



LIFESAVING SOCIETY®
The Lifeguarding Experts

Lifesaving Society Ontario Strategic Plan

2025–2030

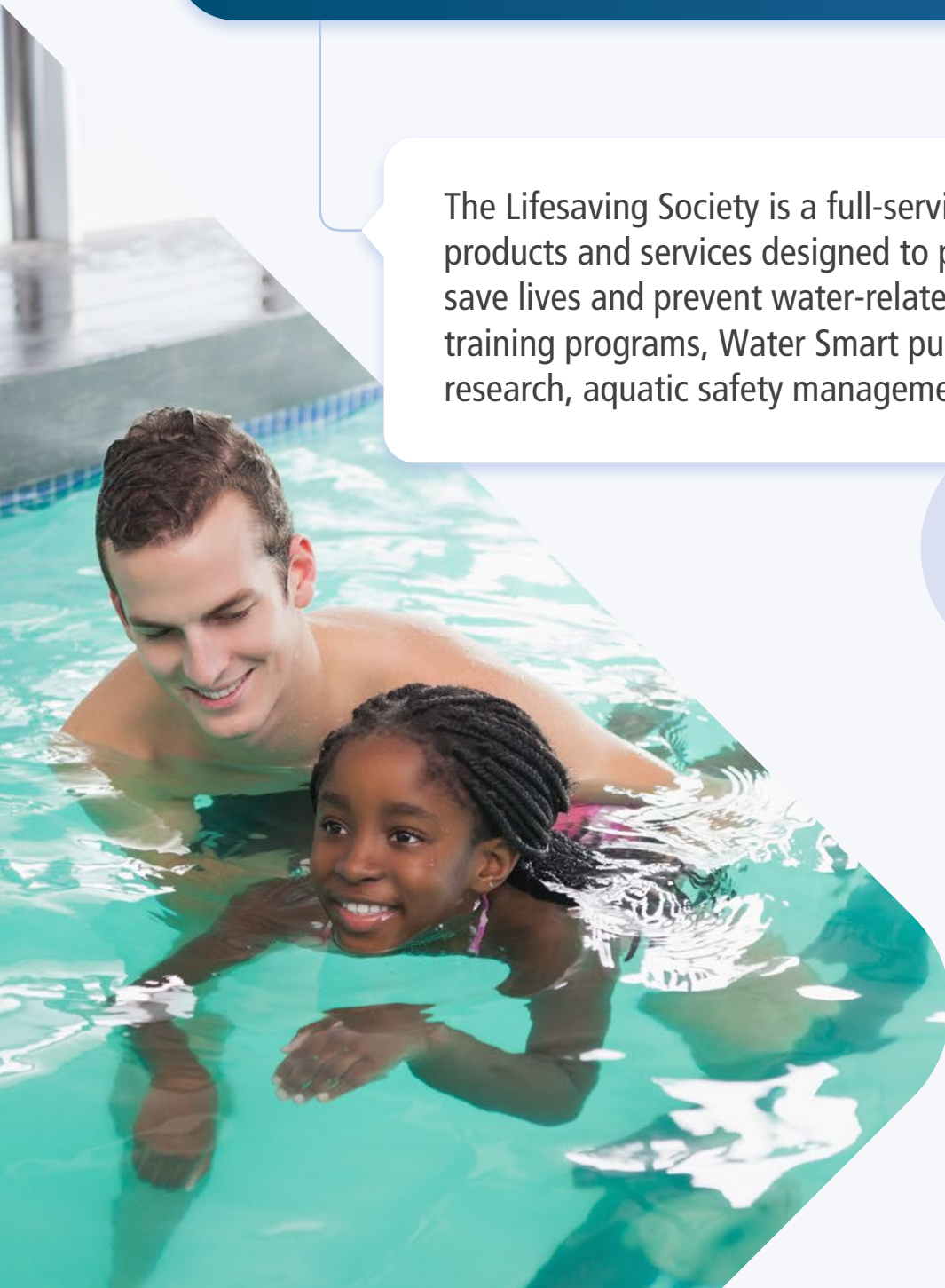
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WHO WE ARE

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.



OUR MISSION

To prevent drowning and reduce water-related injury.

OUR VISION

A Canada free from drowning and water-related injury.

OUR VALUES

Guided by humanitarian principles, we are the Canadian leader in the prevention of drowning and water-related injury.

We are a dynamic organization that succeeds through volunteerism, proactive leadership and the pursuit of excellence.

We are collaborative, innovative and ethical.

We value diversity, flexibility and creativity.

We operate with fairness, respect, trust and integrity.

We seek inclusiveness, driven by the needs of our community.

OPERATING PRINCIPLES

The Society's operating principles inform how we lead, decide and work to achieve our mission.

Informed by facts, focused on outcomes.

Our work is built on research, consultations and internal and external expertise.

Strengthened by volunteer engagement.

Talented volunteers, supported by staff, bring insights and leadership vital to advancing the Society's mission.

Built for the long-term.

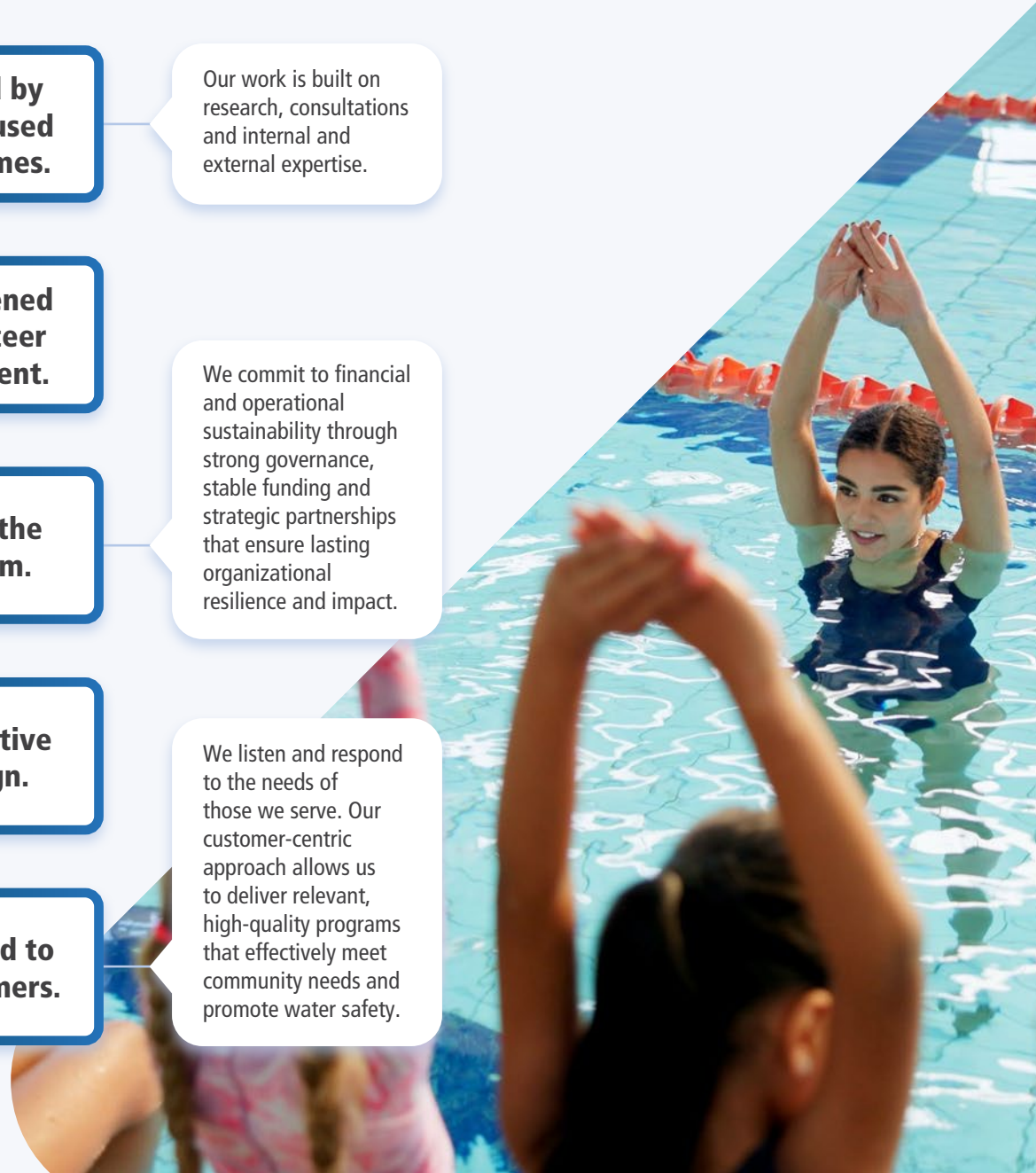
We commit to financial and operational sustainability through strong governance, stable funding and strategic partnerships that ensure lasting organizational resilience and impact.

Collaborative by design.

Collaboration is a cornerstone of how we advance the Society's mission, amplifying our impact through consistent, transparent communication and strong partnerships.

Committed to our customers.

We listen and respond to the needs of those we serve. Our customer-centric approach allows us to deliver relevant, high-quality programs that effectively meet community needs and promote water safety.



THE PLAN

The Society's strategic plan guides our staff and volunteers as they collaborate to achieve our mission.

STRENGTHENING LEADERSHIP & GOVERNANCE

Outcome

A strong, diverse volunteer base supported by a Board of Directors committed to accountable governance and long-term success.

Goal

To build strong, clear and sustainable leadership and governance across the organization.

EMBRACING DIGITAL TRANSFORMATION

Outcome

A high-performing workforce that delivers reliable, modern services across all areas of business.

Goal

To transform service delivery and organizational capacity through modern, secure and user-centered digital solutions.

ELEVATING PROGRAMS & SERVICES

Outcome

A thriving program and service delivery model that is mission-focused and supports long-term financial stability and sustainable organizational growth.

Goal

To continually enhance the quality of Society programs, services and the customer experience.

FORGING POWERFUL PARTNERSHIPS

Outcome

An influential position where the Society is recognized as a valued and desired partner, and our expertise is sought out to inform and support decision making in external organizations.

Goal

To attract and solidify mutually beneficial partnerships that align with our values, and further our reach and the positive impact of our work.

ADVANCING EQUITY & BELONGING

Outcome

An organization that embeds accessibility and inclusivity into every action, decision and service.

Goal

To identify and remove barriers that limit access to and participation in water safety education and training.



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