

Ontario Report 2024



LIFESAVING SOCIETY
The Lifeguarding Experts



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and reduce water-related injury.

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



Our cover

A graphic illustration of where Canadians drown: Lakes/ponds (35%), Rivers (26%), Bathtubs (13%), Pools (9%), Ocean (6%), Other (11%). Derived from the Society's 2024 Canadian Drowning Report.

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, 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. Junior, senior and masters athletes compete regionally, provincially, nationally and internationally. We offer certification programs for officials and coaches.

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.

Land Acknowledgment

The Lifesaving Society Ontario is situated on the ancestral lands of Indigenous peoples, a region rich in rivers and lakes. We are grateful to pursue our drowning prevention work on this extraordinary territory. These are the sacred lands of the Anishnabeg, Haudenosaunee, Mississaugas of the Credit and Wendat peoples, and home to many Indigenous peoples from across Turtle Island.

As we think about our place in the world, we invite you to think about yours, and to pay respect to those who came before. We are mindful of broken covenants and the need to partner with the Indigenous peoples who continue to call this land home, and to act as fellow stewards – to share and care for this land and its waterways for generations to come.

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PRESIDENT'S REPORT

I never imagined I'd be starting this report with a reference to Dr. Seuss, but in reflecting on 2024 and the incredible accomplishments that have been achieved, "*Oh, the Places You'll Go!*" was the first thought that came to mind.

As the story begins, "Congratulations! Today is your day. You're off to Great Places! You're off and away!"

So, in the spirit of Dr. Seuss, away we go...

2024 was a milestone year for all our activity centres. Leadership wrapped up a project launched in 2015 by the Leadership Task Force. It was a marathon – not a sprint! The talented Leadership team successfully popped the last piece into the Society's leadership training system with the launch of an in-person recertification course for instructors, coaches, examiners and examiner mentors. The Leadership section of this report highlights the success of the new program.

Training Programs celebrates the first time participation numbers in the Society's many program offerings surpassed one million (see Awards Report, page 6). Training Programs was busy hosting Seasonal Affiliate Meetings, pre-revision Swim for Life and Swim Patrol meetings, Swim Update Clinics as well as Lunch 'n' Learn webinars. Training Programs also supported the National Sports Commission of Guyana... take a peek at page 11 for more on this exciting initiative.

Friendly competition is de rigeur for the team in Lifesaving Sport, and competitor and club development continued through Ontario Championships in the Town of Essex, City of Orillia, City of Markham and the Town of Saugeen Shores. Ontario continues to be a leader in sport development including the phenomenal dedication repeatedly demonstrated by officials and volunteers. We look forward to watching Lifesaving Sport continue with this momentum in 2025 and beyond.

Public Education continues to lead the way contributing to our collective mission and approved applications for almost 88,000 students in the Swim to Survive and Swim to Survive+ programs. National Drowning Prevention Week featured numerous successful community events including World Drowning Prevention Day (July 25, 2024) saw numerous buildings and monuments across Ontario "Go Blue." The interest generated in 2024 is sure to grow, and I look forward to reporting on even more blue in the next annual report. Public Education was also instrumental in the Society's distribution of a letter to 100,000 members supporting the Society's position of mandatory wearing of lifejackets/PFDs for all ages in small recreational vessels. With *Ontario Drowning Report* figures continuing to demonstrate lack of PFD use in boating incidents, it is vital that we continue to advocate for these critical layers of safety.

"Great places" are nothing new for Safety Standards, which completed an incredible 10 safety audits in pools and waterfronts in 2024. They also developed a Major Incident Management toolbox as an important resource for post-incident support. In addition, research partnerships with Toronto Metropolitan University, the University of Windsor and Conestoga College produced work in valuable aquatic topics such as beach water monitoring, communication, lighting levels in indoor pools and heat stress. Turn to page 14 to read more!

Management Training continued to provide innovative training and certification opportunities to aquatic and facility staff via conference opportunities, webinars and courses, including work on Pool Operator and Safety Management Inspection courses.



Any trip to a “great place” requires significant organization and assistance, and once again that was no exception – and no problem – for Member Services. Their continued support of the Board of Directors, Council of Officers, nine Activity Centre Councils, and Area Chairs is second-to-none, in addition to planning and hosting events such as our Annual General Meeting, Affiliate Recognition Awards and the annual Area Chair Conference.

In 2024, we were delighted to welcome **The Honourable Edith Dumont**, Lieutenant Governor of Ontario as Honorary Patron of the Lifesaving Society Ontario Branch. In this capacity, Her Honour hosted the Society’s Commonwealth Honour Award recipients at a Queen’s Park investiture in December (see page 22).

In addition to the contributions of volunteers and staff in roles at the national and international level, we are blessed to have an incredible office staff team who continue to inspire and amaze. On a melancholy note, please take a moment to turn to page 25 for a heartfelt *In Memoriam* to Phil McCurdy who is greatly missed.

I am extremely proud of the resilience and dedication of all our staff and volunteers as well as the camaraderie and life-long relationships and friendships born out of our passion and dedication to our drowning prevention mission.

I look forward to 2025 and working towards our vision of a Canada free from drowning and water-related injury.

“Today is your day! Your mountain is waiting. So... get on your way!”

Jennifer Knights

Ontario Branch Governors

John A. Macintyre	2014 -
Marc J. 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

Jennifer Knights	2023 -
Kathleen Finn	2022 - 2023
Julie Dawley	2020 - 2022
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 U.C. 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 M. Kent, C.M.	1978 - 1980
Jack C. Bramm	1977 - 1978
Robert E. Lord	1976 - 1977
Jack C. 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, 2024. These 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 reported net revenue of \$11.6 million in 2024, with expenditures of \$11.3 million, resulting in a surplus of \$365,000. This represents a decline from the \$1.2 million surplus achieved in 2023, primarily due to increased expenditures, particularly in salaries and benefits, alongside a modest revenue contraction in certain areas. Despite this, the Society remains in a strong financial position, continuing to invest in its core programs and strategic initiatives.

Water Rescue generated net revenues of \$4.1 million, representing a 2% decline compared to 2023. This moderation reflects a leveling-off in course registrations, indicating that the growth momentum following the Swim Transition has stabilized.

Literature net revenues totaled \$2.4 million, down 2% from 2023, as affiliates drew down stock-piled book inventories rather than making new purchases. This trend confirms the normalization in demand following the heightened adoption of new materials during the Swim Transition period.

Leadership net revenues grew notably, reaching \$1.3 million—20% above 2023. This expansion was driven by new affiliates following the Swim Transition and more instructor certification volumes linked to higher activity levels in Toronto contract training programs.

Merchandise sales declined 15% year-over-year to \$503,000, largely due to the exit from the U.S. market through Barrier Waterman and lower sales of specialized equipment, such as AquaEye devices.

Lifesaving Sport continued to gain traction, with net revenues rising 7% to \$262,000. This was fueled by growing participation in both local and national competitions, reflecting the Society's ongoing efforts to enhance the visibility and engagement of its Sport programming.

Other income sources increased again in 2024. Investment income was \$992,000, up from a strong \$858,000 in 2023, with two years of strong investment portfolio returns of 15.8% and 20.5%, respectively. Also, Swim to Survive grants utilized were \$1.3 million, up from \$1.2 million in 2023.

Total expenditures in 2024 rose to \$11.3 million, an increase of 9% from the prior year, driven primarily by higher salaries and benefits, including new hires to support programs, increased Swim loyalty "cash back" paid to affiliates and higher travel and meeting costs that supported the increased activities reflected in competitive sport, all of which gets allocated across multiple program areas.

The Society secured a \$2.3 million mortgage to purchase its new headquarters and withdrew \$2.1 million from investments in 2024 to support the new office and warehouse relocation. The negative working capital primarily reflects this new mortgage debt and withdrawn investment principal. Despite the outflows, the Society maintained a year-end investment balance of \$5 million.

In conclusion, the Society's financial performance in 2024 was once again strong, characterized by growth across various programs and prudent expense management. It remains well-positioned for sustained success in advancing its mission of preventing drowning and reducing water-related injury in the ensuing years.

Crystal Maloney, CPA, CMA, CFA



FINANCIAL HIGHLIGHTS

OPERATIONS

Net Revenue	2024		2023	
	\$		\$	
Water rescue	4,141,500	36%	4,241,628	37%
Literature	2,446,732	21%	2,502,285	22%
Fundraising	1,505,036	13%	1,417,655	12%
Leadership	1,315,904	11%	1,101,009	10%
Investments	992,084	9%	857,790	7%
Merchandise	502,924	4%	590,104	5%
Lifesaving sport	262,434	2%	244,855	2%
Affiliation fees	246,035	2%	234,609	2%
Management training	93,565	1%	97,772	1%
Safety standards	66,954	1%	48,050	0%
Research	45,955	0%	88,910	1%
National services	-	0%	70,300	1%
	11,619,123	100%	11,494,967	100%

Expenditures

Training programs	3,564,833	32%	3,373,820	33%
Member services	2,417,985	21%	1,879,580	18%
Swim to Survive	1,317,649	12%	1,167,745	12%
Lifesaving sport	1,279,606	11%	1,307,069	13%
Leadership	796,450	7%	752,282	7%
Research	522,683	5%	607,844	6%
Public education	461,297	4%	429,238	4%
National levy	450,415	4%	433,018	4%
Management training	158,652	1%	142,063	1%
Safety standards	151,415	1%	133,559	1%
Mortgage loan interest	68,788	1%	-	0%
Amortization	64,612	1%	58,549	1%
	11,254,385	100%	10,284,767	100%

Net Contribution for the year

364,738 **1,210,200**

BALANCE SHEET

Net Assets

Net working capital	(2,349,434)	1,569,500
Investments	4,923,668	4,132,255
Capital assets	3,942,077	449,818
	6,516,311	6,151,573

Fund Balances

Capital	3,701,346	3,358,474
General	2,307,513	2,274,746
Provincial lottery	429,011	448,920
DPRC	78,441	69,433
	6,516,311	6,151,573

AWARDS REPORT

TOP LINE SUMMARY		2024	2023	2022	2021	2020
	Swimming	799,503	706,664	317,767	49,470	156,077
	Lifesaving	53,681	64,043	41,238	15,002	11,797
	First Aid	73,527	82,074	98,606	66,102	42,041
	Lifeguarding	41,774	42,664	28,922	23,115	11,456
	Management Training	1,594	1,568	966	808	478
	Lifesaving Sport	508	2,754	1,696	649	177
	Leadership	43,719	39,940	30,405	23,433	15,447
	Total	1,014,306	939,707	519,720	178,579	237,473
SWIMMING	Swim to Survive	65,765	44,468	14,336	-	32,642
	Swim for Life	733,738	662,196	303,431	49,470	123,435
		799,503	706,664	317,767	49,470	156,077
LIFESAVING	Junior Lifeguard Club	316	830	472	97	90
	Canadian Swim Patrol	22,716	28,687	18,471	3,170	5,531
	Bronze Star	8,900	9,439	5,185	2,323	1,968
	Bronze Medallion	21,018	23,611	16,727	9,222	4,109
	Distinction	37	16	29	25	9
	Lifesaving Fitness	691	1,444	444	150	90
	Boat Rescue	3	16	-	15	-
		53,681	64,043	41,328	15,002	11,797
FIRST AID	First Aid	63,517	67,885	72,367	46,852	27,904
	CPR	10,010	14,189	26,239	19,250	14,137
		73,527	82,074	98,606	66,102	42,041
LIFEGUARDING	Supervision	1,629	1,725	1,426	389	185
	Bronze Cross	18,759	20,096	14,085	8,895	3,972
	National Lifeguard	21,386	20,843	13,411	13,831	7,299
		41,774	42,664	28,922	23,115	11,456
MANAGEMENT TRAINING	Aquatic Supervisor and Manager	986	930	567	419	287
	Pool Operator	278	377	206	256	98
	Aquatic Safety Inspector	330	261	223	133	93
		1,594	1,568	996	808	478
LIFESAVING SPORT	Athletes	316	2,570	1,590	570	91
	Officials	192	184	106	79	86
		508	2,754	1,696	649	177
LEADERSHIP	Instructor	38,763	35,091	26,127	19,435	12,693
	Examiner	3,852	3,806	3,162	3,195	2,146
	Trainer	1,104	1,043	1,116	803	608
		43,719	39,940	30,405	23,433	15,447
	JLC Member Recognition Seals	4,878	5,976	4,338	603	2,286



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 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	Toronto – Etobicoke/York District	48,919
2 nd	Toronto – Toronto & East York	41,480
3 rd	Toronto – North York District	35,503
4 th	Toronto – Scarborough District	35,360
5 th	Toronto – West Toronto/ York District	27,340
	Total	188,602

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

1 st	City of Ottawa	175,672
2 nd	Lifeguarding Academy	135,200
3 rd	City of Mississauga	124,660
4 th	City of Markham	90,207
5 th	City of Brampton	79,099
6 th	Town of Oakville	67,261
7 th	City of Richmond Hill	63,394
8 th	City of Vaughan	63,045
9 th	City of Hamilton	50,666
10 th	City of London	47,440

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

1 st	Carleton University	32,577
2 nd	Brock University	28,653
3 rd	Dovercourt Recreation Association	19,529
4 th	Scarborough YMCA	15,211
5 th	Town of Whitchurch/Stouffville	15,171
6 th	Toronto Swim Centre Inc.	14,839
7 th	The Steve & Sally Stavro YMCA	13,060
8 th	North York YMCA	12,857
9 th	Town of Essex	12,854
10 th	Markham YMCA	12,347

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	67,271
2 nd	City of Richmond Hill	63,394
3 rd	City of Burlington	37,332
4 th	Town of Milton	35,779
5 th	City of Windsor	25,509
6 th	City of Barrie	24,583
7 th	City of Oshawa	22,884
8 th	City of Guelph	17,355
9 th	City of Waterloo	15,468
10 th	Municipality of Clarington	11,839

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

1 st	Town of Newmarket	31,528
2 nd	Town of Caledon	25,691
3 rd	Town of Halton Hills	18,144
4 th	Town of Aurora	16,522
5 th	City of Niagara Falls	7,356
6 th	City of Belleville	6,705
7 th	City of Kawartha Lakes	5,440
8 th	Norfolk County	4,289
9 th	City of Sault Ste. Marie	4,180
10 th	City of Peterborough	4,071

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 Whitchurch/ Stouffville	15,171
2 nd	Town of Essex	12,854
3 rd	City of Orillia	12,339
4 th	City of Woodstock	11,806
5 th	Town of Bradford W. Gwillimbury	11,378
6 th	Town of LaSalle	10,185
7 th	Wilmot Township	8,806
8 th	Town of Bracebridge	7,330
9 th	Town of Georgina	6,405
10 th	Municipality of Lakeshore	6,251

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 Arnprior	4,494
2 nd	Town of Espanola	3,675
3 rd	Town of Hanover	2,837
4 th	City of Temiskaming Shores	2,778
5 th	Town of Perth	2,482
6 th	Town of Kirkland Lake	2,171
7 th	Town of St. Marys	1,870
8 th	Township of Edwardsburgh/ Cardinal	1,573
9 th	Town of Kapuskasing	1,247
10 th	Municipality of Huron East	1,055

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

1 st	Lifeguarding Academy	135,200
2 nd	Shendy's Swim School Inc.	38,025
3 rd	Forest City First Aid Inc.	21,825
4 th	Nisha Certification	19,534
5 th	Dovercourt Recreation Association	19,529
6 th	Jack of Sports	19,352
7 th	Training for Life	16,526
8 th	Felix's Swim School	15,642
9 th	Toronto Swim Centre Inc.	14,839
10 th	Lifebeats First Aid	13,271

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

1 st	Onondaga Camp	7,726
2 nd	Glen Bernard Camp	5,029
3 rd	Toronto Athletic Camps Inc.	3,678
4 th	Camp Arowhon	3,295
5 th	Camp Tanamakoon	3,291
6 th	Camp Tawingo	2,964
7 th	Camp Otterdale	2,887
8 th	Camp Can-Aqua	2,771
9 th	Camp Winnebago	2,574
10 th	Camp Kandalore	2,569

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

1 st	Scarborough YMCA	15,111
2 nd	The Steve & Sally Stavro YMCA	12,430
3 rd	Markham YMCA - Rudy Bratty	12,275
4 th	North York YMCA	11,932
5 th	Mississauga YMCA	9,059
5 th	Metro Central YMCA	8,118
7 th	Les Chater Family YMCA	7,579
8 th	YMCA at The David Braley Vaughan Centre	6,879
9 th	YMCA of Oakville	6,275
10 th	YMCA of Eastern Ontario - Kingston	6,100

WILLIAM HENRY MEMORIAL CUP:

Awarded to the affiliated school with the largest lifesaving program.

1 st	Dunbarton High School	12,257
2 nd	Branksome Hall	2,403
3 rd	Lakefield College School	922
4 th	Aldershot High School	875
5 th	Bruce Grey Catholic Education Centre	812
6 th	Bishop Strachan School	718
7 th	Bishop Alexander Carter Catholic S.S.	650
8 th	Robarts / Amethyst School for the Deaf	530
9 th	Westmount Secondary School / Rec Centre	503
10 th	Notre Dame Catholic High School	458

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

1 st	Carleton University	32,577
2 nd	Brock University	28,653
3 rd	York University	19,042
4 th	University of Toronto	14,243
5 th	University of Waterloo	7,379
6 th	Western University	6,995
7 th	University of Guelph	6,521
8 th	Queen's University	6,289
9 th	University of Ottawa	5,394
10 th	CTS Canadian Career College	5,138

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	59,250
2 nd	Lifeguarding Academy	53,720
3 rd	City of Ottawa	38,460
4 th	City of Mississauga	35,700
5 th	City of Markham	29,710
6 th	City of Brampton	28,390
7 th	City of Richmond Hill	26,850
8 th	City of Vaughan	21,940
9 th	Town of Oakville	20,780
10 th	Town of Milton	14,170

Per capita category

1 st	Town of Englehart	0.21446
2 nd	Wilmot Township	0.20160
3 rd	Town of Hanover	0.17430
4 th	Township of St. Clair	0.15690
5 th	Township of Edwardsburgh / Cardinal	0.15579
6 th	City of Richmond Hill	0.13706
7 th	City of Temiskaming Shores	0.13650
8 th	Town of Arnprior	0.13293
9 th	City of Orillia	0.13177
10 th	Town of Espanola	0.13115

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

1 st	City of Toronto	80,790
2 nd	City of Ottawa	76,187
3 rd	City of Mississauga	45,054
4 th	City of Brampton	44,419
5 th	Lifeguarding Academy	37,526
6 th	City of Markham	32,072
7 th	Town of Oakville	22,850
8 th	Forest City First Aid Inc.	21,825
9 th	City of Vaughan	20,436
10 th	City of Hamilton	19,866

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

1 st	Brock University	13,381
2 nd	Carleton University	13,272
3 rd	Dunbarton High School	
	Elemental First Aid	12,067
4 th	ACT First Aid	9,750
5 th	Dovercourt Recreation Association	8,715
6 th	Town of Essex	7,636
7 th	YMCA Lifeguard LD Academy	7,512
8 th	Pair of Medics First Aid and CPR Training	7,225
9 th	Scarborough YMCA	7,091
10 th	The Steve & Sally Stavro YMCA	6,815

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

City of Hamilton

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

Norfolk County

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.

(95.8%) Trillium Lakelands DSB with Town of Bracebridge, Town of Hunstville, City of Kawartha Lakes

(91.8%) DSB Ontario North East with Town of Kirkland Lake

(88.6%) Limestone DSB with CFB Kingston, City of Kingston, KFL & A Public Health Unit, Loyalist Township, Queen's University, YMCA of Eastern Ontario

(88.3%) Rainbow DSB with City of Greater Sudbury

(84.8%) Bruce-Grey CDSB with YMCA of Owen Sound Grey Bruce

(83.7%) Toronto CDSB with City of Toronto

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®.

Open category

PPL Aquatic, Fitness and Spa Group Inc.

Municipal category

City of Markham

Single-facility category

Town of Bradford West Gwillimbury

Affiliate recognition awards point values

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
Attendant	10 points
Safeguard	10 points
Patrol Rider	10 points
Bronze Star	10 points
Bronze Medallion	15 points
Bronze Cross	20 points
Distinction	30 points
National Lifeguard	40 points

First aid awards

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

Specialized training

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

Leadership training

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.

Swim Committee

Many thanks to our hard-working Swim Committee: **Lisa Brandie** (Chair), **Alax Brown**, **Erin Burrell**, **Kennedy Connors**, **Elisabeth Drouillard**, **Lynda Kissner**, **Gretna Lalbachan**, **Elyse Laughton**, **Sarah Laughton**, **Daniel Morson**, **Kayla Pariselli** and **Jaylen Peters**.

Seasonal affiliate meetings

In May and June, the Swim Committee hosted four virtual Swim Affiliate meetings for Seasonal Swim Licensees. These meetings attracted over 100 participants and served as a platform for networking, idea-sharing, building connections and addressing key programming questions.

Pre-revision research

In four special meetings in November, the Swim Committee hosted 115 representatives of year-round Swim Licensees to solicit feedback on and recommendations for improvement to the Society's Swim for Life and Swim Patrol programs.

Also in November, the Swim Committee surveyed Swim and Lifesaving Instructors and Trainers attracting over 1,100 responses. The results of both initiatives were compiled and forwarded to the National Society.

Swim Update Clinics

In October and November, Swim Committee members and friends volunteered to deliver seven Swim Update Clinics to prepare City of Kitchener aquatic staff for the successful 2025 roll out of the Society's Swim for Life program. A special thank you to friends **Brook Beatty**, **Kristy Falk**, **Patrick King** and **Shalyn Swan**.

Content Creation

The Swim Committee completed a review of all website content for consistency and accuracy and drafted three *Lifeline* articles to support the development of new and current Swim Instructors.



First Aid market readiness

The Society is committed to providing robust and forward-facing first aid programs for customers and its affiliate members. To this end, the First Aid Committee developed a Strategic Outlook that identifies and prioritizes first aid projects critical to ensuring the Society's suite of first aid awards reflect the needs of the evolving first aid marketplace.

Thank you to First Aid Chair **Andrew Oman** and committee members: **Hayley Callen**, **Lauren Dalweg**, **Stephanie Henry**, **Craig Jenner**, **Penny Lecour**, **Zane Muzaffar**, **Diana Reed**, **Scott Ruddle**, **Tamara Wood** and **Ben Zimmerman** for their hard work over the past year.

Lifeguard Services Committee

We thank members of the Lifeguard Services Committee who worked diligently on the projects below: **Adrian Wong** (Chair), **Brook Beatty**, **Kevin Button**, **Stephanie Jarvis**, **Shelley Makepeace**, **Peter Mumford**, **Robin Rankin**, **Tasha Richardson**, **Scott Ruddle**, **Blair Niblett**, **Mark Paravani** and **Wasi Rizvi**.



Jocelyn Palm Cup

To engage and inform affiliates interested in competing for the Jocelyn Palm Cup, Lifeguard Services developed and published a new affiliate guide to applying for the cup. Affiliates were invited to a webinar session to learn more about the application and evaluation process.

The Society annually awards the Jocelyn Palm Cup to the Affiliate Member making the most outstanding contribution to the National Lifeguard program. The cup is one of two affiliate recognition awards based on nominations rather than points earned in the calendar year.

Lunch 'n' Learn webinars

Lifeguard Services hosted Lunch 'n' Learn webinars to celebrate the great work affiliates are doing as leaders in the aquatic industry. Topics included *Planting Seeds for the Future of Aquatics* with guest speakers from the **Town of Essex** and the **City of Kitchener**; and *Making Aquatics an Attractive Career Path* with guest speakers from the **City of Orillia** and the **City of Vaughan**. These webinars were recorded and published on the Lifesaving Society's YouTube channel.

WWRAC

Members of the Lifeguard Services Committee, led a "NL Back to Basics Training" session at the Waterloo Wellington Regional Aquatic Council Symposium in June 2024.

Video clips

The Lifeguard Service Committee in conjunction with the Resource Development Committee worked on video clips to engage National Lifeguard candidates and provide National Lifeguard Instructors with tools to enhance their program delivery. Thanks to the volunteers who put countless hours into developing content and shooting and editing the videos that will be used in forthcoming resources. Thanks to the **City of Vaughan** for their support.

A special thanks to our Resource Development Committee **Megan Mintz** (Chair), **Brendan McMahon** and **Carolyn Reinhart** for their expertise, analysis and commentary to support a consistent, professional look and feel to the video footage.

Training in Guyana

Lifesaving Society Ontario responded to a 2024 request from the National Sports Commission of Guyana for assistance in running a lifeguard training program to enhance water safety and reduce drowning in the country. National Trainers **Sarah Newton** and **Tamara Wood** volunteered to lead the training program, which certified 25 candidates in Standard First Aid, 20 in Bronze Medallion, 18 in Bronze Cross and 15 National Lifeguards.

Bronze Committee

In 2024, the Bronze Committee recruited additional enthusiastic and dedicated members to aid in the development of resources for those teaching Bronze medal courses. The committee carried out a resource review and gap analysis and used the findings to create a strategic plan to guide their activities and prioritize projects for the coming years. They worked on bringing a couple of projects that have been in development towards their final review stages and are excited to be able to share them with everyone soon.

Thanks to **Ashley Hutchison** (Chair) and committee members **Alax Brown**, **Sam Michael Coppa**, **Julia Cybulski**, **Bobby Farlow**, **Cody Flomen**, **Daniel Geiger**, **Pedram Ghafouri**, **Craig Jenner**, **Zak Kolasa**, **Ali Mohamed**, **Zane Muzaffar**, **Jaylen Peters**, **Michelle Rowe**, **Melanie Samborski**, **AJ Sousa** and **Julie Turnbull**.



LEADERSHIP

The Leadership Activity Centre contributes to the Society's mission by developing the instructors, coaches, examiners and trainers who 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.

This passionate group is led by Leadership vice president **Kerry Wakefield** and chairs **Elisabeth Drouillard**, **Jason Jolicoeur**, **Charlene Pugh**, **Tiffany Vis** and **Tamara Wood**.

Recertification Launch

Recertification is a significant requirement for those holding Lifesaving Society leadership certifications. To remain current, leadership personnel must recertify their leadership awards every 24 months. This results in over 14,000 recertifications annually in Ontario.

In 2024, the Society introduced a modernized Leadership recertification system featuring a new "points" system designed to encourage the earning of awards and acquiring new skills, and to recognize significant contributions individuals make to the Society.

An in-person recertification course also provides instructors, coaches, examiners and examiner mentors an alternative way to earn the necessary four points for recertification in a course format. The four-hour in-person course streamlines the leadership recertification process for those currently certified and for those previously certified who want to re-engage in their aquatic careers. In its first 12 months, the in-person course recertified almost 1200 individuals!

Leadership recertification was part of the Society's competency-based leadership system that began in 2015. Originally, **Brad McConnell** chaired the recertification topic on the Society's Leadership Task Force. The current Leadership Council, led by **Jason Jolicoeur**, brought this project to conclusion.

We express our deepest gratitude to everyone who contributed, including past and present members of the Leadership Task Force and Leadership Council. A special thank you to **Kerry Wakefield**, **Tamara Wood**, **Marek Holke**, **Katie Short** and **Adam Eastman** for their unwavering dedication in this initiative.



OTAS Recertification

The Ontario Teachers' Aquatic Standard (OTAS) program is designed for secondary school teachers who teach basic swimming skills, drills and progressions to students in indoor school pools.

The OTAS certification was revised in 2023. In 2024, **Jason Jolicoeur** and **Kerry Wakefield** completed the OTAS recertification module, ensuring that teachers can continue to effectively implement and run the program in their school pools.

Don Fawcett Bursary

The Don Fawcett Leadership Bursary provides financial assistance to high school students pursuing aquatic leadership certifications. Eligibility is restricted to students enrolled in Ontario boards of education that participate in Ontario Teachers Aquatic Standard (OTAS). Peel District School Board students **Jake Dellio**, **Olivia Dellio** and **Evan Robinson** were awarded bursaries in 2024.

The Bursary honours the memory of Don Fawcett, educator and former executive director of the OTAS program, in recognition of his leadership and dedication to the aquatic field.

National Trainer Summit

Thirty-four National Trainers from Ontario and Atlantic provinces came together virtually in November to share, network and provide input into project work for the Society. Thank you to **Charlene Pugh** and **Tamara Wood** for leading the charge on this valuable opportunity and for the support from **Lis Drouillard**, **Jason Jolicoeur** and **Kerry Wakefield** in executing the event.

Quality assurance and certification review

The effectiveness of the Society's training programs relies on upholding its certification standards. The Society investigated written complaints in 2024 concerning standards, program delivery and behaviour. Investigations led to six formal Certification Reviews and one Appeal. These reviews resulted in sanction, temporary suspension, revocation or decertification for various offenses.

We thank **Patrick King** (VP Training Program) and **Kerry Wakefield** (VP Leadership), who took lead roles on behalf of the Board. We also thank the following National Trainers and Area Chairs who volunteered as panelists on certification review committees: **Lisa Adams**, **Brook Beatty**, **Mitchell Blimkie**, **Rebecca Boyd**, **Lisa Brandie**, **Patrick D'Almada**, **Elisabeth Drouillard**, **Craig Jenner**, **Lynda Kissner**, **Penny Lecour**, **Jerry Lynch**, **Sarah Newton**, **Andrew Oman**, **Charlene Pugh**, **Tasha Richardson**, **Katie Short**, **Samantha Slofstra**, **Julie Turnbull**, **Tiffany Vis** and **Adrian Wong**.



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.

In April, **Paul Di Salvo** assumed new responsibilities as President-Elect and **Sean Duffy** succeeded him as Vice President Management Training. A veteran volunteer of the Safety Standards and Management Training activity centres, **Minnie Fisher** retired after many years of securing speakers and coordinating conference sessions.

Professional development

Minnie Fisher ensured the successful delivery of Lifesaving Society sessions at the 2024 PRO Aquatic Conference. She also ensured that Society representatives presented on aquatic safety topics at regional workshops such as YRAC and SMAC.

Aquatic management training

Management Training Chair **Jerry Lynch** monitored the new Aquatic Supervisor and Aquatic Manager programs and was the final certifier of safety management leadership personnel who apprenticed in 2024.

Pool operations

David Pignataro, Pool Operations Chair, continued work on the revision of the Society's Pool Operator programs in preparation of the development of new leadership materials. He conducted a survey seeking input to these revisions, the results of which were discussed by the Management Training Council. With additional input from the field, the Council of Officers approved Management Training's motion to revise the Society's two-level Pool Operator program as a single-level course. Efforts have turned to the development of program content and instructor resources.

Management proficiency

Jennifer Fruscella, chair of this committee, focused her efforts on the review of the Lifesaving Society's 2018 Staff Shortage Report, surveying affiliate members, hosting a Council of Officers session to gather input, and finally producing a report late in 2024. She continues to focus on this project and will continue to build a database of resources that affiliates can use to address this issue.

Webinars

Webinar chair **Nikolay Nikolov** joined Management Training Council in 2024. He began by researching topics for Lifesaving Society hosted webinars and setting an annual calendar of webinars for 2024–2025. In 2024, he hosted webinars on topics that assisted over 700 registered attendees in the management of safe aquatic facilities. These webinars were recorded and posted to the Lifesaving Society's YouTube channel.



Safety Management Inspection courses

Viktor Verblac, new Chair of Safety Management Inspection Courses, got out of the gate quickly and began drafting an award guide and related PowerPoint presentation for Aquatic Safety Inspector Instructors.

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.

2024 was a year of renewal in the volunteer ranks of the Safety Standards Council. Following decades of skilled and dedicated leadership, **Gary Sanger** stepped down as vice president. **Nathalie V Martin** retired as Research Chair after 13 years of service and a legacy of strong project relationships with the universities that train Ontario's public health inspectors.

Under the leadership of new Vice President **Lisa Adams**, the Safety Standards Council welcomed new chairs: **Wasi Rizvi** (Research), **Patrick D'Almada** (Safety Audits) and **Andrea Slade** (Safety Standards).

Research partnerships

Under the direction of **Nathalie V Martin** and now **Wasi Rizvi**, the Society continued research with its partners Metropolitan Toronto University (formerly Ryerson University), the University of Windsor and Conestoga College. Research topics in 2024 included "Beach Water Monitoring Programs in Ontario: An Assessment of Publicly Available Information"; "Variations in Communication"; and "Assessment of Lighting Levels in Indoor Pools." Work began on research into heat stress on lifeguards.

Audit services

The Lifesaving Society completed 10 safety audits in Ontario swimming pools and waterfronts in 2024.

Safety Audit Services chairs **Lisa Adams** and now **Patrick D'Almada** continued development work on an aquatic industry safety awards program and updating audit resources for 2024. Lisa added new applications to assist with the safety audit process. WhatsApp allowed auditors to inspect, record and add photos to a database which would assist in building comprehensive reports. Updates to the UDATA database reflected changes in standards and modifications for audit report recommendations.

A Chief Auditor Recertification clinic delivered by Patrick D'Almada in October updated 12 Chief Auditors.

Incident management resources

Incident Management Chair **Teresa Taylor** developed a Lifesaving Society Major Incident Management toolbox with resources to assist supervisory staff and pool operators in the aftermath of major incidents. Teresa also developed a survey to monitor use of current online resources and to seek input on future revisions and new resource development.

Regulation Review

In 2024, under the guidance of chair **Janice Carroll**, the Regulation Review Committee focused on a review of the Society's current waterfront safety and waterslide standards. This work continues into 2025.

Court and Inquest

Rob Richardson, Chair of the Court and Inquest Committee submitted the "Amelia Yeoman Inquest Report" for approval by the Safety Standards Council. The committee has turned its attention to a case involving the drowning of a young man in Algonquin Provincial Park.

Safety Standards

All existing safety standards are now accessible on the Lifesaving Society Ontario website. Safety Standards Chair **Andrea Slade** leads an initiative to develop a standard on the use of electronic devices in aquatic facilities.

National Safety Standards Commission

Representing Ontario on the Society's National Safety Standards Commission, **Sean Duffy** participated in the development of several new national standards in 2024. These are available on the Society's national website. **Michael Shane** assumed Ontario's spot on the commission when Sean moved to new responsibilities as Management Training Vice President.

Expert witness

In 2024, the Lifesaving Society was retained as an expert in eight cases to assist law firms in reviewing incidents in aquatic settings in Ontario, Quebec and Prince Edward Island.

LIFESAVING SPORT

Lifesaving sport is the only sport whose skills are first learned for humanitarian purposes. Through lifesaving sport, the Lifesaving Society seeks to engage and inspire youth in our drowning prevention mission.

Ontario's lifesaving sport community experienced a remarkable year featuring 12 sanctioned regional competitions and seven provincial championships. This year saw the participation of 652 competitors across 26 clubs, showcasing exceptional athleticism, teamwork and dedication to lifesaving sport and its drowning prevention mission. Additionally, four TeleGames drew 486 participants from 12 clubs. TeleGames continue to be a vital initiative, connecting athletes from different regions and fostering grassroots engagement in lifesaving competition.

Ontario championships highlights

Ontario Lifeguard Championships: 17 teams with 52 competitors from 5 clubs hosted by the Town of Essex. Champions: Lifesaving Club of Markham

Ontario Senior/Masters Pool Championships: 96 Senior athletes and 18 Masters athletes representing 11 clubs hosted by the City of Orillia. Masters Champions: Saugeen Shores Lifesaving Club. Senior Champions: Lifesaving Club of Markham

Ontario Junior Pool Championships: 356 athletes from 19 clubs hosted by the City of Markham. Champions: Lifesaving Club of Markham

Ontario Waterfront Championships: 130 competitors (41 Junior, 84 Senior, 5 Masters) from 12 clubs hosted over two days by the Town of Saugeen Shores. Senior Champions: Saugeen Shores Lifesaving Club. Junior Champions: Saugeen Shores Lifesaving Club. Masters Champions: Mississauga Lifesaving Club

The Overall Provincial Champions for 2024 were:

Ontario Lifesaving Pool Champions

Lifesaving Club of Markham

Ontario Lifesaving Waterfront Champions

Saugeen Shores Lifesaving Club

Ontario Lifesaving Club Champions

Lifesaving Club of Markham

National and international events

On the national and international stage, Ontario athletes represented the province with pride and excellence. At the Orange Cup in Rotterdam, Ontario was represented by one athlete, one official and a manager. For the Lifesaving World Championships, Ontario contributed a delegation of 14 athletes, 11 officials and six support personnel. Lifesaving Society Ontario also provided essential equipment support for Canadians in the National Team and Interclub championships.



Canadian athletes and coaches at the 2024 Lifesaving World Championships at Broadbeach, City of Gold Coast, Queensland, Australia.

Officials and volunteers

The success of competitions relies heavily on the dedication of officials and volunteers. We extend our gratitude to the following:

- Ontario Championships Meet Managers and Referees: **Rebecca Boyd, Cynthia Cakebread, Edmund Chan, Adam Eastman, Ryan Foster, Sarah Ingleton, Connor Marois, Dawson Parke, Jeff Schultz** and **Lorraine Wilson-Saliba**
- Canadian Championships: **Rebecca Boyd, Cynthia Cakebread** (Deputy Referee), **Emma Cox, Daniel Di Matteo, Ryan Foster, Shanna Reid** (Chief Referee), **Tara Vanderlinden** and **Lorraine Wilson-Saliba** (Appeals Convener)
- Lifesaving World Championships: **Michelle Amar, Rebecca Boyd** (Chief Referee), **Cynthia Cakebread, Noreen Campbell, Edmund Chan, Sarah Ingleton** (Sectional Referee), **Shanna Reid** (Event Director), **Hugo Rodrigues** (Deputy Referee), **Abraham Schouten, Tara Vanderlinden** and **Lorraine Wilson-Saliba**

Ontario Lifesaving Sport is proud of the achievements and growth within the sport community in 2024. The combination of regional, provincial and international successes highlights Ontario's leadership in lifesaving sport. We look forward to building on this momentum in the upcoming year and continuing to inspire excellence in lifesaving sport across Ontario.

We extend our sincere appreciation to the Lifesaving Sport Council lead by Vice President **Jeff Schultz** with Chairs: **Rebecca Boyd, Ryan Foster, Jeff McCurdy, Hugo Rodrigues, Ellie Schlotzhauer** and **Brittany Wong**.

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.

School grant program

The Society approved applications for 71,591 Grade 3 students and 16,219 Grade 7 students for Swim to Survive and Swim to Survive+ training respectively for the 2023/24 school year.

The school grant programs would not be possible without the generous support of the **Ontario Ministry of Education** since 2006. In August 2024, the Ministry confirmed a grant of \$1.7 million to support the Society's school grant program through the 2024/2025 school year.

Special thanks to **Jillian Hamilton** for her guidance and assistance as part of the Application Approval Committee. The Society greatly appreciates the long-standing and continuing support of **PPL Aquatic, Fitness and Spa Group** for the Swim to Survive and Swim to Survive+ programs.

National Drowning Prevention Week

The Lifesaving Society designated July 21–27 as National Drowning Prevention Week (NDPW) to focus community and media attention on the drowning issue and drowning prevention. NDPW provides a focus around which community educators can plan news releases, do media interviews, and deliver public demonstrations and other events. Many successful community events took place across Ontario. Resources were shared on our website for affiliates, partners and community coalitions with a focus on non-fatal drowning and the importance of lifejackets.

World Drowning Prevention Day

The UN General Assembly Resolution on Global Drowning Prevention designated July 25 as World Drowning Prevention Day to be observed globally every year. Activities in Canada varied by province. Lifesaving Society Ontario shared social media posts and encouraged buildings/monuments to "Go Blue" on July 25. Participants included: Toronto's CN Tower, the Fred A. Lundy Bridge in Newmarket, Lansdown Park in Ottawa, Mississauga Clock Tower, Niagara Falls, Oakville Performing Arts Centre, Oakville Town Hall, the OTTAWA sign in ByWard Market, Riverwalk Commons in Newmarket, Ottawa's TD Place, Vaughan City Hall and Windsor City Hall.

Water Smart contest

Municipal Chair **Judith Schultz** led the 2024 Water Smart colouring contest won by **Jimmie Simpson** (6–10 years) and **Josiah Lewis** (11–15 years).

Mandatory lifejacket wear

The Lifesaving Society prepared and distributed a letter to more than 100,000 members encouraging them to participate in Transport Canada's Public Consultation on Mandatory Wearing of Personal Floatation Devices & Lifejackets (September 4 – November 4, 2024) in support of the Society's position of mandatory wearing of lifejackets/PFDs for all ages in recreational vessel types six metres or less in length.

Research

The Lifesaving Society reports on drowning and unintentional water-related deaths. These reports provide a comprehensive fact base to guide the Society and others in developing effective drowning prevention solutions. Data for Canadian provinces and territories is extracted from the Offices of Chief Coroners and Medical Examiners and analyzed by the Drowning Prevention Research Centre Canada (DPRC) – the lead agency for drowning and water-incident research in Canada.

Fatal drowning

In 2024, the DPRC produced provincial/territorial infographic reports for Lifesaving Society Branches in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Québec, Newfoundland and Labrador, and for Northern Canada. The DPRC also produced a 2024 national infographic report and the *2024 Canadian Drowning Report* for Lifesaving Society Canada.

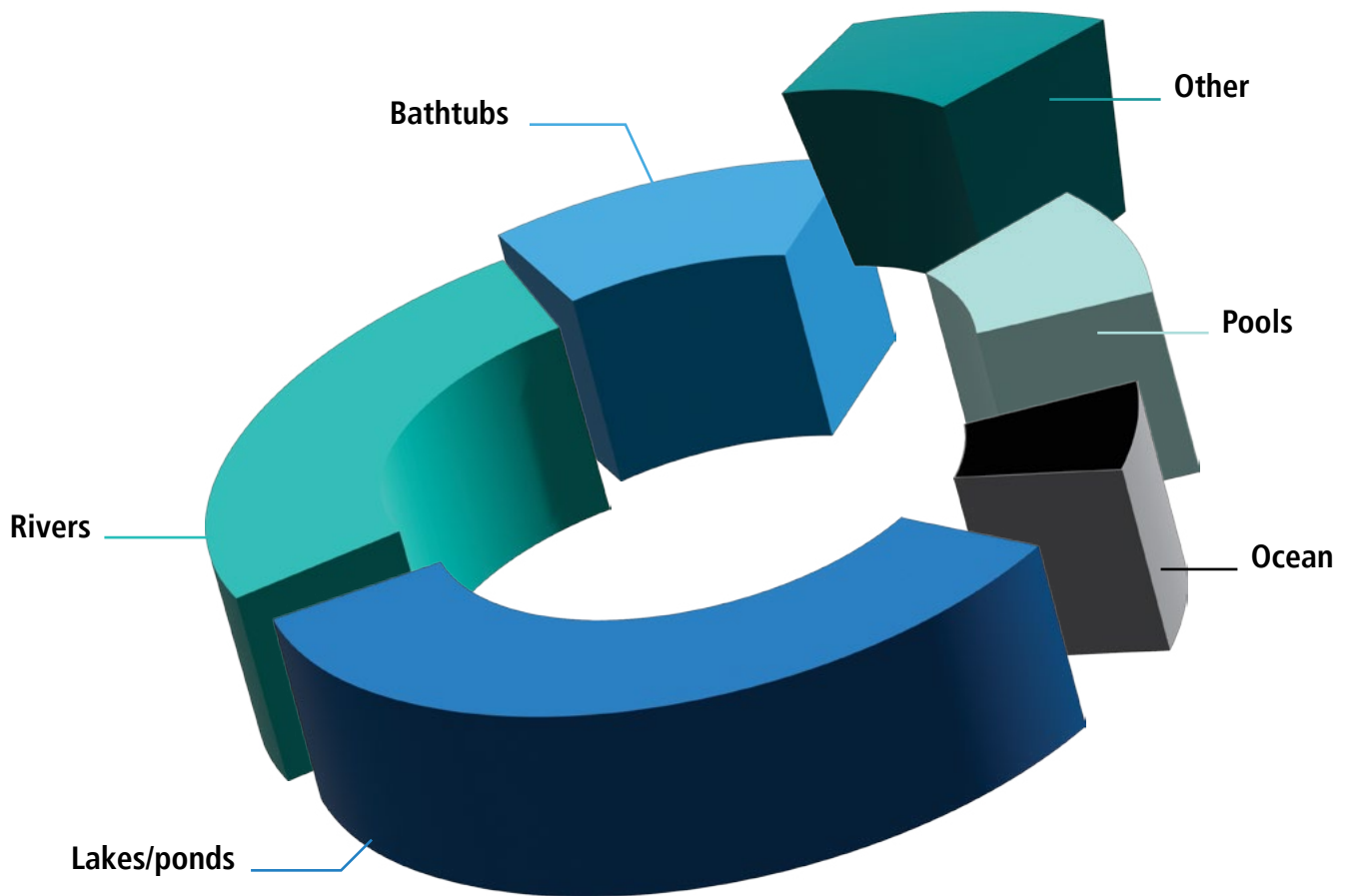
Delays in data availability in some provinces/territories caused by Covid-19 continue, but where available, the most current data was provided to each Branch across the country. Nationally, data was available for years up to and including 2019. In Ontario, data was available for years up to and including 2020.

Interim drowning data

Interim data offers a glimpse into the drowning mortality rate of any given year. Interim data on fatal drownings is derived from internet and media monitoring services across Canada. This data is later reconciled with Coroner and Medical Examiners' reports. Annually, it provides information on approximately half of all drowning fatalities in Canada.

In Ontario, preliminary interim data showed an overall 8% decrease in 2024 drowning incidents compared to 2023.

Increased media reports involving aquatic incidents were reported in 2024 (+16%). This was offset by a decrease in reports involving boating activities (-20%).



Where Canadians drown: Lakes/ponds (35%), Rivers (26%), Bathtubs (13%), Pools (9%), Ocean (6%), Other (11%) e.g., hot tubs, ditches, canals, quarries.

Source: *Lifesaving Society 2024 Canadian Drowning Report*.

In Ontario, fewer drownings among children under 5 years were reported than in previous years, but the number of media reports involving adults 20–34 years increased (+26%). There were noticeable decreases (-45%) in reported drownings among adults 65 years and older.

By comparison, interim data for Canada indicated an overall increase in fatal drownings (+7%). Increases in reported drownings in New Brunswick (+100%), Manitoba (+27%) and British Columbia (+17%) were offset by decreases in Nova Scotia (-22%), Ontario (-8%) and Quebec (-5%).

There was a rise in fatalities involving non-aquatic activities: falls into water increased 27% and boating fatalities increased 10%.

Mapping boating-related drowning incidents

Work concluded with the DPRC on the second phase of an innovative three-year Transport Canada-funded boating safety project to map boating-related incidents in three recreational boating communities in Quebec, Ontario and British Columbia. The final report was submitted to Transport Canada in March 2024.

Newcomers to Canada

The Society continues to update its understanding of the drowning prevention needs of Canada’s multicultural population. In 2024, the Society surveyed approximately 3,000 adult residents of Canada (Canada born and non-Canada born) to identify drowning risk among different ethnic groups; to identify barriers to participation in aquatic activities; and to identify drowning prevention strategies and ways to encourage participation in swimming and lifeguarding programs.

Respondents born outside Canada included international students, refugees and immigrants. Immigrants were further identified as those who have lived in Canada more than five years and fewer than five years.

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 governs 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 and area chairs, and approve activity centre plans.

In May, Past President **Julie Dawley** stepped down to be succeeded by former president **Julie MacIsaac**.

LIFESAVING SOCIETY

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

Honorary Patron

The Honourable Edith Dumont, Lieutenant Governor of Ontario

2024 Board of Directors



John Macintyre
Governor



Jennifer Knights
President



Julie MacIsaac
Past President



Paul Di Salvo
President Elect



Stanislav Bodrov
Corporate Secretary



Crystal Maloney
Treasurer



Patrick King
VP Training Programs



Kenn Little
VP Fundraising



Adrian Cossu
VP Information Services



Kerry Wakefield
VP Leadership



Jeff Schultz
VP Lifesaving Sport



Sean Duffy
VP Management Training



Cynthia Cakebread
VP Member Services



Melissa Rydahl
VP Public Education



Lisa Adams
VP Safety Standards

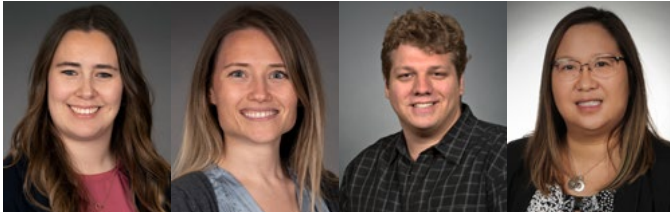


Diane English
VP Strategic Planning



Brian Miess
CEO (ex-officio)

2024 Council of Officers



Alison Courtney

Megan Mintz

Mitch Blimkie

Judith Schultz



Jeff McCurdy

Hugo Rodrigues

Rob Richardson

Wasi Rizvi



Minnie Fisher

Nikolay Nikolov

Jennifer Miller

Christine Pelletier



Jacob Fitts

Melissa Willson

Tiffany Vis

Tamara Wood



Pat Lewis

Eddie Tang

Jennifer Knights

Paul Di Salvo



Brian Miess
(ex-officio)

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 terms.

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 meetings of the Council of Officers.

Activity Centre Councils

Lifesaving Society Ontario organizes its drowning prevention 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 an individual appointed by the board. 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, **Brittany Wong** moved from Coaching Chair to Outreach Chair in February replacing **Leslie Aziz**. **Ryan Foster** was appointed Lifeguard Championship Chair and **Chloe Fong** was Social Media Engagement Chair from May to November.

On the Member Services Council, **Jennifer Evans** resigned as Rescue Commendation Chair in July and was replaced by **Melanie Corbett** in September.

On the Public Education Council, **Sydney Shelp** resigned as Swim to Survive Chair in April. **Megan Hutchison** resigned as Social Media Chair in October.

On the Management Training Council, **Viktor Verblac** was appointed Safety Management Inspection Courses Chair in February. **Jennifer Fruscella** was appointed Management Proficiency Chair in May. **Nikolay Nikolov** resigned as Webinar Chair to take up the Professional Development portfolio in June. **David Pignataro** resigned as Pool Operator Chair in October and **Jonathan Wyatt** replaced him in December.

On the Safety Standards Council, **Patrick D'Almada** was appointed Safety Audit Services Courses Chair and **Andrea Slade** was appointed Safety Standards Chair in May. **Wasi Rizvi** was appointed Safety Standards Research Chair in June. The Council added a new Technology Chair position in June.



Vice President Kenn Little presents the Darnell Cup to the City of Markham – the municipality that raised the most money in 2023 for Water Smart Drowning Prevention. Members of the Lifesaving Club of Markham (*front row from left*): Eva Saeed, Jasmin Lau, Chloe Fong, Clarine Chen, Caterina Chen, Sarah Monaco. *Back row from left*: Alexandro Tonarini, Henrik Chui, Alyssa Arcaina, [Kenn Little], Sandrine Ah-Kim, Chloe Lam with Jeff McCurdy, Sport Development Supervisor.

Photo by John Bauld

Members of activity centre councils and the 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. Senior Officers and 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 VP Member Services chairs the council, which is comprised of the Area Services Chair and five Regional Representatives elected by area chairs.

Area Chairs

The Board of Directors appoints chairs to represent the Society in designated geographic areas. These volunteer area chairs operate in 37 regions of Ontario. Area chairs recruit volunteer committee members and field representatives to help serve the area.

In February, **Tara Colby** became co-Chair for Kawartha-Haliburton while **Alexandra Brown** replaced **Lynn Loubert** as Chair for London-Middlesex.

In March, **Kayla Pariselli** was appointed co-Chair for Burlington. **Shauna D’Souza** became co-Chair for Brampton-Caledon and **Marika Louws** became co-Chair for Sudbury-Manitoulin. **Erin Burrell** was appointed co-Chair for Peterborough-Northumberland-Hastings. **Allison Courtney** replaced **Sean Duffy** as co-Chair for Ottawa.

In September, **Amy Clarke** was appointed co-Chair for Temiskaming replacing **Sheryl Gilbert**. **Makinna Givens** was appointed co-Chair in November.

Member Services Council

Annual Conference

Lifesaving Society Ontario hosted its 115th Annual General Meeting and Affiliate Recognition Awards presentations on the evening of April 12, 2024, at the Hilton Toronto/Markham Suites Conference Centre and Spa. The Society’s area chairs convened in person the following day for their annual Area Chair Conference.

Eva McDonald Memorial Prize

Callista Ginevro was the recipient of the 2024 Eva McDonald Memorial Prize, which 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.

The prize is awarded jointly by the Lifesaving Society and the Faculty's Alumni Association. Eva McDonald, a member of the Lifesaving Society for over 40 years, died in 1969 while serving as Ontario President. Eva graduated from the Faculty and was President of its Alumni Association.

Hilary M. Weston Award

In 2024, one individual earned Lifesaving Society certifications through the Hilary M. Weston Award – a bursary for youth who would otherwise be unable to afford 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.

The Society instituted the Hilary M. Weston Award in 2001 in grateful recognition of the Lieutenant Governor's Patronage of the Society from 1997–2002.

Rescue Award of Merit

The Rescue Award of Merit may be presented to Lifesaving Society certification holders for aquatic or non-aquatic rescues, or to non-award holders for water-related rescues. In 2024, the Society recognized 21 individuals in 11 separate incidents with the Rescue Award of Merit: **Lord Basulgan; Owen Beresh; Kyle Brown; Derek Crespy; Richard Epple; Adam Kidd; Jayden Lamarche; Pierre Maiala and Massi Afzal; Kaitlyn Burwell, Owen Hollowell, Jacob Miess, Emily Tran and Ottley Whitby; Zayn Abbas, Hannah Johnston and Austin Murphy; Andrew Codrington, Michael Crabtree, Robert Faubert, Darryl Young; Jared Moore.**

Lifesaving Commendation

The Lifesaving Commendation is awarded to Lifesaving Society certification holders working in a professional capacity and who, in the line of duty, perform a successful rescue in a life-threatening emergency requiring resuscitation. In 2024, the Society recognized 10 individuals with the Lifesaving Commendation in two separate incidents: **Cole Bremner, Jack Gillespie, Meagan MacKenzie and Carter Parham; William Granger, Luke Miles, Meggan Pedro, Brian Prestyko, Jenna Smith and George Turnbull.**

Jocelyn Palm presents the Jocelyn Palm Cup to Allison Courtney and Jacob Fitts representing the City of Ottawa – the affiliate making the most outstanding contribution to the National Lifeguard program in 2023.

Photo by John Bauld





Queen's Park Investiture of Royal Life Saving Society Commonwealth Honour Awards

Front row, from left: Jerry Lynch, John Macintyre, Her Honour The Honourable Edith Dumont, Jennifer Knights, Cynthia Cakebread.
Back row, from left: Alex Chu, Christine Wareing, Christine Wagg.

Photo by John Bauld

Commonwealth Honour Awards

On December 6, 2024, the Society's Honorary Patron – The Honourable Edith Dumont, Lieutenant Governor of Ontario – hosted an investiture at Queen's Park for recipients of the Society's Commonwealth Honour Awards that recognize their volunteer leadership and service.

The Service Commendation, which honours volunteers for significant contributions to the aims of the Society, were awarded to: **Hayley Burton, Alex Chu, Jennifer Fruscella, Jayna Kuhn and Jacob Miess.**

The Service Medal acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee members. Recipients are eligible for a Bar to Service Medal at intervals of four years. Bars were awarded to **Jerry Lynch, Anna Morrell and Christine Wareing.**

The Service Cross, which recognizes meritorious service of at least 15 years, was awarded to **Christine Wagg.**

Personnel

The Lifesaving Society Ontario builds organizational strength through a very healthy and diverse volunteer system. In 2024, Ontario staff and volunteers continued to contribute to the National Society and international initiatives.

Lifesaving Society Canada

Andrea Herrmann is the national Society's Past President and chairs the Nominations, Research, and Levy Review committees.

Jennifer Knights is Ontario's Member Representative to the National Society. **Julie MacIsaac** is a member of the National Board of Directors and serves on the Human Resources Committee.

Brian Connors serves as Commissioner of the Safety Standards Commission on which **Michael Shane** represents Ontario.



Vice President Patrick King (2nd from left) presents the Kirk Wipper Cup to Brock University – the affiliated university or college with the largest lifesaving program. *From left:* Quinn MacDonald, Margie Lizzotti, Ashley Attista.

Photo by John Bauld

Perry Smith represents Ontario on the Lifesaving Sport Commission. **Steve Box** is the National Commissioner (and serves on the Society’s Finance and Audit Committee). **Kathleen Finn** is National Team Administrator leading national team program activities on behalf of the commission. **Aidan Miess** was National Team Manager for the 2024 Lifesaving World Championships and Orange Cup.

Patricia Kitchen is Public Education Commissioner. **Lisa Hanson Ouellette** represents Ontario on the commission.

Patrick D’Almada is Past Chair of the Society’s International Relations Committee of which **Bob Clark** and **Perry Smith** are members. **Becky Lehman** served on the committee until April.

Marek Holke and **Patrick King** represent Ontario on the Training Program Commission (Patrick replaced **Sindy Parsons** on the commission in April). **Stephanie Bakalar** serves on the Marketing and Communications Committee.

Peter Mahony was a member of the Subject Matter Expert Committee for the Digital Transformation Project. **Wendy Mahony** continues to provide provincial/territorial Branches with Member Management support.

International Life Saving Federation

Perry Smith serves as Secretary of the ILS Sport Commission. **Rebecca Boyd** serves as a member of the commission and, in 2024, was appointed Knight in the Order of Lifesaving for volunteer service to ILS Lifesaving Sport.



President Jennifer Knights presents the Scarborough Cup to Brian Connors (left) and Jason Jolicoeur of the Town of Woodstock – the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 50,000.

Photo by John Bauld



President Jennifer Knights (centre) presents the Burlington Cup to Shauna D’Souza (left) and Kathleen Prochilo from the Town of Caledon – the municipal affiliate with the largest lifesaving program in a community with a population between 50,000 and 100,000.

Photo by John Bauld

RLSS Commonwealth

Bob Clark is a member of the Royal Life Saving Society Commonwealth Board of Trustees and chairs the RLSS Heritage Committee. **Rebecca Boyd** serves as Director, Sport Development. **Becky Lehman** served as Director of Education and Training Programmes and led the Commonwealth Lifeguard Reciprocity Project until April. **Perry Smith** is a member of the Lifeguard Reciprocity Project and the Commonwealth Sport Development Committee and he leads the Bronze Medallion Review Working Group.

Other national organizations

Michael Shane sits on the Standards Council of Canada. He and **Jerry Lynch** sit on the Blue Flag Jury for Canada.

Training and development in the Caribbean

In 2024, the Society sent trainers to Antigua and Jamaica on behalf of Lifesaving Society Canada’s International Development Assistance program. The Society is currently working with 11 Caribbean nations to develop self-sufficiency in survival swimming, lifesaving, lifeguard and leadership programs, and to build sustainable lifesaving organizations. We thank National Trainers **Patrick D’Almada**, **Lisa Adams** and **Perry Smith** for their leadership assistance in this regard.



**COMMONWEALTH
DROWNING
PREVENTION**

Information and communication services

In 2024, we:

- Published four issues of our digital newsletter *Lifeline* for 190,800 subscribers.
- Distributed 30 direct email campaigns to members.
- Implemented staff-wide cybersecurity training to increase awareness and recognition of outside threats to Society network and data.
- Met *Web Content Accessibility Guidelines* on each of our eight websites, dozens of documents and social media platform content to increase accessibility to individuals with disabilities.
- Updated our infrastructure to accommodate remote work while maintaining and improving member services including:
 - » A VOIP phone system so members can reach staff who work remotely
 - » Transfer of hard copy to electronic documents for easy access by all staff
 - » Implementation of Microsoft SharePoint and Teams to increase communication and collaboration among activity centres
- Supported the work of the Society’s activity centres with projects including National Drowning Prevention Week and the Go Blue campaign for World Drowning Prevention Day, which saw landmarks like the CN Tower and Niagara Falls light up blue.
- Achieved a viewership/readership reach of 1.2 billion for our drowning prevention messages across various media.
- Grew and engaged social media audiences with 21% more posts than in 2023, 12% more followers, 30% more impressions, 93% more shares and 34% more reactions.



Governor John Macintyre presents the Anthony G.S. Griffin Cup to Community Recreation Programmer Sarah Ingleton representing Etobicoke/York District – the City of Toronto District with the largest lifesaving program.

Photo by John Bauld

Office staff

In 2024, the Society welcomed **Salma Abdule** (Operations Support Admin), **Victoria Donovan** (Communications Coordinator) and **Bianca Fazzari** (Public Education Coordinator).

Daniel Di Matteo was promoted to Operations Manager. **Ryan Ferguson** was appointed Publishing Manager. **Liam Hollowell** was promoted to IS Manager – Infrastructure. **Ateeq Laeeq** was promoted to Material Management Manager. **Stephanie Bakalar** was promoted to Senior Communications Officer. **Lori Groves** became Lifesaving Manager. **Marek Holke** became Lifeguard Manager. **Sindy Parsons** became Swim Manager. **Aidan Miess** was promoted to Sport Manager. **Perry Smith** was named Lifesaving Society Ontario Brand Ambassador.

We bid farewell to **Barbara Byers** who retired in May after 31 years of service, and to **Adrian Herscovici** who left in September after 21 years of service with the Society.

Part-time staff in 2024 included **Iris Harrison, Kim Forrest** and **Ottley Whitby** (Receptionists); **Sumaiyah Abdule, Amrit Anand, Ivtej Mann, Anjali Ramesh, Krystal Rush** and **Morgan Spears** (Support Admins), and **Bilal Naeem Khan** (IT Summer Student). **Ed Bean** served as a part-time member of the Society’s communications team.



In Memoriam: Phil McCurdy

We mourn the loss of **Phil McCurdy**, a member of the Lifesaving Society Ontario family, who died in early January 2025.

Phil joined the Society in 1995 to develop the Windows version of Member Management – the software that powers database tracking of Lifesaving Society award holders and members in Canadian branches. Phil was an IT wizard whose intelligence, skill set and work ethic sparked continuous digital innovation and member service improvements over his 30-year career.

A generous mentor and an excellent teacher, Phil had high standards for himself and expected it of others. Lifesaving Society members and staff in Canada owe Phil a huge debt of gratitude for his dedication and care.



Front row, from left: Brian Miess, Greg Parsons, Ann Palmer, Juanita Bueschleb, Stephanie Bakalar, Cherry Bertrand, Yvonne Gomez, Nadia Luck, Lorna Seukumar, Fiona Ye, Anissa Spears, Sumaiyah Abdule, Eva Leung, Laurie Priestman. Second row, from left: Bianca Fazzari, Rachel Laforge, Dora Seaver, Wendy Mahony, Becky Lehman, Daksha Moti, Wendy Craggs, Manon Seiller, Lucie Simoes. Third row, from left: Perry Smith, Amanda Wilson, Rebecca Meehan, Krystal Rush, Sheri Stewart, Catherine Reyes, Salma Abdule, Induja Barnes. Fourth row, from left: Phil McCurdy, JP Molin, Marek Holke, Peter Mahony, James Mahony, Iris Harrison, Ranjini Theivendram, Dawn Maragh, Sindy Parsons. Fifth row, from left: Ted Mabbayad, Michael Shane, Renata Jaciw-Zurakowsky, Rocky Lu, Victoria Donovan, Lori Groves, Brian Kitamura. Sixth row, from left: Naeem Iqbal, Lisa Hanson Ouellette, Brennan Curtis, Emma Cox, Daniel Di Matteo, Vivian Murray-Black, Ateeq Laeeq. Back row, from left: Liam Hollowell, Ryan Ferguson, Nicholas Tsenis. Photo by John Bauld

The Society employed the following permanent staff in 2024:

Barbara Byers, Advisor
Genevieve Fernandes, Secretary to the CEO
Nadia Luck, Manager
Ann Palmer, Manager
Brian Miess, CEO

Training Programs

Cherry Bertrand, Specialist
Lori Groves, Manager
Marek Holke, Manager
Becky Lehman, Senior Officer
Rebecca Meehan, Admin Assistant
JP Molin, Manager
Sindy Parsons, Manager
Nicholas Tsenis, Manager

Research

Tessa Clemens, Manager
Emma Cox, Manager
Bianca Fazzari, Coordinator
Lisa Hanson Ouellette, Senior Officer
Lucie Simoes, Drowning Research Associate

Aquatic Safety Management

Michael Shane, Director

Finance

Naeem Iqbal, Accounts Payable
Eva Leung, Bookkeeper
Dawn Maragh, CFO
Laurie Priestman, Admin Assistant
Lorna Seukumar, Accounting Clerk
Anissa Spears, Accounts Receivable
Fiona Ye, Manager

Business Development

Pam D’Costa-Dupley, Admin Assistant
Renata Jaciw-Zurakowsky, Senior Officer
Ateeq Laeeq, Manager
James Mahony, Shipper-Receiver
Greg Parsons, Order Desk
Amanda Wilson, Shipper-Receiver

Lifesaving Sport

Kathleen Finn, Senior Officer
Rocky Lu, Project Specialist
Aidan Miess, Manager
Perry Smith, Brand Ambassador

Communication Services

Stephanie Bakalar, Senior Officer
Juanita Bueschleb, Manager
Victoria Donovan, Coordinator
Ryan Ferguson, Manager
Adrian Herscovici, Senior Officer
Brian Kitamura, Graphic Designer
Rachel Laforge, Communications Admin

Operations

Salma Abdule, Support Admin
Wendy Craggs, Specialist
Daniel Di Matteo, Manager
Yvonne Gomez, Support Admin
Daksha Moti, Support Admin
Vivian Murray-Black, Manager
Catherine Reyes, Support Admin
Dora Seaver, Support Admin
Sheri Stewart, Senior Officer

Information Services

Induja Barnes, Admin Assistant
Brennan Curtis, Manager
Liam Hollowell, Manager
Teodoro Mabbayad, Manager
Peter Mahony, Senior Officer
Wendy Mahony, Senior Officer
Manon Seiller, Manager
Ranjini Theivendram, Admin Assistant

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.

Our 2024 Water Smart® and Swim to Survive® campaigns raised \$36,510. Volunteers and donors across Ontario accepted the challenge for fundraising in a variety of ways. We thank all our supporting affiliates.

Community events

In 2024, our affiliates continued to organize Water Smart fundraising activities including the sale of freezies, swim-a-thons, 500 Metre Swim and April Pools Day events. We thank aquatic staff members from facilities in **Bradford West Gwillimbury, Essex, Markham, Richmond Hill, St. Catharines** and **Tecumseh** for their efforts.

PPL Swim-a-thon

PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) raised \$25,603 in their annual swim-a-thon. Our thanks to **Paul Denstedt** (President), **Tim Bown** (Vice President and event organizer) and event coordinator **Tim Bell** and the entire staff of 200 for their outstanding work.

In addition to PPL Aquatic, Fitness and Spa Group itself, we thank the following businesses that generously donated through PPL's swim-a-thon in support of the Society's Swim to Survive Plus program: **Backyard Brands Inc., Consolidated Pool & Spa Industries, Coverttech Industries Limited, Elm Sales & Equipment Inc., Fabco Plastics Wholesale (Ontario) Limited, Hayward Pool Products Canada Inc., JE Fitness, Mursatt Chemicals Limited, Northern Stainless and Rail Products, Powerbody Fitness, SCP Distributors, Sherrard Kuzz LLP Employment & Labour Lawyers, Sportsart Fitness, The Aries Group Inc., TRUX International Inc.**



Darnell Challenge Cup

The Society awards its Darnell Cup to affiliate members or institutions that demonstrate a commitment to drowning prevention by mobilizing staff and volunteers to raise funds for Water Smart education. The Cup is presented in three categories – Open, Municipal and Single-Facility. For 2024:

PPL Aquatic, Fitness and Spa Group Inc. (Pool People Limited) led the Open category for the seventeenth year in a row. Since 2008, PPL Inc. has donated over \$472,837 for Swim to Survive and Swim to Survive Plus programs.

The **City of Markham** led the Municipal category with \$5,469 through fundraising efforts by the Lifesaving Club of Markham and City staff participation in the Society's 500 m for 500 lives event.

The **Town of Bradford West Gwillimbury** led the Single-Facility category with \$2,549. Our thanks to **Teresa Taylor**, Aquatic Supervisor; **Michelle Jelly**, Aquatic Programmer; **Cortnee Andrade**, Aquatic Leader and the BWG staff.



Waterloo Wellington Regional Aquatic Council representatives present their 2024 Water Smart donation to Society President Jennifer Knights (right) at the AGM. From left: Jennie Miller, Jason Jolicoeur, Beth Fisher, Bruce Parkin.

Photo by John Bauld

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 the **Cresa Toronto Inc., Brokerage**, the **BLG (Borden, Ladner, Gervais LLP) Foundation** and the **Waterloo Wellington Regional Aquatic Council**.

Gaming

Nevada Lottery tickets netted \$19,909.40 thanks to participating Ontario retail store owners.

David and Olive Pretty Archives

In 2024, we received donations to this fund from **Dennis & Joan Duncan, Scott Ruddle** and **Paul Weir**. The fund supports the collection, preservation and display of materials important to the historical record of the Society's lifesaving work. The fund is named in honour of Mrs. J.M. (Olive) Pretty, Secretary-Treasurer of the Ontario Branch (1932 to 1956) and her son David who served in multiple volunteer roles over eight decades including Governor of the Lifesaving Society Ontario.

Megan Holliday Memorial Fund

The fund honours the memory of Megan Holliday, an exceptional athlete from London, Ontario and covers the lifeguard certification costs of London-area recipients. There were no recipients in 2024.

Bequests

In 2024, the Society was the grateful recipient of a generous \$10,000 bequest from the **Estate of Wendy Lynne Burgess** for the Society's Water Smart Drowning Prevention Campaign.

In memoriam donations

The Society is honoured to be the recipient of in memoriam donations. In 2024, donations were received in memory of **Patricia Ann Bean** from Edward Bean and Tim Bean, **Amir Boulahrouz** from H2O Lifeguard & Recreation Mgmt, **David Charles Cakebread** from Kenn Little, **Luc Cepisca** from Samantha Mincone, **James Lehman** from Rebecca Lehman, **Brian MacFarlane** from Dr. Amy MacFarlane Inc., **Kevin O'Brien Fehr** from Edward Bean, **Chris Rawnsley** from Susan Corak, **Denise Rusholme Ennis** from Anna Morrell, **Marilyn Wallace** from Kimberely Lemiski, **Gregory Thomas Weatherup** from Alexandria Weatherup-Leach.

In honour donations

In 2024, we received donations in honour of: **Kenneth Little** from Jennifer Knights, Anonymous and Don Little; **Tracy Stevens** for 25 Years of Service from the Elementary Teachers' Federation of Ontario – Waterloo Region; **The Honourable Edith Dumont** from Shekhar Gothi, and; **Barbara Byers** on the occasion of her retirement from the Lifesaving Society Ontario from Andrea Herrmann.

Donor clubs

With private thanks to our anonymous donors, the Society is pleased to acknowledge with gratitude the following individuals who financially supported the Society's work in 2024.

Distinction Club (\$500 or more): **Alexandria Weatherup-Leach, Timothy Bean, Stephen Beerman, Dennis & Joan Duncan, Doug Gillespie, Jennifer Knights, Blake Langill, Robert Lord, John A. Macintyre, Calum MacLeod, Deborah Nathan.**

Merit Club (\$300 to \$499): **Edward Bean, Timothy Bown, Adrian Cossu, Guy Holt, Maren Plut, Charlene Pugh.**

Bronze Club (\$100 to \$299): **Michelle Amar, Megan Asotra, Stephen Assaly, Barbara & Jim Byers, Maggie Chan, Ching-Yu Chen, Hui Yang Dai, Michelle Dharmalingam, R. Douglas & Wendy Ferguson, Beth Fisher, Fred Sauer, Shekhar Gothi, Julia Helal, Andrea Herrmann, Irene Hilden, Yi Hui, Shawn Keffer, Patricia Kitchen, Beryl Knights, Yee Lam, Crystal Chun Lam Ha, Rebecca Lehman, Patricia Anne Lewis, Don Little, Kenneth Little, Julie MacIsaac, Emile Mason, Janet McCurdy, Samantha Mincone, E.D. Mitchell, Ying-Zi Mulholland, Kevin Ng, Gale Payne, Rob Richardson, Omar Saba, Laura Sfredo, Manny Soares, Nancy Stasko, Kerry Wakefield, Roy & Gayle Warren, Paul Weir, Olof & Lorraine Wilson-Saliba, Chung On Wong, Gary Wong, Lynn Wong, Ying Fang Zeng.**

In 2024, we also received \$139.74 from individuals who donated through the **United Way** and \$4,100 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 **Mark Feigenbaum** and **Cheryl Sibany**.

LIFESAVING SOCIETY ONTARIO

2024 Activity Centre Council Chairs and Area Chairs

COUNCIL CHAIRS

Training Programs Council

Aquatic Proficiency
*Allison Courtney**
Bronze Medal Awards
Ashley Hutchison
First Aid Services
Andrew Oman
Lifeguard Services
Adrian Wong
Swim Program
Lisa Brandie
Resource Development
*Megan Mintz**

Public Education Council

Community Outreach
Christine Wareing
Municipal Affiliates
*Judith Schultz**
Schools
*Mitchell Blimkie**

Lifesaving Sport Council

Athlete Representative
Ellie Schlotzhauer
Event Management
*Jeff McCurdy**
Lifeguard Competition
Ryan Foster
Social Media Engagement
Chloe Fong
Sport Officials
*Hugo Rodrigues**
Sport Outreach
Brittany Wong
Technical
Rebecca Boyd

Safety Standards Council

Court & Inquest Findings
*Rob Richardson**
Major Incident Management
Teresa Taylor
Regulation Review
Janice Carroll
Research
*Wasi Rizvi**
Safety Audit Services
Patrick D'Almada
Safety Standards
Andrea Slade

Management Training Council

Aquatic Management Training
*Jerry Lynch**
Management Proficiency
Jennifer Fruscella
Pool Operator
David Pignataro, Johnathan Wyatt
Professional Development
*Nikolay Nikolov**
Safety Inspection Courses
Victor Verblac
Webinar
Nikolay Nikolov

Leadership Council

Chair
Elisabeth Drouillard
Chair
Jason Jolicoeur
Chair
Charlene Pugh
Chair
*Tamara Wood**
Chair
*Tiffany Vis**

Member Services Council

Affiliate Services
*Christine Pelletier**
Annual Conference
*Jennifer Miller**
Rescue Commendations
Melanie Corbett
Volunteer Personnel
Alberto Berumen

Fundraising Council

Fundraising Events
Heather Kazan
Personal Giving
*Pat Lewis**
Planned Giving
Tony Zhang
Social Media
*Eddie Tang**
Area Services Council
Area Services
*Heather Morris-Stokes**
Central
Melissa Willson, Megan Kirk-Steele
East
*Jacob Fitts**
Greater Toronto
Tanya Wolsegger

North

Amanda Nadeau, Penny Lecour

West

Kathy Fisher

AREA CHAIRS

Windsor-Essex

Sarah Newton & George Turnbull

Chatham-Kent

Jane McGee & Nicholas May

Sarnia-Lambton

Chris Fields

London-Middlesex

Alexandra Brown

Oxford-Brant-Norfolk County

Janet McCurdy & Vicki Rutherford

Niagara

Samantha Slofstra

Huron-Perth

Andrea Slade & Colton Maracle

Waterloo-Wellington

Jennifer Miller & Bruce Parkin

Hamilton-Wentworth

Jennifer McRoberts & Kathy Fisher

Burlington

Brittany Popoff, Kayla Pariselli

Oakville

Jennifer Fruscella, Nicola Taccone

Mississauga

Judith Schultz & Leslie Aziz

Brampton-Caledon

Tanya Wolsegger & Shauna D'Souza

Grey-Bruce

Michael Hundt & Marilyn Jones

Halton

Heather Morris-Stokes &

Melissa Willson

Huronia

Christine Wareing

Muskoka-Parry Sound

Meghan Kirk-Steele & Cameron

Labonte

York

Brook Beatty

Durham

Erin Horlock

Kawartha-Haliburton

Heidi Fisher, Tara Colby

Peterborough-Northumberland-

Hastings

Alyssa Heffernan & Erin Burrell

Kingston

Tanya Grierson & Tim Boone

Lanark-Leeds & Grenville

Tara van der Linden

Cornwall

Tara Quesnel

Ottawa

Jacob Fitts & Allison Courtney

Upper Ottawa Valley

Patricia Wilson

North Bay-Nipissing

Penny Lecour & Andrew Oman

Sudbury-Manitoulin

Anthony Duong & Marika Louws

Algoma District

Ben Ayton

Temiskaming

Sheryl Gilbert, Amy Clarke & Makinna

Givens

Cochrane District

Paul Baril & Amanda Nadeau

Lake Superior

Tiffany Vis & Emma Strickland

Dryden-Kenora

Crystal Stokes

Toronto-Etobicoke-York

Jen Ciavoliello

Toronto-North York

Wendy Hoehle & Anna Morrell & Nicole

Wilson

Toronto-Scarborough

Valarie Morgado & Nicole Alleyene

Toronto & East York

Micah Serrano & Giselle Vidad

Affiliate Branches

Nunavut

Kaitlin Coleman

**Representative to the Council of Officers*

A comma signifies a change in office holder during the calendar year. An ampersand signifies co-chairs.

