



ONTARIO REPORT

2013



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning
and water-related injury.

Teaching Canadians to save themselves and rescue others

Annually, over 1,000,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart®

The Lifesaving Society focuses Water Smart drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart messages through our swim program, through the media and community action. Our Swim to Survive® program provides the essential minimum skills required to survive an unexpected fall into deep water.

Setting the standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal cases involving aquatic safety.

Drowning research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water-rescue training and Water Smart drowning prevention education.

Lifesaving sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We use lifesaving sport to engage and inspire youth in our drowning prevention mission. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete regionally, provincially, nationally and internationally. We offer certification programs for officials and coaches.

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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 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. 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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*Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are all registered trademarks of the Royal Life Saving Society Canada.

President's Report

This annual report tells the story of vibrant growth and energetic expansion in our drowning prevention efforts throughout 2013.



MORE PEOPLE TRAINED

We report another record-breaking year in program participation in 2013: over 500,000 in our Swim for Life program; over 86,000 elementary school children in our Swim to Survive program; over 12,000 instructors at First Aid Update Clinics; and over 2,000 kids in the Society's Lifesaving Sport Fundamentals program.

NEW PROGRAMS, PRODUCTS, SERVICES

You will read about new programs, products and services developed in 2013 like Swim to Survive+ (Plus) aimed at Grade 7 students; like the new program targeting camp counsellors with drowning prevention supervision strategies; like the ON GUARD card targeting backyard pool owners; like the new *Bronze Medallion Workbook* for candidates; and like the new drowning prevention database.

Swim to Survive training has reached levels that we could not have imagined when it was first introduced in 2004. In true Lifesaving Society fashion,

we worked to build on our drowning prevention reach with Swim to Survive+. We are grateful to the Stephanie Gaetz Keepsafe Foundation (founding sponsor of Swim to Survive), TransCanada Corporation and PPL Aquatic, Fitness & Spa Group whose financial support made the launch of this program possible.

NATIONAL AND INTERNATIONAL LEADERSHIP

Lifesaving Society Ontario personnel were heavily involved in national and international initiatives in 2013.

We continue to contribute as members of committees and task forces of the Lifesaving Society Canada, the Commonwealth Society and the International Life Saving Federation.

Thunder Bay hosted the Canadian Lifeguard Emergency Response Championships. Ontario athletes and officials were part of the 2013 Lifesaving Championships at the World Games in Cali, the Commonwealth Lifesaving Championships in Canberra, and the Sanyo International Surf Rescue Challenge near Tokyo.

We unveiled the new Drowning Prevention data base at the annual meeting of Canada's Chief Coroners and Medical Examiners in Edmonton and later at the ILS World Conference on Drowning Prevention in Potsdam.

We piloted revised leadership courses and provided administrative support to the National Leadership Revisions Committee.

We led lifesaving sport skill clinics and presented at the Aquatic Conference in New Brunswick. Our Aquatic Safety Management leaders provided expert testimony in eight cases in 2013.

CELEBRATION

We enter 2014 celebrating the 50th anniversary of the National Lifeguard program – a testament to the vision of the founders who established a single lifeguard standard for Canada. It is time to join the celebration. Can you host an event? Put on your bathing suit and recertify using the updated standards?

BREADTH, DEPTH AND COMMITMENT

Lifesaving Society Ontario is strong because of the number, talent and quality of the people who make a commitment to our drowning prevention cause. For many, this means years and years, decades even, of giving and sharing to support the mission.

We are strong and do good work because of you.

I invite you to reflect on the reasons that you volunteer within this great organization and what compels you to stay engaged. Can you open the door for another to join the ranks of volunteers that support us in the work that we do?

As you read through the pages of this year's report, I invite you to celebrate the accomplishments that you have achieved and dream about where we are going next. As our National Lifeguard promotion says, together we can be better and do good.



Council of Officers (*front row, from left*): Jennifer Miller, Julie Dawley, Paul Hulford, Juanita Bueschleb, Marc Neeb, Doug Ferguson, Micole Ongman, Cheryl Sibany. *Back row, from left*: Tamara Wood, Scott Bilodeau, Kenn Little, Lisa Brandie, Noah Wayne, Kerry Wakefield, Jason Joliceour, Janice Carroll, Heather Kazan, Alvin Tedjo.
Photo by Val Attanasio

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

Juanita Bueschleb	2012-2014
Julie MacIsaac	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

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, 2013, which include the results of the Drowning Prevention Research Centre, a federally incorporated registered charity controlled by the Society. Detailed audited consolidated financial statements of the Royal Life Saving Society Canada, Ontario Branch are available upon request.



The Society's revenues exceeded expenses from operations this year by \$757,000 compared with \$440,000 in the prior year. We experienced modest growth of 3% in overall net revenues this year from the prior year, while expenditures decreased by 1%.

The increase in net revenues was primarily driven by the increase in our Investments of approximately \$545,000. The market value of our investments, reflected in our contribution from operations, continued to increase with unrealized gains of approximately \$719,000 in the current year versus \$75,000 in the prior year. This has resulted in income of \$821,000 from our portfolio of investments in the current year compared to \$276,000 in the prior year. Since the recession of fiscal 2008 and early 2009 we have seen our investments recover their value, which continue to allow us to meet our objective of preserving capital while earning a reasonable rate of return.

Water Rescue net revenues have increased by \$87,000. The increase in Water Rescue was due to increases in certifications in the *Bronze Medallion* and *Bronze Cross* awards.

Fundraising net revenues are lower than the previous year by \$235,000. This decrease is driven by grant recognition related to the Swim to Survive® programs; however, we still recognized in excess of \$1.0 million of deferred grant revenue in the current year. The decrease in grant recognition was partially offset by increased gaming funds as a result of an increase in the number of stores selling our Nevada lottery tickets again this year. We anticipate increased gaming funds again in 2014.

Merchandising experienced a 14% or \$86,000 decrease in net revenues in the current year as result of the return to a normal level of sales for the ACTAR line of products, after a spike in sales in the prior two years due to changes to resuscitation and CPR protocols. Safety Management net revenues declined by approximately half, or \$84,000 as a result of decreased expert consulting services and comprehensive audit services being rendered in comparison to the prior year.

Total expenditures decreased 1% to \$6.5 million from \$6.6 million in the prior year primarily because investments in Swim to Survive® were not as significant as in the prior year. This was offset by increased expenses in all other areas of 6% over the prior year, which was in line with our expectations. For the coming fiscal year, we expect to see a significant increase in our expenditures as we continue to grow as an organization with the launch of new programs such as Swim to Survive+; the roll out of revisions to programs and companion literature; and the addition of staff to support the significant technology investments we have made over the past two years and the continued increase of volume of work we need to do in the technology area.

OPERATIONS:

NET REVENUE	2013		2012	
	\$		\$	
Water rescue	2,239,741	31%	2,152,894	31%
Fundraising	1,467,428	20%	1,702,080	24%
Literature	1,353,957	19%	1,386,285	20%
Investments	820,920	11%	275,628	4%
Merchandise	537,665	7%	623,812	9%
Leadership	506,139	7%	505,280	7%
Other	113,670	2%	90,952	1%
Affiliation fees	93,569	1%	82,455	1%
Safety management	78,764	1%	162,942	2%
Lifesaving sport	63,653	1%	51,376	1%
Research	2,270	0%	3,533	0%
	7,277,776	100%	7,037,237	100%

As a result of our financial performance we were able to replenish our capital fund investment this year by \$190,000 which ensures we are well positioned to invest and maintain our technology investments in the coming years. With the current year's increase in the market value of our investments, we remain financially healthy with investments in our marketable securities portfolio of \$7.0 million at the end of 2013 (2012: \$5.9 million).

We have significant challenges, but believe that they are manageable with continued prudent cost control, our continued success in developing new products and programs, and refining processes that leverage technology to maximize efficiencies. 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, CPA, CA

EXPENDITURES

Training programs	2,399,777	37%	2,270,881	34%
Swim to Survive	1,098,533	17%	1,496,363	23%
Member services	790,795	12%	753,423	11%
Public education	754,546	11%	706,494	11%
Lifesaving sport	493,651	7%	453,793	7%
National Levy	372,698	6%	367,214	5%
Safety management	236,616	4%	234,221	4%
Research	226,753	4%	204,448	3%
Amortization	147,351	2%	110,596	2%
	6,520,720	100%	6,597,433	100%

NET CONTRIBUTION FOR THE YEAR

757,056 **439,804**

BALANCE SHEET

NET ASSETS:

	2013	2012
Net working capital	(2,531,670)	(2,210,102)
Investments	7,013,079	5,976,678
Capital assets	485,415	443,192
	4,966,824	4,209,768

FUND BALANCES:

General	2,610,936	2,106,060
Capital	1,972,540	1,751,035
DPRC	160,774	184,000
Provincial lottery	222,574	168,673
	4,966,824	4,209,768

Training Programs



Vice President Kathleen Finn presents Jocelyn Palm with an honorary edition of *Lifer* to commemorate her lifetime achievements with the Society. *Photo by Val Attanasio*

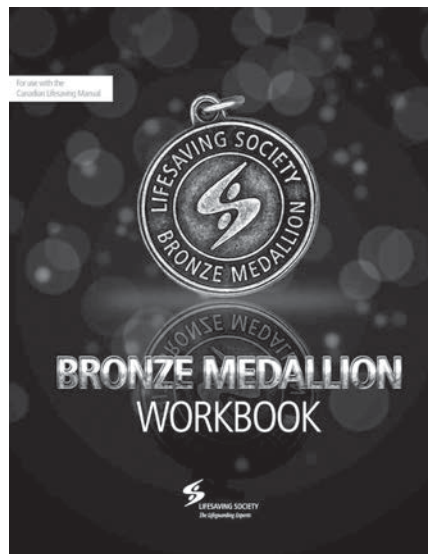
Training Programs contributes to the mission by teaching Canadians swimming and lifesaving skills and the knowledge and judgment they need to enjoy water safely and to save themselves and rescue others in an emergency.

SWIM

This year the Swim Committee focused on servicing its more than 180 Swim Program licensees, which delivered the Swim program to 509,037 participants. The annual swim meeting in June had more than 40 representatives from affiliates across the province. Committee members also conducted Swim for Life staff trainings and update clinics.

Revisions to the nationally endorsed Swim for Life Program are underway. Coordinated by Ontario and Alberta, the revisions are based on feedback from across the country.

Thanks to Swim Committee Chair **Kerry Wakefield** and members **Chantelle Gallagher**, **Deb McKay**, **Sharon Newman** and **Shaun Pearl**.



BRONZE MEDALS

In 2013 the Bronze Medals Committee completed and launched the new *Bronze Medallion Workbook*, a new candidate resource for use with the *Canadian Lifesaving Manual*. Next up is a Bronze Cross Workbook.

The Society initiated a review of the program options between Canadian Swim Patrol and National Lifeguard with a focus on gaps in content and the continuum between awards.

Thanks to Committee Chair **Jason Jolicoeur** and members **Julie Augustine**, **Cheryl Cakebread**, **Dan Geiger**, **Stephanie Lue**, **Ashley McAiney**, **Sarah Newton**, **Michael Szarka** and **George Turnbull**.





Past president Julie MacIsaac (*centre*) presents the David W. Pretty Cup to the Town of Richmond Hill (*from left*) Carmen Wong, Chris Gillard, Stephanie Verschuren, Richard Fournier, Courtney Bertram, Chantelle Gallagher, Charlene Pugh, Michelle Amar, Melanie Baker, Lori Garcia. *Photo by Val Attanasio*

TRAINING CAMP COUNSELLORS

The Aquatic Proficiency Committee worked full steam ahead on the development of a new certification for camp counsellors focusing on three primary objectives:

1. providing counsellors with drowning and injury-prevention knowledge and water safety awareness to provide a safe swimming environment for their campers,
2. preparing counsellors for their role in supervising campers and promoting safe activities in, on and around aquatic environments, and
3. providing an understanding of the rescue process and methods of responding to an emergency in an aquatic setting.

Thanks to Committee Chair **Adrian Wong** and members **Noreen Campbell, Linda Kissner, Andrew Oman, Jeannette Reesor** and **Nathalie Vallières**.

DON FAWCETT LEADERSHIP BURSARY

The new Don Fawcett Leadership Bursary recognizes Fawcett's leadership role in the training of teachers in Ontario. The Bursary provides financial assistance to eligible high school students who are pursuing aquatic leadership certifications. Don was instrumental in the development of the Ontario Teachers Aquatic Standard Certification designed to suit the specific needs of teachers working in Board of Education-sponsored pool environments.



President Elect Paul Hulford presents the Arnold H. Morphy Cup to Brock University's Carmen Wong (*left*) and Margaret Lizzotti. *Photo by Val Attanasio*

FIRST AID UPDATES

Now or never – that was the message from the First Aid Committee to encourage instructors to attend a required First Aid Update Clinic by the end of 2013. The vast majority of instructors have done so – thanks to the tireless efforts of First Aid Committee members, examiners, trainers, area chairs and affiliate members that hosted an extraordinary number of clinics.

In 2013 there were significant changes made to the Lifesaving Society First Aid Leadership model. AED Instructor and Advanced First Aid Instructor certifications were retired, while two new certifications – Emergency First Aid Instructor and CPR-HCP Instructor – were introduced. Upon recertification, Advanced First Aid Instructors are issued CPR-HCP and Airway Management Instructor certifications. Similarly, Advanced First Aid Examiners are reappointed as CPR-HCP and Airway Management Examiners.

First aid test sheets that clearly identify AED skills sets as part of the CPR test items were also completed.

Thanks to Chair **Rebecca Boyd** and committee members **Jennie Miller**, **Colleen Oag** and **Kate Watson**. Thanks to **Kathleen Finn** for her leadership and guidance.

LIFEGUARD SERVICES

In 2013 the Lifeguard Services Committee continued implementation of the new National Lifeguard standard and the new NLS Exam Policy. Updating National Lifeguard Instructors, Examiners and Trainers continued through the delivery of regional National Lifeguard Update clinics, which aim to orient NLS Instructors to the revised program.

In addition, the Society launched a National Lifeguard Instructor Resource CD with lesson plans, PowerPoint presentations and test sheets. Promotion of the new visual identity continued and we produced a “We are National Lifeguards” video for YouTube. The video is part of the National Lifeguard 50th anniversary celebration.

Thanks to Lifeguard Services Committee Chair **Patrick King** and members **Felicia Arsenault**, **Brook Beatty**, **Kevin Button**, **Andrea Chow**, **Bruce Hollowell**, **Sarah Newton**, **Mark Paravani**, **Robin Rankin**, **Diana Rowe**, **Scott Ruddle**, **David Ward**, **Peter Whittington** and **Carmen Wong**.



Vice President Kathleen Finn (*fourth from left*) presents the McCutcheon Bowl to the University of Waterloo (*from left*) Laura Allison, Adrian Cossu, Rebecca Boyd, Erin Lush, Adrian Wong, William Cheung, Patrick King.
Photo by Val Attanasio





Vice President Paula Stevens (*second from right*) presents the Scarborough Cup to the Town of Essex (*from left*) Jason Joliceour, Cynthia Cakebread and George Turnbull. *Photo by Val Attanasio*

NATIONAL LEADERSHIP REVISIONS

In 2013, leadership revisions focused on testing and finalizing the performance criteria for Lifesaving Instructor, National Lifeguard Instructor and Instructor Trainer certifications. Instructor Trainer Chair **Carolyn Tyner** continued her lead role in the revisions process.

Thanks to Ontario volunteers **Tasha Richardson**, **Kerry Wakefield** and **Tamara Wood** who contributed valuable guidance and expertise to the revised program.

Thanks to the affiliates and trainers who tested the proposed criteria. Affiliates: **City of Thunder Bay**, **City of Hamilton**, **City of Toronto**, **City of Vaughan**, **Loyalist Township**, **Town of Markham**, **Town of Woodstock**, **Town of Aurora**, **Scarborough YMCA**, **City of Kitchener**, **City of Brampton**, **Zodiac**

Swim School and the **City of Ottawa**. Trainers: **Rebecca Boyd**, **Barney Chanda**, **Adam Eastman**, **Kathleen Finn**, **Tanya Grierson**, **Marek Holke**, **Danielle Hopkins**, **Andy Ip**, **Tiffany Johnson**, **Keith Lawrence**, **Eric Leger**, **Jennie Miller**, **Andrew Mintz**, **Sharon Newman**, **Jennifer O'Toole**, **Gregory Peri**, **Joey Rusnak**, **Jeff Schultz**, **Eddie Tang**, **Carolyn Tyner** and **Kerry Wakefield**.

MEDICAL ADVISORY

The Society's medical advisors were involved on multiple fronts, providing feedback to Anaphylaxis Canada for an updated publication, reviewing first aid products for nose-bleed treatment, and reviewing rescues involving vomit techniques.

Thanks to Medical Advisory Chair **Carl Rotmann** and **Dr. Justin Kahale**.



Top Line Summary

Swim to Survive
Swim for Life
Lifesaving
First Aid
Lifeguarding
Safety Management
Lifesaving Sport
Leadership

Total

Lifesaving

Junior Lifeguard Club
Canadian Swim Patrol
Bronze Star
Bronze Medallion
Distinction
Lifesaving Fitness
Boat

*JLC Member Recognition Seals

First Aid

First Aid
CPR

Lifeguarding

Supervision
Bronze Cross
National Lifeguard

Safety Management

Aquatic Supervisor
Pool Operator
Safety Inspector & Auditor

Sport

Athletes
Officials

Leadership

Instructor
Examiner
Trainer

2013	2012	2011
56,741	63,768	54,015
509,037	467,468	445,512
57,170	62,602	61,604
79,564	81,590	83,560
29,811	30,593	30,355
933	899	815
3,263	461	391
29,823	30,642	23,082
766,342	738,023	699,334
1,108	775	990
30,783	35,588	35,080
7,658	7,748	7,764
16,660	16,040	16,250
17	13	37
477	1,852	814
467	586	669
57,170	62,602	61,604
7,938	10,908	10,998
60,838	61,189	62,319
18,726	20,401	21,241
79,564	81,590	83,560
366	256	426
13,983	13,507	13,475
15,462	16,830	16,454
29,811	30,593	30,355
658	602	582
143	93	137
132	204	96
933	899	815
2,911	287	251
352	174	140
3,263	461	391
26,089	26,780	19,341
3,095	3,190	3,111
639	672	630
29,823	30,642	23,082

Certifications earned 1908-2013

7,896,745

* JLC recognition seals are not included in the total certifications



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). 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	79,001
2 nd	Toronto – Etobicoke/York District	69,533
3 rd	Toronto – Toronto & East York District	58,020
4 th	Toronto – Scarborough District	49,208
	Total	255,762

ARTHUR LEWIS COCHRANE CUP:

Awarded to the affiliate member with the largest lifesaving program.

1 st	City of Ottawa	142,842
2 nd	City of Mississauga	132,964
3 rd	City of Brampton	103,721
4 th	City of Markham	71,458
5 th	City of Vaughan	67,769
6 th	Town of Richmond Hill	65,003
7 th	City of Hamilton	56,403
8 th	City of London	40,014
9 th	Town of Oakville	37,790
10 th	City of Kitchener	26,965

ARNOLD H. MORPHY CUP:

Awarded to the single-facility affiliate with the largest lifesaving program.

1 st	Brock University	24,677
2 nd	University of Waterloo	19,440
3 rd	Town of Essex	16,681
4 th	Kingston YMCA	14,120
5 th	Toronto-Sheppard YMCA	13,282
6 th	Carleton University	11,614
7 th	YMCA of Oakville	10,345
8 th	Scarborough YMCA	10,102
9 th	St. Catharines Walker YMCA	10,020
10 th	Dovercourt Recreation Association	9,671

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	37,790
3 rd	City of Kitchener	26,965
4 th	City of Barrie	25,163
5 th	City of Burlington	24,301
6 th	Town of Milton	16,177
7 th	City of Windsor	15,624
8 th	City of Oshawa	15,417
9 th	Town of Ajax	13,856
10 th	Town of Whitby	13,438



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	City of Waterloo	16,656
2 nd	Town of Newmarket	16,042
3 rd	Town of Halton Hills	13,572
4 th	Town of Aurora	12,617
5 th	City of Pickering	10,623
6 th	Town of Caledon	10,553
7 th	Municipality of Clarington	9,138
8 th	City of Brantford	5,296
9 th	City of Peterborough	3,851
10 th	City of Kawartha Lakes	3,653

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	16,681
2 nd	Town of LaSalle	16,013
3 rd	Town of Bradford	
	W. Gwillimbury	7,143
4 th	Town of Whitchurch/ Stouffville	7,050
5 th	Township of Uxbridge	6,547
6 th	Town of Orangeville	5,868
7 th	Town of Tillsonburg	5,718
8 th	City of Woodstock	4,555
9 th	City of Orillia	3,916
10 th	City of Belleville	3,801

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	Township of North Huron	5,905
2 nd	Town of Kirkland Lake	4,551
3 rd	Town of Hanover	4,113
4 th	Municipality of Huron East	3,549
5 th	Town of Carleton Place	3,139
6 th	Town of Perth	1,880
7 th	Town of St. Marys	1,400
8 th	City of Dryden	1,285
9 th	Town of Petrolia	1,144
10 th	Town of Minto	1,072

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

1 st	Code of Confidence	16,033
2 nd	Zodiac Swim School	14,917
3 rd	A Second Breath	12,038
4 th	Shendy's Swim School	10,348
5 th	Dovercourt Recreation Association	9,671
6 th	Making Waves Swim School Inc.	7,543
7 th	Mason's Swim School	7,376
8 th	IN DISTRESS First Aid Training Services Inc	6,760
9 th	Aqua Kids Swim School	6,714
10 th	Swim 4 Me Inc.	6,703

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

1 st	Glen Bernard Camp	6,959
2 nd	Onondaga Camp	5,751
3 rd	Camp Hurontario	5,230
4 th	Taylor Statten Camp (Camp Ahmek)	5,138
5 th	Kilcoo Camp Ltd.	4,313
6 th	Camp Tawingo	3,575
7 th	Camp Ponacka	3,428
8 th	Camp White Pine	3,039
9 th	YMCA Camp Wanakita	3,021
10 th	Camp Couchiching	2,906

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

1 st	Kingston YMCA	14,120
2 nd	Toronto-Sheppard YMCA	13,282
3 rd	YMCA of Oakville	10,345
4 th	Scarborough YMCA	10,102
5 th	YMCA of Niagara - St. Catharines Walker	10,020
6 th	Markham YMCA	9,667
7 th	Stoney Creek YMCA	9,122
8 th	Mississauga YMCA	8,656
9 th	Oshawa Mary Street YMCA	8,093
10 th	Belleville & Quinte YMCA	7,463



WILLIAM HENRY MEMORIAL

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

1 st	Bishop Strachan School	1,844
2 nd	North Toronto Christian School	1,705
3 rd	Appleby College	1,411
4 th	Branksome Hall School	1,192
5 th	Fort Erie Secondary School	818
6 th	Havergal College	773
7 th	St. Charles College	763
8 th	Robarts/Amethyst School for the Deaf	330
9 th	Dunbarton High School	275
10 th	Centennial Collegiate Vocational Institute	270

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

1 st	Brock University	24,677
2 nd	York University	23,869
3 rd	University of Waterloo	19,440
4 th	Carleton University	11,614
5 th	University of Western Ontario	9,330
6 th	St. Clair College of Applied Arts & Technology	8,102
7 th	University of Toronto	6,913
8 th	Trent University	6,548
9 th	University of Guelph	6,307
10 th	Laurentian University	5,906

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	65,550
2 nd	City of Mississauga	31,060
3 rd	Town of Richmond Hill	23,480
4 th	City of Vaughan	19,830
5 th	City of Brampton	19,380
6 th	City of Markham	19,185
7 th	City of Ottawa	17,320
8 th	City of Hamilton	16,925
9 th	Town of Oakville	9,110
10 th	City of London	7,260

Per capita category

1 st	Township of Armstrong	.4276
2 nd	Town of Essex	.1906
3 rd	Town of LaSalle	.1501
4 th	Town of Hanover	.1482
5 th	Town of Richmond Hill	.1208
6 th	Town of Tillsonburg	.1075
7 th	Town of Kirkland Lake	.0941
8 th	Town of Halton Hills	.0904
9 th	Town of Whitchurch/Stouffville	.0681
10 th	City of Vaughan	.0640

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

University of Waterloo

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

Town of Whitchurch/Stouffville

PHIL MCBEAN CUP: Awarded to the affiliate with the largest boat training program.

1 st	B.E. Safe	750
2 nd	Glen Bernard Camp	370
3 rd	Mike Somers	360
4 th	City of Brampton	230
5 th	City of Ottawa	170
5 th	City of Toronto	170
7 th	City of Greater Sudbury	160
8 th	Township of Uxbridge	150
9 th	Zodiac Swim School	140
9 th	Camp Tamakwa	140

WILLIAM M. BRUMMITT BOWL:

Awarded to the affiliate with the largest first aid program.

1 st	City of Toronto	93,358
2 nd	City of Ottawa	75,986
3 rd	City of Mississauga	55,083
4 th	City of Brampton	48,865
5 th	City of Markham	28,354
6 th	City of Hamilton	26,582
7 th	City of Vaughan	25,955
8 th	York University	21,346
9 th	City of London	20,111
10 th	Town of Richmond Hill	19,274

JOHN E. MCCUTCHEON BOWL:

Awarded to the single-facility affiliate with the largest first aid program.

1 st	Brock University	17,989
2 nd	University of Waterloo	17,205
3 rd	Town of Essex	11,066
4 th	Kingston YMCA	7,310
5 th	Scarborough YMCA	7,302
6 th	Toronto-Sheppard YMCA	6,847
7 th	Markham YMCA	6,837
8 th	St. Catharines Walker YMCA	6,735
9 th	University of Western Ontario	6,365
10 th	Carleton University	5,994

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.

Grand Erie District School Board, Brant Haldimand Norfolk Catholic District School Board, City of Brantford, Norfolk County, County of Brant, Upper Grand District School Board, Wellington Catholic District School Board, YMCA-YWCA of Guelph, City of Guelph (100%)

Durham District School Board, Durham Catholic District School Board, City of Oshawa, Boys & Girls Club of Durham, Town of Uxbridge, Town of Whitby, Town of Ajax, City of Pickering (93%)

Thames Valley District School Board, London Catholic District School Board, City of London Bob Hayward YMCA, London YMCA, Town of Dutton-Dunwich, Town of Ingersoll, Municipality of Southwest Middlesex, St. Thomas YMCA, Town of Tillsonburg, Town of Woodstock, Woodstock YMCA, Stoney Creek YMCA, Town of West Elgin (92%)

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	40 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	12 points
AED	10 points
Airway Management	15 points
Standard First Aid	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

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.



Photo by Wendy Mahony

GROWING SPORT IN ONTARIO

Ontario continues to be a catalyst in the development and hosting of lifesaving sport events in Canada. Participation in Ontario Championships enjoyed continued growth in 2013 with an attendance increase at all lifesaving championships and lifeguard games. Ontario also played host to the Canadian Lifeguard Emergency Response Championships. In all, we welcomed 19 clubs and over 650 athletes to seven provincial championships in 2013.

To support this growth, the Lifesaving Sport Council welcomed a new coaching chair and created a new High Performance Chair position. Work continued on the officials training programs and the Lifesaving Sport Fundamentals Waterfront Program. We released the first *Ontario Competition Manual* thanks to the efforts of

Jeff Schultz and the Technical Committee. Thanks to the Lifesaving Sport Council for their hard work: **Paula Stevens** (VP Lifesaving Sport), **Alvin Tedjo** (Athlete Representative), **Melissa Dale** (Coaching Chair until April), **Stas Bodrov** (Coaching Chair effective July), **Andrew Wakefield** (Event Management Chair), **Alexandra Ferguson** (Sport Development), **Alexandria Weatherup-Leach** (Officials Chair), **Lori Garcia** (Promotions Chair), and **Jeff Schultz** (Technical Chair).

PROVINCIAL

The Town of Tillsonburg hosted the Senior and Masters Lifesaving Championships – Pool in March. Record attendance saw 141 Senior athletes and 26 Masters athletes from 11 clubs participate. Congratulations to the winning club – the **Saugeen Shores Lifesaving Club**. Thanks to Meet Manager **Cynthia Cakebread**, Meet Referee **Hugo Rodrigues** and Sectional Referee **Edmund Chan**. Thanks to **Jeff McCurdy** and the **Town of Tillsonburg** staff and volunteers for hosting this successful event.

In June, 148 junior athletes from eight clubs participated in a sold out Junior Lifeguard Games – Pool hosted by the Town of Richmond Hill. The Lifesaving Club of Markham took home the winning banner. Thanks to Meet Manager **Charlene Pugh**, Meet Referee **Sarah Ingleton** and Sectional Referee **Hugo Rodrigues**. Thanks to **Charlene Pugh** and the **Town of Richmond Hill** staff and volunteers for hosting another successful event.

Sixteen teams representing eight clubs competed in the Ontario Lifeguard Championships in August. Congratulations to the winning club – the **Lifesaving Club of Markham**. Thanks to Meet Manager **Shanna Reid**, Meet Referee **Cynthia Cakebread** and

sectional referees **Edmund Chan**, **Marek Holke**, **Hugo Rodrigues** and **Katie Short**. Thanks to **Bert Lennox** and the **Town of Hanover** staff and volunteers for being wonderful hosts.

Thanks to **Bruce Hollowell** and the **Toronto Police Lifeguard Service** staff for hosting another successful Ontario Lifesaving Championships – Waterfront in August. Over three days, 273 athletes (104 Junior, 10 Masters, 159 Senior) from 12 clubs participated. Congratulations to the **Guelph Marlins Aquatic Club** for winning the Junior Lifeguard Games and the **Toronto Police Lifeguard Service** for winning the Senior Championships. Thanks to Meet Manager **Jeff Schultz**, meet referees **Carrie Bowie**, **Edmund Chan** and **Matt Rayner**, along with sectional referees **Cynthia Cakebread**, **Edmund Chan**, **Sarah Ingleton**, **Shanna Reid** and **Michael Szarka**.

Congratulations to the 2013 Ontario pool lifesaving club overall champions and the 2013 Ontario lifesaving sport club champions, the **Richmond Hill Lifesaving Club**. Congratulations to the 2013 Ontario waterfront lifesaving club overall champions, the **Toronto Police Lifeguard Service**.

REGIONAL

Eleven sanctioned regional events were held in 2013 thanks to the commitment and dedication of these volunteers: **Rebecca Boyd** (Ontario University Lifeguard Championships & Warrior Junior Lifeguard), **Adrian Cossu** (Sand N' Sun Waterfront), **Darlene Horner** (YRAC Lifeguard Competition Series – Spring & Fall), **Michael Hundt** (The Sunset Comp), **Colleen Oag** (Urban Rescue), **Alvin Tedjo** (Mississauga Lifesaving Club Comp), **James Verreault** (True Two), **Pete Whittington** (Oktoberfest) and **Marta Wrzal** (YRAC Lifeguard Competition Series).

TeleGames continued to grow this year with 632 participants from 16 clubs. Thanks to the coaches and clubs who support this unique initiative.

NATIONAL

The City of Thunder Bay and the Thunder Bay Lifesaving Club hosted the Canadian Lifeguard Emergency Response Championships in May, welcoming 20 teams representing 11 clubs from six provinces. The **Brampton Lifesaving Club, Lifesaving Club of Markham, Mississauga Lifesaving Club, Richmond Hill Lifesaving Club, Thunder Bay Lifesaving Club** and the **University of Waterloo Lifesaving Club** all represented Ontario well. Congratulations to the **Thunder Bay Lifesaving Club** for winning overall club champions and to their team **Tidal Wave** who were the overall team champions. Thanks to Meet Manager **Lyndsi Kacerik** and the **City of Thunder Bay** staff and volunteers for being wonderful hosts.

In June, 77 athletes from 11 clubs represented Ontario at the Canadian Pool Lifesaving Championships in Trois-Rivières, Quebec. Congratulations to the Ontario teams – **Saugeen Shores Lifesaving Club** finished 2nd, **Mississauga Lifesaving Club** 4th, **Richmond Hill Lifesaving Club** 9th, **Guelph Marlins Aquatic Club** 10th, **Ottawa Valley Lifesaving Club** 11th, **Lifesaving Club of Markham** 13th, **University of Toronto** 14th, **University of Waterloo** 16th, **Toronto Police Lifeguard Service** 17th, **Thunder Bay Lifesaving Club** 19th and the **Brampton Lifesaving Club** 21st.

In August, 70 athletes from five clubs represented Ontario at the Canadian Surf Lifesaving Championships in Nova Scotia. Congratulations to the Ontario teams – **Toronto Police Lifeguard Service** finished 2nd, **Ottawa Valley Lifesaving Club** 4th, **City of Ottawa Beaches** 5th, **Richmond Hill Lifesaving Club** 6th and the **Rouge Valley Lifesaving Club** 8th.

Thank you to the many Ontario officials who volunteered at these Canadian Championships and to **Charlene Pugh** who managed all the Ontario teams at the three national championships.

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2013. Thanks to **Steve Box** (Sport Commissioner), **Rebecca Boyd** (Event Management Manager), **Ryan Ferguson** (Athletes Council Manager) and **Hugo Rodrigues** (Communications Manager).

INTERNATIONAL

It was a busy year of travel for Ontario athletes with three international opportunities in nine weeks. In July, four Ontario athletes were selected to the National Team representing Canada at the World Games in Cali, Columbia. Congratulations to **Margot Cunningham, Alexandra Ferguson, Julian Filice** and **Brittany Shaw**.

The team was supported by Sport Commissioner **Steve Box** and Manager **Shanna Reid**. Congratulations to **Perry Smith** on his appointment as Referee.

In September, eight Ontario athletes were selected to represent Canada at the RLSS Commonwealth Lifesaving Championships in Canberra, Australia. Congratulations to **Sarah Boyd, Jessica Larson, Andrew Lofts, Jennifer Penny** (Captain), **Mackenzie Salmon, Chris Stoner, Dan Wilsdon** and **Elizabeth Wilsdon**. The team was supported by Coach **Brian Miess**, Assistant Coach **Michael Hundt**, Manager **Jeff Schultz**, and Chef **Lorraine Wilson-Saliba**. Also joining the delegation were Ontario officials **Cynthia Cakebread, Edmund Chan, Sarah Ingleton** and **Lorraine Wilson-Saliba**. Thanks to the **Larson, Lofts** and **Wilsdon** families who made the journey to cheer on the team and also helped out with timing.

Jessica Larson brought home two gold medals in the 200 m Obstacle Swim and 50 m Manikin Carry. Jessica and

teammate **Elizabeth Wilsdon** were members of the women's relay team that brought home three medals in obstacle, manikin and medley relays. **Mackenzie Salmon** won a silver medal in the 200 m Obstacle Swim. **Jennifer Penny** and **Chris Stoner** were members of the gold medal SERC team. New Canadian records were set by **Chris Stoner** in the 100 m Manikin Carry with Fins and by women's relay team members **Sarah Boyd** and **Jennifer Penny** in the Manikin Carry Relay.

In September, 12 Ontario athletes were selected to represent Canada at the Sanyo International Surf Rescue Challenge in Tokyo, Japan. Congratulations to **Stephanie Bigelow, Emily Brady, Juliann Desjardins, Alexandra Ferguson, Allan Grant, Dieter Kreps, Alexandra Labaj, Pawel Mekarski, Patricia Moulton, Leander Pereira, Dugald Thomson** and **James Verreault**. The team was supported by Manager **Laura Tracey**.

Ontario volunteers also provide support on international lifesaving sport initiatives; **Rebecca Boyd** (ILS Sport Commission), **Perry Smith** (ILS Sport Commission) and **Lorraine Wilson-Saliba** (Commonwealth Sport Development Committee Chair).



Photo by Wendy Mahony

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 Herrmann**, Community Outreach Chair **Lisa Brandie**, Affiliate Chair **Lisa Limarzi**, Multicultural Chair **Yorick Tong** and Schools Chair **Tamara Wood**.

SWIM TO SURVIVE®

School Grant Program

During the 2012/2013 school year, 86,236 Grade 3 children had the opportunity to learn how to swim to survive. Participants included 2,157 schools in 56 school boards together with 77 Society affiliates. These partnerships reached 69% of Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind sponsorship.

The generous support of the Ontario Ministry of Education enabled the continued success of the Swim to Survive program. A total of 503,846 students have received funding to participate in the Swim to Survive School Grant Program since the program's inception.

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

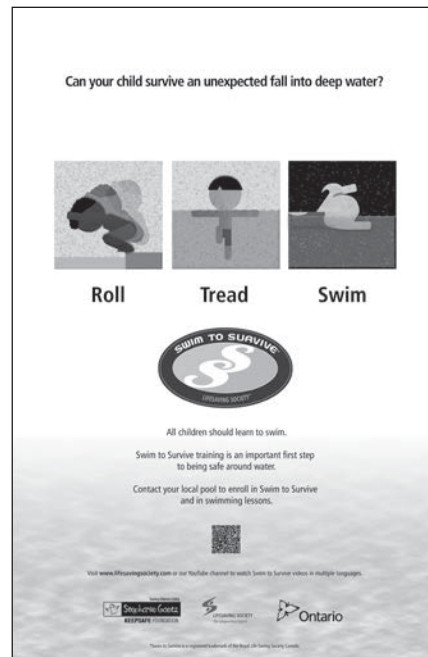
Program review

The Lifesaving Society participated in an external review of Swim to Survive by Deloitte and Touche LLB. The review was favourable and recommendations

included changes to the Participant Certificate and Instructor Worksheet, and a plan to convene a working group of core instructors to review instructional materials and share best practices.

New materials

New materials were created to support the Swim to Survive program, specifically posters, parent handouts and certificates. The certificates included more information on the specific skills that the child completed as well as the closest location for further lessons. Letters to the parents and the certificates encouraged parents to enroll their children in further lessons.



Partners meeting

The Lifesaving Society hosted a Swim to Survive Partners Meeting in May

with 25 municipal representatives, eight school board representatives and four others. Three different programming models were presented and discussed. Feedback will assist in developing new funding criteria for the School Grant Program.

SWIM TO SURVIVE+



Based on the original Swim to Survive program, Swim to Survive+ teaches Grade 7 students survival swimming skills, which they perform while wearing clothes to mimic real-life situations. Students also learn how to assist their friends to safety in an aquatic emergency.

Funding partners

At Regent Park Pool in Toronto in June, the Lifesaving Society announced funding partners for the Swim to Survive+ School Grant Program. TransCanada and PPL Aquatic Fitness and Spa Group each provided \$100,000 in operational funding. In October, the first round of applications was received and 4,650 students from 10 affiliates were approved to participate in the program commencing in January 2014.



Also in October, the program partners met with a group of Society affiliates to discuss delivery options for the non-school program.

Thanks to **Barbara Underhill** from the **Stephanie Gaetz KEEPSAFE Foundation**, founding sponsor of Swim to Survive and Swim to Survive+, for providing development funding for the required program materials. Thanks to the operational sponsors: **TransCanada** and **PPL Aquatic, Fitness and Spa Group's Dale Papke** and **Wendy Gaucher**.

Teen brain

One component of the Swim to Survive+ media event was a sharing of neuroscience research learning about the physiology of the teen brain, and how teens are more likely to participate in thrill-seeking activities and risky behaviours. A program like Swim to Survive+ arm pre-teens with skills they can use to be smarter around water and help their friends.

Thanks to **Dr. Jean Clinton** – Associate Clinical Professor, Department of Psychiatry and Neuroscience at



McMaster University, division of Child Psychiatry for contributing her research and expertise to the program and for participating in the media event.

2013 DROWNINGS

Interim data collected from media and Internet reports of drowning incidents indicates an 8% increase of drowning incidents in 2013 versus 2012. A significant increase occurred in the baby boomer age group of 50–64 years of age, more than double than in 2012.

While men were still four times more likely to drown than women, drowning among women almost doubled from 2012. By activity, 2013 saw a significant increase in boating fatalities (+50%) and a dramatic increase in transportation incidents (from 9 to 28).

In keeping with cooler temperatures, there was a steep decline in swimming and falling-into-water incidents of -32% and -30% respectively.



Chloe Tetreault (*right*) and her younger sister pose for their winning Water Smart® Contest photo submission.

ON GUARD

When you wear the card, you're On Guard.



ON GUARD CARD

In December the Society released its new On Guard Card at the National Pool and Hot Tub Council's conference in Niagara Falls. Parents and caregivers wear the card while monitoring toddlers: the card conveys what they need to be aware of, and what to do, to keep toddlers safe around swimming areas. The card stresses the need for vigilance and provides tips. The card comes with a lanyard and a brochure that explains the rationale behind the prevention tips and includes the pledge: "People ON GUARD pledge to maintain constant and vigilant supervision until relieved of duty."

Thanks to **Christine Wagg** from the City of Ottawa and the Ottawa Drowning Prevention Coalition for suggesting the need for the card, for providing guidance, and for piloting the card's messaging during the summer.

NATIONAL DROWNING PREVENTION WEEK

National Drowning Prevention Week in Canada took place from July 20–28. The Ontario Branch issued a media release that listed the latest drowning trends and included key prevention strategies. The Society's ability to use research to

correlate current trends with long-term trends reinforced the positioning of the Society as the lead agency for drowning and water incident research in Canada and led to strong media follow-up.

PATTISON FIRE ALARM CAMPAIGN

The Lifesaving Society and the Canadian Safe Boating Council (CSBC) partnered for the second year to distribute a mall poster targeting women as key influencers in persuading their husbands to wear lifejackets. In 2013, a QR code was added to the poster with a link to a video about inflatable lifejackets hosted on the CSBC's Smart Boater website.

Pattison Outdoor Advertising generously donated extensive media space in mall locations throughout Ontario in: Barrie, Kitchener, Niagara, Ottawa, Sarnia, St. Catharines, Toronto and Windsor. Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island also participated in the campaign and received bonus media space from Pattison.

Thanks to **Pattison Outdoor Advertising** for generously supporting the campaign and to **Amanda Headon** in particular.

WATER SMART® CONTEST

In 2013, 23 entrants snapped pictures of moments they believed reflected a water safety message. Here are the top three winning entries!

- 1st – **Chloe Tetreault** – age 9, Buckler Aquatics
- 2nd – **Sydney MacMillan** – age 9, City of London
- 3rd – **Sophie Dowd** and **Lucas William** – both age 8, Town of Oakville

Thanks to Affiliate Chair **Lisa Limarzi** for her leadership in this initiative.

REACHING PARENTS WITH WATER SAFETY INFORMATION

Parents of children under 12 years of age are a key drowning prevention target audience. In 2013 we created two downloadable flyers – one for "parents of children under 5 years" and another for "children aged 5-12 years." Both offer factual information to help keep children safe from drowning and were easily accessible on the Society's website.

Thanks to Community Outreach Chair **Lisa Brandie** for her significant contribution to this project.

LIFESAVING SHORTS VIDEO CONTEST

In 2013 we received a record number of entries for the fourth annual Lifesaving Shorts Video Contest, a Water Smart video contest for teens. Watch this year's videos on our website and start brainstorming ideas for next year! The Public Education Committee determined the following winners:

- 1st City of Orillia
- 2nd City of London
- 3rd Town of Pelham

Congratulations to first place winner, the City of Orillia. Their video "Water Smart 2013" is beautifully shot on their waterfront. Glen Cairn Pool staff

from the City of London submitted the second place entry, Dear 18-Year Old Me (Drowning Prevention). The Town of Pelham entered the contest for the fourth year in a row; their video “The Lifesaving League – Be A Hero” placed third. Honourable mention goes to Jean Vanier High School in Collingwood, whose students submitted multiple entries as part of a curriculum-based project.

Thanks to Vice President **Andrea Herrmann** for her leadership in this initiative.

REACHING OUT TO NEW CANADIANS

The Society used York Region as a pilot area to evaluate the best way to deliver Water Smart messages to new Canadians. Specific community events were identified to reach out to them. In the spring, Buddy the Lifeguard Dog visited the York Region Safety Village and distributed brochures and handouts to parents in multiple languages.

Materials were also delivered to parents during Police Week. Fall was a time to share information on ice safety at the Markham Fair. Various community welcoming groups were encouraged to include water safety information in their welcome packages.

Thanks to Multicultural Chair **Yorick Tong** for his leadership and for piloting the program in his community.

RESEARCH

The Lifesaving Society researches and reports on drowning and preventable water-related deaths provincially and nationally. The purpose of the drowning research is to provide a comprehensive fact base on the drowning problem to guide the Society and other organizations in developing effective drowning prevention solutions. Ongoing research and analysis supports the Society’s evidence-based water-rescue training and drowning prevention education.

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.

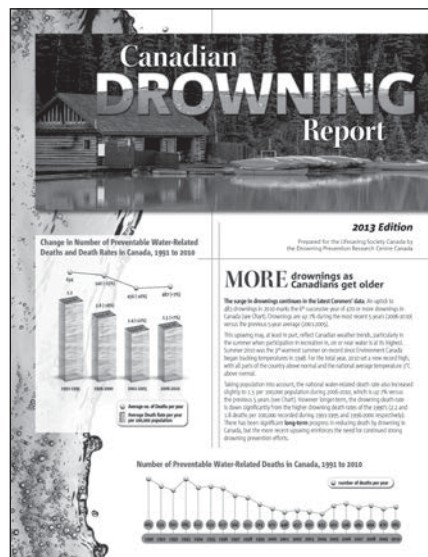
RESEARCH PROTOCOL DOCUMENTS

The Research Activity Centre prepared the first draft of research protocols for primary and secondary research. These will assist in facilitating mutually beneficial research collaboration projects with academics and research institutions.

Thanks to Vice President **Brian Connors** and **Micole Ongman** and **Noah Wayne**.

LATEST CANADIAN DROWNING REPORT

The Drowning Prevention Research Centre prepared the 2013 edition of the *Canadian Drowning Report* for the Lifesaving Society. The report highlighted drowning from 1996–2011 and provided unofficial interim data from media and Internet reports from 2012 and 2013.



DATABASE GOES LIVE

In 2013 the Society officially launched a new database that includes data from current year (media and Internet reports) and coroner’s data from provincial and territorial coroner’s offices. The Society presented the database publicly for the first time at the Annual Meeting of the Chief Coroner’s and Medical Examiners of Canada in June in Edmonton, and subsequently at the ILS World Conference on Drowning Prevention in Potsdam in September.

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.

SAFETY AUDITS

Aquatic safety audits are a core safety management activity, which provide a means to maximize the safety of aquatic facilities, thereby reducing the likelihood of aquatic-related injury and drowning.

In 2013, audits were completed at 23 pools in Barrie, Belleville, Goderich YMCA, Peterborough, Township of St. Clair and Mississauga. The City of Mississauga – with its 10 indoor pools and six outdoor pools – is the largest audit completed by the Lifesaving Society to date.

The Society completed waterfront audits at three beaches: Centennial Beach and Johnson Beach in Barrie and Sandpoint Beach in Windsor. We completed topical audits for Hamilton, St. Mary's and Markham and an incident review audit at the Goderich YMCA. Architectural audits were conducted for Markham and Windsor's Family Aquatic Complex.

SAFE SWIM SITE ACCREDITATION COMING SOON

Safe Swim Site accreditation recognizes aquatic facilities that achieve the highest standards of aquatic safety. Its objective is to promote safe management practices for operators and to encourage water safety education on a community level. In 2013 the team worked to complete the initial structure of the Safe Swim Site designation.

Thanks to **Joey Rusnak** and committee members **Jesse Peter** and **Jacy Thibeault**.

EATING AND SWIMMING

As the result of an inquest recommendation directed at the Lifesaving Society, Research Chair **Nathalie Vallières** coordinated a review of research into “eating and swimming,” the results of which will form the basis of a future Lifesaving Society standard.

MORE STANDARDS TOPICS IN THE WORKS

The Safety Standard Committee researched and submitted five safety-standard topic proposals for consideration in 2013: Thunderstorms – EpiPen® Usage – Pool Operator Training Standards – Tarzan Rope Design and Operation Standard – Off Location Trip Standard. Topic selections were based on requests made by the aquatics community with the goal of providing updated protocols.

Thanks to Safety Standard Chair **Ted Durbacz** and committee members: **Cynthia Cakebread, Melissa Dale, Anne Gervais, Marek Holke, David Hutt, Cathy Isowa, Michelle Kusiar, Jerry Lynch, Peter Mumford, Sarah Newton, Toby Pemberton, Shanna Reid** and **Colleen Wing**.

REVAMPED CHECKLIST

The Society released a revamped major-incident checklist to better prepare aquatic personnel to handle major incidents. We conducted a survey of the support provided to aquatic personnel after a major incident, which provided anecdotal need for peer-to-peer support in these critical situations. Stage one of a post-incident support structure is underway.

MANAGEMENT TRAINING

Aquatic Supervisor revisions continued in 2013. The Aquatic Management Training Committee, led by Chair **Cheryl Sibany**, worked to establish the new course content. In addition, the committee examined and refined the Lifesaving Society SEE (supervision evaluation and enhancement) program.

GUIDE TO POOL REGS CONTENT UPDATES

Led by Chair **Janice Carroll**, the Regulation Review Committee revised the content of the Society's *Guide to*

Public Pools Regulation to comply with updated regulations.

Thanks to committee members **Karen Cronin, Paul DiSalvo, Bruce Hollowell** and **Teresa Taylor**.

ASK THE EXPERTS

In 2013 the Lifesaving Society delivered aquatic safety management presentations across Canada at the following conferences and workshops: PRO Aquatics Conference – National YMCA Conference – York Region Aquatic Council – Lifesaving Society Area Chair Conference – Barrie and Toronto Ministry of Health workshops – New Brunswick Lifesaving Society Conference – BC Parks and Recreation Conference – NEORA Conference.

We were asked to bring expert witness testimony and report to the coroner's office on the Yi Fan Wang Inquest in New Brunswick, as well as conduct an incident review audit for the Goderich YMCA Swimming Pool. In all, the Society provided expert witness services in eight cases in 2013.

The Society participated as a Jury member on the Great Lakes Blue Flag Committee. As a jury member the Lifesaving Society offers its advice on beach safety and votes on the awarding of the Blue Flag status in Canada.

Aquatic Safety Management Services training courses were held in May, September and November at the Lifesaving Society Ontario office and the Parks and Recreation Aquatics Office.

Vice President **Gary Sanger** represented Ontario at the safety management meeting in New Brunswick where he worked with representatives from across Canada to continue developing national safety standards. The initial standards, developed in 2011, were reviewed and submitted for National Board approval, and new standards were discussed and developed.

Member Services



Commonwealth Honour Award recipients (front row, from left): Cynthia Cakebread, John Banks, Juanita Bueschleb, The Honourable David C. Onley (Patron), Marc Neeb, Kate Watson, Gary Sanger. Back row, from left: Rebecca Boyd, Jason Jolicour, Patricia Kitchen, John Rapp, Bruce Broker. Photo by Val Attanasio

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

GOVERNANCE

The National Society is governed by a volunteer Board of Directors nominated by provincial/territorial branches and elected at the Society's AGM. 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.

Lifesaving Society Ontario is governed by an elected volunteer Board of Directors with a volunteer Council of Officers and

eight activity centre councils composed of professionals in recreation, education, business, finance, management, and medical and legal professions.

Ontario Board of Directors

The Board of Directors is composed of 17 members who govern the Lifesaving Society Ontario in accordance with its mission and bylaws. Directors are elected for a two-year term 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 plans.

In May 2013, **Joel Kruzich** and **Cindy Courtemanche** joined the Board of Directors as Vice President Strategic Planning and Vice President Information and Communication Technology, respectively.

Ontario Council of Officers

The Council of Officers is composed of 18 people, two representing each activity centre council (see below), 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 two-year term. The Council of Officers, chaired by the president, 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.

Ontario activity centre councils

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 two-year term. Any member of the Society may attend and speak at activity centre council meetings.

In 2013, there were eight activity centre councils: Training Program, Lifesaving Sport, Public Education, Safety Management, Drowning Research, Fundraising, Member Services and Area Services.

In January 2013, the Public Education Council received **Shannon Caskey's** resignation as Social Media Chair. In April, **Melissa Dale** resigned as Coaching Chair from Lifesaving Sport Council and was replaced by **Stas Bodrov** in July. In December, **Jeff McCurdy** replaced Jeff Schultz as Technical Chair following **Jeff Schultz's** appointment as High Performance 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 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 is comprised of the Area Services Chair and five Regional Representatives elected by Area Chairs. The VP Member Services chairs the Council.

In 2013:

- Twenty-eight of 35 areas had a Vice Chair, ensuring a succession plan for consistent area management.
- 80% of areas provided input to Think Tank to ensure the views of the field were reflected in the Society's planning.
- 75% of Area Chairs used Inside Tracker which provides information on held exams and the experience of instructors who wish to become examiners.
- Area Chairs and Regional Reps contacted hundreds of instructors and arranged for the running of First Aid Updates to ensure Instructors could teach after the September 30 deadline: 90% of instructors were updated.

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.

The Society appointed new Area Chairs in 2013. In January, **Erin White** (Nunavut) resigned as did **Bonnie Sackrider** (Temiskaming) who was replaced by **Sheryl Gilbert**. In March, **Charlotte McMulkin** (Toronto-North York) resigned and was replaced by

Anna Morrell. **Charlotte McMulkin** was appointed Area Co-Chair for Toronto–Scarborough, and **Dianne Assinck** was appointed Area Co-Chair for Toronto–East York. In May, **Robin Wall** (Toronto-Etobicoke/York) resigned and was replaced by Co-Chairs **Ann Myslicki** and **Jen Ciavoliello**. In November, **Bill Welch** and **Allison Webb** (Kawartha-Haliburton) resigned as Co-Chairs and **Sharlaine Johnson** was appointed as Co-Chair for Dryden/Kenora.

MEMBER SERVICES COUNCIL

Ontario Conference

The City of Kitchener hosted the 104th Ontario Annual General Meeting and Area Chair Conference, March 22–24, 2013. Kitchener City Hall was the site of the Governor's Investiture recognizing volunteers with the President's List and Commonwealth Honour Awards. Affiliate and Rescue awards presentations and social followed the AGM. Area chairs convened their annual conference over the following two days. Our thanks to Kitchener staff and volunteers for their hospitality, specifically **Jennifer Miller**, **Jennifer Campbell**, **Brenda Lance**, **Caitlin Perkins**, **Mariah Peacock**, **Catherine Lubberts**, **Georgia Teare**, **Elyse Shemitt**, **Kristen Ross**, **Jessica Heine**, **Laura Richards**, **Erin Lush**, **William Cheung** and **Emily Campbell**.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate in the University of Toronto Faculty of Kinesiology and Physical Education who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. In 2013 the prize was presented to **Colleen Oag**, a volunteer with the Faculty of Kinesiology and Physical Education Centre for Leadership Training and Education and a Lifesaving Society National Lifeguard, Examiner and Coach.



Governor Marc Neeb presents the Rescue Award of Merit to Breanna Pede of Sarnia (*centre*), who appears with her friend Megan, the girl she rescued. *Photo by Val Atanasio*

Hilary M. Weston Award

The Hilary M. Weston Award is 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 whom the Society invites to waive its registration fees. In 2013, 96 individuals earned Lifesaving Society certifications through the Hilary M. Weston Award.

Rescue Award of Merit

The Lifesaving Society honours individuals who step forward in an emergency to help someone in distress. The 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 2013, the Society awarded the Rescue Award of Merit to: **Siobhan Best** (Brampton), **Harvey Gamble** (Massey), **Stefan Goetz-Parent** (Vaughan), **Mark Hou** (Vaughan), **Derek Krauss** (Markham), **Michael Lima** (Brampton), **Felicia Marceau** (Hanmer), **Derek McInroy** (Belleville), **Troy McInroy** (Belleville), **Steve Moreland** (Vaughan), **Breanna Pede** (Sarnia), **Jordon Rowe** (Ripley), **Christina Tacconelli** (Vaughan) and **Emma Valent** (Vaughan).

Commonwealth Honour Awards

Commonwealth Honour Awards recognize leadership and service to the Society.

Service Commendations (formerly *Certificate of Thanks*) honour volunteers for significant contributions to the aims of the Society. In 2013, the Service Commendation was awarded to:

Lisa Brandie (London), **Jennifer Evans** (Markham), **Nick Faclaris** (Markham), **Lori Gibeau** (Cornwall), **Justin Kahale** (Orleans), **Heather Kazan** (Markham), **Matthew Rayner** (Toronto), **Christine Pelletier** (Ottawa), **Mike Szarka** (London) and **Andrew Wakefield** (Toronto).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2013, the Service Medal was awarded to **Chris Lindsay** (Kingston).

Recipients are eligible for a Bar to Service Medal after an additional four years of service. In 2013, the Bar to Service Medal was awarded to: **Carrie-Lynn Bowie** (Ottawa), **Steve Box** (Ottawa), **Marilyn Cory** (Longbow Lake) and **Sarah Ingleton** (Mississauga).

The Service Cross honours meritorious service of at least 15 years. In 2013, the Service Cross was awarded to: **Bruce Broker** (York), **Rebecca Boyd** (Woodstock), **Cynthia Cakebread** (Windsor), **John Rapp** (Orleans) and **Kate Watson** (Georgetown).

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2013, the Bar to Service Cross was awarded to: **Patricia Kitchen** (London) and **Gary Sanger** (Ajax).

The Commonwealth Vice President recognizes outstanding and exemplary service of at least 28 years. In 2013, the Commonwealth Vice President was awarded to **John F. Bankes** (Toronto).

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 level 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: **Leslie Aziz** (Mississauga), **William Bray** (Cornwall), **Jeannie Davies** (Brockville), **Reg Dent** (Uxbridge), **Alyssa Fairservice** (Schreiber), **Chris Fields** (Corunna), **Danielle Hopkins** (Stoney Creek), **Cathy Janke** (Bracebridge), **Sara Johnson** (Acton), **Jocelyne Labreche** (Elliot Lake), **Chris Lafleche** (Orillia), **Sarah Landry** (Dunsford), **Andre Lauzon** (Markham), **Chris Mahoney** (Wallaceburg), **Vanessa Malherbe** (Cochrane), **Kimberley McCrystal** (Woodstock), **Brendan McMahon** (Burlington), **Andrew Oman** (North Bay), **Jillian Plaunt** (Englehart), **Casey Pyykka** (Kenora), **Samantha Slofstra** (Crystal Beach), **Krista TerMarsch** (Beachburg), **Laura Vettoretti** (Sudbury), **Laura Webb** (Chepstow), **Bill Welch** (Peterborough), **Emily Wood** (London).

Personnel

In 2013, Ontario staff and volunteers continued to contribute to National Society and international initiatives. **Wendy Mahony** continues to provide Branches with member management software and PCO data management and liaison with Transport Canada. **Carol Cruikshank** supported the Society's National Leadership Revision Project. **JP Molin** is a member of Transport Canada's Recreational Boating Committee. **Barbara Byers** chairs the Educational Programs Committee of the Canadian Safe Boating Council. **Michael Shane** provides Canada-wide support for safety management services including the development of public pool safety standards and national competition safety guidelines. **Brian Miess** coached Canada's national lifesaving team at the 2013 Commonwealth Lifesaving Championships in Canberra. In November, **Roberto Aburto** replaced Brian on the national team selection committee.

Steve Box heads the National Lifesaving Sport Commission – which includes **Rebecca Boyd** (Event Management

Manager), **Ryan Ferguson** (National Athlete Representative) and **Hugo Rodrigues** (Communications Manager).

Patricia Kitchen serves as the Society's International Commissioner as does **Patrick D'Almada** as National Safety Management Commissioner. **Janice Carroll** and **Gary Sanger** are members of the National Safety Management Commission.

In 2013, **John F. Bankes**, Lifesaving Society Canada National Governor, retired as Treasurer of the Commonwealth Royal Life Saving Society. **Barbara Byers** is a member of the ILS Drowning Prevention Commission and on the board of the U.S. National Water Safety Congress. **Doug Ferguson** sits on the ILS Business Commission. **Rebecca Boyd** and **Perry Smith** are members of the ILS Sport Commission. Perry served as chief referee at the Cali World Games Lifesaving Championships in July and also sits on the RLSS Commonwealth committee responsible for Bronze Medallion revisions. **Lorraine Wilson-Saliba** chairs the RLSS Commonwealth Sport Development Committee. **Joan Duncan** is Canada's representative on the RLSS Commonwealth Management Committee.

With **Ed Bean** as editor, **Perry Smith** led the ILS Technical Committee's revision of the *ILS Competition Manual* published in September 2013. **Barbara Byers**, **Michael Shane**, **Tessa Clemens** and **Perry Smith** gave presentations at the 2013 ILS World Conference on Drowning Prevention in Potsdam in October.

INFORMATION AND COMMUNICATION SERVICES

In 2013, we developed and distributed content through our regular member communication channels – www.lifesavingsociety.com, summer and winter issues of our newsletter *Lifeliner*,

and social media outlets Facebook and Twitter. We continued to manage Lifesaving Society Canada literature.



Governor Marc Neeb presents the Rescue Award of Merit to Michael Lima and Siobhan Best of Brampton.
Photo by Val Attanasio

In addition, we accomplished the following priorities from the Society's three-year plan to expand the information communication support services for members:

- www.LifeguardDepot.com provides the ability to shop and pay online.
- Affiliates may pay invoices online.
- www.lifesavingsociety.com provides:
 - information to affiliates on why awards from a particular exam cannot be issued
 - notification to members of awards which are about to expire
 - online viewing of training and other videos
- A new comprehensive and searchable drowning research database was launched.
- Inside Tracker identified staff members who had not attended a First Aid Update Clinic.
- Find a Member Mobile allowed checking of members' certifications on hand held devices.



Ontario Staff (*front row, from left*): Laurie Priestman, Ateeq Laeeq, Thelma Zosa, Kelly Manoukas, Shirley Wong, Wendy Mahony, Lucie Simoes, Barbara Byers, James Mahony, Iris Harrison, Nadia Luck, Mihail Silariu, Stephanie McEnery, Ann Palmer. *Back row, from left*: Rhonda Pennell, Michael Shane, Genevieve Fernandes, Daksha Moti, Ed Bean, Becky Lehman, Jennifer Kessell, Pam D'Costa-Dupley, Carol Cruikshank, Yee Lau, Kevin Jackson, Heather Williams, Alexandra Ferguson, Naeem Iqbal, Brian Miess, Phil McCurdy, Rocky Lu, J.P. Molin, Jean Crane, Rosalie Sinanan, Kevin Ma, Tessa Clemens, Matt Boehm, Adrian Herscovici, Doug Ferguson, Renata Jaciw-Zurakowsky, Perry Smith, Lorraine Wilson-Saliba, Dawn Maragh. *Photo by Val Attanasio*

Office staff

The Lifesaving Society Ontario employs 42 staff members, including eight directors and eight managers. There were no changes to management staff in 2013. Nadia Luck, Member Services admin assistant returned from maternity leave in March. There were no other changes to staff in 2013.

Summer and part-time staff included: Alexandra Ferguson, Cally Ye, Colin Cruikshank, Irwin Hutchinson, Peter Mahony, Mihail Salariu and Ryan Ferguson. Bruce Ferguson, Phil McCurdy, Rick Walters and Wes Machnio continue to provide information technology support for the Society in Ontario.

The Society employed the following permanent staff in 2013:

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

Training Programs

Perry Smith, Director
Carol Cruikshank, Manager
Becky Lehman, Manager
JP Molin, Manager
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
Jennifer Kessell, Admin Assistant

Finance

Dawn Maragh, Director
Kevin Jackson, Purchasing Manager
Shirley Wong, Bookkeeper
Naeem Iqbal, Accounts Payable
Yee Lau, Irwin Hutchinson Jr., Accounting Clerk
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 Herscovici, Communications Manager
Stephanie McEnery, Writer
Matt Boehm, Graphic Designer
Wendy Mahony, Director
Heather Williams, Manager
Nadia Luck, Admin Assistant
Thelma Zosa, Admin Assistant
Rocky Lu, Admin Assistant
Lucie Simoes, Drowning Data Collector
Tessa Clemens, Drowning Research
Renata Jaciw-Zurakowsky, Member Services Clerk
Rosalie Sinanan, Member Services Clerk
Kevin Ma, Member Services Clerk
Jean Crane, Member Services Clerk
Ateeq Laeeq, Member Services Clerk
Iris Harrison, Receptionist
James Mahony, Shipper-Receiver

Fundraising

Fundraising activities support public education and lifesaving sport activities that prevent drowning and water-related injury.

Thanks to our Fundraising Council volunteers: Vice President **Wady Dyson**, Planned Giving Chair **Kenn Little**, Fundraising Events Chair **Heather Kazan** and Special Events Chair **Eddie Tang**.

IN THE COMMUNITY

Ontario volunteers and donors raised \$68,000 for the Society's Water Smart* and Swim to Survive* campaigns in 2013 – the highest annual amount ever.

Darnell Challenge Cup 2013

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

Overall category: 1st Pool People Limited \$25,000, 2nd City of London \$8,133, 3rd City of Windsor \$3,109.

Municipal category: 1st City of London \$8,133, 2nd City of Windsor \$3,109, 3rd Town of Richmond Hill \$2,345.

Single-facility category: 1st Town of Bradford West Gwillimbury \$1,437, 2nd Town of Essex \$1,000, 3rd Town of Tillsonburg \$901.

PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) led the overall ranking for the sixth year. Since 2008, PPL Inc. has raised \$80,505 for the Swim to Survive program and \$25,000 for the Swim to Survive+ program. Special thanks to CEO **Dale Papke**, President **Paul Denstedt**, Swim-a-Thon Event Organizer **Tim Bown**, event coordinators **Chris Flood** and **Sal Piccolo**, and the entire staff for their outstanding work.

Congratulations to **London**, which has raised over \$42,000 for the Water Smart campaign over the years. Special thanks to **Lynn Loubert**, **Jen Knights**, **Mike Szarka** and the London aquatic staff. Congratulations to **Bradford West Gwillimbury**, which led the single-facility category. Special thanks to **Bethany Kuboniwa** and the aquatic staff.

Others organized fundraising events in 2013. Thanks to aquatic staff from **Aurora**, **Barrie**, **Bracebridge**, **Bradford West Gwillimbury**, **Cambridge**, **Clarington**, **Cochrane**, **Essex**, **Georgina**, **Hamilton**, **Kawartha Lakes**, **King**, **LaSalle**, **Leamington**, **London**, **Markham**, **Norfolk County**, **Oakville**, **Orangeville**, **PPL Aquatic Fitness and Spa Group Inc.**, **Richmond Hill**, **Saugeen Shores**, **St. Catharines**, **Tecumseh**, **Tillsonburg**, **Timmins**, **University of Guelph**, **University of Western Ontario**, **Vaughan**, **Whitchurch-Stouffville**, **Windsor** and **YMCA Central East (Belleville & Quinte)**.

EVENTS

Our 104th AGM Silent Auction raised \$3,560. Thanks to all who contributed. Volunteers: **Wady Dyson**, **Helena Herscovici**, **Heather Kazan**, **Kenn Little** and **Eddie Tang**. Individuals: **John Blaicher**, **Barbara Byers**, **Alexandra Ferguson**, **Sheryl Gilbert**, **Jennifer Kessell**, **Brenda Lance**, **Margie Lizzotti**, **Kelly Manoukas**, **Carl Shier**, **Lorraine Wilson-Saliba** and **Shirley Wong**. Businesses and organizations: **African Lion Safari**, **Art Gallery of Ontario (AGO)**, **Bazaar Marketing**, **Blistex**, **Casa Loma**, **City of Toronto**, **CN Tower**, **M & O Knits**, **MADD & Ontario Power Generation**, **Mad Moose Training**, **Maple Leaf Sports & Entertainment**, **Mariposa Cruises**, **Ninutik (Maple Syrup)**, **Parks &**

Recreation Ontario, **Radisson Hotel Toronto East**, **Royal Ontario Museum**, **Shaw Festival**, **The Keg**, **The National Ballet of Canada**, **Taragon Theatre**, **Tomorrow's Heroes**, **Toronto FC**, **Toronto Blue Jays Baseball Club** and **Wilderness Tours Rafting**.

The sixth annual *Lifesaving Society April Pools Day* raised more than \$4,800 thanks to affiliates from **Aurora**, **Bracebridge**, **Cochrane**, **Essex**, **Markham**, **Orangeville**, **St. Catharines**, **Whitchurch-Stouffville** and **YMCA of Central East (Belleville & Quinte)**.

For the fifth year, lifeguards across the province took part in the annual *Lifesaving Society 500 Metre Swim for 500 Lives*. Twelve facilities and 275 guards from **Barrie**, **Bradford West Gwillimbury**, **Markham**, **Richmond Hill**, **St. Catharines** and **Timmins** raised over \$5,100.

In August lifeguards took drowning prevention to the streets for the fourth annual *Lifesaving Society Rescue Tube Relay*, running over 80 km and raising \$3,600. Thanks to **Mike Szarka**, **Jen Knights** and **London's aquatic staff** for supporting the Society's drowning prevention campaign.

Thirteen teams of lifeguards from York Region competed in the *Bump, Set, Spike Volleyball 2.0 Tournament* and raised over \$1,800. Thanks to participants and organizers from the York Region Aquatic Council: **Heather Kazan** (Markham – YRAC Chair), **Rhonda Pogue** (Newmarket – YRAC Vice-Chair), **Alexandria Weatherup-Leach** (Vaughan) **Stephanie Kirkpatrick** (Georgina), **Eddie Tang** (Richmond Hill), **Loriann Ierullo** (Aurora), and **Bethany Kuboniwa** (Bradford, West Gwillimbury).

Lifeguards from **Leamington, LaSalle, Tecumseh** and **Windsor** organized the *Lifesaving Face to Face* event and raised over \$3,400 for the drowning prevention campaign.

In the SEALS Swim to Survive event in August, Wingham native **Lesley Burton Zehr** swam 25 km along the shoreline of Lake Huron from Bayfield to Goderich. She raised over \$6,000. In July 2014 she plans to swim 75 km. Thanks to the boat captains, lifeguards, crew and donors who supported this event.

LIFESAVING SOCIETY CLUBS

In 2013, a number of high schools organized Lifesaving Society Clubs to run CPR training workshops. Thanks to these clubs that trained 48 students and raised over \$300: **Brebeuf College School** (Toronto), **Colonel By Secondary School** (Gloucester), **Marc Garneau Collegiate** (Toronto), **Thornhill Secondary School** (Thornhill) and **Sir Winston Churchill High School** (St. Catharines).

BAND FOR A CAUSE

The sale of wristbands raised \$1,068 for Swim to Survive in 2013. Thanks to **Chemong Public School Kawartha, City of Elliott Lake, St. Clair College, Township of Selwyn, Municipality of West Nipissing** and the **Town of Whitchurch-Stouffville**. Thanks to **Stephen Ashworth**, president of *The Official Fundraising Handbook* for promoting the Swim to Survive wristband campaign in Canada for the seventh year.

DONOR CLUBS

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

Distinction Club (\$500 or more). In 2013: **John F. Bankes, Tim Bean, Ed Bean, Dr. Steve Beerman, Barbara & Jim Byers, Robert Clark, Dennis & Joan Duncan, Doug Ferguson, Robert Lord, Wendy Mahony, Marc Neeb, Jocelyn Palm, David Pretty, Rob Richardson, Alexandria Weatherup-Leach, Gerry Young.**

Merit Club (\$300 to \$499). In 2013: **Brian Connors, Guy Holt, Calum MacLeod, Tom McCullough, Laura Sfreddo.**

Bronze Club (\$100 to \$299). In 2013: **Liz Amaral, Paul & Kathleen Beeston, Jack Bramm, Cynthia Cakebread, Noreen Campbell, Michelle Duwyn, Karen Eaton, Meghan Fardella, James Ford, David Ghosh, Marianne Gignac, Janet Hall, Brenda Halloran, Martha Hamilton, Frances Hatherton, Mark Hawley, Maria Jones, Vera Kameda-Lacroix, Gordon King, Patricia Kitchen, Rebecca Lehman, Kenn Little, Eric Lunn, Kelly Manoukas, Heather Marcy, Bill McGrath, Mary Sue Miller, Zack Mincer, Amanda Nadeau, Heather Ouimet, Ann Palmer, Wendy Rintoul, Allan Ritchie, James Rowney, John & Lynda Runge, Carolanne Smith, Jessica Lynn Sylvestre, Mike Szarka, Teresa Taylor, Mary Thorpe, Mark Toman, Roy & Gayle Warren, Paul Weir, David YM Wong.**

Friends of the Society (\$25 to \$99). In 2013: **Lisa Adams, Alyssa Almeida, Michelle Amar, Linda Amicone, Amanda Andal, Laura Aseltine, Cheryl Atkinson, Julie Augustine, Angela Bartley, Omar Battistella, Julie Bock, Jennifer Bowes, Kalyn Bowman, Michael Bozzo, Dylan Buidimir-Hussey, Nancy Burton, Fabienne Chesnik, Daniel Choi, Jimin Choi, Connie Choi, Mel Cockhill, Janice Corbeil, Elena Courteaux, Cindy Cracknell, Patricia Crosby, Carol**

Cruikshank, Marion Cruikshank, Lawson Curtis, Diane Davis, Debbie Decker, Franco DeMarco, Alexandra Devine, Howard Dietrich, Kathy English, Lynne Ferguson-Bourguignon, Dan Fontaine, Laurie Galan, Jennifer Galea, Heather Gaudie, Cathy Gellegan-Colby, Chirs Gillard, Herbert Gottberg, Anne Marie Griffioen, Ilona-Maria Gruter, Kathleen Hache, Jim Hanmore, Kaitlyn Hartfield, G. Hastings, Meagan Henry, Philip Hewitson, Jeremy Horvatin, Alex Hosu, Andrei Hosu, Bill Hutton, Julia Iftimie, Javgureanu Irina, Isabel Janeiro, Elizabeth Jones, Linda Jones, Mitra Kamahi, Allan Kean, Katherine King, Darryl Laton, Jasmine LeBlanc, Rhonda Lickver, Jessica Loranger, Lynn Loubert, Anne MacDonald, David MacIntosh, Dawn Maragh, Brenda Martin, Anna McCarthy, Alexandra McDonnell, Claire McWilliam, James Merwin, Andrew Mintz, Elizabeth D. Mitchell, Jose Moreira, Liliana Moreira, Dianne Morgan, Dan Nicsara, Alison Noble, Harrison O'Brien, Dr. Alice Ordean, Lyall Orton, Marilyn Osborne, Kara Park, Gregory Peri, Don Pite, Jessica Pittao, Jim Playford, Irina Popova, David Ralph, Anne Rankine, Andy Reparson, Mike Reynolds, Jacqueline Hayward, Mike Roberts, Brendan Roberts, Larry Rodgers, Gabriel Santa, Greg Sexsmith, Doris Shepley, Joran Siu, J. Mark Skipper, Chelsea Smith, Michelle Soers, Kim Spence, Breanna Ste. Marie, Erin Steele, Carolyn Stiff, Gerry Strong, Bruce Takahashi, John-Michael Tamburro, Mary Tamcsu, Eddie Tang, Richard Taylor, Chris Toth, John Traynor, Christos Vamvakas, Dan Van Wyk, Camelia Vandeborne, Jessie VanRy, Jaclyn Varga, Miriam Venilainen, Magda Vogel, Lynn Waters, Chris Watt Bickley, Catherine Whippey, Lindsay Winters, Marta Wrzal.

United Way

Thank you to those who provide support through the United Way Campaign donor designation program. In 2013 we received \$965.

Royal Circle of Friends

The Society gratefully acknowledges people who have committed future support through wills, life insurance or estate plans. Thanks to **Mark Feigenbaum, David Pretty, Cheryl Sibany**.

The Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society's historical record. In 2013 we received donations from: **Ed Bean, Jack Bramm, Wendy Mahony, Cameron Paton, David Pretty, Steven Rosenhek, Paul Weir, Gerry Young**.

Brian Jones Memorial Fund

In memory of Brian Jones, a respected leader of the Society who died in 1992, this fund supports drowning prevention education for the residents of eastern Ontario. In 2013 we received donations from: **Lynne Ferguson-Bourguignon, Maria Jones, Carolyn Stiff**.

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 2013 we received donations from: **Ed Bean**.

Royce Crossley-Hickman Fund – National Lifeguard Service Award

In honoured memory of an exceptional athlete and lifeguard from the County of Simcoe who died in 2009. This fund

subsidizes NLS training for selected Simcoe residents. In 2013, we received donations from: **Kelly Manoukas, Rob Richardson**.

Megan Holliday Memorial Fund

In honoured memory of an exceptional athlete, this fund covers the lifeguard training costs of London-area recipients. Donations to date total \$3,600. Since inception, two recipients have completed their lifeguard certification and one recipient was certified as an instructor.

In Memoriam Donations

The Society is honoured to receive donations in memory of individuals. In 2013 we received donations in memory of: **Andre Balanda** from Kenn Little; **Val Bérubé** from Wendy Mahony; **Alexander James Blugeman** from Kelly Manoukas; **William Dane** from Barbara & Jim Byers; **John Matthew Ferguson** from Ed Bean, Doug Ferguson & Wendy Mahony; **Lawrence Glover** from Ed Bean; **Jo-Ann King** from Becky Lehman; **Leo Larsh** from Barbara & Jim Byers; **Le Brothers (Larry & Calvin)** from Kelly Manoukas; **Jim Lehman** from Becky Lehman; **Jeff MacDonald** from Wendy Mahony; **Mark Palmer** from Ann & Aaron Palmer; **Chris Rawnsley** from Susan Corak, Kelly Manoukas; **Georgia Romick** from Michelle Duwyn; **Glen Ruppel** from Ed Bean, Barbara Campbell, Carol Cruikshank, Rosemary Davis, Howard Dietrich, Doug Ferguson, FirstWatch Solutions, Inc., Graham Muir Sales Inc., David & Janice MacIntosh, Wendy Mahony, Mary Sue Miller, Lyall & Doug Orton, Jim Playford, Kim & David Ralph, John & Lynda Runge, Mark & Sandy Toman; **Megan Sylvestre** from Jessica Lynn Sylvestre; **Jimmie Westfall** from Barb Byers; **Bob Wood** from Ed Bean, Wendy Mahony, Kelly Manoukas; **Dr. Dave Uren** from Carol Cruikshank.

Tribute Donations

The Society receives donations in honour of individual milestones. In 2013 we received donations in honour of: **Roberto Aburto** from Gowling Social Club; **Sharon Blaicher's** Retirement from Kelly Manoukas; **Justine Blizzard** from Anonymous; **Benjamin Brookwell** for years of service from Kim Spence; **Jayce's 7th Birthday** from Jennifer Laughlan/ Erin Quish; **Nina's 7th Birthday** from Jennifer Laughlan/ Erin Quish; **Jocelyn Palm** from Ed Bean.

In-kind Gifts

The Society acknowledges donors who have made in-kind gifts: **Nancy Burton, Brenda Lance, Steven Rosenhek, Tomorrow's Heroes, Toron AMI International Asset Management, Roseanne Toronchuk**.

Lifesaving Sport

Thanks to **Blistex Corp.** for its generous support of Ontario championships since 2006 with over \$30,000 in cash and products donated for our athletes and events.

The Lifesaving Society received a grant of \$1,000 from **Rogers Communications** to recognize **Andrew Wakefield's** volunteer service and commitment to Lifesaving Sport.

Gaming

Four more Nevada Lottery tickets retailer stores joined our group. Stores raised \$50,000 in 2013. Thanks to Bazaar Marketing: President **Tim Stuart**, Vice President **Gary Jacob** and Vice President **Darlene Peach**. Thanks to the support team: **Shirley Leslie, Cathy Smith, Margaret Hirter, Kim Battista** and to Bazaar's regional sales reps, **Brenda Brown, Pryce Goulding, Susan Goulding, Judy Muldoon, Ross Roberstson, Carl Sweetman** and **Morris**

Zuchter. Thanks to all participating Ontario retail store owners. Special thanks to **Walter Heeney** and **Dave Johnson** for their support.

MBNA® Affinity MasterCard®

Holders of the Lifesaving Society MasterCard® Platinum Plus and Preferred MasterCard raised \$2,878 through purchases and card registrations. Thank card holders for your continued support.

Generous Support

The work of the Lifesaving Society is made possible in part due to the generous support of our partners. We gratefully acknowledge the contribution of the following organizations and companies.

Government Support for Swim to Survive

Our sincere thanks to the **Government of Ontario** for the ongoing support for the Swim to Survive school grant program.

Corporate Support for Swim to Survive+ (Plus)

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Lifeguards from the City of London participate in the 2013 Rescue Tube Relay event.

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