

ONTARIO REPORT 2015



LIFESAVING SOCIETY

The Lifeguarding Experts



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.

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.

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.

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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Registered Charity No. 10809 7270 RR0001.

All donations gratefully received. Tax receipts issued for donations of \$20 or more.

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Contents

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.

**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.*

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The government of Canada proclaimed 2015 as the Year of Sport.

On the cover: Cillian Curley of Guelph is first to the flag in the Beach Flags event at the Saugeen Shores Junior Sunset Competition in July. In close pursuit are Cameron Smith of Saugeen Shores (in orange) and Thomas Steele of Guelph.

Photo by Michael Hundt

President's Report

This annual report marks the 107th year of the Society's operation in Ontario and documents another year of impressive activities, achievements and contributions from staff, volunteers and partners.

Our *Ontario Drowning Report* confirms that drowning remains a serious public health issue. On average, 500 people die from preventable water-related incidents in Canada every year. Drowning is the number one cause of unintentional deaths among children under five, and the second leading cause of preventable death for children under 10. Vulnerable groups are baby boomers, young men and new immigrants to Canada, including recent Syrian refugees. Clearly, our work is not done.

In Canada – and throughout the Commonwealth – we have embraced a remarkable heritage and its attendant responsibility: the prevention of drowning and water-related injury. The World Health Organization has confirmed for the world what our own Canadian research had already told us: drowning remains a leading killer. The Society's mission remains as relevant as ever.

It would be naïve to think that the Lifesaving Society is immune from the economic, technological and social trends affecting Canada and the world. The economic slow-down means sponsors are being more prudent and government funding is being more selectively targeted. From a funding and sponsorship perspective, we can reasonably expect harder times ahead, increasing the importance of achieving growth in our training programs.

All around us we see changes to traditional methods of doing business and the explosive growth of low-overhead business models. Uber is just one example of how methods of business are changing. I am happy to report that many teams in the Society are vigilant to the business principles of delivering quality products and expertise to an increasingly diverse audience with both regularity and precision. Peruse the pages of this report and you'll find many examples:

- Our Leadership Task Force coming to the end of an unprecedented, multi-year project to revamp the Society's leadership program model.
- Training Programs venturing into video resource production.
- Public Education celebrating the 10th anniversary of the Swim to Survive program that has taught hundreds of thousands of Ontario children the basic skills to survive an unexpected fall into deep water.
- Lifesaving Sport having its best year ever – in the Year of Sport – with record numbers of participants.
- Aquatic Safety Management releasing a new edition of its *Guide to Ontario Public Pools Regulation*.
- The Staff Shortage Symposium organized jointly by Member Services and Lifeguard Services to explore the staffing problem experienced by some affiliates.

Social media is everywhere and it is here to stay, both the good and the bad. Industries are being born that spontaneously exploit sentiment analytics to seize the most compelling moment to reach their audience. Take Facebook for instance. Google "Using Facebook to reach target audience" and you will find a Facebook page that provides options for targeting individuals by location, by demographic, by language, by interests, by behaviours and by social association.

Social media for the Lifesaving Society isn't just about building a mobile app; it is about engaging deeper analytics to better target our audiences, and about recognizing and managing the good and bad roles social media plays during and after critical incidents. In just 10 years, participation went from 10% to 50% in every age group, every major ethnic group, each major income bracket, male and female, workers and non-workers, rural or urban. If we consider how much the Lifesaving Society has changed our approaches and methods to respond to these trends, we still have much we could do.

Employment conditions remain generally challenging for our youth. Jobs are there but are harder to get. They demand more resourcefulness, greater determination and greater personal confidence. Do any of these things correlate with drowning prevention? Absolutely they do; they all do. At the Lifesaving Society we have the people, we have the programs and we have the real-life learning opportunities that evolve the resourcefulness, the determination and the personal confidence of our instructors and lifeguards.

In closing, we must note the passing of three outstanding volunteers in 2015. **Christine Ganton** had served as the Society's area chair for the Algoma District since 1997. **A.G.S. (Tony) Griffin**, recruited in 1963 by Lord Mountbatten, the Society's Commonwealth President, served as the first governor of the Ontario Society. **Pierre Langlois** served as executive director of the both the Lifesaving Society Quebec (1986–1990) and the Lifesaving Society Canada (1990–1992). He then served as Quebec marketing director until 1997.

A sincere thank you to our partners and donors including the Ontario Ministry of Education, whose generous funding enables the continued success of the Swim to Survive School Grant program.

My sincere appreciation to our talented and energetic volunteers without whom we would not be able to pursue our mission. The following pages are filled with your contributions. Thank you.

Paul Hulford, President

Ontario Branch Governors

John A. Macintyre	2014-
Marc Neeb	2003-2014
David W. P. Pretty	1980-2002
William A.B. Anderson, OBE	1971-1979
Anthony G.S. Griffin	1963-1971

Ontario Branch Presidents

Paul Hulford	2014-2016
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



Council of Officers (*front row, from left*): Alexandria Weatherup-Leach, Christine Wagg, Brian Connors, Paul Hulford, Jason Jolicour, Julie Augustine. *Back row, from left*: Eddie Tang, Doug Ferguson, Patrick King, Jeff Schultz, Jennifer Miller, Janice Carroll, Noah Wayne. *Photo by Val Attanasio*

Treasurer's Report

The summary financial information presented here is derived from the Royal Life Saving Society Canada: Ontario Branch ("the Society") audited consolidated statements for the year ended December 31, 2015, which include the results of the Drowning Prevention Research Centre Canada, 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 net revenue exceeded expenses from operations this year by \$152,000 compared with \$483,000 in the prior year. Overall net revenue increased by 10% this year from the prior year, while expenditures increased by 16%.

The increase in net revenue arose primarily from increases in Fundraising net revenue. Fundraising was \$667,000 higher than the prior year as a result of higher grant recognition related to the Swim to Survive® and Swim to Survive+® programs in the current year. There has been an increase in the number of funding claims by affiliates this year compared to the prior year, which means that the Society continues to reach more students as a result of continued support from the Ministry of Education, the Ontario Trillium Foundation and corporate sponsors such as Papke Properties Ltd. With over 73,000 participants this year, the Swim to Survive® and Swim to Survive+® programs, which are clearly resonating with Ontarians.

If Swim to Survive® and Swim to Survive+® grant revenues are excluded from total net revenue, net revenue is consistent with the prior year. Increases in net revenues in the Safety Management, Merchandising, Literature, Leadership, and Research areas were offset by a year-over-year decline in investment revenues.

Safety Management net revenue increased 25% from an increase in the volume of Safety Management literature sold, resulting directly from workshops held during the year combined with increased consulting and expert witness services being rendered in comparison to the prior year. Merchandising increased 2%, as sales for sport and equipment items have increased as well as

an increase in orders from the United States. Literature net revenues, with an increase of 1%, did not increase as much as expected from the prior year principally, as a result of an increase in the cost of production that was not passed on to our customers. In addition, we continue to see a decline in sales of Lifesaving Society Canada ("National") publications such as the Canadian Lifesaving Manual and Alert: Lifeguarding in Action as these texts have failed to be revised in 2015, as National continues to work towards a consensus on what form program companion material should take (i.e., printed texts, e-books, or web-based materials) prior to completing revisions to these texts. Leadership increased 2% primarily as a result of increased Instructor certifications. Research net revenues increased as a result of fees obtained for the creation of Drowning Prevention Reports for National and other Provinces.

Market gains on Investments, although showing a decline in year-over-year performance, were still significant with \$777,000 being recognized in net revenues from our portfolio investments in the current year compared to \$874,000 in the prior year. This represents a return of approximately 8% on our portfolio in the current year.

Total expenditures increased 16% from \$6.1 million in the prior year to \$7.1 million in the current year primarily as a result of more funding claims by affiliates for Swim to Survive® and Swim to Survive+® than in the prior year. When Swim to Survive® and Swim to Survive+® expenses are excluded from the total expenses, expenses were higher than the prior year by 6%, which was in line with our expectations as we have continued to grow our organization with more staff and volunteers.

OPERATIONS

In the current year, as expected, we have seen notable increases in the Member Services and Training Programs cost areas. Member Services increases are attributable to increases in liability insurance, volunteer recognition expenses, as well as costs relating to newsletters, promotions, meetings and occupancy costs. Training Programs, although significantly higher than the prior year, were well below our expectations as the rollout of National revisions has not progressed as quickly as anticipated.

As a result of our financial performance we were able to replenish our capital fund investment this year by \$210,000, which ensures we are well positioned to invest in future product and technology development while maintaining our past technology investments and periodically refreshing our Ontario specific programs 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 \$9.4 million at the end of 2015 (2014: \$7.4 million).

We have many challenges, to be sure, but believe that they are manageable with continued prudent cost control, our continued success in developing new products and programs, the commitment to revising existing programs regularly ensuring their continued relevancy, 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

Net Revenue	2015		2014	
	\$		\$	
Water rescue	2,237,586	31%	2,237,046	34%
Fundraising	1,545,973	21%	878,984	13%
Literature	1,306,359	18%	1,293,753	20%
Investments	776,713	11%	874,045	13%
Merchandise	541,883	8%	529,624	8%
Leadership	512,033	7%	500,177	8%
Safety management	148,883	2%	118,713	2%
Affiliation fees	98,429	1%	95,666	1%
Lifesaving sport	78,499	1%	82,459	1%
Research	20,540	0%	10,203	0%
	7,266,898	100%	6,620,670	100%

Expenditures

Training programs	2,378,388	33%	2,300,635	37%
Swim to Survive	1,148,110	16%	498,602	8%
Member services	1,075,585	15%	838,469	14%
Public education	816,576	12%	882,506	14%
Lifesaving sport	578,691	8%	580,407	9%
National levy	401,385	6%	390,097	6%
Research	276,857	4%	258,589	5%
Safety management	267,744	4%	215,549	4%
Amortization	171,643	2%	173,150	3%
	7,114,979	100%	6,138,004	100%

Net Contribution for the year

	151,919	482,666
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Balance Sheet

Net Assets	2015	2014
Net working capital	(4,181,558)	(2,425,396)
Investments	9,422,032	7,438,303
Capital assets	360,935	436,583
	5,601,409	5,449,490

Fund Balances:

General	2,975,961	2,898,505
Capital	2,339,657	2,185,827
Provincial lottery	187,465	212,870
DPRC	98,326	152,288
	5,601,409	5,449,490

Awards Report

Top Line Summary

Swimming
Lifesaving
First Aid
Lifeguarding
Safety Management
Lifesaving Sport
Leadership
Total

Swimming

Swim to Survive
Swim for Life

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

Lifesaving Sport

Sport Fundamentals
Registered Athletes

Leadership

Instructor
Examiner
Trainer



Photo by J.P. Molin

2015	2014	2013
537,729	522,603	466,603
53,880	53,402	57,170
74,332	74,950	79,564
32,689	30,358	29,811
1,117	923	933
4,282	3,665	3,207
29,779	29,578	29,823
733,808	715,479	667,111
73,211	64,913	56,741
464,518	457,690	409,862
537,729	522,603	466,603
732	711	1,108
27,776	28,297	30,783
8,303	7,644	7,658
16,222	15,662	16,660
18	30	17
775	680	477
54	378	467
53,880	53,402	57,170
7,272	10,764	7,938
60,414	59,727	60,838
13,918	15,223	18,726
74,332	74,950	79,564
2,331	673	366
13,981	13,515	13,983
16,377	16,170	15,462
32,689	30,358	29,811
677	586	658
171	76	143
269	261	132
1,117	923	933
4,109	3,419	2,855
173	246	352
4,282	3,665	3,207
26,369	25,786	26,089
2,850	3,106	3,095
560	686	639
29,779	29,578	29,823

Certifications earned 1908-2015

9,246,550

* JLC recognition seals are not included
in the total certifications

Affiliate Recognition Awards

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 – Etobicoke/ York District	63,921
2 nd	Toronto – Toronto & East York District	60,685
3 rd	Toronto – North York District	59,347
4 th	Toronto – Scarborough District	43,563
	Total	227,516

ARTHUR LEWIS COCHRANE CUP:

Awarded to the affiliate member with the largest lifesaving program.

1 st	City of Ottawa	149,069
2 nd	City of Brampton	119,986
3 rd	City of Mississauga	109,378
4 th	City of Markham	74,699
5 th	Town of Richmond Hill	74,333
6 th	City of Vaughan	67,595
7 th	City of Hamilton	49,518
8 th	City of London	47,170
9 th	Town of Oakville	38,344
10 th	Toronto-Sheppard YMCA	36,498

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

1 st	Toronto-Sheppard YMCA	36,498
2 nd	Brock University	25,952
3 rd	University of Waterloo	23,207
4 th	Carleton University	18,278
5 th	Town of Essex	16,107
6 th	Scarborough YMCA	11,985
7 th	Mississauga YMCA	11,891
8 th	Shendy's Swim School	11,579
9 th	Dovercourt Recreation Association	11,472
10 th	YMCA of Western Ontario (Stoney Creek)	11,426

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	74,333
2 nd	Town of Oakville	38,344
3 rd	City of Barrie	25,220
4 th	City of Windsor	24,984
5 th	City of Kitchener	24,752
6 th	City of Burlington	23,928
7 th	Town of Milton	20,328
8 th	City of Oshawa	15,834
9 th	Town of Whitby	13,714
10 th	Town of Ajax	12,688

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

1 st	Town of Newmarket	19,670
2 nd	Town of Halton Hills	14,592
3 rd	Town of Aurora	13,873
4 th	City of Waterloo	12,572
5 th	City of Pickering	11,961
6 th	Town of Caledon	8,452
7 th	Municipality of Clarington	7,934
8 th	City of Brantford	6,309
9 th	City of Kawartha Lakes	4,683
10 th	Town of Georgina	4,472

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 LaSalle	18,993
2 nd	Town of Essex	16,107
3 rd	City of Woodstock	10,095
4 th	Town of Bradford W. Gwillimbury	9,060
5 th	Township of Uxbridge	7,590
6 th	Town of Whitchurch- Stouffville	7,373
7 th	City of Belleville	5,698
8 th	Town of Orangeville	5,095
9 th	Town of Tillsonburg	4,961
10 th	Haldimand County	4,465

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	Town of Hanover	3,976
2 nd	Town of Carleton Place	3,188
3 rd	Town of Kirkland Lake	2,971
4 th	Township of North Huron	2,907
5 th	Municipality of Huron East	2,691
6 th	Town of Petrolia	1,955
7 th	Town of Iroquois Falls	1,280
8 th	Town of St. Marys	1,238
9 th	Town of Minto	1,218
10 th	Town of Marathon	1,082

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

1 st	Code of Confidence	16,450
2 nd	Making Waves Swim School Inc.	11,634
3 rd	Shendy's Swim School	11,579
4 th	Dovercourt Recreation Association	11,472
5 th	Zodiac Swim School	11,388
6 th	A Second Breath	10,533
7 th	Swim Time	8,235
8 th	ABC Aquatics	5,973
9 th	Lifbeats First Aid	5,789
10 th	Joan Palabasan	5,542

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

1 st	Glen Bernard Camp	6,144
2 nd	Onondaga Camp	4,936
3 rd	Camp Ponacka	4,013
4 th	Camp Hurontario	4,000
5 th	Camp Tawingo	3,649
6 th	Kilcoo Camp Ltd.	3,052
7 th	Camp Couchiching	2,363
8 th	YMCA Camp Wanakita	2,360
9 th	Camp Arowhon	2,274
10 th	Taylor Statten Camps	2,029

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

1 st	Toronto-Sheppard YMCA	36,498
2 nd	Scarborough YMCA	11,985
3 rd	Mississauga YMCA	11,891
4 th	YMCA of Western Ontario (Stoney Creek)	11,426
5 th	YMCA of Oakville	9,997
6 th	Oshawa Mary Street YMCA	9,500
7 th	YMCA of Niagara (St. Catharines Walker)	8,662
8 th	YMCA of Simcoe Muskoka (Innisfil)	8,069
9 th	YMCA of Kingston	7,293
10 th	Markham YMCA	6,973

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

1 st	Appleby College	1,736
2 nd	Bishop Strachan School	1,449
3 rd	Westmount Secondary School	1,313
4 th	Garrison Road School	1,137
5 th	North Toronto Christian School	1,039
6 th	Branksome Hall School	998
7 th	St. Mildred's Lightbourn School	780
8 th	Centennial Collegiate Vocational Institute	280
9 th	Robarts/Amethyst School for the Deaf	200
10 th	W. Ross Macdonald School	140

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

1 st	Brock University	25,952
2 nd	York University	25,373
3 rd	University of Waterloo	23,207
4 th	Carleton University	18,278
5 th	Western University	9,397
6 th	St. Clair College of Applied Arts & Technology	8,375
7 th	Trent University	7,145
8 th	University of Toronto	6,270
9 th	Queen's University	6,022
10 th	University of Guelph	4,906

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	63,395
2 nd	Town of Richmond Hill	25,470
3 rd	City of Mississauga	24,235
4 th	City of Markham	20,665
5 th	City of Brampton	19,990
6 th	City of Ottawa	18,905
7 th	City of Vaughan	16,625
8 th	City of Hamilton	11,880
9 th	Town of Oakville	10,235
10 th	City of Barrie	7,765

Per capita category:

1 st	Town of LaSalle	.2522
2 nd	Town of Essex	.2038
3 rd	Town of Richmond Hill	.1258
4 th	Township of Armstrong	.0949
5 th	Town of Woodstock	.0883
6 th	Town of Halton Hills	.0771
7 th	City of Markham	.0667
8 th	Town of Bradford W. Gwillimbury	.0641
9 th	Town of Oakville	.0561
10 th	City of Barrie	.0551

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

City of Vaughan

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

City of Brampton

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

1 st	City of Toronto	86,719
2 nd	City of Ottawa	70,989
3 rd	City of Brampton	56,763
4 th	City of Mississauga	41,256
5 th	City of Markham	27,457
6 th	City of London	26,810
7 th	City of Vaughan	26,232
8 th	York University	23,953
9 th	Town of Richmond Hill	20,581
10 th	City of Hamilton	20,333

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

1 st	University of Waterloo	19,146
2 nd	Toronto-Sheppard YMCA	16,258
3 rd	Brock University	15,574
4 th	Town of Essex	10,022
5 th	Mississauga YMCA	8,506
6 th	Carleton University	8,033
7 th	Oshawa Mary Street YMCA	6,975
8 th	Scarborough YMCA	6,960
9 th	Western University	6,757
10 th	Dovercourt Recreation Association	6,394

DARNELL CHALLENGE CUP: Awarded to affiliate members or institutions that demonstrate a commitment to drowning prevention by mobilizing staff and volunteers to raise funds for Water Smart.

Overall category:

- 1st PPL Aquatic, Fitness and Spa Group Inc. (\$20,000)
- 2nd City of Windsor
- 3rd Town of Bradford West Gwillimbury

Municipal and single-facility categories:

- 1st City of Windsor (\$2,718)
- 2nd Town of Bradford West Gwillimbury
- 3rd Town of Tillsonburg

Swim to Survive Award®

Awarded to affiliate members and their board of education partners who provide Swim to Survive training to 80% or more of their target populations.

(100%) Avon Maitland District School Board, Bob Hayward YMCA, City of Belleville, Brock University, Town of Dutton-Dunwich, Township of Glencoe, Goderich YMCA, Municipality of Huron East, Township of North Huron, Town of Ingersoll, City of Kingston, City of London, London Catholic District School Board, London YMCA, Loyalist Township, Limestone District School Board, Niagara District School Board, Education Foundation of Niagara, YMCA of Niagara, Town of Pelham, Municipality of North Perth, Queen's University, City of St. Catharines, Town of St. Marys, Stoney Creek YMCA, Stratford YMCA, St. Thomas YMCA, Thames Valley District School Board, Town of Tillsonburg, Town of Woodstock, Town of West Elgin, Woodstock YMCA

(98%) Upper Grand District School Board, City of Guelph, University of Guelph, YMCA-YWCA of Guelph, Town of Minto, Town of Orangeville, Township of Centre Wellington, Wellington Catholic District School Board

(92%) Hamilton Wentworth Catholic District School Board, YMCA Hamilton/Burlington/Brantford, Downtown Hamilton YMCA, Flamborough YMCA, Les Charter YMCA

(91%) Town of Ajax, Durham District School Board, Durham Catholic District School Board, Boys & Girls Club of Durham, City of Oshawa, City of Pickering, Town of Uxbridge, Town of Whitby

(80%) Brant Haldimand Norfolk County Catholic District School Board, City of Brantford, Town of Brant, Town of Brockville, Town of Carleton Place, Conseil des écoles publiques de l'Est de l'Ontario, Conseil des écoles catholiques Centre-Est, Dovercourt Recreation Centre, Grand Erie District School Board, City of Kingston, Norfolk County, Ottawa District School Board, Ottawa Catholic District School Board, City of Ottawa, Boys & Girls Club of Ottawa, Town of Pembroke, CFB Trenton

Lifesaving Sport banners

Ontario Lifesaving Pool Champions:

Awarded to the affiliate with the highest overall point score at junior, senior, and masters pool championships.

Guelph Marlin Aquatic Club

Ontario Lifesaving Waterfront

Champions: Awarded to the affiliate with the highest overall point score at junior, senior, and masters waterfront championships.

Guelph Marlin Aquatic Club

Ontario Lifesaving Club Champions:

Awarded to the affiliate with the highest overall point score from all seven Ontario lifesaving championships.

Saugeen Shores Lifesaving Club



Individual banner champions

Senior Lifesaving Championships – Pool

Guelph Marlin Aquatic Club

Junior Lifeguard Games – Pool

Guelph Marlin Aquatic Club

Lifeguard Championships

Rouge Valley Lifesaving Club

Junior Lifeguard Games – Waterfront

Guelph Marlin Aquatic Club

Senior Lifesaving Championships – Waterfront

Club Sauvetage Outaouais

The Year of Sport 2015

The government of Canada proclaimed 2015 as the Year of Sport to celebrate the role sport plays as a part of Canadian identity and to encourage Canadians to participate. Lifesaving Sport is recognized by the International Olympic Committee and the Commonwealth Games Federation. Lifesaving Sport encourages development in lifesaving and lifeguarding technique, and it engages and inspires youth in the Lifesaving Society's mission to prevent drowning.

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. Recertifications are assigned half the point value of original certifications.

Water Rescue Awards

Rookie/Ranger/Star Patrol	7 / 7 / 7 points
Junior Lifeguard Club	10 points
Wading Pool Attendant	10 points
Safeguard	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
Lifesaving Sport Officials	15 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
Specialized Instructors	30 points
Trainer Clinics	30 points
Lifesaving Sport Coach	30 points



Past president Juanita Bueschleb (*fifth from left*) presents the David W. Pretty Cup to the Town of Richmond Hill, from left: Eddie Tang, Michelle Amar, Charlene Pugh, Lori Garcia, Richard Fournier, Carmen Wong, Michelle Rowe, Courtney Bertram, Chantelle Gallagher. *Photo by Val Atanasio*

Training Programs

Training Programs contributes to the mission of the Society by developing and supporting the delivery of training programs and related education products and services to prevent drowning and water-related injury and to train Ontarians how to swim and to rescue themselves and others in, on or around the water.

Safeguard

Safeguard certs over 2,000

The Society's Safeguard certification program (launched in 2014) provides safety supervision training for guardians (e.g., day camp counsellors, counsellors-in-training and others) who accompany groups of

young people to pools or waterfronts. Over 2,000 participants were certified in 2015.

Revised Wading Pool and Slide Attendant

The Lifeguard Services Committee redeveloped and revised the Wading Pool and Slide Attendant award and Award Guide in 2015, with updated content and enhanced instructor notes. The prerequisite was upgraded to Standard First Aid, which complies with the *Wading Pool Guidelines* and *TSSA: Amusement Devices Act*. Instructor resources are in development.

New Swim for Life and Bronze Awards videos

In 2015 the Society promoted its new Swim for Life Strokes & Skills Video. The video brings the *Swim for Life Award Guide* to life, with real kids demonstrating stroke and skill mechanics that meet the Must Sees across different levels. Underwater views, slow motion, freeze frame, colourful animation

and instant replay allow people to visualize Must Sees like never before.

Building on the success of the Swim for Life video, the Society completed principal photography on a Bronze Awards instructional video, designed for candidates in the Bronze Star, Medallion and Cross awards. The video will be introduced in 2016.

New CPR training manikins

In 2015 the Society introduced the Prestan line of training manikins – the most innovative CPR simulated training tools available, with sculpted body contours, lifelike skin feel and natural body movement. Prestan's AED Trainer, Ultralite® Manikins and Infant Manikins are available from lifeguarddepot.com and are backed by a three-year warranty.

New Bronze Cross Workbook

Under the leadership of **Jason Jolicoeur** and his committee members, content was finalized for the new *Bronze Cross Workbook*. The candidate workbook is designed as a guided learning tool for use before and/or during the course. It features the Bronze Cross test items and Must Sees so candidates can monitor and improve their skill and knowledge during the course. The *Bronze Cross Workbook* will be available in 2016.

Leadership Task Force

The Leadership Task Force worked diligently throughout 2015 to meet their 2016 deadlines. Led by **Jennifer Knights**, the 35 member force developed a revised leadership system along with delivery models and processes for instructors, coaches, examiners and trainers. Thanks to

Juanita Bueschleb, Sheri Krauss, Wendy Mahony and **Paula Stevens** for providing guidance.

In addition, the instructor, examiner, trainer and recertification committees dove into content development based on the competencies and performance criteria identified nationally, and they created content and teaching notes for leadership certifications. Thanks to these task force members for their hard work: **Beth Burrow, Cheryl Cakebread, Nicole Downie, Adam Eastman, Heidi Fisher, Darlene Horner, Angela Johnson, Heather Kazan, Chi Yan Lam, Teryn Lottamoza, Rocky Lu, Nadia Luck, Karen Macfarlane, Mike Maguire, Adam Munn, Tasha Richardson, Adam Ross, Judith Schultz, Denise Yoreff** and **Dave Ward**.

Additional thanks to the committee chairs: **Kerry Wakefield** (Instructors),

Tamara Wood (Examiners), **Bradley McConnell** (Recertification) and **Mitchell Blimkie** (Trainers); and to **Jason Jolicoeur, Patrick King, Debbie Mackay, Carolyn Tyner, Nathalie Vallières** and **Alexandria Weatherup-Leach**, all of whom shared their expertise and provided valuable feedback.

Managing staff shortages

The ongoing issue of staff shortage was addressed in detail in 2015. The Society met with its affiliates to discuss the issues and to generate short- and long-term solutions. **Patrick King** and **Christine Pelletier** volunteered to lead this initiative; they attended the Staff Shortage Conference in Alberta in June. Upon return, they held affiliate meetings to share their knowledge and organized a Staff Shortage Symposium at the Society's Ontario office in October.



Photo courtesy of Prestan Professional Manikins

Swim for Life

The successful symposium featured presentations from Alberta's **Jody Cicero, Jenna Frost** and **Rob Campbell**. Professional human resource consultant **Emily Koolen** also spoke. Presenters discussed strategies to recruit new staff as well as the current employment landscape.

In addition, **Noah Wayne** led an affiliate session to gather additional ideas and ensured the results were statistically validated, adhering to the research protocols of the Society.

The Society created a staff shortage presentation for the PRO Aquatics Conference, which included a panel led by **Cheryl Sibany** and presenters **Lesley Anderson, Ellen Howard, Lynn Loubert, Carolyn Tyner** and **Perry Smith**.

In 2015 the Society launched the revised Swim for Life program and welcomed several new affiliates to the Swim for Life family. Swim Committee members were busy with staff training and conducting Swim update clinics across the province to assist affiliates with incorporating the program changes.

The annual Swim licensee meeting in June, led by Swim Program Chair **Debbie Mackay**, was attended by more than 50 affiliates from across the province. This year, affiliates provided input into which resources they would like to see developed and watched a presentation by Brock University on "visual schedules."

Thanks to committee members **Leanne Arthur, Lis Drouillard, Chantelle Gallagher, Sharon Newman** and **Tanya Wolsegger** for helping to make the meeting a success. Special thanks to **Maureen Connolly Ph.D., Sherry Ketch-Rivers, Margaret Lizzotti** and **Itzia Perez** from Brock University for sharing the resources from this project.





Governor John Macintyre presents the Cochrane Cup to the City of Ottawa's Dan Brisebois.
Photo by Val Attanasio

Certification review

The certification review process is designed to evaluate grievances about standards, program delivery and the conduct of members and volunteers. Certification reviews ensure the integrity of Society programs and the instructors, examiners, trainers and volunteers who deliver them. The majority of complaints are by candidates who feel they were not treated or evaluated fairly. In 2015 the Society conducted 24 certification reviews. Thanks to Vice President **Roberto Alberto** and Chair **Kate Kreps** for leading the reviews.

Training in the Caribbean

The Lifesaving Society Ontario assists Commonwealth nations in the Caribbean by providing advice on drowning prevention and training. In 2015 lifesaving training was completed in the Bahamas (Sandals Resort, Exuma) by **Brad McConnell**; in Guyana (Olympic House) by **Patrick D'Almada** and **Stuart Fraser**; in Tobago (Mount Irvine Bay Hotel & Golf Club, Grange Bay Beach) by **Jerry Lynch** and **Marek Holke**; in St. Lucia (Bay Barden Hotel) by **Doug Trentowsky**; in Trinidad (Kapok Hotel, Maracas Beach) by **Scott Keeling**, **Craig Jenner**, **Shelley Makepeace**, **Sydney Smith** and **Perry Smith**.

Thanks to Ontario past president **Patrick D'Almada** for his leadership in assisting the Caribbean nations to accomplish their goals in drowning prevention. Additional thanks to **David Bascombe** (National Conservation Commission of Barbados), **Michael Clark** (Sandals), **Ann Singh** (Trinidad and Tobago Life Saving Society), **Germain Anthony** (St. Lucia Life Saving Society) and **John McFarlane** (Jamaican Life Saving Society) for their support.

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 and lifeguard training; by encouraging innovation in lifesaving and lifeguarding technique, and; by providing opportunities for volunteer recruitment, retention and leadership development.

Participation growth continued in 2015 with a record number of competitors in regional, provincial, national and international competitions. Highlights include:

- TeleGames had 942 participants from 17 clubs.
- 552 competitors took part in 10 regional sanctioned competitions.
- Over 700 competitors, representing 29 clubs, took part in seven provincial championships.
- Canadian championships were supported in record numbers by Ontarians with 237 athletes and 63 officials in attendance.
- 30 Lifesaving Society affiliates are running the Lifesaving Sport Fundamentals Program.
- Development of the Canadian Officials Program continued with the hosting of a Meet Manager & Referee pilot course and the completion of the *Officials Award Guide*.
- A new judging explanation and telephone sheet was developed and implemented at the Ontario Lifeguard Championships.

Special mention to the following affiliates that offered the Lifesaving Sport Fundamentals Program and supported their athletes in TeleGames and provincial championships: **Brampton, Halton Hills, Orangeville, Richmond Hill, Vaughan** and the **YMCA of Owen Sound Grey Bruce**.

Special thanks to our sponsors for their support: **Blistex, Journal Printing, LifeguardDepot.com** and **Trucks for Change**. Additional thanks to the **Ministry of Tourism, Culture and Sport** for sponsoring a summer event coordinator.

Hosting

The Lifesaving Society is pleased to partner with its affiliates to bring lifesaving sport opportunities to our communities. In January, the **Saugeen Shores Lifesaving Club** hosted Rick Mercer and introduced him and his viewers to lifesaving sport in a segment for the Rick Mercer Report (search YouTube: "RMR: Rick and Competitive Lifesaving").

Participation bounced back at the Senior & Masters Lifesaving Pool Championships in March, with 141 Senior and 24 Masters athletes from 12 clubs participating. Thanks to **Don Burton, Beth Fisher**, the **University of Guelph, Guelph Gryphons** and **Guelph Marlins** staff and volunteers for graciously hosting this successful event.

Ontario welcomed 157 competitors from 20 clubs to Brantford in June for the Canadian Pool Lifesaving Championships. Thanks to **Colleen Wing** and the **Wayne Gretzky Sports Centre** staff and volunteers for their support.

In June, 213 junior competitors from 13 clubs descended on the YMCA of Owen Sound Grey Bruce for a jam packed Junior Lifeguard Games – Pool. Thanks to **Lisa Adams, Shanna Reid**, the **YMCA of Owen Sound Grey Bruce** and the **Saugeen Shores Lifesaving Club** staff and volunteers for hosting a successful event.





In August, 21 teams with 88 competitors representing 11 clubs competed in the Ontario Lifeguard Championships. Thanks to **Darlene Horner, Sarah Laughton** and the **Town of Newmarket** staff and volunteers for being such accommodating hosts.

The provincial championship season wrapped up with the Ontario Lifesaving Championships – Waterfront, where 251 competitors (101 Junior, 16 Masters, 134 Senior) from 13 clubs enjoyed three fantastic days of competition at Bluffer’s Park Beach in Toronto. Thanks to **Bruce Hollowell** and the **Toronto Police Lifeguard Service** staff for hosting another successful event.

Ontario was also fortunate to partner with the National Lifesaving Sport Commission on a series of Open Water clinics with National Coach **Andrew Crook**. Thanks to **Don Burton** (Guelph Marlin Aquatic Club), **Shanna Reid** (Saugeen Shores Lifesaving Club), and **James Verreault** (Ottawa Valley Lifesaving Club) for planning and hosting.



Volunteers

Countless officials and volunteers support a myriad of lifesaving sport activities throughout the year.

Regional opportunities for competition expanded with 11 sanctioned events, which took place thanks to the commitment of these volunteers: **Rebecca Boyd** (Ontario University Lifeguard Championships, Jr. Warrior Spring Warm-Up and Jr. Warrior Classic), **Adrian Cossu** (Sand N' Sun Waterfront, Oktoberfest), **Michael Hundt** (Junior & Senior Sunset Comp), **Stephen Keelty** (Urban Rescue), **Jeff McCurdy** (Markham Junior and Senior Regionals), and **Patricia Moulton** (True Two).

Special thanks to these meet managers and referees who volunteered their leadership at provincial championships: **Carrie Bowie**, **Cynthia Cakebread**, **Edmund Chan**, **Darlene Horner**, **Sarah Ingleton**, **Jodi Lofts**, **Matt Rayner**, **Shanna Reid**, **Hugo Rodrigues**, **Jeff Schultz**, **Katie Short**, **Danielle Sullivan**, **Andrew Wakefield** and **Alexandria Weatherup-Leach**.

Ontario volunteers continued to support the National Lifesaving Sport Commission in 2015. Thanks to **Steve Box** (Sport Commissioner), **Rebecca Boyd** (Event Management Manager), **Hugo Rodrigues** (Communications Manager), and **Emily Verreault** (Athletes Council Manager). Ontario volunteers **Rebecca Boyd** and **Perry Smith** provide leadership on the International Life Saving Federation Sport Commission.



International

In July, six Ontario athletes were selected to Canada's Representative Team at the Sanyo Bussan International Lifesaving Cup in Japan. Congratulations to **Dennis Cook** (Richmond Hill Lifesaving Club), **Alexandra Ferguson** (Toronto Police Lifeguard Service), **Carolyne Godon** (Ottawa Valley Lifesaving Club), **Mackenzie Salmon** (Saugeen Shores Lifesaving Club), **Chris Stoner** (Saugeen Shores Lifesaving Club), and **James Verreault** (Ottawa Valley Lifesaving Club). Highlights included a gold medal for Dennis Cook in Beach Flags, and a bronze medal for James Verreault in Oceanman.

In November, three Ontario athletes were selected to Canada's Representative Team at the Orange Cup in the Netherlands and the German Cup in Germany. Congratulations to athletes **Haylie Burton** (Guelph Marlin Aquatic Club), **Mackenzie Salmon** (Saugeen Shores Lifesaving Club), and **Eric Trevisan** (Ottawa Valley Lifesaving Club). The team was supported by **Dan Bérubé** (Coach), and **Brian Miess** (Manager). Orange Cup highlights included four Canadian records by Haylie Burton and Eric Trevisan, along with a bronze medal for Haylie in the 200 m Super Lifesaver. Capitalizing on their success, the pair set another five Canadian records at the German Cup!

Photo by Wendy Mahony

Public Education

Public Education activities contribute to the mission of the Society by increasing awareness of the 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.

10 years of Swim to Survive®

In 2015 the Lifesaving Society celebrated the 10th anniversary of the Swim to Survive program that has taught hundreds of thousands of Ontario children the basic skills to survive an unexpected fall into deep water.

The anniversary coincided with the release of the *10 Actions to Prevent Drowning* in the *WHO Global Report on Drowning* – a first-ever global report dedicated exclusively to drowning. The report makes a number of recommendations including the critical importance of programs like Swim to Survive and teaching school-age children basic swimming, water safety and safe rescue skills. The Society issued a media release in June sharing the findings from the report. In the release, Dr. Stephen Beerman, a Canadian physician and world leader in drowning prevention and contributor to the report, called Swim to Survive “a great model for other countries in the world.”

A June media event was held at Toronto's Regent Park Aquatic Centre where Grade 4 students from Nelson Mandela Park Public School demonstrated their Swim to Survive skills. Swim to Survive graduate, **Megan Kessell** was the Society's media “spokeskid.” **Barbara Underhill** of the **Stephanie Gaetz KEEPSAFE Foundation**, the founding sponsor of the Swim to Survive program, also spoke on the success of the program.



Spokeskid Megan Kessell talks to a reporter at a summer media event marking the 10th anniversary of Swim to Survive. Photo by Stephanie McEnery

School Grant Program

Over the 2014/2015 school year, 81,006 Ontario children had the opportunity to participate in the Swim to Survive program. Participants included 1,978 schools in 47 boards together with 89 municipalities, YMCAs and private pools. These partnerships reached 63% of all Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind donations and many hours.

The generous support of the **Ontario Ministry of Education** enabled the continued success of the Swim to Survive School Grant program. To date 668,773 students have received funding to participate in the program. Special thanks to **Nicholas Faclaris** for his guidance and assistance with the Application Approval Committee and to the countless volunteers across the province whose work makes the Swim to Survive School Grant Program possible.

Swim to Survive goes national

Lifesaving Society Ontario assisted the National Public Education Commission in establishing a national content model and standardized visual identify guidelines for

the Swim to Survive and Swim to Survive+ programs. These items were approved by the national board of directors. In November, the Commission engaged Ontario to host a Swim to Survive taskforce and produce a Swim to Survive Award Guide.

Swim to Survive+

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

In 2015, the **Ontario Trillium Foundation** granted \$150,000 per year for three years to support the Swim to Survive+ School Grant program. In addition, **PPL Aquatic, Fitness and Spa Group Inc.** continued their sponsorship of the program. These generous sponsorships gave 16,057 Grade 7 students across the province the opportunity to participate in the Swim to Survive+ School Grant program. Participants included 25 school boards and 315 schools together with 25 Society affiliates.



Swim to Survive participants in Brampton. Photo by Marek Holke

New Within Arms' Reach poster

In 2015 the Society partnered with the City of Ottawa to create a new Within Arms' Reach poster that reminds people about the importance of staying close to young people and non-swimmers when near water. Thank you to **Dan Brisebois** and the **City of Ottawa** staff for their work in leading the design.



Parent safety handouts in 11 languages

The Society translated its two parent safety handouts into nine additional languages. The handouts target “parents of children under 5 years” and “parents of children 5 to 12 years of age.” Each handout provides information about drowning and tips for keeping children safe around water. In addition to English and French, the handouts are available in Arabic, Simplified Chinese, Traditional Chinese, Farsi, Hindu, Punjabi, Russian, Tamil and Urdu. They are available on the Society’s website.

New Buddy bookmarks

New bookmarks were produced featuring Buddy the Lifeguard Dog in his new red and yellow uniform and conveying these important messages: “Swim in supervised areas,” “Swim with a buddy” and “Wear your lifejacket.” These bookmarks are distributed primarily by the Society’s mascot at community events.

Toronto Search and Rescue

A school safety program was conducted during three days in Toronto in June, in partnership with the Toronto Search and Rescue (T-SAR) organization. The goal was to teach boating safety to Grade 2 and Grade 6 classes during school time.

Schools in the “Beach” area of Toronto were identified for the pilot program given their proximity to Lake Ontario. Society staff solicited support from a volunteer teacher, Alyce Sutcliffe, to create lesson plans and support materials for the school program including links to Ministry of Education curriculum objectives. Barbara Langenberger, an aquatic program supervisor with the Toronto District School Board ensured the lesson plans and student booklets were approved by the Board’s curriculum departments. In 2015, 12 classes in four schools (337 students) received the lessons. Thanks to **Alyce Sutcliffe** and **Barbara Langenberger** for their support.

National Drowning Prevention Week

The Society's annual National Drowning Prevention Week (NDPW) provides a focus around which community Water Smart® educators can plan news releases, do television and radio interviews, and deliver public demonstrations and other events. This year, the Society's focus during NDPW was social media and online engagement.

We were active on Facebook, Twitter, Instagram and LinkedIn, focusing on different drowning prevention topics each day. Society members were encouraged to use the hashtags #NDPW and #drowningprevention to share our messages through their own social media networks. The week saw significant engagement by affiliates and volunteers, and increased traffic across all channels.

Community newspaper stories

In June, the Society distributed three articles to over 3,000 News Canada outlets including community newspapers and online. Topics included the benefits of teaching swimming skills and proper supervision. The goal of these public education messages is to heighten awareness and encourage participation in programs such as Swim to Survive and Swim to Survive+.

Canadian safe boating campaign

The Lifesaving Society continued its partnership with the **Canadian Safe Boating Council** and **MADD Canada** with the theme: "Help catch impaired boaters – if you see one, dial 911." Posters and billboards were displayed by **Pattison Outdoor Advertising** and created with financial contribution from **Transport Canada**. The **LCBO** also displayed the posters in Ontario.

Getting the message to schools

It is important for the Society to reach schools with Water Smart messages beyond what is taught in its survival training programs. Schools Chair **Heather Marcy** worked diligently in 2015 to develop a database to identify specific contact persons within each school board in Ontario.

Water Smart® Contest

Participants submitted pictures of a Water Smart superhero indicating the hero's name and super power. Here are the province's winning entries:

- 1st **Noor Daanish**, Mississauga
- 2nd **Tyler Filice**, Barrie
- 3rd **Valerie Melick**, Beamsville

World Conference on Drowning Prevention

The International Life Saving Federation's World Conference on Drowning Prevention was held in Penang, Malaysia in November. The conference brought together ILS member organizations and leading practitioners, researchers and policy makers in drowning prevention. Conference themes reflected the challenges of reducing the drowning burden worldwide. Four hundred and fifty delegates from 54 countries attended.

Of the 26 delegates representing the Lifesaving Society Canada, there were nine Ontario representatives: **Rebecca Boyd**, **Juanita Bueschleb**, **Barbara Byers**, **Tessa Clemens**, **Julie Dawley**, **Kathleen Finn**, **Andrea Herrmann**, **Bruce Hollowell** and **Paul Hulford**.

In addition, three Ontarians representing the National Society attended: past presidents **Julie MacIsaac** and **Patricia Kitchen**, and national governor **John Bankes**.

Ontario presenters were: **Rebecca Boyd**, **Barbara Byers**, **Tessa Clemens** and **Kathleen Finn**. Barbara Byers also represents the Society on the ILS Drowning Prevention Commission and was co-chair of the prevention stream.

Lifesaving Society Ontario sponsored two representatives for the Commonwealth Emerging Leaders program: **Ryan Ferguson** from Lifesaving Society New Brunswick and **Vanessa Eugene** from Saint Lucia Lifesaving.

Canada hosts the next ILS World Conference on Drowning Prevention in Vancouver in October 2017.

Ontario Drowning Report

An *Ontario Drowning Report* was released in May. With almost 500 drownings in Canada, drowning continues as the number one cause of unintentional deaths among children 1–4 years of age, and the second leading cause of preventable death for children under 10. Looking at the most recent five years of coroner's data (2008–2012) the 2015 report noted:

- 845 drownings occurred in Ontario waters – with 178 in the most recent year of 2012 – the largest number of annual water-related fatalities since 2006.
- The drowning rate increased (over the previous five years) by 8% to 1.3 per 100,000 population.
- The majority of drownings continue to be among men with a drowning rate of 2.1 per 100,000 versus 0.5 for women.
- While the majority of drownings are in lakes and rivers (48% and 21% respectively), drownings in bathtubs continue to be the number one manmade setting where drownings occur in Ontario (12%).

2015 drownings

Interim data collected from media and Internet reports indicated an increase in drowning incidents (+7%) versus 2014. This increase outpaced the national trend (+2%). The most significant increase by age group in Ontario was in the 20–34 age group (+38%). This age group traditionally has the highest drowning rate given their proclivity to high-risk behaviours. Drownings by other age groups and by activity were similar to 2014.

Research

The Lifesaving Society reports on drowning and preventable water-related deaths provincially and nationally 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.

Drowning Prevention Research Centre

The Society provides administrative and management support for the Drowning Prevention Research Centre Canada (DPRC) – 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. The role of the DPRC is to provide the facts – the who, what, where, when and why of water-related incidents and injuries.

2015 Drowning Reports

The DPRC produced the *Canadian Drowning Report – 2015 Edition* and four provincial drowning reports for Ontario, British Columbia, Manitoba and Newfoundland and Labrador. The reports highlighted drownings from 2003–2012 and provided unofficial interim data from the media and Internet reports from 2013 and 2014.

Patti McMullen presents a cheque for \$50,000 to Dr. Steve Beerman at the Society's 2015 annual meeting. The grant, provided by the Drowning Prevention Research Centre, is to assist with Bangladesh Anchal and Swim Safe Child Drowning Prevention Research.
Photo by Val Attanasio

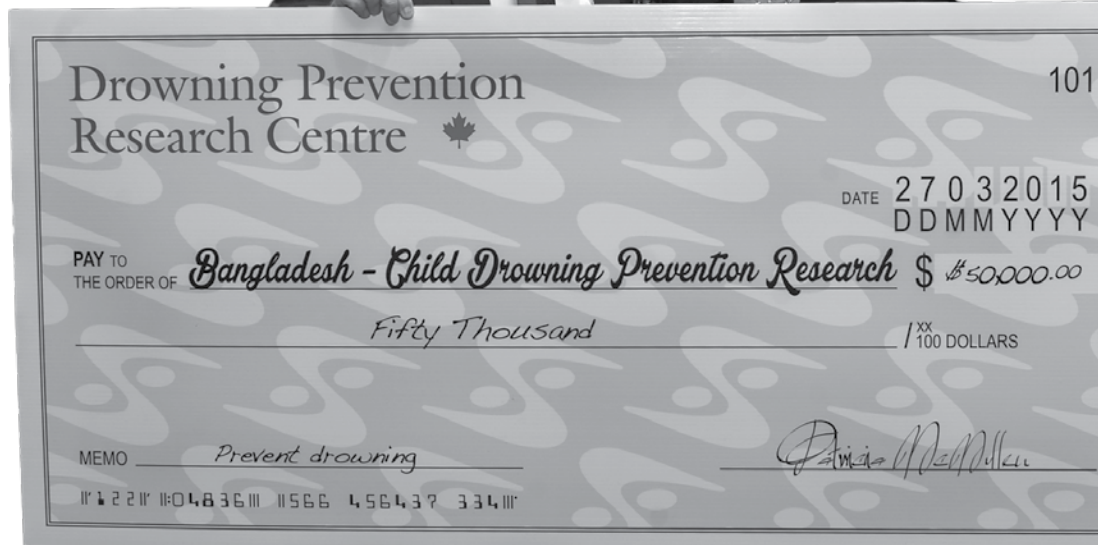
Data Collection

The DPRC oversaw the data collection from provincial coroner and medical examiners in all provinces and territories. The research process involves data collection, research tabulations and analysis. Water-related death data for the provinces and territories is extracted from the office of the chief coroner or medical examiner.

The DPRC collected interim, preliminary data derived from media releases, media clippings, news reports and Internet searches. This interim data is verified and included in the coroner data collection process when it is accessible.

DPRC participates in Grand Challenge Research Project in Bangladesh

The DPRC provided a \$50,000 grant to **Dr. Steve Beerman** for his work with Bangladesh Anchal and Swim Safe Child Drowning Prevention Research. The study will assist in advancing our global understanding of drowning prevention interventions and program implementation. Other partners in the project are **The Alliance to Save the Children, Grand Challenges Canada, Royal Life Saving Society Australia, Centre for Injury Prevention and Research Bangladesh and International Drowning Prevention Research Centre – Bangladesh and the University of British Columbia – Faculty of Medicine.**



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.

New Guide to Pool Regs released

The Society released a new edition of its *Guide to Ontario Public Pools Regulation* in 2015. The updated January 2016 edition has a new format that allows for easy cross-referencing of Regulation 565/90 and an enhanced index. The updated content includes all current Lifesaving Society standards while additional notes help clarify regulatory requirements. Thanks to **Janice Carroll, Karen Cooke, Paul Di Salvo** and **Teresa Taylor**.

First ever simultaneous safety audits

The objective of an audit is to maximize safety in an aquatic facility and thereby reduce the likelihood of aquatic-related injury and drowning. In 2015, comprehensive safety audits were completed at the following pools and waterfronts: Adventure Day Camp, Town of Aurora (two pools), Bala (waterfront), City of Markham (nine pools), Toronto Pan Am Sports Centre, Town of Gravenhurst (waterfront) and the Municipality of Central Elgin (waterfront).

The Society successfully ran its first concurrent audits with the City of Markham: seven pools were inspected in one day by three teams and three chief auditors.

The Society also completed topical audits for the following facilities to help solve specific safety operation and management problems: City of Cambridge (waterfront), Heritage Lake (waterfront) and Port Stanley (waterfront).

Two incident reviews were conducted for Petticoat Creek Conservation Area and the Municipality of Kincardine.



Photo by J.P. Molin

Activity highlights

The Aquatic Safety Management Services Council appointed **Minnie Fisher** as the new Professional Development Chair responsible for the coordination of Safety Management presentations in Ontario. Presentations were delivered for the City of Brampton, New Brunswick Blue Flag, Lifesaving Society Newfoundland and Labrador annual meeting, PRO Aquatics, PRO Forum, Ryerson University, Lifesaving Society Saskatchewan annual meeting and York Region Aquatics Council.

The Society teamed up with Ryerson University and initiated new research on aquatic safety into the impact of admission standards in Class A pools and into lifeguard supervision standards.

The safety management team conducted several incident reviews including assisting the Ontario coroner's office in reviewing the circumstances around the drowning death of a four-year-old girl at the Pavilion Fitness Club.

Teresa Taylor and **Bob Clark** continued their work on a new the "staff manual review service" initiative.

Aquatic Supervisor Level 1 and 2 workshops were hosted in 2015, where further input was received on the revision and development of aquatic management training programs.

Ontario hosted the April meeting of the National Safety Standards Commission and helped develop new standards on topics including: extreme weather, vision, swing ropes, breastfeeding and admission.

Lifesaving Society Ontario participated as a member on Canada's Blue Flag Jury and inspected several candidate beaches in 2015.

Regulation Review Committee Chair **Janice Carroll** and committee members **Karen Cooke** and **Paul Di Salvo** finalized the *Guide to Waterslides*.

Ontario's Aquatic Management Training Committee reviewed existing PowerPoint presentations and revised the content including the support materials for two programs: Inspector and SEE Auditor.

Ontario hosted a workshop where aquatic signage standards were created: ideograms were the focus.

Safety management services surveyed its audit customers to ensure we are providing organizations with quality services and products – the survey gathered feedback on recent safety audits and the results indicated that our clients were extremely satisfied overall.



Governor John Macintyre presents the Rescue Award of Merit to (from left): Samantha Teasdale, Morgan McKelvie, Claire Stirling, Patricia Perez and Sarah McCrorie Fairbank. Photo by Val Attanasio

Member Services

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: Public Education, Training Programs, Lifesaving Sport,

National Safety Standards and International Relations. A management team is comprised of the national executive director and 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 16 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 April 2015, **Cindy Courtemarche** resigned as Vice President Information Services.

Ontario Council of Officers

The Council of Officers is composed of 18 people, two representing each activity centre council (see next page), 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 terms. 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 2015, there were eight activity centre councils and one task force: Training Program, Lifesaving Sport, Public Education, Safety Management, Drowning Research, Fundraising, Member Services, Area Services and Leadership Task Force.

In January 2015 the Public Education Council appointed **Christine Mitchell** as Community Outreach Chair. In March 2015 **Lisa Adams** was appointed Area Services Chair for the Area Services Council. In October **Minnie Fisher** was appointed Professional Development Chair and **Ted Durbacz** resigned as Safety Standards Chair for the Safety Management Council. **Alexandra Ferguson** resigned as Lifesaving Sport Development Chair for the Sport Council.

Members of the Board, activity centre councils and Council of Officers are listed on the inside back cover. The Society's Ontario 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.

Area chairs

The Board of Directors appoints chairs to represent the Society in designated geographic areas. These volunteer area chairs operate in 50 regions of Ontario. Area Chairs recruit volunteer committee members and field representatives to help serve the area.

The Society appointed new Area Chairs in 2015. In the spring **Heather Kress** was appointed Area Co-Chair for Oakville and **Christine Ganton** (Algoma District) resigned as Area Chair. In the summer **Matthew Garber** was appointed Area Co-Chair (Toronto, Scarborough), replacing **Karen Macfarlane** after 15 years. **Jonathan Brooker** was appointed to replace **Mary Ellen Maxwell** (Oakville), who served in the role for 40 years. **Jocelyne Labreche** and **Benjamin Ayton** were appointed Area Co-Chairs (Algoma District). **Marek Holke** was appointed Area Chair (Peel) replacing **Scott Bilodeau**. **Meghan Kirk-Steele** was appointed Co-Chair (Muskoka-Parry Sound). In the fall **Laura Vettoretti** was appointed Area Chair (Sudbury-Manitoulin) replacing **Randy Cavallin**. **Casey Pyykka** and **Leana Moffitt** were appointed Co-Chairs (Dryden/Kenora) replacing **Sharlaine Johnson** and long-standing area chair **Marilyn Cory**.

Member Services Council

Ontario Conference

The City of Toronto hosted the 106th Ontario Annual General Meeting and Area Chair Conference, March 27–29, 2015. North York Civic Centre 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 Toronto staff and volunteers for their hospitality, specifically: **Dianne Assinck**, **James Chen**, **Minnie Fisher**, **Wendy Hoehle**, **Kevin Ma**, **Karen Macfarlane**, **Charlotte McMulkin**, **Anna Morrell**, **Ann Myslicki**, **Andrew Pyper**, **Gary Sanger** and **Giselle Vidad**.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate in the University of Toronto Faculty of Physical Education and Health who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. In 2015 the prize was presented to **Eleni Vlahiotis**, an active lifeguard and lifesaving instructor. Eleni promoted sport diversity and equity initiatives with the university.

Olympian School of Swimming Lifesaving Awards Scholarship Program

The Olympian School of Swimming Lifesaving Awards Scholarship Program is a joint collaboration between the Olympian School of Swimming and the Lifesaving Society. It aims to support lifeguards and swim instructors in Ontario, and contributes to the province's objective of supporting safety in the water and swimming excellence. The program supports swim instructors and lifeguards who have achieved their Bronze Medallion, Bronze Cross, National Lifeguard, and demonstrated leadership skills in the community with the expectation that the instructor will continue to contribute to aquatics in Ontario. In 2015 the prize was presented to **Michelle Bijsterveld** and **Carl Aho**. Michelle is a post-secondary student at Brock University majoring in Community Recreation and Leisure Studies and currently employed at the Boys and Girls Club in Niagara Falls. Carl is doing post-secondary studies at Laurentian University majoring in Economics.

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 2015, 425 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 2015, the Society awarded the Rescue Award of Merit to: **Heather Brethet** (Aurora), **William Dansereau** (Orleans), **Franco De Marco** (Aurora), **Charlotte Eskridge** (Ottawa), **Tiffany Gallant** (Stoney Creek), **Natasha Garro** (Aurora), **Loriann Ierullo** (Aurora), **Danielle Kent** (Ancaster), **Darren Kinney** (Aurora), **Oliver Koh** (Aurora), **Nicole Krisman** (Toronto), **Dawson Lucier** (Ancaster),

Society. In 2015, the Service Commendation was awarded to: **Sarah Ane** (Niagara Falls), **Adrian Cossu** (Brampton), **Lisa Limarzi** (Mississauga), **Stephanie Lue** (Whitby), **Jerry Lynch** (Hanmer), **Charlotte McMulkin** (Ajax), **Angelica Mendieta-Sweet** (Kingston), **Amanda Nadeau** (Timmins), **Ian Phillips** (Toronto), **Yorick Tong** (Stouffville), **James Verreault** (Ottawa), and **Noah Wayne** (Toronto).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2015, the Service Medal was awarded to: **Leslie Aziz** (Mississauga), **Stephen Benning** (Mississauga),



Commonwealth Honour Award recipients (*front row, from left*): Charlene Pugh, Joanne Wilson, Robert Clark, John Macintyre, The Honourable Elizabeth Dowdeswell, OC, OOnt (Patron), Paul Hulford, Ruth Cruikshank, Kathy Fisher, Jeff Schultz. *Back row, from left*: Jane McGee, Heather Marcy, Tanya Grierson, Jennifer Miller, Felicia Arsenault, Mark Paravani, Bradley McConnell, Marc Neeb, Mary Ellen Maxwell, Brook Beatty, Janet McCurdy, Lynn Galioto. *Photo by Val Attanasio*

Don Fawcett Leadership Bursary

In 2015, the Society approved one application for the Don Fawcett Leadership Bursary which subsidizes the cost of course fees and required material for swimming, lifesaving or coaching leadership certifications of the Lifesaving Society, YMCA, Canadian Red Cross or national aquatic sport organizations. Eligibility is restricted to high school students enrolled in Ontario boards of education that participate in Ontario Teachers Aquatic Standard. The Bursary honours the memory of Don Fawcett in recognition of his leadership and dedication to the aquatic field.

Sarah McCrorie Fairbank (Toronto), **Morgyn McKerlie** (Toronto), **Karina Miramon** (Ottawa), **Matthew Miramon** (Ottawa), **George Perdomo** (Toronto), **Patricia Perez** (Toronto), **Greg Peri** (Aurora), **Andrew Recine** (Aurora), **Jessie Rosa** (Toronto), **Sharie Shanahan** (Toronto), **Ryan Soper** (Aurora), **Claire Stirling** (Toronto), **Samantha Teasdale** (Toronto), **Hannah Tiffin** (Orillia), and **Matthew Zawada** (Aurora).

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

Lynda Bowman (Bracebridge), **Kevin Button** (Binbrook), **Cheryl Cakebread** (Windsor), **Sharlaine Johnson** (Oxdrift), **Heather Kress** (Oakville), **Sarah Newton** (Essex), **Andrew Oman** (North Bay), **Bruce Parkin** (Fergus), **Tasha Richardson** (Newmarket), **Carmen Wong** (Markham), and **Kevin Wong** (Mississauga).

Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2015 the Bar to Service Medal was awarded to: **Felicia Arsenault** (Petawawa), **Don Burton** (Guelph), **Edmund Chan** (Richmond Hill), **Ted Durbacz** (Sudbury), **Lynn Galioto** (Burlington), **Tanya Grierson** (Corbyville), **Bruce Hollowell** (Toronto), **Jocelyne Labreche** (Elliot Lake), and **Mark Paravani** (Brampton).

The Service Cross honours meritorious service of at least 15 years. In 2015, the Service Cross was awarded to: **Brook Beatty** (Brampton), **Linda Kennedy** (Mooretown), **Charlene Pugh** (Aurora), and **Jeff Schultz** (Milton).

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2015, the Bar to Service Cross was awarded to: **Penny Lecour** (North Bay), **Lynn Loubert** (London), **Heather Marcy** (Stratford), **Mary Ellen Maxwell** (Oakville), **Bradley McConnell** (Barrie), **Janet McCurdy** (Salford), **Jane McGee** (Wallaceburg), **Jennifer Miller** (Kitchener), **Peter Mumford** (Georgetown), and **Roy Warren** (Thunder Bay).

The Honorary Life Member recognizes exemplary volunteer service of at least 20 years. In 2015, the Honorary Life Member was awarded to: **Robert Clark** (Etobicoke).

The Honorary Life Governor recognizes exemplary volunteer service of at least 24 years. In 2015, the Honorary Life Governor was awarded to: **Ruth Cruikshank** (Kitchener).

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: **Jeff Brinson** (Hamilton), **Sarah Clark** (Owen Sound), **Bruce Emmerton** (Kingston), **Sheryl Gilbert** (Cobalt), **Virginia Hurlburt** (Brantford), **Meghan Kirk-Steele** (Rosseau), **Dieter Kreps** (Thunder Bay), **Ronald Lee** (Richmond Hill), **Teryn Lottamoza** (Mississauga), **Lauren Mailloux** (Tilbury), **Colton Maracle** (Stratford), **John Mitchell** (Burlington), **Trevor Mitchell** (Sarnia), **Brianna Motluk** (Georgetown), **William Nestor** (Caledon), **Andrew Oman** (North Bay), **Jocelyn Palm** (Toronto), **Cameron Pearce** (Toronto), **Brenda Price** (Perth), **Casey Pyykka** (Keewatin), **Darcy Brandon Reis** (Toronto), **Tara Sinfield** (Cornwall), **Samantha Slofstra** (Fort Erie), **Sara Sokoloski** (Espanola), **Scott Stevens** (Orillia),

Hannah Watson (Sault Ste. Marie), **Kimberly White** (Iroquois Falls).

Personnel

Lifesaving Society Ontario builds its organizational strength through a healthy volunteer system. In 2015 Ontario had 1,053 senior level volunteers who enable the Society to complete heavy workloads in multiple activity centres and provide valuable leadership. The Lifesaving Society values the countless hours our volunteers contribute and thanks them all for their hard work and dedication to the Society.

In 2015, 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. **Juanita Bueschleb** represents Ontario as the National Society Board member. **Paul Hulford** and **Brian Connors** serve as member representatives. The following serve on National committees: **Juanita Bueschleb** (Nomination and Governance Committee and Strategic Planning Committee),

Patricia Kitchen and **John Bankes** (Roles and Responsibility Task Force), **Patricia McMullen** (Ad Hoc Finance member), **Celine Morin** (Ad Hoc Finance and Budget and Audit Chair, OMC support and guidance) and **Tina Asselin** (OMC support and guidance). **Patricia Kitchen** serves as the Society's International Relations Commissioner. **Robert Clark** serves as the RLSS Commonwealth 125th Committee Chair. **Patrick D'Almada** serves as the Development Aid Commissioner. **Doug Ferguson** sits on the ILS Business Commission. **Joan Duncan** is Canada's representative on the RLSS Commonwealth Management Committee.



Joel Kruzich presents the private Affiliate Award to the Zodiac Swim School, Ellen Howard and Catrina Knapp.
Photo by Val Attanasio



Ontario Staff (*front row, from left*): Laurie Priestman, Lorna Seukumar, Heather Williams, Brian Miess, Kelly Manoukas, Iris Harrison, Ed Bean, Doug Ferguson, Ann Palmer, Lucie Simoes, Nadia Luck, Sheri Krauss. *Middle row, from left*: Rhonda Pennell, Shirley Wong, Dawn Maragh, Pam D'Costa Dupley, Perry Smith, Becky Lehman, Genevieve Fernandes, Carol Cruikshank, Barbara Byers, Jean Crane, Amy Lowe, J.P. Molin, Kevin Jackson, Rocky Lu, Daksha Moti, Lori Groves, Ateeq Laeeq, Naeem Iqbal. *Back row, from left*: Renata Jaciw-Zurakowsky, Inthu Ravindran, Wendy Mahony, Peter Mahony, James Mahony, Mihail Salariu, Adrian Herscovici, Colin Cruikshank, Phil McCurdy, Matt Boehm, Lorraine Wilson-Saliba, Jennifer Kessell. *Photo by John William Bauld*

Office staff

The Lifesaving Society Ontario employs 46 staff members, including nine directors and eight managers. In 2015 we said goodbye to **Stephanie McEnergy**.

Summer and part-time staff included:

Kacper Bugaj, Jacqueline Lee, Rebecca Meehan, Mihail Salariu, Joanna Saul, Lorna Seukumar and Cally Ye. 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 2015:

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

Training Programs

Perry Smith, Director
Carol Cruikshank, Manager
Becky Lehman, Manager
J.P. Molin, Manager
Lori Groves, Admin Assistant

Public Education and Research

Barbara Byers, Director
Sindy Parsons, Manager
Daksha Moti, Admin Assistant
Lucie Simoes, Drowning Data Collector
Tessa Clemens, Drowning Research

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, Accounting Clerk
Lorna Seukumar, 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
Renata Jaciw-Zurakowsky, Corporate Sales Representative
Ateeq Laeeq, Merchandise Clerk
James Mahony, Shipper-Receiver

Member Services

Ed Bean, Communications Director
Adrian Herscovici, Communications Manager
Stephanie McEnergy, Writer
Matt Boehm, Graphic Designer
Sheri Krauss, Member Services Director
Heather Williams, Member Services Manager
Thelma Zosa, Amy Lowe, Admin Assistant
Peter Mahony, Member Services Clerk
Amy Lowe, Member Services Clerk
Inthu Ravindran, Member Services Clerk
Jean Crane, Member Services Clerk
Lorna Seukumar, Member Service Clerk
Iris Harrison, Receptionist
Wendy Mahony, Information Services Director
Nadia Luck, Admin Assistant
Rocky Lu, Admin Assistant
Colin Cruikshank, Information Services Clerk

Fundraising

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

In the community

Volunteers and donors across Ontario raised over \$43,000 for the Society's Water Smart® and Swim to Survive® campaigns in 2015 through fundraising events.

Congratulations to the top three affiliates for their fundraising commitment to Water Smart drowning prevention.

1. **PPL Aquatic, Fitness and Spa Group Inc.** (Pool People Limited) led the overall ranking for the eighth year in a row. Since 2008, PPL Inc. has raised \$75,000 for Swim to Survive and \$150,000 for the Swim to Survive+ program. Special thanks to **Dale Papke** (CEO), **Paul Denstedt** (President), **Tim Bown** (Vice President and swim-a-thon organizer) and event coordinators **Danielle St. James**, **Caroline Cooper** and the entire staff of 200 for their outstanding work.
2. The **City of Windsor** led the municipal ranking by raising over \$2,700. Special thanks to **Stephen Brown**, **Sean Filbey**, **Jen Knights**, **Kenn Little** and **Luke Zarlenga** and the aquatic staff.
3. The **Town of Bradford West Gwillimbury** led the single-facility ranking for the third year in a row by raising over \$2,400. Special thanks to **Bethany Kuboniwa** and the aquatic staff.

Our affiliates and members organized and participated in many events. Special thanks to the aquatic staff from facilities in: **Aurora**, **Barrie**, **Bradford West Gwillimbury**, **Cambridge**, **Essex**, **Georgina**, **Iroquois Falls**, **Kawartha Lakes**, **Kingston**, **LaSalle**, **Markham**, **Milton**, **Newmarket**, **Orangeville**, **Orillia**, **PPL Aquatic Fitness and Spa Group Inc.**, **Peterborough**, **Prince Edward County**, **Richmond Hill**, **St. Catharines**, **Tecumseh**, **Tillsonburg**, **Timmins**, **Whitchurch-Stouffville**, **Windsor** and **Woodstock**.

Events

Our 106th AGM Silent Auction raised \$4,300. Thanks to all who contributed. Volunteers: **Kenn Little**, **Eddie Tang**, **Julie Augustine**, **Patricia Lewis**, **Edmond Tang**, **Chantelle Gallagher** and the **Toronto aquatics staff**. Individual donors: **Lynda & Bruce Bowman**, **Julie Conlon**, **Anne-Marie Friedmann**, **Paul Hulford**, **Brenda and Steve Lance**, **Kenn Little & Michael Wilcox**, **Margie Lizzotti**, **Ann Palmer**, **Darius Parsons (Drumming 4 Drowning Prevention)**, **Ian Phillips**, **Rob Richardson**, **Gary and Marcus Sanger**. Businesses and organization donors: **Adventure Bay Family Water Park**, **Art Gallery of Ontario**, **Blistex Corporation**, **Casa Loma**, **DAVIDsTea**, **German Life Saving Association**, **Gluckstein Home**, **Great Wolf Lodge**, **Hallmark Canada**, **Julia's Art Studio**, **Mariposa Cruises**, **Maple Leaf Sports & Entertainment**, **Ontario Science Centre**, **Oxford Properties Group (Scarborough Town Centre)**, **Parks & Recreation Ontario**, **Pampered Chef**, **Royal Ontario Museum**, **Sanson Estate Winery**, **Shaw Festival Theatre**, **Tarragon Theatre**, **The Fairmont Royal York Hotel**, **The Keg Restaurants Ltd.**, **The National Ballet of Canada**, **The Niagara Parks Commission**, **Toronto Blue Jays Baseball Club**.

The eighth annual *Lifesaving Society April Pools Day* raised \$1,900 thanks to our affiliates in **Aurora**, **Bradford West Gwillimbury**, **Essex**, **LaSalle**, **Markham**, **St. Catharines** and **Woodstock**. Since 2008, the event has raised over \$24,000 for drowning prevention education.

For the seventh year, lifeguards across the province took part in the annual *Lifesaving Society 500 Metre Swim for 500 Lives*. Seventeen facilities from **Barrie**, **Cambridge**, **Essex**, **Iroquois Falls**, **Kawartha Lakes**, **Kingston**, **Milton**, **Orangeville**, **Orillia**, **Prince Edward County** and **Richmond Hill** raised \$3,500. Since 2010, 1,642 participating lifeguards have raised \$33,000.

Lifeguards also took drowning prevention to the streets for the sixth annual *Lifesaving Society Rescue Tube Relay* in August, running and cycling to raise \$1,400. Thanks

to Cochrane District Area Chair, **Amanda Nadeau** and the **City of Timmins staff**. Staff from Windsor also took part in the event. Since 2010, 474 lifeguards in six regions have raised over \$20,000 for drowning prevention.

Thanks to aquatics staff from **LaSalle**, **Orillia** and **Tillsonburg**, who took part in the *Lifesaving Society Tread-a-thon* and raised over \$800.

The Saugeen Shores Lifesaving Club took the plunge at Port Elgin Main Beach in January for the third annual *Polar Bear Dip*. The group raised over \$580. Since 2013, the event has raised over \$1,200. Thanks to **Michael Hundt**, **Shanna Reid** and the **Saugeen Shores Lifesaving Club**.

Alyssa Heffernan and **Rachel Pearson**, area co-chairs for Peterborough-Hastings-Northumberland, organized a "Vendor and Craft Show & Sale" at the Canadian Canoe Museum in Peterborough. Over 25 vendors participated. Aquatics specialists were on-site to answer questions. Buddy the Lifeguard Dog was also there. Over \$1,200 was raised for drowning prevention education. Thanks to the generous supporters: **Canadian Canoe Museum**, **YMCA of Central East Ontario**, **Investors Group**, **Camp Kawartha**, **East Peterborough Lions Club**, **Pearson First Aid Plus**, **Lacey Private Wealth Management** and **Trent University Athletics Centre**.

Lifesaving Society clubs

In 2015, a number of high schools organized Lifesaving Society Clubs. Thanks to the club at Toronto's **Marc Garneau Collegiate** that trained 40 students in CPR while raising over \$300. Since 2010, 269 high school students have received CPR training and the clubs have raised \$1,500 for Water Smart.



Merchandise

Band for a Cause: The sale of wristbands raised \$1,930 for the Swim to Survive program in 2015. Since 2006, the sale of 19,597 wristbands has raised over \$28,900, providing over 1,800 kids with Swim to Survive training. Thanks to the **City of Barrie, City of Brampton, Crossley Aquatics, Granite Club** and **Town of Newmarket**.

Lifesaving Society Snappy Towel: The sale of the Society's Snappy Towel raised \$850 for the Swim to Survive+ program in 2015, providing 57 pre-teens with Swim to Survive+ training.

Donor clubs

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

Distinction Club (\$500 or more): **John F. Bankes, Ed Bean, Tim Bean, Dr. Steve Beerman, Barbara and Jim Byers, Dennis & Joan Duncan, Karen Eaton, Guy Holt, Robert Lord, John A. Macintyre, Emile Mason, Marc Neeb, Jocelyn Palm, Robert Richardson, Jason Ryder.**

Merit Club (\$300 to \$499): **Robert Clark and Jennifer Oakley, Brian Connors, Calum MacLeod, Wendy Mahony, Jeffrey Mayne, Tom McCullough, Paul Weir, Ryan K. Winger.**

Bronze Club (\$100 to \$299): **Michelle Amar, Valerie Bauer, Paul and Kathleen Beeston, John Blaicher, Jack Bramm, Ken Bunner, Noreen Campbell, Susan Corak, Marion Cruikshank, Ruth Cruikshank, Michelle Duwyn, James Ford, David Ghosh, Dr. Susan Glover Takahashi, Janet Hall, Roy Harvey, George Hastings, Anne and Kevin Jackson, Vera Kameda-Lacroix, Jennifer Knights, Brenda Lance, Rebecca Lehman, Kenn Little, Edwin Madill, Kelly Manoukas, Heather Marcy, Irene Murray, Deborah Nathan, Judy O'Neill, Ann Palmer, Allan J. Ritchie, Laura Sfredo, Michael Shepley, Lloyd St. Amand, Jacinthe Sylvestre, Andrew Taylor, Teresa Taylor, Roy and Gayle Warren, Lorraine and Olof Saliba, David YM Wong, Tamara Wood, Gerry Young.**

United Way

Thank you to those who provide support through the United Way Campaign donor designation program. In 2015 we received \$483.

Royal Circle of Friends

The Society acknowledges donors who have made deferred gifts through wills, trusts, insurance or estate plans. Thank you to **Mark Feigenbaum, Cheryl Sibany.**

The David and Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society's historical record. In 2015 we received donations from: **Jack Bramm, Heather Gaudie, Dr. Susan Glover Takahashi, Patricia Kitchen, Wendy Mahony, Calum MacLeod, Tom McCullough, Brian Wynn, Gerry Young.**

Brian Jones Memorial Fund

This fund honours the memory of Brian Jones, a respected leader of the Society who died in 1992. The fund supports drowning prevention education for the residents of eastern Ontario. In 2015 we received a donation from: **Sharon White.**

Hilary M. Weston Award

The Society instituted the Hilary M. Weston Award in recognition of her patronage as the Lieutenant-Governor (see page 26). In 2015 we received donations from: **Maisie Askey, Daniel Geiger, Paul Weir.**

Royce Crossley-Hickman Fund – National Lifeguard Award

The Royce Crossley-Hickman Fund honours the memory of an exceptional young athlete and lifeguard from the County of Simcoe, who tragically passed away in 2009. In 2015 we received donations from: **Kelly Manoukas, Rob Richardson.**

Megan Holliday Memorial Fund

The fund honours the memory of this exceptional athlete and covers the lifeguard training costs of London-area recipients.



Drowning Prevention Day at Adventure Bay Family Water Park. Photo by Jennifer Knights

Donations to date total \$3,600. Since inception, four recipients have completed their lifeguard certification and one was certified as an instructor. In 2015, there were two recipients enrolled and working toward their lifeguard certification.

In memoriam donations

The Society is honoured to be the recipient of donations in memory of individuals. In 2015 we received donations in memory of: **Annie Aguiar** from Barbara and Jim Byers, Kelly Manoukas, **Francis Berry (Blancher)** from John Blancher, **Margaret Gates** from Kenn Little, **Mihir Ghosh** from David Ghosh, **Doorga Gopal** from Barbara and Jim Byers, **Anthony Griffin** from John Bankes, **Mrs. Hadden** from Kenn Little, **Ginette and Rene Labonte** from Genevieve Rheault, **Pierre Langlois** from Ed Bean, **Calvin and Larry Le** from Kelly Manoukas, **Jim Lehman** from Rebecca Lehman, **Rosalbino Limarzi** from Barbara and Jim Byers, **Alan Lloyd** from John Blancher, **Gertrude Mantha** from Blair Hunt, **Angela Miletic** from Laura Sfredo, **Mary Ann Murphy** from Kenn Little, **Mark Palmer** from Ann and Aaron Palmer, **Chris Rawsley** from Susan Corak, Kelly Manoukas, **Donald William Scully** from Merry Ellen Scully Mosna, **Megan Sylvestre** from Jacinthe Sylvestre, **Paytlyn Woodcock** from Cynthia DeBlair, Lloyd St. Amand.

In honour donations

The Society is pleased to be the recipient of donations in honour of individual milestones. In 2015 we received donations in honour of: **Nathan Kapitor** from Michelle Duwyn, **Maiya Segal** from Andrew Pyper, **Phil Midgley** from Kelly Pearce, **Marc Neeb** from Valerie Bauer.

In-kind gifts

The Society acknowledges donors who have made in-kind gifts. In 2015: **Dacs Marketing, Nestle Pure Life.**

Lifesaving sport

Special thanks to **Blistex Corp.** for its generous support of Ontario's Lifeguard and Lifesaving Championships since 2006 with over \$43,500 in cash and products donated for our Lifesaving Sport athletes and the AGM silent auction.

Special thanks to **Journal Printing**, a long-time friend of the Society, for their support of the Junior Lifeguard TeleGames.

Thanks to **Pete Dalmazzi (Trucks for Change)** and **Farshad Appoo (Ryder Trucks)** for their support of the Ontario Lifesaving Championships – Waterfront and the Canadian Surf Lifesaving Championships.

Gaming

Nevada Lottery tickets in 2015 netted over \$32,500. 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** and Bazaar's regional sales reps, **Pryce Goulding**, **Susan Goulding**, **Judy Muldoon**, **Morris Zuchter**. Thank you to all participating Ontario retail store owners.

MBNA® Affinity MasterCard®

Holders of the Lifesaving Society MasterCard Platinum Plus and Preferred MasterCard raised \$2,326 through purchases and card registrations. Thank you to all card holders for your continued support.

Generous support

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

Thanks to **PPL Aquatic, Fitness and Spa Group Inc. (PPL)** and **Papke Properties** for their support of the Swim to Survive+ program. We also received donations for Swim to Survive+ through PPL's annual swim-a-thon from: **Adriatic Insurance Brokers Ltd**, **Airzone Mechancial**, **Aquatech Logistics Inc.**, **Atlantic Liquid Meters**, **Benson Kearley IFG Insurance Brokers**, **Consolidated Pool & Spa Industries**, **Courtesy Chevrolet, D.L. Hatherton & Associates Inc.**, **Dynamic Connections Inc.**, **Fabco Plastics Wholesale Ltd.**, **Federal Wireless**, **Greeley Containment and Rework Inc**, **Hydropool Industries**, **Marville Travel**, **Muraca Group Inc.**, **Mursatt Chemicals Limited**, **Northeastern Swimming Pool Distributors**, **Sherrard Kuzz LLP** **Employment & Labour Lawyers**, **Virtace**.

Thanks to **Backyard Brands Inc.**, **BonaVista Pools Limited**, **Bremner Pool & Spa**, **Central Spa & Pool Supply**, **Cleardeck Systems Ltd.**, **Elm Sales & Equipment Inc.**, **H2O Lifeguard and Recreation Management** for their support in the expansion of Swim to Survive+ in the school system.

We received additional support from: **4503431 Canada Inc. (Booth Family)**, **Pool & Hot Tub Council of Canada**, **Royal Canadian Legion – Dunsdon Branch #461**, **Snappy Towels Inc.** and the **Waterloo Regional Aquatics Council**.



Participants of the 2015 Polar Bear Dip at Saugeen Shores. *Photo by SSLC photographer*

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