LIFESAVING SOCIETY
ONTARIO REPORT 2019
LIFESAVING SOCIETY
The Lifeguarding Experts

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. As Canada’s lifeguarding experts, we set the standard for lifeguard training and certify Canada’s National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society’s training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.
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.

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**

**Be better. Do good.** It’s a theme underlying our National Lifeguard program, but speaks for the Society as a whole and summarizes the impressive accomplishments of 2019.

Building on a century of dependable growth and a clarity of mission, the Lifesaving Society – Canada’s Lifeguarding Experts – helped more Ontarians learn to swim, be safe around the water, and to be rescue-ready in 2019 than ever before.

The recipe for success for the Lifesaving Society has always included three key components: our focus on continuous improvement as we build on our strengths, our commitment to our mission and our values as we find opportunities for growth, and our collaborative approach to leadership, uniting the strengths and talents of staff and volunteers with close community and industry connections. These principles and relationships position the Society well to continue to make an impact on the lives of Ontarians.

Lifesaving Society Ontario played a significant role in the development of the definition of non-fatal drowning that was confirmed at the 2019 World Conference on Drowning Prevention in Durban, South Africa.

Why is this important? A single definition of drowning in the absence of death makes it possible for the Drowning Prevention Research Centre Canada to move forward and begin collecting this key data. This information will improve our understanding of the full scope of the drowning problem with a richer, more comprehensive and nuanced evidence base to inform training program revisions, develop new research areas, and target public education efforts and messages.

As you read the many achievements in this report, you will appreciate the incredible amount of work that has been completed in our drowning prevention efforts. Although initial analysis indicates that drowning decreased in Ontario by 12% last year, we know there is more work to be done and we are poised and ready to face the challenges ahead.

Here are a few 2019 achievements to note:

- The number of Bronze awards earned reached another all-time high – especially noteworthy as the Society plans the roll out of its revised Bronze medal awards.
- Our research shows that new Canadians are at greater risk of drowning. We targeted newcomers in Toronto’s diverse Thorncliffe community to raise awareness of water safety and provide drowning prevention education. We attended a Canadian citizenship ceremony and distributed water safety information to attendees and their families, providing a blueprint for reaching a key at-risk group.
- Our safety management team pursued safer swimming facilities through audits, management training for aquatic supervisors and managers, and by maintaining a close relationship with Public Health to ensure consistent, evidence-based standards and policies.
- We adopted a three-year period for the validity of our workplace EFA and SFA certifications to harmonize the Society’s currency period with Ontario government regulations, CSA recommendations and the general practice among other workplace first aid providers.
- We completed the first phase of Leadership revisions and resources and the program launched across the province. Our leadership team will now address the recertification procedure and begin the integration of Safety Management and Lifesaving Sport into the revised leadership system.
- Ontario affiliates, athletes and officials continue to provide tremendous support and talent to Lifesaving Sport as participation numbers increase, and Ontario sends highly qualified and dedicated volunteers and competitors to provincial, international and commonwealth competitions.

Significantly, 2019 ended with the retirement of our Executive Director, Doug Ferguson. The Society is in his debt for decades of remarkable leadership, visionary thinking and exemplary service. Doug created a resilient, forward-looking, financially stable and industry-leading organization with an enviable active volunteer base.

Although I write as a public health crisis disrupts everyday life around the globe, it is both reassuring and important to note that 2019 was a memorable and remarkably successful year for the Lifesaving Society in Ontario – a year that helped ensure that we, as an organization, continue to Be better. Do good.

Our skilled team of dedicated staff and talented volunteers place the Society in a strong position to build on more than a century of excellence in public service to the people of the province. When the world returns to normal, they will ensure that we continue to provide the research base, the training, the leadership, the safety standards, and the targeted public education needed to fulfill our drowning prevention mission in Ontario.

Andrea Herrmann
Ontario Branch Governors

John A. Macintyre                                         2014 -
Marc Neeb 2003 - 2014
David W. P. Pretty 1980 - 2002
Anthony G.S. Griffin 1963 - 1971

Ontario Branch Presidents

Andrea Herrmann                                         2018 - 2020
Brian Connors 2016 - 2018
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

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, 2019, 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.

In 2019 the Society’s net revenue of $10,929,000 exceeded expenses from operations of $10,359,000, generating a surplus of $569,000 compared with a deficit of $527,000 in 2018.

All revenue centres showed growth except for Merchandise. Notably, Fundraising, which represents funds received from government grants, corporate sponsorships and individual donations, increased by $1,880,000 or 109%. For the first time in 2019, Swim to Survive applicants were able to submit claims online, which led to a significant increase in the number of applicants and faster processing and payout of claims. The Society is grateful to the federal and provincial governments, corporate sponsors and individual donors who continuously support the Society’s Mission.

Water rescue and Literature net revenues of $2,665,000 and $1,622,000, respectively, were each up 3% in 2019 mainly attributable to First Aid and Lifesaving awards, while Leadership increased 5% due to growth in Instructor awards.

Investment income of $1,542,000 was significantly higher in 2019, reversing the prior year’s downturn. The Society recorded $1.3 million in unrealized gains based on market values at December 31, plus $248,000 in interest, dividend and distributions, resulting in an investment balance of $9.7 million at year end (2018 $8.2 million).

Merchandise net revenues were down $277,000 or 37% in 2019 due to the discontinuation of the Actar product line by the supplier. The Society is working on a substitute product to meet affiliates’ needs and replace this revenue stream.

Total expenditures of $10,359,000 were up 29% in 2019 largely reflecting higher Swim to Survive and Swim to Survive Plus (Part of Public Education) claims and provisions, consistent with the higher revenues recorded as the Society invested in technology to process claims faster and reach more students. Also, staff-related costs such as salaries and benefits were higher, as well as administrative costs, all of which are allocated to the programs, as we have continued to grow our organization with more staff and volunteers.

Management Training program expenses, including its allocation of allocated salaries, benefits and administrative costs, are shown separately from Safety Standards starting in 2019.

Subsequent to the year-end, the Society has been faced with the significant challenge of the COVID-19 pandemic. As its duration and impact is unknown at this time, so too is the related financial impact on the Society. Nevertheless, I believe that the Society is well-positioned to face the near-term financial challenges that lie ahead and to continue working towards its mission of drowning prevention and drowning prevention research.

Crystal Maloney, CPA, CMA, CFA
## OPERATIONS

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<th></th>
<th>2019</th>
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**Net Contribution for the year**

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<td>Investments</td>
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<td>$52,730</td>
<td>$88,380</td>
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### TOP LINE SUMMARY

- Swimming
- Lifesaving
- First Aid
- Lifeguarding
- Management Training
- 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 Rescue

### FIRST AID

- First Aid
- CPR

### LIFEGUARDING

- Supervision
- Bronze Cross
- National Lifeguard

### MANAGEMENT TRAINING

- Aquatic Supervisor
- Pool Operator
- Safety Inspector & Auditor

### LIFESAVING SPORT

- Athletes
- Officials

### LEADERSHIP

- Instructor
- Examiner
- Trainer

*JLC Member Recognition Seals
<table>
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<td>83,181</td>
<td>81,813</td>
<td>76,451</td>
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<td>31,995</td>
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<td>913,287</td>
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<td><strong>Lifesaving</strong></td>
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<td>66,615</td>
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<td></td>
<td>58,345</td>
<td>55,663</td>
<td>60,460</td>
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<td><strong>Lifesaving Sport</strong></td>
<td>83,181</td>
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<td><strong>Total</strong></td>
<td>32,106</td>
<td>32,661</td>
<td>31,255</td>
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<tr>
<td></td>
<td>6,210</td>
<td>4,464</td>
<td>9,234</td>
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*JLC recognition seals are not included in the total certifications*
AFFILIATE RECOGNITION AWARDS

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

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>1st</td>
<td>Toronto – Etobicoke/York District</td>
<td>70,696</td>
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<tr>
<td>2nd</td>
<td>Toronto – North York District</td>
<td>52,551</td>
</tr>
<tr>
<td>3rd</td>
<td>Toronto – Toronto &amp; East York District</td>
<td>43,617</td>
</tr>
<tr>
<td>4th</td>
<td>Toronto – Scarborough District</td>
<td>42,255</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>209,119</strong></td>
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ARTHUR LEWIS COCHRANE CUP: Awarded to the affiliate member with the largest lifesaving program.

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<th>Affiliate</th>
<th>Points</th>
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</thead>
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<td>1st</td>
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<td>2nd</td>
<td>City of Mississauga</td>
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<td>3rd</td>
<td>City of Markham</td>
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<td>4th</td>
<td>City of Brampton</td>
<td>78,113</td>
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<td>5th</td>
<td>City of Vaughan</td>
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<tr>
<td>6th</td>
<td>City of Richmond Hill</td>
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<td>7th</td>
<td>Town of Oakville</td>
<td>59,423</td>
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<tr>
<td>8th</td>
<td>First Aid 4 Job</td>
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<tr>
<td>9th</td>
<td>City of Hamilton</td>
<td>55,718</td>
</tr>
<tr>
<td>10th</td>
<td>Lifeguarding Academy</td>
<td>51,038</td>
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</table>

1st First Aid 4 Job 56,673
2nd Lifeguarding Academy 51,038
3rd Shandy’s Swim School 27,979
4th Brock University 26,415
5th Carleton University 22,556
6th North York YMCA 20,426
7th Scarborough YMCA 17,993
8th Town of Essex 11,892
9th Dovercourt Recreation Association 10,670
10th Mississauga YMCA 10,544

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
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<tr>
<td>9th</td>
<td>City of Guelph</td>
<td>15,604</td>
</tr>
<tr>
<td>10th</td>
<td>Town of Ajax</td>
<td>15,338</td>
</tr>
</tbody>
</table>

1st City of Richmond Hill 65,628
2nd Town of Oakville 59,423
3rd City of Burlington 27,856
4th Town of Milton 27,446
5th City of Kitchener 24,602
6th City of Windsor 21,642
7th City of Barrie 17,430
8th City of Oshawa 16,759
9th City of Guelph 15,604
10th Town of Ajax 15,338

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Dovercourt Recreation Association</td>
<td>10,670</td>
</tr>
</tbody>
</table>

1st Dovercourt Recreation Association 10,670
2nd Mississauga YMCA 10,544
3rd Lifeguarding Academy 51,038
4th Brock University 26,415
5th Carleton University 22,556
6th North York YMCA 20,426
7th Scarborough YMCA 17,993
8th Town of Essex 11,892
9th Dovercourt Recreation Association 10,670
10th Mississauga YMCA 10,544

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Town of Essex</td>
<td>11,892</td>
</tr>
</tbody>
</table>

1st Town of Essex 11,892
2nd Town of Bradford 10,043
3rd City of Woodstock 10,011
4th Town of Lakeshore 9,621
5th Town of LaSalle 9,265
6th City of Orillia 9,219
7th Town of Whitchurch/Stouffville 8,785
8th Township of Uxbridge 5,674
9th Loyalist Township 4,967
10th Town of Orangeville 4,552

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Dovercourt Recreation Association</td>
<td>10,670</td>
</tr>
</tbody>
</table>

1st Dovercourt Recreation Association 10,670
2nd Mississauga YMCA 10,544
3rd Lifeguarding Academy 51,038
4th Brock University 26,415
5th Carleton University 22,556
6th North York YMCA 20,426
7th Scarborough YMCA 17,993
8th Town of Essex 11,892
9th Dovercourt Recreation Association 10,670
10th Mississauga YMCA 10,544

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Affiliate</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>First Aid 4 Job</td>
<td>56,673</td>
</tr>
</tbody>
</table>

1st First Aid 4 Job 56,673
2nd Lifeguarding Academy 51,038
3rd Shandy’s Swim School 27,979
4th North York CPR 15,760
5th Zodiac Swim School 13,014
6th Code of Confidence 12,508
7th A Second Breath 11,764
8th Making Waves Swim School 11,367
9th Dovercourt Recreation Association 10,670
10th Training for Life 9,392
**ERNEST A. CHAPMAN CUP:** Awarded to the affiliated camp with the largest lifesaving program.

<table>
<thead>
<tr>
<th>Place</th>
<th>Camp Name</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Onondaga Camp</td>
<td>7,252</td>
</tr>
<tr>
<td>2nd</td>
<td>Glen Bernard Camp</td>
<td>6,720</td>
</tr>
<tr>
<td>3rd</td>
<td>Camp Tawingo</td>
<td>4,514</td>
</tr>
<tr>
<td>4th</td>
<td>Taylor Statten Camp Company</td>
<td>4,302</td>
</tr>
<tr>
<td>5th</td>
<td>Camp Arrowhead</td>
<td>4,200</td>
</tr>
<tr>
<td>6th</td>
<td>Kilcoo Camp Ltd.</td>
<td>3,895</td>
</tr>
<tr>
<td>7th</td>
<td>Camp Kandalore</td>
<td>3,796</td>
</tr>
<tr>
<td>8th</td>
<td>Camp Tanamakoo</td>
<td>3,424</td>
</tr>
<tr>
<td>9th</td>
<td>YMCA Camp Wanakita</td>
<td>3,260</td>
</tr>
<tr>
<td>10th</td>
<td>Camp Can-Aqua</td>
<td>3,241</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Place</th>
<th>Institution</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Brock University</td>
<td>26,415</td>
</tr>
<tr>
<td>2nd</td>
<td>Carleton University</td>
<td>22,556</td>
</tr>
<tr>
<td>3rd</td>
<td>York University</td>
<td>21,493</td>
</tr>
<tr>
<td>4th</td>
<td>University of Waterloo</td>
<td>9,560</td>
</tr>
<tr>
<td>5th</td>
<td>University of Toronto</td>
<td>9,235</td>
</tr>
<tr>
<td>6th</td>
<td>University of Ottawa</td>
<td>6,264</td>
</tr>
<tr>
<td>7th</td>
<td>Trent University</td>
<td>5,914</td>
</tr>
<tr>
<td>8th</td>
<td>Ryerson University</td>
<td>5,738</td>
</tr>
<tr>
<td>9th</td>
<td>St. Clair College of Applied Arts &amp; Technology</td>
<td>5,372</td>
</tr>
<tr>
<td>10th</td>
<td>Western University</td>
<td>5,051</td>
</tr>
</tbody>
</table>

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

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

**JOHN H. CROCKER CUP:** Awarded to the affiliated “Y” with the largest lifesaving program.

<table>
<thead>
<tr>
<th>Place</th>
<th>Institution</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>North York YMCA</td>
<td>20,426</td>
</tr>
<tr>
<td>2nd</td>
<td>Scarborough YMCA</td>
<td>17,993</td>
</tr>
<tr>
<td>3rd</td>
<td>Mississauga YMCA</td>
<td>13,730</td>
</tr>
<tr>
<td>4th</td>
<td>YMCA SWO - Stoney Creek</td>
<td>10,032</td>
</tr>
<tr>
<td>5th</td>
<td>YMCA of Oakville</td>
<td>9,209</td>
</tr>
<tr>
<td>6th</td>
<td>Markham YMCA - Rudy Bratty</td>
<td>7,556</td>
</tr>
<tr>
<td>7th</td>
<td>YMCA SWO - Bostwick YMCA</td>
<td>7,538</td>
</tr>
<tr>
<td>8th</td>
<td>YMCA of Eastern</td>
<td>7,017</td>
</tr>
<tr>
<td>9th</td>
<td>Metro Central YMCA</td>
<td>5,866</td>
</tr>
<tr>
<td>10th</td>
<td>Brampton YMCA</td>
<td>5,567</td>
</tr>
</tbody>
</table>

**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**
  - 1st: City of Toronto - 41,490
  - 2nd: City of Mississauga - 22,850
  - 3rd: City of Markham - 22,465
  - 4th: City of Richmond Hill - 21,300
  - 5th: City of Vaughan - 19,850
  - 6th: City of Brampton - 18,035
  - 7th: Town of Oakville - 14,475
  - 8th: Lifeguarding Academy - 13,730
  - 9th: City of London - 12,560
  - 10th: City of Hamilton - 10,310

- **Per capita category**
  - 1st: Town of Hanover - 0.3037
  - 2nd: Town of LaSalle - 0.1720
  - 3rd: City of Orillia - 0.1473
  - 4th: Town of Essex - 0.1296
  - 5th: City of Richmond Hill - 0.1052
  - 6th: Township of North Huron - 0.0942
  - 7th: City of Woodstock - 0.0855
  - 8th: Town of Oakville - 0.0793
  - 9th: Town of Milton - 0.0784
  - 10th: Town of Lakeshore - 0.0748

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

<table>
<thead>
<tr>
<th>Place</th>
<th>City or Town</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>City of Toronto</td>
<td>81,951</td>
</tr>
<tr>
<td>2nd</td>
<td>City of Ottawa</td>
<td>68,470</td>
</tr>
<tr>
<td>3rd</td>
<td>First Aid 4 Job</td>
<td>56,673</td>
</tr>
<tr>
<td>4th</td>
<td>City of Brampton</td>
<td>44,848</td>
</tr>
<tr>
<td>5th</td>
<td>City of Mississauga</td>
<td>40,455</td>
</tr>
<tr>
<td>6th</td>
<td>City of Markham</td>
<td>27,526</td>
</tr>
<tr>
<td>7th</td>
<td>City of Vaughan</td>
<td>25,810</td>
</tr>
<tr>
<td>8th</td>
<td>City of London</td>
<td>25,652</td>
</tr>
<tr>
<td>9th</td>
<td>City of Hamilton</td>
<td>23,424</td>
</tr>
<tr>
<td>10th</td>
<td>Town of Oakville</td>
<td>20,276</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Place</th>
<th>City or Town</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>First Aid 4 Job</td>
<td>56,673</td>
</tr>
<tr>
<td>2nd</td>
<td>Lifeguarding Academy</td>
<td>17,445</td>
</tr>
<tr>
<td>3rd</td>
<td>Brock University</td>
<td>13,605</td>
</tr>
<tr>
<td>4th</td>
<td>Shendy’s Swim School</td>
<td>11,493</td>
</tr>
<tr>
<td>5th</td>
<td>Scarborough YMCA</td>
<td>10,263</td>
</tr>
<tr>
<td>6th</td>
<td>Carleton University</td>
<td>10,232</td>
</tr>
<tr>
<td>7th</td>
<td>Training for Life</td>
<td>8,877</td>
</tr>
<tr>
<td>8th</td>
<td>University of Waterloo</td>
<td>7,834</td>
</tr>
<tr>
<td>9th</td>
<td>Town of Essex</td>
<td>7,269</td>
</tr>
<tr>
<td>10th</td>
<td>Mississauga YMCA</td>
<td>7,264</td>
</tr>
</tbody>
</table>
**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. $30,000
2nd: Town of Bradford $4,461
3rd: City of Windsor $2,903
4th: Town of Whitchurch-Stouffville $1,247
5th: Town of Lakeshore $1,201

**Municipal category:**

1st: Town of Bradford West Gwillimbury $4,461
2nd: City of Windsor $2,903
3rd: Town of Whitchurch-Stouffville $1,247
4th: Town of Lakeshore $1,201
5th: Town of Tecumseh $1,120

**Single-facility category:**

1st: Town of Bradford West Gwillimbury $4,461
2nd: Town of Whitchurch-Stouffville $1,247
3rd: Town of Lakeshore $1,201
4th: Town of Tecumseh $1,120
5th: City of Sault Ste Marie $525

**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.

- (98%) Upper Grand District School Board, YMCA-YWCA of Guelph, University of Guelph, City of Guelph, Township of Centre Wellington, Town of Minto, Town of Orangeville
- (97%) Hastings & Prince Edward District School Board, City of Belleville, Prince Edward Fitness & Aquatic Centre, YMCA of Central Eastern Ontario – City of Quinte West Branch
- (94%) Wellington Catholic District School Board, Township of Centre Wellington, Town of Orangeville, YMCA-YWCA of Guelph, University of Guelph, City of Guelph
- (93%) Durham Catholic School Board, Township of Uxbridge, Town of Ajax, City of Oshawa, Boys & Girls Clubs of Durham, City of Pickering, Town of Whitby
- (89%) Thames Valley District School Board, YMCA of Southwestern Ontario — Bob Hayward, YMCA of Southwestern Ontario — St. Thomas-Elgin, YMCA of Southwestern Ontario — Woodstock, City of London, Town of Ingersoll, Municipality of West Elgin, Municipality of Strathroy-Caradoc, Town of Tillsonburg, City of Woodstock, Municipality of Southwest Middlesex, YMCA of Southwestern Ontario — Stoney Creek, YMCA of Southwestern Ontario — Centre Branch, Municipality of Dutton-Dunwich
- (85%) District School Board Niagara, Education Foundation Niagara, City of St. Catharines, Brock University, YMCA of Niagara, Ottawa-Carleton District School Board, Dovercourt Recreation Association, City of Ottawa
- (84%) Durham District School Board, Township of Uxbridge, Town of Ajax, City of Oshawa, Boys and Girls Clubs of Durham, City of Pickering, Town of Whitby

**Lifesaving Sport banners**

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

Saugeen Shores Lifesaving 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**

Lifesaving Club of Markham

**Junior Lifeguard Games – Pool**

Lifesaving Club of Markham

**Lifeguard Championships**

Lifesaving Club of Markham

**Junior Lifeguard Games – Waterfront**

Saugeen Shores Lifesaving Club

**Senior Lifesaving Championships – Waterfront**

Saugeen Shores Lifesaving Club

**Ontario Lifesaving Pool Champions:** Awarded to the affiliate with the highest overall point score at junior, senior, and masters pool championships.

Lifesaving Club of Markham
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

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rookie/Ranger/Star Patrol</td>
<td>7 / 7 / 7 points</td>
</tr>
<tr>
<td>Junior Lifeguard Club</td>
<td>10 points</td>
</tr>
<tr>
<td>Wading Pool Attendant</td>
<td>10 points</td>
</tr>
<tr>
<td>Safeguard</td>
<td>10 points</td>
</tr>
<tr>
<td>Patrol Rider</td>
<td>10 points</td>
</tr>
<tr>
<td>Bronze Star</td>
<td>10 points</td>
</tr>
<tr>
<td>Bronze Medallion</td>
<td>15 points</td>
</tr>
<tr>
<td>Bronze Cross</td>
<td>20 points</td>
</tr>
<tr>
<td>Distinction</td>
<td>30 points</td>
</tr>
<tr>
<td>National Lifeguard</td>
<td>40 points</td>
</tr>
</tbody>
</table>

First Aid Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaphylaxis Rescuer</td>
<td>2 points</td>
</tr>
<tr>
<td>Basic First Aid</td>
<td>4 points</td>
</tr>
<tr>
<td>CPR-A / -B / -C</td>
<td>4 / 6 / 8 points</td>
</tr>
<tr>
<td>CPR-HCP</td>
<td>8 points</td>
</tr>
<tr>
<td>Emergency First Aid</td>
<td>12 points</td>
</tr>
<tr>
<td>AED</td>
<td>10 points</td>
</tr>
<tr>
<td>Airway Management</td>
<td>15 points</td>
</tr>
<tr>
<td>Standard First Aid</td>
<td>25 points</td>
</tr>
</tbody>
</table>

Specialized Training

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifesaving Fitness Bronze / Silver / Gold</td>
<td>5 / 7 / 9 points</td>
</tr>
<tr>
<td>Boat Rescue</td>
<td>10 points</td>
</tr>
<tr>
<td>Lifesaving Sport Officials</td>
<td>15 points</td>
</tr>
</tbody>
</table>

Leadership Training

<table>
<thead>
<tr>
<th>Award</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Instructor</td>
<td>20 points</td>
</tr>
<tr>
<td>Swim Instructor</td>
<td>40 points</td>
</tr>
<tr>
<td>Lifesaving Instructor</td>
<td>40 points</td>
</tr>
<tr>
<td>Examiner Course</td>
<td>15 points</td>
</tr>
<tr>
<td>Update Clinics</td>
<td>15 points</td>
</tr>
<tr>
<td>Specialized Instructors</td>
<td>30 points</td>
</tr>
<tr>
<td>Trainer Course</td>
<td>30 points</td>
</tr>
<tr>
<td>Lifesaving Sport Coach</td>
<td>30 points</td>
</tr>
</tbody>
</table>

Adrian Wong enjoyed the beach with his family during the Canadian Surf Lifesaving Championships in Halifax. *Photo by Wendy Mahony*
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.

Swim for Life

We welcomed several larger municipalities to our Swim Licensee team in 2019, and the Society’s Swim for Life program continues to grow with a 5% annual increase in participation in 2019 (over 2018). In the past three years, Swim for Life participation has grown 25%.

Correspondingly, the number of licensees has so outgrown the capacity of the Society’s headquarters to host their annual June gathering that, once again, it had to be convened at a local hotel. This was a great day of sharing ideas led by Swim Committee Chair Lisa Brandie and committee members Lis Douillard, Sarah Laughton, Sharon Newman, Katherine Taylor and Kayla Pariselli.

We thank all Swim licensees and our Swim Committee volunteers for their dedication and commitment to updating and developing new resources for the Swim for Life program.

New Bronze medal awards

In 2018, the number of all three Bronze certifications awards hit all-time highs. This feat was repeated in 2019 (see Awards Report, p. 6–7).

Throughout 2019, editorial work continued on the new Bronze Medals Award Guide including translation. Typesetting of the English and French award guides was completed by year-end.

The Bronze Family Committee focused its 2019 attention to plans for the implementation and roll out of the new Bronze awards and the development of support resources for affiliates, instructors and candidates including update clinics, online references, communiqués, lesson plans and workbooks.

Our thanks to Chair Jason Jolicoeur and 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.

President Andrea Herrmann presents the McCutcheon Bowl to First Aid 4 Job’s Director Rocky Mehta (right) and Manager Surinder Sandhu.

Photo by John William Bauld
First Aid

The First Aid Committee, under the leadership of Rebecca Boyd, reviewed the Society’s first aid awards curriculum in light of recent recommendations made by the Canadian Standards Association (CSA) Technical Committee for workplace first aid. Potential changes will also take into consideration the recommendations of the International Liaison Committee on Resuscitation and its Consensus on Science with Treatment Recommendations, anticipated in the fall of 2020.

Rebecca conducted a review of the current first aid complement of program offerings. The first aid survey asked questions, gathered input and requested feedback on our current first aid programs and additional advanced first aid programs.

In November, in the interests of reducing confusion among employers and harmonizing the Society’s currency period with Ontario government regulations, CSA recommendations and the general practice among other workplace first aid providers, the Society adopted a three-year period for the validity of its workplace EFA and SFA certifications (only).

Lifeguard Services

Patrick King, chair of the Lifeguard Services Committee, participated in the national review of the National Lifeguard program. This review was undertaken to ensure a logical and seamless flow from the revised Bronze medal awards and to assess new trends in lifeguarding for possible inclusion. Updates to the National Lifeguard awards will follow in due course.

The committee hosted a waterpark workshop to review the items and develop instructor resources and lesson plans.

Patrick and his committee have participated in several regional meetings and trainings to enhance and expand the delivery of the lifeguarding program and to educate instructors and aquatic supervisors on how to use a rescue tube properly. Patrick’s group also promoted the delivery of National Lifeguard in high schools so students could achieve school credits.

With the changes to the Health Regulations in 2018, camps and affiliates who operate waterfront locations are promoting the use and delivery of the National Lifeguard Waterfront option.

Aquatic proficiency

Several changes are in the works for the Ontario Teachers Aquatic Standard award (OTAS) including a phase-out of the OTAS Examiner requirement in favour of National Lifeguard Examiner status for evaluation purposes.

The second change was the health regulations that affected the instructional and safety supervision requirements. The OTAS Committee, under the leadership of Adrian Wong, is addressing this issue and will make changes as required.

Royal Life Saving Society Commonwealth

The Lifesaving Society Ontario continues to assist Commonwealth Caribbean nations as requested. In 2019, trainers visited St. Lucia and Turks and Caicos to deliver trainer, examiner and instructor courses (with apprentices) as well as National Lifeguard, First Aid and Bronze medal courses.

Training has a dual purpose: to provide up-to-date certification and to develop local leadership personnel who can deliver such training on an ongoing basis. Thanks to Patrick D’Almada, past president, who leads this team of trainers.

Quality assurance and certification review

The integrity of the Society’s training programs depends upon maintenance of its certification standards. In 2019, written complaints about standards, program delivery and the conduct of members and volunteers, led to seven full investigations by the Certification Review Committee.

These investigations resulted in sanctions, temporary suspensions, revocations or decertification for offences that included improper examination procedure, forgery, theft and sexual assault.

Thanks to Corporate Secretary Roberto Aburto and Certification Review Chair Kate Kreps for their leadership.
LEADERSHIP

Leadership contributes to the mission of the Society by developing the instructors, coaches, examiners and trainers who deliver the leadership programs that in turn teach Ontarians how to swim, rescue themselves and others, and 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.

Vice President Kerry Wakefield leads the Leadership Council with chairs Adam Eastman, Marek Holke, Katie Short and Tamara Wood.

National trainers

National trainers are experienced and talented trainers who are instrumental in the development of instructor trainers across the province. In April, the Lifesaving Society appointed 41 national trainers for a two-year term.

Area Chair Conference – Examiner Mentor

The Society introduced Examiner Mentor in 2019. These are experienced Lifesaving Society examiners appointed by the Society’s Area Chairs to mentor examiner candidates through their apprenticeship (co-exams) and approve them for examiner certification.

The Leadership Council led a session at the 2019 Area Chair Conference in conjunction with Area Services to check in with Area Chairs to see how they were managing the implementation process in their area, and provided opportunity to share successes and brainstorm how to overcome challenges.

Instructor Manual

The new Instructor Manual provides instructors with the essentials needed to successfully teach, coach and evaluate Lifesaving Society programs. Used with award guides, the Instructor Manual (which replaces Instructor Notes) is the required text on all instructor courses. The manual emphasizes the practical application of teaching and learning principles.

The Leadership Council provided invaluable content, feedback and editing of the new Instructor Manual. This completes the last of the three technical manuals that support the revised leadership system (Trainer Manual and Examiner Handbook are the others).

Officials Instructor

The Leadership Council in conjunction with the Sport Council began developing Officials Instructor content. This project will continue into 2020 with feedback from staff and volunteers.

Leadership Library

The Leadership Council continues its commitment to producing updated and relevant information. Throughout 2019, the Council began a review of material in the Leadership Library to ensure that all the content is current. This project will continue in 2020.

Aquatic Safety Management

Management Training, Safety Standards and Leadership met in 2019 to review the competency matrix to determine the next steps for the development of courses. An updated framework has been completed and approved in preparation for the creation of instructor courses.

Revised recertification system

The Leadership Council continued a review of the recommendations made by the Leadership Task Force in 2015 concerning a revised instructor recertification system. This work will continue into 2020.
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.

Lifesaving Sport in Ontario involves a myriad of activities in competition, coaching, officiating, training and development. In 2019, competitors participated in all levels of competition including:

- 592 participants from 17 clubs took part in four TeleGames.
- 779 competitors participated in 11 regional sanctioned competitions.
- 834 competitors, representing 20 clubs, took part in seven provincial championships.
- 90 new Ontario Championships records were set – five Senior Lifeguard, 20 Senior Pool Lifesaving, 16 Masters Pool Lifesaving and 49 Junior Pool Lifesaving.
- 190 competitors from 15 clubs participated in three Canadian Championships.
- 15 Ontario athletes, officials and support personnel attended the Commonwealth Festival of Lifesaving.
- 27 Lifesaving Society affiliates continued to support the development of lifesaving sport in their community with the Lifesaving Sport Fundamentals Program.

Special mention to these affiliates that offered the Lifesaving Sport Fundamentals Program and supported their athletes in TeleGames and provincial championships: Brampton, Halton Hills, Mississauga, Vaughan and Woodstock.

In October, 82 junior athletes along with 14 coaches participated in a Junior Pools Provincial Training Camp held at the University of Guelph. Thanks to Michael Hundt for spearheading this effort and to the following coaches who volunteered their time and expertise on the day of the event: Hailey Burton, John Carey, Dennis Cook, Alexandra Ferguson, Jeff McCurdy, Jacob Miess, Sarah Monaco, Chantique Payne, Mackenzie Salmon, Bryan Tsang and Adrian Wong.

The Ontario Lifesaving Sport Council welcomed a new Sport Officials Chair Hugo Rodrigues and a new Sport Promotion Chair Connor Marois in February.

Special thanks to our sponsors for their continued support: Journal Printing and LifeguardDepot.com.

Hosting

The Lifesaving Society is pleased to collaborate with our affiliates in bringing lifesaving sport opportunities to their communities.

The season kicked off a little differently this year. In February, nine teams with 29 competitors representing four clubs competed in the Ontario Lifeguard Championships. Thanks to Beth Fisher and the University of Guelph staff and volunteers for being such wonderful hosts.

In March, 114 Senior and 23 Masters competitors from 12 clubs competed in the Senior & Masters Lifesaving Pool Championships. Thanks to Steve Benning and the Town of Milton staff and volunteers for hosting this successful event.
In May, Ontario welcomed 10 teams with 41 competitors from seven clubs representing four provinces to the Canadian Lifeguard Emergency Response Championships. Congratulations to the club champions – the **Lifesaving Club of Markham**. Thanks to Lesley Franklin and the **Town of Oakville** staff and volunteers for hosting a great event.

In June, Ontario welcomed 190 Senior and 25 Masters competitors from 23 clubs representing four provinces to the Canadian Pool Lifesaving Championships. Congratulations to the club champions – **Pan Am Lifesaving**. Thanks to Jeff McCurdy and the **City of Markham** volunteers and staff for hosting another successful event.

Participation in June’s Ontario Junior Lifeguard Games – Pool grew again with 443 junior competitors from 14 clubs. Thanks to Jeff McCurdy and the **City of Markham** volunteers and staff for undertaking the challenge of hosting this event.

The provincial championship season wrapped up with the Ontario Lifesaving Championships – Waterfront, where 225 competitors (103 Juniors, 12 Masters, 110 Seniors) from 11 clubs enjoyed three days of competition on the shores of Lake Huron. Thanks to Michael Hundt, the **Saugeen Shores Lifesaving Club** and the **Town of Saugeen Shores** volunteers and staff for hosting an extremely successful event.

Volunteers

Countless officials and volunteers support lifesaving sport activities throughout the year provincially, nationally and internationally. Eleven sanctioned regional competitions were held thanks to the commitment and dedication of these key volunteers: **Mandy Chen**, **Ryan Foster**, **Roger Graham**, **Michael Hundt**, **Jeff McCurdy**, **Taylor McElwain**, **Arlen Panchoo**, **Jeff Schultz** and **Adrian Wong**.

Thanks to the meet managers and referees who volunteered their leadership at provincial championships: **Cynthia Cakebread**, **Edmund Chan**, **Adam Eastman**, **Ryan Foster**, **Nic Hay**, **Bruce Hollowell**, **Sarah Ingleton**, **Connor Marois**, **Shanna Reid**, **Hugo Rodrigues**, **Jeff Schultz** and **Carmen Wong**.

Ontario volunteers provided leadership and support to three Canadian Championships. Thanks to **Rebecca Boyd**, **Cynthia Cakebread**, **Edmund Chan**, **Roger Graham**, **Sarah Ingleton**, **Connor Marois**, **Matt Rayner**, **Hugo Rodrigues**, **Jeff Schultz**, **Perry Smith** and **Nathalie Vallières**.

Eyeing the surf during the Oceanwoman event at the Canadian Surf Lifesaving Championships in Halifax. *Photo by Wendy Mahony*
Ontario volunteers continued to support the National Lifesaving Sport Commission in 2019. Thanks to Steve Box (Past Commissioner), Rebecca Boyd (Event Management), Alexandra Ferguson (Athlete Representative), Wendy Mahony (Support Services), Perry Smith (International), Laura Tracey (High Performance) and Nathalie Vallières (Communications).


Ontario volunteers Rebecca Boyd and Perry Smith provide leadership on the International Life Saving Federation Sport Commission. Perry also provides leadership on the Commonwealth Sport Development Committee.

**International**

In November, six Ontario athletes were selected to represent Canada at the Commonwealth Festival of Lifesaving in Leeds, England. Congratulations to Colette Barrett (Saugeen Shores Lifesaving Club), Alessandro Ferreira (Brampton YMCA Barracuda Lifesaving Club), Jayson Horseman (Saugeen Shores Lifesaving Club), Madi McNeill (Saugeen Shores Lifesaving Club), Justin Medeiros (Brampton YMCA Barracuda Lifesaving Club), Natalia Perico (Saugeen Shores Lifesaving Club) and Conor Smyth (Pan Am Lifesaving). The team was supported by Bruce Hollowell (Manager).

Ontario athletes took home three medals — Conor Smyth won gold in Swim and Tow and silver in Lifesaving Medley; Natalia Perico won bronze in Line Throw.
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.

Thanks to Vice President Christine Wagg for her leadership in 2019, and to interim Community Outreach Chair Jack Mair, Multicultural Chair Eduardo Montes, Social Media Chair Megan Hutchison, Schools Chair Heather Marcy, Swim to Survive Chair Tanya Wolsegger, Indigenous Chair Mitchell Blimkie and Municipal Chair Judith Shultz.

Swim to Survive® School Grant program

During the 2018/2019 school year, 102,793 children in Ontario had the opportunity to participate in Swim to Survive. This included 2,343 schools in 51 boards with 95 municipalities, YMCAs and private pools. These partnerships reached 72% of all Grade 3 students in Ontario. Thank you to all the applicants who supported the program with in-kind donations and tireless dedication.

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 1,032,587 students have received funding to participate in the program.

Special thanks to Jillian Hamilton for her 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.

New guide in development

Thanks to Tanya Wolsegger for leading the development of a revised Teaching Swim to Survive guide, which will include activities for each item, lesson plans and other helpful tips for instructors.

New award guide

The Society launched a new combined Swim to Survive and Swim to Survive+ Award Guide in English and French. The guide helps instructors plan, teach and evaluate both programs.

Promoting the benefits of Swim to Survive

In February, the Society sent letters to Ontario Members of Provincial Parliament (MPP) and Ontario recreation directors outlining the success of Swim to Survive and Swim to Survive+ programs in their areas and highlighting all of the partners involved.

At the Vellore Village Community Centre in Vaughan in May, MPP Michael Tibollo, Mayor Maurizio Bevilacqua and Ward 3 Councillor Rosanna DeFrancesca were among those on hand to watch a live Swim to Survive+ in-water session. Thanks to the City of Vaughan and its staff, especially Josie Filippelli-Giovenco, for making the event such a success.

Swim to Survive partners meeting

In May the Lifesaving Society hosted its annual Swim to Survive partners meeting, which provides applicants the opportunity to network and develop program best practices. It also provides the Society with an opportunity to share information, new learnings and research findings.
This year 32 partners attended, representing municipalities, YMCAs, schoolboards, public health and universities. The meeting focused on the use of the new online application and submission for reimbursement system, which launched in 2018.

Swim to Survive Plus

Thanks to the generous support of the Ontario Ministry of Education and PPL Aquatic, Fitness and Spa Group Inc., 26,039 Grade 7 students across the province received funding to participate in the School Grant Program for Swim to Survive+ during the 2018/2019 school year. Participants included 545 schools together with 54 Society affiliates. Thanks to this continued support, children have two opportunities to learn swimming survival skills during their elementary school years.

Thanks to Jillian Hamilton for her guidance and assistance with the Application Approval Committee for the 2018/19 school year.

WCDP 2019

The World Conference on Drowning Prevention (WCDP) was held in Durban, South Africa, October 7–10. The theme of the conference was “Ubuntu, Growing global drowning prevention capacity.” Lifesaving South Africa hosted the conference, co-sponsored by the World Health Organization. More than 20 representatives from Canada attended.

The WCDP is the International Life Saving Federation’s flagship educational event, a biennial conference that brings together the world’s foremost experts, research, systems and information on drowning prevention, rescue, lifesaving and water safety. The exchange, debate and development are designed to find ways to reduce death and injury in all aquatic environments worldwide.

Ontario presenters were Barbara Byers (Public Education Director), Dr. Tessa Clemens (Lifesaving Society Drowning Research, CDC Foundation Health Scientist) and Eric Shendelman (Canadian Drowning Prevention Coalition rep). Ontario attendees were Becky Lehman (Leadership Director), Kerry Wakefield (Leadership Council VP) and Bobby White (Chief Administrative Officer, Lifesaving Society Canada).

“Watch me not your phone” poster

The Society produced its pertinent messaging artwork in an 11”x17” poster format for affiliate members to post in their facilities. The poster reminds parents not to be distracted by their phones when their children are in or near water.

Water Smart at citizenship ceremonies

The Society was invited to attend citizenship ceremonies in Scarborough and to set up a Water Smart information booth. The Society was present as 4,800 people received their Canadian citizenship, and provided them with information on where to find swimming lessons, general water-safety tips and our multilingual Water Smart tip cards. Thanks to Citizenship Judge Albert Wong for including the Lifesaving Society in these momentous ceremonies.

Indigenous outreach

The Society retired and replaced the Aboriginal Outreach name with Indigenous to reflect federal and provincial initiatives. The Indigenous Committee continued its work developing relationships with communities in eastern and northern Ontario with the focus on delivering the Lifesaving Society’s Swim to Survive, Swim to Survive+ and Safeguard programs. A variety of camp formats were used in 2019 and included camp staff and over 50 children. Additionally, the committee is developing a list of recommendations to assist in implementing a drowning prevention program for First Nations, Métis and Inuit communities (and others) throughout Ontario. Thanks to Indigenous Chair Mitchell Blimkie and Melanie Blimkie for their ongoing contribution to drowning prevention.

In school

The Society revised teacher lesson plans for Swim to Survive+ in 2019 to meet Ontario’s curriculum expectations. The Grade 8 lesson plan was also updated, focusing on drowning prevention and statistics. Thanks to Heather Marcy for her significant contributions to the Swim to Survive and Swim to Survive+ programs.

National Drowning Prevention Week

(July 21–27)

The Lifesaving Society designates the third 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 television and radio interviews, and deliver public demonstrations and other events. The Society developed and promoted an implementation package, which was distributed electronically and available on the website. Each day consisted of a theme with links to activities. Daily themes were promoted on social media. Area chairs and affiliate members were encouraged to interact with the Society using their
own social media accounts and to share key messages. The 2019 hashtags were #ndpw2019 and #snpn2019.

Thanks to Megan Hutchison for her contributions to the Society’s strong social media presence during the summer months and in particular during NDPW.

STARTboating

The Society continued to support and promote the online boating safety program STARTboating, which targets new boaters, particularly new Canadians, who may be experiencing recreational boating for the first time. STARTboating is a comprehensive program designed to teach basic boating and water safety skills, and available in English, French, Mandarin, Cantonese, Hindi and Tagalog.

The Society undertook a significant marketing campaign for the 2019 boating season. It included a national billboard campaign in partnership with Pattison Outdoor; a complete Canada-wide campaign with Boating Industry Canada including ad placements in their weekly e-newsletter (distributed to 6,500 Canadian marine retailers); promotion of startboating.ca at new Canadian welcome centres across the country and with other boating safety stakeholders.

The campaign was funded by the Search and Rescue New Initiatives Fund, established by the federal government and managed by Public Safety Canada.

Reaching new Canadians in Thorncliffe

The Lifesaving Society directed a program that delivered water safety information and Swim to Survive lessons to new Canadian families in the Thorncliffe neighbourhood of Toronto during the summer. The program aimed to increase water safety knowledge to stress the importance of acquiring swimming skills; to encourage participation in free Swim to Survive and Family Swim to Survive lessons, and; to encourage enrollment in swimming lessons. The program, which was a resounding success, achieved the following results:

- Water safety presentations in 15 Language Instruction for Newcomers to Canada (LINC) classes and 3 Early On classes for parents of young children.
128 participants in the LINC classes and 110 completed surveys.

15 surveys from the Early ON classes.

2 three-week sessions for the camp program.

26 counsellors and volunteers participated in a Safeguard training day and received a certificate.

138 campers participated in the Swim to Survive program and 19 achieved the standard.

26 counsellors and volunteers participated in a Safeguard training day and received a certificate.

138 campers participated in the Swim to Survive program and 19 achieved the standard.

86 campers completed surveys.

12 weekends for Family Swim to Survive and approximately 60 participants.

Thanks to the Dr. Tom Pashby Sports Safety Fund for funding the program and specifically directors Bill Pashby and Bob Connor. Thanks to The Neighbourhood Organization for their support and participation and the City of Toronto for their support in delivering lessons at the Leaside Outdoor Pool.

Water Smart Contest

In 2019 there were three contests. The 7 & under age group competed in a community level colouring contest. The 8 to 12-year-old age group submitted pictures of a Water Smart superhero reflecting their hero’s name and Water Smart super power. Three were chosen as provincial winners:

1st – Lucia Milbourne-Johnson, Brampton
2nd – Angelina Abou-Nehme, Ottawa
3rd – Emily Landeta, Mississauga

The 13 to 17-year-old age group submitted a Water Smart video reflecting the Society’s Water Smart messages. Three entries were chosen as provincial winners:

1st – J. Botehlo, Brampton
2nd – J. Henry, Brampton
3rd – Alex Hotson, Gravenhurst

Thank you to Judith Schultz for helping to make the contest such a success.

2019 drownings

Interim data collected from media and internet reports indicated a decrease in drowning incidents (-12%) versus 2018 in Ontario. This decrease was less than the national trend (-14%). The most significant decreases were in boating fatalities (-26%) and non-aquatic activity involving people unexpectedly falling into the water (-37%). There were decreases in all age groupings. While the overall totals in Ontario were lower than 2018, of note was the spike in drownings in July (30), representing one third of all drownings for the year.

Customized multilingual tip cards

The Society promoted its five Water Smart tip cards targeted at new Canadians, each available in 12 languages. The cards are available to all affiliates.

Many affiliate members ordered the cards in multiple languages. In addition, the Society made the artwork available to affiliate members for customization with their own logos and website addresses for self-printing and distribution: the cities of Barrie, Markham and Mississauga capitalized on this option.

Canadian Drowning Prevention Coalition

The Canadian Drowning Prevention Coalition (CDPC), formed in 2016, brings together stakeholders in the Canadian drowning prevention effort.

The steering committee of the coalition appoints technical working group leaders for each focus area of drowning prevention in Canada. The technical working group leaders form multi-sectoral working groups to create recommendations for high impact actions to reduce drowning in one of the focus areas.

In 2019, five of the seven technical working groups conducted situational assessments and a sixth is conducting a scoping review. The fourth and fifth editions of the Canadian Drowning Prevention Plan were published.

From Ontario, Barbara Byers is chair of the New Canadian Technical working group; Michael Shane is co-chair of the Drowning in Supervised Settings working group, and; Dr. Susan Glover-Takahashi and Adrian Cossu are co-chairs of the Water Transport-Related Drownings 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.

2019 Drowning Reports

The Drowning Prevention Research Centre Canada (DPRC) produced the Canadian Drowning Report 2019 Edition in English and French; a two-page national infographic in English and French, and; provincial drowning infographics for British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Newfoundland & Labrador, the Maritimes and Northern Canada (Northwest Territories, Yukon and Nunavut). The reports highlight the drownings from 2007–2016 and provide unofficial interim data from the media and internet reports from 2017 and 2018.

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 available.

Progress in defining non-fatal drowning

The DPRC – the lead agency for drowning and water-incident research in Canada – continued to make progress in developing the partnerships and processes required to collect, analyze and report on non-fatal drownings in Canada. Combining non-fatal drowning data and rescue intervention data with fatal drowning data will more accurately represent the drowning burden in Canada and allow the Society to:

- better measure its injury prevention strategies,
- hone its public education campaigns,
- provide evidence-based support of its training programs, and
- enable its affiliates to analyze their own data.

In 2019, the Society facilitated a working group of experts, who focused on further developing a proposed clarification statement and practical categorization framework that provides coherence and uniformity for the term “non-fatal drowning.” The group also outlined a process for stakeholder review and ratification of the clarification statement and category descriptions, as well as a communication plan.

The overarching rationale for these tasks was to improve the clarity, reliability and uniformity of scientific communication and the comparability of scientific investigations and data concerning non-fatal drowning. This will result in improved and more comprehensive reporting of the burden of drowning, which in turn will facilitate advancement of the community, national and global drowning agenda.

SAFETY STANDARDS

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

Audit services

Safety Audit Services Chair Paul Di Salvo took steps in 2019 to further refine the Lifesaving Society audit software to ensure all gathering files and reports reflected the changes to the regulations and standards created by the Lifesaving Society. In addition, the Lifesaving Society was enlisted to complete safety audits at all Canadian Forces Bases across Canada. A new UDATA template was created for the national application at these bases.

This year the Lifesaving Society completed 19 safety audits in swimming pools and waterfronts in Ontario. Universities continue to request safety audits as their insurer CURIE is paying for 100% of all costs.

Thanks to committee members Blake Chauvin, Brandon Krupa, David Pignataro and Viktor Verblac.
Court and Inquest

The Court and Inquest Committee completed its review of the Mitchell Inquest.

A new review continues led by Court and Inquest Chair Teresa Taylor involving a public inquest in Quebec, where 14-year-old Blessing Claude Moukoko died after being recovered from the bottom of a public pool: he was participating in a school swimming lesson program at the time.

Thanks to committee member Shaun Pearl and Alexandria Weatherup-Leach for their assistance with this ongoing review.

Inflatable waterpark safety standards

Regulation Review Committee Chair Janice Carroll and committee members Alex Chu, Paul Di Salvo and David Pignataro participated in drafting the first Lifesaving Society “Inflatable Waterpark Safety Standards.” After a thorough review of the literature and a one-day workshop of experts in Toronto, the standards were written and later approved. We anticipate production of these standards in 2020.

Research partners

Under the direction of Research Chair Nathalie Vallières, the Society continued its research with Ryerson University. The results of the research completed on “Air Quality Part 2” were released and were a focus of various fall presentations in Ontario. Thank you to the Town of Ajax and the City of Markham for providing the testing facilities.

In addition, the Society and Conestoga College agreed to a partnership in 2019 and began a new project involving the review of inspection data from public health inspector visits to public pools.

National Safety Standards Commission

Ontario participated as a member of the National Standards Commission in the development of several new standards, which are available on the Lifesaving Society national website (lifesaving.ca).

Thanks to Lisa Adams who represented Ontario on the National Safety Standards Commission.

Expert witness

The Lifesaving Society was retained as an expert witness in five cases in 2019 and assisted in the review of incidents in aquatic settings in Ontario, Quebec and Prince Edward Island. Thanks to Vice President Safety Standards Gary Sanger for his assistance with the reviews of these cases.

Blue Flag

The Ontario Branch participated as a member on Canada’s Blue Flag Jury and inspected several candidate beaches in 2019. Thanks to Jerry Lynch for his help with this project.

MANAGEMENT TRAINING

Management Training contributes to the mission of the Society by establishing training opportunities along with certifying instructors, examiners and trainers that help owners, managers and operators of aquatic facilities take steps to prevent drowning and water-related incidents in addition to maximizing public safety in their aquatic venues.

The new award guide for the Aquatic Supervisor program was approved in 2019. Work continues on Levels 2 and 3 of the management training programs. Thanks to Management Training Council Chair Jerry Lynch and committee members Brenda Lance and Jennifer Miller for their help with the work on Level 2.

Inspiring presentations

Chair Professional Development Minnie Fisher coordinated several presentations that were delivered in Ontario and across Canada in 2019 including: PRO Aquatics (six educational sessions), York Region Aquatic Council Spring Workshop, PRO Forum, Durham Region Aquatic Council Workshop, British Columbia Recreation and Parks Association.

Vice President of Management Training Jennifer Knights also delivered a webinar to the Canadian Institute of Public Health Inspectors.

Safe water symposium

In May the Lifesaving Society hosted the Symposium on the Design and Operation of Healthy Swimming Pools in Toronto. In this one-day session, experts discussed the most up-to-date information on the design and operation of healthy, safe swimming pools. Topics included:

- Model Aquatic Health Code – CDC Analysis of the Future of Pool Operation by Dr. Michael J. Beach, PhD, Deputy Director, Centers for Disease Control and Prevention.
- Ryerson University – Noise: A Research Study with Solutions by Dr. Chun-Yip Hon, PhD CPHI(C) CRSP, CIH, Ryerson University and Derek Osostowicz, Aquatics Manager, City of Mississauga.
- The Science Behind Changes to the Ontario Public Pool Regulations by Hilary Stone and Duri Song, senior program and policy advisors, Ontario Ministry of Health and Long-Term Care.
- Chloramine Training 101 – a solution for the Ministry of Labour Orders by Kathleen Finn, Lifesaving Society Vice President and Conny Smith, Supervisor of Operations Aquatics, City of Cambridge.

Thanks to the City of Toronto for hosting this event.

Pool operations

Chair of Pool Operations Committee Conny Smith and her committee continued their work updating the Lifesaving Society Pool Operator program and its resources. In 2019, the emphasis of the committee’s work was on leadership development with several new pool operator instructors certified.
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.

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 2019 there were no changes on the Board of Directors.

Ontario Council of Officers

The Council of Officers is composed of 18 people, two representing each activity centre council (see below), the president and the president elect. Members of the Council of Officers are nominated by the respective activity centre council and appointed by the Board of Directors for two-year term. The Council of Officers, chaired by the president, represents active, affiliate and award members; manages topics not assigned to a single activity centre (e.g., governance review) or topics that are the responsibility of multiple activity centre councils (e.g., affiliate recognition review); and monitors the work of the Board of Directors. Any member of the Society may attend and speak at Council of Officers meetings.

Ontario activity centre councils

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

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

In 2019 there were nine activity centre councils: Training Program, Lifesaving Sport, Public Education, Safety Standards, Leadership, Fundraising, Member Services, Area Services and Management Training.

In January Judith Schultz was appointed Public Education Municipal Chair. In May, Stephen Benning was appointed Lifesaving Sport Event Management Chair, Hugo Rodrigues was appointed Lifesaving Sport Officials Chair and Connor Marois was appointed Lifesaving Sport Promotions Chair.

Volunteers Andrew Wakefield (Lifesaving Sport Event Management Chair) and Stephen Benning (Lifesaving Sport Officials Chair) resigned in 2019.

In November, the Public Education Council changed the title of the Aboriginal Outreach Chair to Public Education Indigenous Chair.

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

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

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 2019. In January Emma Strickland was appointed Area Co-Chair – Lake Superior. In May Bruce Parkin was appointed Area Co-Chair – Waterloo-Wellington and Andrew Oman was appointed Area Co-Chair – North Bay-Nipissing. In August Patricia Wilson was appointed Area Chair – Upper Ottawa Valley and Kirk McKee was appointed Area Co-Chair – Sudbury-Manitoulin. In August Felicia Arsenault (Area Chair Upper Ottawa Valley) resigned.

Member Services Council

Ontario Conference and Governor’s Awards Gala

The Lifesaving Society hosted the 110th Ontario Annual General Meeting on April 12 at the Holiday Inn Toronto International Airport Hotel. Area Chairs gathered for the annual conference at the same location over the following two days.

Fairview Theatre was the site of the third annual Governor’s Awards Gala on February 28. This event recognizes affiliates as well as volunteers with the Commonwealth Honour Awards and Rescue Awards of Merit.
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 2019 the prize was presented to Laura Holman.

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 2019, 404 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 2019, the Society awarded the Rescue Award of Merit to: Jake Cancade, Alex Chu, Ashley Clark, Matteo Dicorato, Caleb Dyck, Zachary Dyck, Henry Hua, Laura Karpouzis, Frank Kraljevic, Scott Labrosse, Amanda Meliambro, Nathanael Redecop, Holly Richard and Darby Spicer.

Commonwealth Honour Awards
Commonwealth Honour Awards recognize leadership and service to the Society. Service Commendations (formerly Certificate of Thanks) honour volunteers for significant contributions to the aims of the Society. In 2019, the Service Commendation was awarded to: Sean Duffy (Ottawa), Mary Elmaassarany (Innisfil), Leo Jaciw-Zurakowsky (Pickering), Patricia Lewis (Toronto), Crystal Maloney (Toronto), Shaun Pearl (Newmarket) and Eddie Tang (Markham).

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2019, the Service Medal was awarded to: Jonathan Brooker (Toronto), Sheryl Gilbert (Cobalt), Erin Horlock (Courtice), Stephanie Lue (Whitby), Jerry Lynch (Hammer), John MacIntyre (Etobicoke) and Anna Morrell (Toronto).

Recipients are eligible for a Bar to Service Medal at intervals of four years. In 2019, the Bar to Service Medal was awarded to: Leslie Aziz (Mississauga), Lynda Bowman (Bracebridge), Heather Kress (Oakville), Sarah Newton (Essex), Andrew Oman (North Bay),
The Service Cross honours meritorious service of at least 15 years. In 2019, the Service Cross was awarded to: Roberto Aburto (Ottawa), Felicia Arsenault (Petawawa) and Lynn Galioto (Milton). Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2019, the Bar to Service Cross was awarded to: Brook Beatty (Brampton), Brian Connors (Burlington), Bert Lennox (Hanover), Margaret Lizzotti (Thorold), Lynn Loubert (London), Heather Marcy (Stratford), Janet McCurdy (Salford), Jane McGee (Wallaceburg), Michele Rubinoff (Stouffville), Conny Smith (Cambridge) and Roy Warren (Thunder Bay).

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 2019, Penny Lecour (North Bay) and Jennifer Miller (Kitchener) were invested as Honorary Life Members.

Bruce Parkin (Fergus) and Katie Short (Kanata).

The Service Cross honours meritorious service of at least 15 years. In 2019, the Service Cross was awarded to: Roberto Aburto (Ottawa), Felicia Arsenault (Petawawa) and Lynn Galioto (Milton). Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2019, the Bar to Service Cross was awarded to: Brook Beatty (Brampton), Brian Connors (Burlington), Bert Lennox (Hanover), Margaret Lizzotti (Thorold), Lynn Loubert (London), Heather Marcy (Stratford), Janet McCurdy (Salford), Jane McGee (Wallaceburg), Michele Rubinoff (Stouffville), Conny Smith (Cambridge) and Roy Warren (Thunder Bay).

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Personnel

The Lifesaving Society Ontario builds its organizational strength through a very healthy volunteer system.

In 2019, Ontario staff and volunteers continued to contribute to National Society and international initiatives. Wendy Mahony continues to provide provincial/territorial branches with member management software. Brian Connors represents Ontario as the National Society Board member. Andrea Herrmann serves as Ontario member representative.

The following serve on national committees: Patrick King (National Lifeguard Review), Steve Box (Finance and Audit), Brian Connors (Strategic Planning), Bob Clark (National Policy), Dr. Susan Glover Takahashi (International Relations) and John Bankes (Governor).

Patricia Kitchen serves as Past International Relations Commissioner.

Patrick D’Almada serves as the Safety Standards Commissioner and on the International Relations Committee.

Bob Clark serves as the Society’s International Relations Commissioner.

Perry Smith sits on ILS Sport Commission, International Relations Commission and RLSS Commonwealth – Lifeguard Certification Reciprocity Project.

Steve Box, Rebecca Boyd, Alexandra Ferguson, Laura Tracey, Wendy Mahony, Nathalie Vallières and Wendy Schultenkamper sit on the Sport Commission.

Michael Shane, Carolyn Tyner and Lisa Adams sit on the National Safety Standards Commission.

Barbara Byers serves on the Public Education Commission, the International Relations Commission and the ILS Drowning Prevention Commission.

Michael Shane and Barbara Byers serve on the Canadian Drowning Prevention Coalition.

Michael Shane sits on the Blue Flag Jury for Canada.
Office staff

The Lifesaving Society Ontario employs 53 full-time staff members, including 10 directors. The Society appointed Brian Miess, Deputy Executive Director as of July 1. In October, the Merchandise activity centre was reorganized and renamed Business Development. Renata Jaciw-Zurakowsky was promoted to Business Development Director and Greg Parsons to Project Coordinator. We welcomed Daniel Di Matteo, Eva Leung, and Anissa Spears to the staff team and we said goodbye to James Ali, Matthew Boehm, Kevin Jackson, Amy Lowe, Madison Myers, and Mihail Salariu.

Summer and part-time staff included: Meagan Byrd, Kacper Bugaj, David Castro, Danielle Maragh, Mya McDonald, Aidan Miess, Jacob Miess, Samuel Morrison, Joanna Saul, Archsanan Srimurugathasan, Alyce Sutcliffe, Sarah Wash and Cally Ye.

Wes Machnio and Phil McCurdy continue to provide information technology support for the Society in Ontario.

The Society employed the following permanent staff in 2019:

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

Barbara Byers, Director
Lori Groves, Manager
Daksha Moti, Admin Assistant
Dr. Tessa Clemens, Drowning Research

Michael Shane, Director
Ann Palmer, Admin Assistant

Dawn Maragh, Director
Kevin Jackson, Purchasing Manager
Shirley Wong, Bookkeeper
Evie Leung, Bookkeeper
Naeem Iqbal, Accounts Payable
Lorna Seukumar, Inventory Manager

Rhonda Pennell, Accounting Clerk
Lorna Seukumar, Accounting Clerk

Brian Miess, Renata Jaciw-Zurakowsky, Director
Pam D’Costa-Dupley, Admin Assistant

Renata Jaciw-Zurakowsky, Corporate Sales Representative
Greg Parsons, Project Coordinator
Daniel Di Matteo, Customer Service Representative
Ateeq Laeeq, Merchandise Clerk
James Mahony, Shipper-Receiver
Greg Parsons, Anissa Spears, Shipper-Receiver

Lifesaving Sport

Lorraine Wilson-Saliba, Director
Nicholas Tsenis, Admin Assistant

Communication Services

Ed Bean, Director
Adrian Hescovici, Manager

JP Molin, Manager
Ryan Ferguson, Manager

Nadia Luck, Admin Assistant
Matt Boehm, Graphic Designer

Member Services

Sheri Stewart, Director
Heather Williams, Manager
Thelma Zosa, Admin Assistant

James Ali, Gaurang Kumar, Member Services Clerk

Wendy Craggs, Member Services Clerk
Cornelia Chu, Member Services Clerk

Jean Crane, Member Services Clerk
Amy Lowe, Rhonda Pennell, Member Services Clerk

Iris Harrison, Receptionist

Jennifer Kessell, Receptionist

Information Services

Wendy Mahony, Director
Nadia Luck, Admin Assistant

Rocky Lu, IT Support Specialist

Peter Mahony, IT Support Specialist
Bruce Ferguson, Network Technician
Colin Crukshank, Application Developer
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.

Thanks to the work of our 2019 Fundraising Council volunteers: Vice President Kenn Little, Special Events Chair Eddie Tang, Annual Events Chair Heather Kazan and Personal Giving Chair Patricia Lewis.

In the community

Water Smart® and Swim to Survive® campaigns raised over $44,000 in 2019. Volunteers and donors across Ontario accepted the challenge for fundraising in a variety of ways. Thank you and congratulations to all of our supporting affiliates.

Congratulations to the following affiliates for their commitment to drowning prevention, mobilizing staff and volunteers to raise funds for Water Smart.

Overall – PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) led the overall ranking for the twelfth year in a row raising $30,000. Thanks to Paul Denstedt (President), Tim Bown (Vice President and swim-a-thon event organizer) and event coordinators Megan Asotra, Sabrina D’Amico and Andrew Demianiv and the entire staff of 200 for their outstanding work.

Municipal – The Town of Bradford West Gwillimbury led the municipal rankings by raising $4,461. Thanks to Stephanie Gillard, Sabrina Gregorio, Jacob Kennedy, Teresa Taylor and the Bradford aquatic staff.

Single-facility – The Town of Bradford West Gwillimbury led the single-facility ranking for the seventh year in a row by raising $4,461. Thanks to Stephanie Gillard, Sabrina Gregorio, Jacob Kennedy, Teresa Taylor and the Bradford aquatic staff.

For the third year, Shendy’s Swim School organized its “Bake Fresh” spring fundraiser. Shendy’s collected orders for frozen baked goods from Don’s Bakery Muskoka and donated the proceeds to the Society’s drowning prevention initiatives. Thanks to Eric Shendelman, owner of Shendy’s Swim School and Bryan Foster and Jana Foster from Don’s Bakery for their efforts.

April Pools Day 2019 – Buddy the Lifeguard Dog with Town of Bradford West Gwillimbury lifeguards Jaime Wade and Kate O’Brien, teaching water safety messages and encouraging people to participate in a game to win prizes. Photo by Chris Gillard
In 2019, Margaret Lizzotti pushed for and singlehandedly managed to secure the production of a Lifesaving Society Pandora® charm, which proved a big hit among members. Ten percent of each charm sold was donated to the Society.

**Events**

Since 2008 the Lifesaving Society April Pools Day has raised over $36,000 for drowning prevention education. In our twelfth year over $3,100 was raised thanks to participating aquatic staff from facilities in Bradford West Gwillimbury, St. Catharines, Whitchurch-Stouffville, and Windsor.

For the eleventh year, lifeguards took part in the annual Lifesaving Society 500 Metre Swim for 500 Lives. Facilities from Bradford West Gwillimbury, Clarington, Markham, Richmond Hill, Sault Ste. Marie, St. Catharines, Whitchurch-Stouffville and Windsor raised $4,300. Thanks to all that participated. Since 2010 the event has raised $57,500.

**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, Timothy Bean, Barbara & Jim Byers, Dennis & Joan Duncan, Douglas Ferguson, Joel Kruzich, Robert Lord, John A. Macintyre, Calum MacLeod, Wendy Mahony, Deborah Nathan, Rob Richardson.

Merit Club ($300 to $499): Guy Holt, Nigel Mahabar, Emile Mason, Tom McCullough, Andrew Taylor.


**United Way**

Thank you to those who provide support through the United Way Campaign donor designation program. In 2019 we received $770.

**Benefit Community Impact**

Thank you to those who provide support through Benevity Community Impact. In 2019 we received $2,300.
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, Cheryl Sibany.

R. Bredin Stapells, Q.C. bequest

In 2019, the Society was the grateful recipient of a generous bequest from the estate of R. Bredin Stapells, Q.C. Bredin served as the sixth president of the Lifesaving Society Ontario (1957 to 1965) and as the Society’s national president (1973 to 1979). A graduate of the University of Toronto, Osgoode Hall, and the London School of Economics, Bredin was a lifelong supporter and benefactor of the Society. The establishment of a single, professional lifeguard standard was one of Bredin’s dreams and he personally oversaw the development and launch of the National Lifeguard Service across Canada. The Stapells Cup, the Society’s annual affiliate recognition award for exceptional leadership training, is named in his memory.

The David and Olive Pretty Archives

This fund supports the collection, preservation and display of materials important to the Society’s historical record. In 2019 we received donations from: Wendy Mahony.

Hilary M. Weston Award

The Society instituted the Hilary M. Weston Award in 2001 in recognition of her patronage as the Past Lieutenant Governor. See the Member Services section in this report for details.

Megan Holliday Memorial Fund

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

In memoriam donations

The Society is honoured to be the recipient of donations in memory of individuals. In 2019 we received donations in memory of: William James Bewley from John, Sharon & Florence Blaicher; Bernie Bulat from Kenn Little & Michael Wilcox; Peter Cakebread from Kenn Little; Shauna Cousineau from Kenn Little; James Lehman from Rebecca Lehman; Michael McGee from Robert Clark; Pauline Moreland from Kenn Little & Michael Wilcox; Mark Palmer from Ann & Aaron Palmer; Chris Rawsley from Susan Corak; Cheryl Bealor Waterman from Bill & Ruth Bealor; Doris Wilson from Kenn Little.

In honour donations

The Society is pleased to be the recipient of donations in honour of individual milestones. In each case the Society informs the individual in whose name the donation is given. In 2019 we received donations in honour of: Ken Little from Jodi Burgon; Eric Shendelman from IDEO.

Lifesaving Sport

Special thanks to Journal Printing for supporting the Ontario and Canadian Lifesaving Championships.

Gaming

Nevada Lottery tickets in 2019 netted over $71,000. Thanks to Bazaar Marketing President Tim Stuart, Vice President Gary Jacob, Vice President Peter Speck and the support team Sharmaine Barnes, Shirley Brady, Cathy Smith and Bazaar’s regional sales reps Pryce Goulding, Susan Meneely, Judy Muldoon and 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 $1,290 through purchases and card registrations. In April the Toronto-Dominion Bank (operating as a division of MBNA) decided not to renew the affinity card agreement with the Society, which then terminated at year-end. The Society is grateful to all the cardholders who supported the Society by carrying the card over so many years.

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.


Additional donations were received from: 4503431 Canada Inc., Dr. Tom Pashby Sports Safety Fund, NJN Jewellers Inc., Waterloo Regional Aquatics Council and the Cecil and Dorothea Wiley Family Fund.
LIFESAVING SOCIETY
Ontario Branch of The Royal Life Saving Society Canada. Established 1908.

Honorary Patron
The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario

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Kenn Little
VP Information Services
Leo Jaciw-Zurakowsky
VP Lifesaving Sport
Jeff Schultz
VP Member Services
Cynthia Cakebread
VP Public Education
Christine Wagg
VP Safety Standards
Gary Sanger
VP Strategic Planning
Joel Kruzich
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Affiliate Services
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Volunteer Personnel
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Area Services
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Sean Duffy*
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Corporate Sponsorship
and Donations
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Kaitlin Coleman
*Representative to the Council of Officers

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Heather Kazan
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