

ONTARIO REPORT 2020





Working to prevent drowning and reduce water-related injury.

Teaching Canadians to save themselves and rescue others

Annually, over 1.2 million 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.

Registered Charity No. 10809 7270 RR0001. All donations gratefully received. Tax receipts issued for donations of \$20 or more.

> 400 Consumers Road Toronto, Ontario M2J 1P8 416-490-8844 Fax: 416-490-8766 experts@lifeguarding.com www.lifeguarddepot.com

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 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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PRESIDENT'S REPORT

Everything changes – but maybe not as fast or dramatically as it did in the year of "The Covid." In this report, you can see the effects on the Lifesaving Society and you will see how the Society stepped up in response.

Our volunteers and staff accomplished a great deal and each of our activity centres managed to make a real difference in a year filled with uncertainty. Everyone is to be applauded for their ability to keep on moving forward and making things happen. We could not have done this without the talents and abilities of so many who give so freely of their time and talents.

This is an extremely exciting time and what's even more exciting is that we are doing this together.

The pandemic thrust some changes upon us and accelerated others. At the forefront of change this year was our ability to take our learning online. This started with a successful annual general meeting hosted virtually with me becoming president while seated at my kitchen table. That was a first! Then we launched the Society's series of Covid-19 webinars and dove into blended and online learning initiatives. Suddenly, working from home and virtual meetings became the norm forcing most of us to learn new skills and adopt new routines.

Throughout the year, the Society has been and continues assisting Affiliate Members as they navigate the pandemic and plan for post-Covid reopening. We can anticipate staff training and staff recruitment to be priorities and foresee big demand for advanced leadership courses. The change the Society made in July to the age prerequisite (from 16 to 15 years) for National Lifeguard and Swim and Lifesaving Instructors will be of help.

I'm proud to say that we continue to share Ontario's talented volunteers who provide leadership and support to the national Society and internationally. Six Ontarians serve on the Lifesaving Society Canada board of directors. Twenty-one are members of national committees and task forces. Seven serve with the International Life Saving Federation and one sits on the RLSS Commonwealth Heritage Committee. I think it is important for you to know that your volunteer work with this Society can help prepare you for even greater challenges if you want it. Remember, no one can do everything but everyone can do something!

This was a year of transition for Lifesaving Society Ontario staff. **Doug Ferguson** officially retired at the end of June after 47½ years as Executive Director and an illustrious career full of accomplishments too numerous to articulate here. As a staff member, Doug served and supported 25 Presidents. When he started in 1973, the Society had a staff of four working from an office of 500 sq. ft. and reported 32,000 awards with revenues of \$118,000. Looking at the Society today – even through a pandemic lens – it is no stretch to dub Doug the Lifesaving Society's "Builder-in-Chief."

We all know that Doug was passionate about everything lifesaving – a 24/7 vocation and avocation for him. We are thrilled to tell you he is now a greatly appreciated volunteer.

At year-end, we bid farewell to **Bruce**

Ferguson and **Lorraine Wilson-Saliba** who retired. To everyone who left this year we thank you and wish you good health, happiness, and success as you move forward to the next chapter in your lives.

The Lifesaving Society welcomed **Brian Miess** as Chief Executive Officer in January and he has been purposeful about creating a culture that is true to our past but prepared for the future. I would like to express my appreciation to the staff for the excellent work they do. Effort and hard work are paramount to our success, and all of you make what we do possible. Thank you.

I thank the members of the Board of Directors for their continued support, outstanding leadership and their treasured friendship. This has been an extremely different experience than I had anticipated. Honestly, it would be more than I could handle if it wasn't for the wonderful people who I find myself surrounded by.

When we all pull together and row as a team, we are greater than the sum of our parts. Bring on 2021!

Julie Dawley





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

R. Douglas Ferguson became Executive Director of the Lifesaving Society Ontario in January 1973. He followed Jocelyn Palm (Executive Secretary 1968-1972) and was succeeded by CEO Brian Miess in January 2020.





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, 2020, 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 had a very challenging year due to the global pandemic declared by the World Health Organization in March 2020. Like many businesses nationally and globally, the pandemic highlighted the Society's strengths, weaknesses and resilience. In 2020, the Society's expenses exceeded net revenue from operations resulting in a deficit of \$988,000 compared with a surplus of \$569,000 in 2019.

The government-mandated closure of businesses deemed non-essential and physical distancing requirements, aimed at slowing the spread of Covid-19, resulted in the closure of aquatic facilities and the cancellation of all courses from mid-March through year-end in some areas of the province. As a result, the Society's net revenues were significantly impacted: down 52% from 2019 to \$5,288,000. The drop across all core revenue streams was partially offset by the diverse line of merchandise sold via LifequardDepot.

Fundraising net revenue was \$1,747,000 in 2020, down 51% as the Swim to Survive programs were paused for the 2020/2021 school year due to school closures and continued uncertainties that surrounded the pandemic. Current-year Fundraising includes grants of \$1,300,000 representing federal wage subsidies for Covid-19 relief. The Society is grateful to the federal and provincial governments, corporate sponsors and individual donors who continuously support the Society's mission.

Water rescue net revenues were \$1,172,000, down 56% as all certification activity was severely impacted by the pandemic. Literature sales are linked directly to training programs and as such, literature revenue declined 66% to \$551,000, with a major drop in sales of the *Canadian Lifesaving Manual*, *Alert* and *Canadian First Aid Manual* both in Ontario and in other provincial branches that experienced similar lockdowns.

Merchandise net revenues of \$454,000 were down marginally by 4%; despite the lockdown, the Society offered curbside delivery and continued processing online orders with an increased focus on selling Personal Protective Equipment, hand sanitizers and first aid items.

Though down 43% from an exceptional year in 2019, investment income of \$876,000 was solid. Despite \$1.5 million withdrawn in 2020 to allow the Society to maintain operations during the pandemic, the investment balance remained strong at \$9.1 million at year-end (2019 \$9.8 million).

Expenditures were \$6,276,000, down 39% over prior period as the Society took many effective measures to control expenses and preserve financial strength and stability. These included a review of long-term operations and program delivery in a changed market to meet the challenges of physical distancing and remote learning. During this review, the Society re-structured staff functions, merged some departments and reduced staff through layoffs and retirement.

There were no new provisions made for Swim to Survive for school year 2020/2021 as the program paused due to the pandemic. In 2020, Lifesaving Sport competitions were cancelled and meetings were forced to online platforms. The AGM was held virtually and the annual Area Chair conference was cancelled, which resulted in \$350,000 savings in meeting and travel expenses. The National levy was \$163,000 less than the prior year as fees were reduced to provide aid to provincial branches. Also, shipping and postage costs were down \$200,000, swim loyalty costs were down \$105,000, and there were savings in promotions, bank fees and other office expenses.

The Society replenished the capital fund by transferring \$178,000 in the year to ensure the ability to replace capital assets and implement long-term infrastructure.

In conclusion, the Society faced one of its most difficult years and was able to brave the storm. We anticipate continued trials ahead as the pandemic continues to cast health and economic uncertainty around us, and is expected to continue to impact the Society's operating results. Nevertheless, I believe that the Society is well positioned to face the financial challenges that lie ahead and to continue working towards its mission of drowning prevention and drowning prevention research.

Crystal Maloney, CPA, CMA, CFA





FINANCIAL HIGHLIGHTS

OPERATIONS

Net Revenue	2020		2019	
	\$		\$	
Fundraising	1,747,217	33%	3,599,626	33%
Water rescue	1,172,289	22%	2,665,182	24%
Investments	875,627	17%	1,541,872	14%
Literature	551,212	10%	1,621,716	15%
Merchandise	453,977	9%	474,580	4%
Leadership	290,658	6%	634,393	6%
Affiliation fees	110,921	2%	114,552	1%
Management Training	30,334	1%	81,903	1%
Safety standards	19,950	0%	90,857	1%
Research	18,301	0%	16,389	0%
Lifesaving sport	17,493	0%	87,546	1%
	5,287,979	100%	10,928,616	100%
Expenditures				
Training programs	2,152,361	34%	2,612,323	25%
Member services	1,524,950	24%	1,540,022	15%
Public education	582,733	9%	1,355,461	13%
Lifesaving sport	577,828	9%	680,884	79
Leadership	391,326	6%	563,525	6%
National levy	254,944	4%	417,574	49
Research	234,706	4%	218,354	2%
Management training	164,764	3%	143,884	1%
Swim to Survive	154,070	3%	2,507,263	24%
Safety standards	130,911	2%	200,929	29
Amortization	107,499	2%	119,176	1%
	6,276,092	100%	10,359,395	100%
Net Contribution				
for the year	(988,113)		569,221	
BALANCE SHEET				
BALANCE SHEET Net Assets				
Net Assets	(3,916,699)		(3,592,882)	
Net Assets Net working capital	(3,916,699)		(3,592,882)	
Net Assets Net working capital Investments	9,116,263		9,658,741	
Net Assets Net working capital				
Net Assets Net working capital Investments Capital assets	9,116,263 197,148		9,658,741 292,716	
Net Assets Net working capital Investments Capital assets Fund Balances	9,116,263 197,148 5,396,712		9,658,741 292,716 6,358,575	
Net Assets Net working capital Investments Capital assets Fund Balances Capital	9,116,263 197,148 5,396,712 2,984,144		9,658,741 292,716 6,358,575 2,764,728	
Net Assets Net working capital Investments Capital assets Fund Balances Capital General	9,116,263 197,148 5,396,712 2,984,144 2,041,801		9,658,741 292,716 6,358,575 2,764,728 3,306,530	
Net Assets Net working capital Investments Capital assets Fund Balances Capital	9,116,263 197,148 5,396,712 2,984,144		9,658,741 292,716 6,358,575 2,764,728	



AWARDS REPORT

TOP LINE SUMMARY		2020	2019	2018
	Swimming	156,077	700,488	672,852
	Lifesaving	11,797	58,345	55,663
	First Aid	42,041	83,181	81,813
	Lifeguarding	11,456	34,636	32,926
	Management Training	478	1,115	1,076
	Lifesaving Sport	177	3,416	3,490
	Leadership	15,447	32,106	32,661
	Total	237,473	913,287	880,481
SWIMMING	Swim to Survive	32,642	82,004	81,649
	Swim for Life	123,435	618,484	591,203
		156,077	700,488	672,852
LIFESAVING	Junior Lifeguard Club	90	667	419
	Canadian Swim Patrol	5,531	29,292	28,548
	Bronze Star	1,968	9,434	8,910
	Bronze Medallion	4,109	18,119	17,498
	Distinction	9	36	36
	Lifesaving Fitness	90	796	243
	Boat Rescue	-	1	ç
		11,797	58,345	55,663
FIRST AID	First Aid	27,904	66,615	65,343
	CPR	14,137	16,566	16,470
		42,041	83,181	81,813
LIFEGUARDING	Supervision	185	1,733	1,150
	Bronze Cross	3,972	15,920	15,549
	National Lifeguard	7,299	16,983	16,227
		11,456	34,636	32,926
MANAGEMENT TRAINING	Aquatic Supervisor	287	626	590
	Pool Operator	98	330	125
	Aquatic Safety Inspector	93	159	361
		478	1,115	1,076
LIFESAVING SPORT	Athletes	91	3,261	3,331
	Officials	86	155	159
		177	3,416	3,490
LEADERSHIP	Instructor	12,693	28,205	27,966
	Examiner	2,146	3,138	3,897
	Trainer	608	763	798
		15,447	32,106	32,661
	JLC Member Recognition Seals	2,286	6,210	4,464

(not included in the total certifications)

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AFFILIATE RECOGNITION AWARDS

The Society recognizes affiliate members who deliver the Society's training programs, promote Water Smart[®] public education, and raise funds in support of the Society's drowning prevention mission. Most recognition awards are presented on the basis of points earned (see Point system, p. 9). 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	Etobicoke/York District	17,707
2 nd	Toronto & East York District	17,127
3 rd	Scarborough District	12,255
4 th	North York District	11,177
5 th	West Toronto/York District	5,448
	Total	63,714

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

1 st	First Aid 4 Job	71,012
2 nd	Ezgi Guvercin	65,184
3 rd	City of Ottawa	62,950
4 th	Lifeguarding Academy	31,085
5 th	Selma Guvercin	29,924
6 th	City of Mississauga	22,809
7 th	Town of Oakville	22,255
8 th	City of London	17,513
9 th	City of Brampton	14,727
10 th	City of Vaughan	14,668

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

1 st	First Aid 4 Job	71,012
2 nd	Shendy's Swim School	10,364
3 rd	Town of Essex	6,374
4 th	Russell Aquatics	6,165
5 th	Dovercourt Recreation	
	Association	5,129
6 th	Brock University	4,667
7 th	B & C Aquatics	4,591
8 th	Elemental First Aid	4,236
9 th	Splashville Inc.	3,736
10 th	Markham YMCA	
	Rudy Bratty Centre	3,725

JOCELYN PALM CUP: Awarded to the

affiliate making the most outstanding contribution to the National Lifeguard Service.

City of Ottawa

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

City of Ottawa

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 Oakville	22,255
2 nd	City of Richmond Hill	10,261
3 rd	City of Kitchener	8,834
4 th	City of Waterloo	6,918
5 th	City of Burlington	6,681
6 th	City of Guelph	5,047
7 th	City of Cambridge	4,346
8 th	Town of Milton	4,018
9 th	City of Oshawa	3,832
10 th	City of Brantford	3,592





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 Halton Hills	4,241
2 nd	Town of Newmarket	3,125
3 rd	Town of Caledon	3,099
4 th	Town of Aurora	2,955
5 th	City of Kawartha Lakes	2,862
6 th	Municipality of Clarington	2,383
7 th	City of Belleville	2,262
8 th	City of Sault Ste. Marie	1,221
9 th	Town of Georgina	982
10 th	City of Pickering	831

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

1 st	Town of Essex	6,374
2 nd	Town of Bradford	
	West Gwillimbury	3,633
3 rd	Town of Whitchurch/Stouffville	3,611
4 th	City of Woodstock	3,220
5 th	Municipality of Port Hope	2,739
6 th	City of Orillia	2,616
7 th	Town of Ingersoll	2,132
8 th	City of Elliot Lake	2,005
9 th	Wilmot Township	1,941
10 th	Township of Uxbridge	1,750

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 Minto	1,768
2 nd	Town of Shelburne	1,491
3 rd	City of Temiskaming Shores	1,477
4 th	Town of Hanover	1,462
5 th	Town of Arnprior	1,396
6 th	Township of North Huron	1,145
7 th	Town of Fort Frances	604
8 th	Town of Kirkland Lake	487
9 th	Town of Perth	467
10 th	Town of Deep River	406

PRIVATE AFFILIATE AWARD: Awarded

to the private affiliate with the largest lifesaving program.

1 st	First Aid 4 Job	71,012
2 nd	Ezgi Guvercin	65,184
3 rd	Lifeguarding Academy	31,085
4 th	Selma Guvercin	29,924
5 th	Training for Life	10,586
6 th	Shendy's Swim School	10,364
7 th	North York CPR	9,059
8 th	A Second Breath	7,988
9 th	Lifebeats First Aid	7,765
10 th	Code of Confidence	7,006

ERNEST A. CHAPMAN CUP: Awarded

to the affiliated camp with the largest lifesaving program.

1 st	Glen Bernard Camp	841
2 nd	Camp Can-Aqua	750
3 rd	Lake Scugog Camp	375
4 th	Winning Techniques Camp	265
5 th	Camp Tamakwa	200
6 th	Camp Wahanowin	121
7 th	Camp Timberlane	107
8 th	Koinonia Inc.	40
9 th	Camp Tanamakoon	20

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

1 st	Markham YMCA	
	Rudy Bratty Centre	3,725
2 nd	Scarborough YMCA	3,014
3 rd	YMCA of Owen Sound	
	Grey Bruce	2,951
4 th	North York YMCA	2,882
5 th	YMCA-YWCA of Guelph	2,688
6 th	YMCA of Niagara	
	(St. Catharines Walker)	2,289
7 th	Mississauga YMCA	2,278
8 th	Brampton YMCA	2,151
9 th	Oshawa Mary Street YMCA	1,930
10 th	Metro Central YMCA	1,902

WILLIAM HENRY MEMORIAL CUP:

Awarded to the affiliated school with the largest lifesaving program.

1 st	St. Charles College	1,125
2 nd	Notre Dame Catholic	
	High School	970
3 rd	Dunbarton HS Pool	825
4 th	Appleby College	766
5 th	H.B. Beal Secondary School	583
6 th	Sir Frederick Banting	
	Secondary School	577
7 th	Bishop Alexander Carter	
	Catholic S.S.	300
8 th	Westmount Recreation Centre	148
9 th	Lakehead College School	100
9 th	Bowmore Road Junior and	
	Senior Public School	100

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

1 st	York University	7,888
2 nd	CTS Canadian Career College	5,134
3 rd	Brock University	4,492
4 th	University of Guelph	2,809
5 th	University of Ottawa	2,336
6 th	Queen's University	1,682
7 th	University of Toronto	1,559
8 th	Western University	1,555
9 th	Trent University	1,445
10 th	University of Waterloo	994

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	10,930
2 nd	Lifeguarding Academy	8,380
3 rd	Town of Oakville	5,785
4 th	City of Mississauga	4,500
5 th	City of Kitchener	4,355
6 th	Shendy's Swim School	4,020
7 th	City of Markham	3,570
8 th	City of Vaughan	3,500
9 th	City of Brampton	3,260
10 th	City of Ottawa	3,205

R. BREDIN STAPELLS CUP (cont'd)

Per capita category

1 st	Wilmot Township	.0570
2 nd	Town of Essex	.0551
3 rd	Township of North Huron	.0527
4 th	Town of Penetanguishene	.0491
5 th	Town of LaSalle	.0416
6 th	Town of Collingwood	.0328
7 th	Town of Oakville	.0298
8 th	Town of Orangeville	.0273
9 th	Haldimand County	.0272
10 th	Town of Ingersoll	.0267

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

1 st	First Aid 4 Job	71,012
2 nd	Ezgi Guvercin	65,184
3 rd	Selma Guvercin	29,924
4 th	City of Ottawa	27,835
5 th	City of Toronto	20,834
6 th	Lifeguarding Academy	12,210
7 th	Training for Life	8,781
8 th	City of Mississauga	8,491
9 th	North York CPR	8,209
10 th	City of Brampton	8,132

JOHN E. MCCUTCHEON BOWL: Awarded

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

1 st	First Aid 4 Job	71,012
2 nd	Elemental First Aid	4,236
3 rd	Town of Essex	4,059
4 th	Brock University	3,392
5 th	Shendy's Swim School	3,379
6 th	Forest City First Aid Inc.	3,194
7 th	Markham YMCA	
	Rudy Bratty Centre	3,020
8 th	Sepoy First Aid	2,794
9 th	Rebecca Galan	2,536
10 th	Scarborough YMCA	2,434

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

PPL Aquatic, Fitness and Spa Group Inc.

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

2 points
4 points
4 / 6 / 8 points
8 points
12 points
10 points
15 points
25 points

Specialized Training

Lifesaving Fitness Bronze / Silver / Gold	5 / 7 / 9 points
Boat Rescue	10 points
Lifesaving Sport Officials	15 points

Leadership Training

Assistant Instructor	20 points
Swim Instructor	40 points
Lifesaving Instructor	40 points
Examiner Course	15 points
Update Clinics	15 points
Specialized Instructors	30 points
Trainer Course	30 points
Lifesaving Sport Coach	30 points



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.

As evidenced by the 2020 awards report summary (p. 6), Covid-19 hit training program participation hard in 2020 as aquatic instructional programming was suspended. At the same time, the pandemic generated demand for information on alternatives to traditional delivery methods and for guidance on everything from PPE (personal protective equipment) to online and blended learning resources.

Blended learning

The Society struck a task force to develop guidelines for the delivery of Lifesaving Society programs in a blended learning format – an approach to education that combines online learning with in-person teaching. The task force established the principles and recommendations to guide blended learning delivery during the pandemic. Their excellent work will form the basis of distance education content in future editions of the Society's instructional support literature.

Many thanks to task force members Jerry Lynch (Management Training), Hugo Rodrigues (Lifesaving Sport), Katie Short and Marek Holke (Leadership) with Carolyn Tyner and Adrian Wong (Program), and to task force chair Patrick King (Program VP).

Webinars

Program Council volunteers and staff developed and delivered a series of well attended webinars in 2020 driven by questions and programming issues arising from the pandemic. Topics addressed included programming and staff training; learn to swim; delivering National Lifeguard and first aid training; the new Bronze medal awards program; use of personal protective equipment; and blended learning. We thank the following for the extraordinary effort they put into webinar planning and presentation: **Rebecca Boyd, Lisa Brandie, Jason Jolicoeur, Patrick King, Sindy Parsons, Perry Smith**, and **Carolyn Tyner**.

Swim for Life

In 2020, additional affiliates joined the ranks of those offering the Society's Swim for Life program in Ontario. Regretfully, Covid prevented them gathering in person for their usually scheduled June meeting.

Swim Committee members developed guidelines for "contactless swim lessons" and collaborated with the Leadership Council in the production of a "support holds" video to support staff training.

Many thanks to our dedicated Swim Committee members Lis Drouillard, Sarah Laughton, Sharon Newman, Kayla Pariselli and Katherine Taylor, and to committee chair Lisa Brandie.



Bronze medal awards

The Society released its revised *Bronze Medals Award Guide* in March – just in time for the province-wide Covid shut down.

Bronze Family Committee members developed an "Explore Bronze" Update Clinic and launched a webinar series on the new Bronze medal awards. Nine webinars ran from June through December reaching 817 participants. The committee also finalized the following resources:

- *Explore Bronze* communiqués highlighting what's new for Affiliate Members, for Instructors and for recertifying Bronze Cross candidates
- Explore Bronze Update Clinic Notes for Trainers and corresponding PowerPoint presentation for Lifesaving Instructor Trainers leading in-person clinics
- *Explore Bronze* self-guided e-learning tutorial for the Society's website

- Bronze Medallion and Bronze Cross workbooks for candidates
- Teaching Bronze USB flash drive for instructors, which contains over 275 pages of core plans, lesson plans, blended learning plans, PowerPoints, videos, test sheets and workbook answer guides

These support resources were officially released with the publication of the December *Lifeliner*.

Effusive thanks to very productive Bronze committee members Alexandra Brown, Kristen Curchin, Julia Cybulski, Bobby Farlow, Zak Kolasa, Stephanie Lue, Megan Metcalfe, Sarah Newton, Paige Palcit, George Turnbull and Julie Turnbull, and to committee chair Jason Jolicoeur.

First aid review

The First Aid Committee undertook a scan of the first aid marketplace and an assessment of Lifesaving Society program alignment with industry practice. The Committee also reviewed the Society's first aid awards curriculum in light of the 2020 recommendations of the International Liaison Committee on Resuscitation. An analysis of advanced first aid courses for future Lifesaving Society programs is currently underway.

Our thanks to committee members **Tim Boone**, **Michelle Cronin**, **Jeff Frenette**, **Andrew Geimar**, **Craig Jenner**, **Jennie Miller**, **Carolyn Tyner**, and to committee chair **Rebecca Boyd**.

National Lifeguard and Distinction

The Society completed its review of the National Lifeguard curriculum and began the editorial revisions to the *National Lifeguard Award Guide*. Revision to the test sheets and development of support resources for instructors and candidates will follow.

Adrian Wong completed an extensive review of the Distinction Award (last revised in 1995) for the National Training Program Commission. Piloting of proposed changes is on hold until Covid restrictions have been lifted in all provinces / territories.



Policy changes

Following consultation with the Society's affiliate members, leadership personnel and aquatic industry leaders, the Society made several changes to some of its program policies. Effective July 1, the Lifesaving Society Canada adopted 15 years as the minimum age prerequisite for certification as a Swim Instructor, Lifesaving Instructor, or National Lifeguard. The change was a first step in addressing chronic staff shortages in the aquatics industry. Employers can now tap into a larger talent pool and begin staff recruitment efforts earlier.

The Society also broadened access to its Bronze Cross and National Lifeguard courses by accepting, for prerequisite purposes, first aid certifications provided by all training agencies approved by the Ontario Government.

Quality assurance and certification review

The integrity of the Society's training programs depends upon maintenance of its certification standards. In 2020, written complaints about standards, program delivery and the conduct of members and volunteers, led to three full investigations by the Certification Review Committee. These investigations resulted in sanctions, temporary suspensions, revocations or decertification for offences.

Thanks to **Roberto Aburto** and **Stas Bodrov**, former and current Corporate Secretary respectively, and to Certification Review Chair **Kate Kreps** for their leadership.







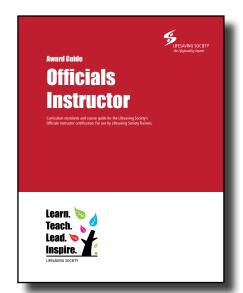
LEADERSHIP

The Society's Leadership Activity Centre contributes to the Society's mission by developing the instructors, coaches, examiners and trainers who deliver the leadership programs whose graduates teach Ontarians how to swim, how to rescue, and how to be safe in, on and around the water. Leadership supports the mandates of Training Programs, Lifesaving Sport, Safety Standards, Management Training, Public Education and Area Services.

Officials Instructor

Katie Short and Adam Eastman

collaborated with Lifesaving Sport Council colleagues to develop support resources for the new Officials Instructor course. This is the first Lifesaving Sport course to be integrated into the Society's competencybased leadership system.



The new *Lifesaving Sport Officials Instructor Award Guide* and corresponding Leadership Library resources provide Trainers with the essentials needed to teach Officials Instructors who, in turn, teach the Society's various Officials courses.

The new course will be rolled out in 2021.

Supervisor Instructor

Tamara Wood and **Adam Eastman**, in cooperation with Management Training, began work on the new Aquatic Supervisor Instructor course content. This is the first Management Training course to be integrated into the Society's' competencybased system. The *Aquatic Supervisor Instructor Award Guide* and related Leadership Library resources are expected to be ready for Trainers in 2021.

Online and blended learning

Covid-19 accelerated the Society's examination of non-traditional delivery options of its courses. Throughout this time, the Leadership Council has been heavily involved in developing e-learning approaches, participating in the online learning task force, and presenting at Lifesaving Society webinars.

Support Holds Video

Under the leadership of **Kerry Wakefield**, we collaborated with the Swim Committee to produce a video featuring learn-toswim support holds to aid Swim Instructor Trainers when teaching support holds and progressions. Trainers can find this new resource in the Swim Instructor tab of the Leadership Library.



LIFESAVING SOCIETY

Leadership Library

The Leadership Council continues its commitment to producing updated and relevant support resources. Throughout 2020, **Tamara Wood** led the review of Leadership Library material to ensure that content is current. This review is ongoing as part of Leadership's standard operating procedures.

The Leadership Library is the passwordrequired, online repository of support materials for the Society's leadership courses. Currently, access to the Leadership Library is restricted to Lifesaving Society Trainers.



Our thanks to the City of Markham for arranging the location and "talent." A special thank you to our video stars – Heather Kazan-Tang, Blake Kazan-Tang and Brooke Kazan-Tang – for their aptitude, resilience and enthusiasm.

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LIFESAVING SPORT

Lifesaving Sport contributes to the mission of the Society by engaging and inspiring people 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 and retention, and leadership development.

Officials Instructor resources

In 2020, **Hugo Rodrigues**, with senior Meet Managers and Referees, lead lifesaving sport's collaboration with the Leadership Council on the development of the new *Officials Instructor Award Guide*. Lifesaving Sport Council members also updated the instructor resources for the Officials certification program to align with the new award guide.



Competition

Just as we were preparing to celebrate 50 years of Ontario lifesaving sport championships in 2020, competition was sideswiped by Covid-19. After March, all 2020 Ontario, Canadian and World championships were cancelled.

Before Covid shut everything down, **Jeff Schultz** and **City of Vaughan** staff and volunteers hosted an excellent Ontario Lifeguard Championships (February 8) with 50 competitors representing 16 teams.

Markham Pan Am Centre hosted 222 participants in the popular and Lifesaving Society-sanctioned "February Fin Festival" invitational (February 22). Our thanks to Jeff McCurdy and Mandy Chen for their continued leadership.

Steve Benning and Town of Milton staff

and volunteers hosted a successful Ontario Senior and Masters Pool Championships (March 7–8) with 119 Senior and 20 Masters competitors from 11 clubs. Competitors set 34 Ontario championship records – 20 Senior and 14 Masters.

Volunteers

As ever, we acknowledge and thank the many people who supported lifesaving sport activities in 2020 including:

Meet Managers and Referees who provided leadership at provincial championships: **Rebecca Boyd, Edmund Chan, Adam Eastman, Ryan Foster, Roger Graham, Nic Hay, Derek Hooey, Connor Marois, Aidan Miess, Jeff Schultz**, and **Kevin Wong**.

Ontario volunteers who supported the Society's National Lifesaving Sport Commission: **Roberto Aburto** (Commissioner), **Steve Box** (Past Commissioner), **Rebecca Boyd** (Event Management), **Haylie Burton** (Athlete Representative), **Alexandra Ferguson** (Athlete Representative/High Performance), **Bruce Hollowell** (National Team Manager), **Wendy Mahony** (Support Services), **Charlene Pugh** (Chef de mission, Lifesaving World Championships), **Laura Tracey** (High Performance), and **Nathalie Vallières** (Communications).

Thank you Lorraine

Lorraine Wilson-Saliba retired as Lifesaving Sport Director at the end of 2020 after 17 years of service as a staff member. Lorraine joined the Society staff as Program Manager for the Swim program in 2003, becoming Lifesaving Sport Director in 2007. Previously, she had served in a wide variety of leadership roles with the Society in a volunteer career stretching back to 1992. Much of Lorraine's work with the Swim program and for lifesaving sport was developmental and went on behind the scenes, unheralded and invaluable. Thank you Lorraine and our best wishes for a happy retirement.





The Lifesaving Club of Markham earned (the only) championship banners awarded in 2020.





PUBLIC EDUCATION

Public Education contributes 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.



In February, the Society corresponded with Ontario Members of Provincial Parliament and Recreation Directors in Ontario to showcase the success of Swim to Survive and Swim to Survive+ (Plus) in their areas and to profile the many local and regional partners whose support makes this success possible.

We updated support resources in 2020. **Tanya Wolsegger** led the revision of the *Teaching Swim to Survive* guide with new activities for each item, lesson plans and other helpful tips for instructors. **Heather Marcy** updated the Swim to Survive and Swim to Survive+ teacher lesson plans to reflect up-to-date curriculum expectations and drowning statistics.

School grant program

During the 2019/2020 school year, 76% of Ontario Grade 3 students (108,506 children) had an opportunity to participate in the Swim to Survive School Grant program. This was possible through a partnership of 2,465 schools in 52 boards of education and 105 municipalities, Ys and private pools. After schools closed in March due to Covid-19, many students were unable to participate and the program was put on "pause" for the 2020/21 school year.

A huge thank you to all applicants for their in-kind donations and tireless hours that enable Ontario children in Swim to Survive. Without the generous support of the Ontario Ministry of Education, the continued success of the Swim to Survive School Grant program would not be possible. To date, funding has provided 1,141,093 students with an opportunity to participate. Special thanks to **Jillian Hamilton** for her guidance and assistance with the Application Approval Committee.



Thanks to the generous support of the Ontario Ministry of Education and PPL Aquatic, Fitness and Spa Group Inc., 26,908 Grade 7 students received funding to participate in the School Grant program for Swim to Survive+ in the 2019/2020 school year. This represented 593 schools together with 55 Society affiliates.

The Society appreciates the continued support of the Ministry of Education for the Swim to Survive programs with additional funding for the Grade 7 Swim to Survive+ program. This will provide two opportunities for elementary schools aged children to learn survival swimming skills.

New Canadian citizenship ceremonies

At the invitation of Citizenship Judge **Albert Wong**, the Society participated in citizenship ceremonies in Scarborough (January 8–10 and February 5–7) with a Water Smart booth that provided information on swimming lessons and water safety to the New Canadians and their families.

National Drowning Prevention Week

The Lifesaving Society designates the third full week in July as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning problem and drowning prevention. NDPW provides a focus around which community Water Smart educators can plan news releases, do media interviews, offer public demonstrations and training events, and promote drowning prevention messages.

National Drowning Prevention Week

LIFESAVING SOCIETY

For NDPW 2020, the Society prepared an implementation package identifying a daily theme and links to related activities. Area Chairs and affiliate members were encouraged to interact with the Society on social media platforms and to use the key messages on their own social media.

Of course, Covid presented challenges. Because many municipal indoor pools were closed or open with limited time for recreational and lane swims and limited staff, fewer events were held than in previous years. Social media provided an important outreach tool for drowning prevention messages.

Many thanks to **Megan Hutchison** for her contributions to the Society's social media presence during the summer months especially during NDPW.

Water Smart contests

With schools closed from mid-March through June, the Society launched a "Water Smart at Home" contest to design a Water Smart Game. **Mikaela Wong** of Keswick had the winning entry with an ice safety board game. To help with at-home activities, the Lifesaving Society also posted Water Smart activities to the website, featuring a new message every week.

We organized three age-group Swim with A Buddy colouring contests in 2020. The 7 & Unders competed in communitylevel contests. At the provincial level, 8 to 10-year-olds were invited to submit a Water Smart poster and 11 to 13-year-olds were asked to create a poster featuring a Water Smart Superhero with a Water Smart Super Power. **Harlee Vachon** and **Paisley Vachon** of St. Thomas were provincial contest winners in the 8 to 10 and 11 to 13 age groups respectively.

Judith Schultz and her committee provided valuable assistance with the contest this year and helped make it a success with a brand new colouring sheet.



Water Smart messaging

In May, **Barbara Byers** participated in the Society's webinar series to provide water safety resources for affiliates to share with the public given that many Ontarians would be flocking to unsupervised aquatic environments during the summer. Affiliates were given links to the Society's website, National Drowning Prevention Week resources, information about our Water Smart Tip cards and key drowning prevention messages.

Non-summer seasonal water safety messages were created as part of a project with the National Public Education Commission. Messages, organized by month for social media and website delivery, include ice safety, cold water and bath tub safety.

Mitchell Blimkie, chair of the Indigenous Committee, reported a drowning prevention pivot to Water Smart messaging due to the pandemic. Algonquin language Water Smart messaging through signage is in development with an Eastern Ontario Indigenous community. Messaging will be posted at designated waterfronts in the community's indigenous language in the spring of 2021 with potential expansion to other communities.

Canadian Drowning Prevention Coalition

The Canadian Drowning Prevention Coalition is an assembly of stakeholders in the Canadian drowning prevention effort. These include government agencies, non-governmental organizations, academics, aquatic industry leaders, citizen engagement groups, and media who provide broad multi-sectoral input and leadership to drowning prevention in Canada.

Barbara Byers chairs the New Canadian Technical Working Group. Michael Shane chairs the Drowning in Supervised Settings Technical Working Group with members Eric Shendelman, Joey Rusnak and Jay Lim. Susan Glover-Takahashi and Adrian Cossu co-chair the Water Transport-Related Technical Working Group.

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.

Data collection and drowning reports

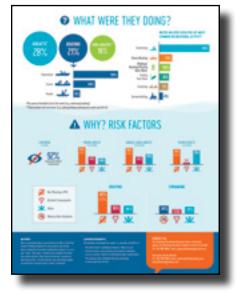
The Drowning Prevention Research Centre (DPRC) – the lead agency for drowning and water-incident research in Canada – extracts water-related death data for Canadian provinces and territories from the offices of chief coroners and medical examiners. Interim, preliminary data is derived from media releases, media clippings, news reports and internet searches. This interim data is verified and included in the coroner data collection process when the corner data becomes available.

Based on its analysis, the DPRC produced the 2020 edition of the *Canadian Drowning Report* infographic (in English and French) together with similar reports for British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland, the Maritimes and Northern Territories. These reports highlight 2013-2017 drownings – the most recent 5-year period for which complete data is available.

Ontario interim data collected from media and internet reports indicated an increase in drowning incidents (+8%) versus 2019. This increase was in line with but lagged the national trend of +22% versus the previous year. The Ontario increases were across all activities – boating (+33%), non-aquatic/ falling in (+38%) and aquatic/swimming (+13%) and all age groups.

Increases in Canada were evident in all regions except the Maritimes and Northern Territories. The most significant increase was in Quebec (+64%).







Drowning prevention research studies

The DPRC collaborated with colleagues across the globe on three research studies published in 2020.

The first, "Studying outcome predictors of drowning at the scene: Why do we have so few answers?" reviewed studies that focus on understanding what factors at the scene of a drowning contribute to survival, and found that although a large array of scene variables have been studied, there are gaps that need to be addressed with future research.

The second, "*Can child drowning be eradicated? A compelling case for continued investment in prevention*" explored trends in child drowning in Canada, Australia, and New Zealand. The study found that continued investment in drowning prevention, especially among children under the age of 5, has contributed to a reduction in child drowning over time. However, to truly eradicate child drowning, more prevention strategies that target adolescents and Indigenous children are needed.

The third, "Increased winter drownings in ice-covered regions with warmer winters" compared winter drownings in 10 coldweather countries, including Canada, and found that winter drownings were greatest during warmer months when ice is less stable. The study findings indicated that as winters continue to warm with climate change, winter drownings may increase.

Defining non-fatal drowning

Our understanding of drowning in Canada is incomplete without information on non-fatal drownings and rescue interventions. The Society's research needs to encompass non-fatal drowning and rescue interventions along with the fatality data, in order to enable measurement of injury prevention strategies.

A standardized and commonly accepted definition of "non-fatal drowning" is essential in moving forward. In 2020, the DPRC continued its collaboration with the international experts working to finalize the categorization framework for non-fatal drowning.



The Society's Water Smart Tip Cards are available in 12 languages like this one in Hindi, which provides parents with tips on lifejackets and PFDs.

MANAGEMENT TRAINING

Management Training contributes to the mission of the Society by providing training and certification opportunities for leadership personnel who help aquatic facility owners, managers and operators prevent drowning and water-related incidents.

Webinar success

Professional Development Chair **Minnie Fisher** launched the Society's series of highly relevant and much appreciated Covid-19 webinars in 2020. In total, 16 webinars attracted more than 3,000 delegates to hear 38 expert panellists. More than 2,600 people later viewed the webinar video recordings online through the Lifesaving Society website.

Management training

Under the leadership of Aquatic Management Training Chair Jerry Lynch, the comprehensive revision of the Society's Aquatic Supervisor and Aquatic Manager certifications was finalized. Editorial work was completed on the new Aquatic Management Award Guide for instructors. As PowerPoint presentations and workbook resources for instructors and candidates neared completion, Juanita Bueschleb field-tested them with the new course curricula in online pilots. We thank all participating candidates and affiliates - especially the City of Windsor - and look forward to introducing the new certifications in 2021.

Pool operations

Increasing the number of Pool Operator Instructors in Ontario was a key project in 2020 for Pool Operator Chair **Conny Smith**, who continues her work on the development of online resources for the program.

SAFETY STANDARDS

Safety Standards contributes to the mission of the Society by setting and clarifying standards and by providing tools that help pool and waterfront owners, managers and operators prevent drowning and maximize public safety.

Audit services

The Lifesaving Society completed eight safety audits in swimming pools and waterfronts in Ontario. Safety Audit Services Chair **Paul Di Salvo**, delivered a Chief Auditor Update Clinic in October that recertified 13 Chief Auditors. Paul and his committee continued development work on a new aquatic industry safety awards program.

Expert witness

The Lifesaving Society was retained as an expert in five cases in 2020 to assist law firms in reviewing incidents in aquatic settings in Ontario, Quebec and Prince Edward Island.

Blue Flag

As a member on Canada's Blue Flag Jury, Lifesaving Society Ontario inspected several candidate beaches in 2020. Thanks to **Jerry Lynch** for his help with this project.

Research partnerships

Under the direction of the Research Chair **Nathalie Vallières**, the Society continued research with its partner Ryerson University. Our research partner in Conestoga College was confirmed and, in 2020, we undertook a review of inspection data from public health inspector visits to public pools. In 2020, we also explored a research partnership with the University of Windsor.

National Safety Standards Commission

Ontario participated as a member of the Lifesaving Society National Safety Standards Commission in the development of several new standards. These are available on the Society's national website. Thanks to **Lisa Adams** who represents Ontario on the commission.

Covid guidelines

In 2020, **Janice Carroll**'s Regulation Review Committee developed Covid-related resources for aquatic personnel. In June, the Society published its *Guide to Reopening Pools and Waterfronts...after COVID-19 closure*. In August, we followed up with the *Lifesaving Society Guide to Training During COVID-19 – In-Person Safety for Affiliates, Instructors, Examiners and Coaches*.

These excellent texts, which provide guidance on aquatic operating standards amid Covid-19, were posted on the Society's website for free downloading.





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: Training Programs, Lifesaving Sport, Safety Standards and International Relations. A management team is comprised of senior staff of the 10 branches.

Lifesaving Society Ontario is governed by an elected volunteer Board of Directors with a volunteer Council of Officers and nine 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, **Patrick King** was elected VP Training Programs; **Kathleen Finn** became President-Elect; **Stanislav Bodrov** was elected Corporate Secretary and Legal Advisor replacing **Roberto Aburto** who remained on the board as VP without portfolio until October; **Leo Jaciw-Zurakowsky** retired as VP Information Services.

Ontario Council of Officers

The Council of Officers is composed of two representatives of each activity centre council (see below), the president as chair, and the president-elect. Members of the Council of Officers are nominated by the respective activity centre council and appointed by the Board of Directors for two-year term. The Council of Officers represents active, affiliate and award members; manages topics not assigned to a single activity centre (e.g., governance review) or topics that are the responsibility of multiple activity centre councils (e.g., affiliate recognition review); and monitors the work of the Board of Directors. Any member of the Society may attend and speak at Council of Officers meetings.

Activity Centre Councils

Lifesaving Society Ontario organizes its work in activity centres: Training Program, Leadership, Public Education, Safety Standards, Management Training, Lifesaving Sport, Fundraising, Member Services and Area Services.

Activity Centre Councils are chaired by the topical vice-president or another individual appointed by the Board of Directors. Councils are composed of portfolio chairs (appointed by the board for a two-year term) who oversee specific portfolios necessary to manage the work of the activity centre. Chairs recruit and develop committee members.

Any member of the Society may attend and speak at activity centre council meetings.

On the Lifesaving Sport Council, Jeff McCurdy was appointed Event Management Chair in February to replace Stephen Benning who retired from the portfolio. Bryan Tsang was appointed Coaching Chair, trading positions with Leslie Aziz who stepped into the Sport Development Chair. In October, Mackenzie Salmon was appointed Lifesaving Sport Chair without portfolio and Jacob Miess was elected Athlete Rep.

On the Fundraising Council, **Eddie Tang** became Social Media Chair.

On the Safety Standards Council, **Salman Siddiqui** was appointed Safety Standards Chair. **David Pignataro** became Court and Inquest Findings Chair replacing **Teresa Taylor** who became Major Incident Management Chair.

On the Member Services Council, **Amy Lowe** replaced **Darlene Horner** in the Volunteer Personnel portfolio.

The Public Education Council retired its Multicultural Outreach portfolio in April. In June, Management Training Council created a Webinar Chair. In September, the Training Program Council created a Resource Development Chair.

Members of the Board, activity centre councils and Council of Officers are listed on the inside back cover. The Society's CEO 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 38 regions of Ontario. Area Chairs recruit volunteer committee members and field representatives to help serve the area.

The Society appointed new Area Chairs in 2020. In January, the Area Services Council appointed **Tim Boone** Area Chair for Kingston. In April, **Heather Kress** retired as chair of Oakville to take up the same role for Burlington. **Jennifer Fruscella** became Area Chair for Oakville in May.



COUNCIL OF OFFICERS





Training Programs: Adrian Wong, Rebecca Boyd





Lifesaving Sport: Jeff McCurdy, Hugo Rodrigues





Management Training: Conny Smith, Minnie Fisher





Area Services: Heather Morris-Stokes, Sean Duffy





Fundraising: Pat Lewis, Eddie Tang





Public Education: Tanya Wolsegger, Mitch Blimkie



Safety Standards: Teresa Taylor, Nathalie Vallières



Member Services: Christine Pelletier, Jenny Miller



Leadership: Marek Holke, Katie Short



President Julie Dawley, President-elect Kathleen Finn















LIFESAVING SOCIETY Governor's Awards Gala

MEMBER SERVICES COUNCIL

Ontario Conference and Governor's Awards Gala

Fairview Theatre was the site of the fourth annual Governor's Awards Gala (February 2) to recognize the achievements of the Society's Affiliate Members, the volunteer contributions of Commonwealth Honour Award recipients, and the lifesaving acts of Rescue Award of Merit recipients.

The Lifesaving Society Ontario hosted its 111th Annual General Meeting virtually for the first time (April 30) via Go-To-Webinar. Regrettably, Covid-19 forced the cancellation of the Society's annual gathering of Area Chairs.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate in the University of Toronto Faculty of Kinesiology & Physical Education who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. In 2020, the prize was presented to **Sara Sutherland**.

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 2020, **176 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 2020, the Society awarded the Rescue Award of Merit to: **Darby Spicer, Natalie Stewart, Sydney Baumgarten, Alexandra Schneider** and **Andrea Simone**.



The Society presented its Rescue Award of Merit to Andy Simone (Keswick) who responded to a woman's cries for help to discover a suspected spinal-injured man motionless near shore in the waters of Cook's Bay, Lake Simcoe in October 2019.

Commonwealth Honour Awards

Commonwealth Honour Awards recognize leadership and service to the Society.

The Service Commendation honours volunteers for significant contributions to the aims of the Society. In 2020, the Service Commendation was awarded to:

Elisabeth Drouillard (Ottawa), Nicholas Hay (Chatham), Megan Hutchison (Brampton) and Mackenzie Salmon (Newmarket).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2020, the Service Medal was awarded to: **Chantelle Gallaugher** (Simcoe), **Joel Kruzich** (Toronto), **Ian Phillips** (Toronto), **Andrea Slade** (St. Marys) and **Patricia Wilson** (Chalk River).

Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2020, the Bar to Service Medal was awarded to: **Scott Bilodeau** (Georgetown), **Andrea Herrmann** (Toronto), **Michael Hundt** (Port Elgin), **Carmen Wong** (Markham) and **Kevin Wong** (Mississauga).

The Service Cross honours meritorious service of at least 15 years. In 2020, the Service Cross was awarded to: **Michelle Amar** (Maple), **Janice Carroll** (Mount Albert), **Edmund Chan** (Richmond Hill) and **Kathy Fisher** (York).

Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2020, the Bar to Service Cross was awarded to **Jeff Schultz** (Milton).

The Honorary Life Member recognizes exemplary representatives of the Society who have contributed in a substantial and measurable way to the Society's mission. In 2020, **Kenn Little** (Windsor) was invested as an Honorary Life Member.



Sean Duffy (right) accepts the Commonwealth Service Commendation from Governor John Macintyre. Sean has served as Area Chair for Ottawa since 2016. He is also a Regional Rep for Eastern Ontario and an Area Services Rep to the Society's Council of Officers.



ILS Honour for Doug Ferguson

In 2019, the International Life Saving Federation conferred its Knight in the Order of Lifesaving on Doug Ferguson in recognition of his extraordinary volunteer service to the Federation over 20 years. In that time, Doug served on many ILS projects as a member of various commissions and working groups. He provided editorial leadership and published eight consecutive editions of the ILS Competition Rule Book over a 15 year span from 2000 to 2016. As Canada's first National Sport Commissioner, Doug led the expansion of lifesaving sport in Canada, its alignment with ILS events and rules, and the growth of Canadian participation in ILS world championships.

Formal presentation of the honour, originally planned for April 2020, will be rescheduled when circumstances permit.



Personnel

The Lifesaving Society Ontario builds its organizational strength through a very healthy volunteer system. In 2020, Ontario staff and volunteers continued to contribute to National Society and international initiatives.

Lifesaving Society Canada

Andrea Herrmann represents Ontario as a member of the National Board of Directors. Julie Dawley serves as Ontario Member Representative.

John F. Bankes serves as National Governor. Alexandra Gauvin-Oligny stepped down as the national Society's Treasurer in September.

Roberto Aburto serves as Lifesaving Sport Commissioner; **Steve Box** is Past Commissioner.

Patrick D'Almada serves as International Relations Commissioner and Past Commissioner National Safety Standards. Bob Clark is International Relations Past Commissioner.

Patricia Kitchen serves as Public Education Commissioner.

The following serve on national committees and task forces: Steve Box (Finance and Audit), Rebecca Boyd (Lifesaving Sport), Haylie Burton (Lifesaving Sport), Barbara Byers (Public Education, International Relations), Brian Connors (HR, Finance and Audit), Julie Dawley (Bylaws), Alexandra Ferguson (Lifesaving Sport), Dr. Susan Glover-Takahashi (International Relations), Andrea Herrmann (HR, Governance and Strategic Planning), Bruce Hollowell (Lifesaving Sport), Jason Jolicoeur (Bronze Medals Revisions), Patrick King (National Lifeguard Review), Patricia Kitchen (Governance), Wendy Mahony (Lifesaving Sport), Charlene Pugh (Lifesaving Sport), Perry Smith (National Lifeguard Review, International Relations, Caribbean Development), Laura Tracey (Lifesaving Sport), Nathalie Vallières (Lifesaving Sport).

Michael Shane, Carolyn Tyner and Lisa Adams sit on the National Safety Standards Commission. **Wendy Mahony** provides provincial/ territorial branches with member management support.

Other National Organizations

Michael Shane sits on the Blue Flag Jury for Canada and Standards Council of Canada.

International Life Saving Federation

Perry Smith serves on the ILS Sport Commission. Nathalie Vallières, Rebecca Boyd, Doug Ferguson, Haylie Burton, and Roberto Aburto serve on ILS Sport Commission committees. Barbara Byers is a member of the ILS Drowning Prevention Commission.

RLSS Commonwealth

Bob Clark serves as a RLSS Commonwealth Trustee and chairs the Commonwealth Heritage Committee. In December, Roberto Aburto and Lorraine Wilson-Saliba were appointed to the RLSS Sport Development Committee, and Ryan Ferguson became a member of the Dry SERC Competition Working Group.

Lifesaving Society Ontario continues to assist Commonwealth Caribbean nations as requested. Pre-Covid, **Patrick D'Almada** and **Perry Smith** facilitated a successful Caribbean Associations Priority Planning and Strategic Planning Workshop in St. Lucia with representatives of Jamaica, Cayman Islands, Trinidad and Tobago, Antigua, Dominican Republic, and St. Lucia.

In early March, **Doug Ferguson** and **Perry Smith** participated in a Lifeguard Reciprocity Task Force meeting in London, England. The purpose of the meeting was for South Africa, Australia, United Kingdom and Canada to confirm lifeguard curriculum content from each nation, identify the overlaps and gaps in their national lifeguard training programs, and to develop a strategy to allow reciprocity for lifeguards transferring between nations.



Information and Communication Services

The pandemic affected Information Services priorities in 2020. Under the leadership of **Wendy Mahony**, IT support staff accomplished some challenging new projects:

- Phil McCurdy and Bruce Ferguson provided remote access enabling dozens of staff members to work from home when the provincial lockdown hit in March.
- Peter Mahony and Rocky Lu made possible our first ever online AGM with 229 attendees – and adroitly handled a computer crash five minutes before the start.
- Peter Mahony provided technical support for multiple webinars and online and blended learning courses.
- Colin Cruikshank programmed updates to Member Management ensuring members' records accurately reflect changes to training programs and affiliate services in Ontario and other provincial/territorial branches.
- Enhanced Find a Member to include "expiry date" in response to the currency extensions.
- Created a mandatory online Covid screening app for staff and visitors prior to entering the office.
- Added 'tap' services for credit and debit card payments.

Information Services also ramped up support for increased demand for online communication services including: view and pay accounts online; emailing of invoices and customer statements of account, and distribution of our first (and animated) holiday greeting card.

In 2020, members were kept up to date via 26 direct email campaigns, an increase of 44% over 2019.

Lifeliner, the Society's digital newsletter, was distributed three instead of four times in 2020: the March issue was suspended when Covid-19 hit. *Lifeliner* subscribers grew from 87,000 in 2019 to 99,000 in 2020.

In December, Information Services enabled Affiliate Member to digitally update their personnel contacts, phone numbers and email addresses through an email sent directly to each of them.

Office staff



In January, the Society welcomed **Brian Miess** (above) as our new Chief Executive Officer. Also, in January, **Tessa Clemens** was promoted to Research Manager and we welcomed designer **Brian Kitamura** to the staff team. In February, **Ateeq Laeeq** was promoted to Purchasing Agent and in May, **Gaurang Kumar** moved to the Orders Desk position.

Doug Ferguson officially retired at the end of June after 47½ years as Executive Director of the Society in Ontario. At yearend, we bid farewell to **Bruce Ferguson** and **Lorraine Wilson-Saliba** who retired after 19 and 17 years of service, respectively. In 2020, we also said goodbye to **Reggie Andreas**, **Jean Crane**, **Jennifer Kessell, Greg Parsons, Rhonda Pennell**, and **Shirley Wong**.

Several staff members assumed new roles in 2020. They are identified in these roles in the list of permanent staff members that follows.

Part-time staff in 2020 included: Juanita Bueschleb, Samuel Morrison, Joanna Saul, Archsanan Srimurugathasan, and Cally Ye. The Society employed the following permanent staff in 2020:

Doug Ferguson, Executive Director Genevieve Fernandes, Secretary to the CEO Brian Miess, Chief Executive Officer

Fundraising

Laurie Priestman, Admin Assistant

Training Programs

Reggie Andreas, Admin Assistant Carol Cruikshank, Manager Sindy Parsons, Manager Perry Smith, Director

Leadership

Cornelia Chu, Leadership Recert Clerk Becky Lehman, Director Nicholas Tsenis, Admin Assistant

Public Education

Barbara Byers, Director Tessa Clemens, Manager Lori Groves, Manager Lucie Simoes, Drowning Data

Aquatic Safety Management

Ann Palmer, Admin Assistant Michael Shane, Director

Lifesaving Sport

Lorraine Wilson-Saliba, Director Nicholas Tsenis, Admin Assistant

Finance

Induja Barnes, Accounts Receivable Naeem Iqbal, Accounts Payable Eva Leung, Bookkeeper Dawn Maragh, Director Lorna Seukumar, Accounting Clerk Shirley Wong, Bookkeeper

Business Development

Pam D'Costa-Dupley, Admin Assistant Renata Jaciw-Zurakowsky, Director Gaurang Kumar, Order Desk Ateeq Laeeq, Purchasing Agent James Mahony, Shipper-Receiver Greg Parsons, Project Coordinator Anissa Spears, Shipper-Receiver

Communication Services

Ed Bean, Director Ryan Ferguson, Manager Adrian Herscovici, Manager Brian Kitamura, Graphic Designer Nadia Luck, Admin Assistant JP Molin, Manager



Member Services

Wendy Craggs, Member Services Clerk Jean Crane, Member Services Clerk Daniel Di Matteo, Customer Service Representative Iris Harrison, Receptionist Jennifer Kessell, Receptionist Rhonda Pennell, Member Services Clerk Sheri Stewart, Director Heather Williams, Manager Thelma Zosa, Admin Assistant

Information Services

Colin Cruikshank, Application Developer Bruce Ferguson, Network Technician Rocky Lu, IT Support Specialist Nadia Luck, Admin Assistant Peter Mahony, IT Support Specialist Wendy Mahony, Director Daksha Moti, Admin Assistant

Thank you Bruce

Bruce Ferguson, who retired at the end of 2020 as the Society's network administrator, was invisible to most because he worked when others didn't so that service disruptions were minimized. Thank you Bruce for keeping the Society's network and member data free from intruders and running 24/7 for the last 19 years. Best wishes for a happy retirement.

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. This activity is led by our Fundraising Council: Vice President **Kenn Little**, Social Media Chair **Eddie Tang**, Events Chair **Heather Kazan** and Personal Giving Chair **Patricia Lewis**.

Events

PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) raised \$30,400 in their annual swim-a-thon earning the Darnell Challenge Cup for the 13th consecutive year. Our thanks to Paul Denstedt (President), Tim Bown (Vice President and event organizer) and event coordinators Megan Asotra, Sabrina D'Amico and Rob Lewis and the entire staff of 200 for their outstanding work.

We thank the following businesses that generously donated to Swim to Survive+ through PPL's swim-a-thon from: Benson Kearley IFG Insurance Brokers, Chemline Plastics, **Consolidated Pool & Spa Industries**, **Dynamic Connections, Elm Sales** and Equipment Inc., Fabco Plastics Wholesale Ltd, Hayward Pool Products Canada Inc., Humberview Chevrolet Buick GMC, Hydropool Industries, Leo Marbelite Inc., Michael Shepley – Professional Corporation, Mursatt **Chemicals Limited, Northeastern** Swimming Pool Distributers, Sherrard Kuzz LLP Employment & Labour Lawyers, Sportsart Fitness, The Aries Group and The House.



Tim Bown, PPL Aquatics, Fitness and Spa Group Vice President accepted the Society's Darnell Challenge Cup for 2020 during a physically distanced visit to the Society's office in November.

Scotiabank marathon

We thank Lifesaving Society volunteers, staff and friends who raised \$12,000 in the **Scotiabank Charity Challenge** – **Toronto Waterfront Marathon Virtual Race** in October. Participants chose the date, time and race location and distance that worked for them.



Fundraising marathoners Brooke (left) and Blake Kazan-Tang pause for a mid-thon photo-op by parents Eddie Tang and Heather Kazan.



Donor clubs

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

Distinction Club (\$500 or more): Ed Bean, Timothy Bean, Barbara & Jim Byers, Ruth Cruikshank & Gerry Young, Dennis & Joan Duncan, Doug Ferguson, Renata Jaciw-Zurakowsky, Robert Lord, John A. Macintyre, Calum MacLeod, Wendy Mahony, Crystal Maloney, Brian Miess, Alexandria Weatherup-Leach.

Merit Club (\$300 to \$499): **Brian Connors, Guy Holt, Tom McCullough, Stephanie Proulx, Ryan Winger**.

Bronze Club (\$100 to \$299): Hope Boyle, Jack Bramm, Dr. Keith Brown, Juanita Bueschleb, Jane Campbell, Robert Clark, Nicole Colyer, Susan Corak, Marisa D'Alimonte, Rashad Dawi, Julie Dawley, Luiza & Giovanni Delevadova, Michelle Dharmalingam, Genevieve Fernandes, Steve Ferrigan, Robbie Giles, Chris Henderson, Andrea Herrmann, Deborah Hewison, Robert Kavanagh, Judy Kent, Patricia Kitchen, Jennifer Knights, Becky Lehman, Patricia Anne Lewis, Kenn Little, Julie MacIsaac, Mircea Maga, Dawn Maragh, Ashley McCambley, Amanda Muchmaker, Deborah Nathan, Jacqueline Nedelkovski, Wilfredo Oliveros, Jeff Pechenkov, Concetto Pistritto, Denzil Prabhu, Rob Richardson, Melanie Samborski, Fred Sauer, Laura Sfreddo, Michael Shepley, Kathy Vandervoort, Roy & Gayle Warren, Lorraine & Olof Wilson-Saliba.

In 2020, we also received \$765 from individuals who donated through the United Way and \$2,712 through Benevity Community Impact.

Royal Circle of Friends

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

David and Olive Pretty Archives

We received a donation from **Wendy Mahony** to this fund to support the collection, preservation and display of materials important to the Society's historical record.

Hilary M. Weston Award

In 2020, we recieved a donation to this fund from **Genevieve Fernandes**.

This award provides lifesaving training opportunities for individuals who otherwise would be financially unable to participate in the Society's lifesaving programs. The Lifesaving Society instituted the Hilary M. Weston Award in 2001, in grateful recognition of the Lieutenant Governor's Patronage of the Society from 1997–2002. See p. 20 in Member Services for 2020 activity.

Megan Holliday Memorial Fund

The fund – which honours the memory of Megan Holliday, an exceptional athlete from London, Ontario – covers the lifeguard certification costs of London-area recipients. To date, five recipients have completed lifeguard certifications and one was certified as a National Lifeguard Instructor.

In memoriam donations

The Society is honoured to be the recipient of in memoriam donations. In 2020, these include donations in memory of **Luc Stefan Cepisca** from anonymous donors and Susan Barak, Hope Boyle, Luiza and Giovanni Delevadova, Chris Henderson, Deborah Hewison, Remanna Lau, Hailey Laxer & Ryan Turk, Mircea Maga, Amanda Muchmaker, Jacqueline Nedelkovski, Dan Nicolau, Wilfredo & Alejandro Oliveros, Mark & Jill Omoto, Daniel Pechenkov, Jeff Pechenkov, Concetto Pistritto, Denzil Prabhu, Stephanie Proulx, Oliver Schoales, Stacey Schwartz, Kathy Vandervoort. We received in memoriam donations from Alexandria Weatherup-Leach for **Mark Kristalovich** and **Margaret Weatherup**; from Becky Lehman in memory of **Jim Lehman**; from Kenn Little in memory of **Margot Maas**; from Susan Corak in memory of **Chris Rawnsley**; and from Wendy Mahony in memory of **Kateryna Zurakowski**.

In honour donations

In 2020, we received donations in honour of **Darcy Bainbridge**, **Vicki Margias Colman** and **Cara Green** from Kimberley Kasprzyk, and a donation in honour of **Lorraine Wilson-Saliba** from Juanita Bueschleb.

We received donations in honour of **Doug Ferguson** from Ed Bean, Juanita Bueschleb, Robert Clark, Brian Connors, Ruth Cruikshank & Gerry Young, Julie Dawley, Dennis & Joan Duncan, Genevieve Fernandes, Robbie Giles, Andrea Herrmann, Judy Kent, Patricia Kitchen, Jennifer Knights, Patricia Lewis, Kenn Little, Robert Lord, Julie MacIsaac, Calum MacLeod, Crystal Maloney, Dawn Maragh, Laurie Priestman and Richardson Wealth.

Gaming

Nevada Lottery tickets netted almost \$75,000 in 2020 thanks to participating Ontario retail store owners.

Corporate and partner support

The work of the Lifesaving Society is made possible in part by the generous support of our partners. We gratefully acknowledge the contributions of: **4503431 Canada Inc.**, **Attain Insight**, **ebimage**, **Dr. Tom Pashby Sports Safety Fund**, **Guelph Lifesaving**, **Lake Huron Zone Recreationists' Assoc.**, **NJN Jewellers Inc.**, **Richardson Wealth**, and **Waterloo Regional Aquatics Council**.



LIFESAVING SOCIETY

Ontario Branch of The Royal Life Saving Society Canada. Established 1908.

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The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario

2020 Board of Directors Governor John Macintyre

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Roberto Aburto

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Megan Hutchison Swim to Survive Tanya Wolsegger*

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Connor Marois

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West

Kathy Fisher

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Toronto – South Valarie Morgado, Matt Garber, Jessica Ferraro

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Nunavut Kaitlin Coleman

*Representative to the Council of Officers

Tanya Wolsegger Bert Lennox & Lisa Adams Heather Morris-Stokes & Huronia

Muskoka-Parry Sound

Kawartha-Haliburton Heidi Fisher

