their hospitality including **Sandra Black** (Host Committee Chair),

Ron Diskey (Manager of Programs & Facilities) and **Julie Twaddle**.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate at the University of Toronto School of Physical Education and Health who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. In 2011 the prize was presented to **Colleen Oag**, a volunteer with the Faculty of Physical and Health Education Centre for Leadership Training and Education, and a Lifesaving Society Instructor, Examiner, Coach and National Lifeguard.

Eva McDonald graduated from the School and was president of its Alumni Association. She was a 40-year volunteer of the Lifesaving Society who died in 1969 while serving as Ontario president.

Hilary M. Weston Award

Since 2002, the Hilary M. Weston Award has been awarded to youth financially unable to participate in the Society's training program. The Society provides selected youth with the examination and required support literature. Award recipients undergo lifesaving training under the auspices of an affiliate member who is invited by the Society to waive its registration fees. In 2011, 41 individuals earned Bronze certifications through the Hilary M. Weston Award.

Rescue Award of Merit

As Canada's lifeguarding experts, the Lifesaving Society is proud to honour individuals who step forward in an emergency to help someone in distress. The Lifesaving Society's Rescue Award of Merit is presented to an individual involved in a water-related rescue, or to Lifesaving Society award holders for a non-aquatic rescue.

In 2011, the Society awarded the Rescue Award of Merit to: **Crystal Angers** (Ottawa), **Katelyn Barton** (Ottawa), **Daniel Birkenbergs** (Mississauga), **Clifton Bond** (Ottawa), **Laura Bond** (Ottawa), **Hope Caldwell** (Ottawa), **Teresa Ceranowicz** (Oshawa), **Andy Coll** (Oshawa), **Celeste Cormier** (Rockland), **Veronica Cormier** (Rockland), **Cristyna Deas** (Oshawa), **Saralyn Dillard** (Ottawa), **Luc Dussault** (Ottawa), **James Ebdon** (Oshawa), **Janet Findlay** (Kenora), **Kathleen Finn** (Ottawa), **Rachel Hembruff** (Ottawa), **Danny Kallinteris** (Oshawa), **Erika Koistinen** (Bleazard Valley), **Dave MacQuistan** (Ottawa), **Kathryn McLean** (Ottawa), **Colleen Wing** (Paris), **Shelby Wing** (Paris), and **Matthew Zawada** (Aurora).



President Julie Twaddle presents ILS President Dr. Steve Beerman with a gift for his eye-opening presentation about the global drowning burden at the 2011 AGM. Photo by Val Attanasio

The Society employed the following permanent staff members in 2011:

Doug Ferguson, Executive Director
Genevieve Fernandes, Executive Director's Secretary

Training Programs

Perry Smith, Director
Carol Cruikshank, Manager
Becky Lehman, Manager
JP Molin, Manager
Beverley Yurkiewich, Lori Groves, Admin Assistant

Public Education

Barbara Byers, Director
Sindy Parsons, Manager
Daksha Moti, Admin Assistant

Aquatic Safety Management

Michael Shane, Director
Ann Palmer, Admin Assistant

Lifesaving Sport

Lorraine Wilson-Saliba, Director
Jeremy Ludwig, Jennifer Kessell, Admin Assistant

Finance

Dawn Maragh, Director
Kevin Jackson, Purchasing Manager
Shirley Wong, Bookkeeper
Naeem Iqbal, Accounts Payable
Yee Lau, Invoicing
Rhonda Pennell, Accounts Receivable

Fundraising

Kelly Manoukas, Fund Developer
Laurie Priestman, Admin Assistant

Merchandise

Brian Miess, Director
Pam D'Costa-Dupley, Admin Assistant

Member Services

Ed Bean, Communications Director
Adrian Herscovic, Communications Manager
Stephanie McEnery, Writer
Matt Boehm, Graphic Designer
Wendy Mahony, Director
Heather Williams, Manager
Nadia Luck, Admin Assistant
Thelma Zosa, Admin Assistant
Lucie Simoes, Tessa Clemens, Quality Assurance Administrator
Amy Ross, Rocky Lu, Member Services Clerk
Thelma Zosa, Jennifer Baggetta, Admin Assistant
Heather Chanter, Awards Clerk
Jean Crane, Awards Clerk
Gregory Peri, Awards Clerk
Iris Harrison, Receptionist
Ateeq Laeeq, Order Clerk
Stallone Fernandes, Ray Lynch, Shipper-Receiver

Commonwealth Honour Awards

Commonwealth Honour Awards recognize leadership and service to the Society. The Certificate of Thanks honours volunteers for significant contributions to the aims of the Society. In 2011, the Certificate of Thanks was awarded to: Stephen Benning (Toronto); Scott Bilodeau (Georgetown); Lynda Bowman (Bracebridge); Tim Bown (Mississauga); Kevin Button (Oakville); Cheryl Cakebread (Windsor); Dawn Carruthers (Richmond); Randy Cavallin (Sudbury); Alexandra Ferguson (Pickering); Ryan Ferguson (Toronto); Chantelle Hadjikezian (Bolton); Marek Holke (Brampton); Dieter Kreps (Thunder Bay); Philippe Lemire (Ottawa); Phil McCurdy (Mississauga); Andrew Pyper (Toronto); Hugo Rodrigues (Ingersoll); Alvin Tedjo (Mississauga); Nicole Williams (Bradford); Carmen Wong (St. Catharines).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2011, the Service Medal was awarded to: Felicia Arsenault (Petawawa); Janna Baker (Strathroy); Edmund Chan (Richmond Hill); Andrea Chow (Toronto); Tanya Grierson (Corbyville); Bruce Hollowell (Toronto); Loriann Ierullo (Bradford); Courtney Martin (Thunder Bay); Michelle Morrissey (Ottawa); Mark Paravani (London); Melissa Dale (Mississauga); Christine Wagg (Carp).

Recipients are eligible for a Bar to Service Medal after an additional four years of service. In 2011, the Bar to Service Medal was awarded to: Michelle Amar (Maple).

The Service Cross honours meritorious service of at least 15 years. In 2011, the Service Cross was awarded to: Debbie Boucher (North Bay); Olof Saliba (Ajax); Paula Stevens (Brampton).

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2011, the Bar to Service Cross was awarded to Kenn Little (Windsor); Dan Rosenkrantz (Hamilton); Bonnie Sackrider (Kirkland Lake).

President's List

The President's List recognizes the Lifesaving Society's most active volunteer examiner in each area, and pays tribute to all examiners and the hours they spend at the core of the Society's training programs. In recognition of their dedication and generosity in support of drowning prevention, the president of the Ontario Branch honours: Nelson Blake (Pickering), Mitchell Blimkie (Deep River), Tim Boone (Stirling), Marie-Lea Bray (Lively), Scott Charlton (Denfield), Vanessa Cipriani (Georgetown), Cathy Doyle (Kilworthy), Megan Feige (Bridgenorth), Daphne Haggarty (Thunder Bay), Michael Hundt (Southampton), Jocelyne Labreche (Elliot Lake), Teryn Lottamoza (Mississauga), Chris Mahoney (Wallaceburg), Vanessa Malherbe (Cochrane), Jeff McCurdy (Salford), Trevor Mitchell (Sarnia), David O'Shell (Binbrook), Jillian Plaunt (Englehart), Brenda Price (Perth), Jason Primeau (Cornwall), Samantha Slofstra (Fort Erie), Boris Tam (Markham), David Van Elswyk (Stoney Creek).

FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support public education and lifesaving sport activities that prevent drowning and water-related injury.

Thanks to our Fundraising Council volunteers: Planned Giving Chair **Kenn Little**, Special Events Chair **Lori McNelly**, Personal Giving Chair **Helena Follows**, Fundraising Events Chair **Heather Kazan** and Corporate Sponsorships and Donations Chair **Michelle Moreno**. In 2011 we welcomed new Vice President **Wady Dyson**.

In the community

Volunteers and donors across Ontario raised \$53,000 for the Society's Water Smart® campaign in 2011.

Darnell Challenge Cup 2011

The Darnell Challenge Cup recognizes the drowning prevention commitment of the Society's affiliate members and institutions that mobilize staff and volunteers to raise funds for Water Smart.

Overall category

| | | |
|-----------------|------------------------------------|----------|
| 1 st | Pool People Limited (PPL Aquatics) | \$19,050 |
| 2 nd | City of Windsor | \$6,353 |
| 3 rd | Town of Richmond Hill | \$3,975 |

Municipal category

| | | |
|-----------------|-----------------------|---------|
| 1 st | City of Windsor | \$6,353 |
| 2 nd | Town of Richmond Hill | \$3,975 |
| 3 rd | City of London | \$3,849 |

Single-facility category

| | | |
|-----------------|--------------------------------|---------|
| 1 st | Town of Whitchurch-Stouffville | \$2,396 |
| 2 nd | Town of Essex | \$2,232 |
| 3 rd | City of Kenora | \$1,188 |

Pool People Limited led the overall ranking for the fourth year in a row. Since 2008, PPL Ltd. has raised \$61,465 for the Swim to Survive program. Special thanks to CEO Dale Papke, Event Organizer Tim Bown and event coordinators Chris Flood, Sal Piccolo and the entire staff for their outstanding work.

The City of Windsor led the municipal ranking. Special thanks to Scott Bisson, Kenn Little, Carri-Belle Murphy and Jodi Wood.

Congratulations to the Town of Whitchurch-Stouffville, which led the single-facility

category. Special thanks to Micole Ongman, Shannon Smyth, Yorick Tong and the aquatic staff.

Others organized fundraising events in 2011. Our thanks to aquatic staff from Amherstburg, Aurora, Bracebridge, St. Catharines, Deep River, Essex, Georgina, Kenora, LaSalle, Leamington, London, Markham, Newmarket, Orangeville, Ottawa, Richmond Hill, Southwest Middlesex, Tecumseh, Tillsonburg, Vaughan, Whitchurch-Stouffville, Windsor, St. Clair College, YMCA of Belleville and Quinte, YMCA of Windsor and Essex.

102nd AGM Silent Auction

Our AGM auction raised \$2,500. Thanks to volunteers Kenn Little, Lori McNelly, Helena Follows, Heather Kazan, Joan Cook, Nathalie Vallières, Jeff Schultz and Sandy Black. And thanks to our generous contributors: Art Gallery of Ontario (AGO), Arthur's on the 4th Restaurant, Casa Loma, CN Tower, City of Oshawa, EBimage, Four Seasons Hotel, Great Wolf Lodge Niagara Falls, Hockey Hall of Fame, Kevin Jackson, Brenda Lance, Margie Lizzotti, Jeremy Ludwig, Lifesaving Victoria AUS, Lifesaving Society Alberta and NWT, Lifesaving Society Nunavut, Lifesaving Society PEI, Mariposa Cruises, Janet McCurdy, Brian Miess, Peter Mumford, Ontario Science Centre, Pizza Pizza, Royal Ontario Museum (ROM), RLSS Australia, RLSS UK, St. Joseph Media, Scandinave Spa Blue Mountain, Scarborough Town Centre, Tarragon Theatre, The Fairmont Royal York, The Mandarin, Toronto Maple Leafs Hockey Club, Julie Twaddle, Barbara Underhill, Lorraine Wilson-Saliba and Shirley Wong.

Events

Our fourth annual Lifesaving Society April Pools Day raised \$3,052 thanks to Aurora, Bracebridge, Essex, Markham, Orangeville, Ottawa and Whitchurch-Stouffville.

York Region lifeguards competed in the Lifesaving Society Race to Save Lives, raising \$3,083. Thanks to York Region Aquatic Council organizers and volunteers: Alex Al-Jbouri, Michelle Amar, Courtney Bertram, Katie Biglow, Dawn Duesbury, Jennifer Galea, Chantelle Hadjikezian, Derek Germano, Joan Groush, Lorian Lerullo, Heather Kazan, Stephanie Kirkpatrick, Oliver Koh, Bethany Kuboniwa, Nancy Letman, Julia MacLeod, Lori McNelly, Jesse Peter,

Charlene Pugh, Chris Ricketts and Yorick Tong.

For the second year, lifeguards across the province took part in the Lifesaving Society 500 Metre Swim for 500 Lives. Fifteen facilities and 120 guards from Amherstburg, Essex, Glencoe Township, Kenora, Kirkland Lake, Markham, Richmond Hill, Temiskaming Shores, Vaughan and Whitchurch/Stouffville raised over \$4,700.

Over 100 Windsor-Essex lifeguards took drowning prevention to the streets for the Lifesaving Society Rescue Tube Relay in August, running 135 km and raising \$4,763. Thanks to the aquatic staff and event organizers Julie Augustine, Scott Bisson, Cynthia Cakebread, Ron Dzombak, Kenn Little, Kelly Magan, Jeff McEwan, Carri-Belle Murphy, Patricia McLaughlin, Kerri Rice and Jodi Wood.

Lifesaving Society Club

Markham's Milliken Mills High School Lifesaving Society Club certified 106 students in CPR. Under the leadership of Club President Ameya Pendse, the club raised \$418 for the Water Smart campaign.

Band for a Cause Campaign

The sale of wrist bands raised \$1,931 for the Swim to Survive program in 2011. Thanks to Stephen Ashworth, president of *The Official Fundraising Handbook* for promoting the Swim to Survive wristband campaign in Canada for the sixth year.



Donor Clubs

The Society is pleased to acknowledge individuals who donate funds towards the Society's work.

Distinction Club

The Distinction Club recognizes donors of \$500 or more. In 2011: Ed Bean, Timothy Kevin Bean, Steve Beerman, Paul & Kathleen Beeston, Barbara & Jim Byers, Robert Clark & Jennifer Oakley, Dennis & Joan Duncan, Doug Ferguson, Rob Kavanagh, Robert Lord, Marc Neeb, Jocelyn Palm, David Pretty.

Merit Club

The Merit Club recognizes those who donate between \$300 and \$499. In 2011: Guy Holt, Calum MacLeod, Kelly Manoukas, Tom McCullough, Charles (Bob) Wood.

Bronze Club

The Bronze Club recognizes those who donate between \$100 and \$299. In 2011: Laura Bates, Jack Bramm, Ken Bunner, Cynthia Cakebread, Noreen & A. J. Campbell, Andrea Renee Cantarutti, Margaret Chambers, Dennis Copeland, Tina D'Agnillo, Diane Davis, George DeFaria, Terry Doner, Nancy Duym, Karen Eaton, James Evans, James Ford, David Ghosh, Robbie Giles, Lori Groves, Janet Hall, Mark Hawley, Cheryl Henshaw, Derek Ho, Marg & Ken Irvine, Patricia Kitchen, Vera Kameda-Lacroix, Paul Laing & Faye Langmaid, Lacey Lanigan, Becky Lehman, Patricia Lewis, Kenn Little, Edwin Madill, Wendy Mahony, Heather Marcy, Caroline McGuire, Lori McNelly, Sarah Newton, Elfrieda Nickels, Dawn Marie & Sergio Novelo, Nicole Ongman, Ann Palmer, Erin Peddle, Shawn Price, Charlene Pugh, Paul Pun, Tylene Reaume, James Rowney, Jennifer Scott, Laura Sfreddo, Keith Simison, Susan Siurna, John Speirs, Teresa Taylor, Dr. Koos Toxopeus, Patricia Tyrrell, Beverly Verwey, Roy & Gayle Warren, Alexandria Weatherup-Leach, Paul Weir, Donald Barry Wilson, Lorraine Wilson-Saliba & Olof Saliba, David YM Wong, Denise Yoreff.

Friends of the Society

Friends of the Society donate between \$25 and \$99. In 2011: Roberto Aburto, Kristine Anderson, Amy Andrew, Ben Antao, Maisie Askey, Julie Augustine, Alice Au-Yeung, Brittany Baker, Wayne Bate, Katherine Beckwith, Bradley Bell, J. Alexander Black, Stephanie Bonting, Kelly Bradley, David W. Brooks, William Brummitt, Diane Brunetti, Jody Burgon, Peggy Callery, Lauren Causawara, Fabienne Chesnik, Nicole Church, Beth Clark, Tanya Claus, Nicole Colyer, Brian Connors, Sandra Cooney, Susan Corak, Cindy Cracknell, Gerald A. Cradock, Carla Crockett, Laura Crosby, Carol Cruikshank, Marion Cruikshank, Morgan Davies, Dave Deasley, Derek Demonte, Casey Desjardins, Alexandra Devine, Howard Dietrich, Jenny Michelle Dudok, Catherine Erkinger, Candice Fader, Doreen Fenton, Mike Feraco, Genevieve Fernandes, Jeff Gehman, Lise Gervais-Isabelle, Lidia Gianfrancesco, Marianne Gignac, Nancy Gignac, Shelley Gilbert, Nick Halliwushka, Maria Harrison-Edge, Cheryl Henshaw, Andrea Herrmann, Janet Hogan, Catherine Hood, Jamie Hsu, Mahgol Javanmard, Betty Johnston, Jason Jolicoeur, David Jones, Marnie Jones, Dianne Keillor, Manesha Khazanchi, Tim Klingbille, Kevin Ko, Stephen Kralik, Bethany Kuboniwa, Julia Lackovic, Gatty Leung, Patricia Lewis, Eric Lin, Lucie Lombardo, Diane Loney, Larissa Long, Anne Lund, Jean B. Maltais, Terry & Katie Marentette, Marnie McCormick, Chris McKenzie, Glenda Mercer, Igor Mielnik, Mike Migliore, Andrew Mintz, Elizabeth D. Mitchell, Ray Moorehead, Daksha Moti, Melinda Munro, Silvia Neuteboom, Jennifer Newton, Nancy Nicholson, Doug Nieuwstraten, Elizabeth G. Nixon, Maria Olindo, Roberto Pao, Gordon Parsons, Sarina Paterson, Emilio Pesce, Nicholas Phillipow, Ian Phillips, Lee Anne Piggott, Claudette Pyykka, Thomas Quigg, Sharon Racicot, Glenn Reed, Jacqueline Reynolds, Linda Ricciuto, Tasha Richardson, Kelly Robinet, Rob Romano, Sarah Ross (Balmer), Tammy Roulston, Scott Ruddle, Bonnie Sackrider, Andrea & David Shemilt, Nasra Smith, Shannon Smyth, Erin Steele, Gerry

Strong, David Todd, Shelley Todd, Yvonne Tsao, Nathalie Vallières, Linda Van Ry, Magda Vogel, Shawna Vukanovich, Kevin Warkentin, Barbara Westlake-Power, Shelley Wideman, Norma Willis, Li Ling Wong, Penny Yee.

United Way

Thank you to donors who provide their support through the United Way Campaign donor designation program. In 2011, we received \$3,661.

The Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the historical record of the Society. In 2011, we received donations from: Ed Bean, Doug Ferguson, Wendy Mahony, David Pretty, Paul Weir.

Brian Jones Memorial Fund

This fund honours the memory of Brian Jones, a respected leader of the Society who died in 1992. The fund supports drowning prevention education for the residents of eastern Ontario. In 2011, we received donations from: Lisa Gervais-Isabelle, Silvia Neuteboom.

Hilary M. Weston Award

The Society instituted the Hilary M. Weston Award in recognition of her patronage as the Lieutenant-Governor (see page 27). In 2011, we received donations from: Tanya Claus, Genevieve Fernandes, Rob Kavanagh, Kelly Manoukas, David Pretty.

Royce Crossley-Hickman Fund – National Lifeguard Service Award

The Royce Crossley-Hickman Fund honours the memory of an exceptional young athlete and lifeguard from the County of Simcoe who died in 2009. In 2011, we received donations from James Evans, Patricia Kitchen, Kelly Manoukas, Thomas Quigg.

Megan Holliday Memorial Fund

The fund honours the memory of this exceptional athlete. Donations to date total \$3,600, which is entrusted to the Lifesaving Society to cover the full costs for recipients in the London area to complete their lifeguard certification. Since its inception, two recipients have completed their certification.

In Memoriam Donations

The Society is honoured to be the recipient of donations in memory of individuals. In 2011 we received donations in memory of: Stefan Bohne from Barbara & Jim Byers; Charlie Eustace from Jennifer Kessel; Panagiotis Peter Faclaris from Barbara & Jim Byers, Becky Lehman, Kelly Manoukas & Nick Faclaris, Daksha Moti; Ken Jorgensen from Barbara & Jim Byers; Le Brothers (Larry & Calvin) from Kelly Manoukas; James (Jim) Lehman from Ed Bean, Barbara & Jim Byers, Carol Cruikshank, Jennifer Kessel, Becky Lehman, Kelly Manoukas, Daksha Moti, Ann Palmer; Patricia Lichty from Laura Sfreddo; Rod-Paul Martin from Ed Bean, Wendy Mahony, Nicole Ongman; Dr. Robert S. McCullough from Tom McCullough; Jason McLeod from Lloyd & Sherri Aldred, Dave & Nindi Aul, Ben & Jane Gitter, Brian & Jacqueline Habicht, Hans & Elizabeth Hoffman, Mehti & Shireen Hossain, Barry & Kim Russell; Joseph Parniak from Barbara & Jim Byers; David Michael Pfaller from the staff of GB Little Public School (Scarborough), Ann & Aaron Palmer; Chris Rawnsley from Susan Corak, Kelly Manoukas; Roger Raymond from Kenn Little; Bruce Alexander Shane from Ed Bean, Barbara & Jim Byers, Kelly Manoukas; Ann Stodolak from Barbara & Jim Byers; Evadne Sutherland from

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Lifesaving Society

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Ontario Report



Lifeguards from the Windsor-Essex Rescue Tube Relay event team. *Standing, from left to right:* Kyle Kimmerly, Zak Kolasa, Matt Belawetz, Talia Masse, Mike Szarka, George Turnbull. *Kneeling, from left to right:* Chad Pierozynski, Victoria Myers, Sarah Newton. *Photo by Cynthia Cakebread*

Genevieve Fernandes, Kelly Manoukas; Neeta Tailor from Ed Bean, Barbara & Jim Byers, Becky Lehman, Kelly Manoukas; Mary Tarcia from Kenn Little; Jim Wilcox from Laura Sfreddo; Kirk Wipper from Ed Bean, Barbara & Jim Byers, Robbie Giles, Kelly Manoukas, Beverly Verwey; Laurence Y. Wynn from Barbara & Jim Byers, Wendy Mahony, Kelly Manoukas, Kathryn Wakely-Clare.

Tribute Donations

The Society is pleased to be the recipient of donations in honour of an individual's milestones. In each case, the Society informs the individual in whose name the donation is given. In 2011 we received donations in honour of:

Robert Cruikshank from Carol Cruikshank; Diane Davis "50th birthday" celebration from Erin Campbell, Meghan Campbell, Scott Campbell, Alison Davis, Heather Davis, Marg & Ken Irvine, Michelle Irvine, Neil Irvine, Matthew Sapiano, Rachael Sapiano; Kenn Little "50th birthday" celebration from Kristine Anderson, Laurie & Mike Bates, Jeff Bradley, Diane Brunetti, Jody Burgon, Cynthia Cakebread, Cheryl Cakebread,

Peggy Gallery, Peter Cantarutti, Beth Clark, Dennis Copland, Melinda Cradock, Gerald Cradock, Tina D'Agnillo, Morgan Davies, Kathleen DeFaria, Derek Demonte, Nancy Duym, Candice Fader, Jeff Gehman, Nancy Gignac, Shelley Gilbert, Cheryl Henshaw, Jason Jolicoeur, Diane Keillor, Julia Lackovic, Paul Laing, Lacey Lanigan, Patricia Lewis, Caroline McGuire, Ray Moorehead, Jennifer Newton, Nancy Nicholson, Robert Pao, Sarina Paterson, Shawn Price, Sharon Racicot, Rob Romano, Jennifer Scott, Keith Simison, John Speirs, Nathalie Vallières, Shawna Vukanovich, Barbara Westlake-Power, Catherine Wilson; Nadia Luck from Dr. Koos Toxopeus; Sara Neall and Jim Voel nuptials from Laura Sfreddo; Mark Palmer from Ann and Aaron Palmer; Swim to Survive program from Sarah Ross (Balmer); Peter Tozer "60th birthday" celebration from Roberto Aburto, Brian Connors, Doug Ferguson, Andrea Herrmann, Julie Twaddle.

Gaming

Nevada Lottery tickets in 2011 netted over \$32,700 towards the Society's Swim to Survive program. Thanks to all participating Ontario retail store owners. Special thanks to Tim Stuart, president of Bazaar Marketing and Video King, and the management team at Bazaar Marketing VP Gary Jacob and General Manager Darlene Peach. Thank you to our support team, Shirley Leslie, Cathy Smith, Margaret Hirter, Kim Battista and all our regional sales reps for their ongoing support.

MBNA® Affinity MasterCard®

Holders of the Lifesaving Society MasterCard® Platinum Plus and Preferred MasterCard raised \$3,926 through purchases and new card registrations.

Generous Support

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