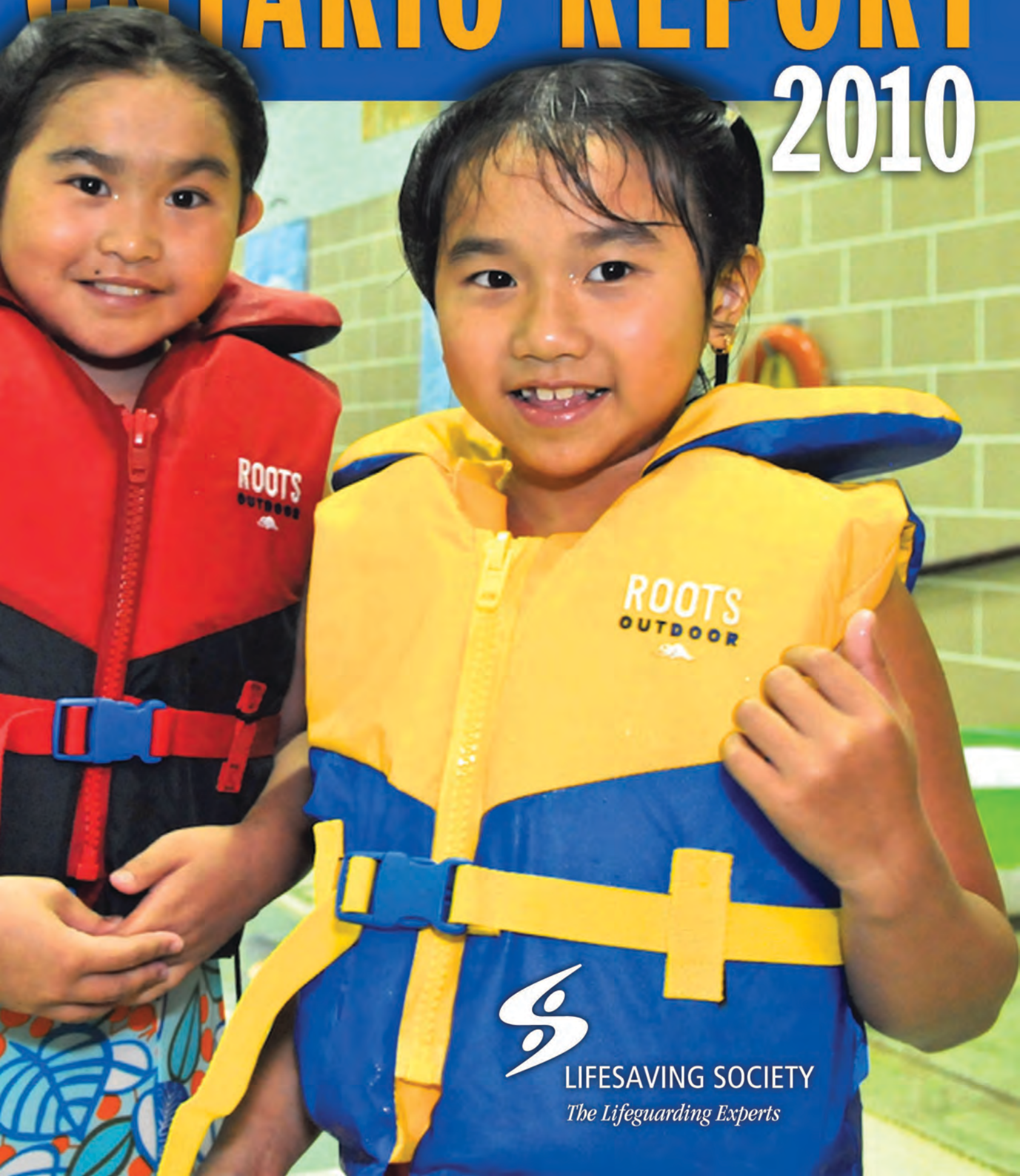
ONTARIO REPORT 2010



LIFESAVING SOCIETY

The Lifeguarding Experts

LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and water-related injury.

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

Registered Charity No.
10809 7270 RR0001.

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

Teaching Canadians to save themselves and rescue others

Annually, 800,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart®

The Lifesaving Society focuses Water Smart® drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart® messages through our swim program, through the media and community action. Our Swim to Survive® Program provides the essential minimum skills required to survive an unexpected fall into deep water.

Drowning research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water-rescue training and Water Smart® drowning prevention education.

Setting the standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal cases involving aquatic safety.

Lifesaving sport

The Lifesaving Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. We organize annual championships for age-group, senior and masters athletes and coordinate Canada's National Lifesaving Team participation in international competition. The Society uses lifesaving sport to engage and inspire youth in our drowning prevention mission.



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contents

Working to prevent drowning and water-related injury.

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 40 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and the International Life Saving Federation. The World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers' Life Saving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

® The Lifesaving Society, Water Smart, Swim to Survive and Swim for Life are all registered trademarks of the Royal Life Saving Society Canada.

president's report



I am pleased to present you with the 2010 Lifesaving Society Annual Report. As you read, you will be impressed by the breadth of activities and volume of accomplishments achieved by our members.

Warm weather came early in the summer of 2010, and with it, Ontarians flocked to the water. Many did so with little to no swimming skills, and with a lack of understanding about the dangers of water. This turned out to be a recipe for disaster – Ontario experienced a spike in drownings.

These drownings further mobilized our members to broadcast Water Smart messages with the aim of reversing the trend. Through a period of intense media attention underscoring the Society's work, Canadians learned about the tremendous success of the Swim to Survive program, with over 65 per cent of all Ontario Grade 3 children now participating in the program.

Canadians also learned about a ground-breaking Ipsos Reid study in 2010, commissioned by the Society, which concluded that "new Canadians" are at a higher risk for drowning. The Society released several pieces of public education literature in a variety of languages to support the findings. The Society will continue using this study as a guide to reaching this emerging risk group.

For the first time, the Society was able to collect real-time data and report up-to-date drowning statistics due to the partnership between the Water Incident Research Alliance and the office of Ontario's Chief Coroner.

Ontario's participation in lifesaving sport continues to flourish. In addition to hosting several successful provincial and



Activity Centre Council Members *(front row, from left):* Doug Ferguson, Carolyn Tyner, Charlene Pugh, Lori McNelly, Kenn Little, Patrick D'Almada, Julie Twaddle, Marc Neeb, Andrea Herrmann, Ryan Ferguson, Rebecca Boyd, Shanna Reid, Jennie Miller, Jason Jolicoeur. *Back row, from left:* Nathalie Vallières, Juanita Bueschleb, Janice Carroll, Kerry Wakefield, Peter Mumford, Paul Hulford, Christine Wagg, Paula Stevens, Kathleen Finn, Jeff Schultz, Cynthia Cakebread, Peter Tozer, Dan Rosenkrantz, Adrian Wong, Joanne Wilson, Loriann Ierullo, Patricia McMullen, Gary Sanger, Teresa Taylor, Tamara Wood. *Photo by Val Attanasio.*

Ontario Branch Governors

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

Ontario Branch Presidents

Julie Twaddle	2010
Patrick D'Almada	2008-2010
Alain Rabeau	2006-2008
Patricia Kitchen	2004-2006
Victoria Hemming	2002-2004
Bob Clark	2000-2002
Calum MacLeod	1998-2000
Randy Killey	1996-1998
Tom McCullough	1994-1996
Gerry D. Young	1992-1994
Susan Glover Takahashi, PhD	1990-1992
Anne Jackson	1988-1990
Brian Wynn	1986-1988
Ruth A. Cruikshank, PhD	1984-1986
Robbie Giles	1982-1984
Michael Davis	1980-1982
Judy Kent	1978-1980
Jack Bramm	1977-1978
Robert E. Lord	1976-1977
Jack Bramm	1974-1976
William M. Brummitt, M.D.	1972-1974
Stanley Richardson	1970-1972
Eva McDonald	1969
James L. Rowney	1967-1969
Kirk A.W. Wipper, C.M.	1965-1967
R. Bredin Stapells, Q.C.	1957-1965
M. Glynn Griffiths	1938-1957
John H. Crocker	1934-1938
Ernest A. Chapman	1928-1934
Arthur L. Cochrane	1919-1928
Arnold H. Morphy	1908-1919

national competitions this year, over 60 Society members travelled to Egypt to represent Canada at the World Lifesaving Championships. These athletes, coaches and officials represented Canada brilliantly. Lifesaving sport received an additional boost with the launch of our new Sport Fundamentals program, which provides young lifesavers with a recreational introduction to lifesaving sport skills.

Ontario members continued to help drive two key National revisions to core programs: NLS and Leadership. Much was completed in 2010 and Ontario looks forward to working hard with our National counterparts to bring the programs to launch.

We positioned our organization to thrive in the new Web-centric world through the creation of two foundational documents: Social Media Guidelines for members and a Social Media Strategy. These will allow us to delve into such new communication tools more quickly to connect with you, our members, donors and affiliates.

Fundraising activities continue to thrive in 2010. Community fundraising events are as popular as ever across the province and we continue to enjoy the support of donors.

The Lifesaving Society benefits from hundreds of dedicated volunteers and committed staff working to prevent drowning and water-related injuries. None of the activities and initiatives in the 2010 annual report would have materialized without the faithful and enthusiastic work of these people.

There is no end to the number of ways to be involved in your community, and there is certainly no end to the number of pleas for support from charities across the province. On behalf of the Board of Directors, I extend my sincere gratitude for all the support the Lifesaving Society received in 2010. By teaching Ontarians to save themselves and rescue others, we are making a difference.

Julie Twaddle
President

treasurer's report



The summary financial information presented here is derived from the Royal Life Saving Society Canada, Ontario Branch, audited consolidated statements for the year ended December 31, 2010, which include the results of the Water Incident Research Alliance ("WIRA"). Detailed audited consolidated financial statements of the Royal Life Saving Society Canada, Ontario Branch are available upon request.

The Society enjoyed a net contribution of $834,000 compared with $643,000 last year.

Net revenues increased by 9% this year from the sale of programs and merchandise to $4.6 million from $4.2 million in the prior year. It is encouraging to note that this growth has been led by a 12% increase in Water Rescue and Leadership areas combined, driven by First Aid, Bronze Medallion, Bronze Cross, NLS and Instructor certification increases. More modest increases were experienced in the areas of Literature, Merchandise, Safety Management and Lifesaving Sport.

Literature increases are attributable to the new *Swim for Life Award Guide* and the new Ontario publication, *Teaching Swim for Life*. Merchandise net revenue increases continue to be driven by the increase in the number of ACTAR units sold and the stronger Canadian dollar, which goes further when purchasing imported products. Safety Management revenue benefitted from increased consulting on aquatic safety issues for the aquatic industry. Other revenues increased as a result of the continued recovery of the stock market from its significant decline two years ago. This recovery has impacted revenues favourably and has restored confidence in the current portfolio.

Fundraising also had a terrific year. Fundraising revenue increased by 60% or $550,000 as a result of the recognition of grants received to fund the survival training program, Swim to Survive, which teaches the minimum skills needed to survive an unexpected fall into deep water. The ongoing support of the Ontario Ministry of Education, corporate and individual donors has been instrumental in our continued success of this drowning prevention program.

Total expenditures increased 15% to $6.0 million from $5.2 million in the prior year. As planned we saw significant increased investments in the Training Programs, Swim to Survive, Public Education and Safety Management areas. All areas are impacted by increased administrative expenses for software and hardware

OPERATIONS

Net Revenue	2010 $		2009 $	
Water rescue	2,181,823	32%	1,949,051	33%
Fundraising	1,465,343	21%	910,498	15%
Literature	1,197,265	17%	1,162,008	20%
Investments	604,314	9%	529,043	9%
Merchandise	562,797	8%	527,297	9%
Leadership	476,066	7%	422,810	7%
Safety management	124,539	2%	118,334	2%
Affiliation fees	94,394	1.5%	74,231	1%
Lifesaving sport	84,325	1%	65,618	1%
Other	53,602	1%	85,255	2%
Research	25,300	0.5%	46,705	1%
	6,869,768	**100%**	**5,890,850**	**100%**
Expenditures				
Training programs	2,134,313	35%	1,934,284	37%
Swim to Survive	1,290,734	21%	773,928	15%
Public education	687,652	11%	641,555	12%
Member services	629,890	11%	648,501	12%
Lifesaving sport	399,863	7%	383,681	7%
National levy	356,521	6%	388,356	7%
Safety management	278,288	5%	235,076	5%
Research	181,472	3%	154,517	3%
Amortization	76,760	1%	87,696	2%
	6,035,493	**100%**	**5,247,594**	**100%**
Net Contribution for the Year	**834,275**		**643,256**	

BALANCE SHEET

Net Assets	2010 $	2009 $
Net working capital	(1,556,782)	(1,722,519)
Investments	5,000,904	4,305,030
Capital assets	467,882	495,218
	3,912,004	**3,077,729**
Fund Balances		
General	2,100,238	1,487,764
Capital	1,572,145	1,390,624
WIRA	148,691	140,623
Provincial lottery	90,930	58,718
	3,912,004	**3,077,729**

development and maintenance, respectively. We experienced moderate decreases in the areas of Member Services, Amortization and the National Levy. With our commitment to the development of revised national programs, use of social media, and to evidence-based research, we expect continued increases in expenditures in the coming year.

Looking ahead, there continue to be challenges for the Society. We must support the national program revisions through volunteer support and staff secondment. We continue to work on the development of a national drowning research database. As a provincial branch of the lifeguarding experts in Canada we are committed to supporting successful Canadian participation in the World Conference on Drowning Prevention and Commonwealth Lifesaving Championships.

One of the biggest challenges we continue to face is which technologies we will harness and apply to improve our processes and our communication with members and the public, while balancing the investment, data integrity, data security and ongoing maintenance costs required. We have adopted a risk-based approach to the evaluation and integration of information and communication projects that has resulted in a priority listing. The list is long, to be sure, but we remain committed to executing on those projects that are relevant to our current and anticipated needs.

As a result of our strong financial performance this year we were able to replenish our capital fund investment by $200,000, which ensures we are well positioned to invest in research and systems in the coming years.

While these are significant challenges, we believe that they are manageable with continued prudent cost control and our continued success in developing new products and programs. As a result, I believe that overall, the Society is financially well positioned to continue its mission of drowning prevention in Ontario and drowning prevention research in Canada.

Patricia McMullen, CA
Treasurer


LIFEGUARD

training programs

Annually, over 800,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs and, as Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards. Development and maintenance of our programs requires ongoing effort and a devoted cadre of volunteers encompassing a wide spectrum of specialty knowledge. Thank you to all of the talented and knowledgeable individuals who supported program growth in 2010.



Swim goes National

This year the Lifesaving Society launched the next generation of its swim program – Swim for Life. The program has a new look and features many new resources for affiliates, instructors and participants.

In June, more than 50 Swim affiliates attended the annual meeting and barbecue. The gathering was both an information-sharing opportunity as well as a chance to brainstorm ideas for training instructional staff; the committee took these ideas into consideration in creating staff training modules for swim affiliates.

Thanks to Chair **Kerry Wakefield** and committee members **Katy Collins**, **Natalie Kahalé**, **Karen Macfarlane**, **Deb Mackay**, **Ryan Marlow**, **Sharon Newman**, **Stacey Stevens** and **Kate Watson**. Special thanks to **Brian Connors**, **Kathleen Finn** and **Kerry Wakefield** for their commitment to developing, planning and conducting swim training throughout the year.

In 2010, 191 Ontario affiliates offered the Society's swim program, up 10 per cent from 2009. Our survey feedback continues to be overwhelmingly positive:



Parents:

Felt the progressions were manageable for their child	92%
Felt their child enjoyed the lessons	95%
Will register their child in swimming lessons again	98%
Identified "swimming is a life skill" as the reason for enrolling their child in lessons	86%

Instructors:

Felt participants' swimming and skill development progressed	87%
Felt the program was fun to teach	92%
Felt the program was easy to teach	82%

NLS revisions

In 2010 the National Society approved the revised National Lifeguard Service program model and content. National piloting followed with over 1,000 participants in Ontario trying the new content through staff training, original courses or recertifications. Thank you to the following affiliates for hosting these pilots: **Brampton YMCA**, **Brock University**, **CFB Petawawa**, **City of Barrie**, **City of Guelph**, **City of London**, **City of Mississauga**, **City of Ottawa**, **City of Toronto**, **Dovercourt Recreation Centre**, **Mississauga YMCA**, **Toronto Police Lifeguard Services**, **Town of**



Jocelyn Palm presents the Jocelyn Palm Cup to Toronto Police Lifeguard Service representatives Michael Vandergroef and Steve Bode *(left). Photo by Val Attanasio.*

Essex, **Town of Markham**, **Town of Richmond Hill**, **University of Waterloo**, **University of Western Ontario** and **YMCA of Niagara**. Thanks to **Peter Mumford** and **Kathleen Finn** for coordinating the pilots in Ontario.

Thanks to Chair **Peter Mumford** and committee members **Felicia Arsenault**, **Brook Beatty**, **Kevin Button**, **Andrea Chow**, **Bruce Hollowell**, **Patrick King**, **Mark Paravani**, **Robin Rankin**, **Diana Rowe**, **Scott Ruddle**, **Peter Whittington** and **Carmen Wong**.

National leadership training program revisions

"Big" barely describes the breadth of this project, but progress continued in 2010 on the revision of the Society's leadership training programs. Content proposed by the National Leadership Revisions Committee (chaired by **Juanita Bueschleb**) was approved by the national Board of Directors. Ontario is forging ahead with input-gathering from key groups about how to integrate the revised model and content into all of our programs. Thanks to **Carolyn Tyner** for her leadership and guidance both at the national table, and in Ontario.

Bronze medals

The Society developed and piloted a Bronze Clinic in 2010 to provide information for current Lifesaving Society instructors on teaching the Bronze level courses. In addition, lesson plans for all Bronze levels were developed along with PowerPoint presentations for both Bronze Medallion and Bronze Cross.

Thanks to Chair **Jason Joliceour** committee members **Julie Augustine**, **Cheryl Cakebread**, **Dan Geiger**, **Sarah Newton**, **Christine Pelletier** and **Michael Szarka**.

New selection process for PTs

During the year, much was accomplished toward the development, recruitment and implementation of a new selection process for provincial trainers. With this work completed, the Society welcomed seven new provincial trainers to the fold. The process was also completed in time to invite these new trainers to the Provincial Trainer Workshop in the fall. Thanks to Chair **Carolyn Tyner** and **Kathleen Finn**.



Carl Rotmann and Andrea Chow on the set of the Lifesaving Society YouTube video announcement about the upcoming changes to CPR guidelines. *Video by J.P. Molin.*

New CPR and first aid guidelines

In October, the International Liaison Committee on Resuscitation (ILCOR) released new guidelines for first aid and resuscitation. Members of the First Aid Services and Medical Advisory committees commenced preparation for instructor and candidate materials revisions, as well as a strategy for delivering new content to members.

The Medical Advisory Committee produced a video for Society members about how to react to the new ILCOR guidelines: the video, hosted by **Andrea Chow** and **Carl Rotmann**, was the Society's first post to YouTube and is available as a link from its website.

Thanks to First Aid Services Committee Chair **Rebecca Boyd** and committee members **Alistair Brown**, **Kristin Levy**, **Jennie Miller**, **Andrew Mintz** and **Peter Whittington**. Thanks also to Medical Advisory Committee Chair **Carl Rotmann** and **Dr. Justin Kahalé**.

Promoting aquatic proficiency awards

In 2010 the Aquatic Proficiency Committee undertook the task of reviewing certain specialized Society awards to better understand how to promote them. These include Diploma, Distinction, Lifesaving Fitness, Junior Lifeguard Club and BOAT. The process includes reviewing course content to determine which changes better reflect today's standards, reviewing the current literature that supports the award, creating strategies and tools to promote the awards to the respective target groups, and to create processes to assist programmers in administering the award in their community.

Thanks to Chair **Adrian Wong** and committee members **Noreen Campbell**, **Lynda Kissner**, **Andrew Oman**, **Jeannette Reesor** and **Nathalie Vallières**.



Andrea Herrmann *(left)* presents the Water Smart Award to the City of London representatives Lynn Loubert with *(from left)*: Mark Paravani, Ben Perelman, Kaili Furlong, Kristin Scott, and Chris Fields. *Photo by Val Attanasio.*



April Pools Day 2010. *Photo by Christine Cousins.*

Top Line Summary	2010
Swim to Survive	53,369
Swim Program	407,733
Lifesaving	55,712
First Aid	82,051
Lifeguarding	31,048
Safety Management	660
Leadership	23,517
Total	**654,090**



Lifesaving	Junior Lifeguard Club	233
	Canadian Swim Patrol	29,211
	Bronze Star	7,629
	Bronze Medallion	16,247
	Distinction & Diploma	59
	Lifesaving Fitness	579
	Boat	1,754
		55,712
First Aid	First Aid	61,492
	CPR	20,559
		82,051
Lifeguarding	Wading Pool Attendant	203
	Bronze Cross	13,955
	National Lifeguard	16,890
		31,048
Safety Management	Aquatic Supervisor Training	465
	Pool Operator	164
	Aquatic Safety Inspector & Auditor	31
		660
Leadership	Instructor	19,677
	Examiner	3,021
	Trainer	579
	Lifesaving Sport Official	72
	Coach	168
		23,517
		192,988

Certifications earned 1908–2010:
5,692,833

2009	2008
44,502	44,553
378,802	370,410
44,817	56,431
77,794	70,184
28,674	27,399
852	859
21,450	20,830
596,891	**590,666**

1,088	789
18,064	28,594
6,804	7,551
15,474	17,310
32	41
482	654
2,873	1,492
44,817	**56,431**

57,987	53,896
19,807	16,288
77,794	**70,184**

158	163
12,712	12,449
15,804	14,787
28,674	**27,399**

578	655
152	149
122	54
852	**858**

17,763	17,267
2,900	2,842
631	577
105	87
51	57
21,450	**20,830**

173,587	**175,702**



Affiliate Recognition Awards

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



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

1st	Toronto – North York District	82, 367
2nd	Toronto – Etobicoke/York District	72, 905
3rd	Toronto – Scarborough District	56,787
4th	Toronto – Toronto & East York District	52,798
Total		**264,857**

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

1st	City of Ottawa	164,286
2nd	City of Mississauga	138,125
3rd	Town of Markham	73,245
4th	City of Brampton	66,529
5th	Town of Richmond Hill	65,331
6th	City of Vaughan	57,547
7th	City of Hamilton	45,021
8th	City of London	39,741
9th	City of Barrie	39,193
10th	Town of Oakville	36,322

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

1st	Brock University	31,488
2nd	Town of Ajax	16,510
3rd	University of Waterloo	15,941
4th	Town of Essex	13,070
5th	Dovercourt Recreation Association	11,831
6th	Kingston Family YMCA	11,231
7th	North York YMCA	11,016
8th	YMCA of Niagara – St. Catharines Walker	10,828
9th	Town of Tillsonburg	10,243
10th	Town of Milton	10,230

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.

1st	Town of Richmond Hill	65,331
2nd	City of Barrie	39,193
3rd	Town of Oakville	36,322
4th	City of Kitchener	32,348
5th	City of Burlington	30,369
6th	City of Oshawa	20,114
7th	Town of Windsor	17,332
8th	City of Guelph	12,418
9th	City of Waterloo	11,038
10th	City of Greater Sudbury	8,655

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

1st	Town of Halton Hills	21,695
2nd	Town of Newmarket	20,123
3rd	Town of Ajax	16,510
4th	Town of Aurora	14,935
5th	City of Pickering	13,756
6th	Town of Milton	10,230
7th	Municipality of Clarington	7,988
8th	Town of Caledon	7,425
9th	City of Brantford	7,047
10th	City of Kawartha Lakes	4,748

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

1st	Town of Essex	13,070
2nd	Town of Tillsonburg	10,243
3rd	Township of Uxbridge	8,196
4th	Town of LaSalle	6,898
5th	Town of Whitchurch/Stouffville	6,411
6th	Loyalist Township	6,057
7th	Municipality of Kincardine	5,902
8th	City of Cornwall	4,664
9th	Town of Orangeville	4,504
10th	Haldimand County	4,442

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

1st	Town of Kirkland Lake	6,573
2nd	Municipality of Huron East	5,565
3rd	Township of North Huron	5,422
4th	Town of Carleton Place	5,263
5th	Town of Hanover	4,042
6th	Town of Penetanguishene	2,096
7th	Espanola Leisure Services	1,911
8th	City of Temiskaming Shores	1,889
9th	Town of Perth	1,846
10th	Town of Deep River	1,507

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

1st	Zodiac Swim School	15,746
2nd	Dovercourt Recreation Association	11,831
3rd	Aqua Kids Swim School	11,027
4th	IN DISTRESS First Aid Training Services Inc.	10,819
5th	A Second Breath	9,565
6th	First Aid Education Academy	9,020
7th	Shendy's Swim School	7,773
8th	Mad Moose Training	7,476
9th	Marie Mason	6,783
10th	Swim Time (1997) Inc.	6,663



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

1st	Glen Bernard Camp	6,752
2nd	Onondaga Camp	5,121
3rd	Camp Hurontario	3,703
4th	Camp Northland-B'nai Brith	3,547
5th	Camp Arowhon	2,867
6th	Kilcoo Camp Ltd.	2,814
7th	Camp Tawingo	2,733
8th	Camp Ponacka	2,448
9th	Camp Otterdale	2,250
10th	Bark Lake Leadership Centre	2,186

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

1st	Kingston Family YMCA	11,231
2nd	North York YMCA	11,016
3rd	YMCA of Niagara - St. Catharines Walker	10,828
4th	YMCA of Belleville & Quinte	8,550
5th	Mississauga YMCA	8,259
6th	Scarborough YMCA	8,170
7th	YMCA of Oakville	7,982
8th	Brockville & Area YMCA	7,286
9th	Peterborough Family YMCA	7,170
10th	Durham Family YMCA	6,658

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

1st	The Yorkland School	2,550
2nd	Fort Erie Secondary School	2,421
3rd	Thames Valley Board of Education	1,037
4th	Branksome Hall School	800
5th	Appleby College	518
6th	W Ross Macdonald School	305
7th	Ridley College	151
8th	Bishop Strachan	52

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

1st	Brock University	31,488
2nd	University of Waterloo	15,941
3rd	St. Clair College of Applied Arts & Technology	10,223
4th	Carleton University	10,199
5th	University of Toronto	9,594
6th	University Of Western Ontario	8,467
7th	Laurentian University	7,131
8th	University of Ottawa	5,569
9th	Trent University	4,645
10th	University of Guelph	3,583

R. BREDIN STAPELLS CUP: Awarded to the affiliate member with the largest leadership training program; and to the municipal affiliate with the largest leadership training program per capita.

Open category

1st	City of Toronto	74,690
2nd	City of Ottawa	40,555
3rd	City of Mississauga	28,615
4th	Town of Richmond Hill	18,925
5th	Town of Markham	18,895
6th	City of Vaughan	17,690
7th	City of Brampton	17,240
8th	City of Hamilton	10,510
9th	Town of Oakville	8,240
10th	City of Barrie	8,015

Per capita category

1st	Town of Tillsonburg	.1579
2nd	City of Temiskaming Shores	.1497
3rd	Town of Carleton Place	.1490
4th	Town of Essex	.1363
5th	Town of Hanover	.1231
6th	Town of Richmond Hill	.1163
7th	Town of LaSalle	.0850
8th	Town of Kirkland Lake	.0744
9th	Municipality of Kincardine	.0730
10th	Town of Markham	.0722

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

Town of Essex

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

Town of Whitchurch/Stouffville

PHIL MCBEAN CUP: Awarded to the affiliate with the largest boat training program.

1st	B.E. Safe	1,620
2nd	Ontario Sailing Association	630
3rd	City of Ottawa	620
4th	Sand Lake Swim Program	580
5th	Mike Somers	560
6th	City of Toronto	510
7th	Atikokan Recreation Department	490
8th	Glen Bernard Camp	490
9th	Margaret Jamieson	450
10th	Camp Ponacka	440

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

1st	City of Toronto	99,357
2nd	City of Ottawa	69,731
3rd	City of Mississauga	59,972
4th	City of Brampton	37,272
5th	Town of Markham	29,311
6th	City of Vaughan	23,151
7th	Town of Richmond Hill	22,930
8th	City of Hamilton	21,870
9th	Brock University	19,748
10th	City of London	18,961

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

1st	Brock University	19,748
2nd	University Of Waterloo	14,441
3rd	YMCA of Niagara – St. Catharines Walker	7,473
4th	Town of Ajax	7,215
5th	Town of Essex	6,801
6th	North York YMCA	6,471
7th	Dovercourt Recreation Association	6,295
8th	Scarborough YMCA	6,190
9th	Carleton University	5,974
10th	Kingston Family YMCA	5,921

SWIM TO SURVIVE AWARD: Awarded to the affiliate member and their board of education partners who provide Swim to Survive training to 80% or more of their target populations:

Durham District School Board, Durham Catholic District School Board, City of Oshawa, Eastview Boys & Girls Club, Town of Uxbridge, Town of Whitby, Town of Ajax, City of Pickering **(100%)**

London Catholic District School Board, London District School Board, City of London, Woodstock YMCA, St. Thomas YMCA, Bob Hayward YMCA, Town of Ingersoll **(100%)**

Grand Erie District School Board, Brant Haldimand Norfolk Catholic District School Board, City of Brantford, Norfolk County **(86%)**

Upper Grand District School Board, Wellington Catholic District School Board, Township of Centre Wellington, City of Guelph, University of Guelph, Guelph YMCA, Town of Orangeville **(85%)**

Avon Maitland District School Board, Huron Perth Catholic District School Board, Goderich YMCA, Vanastra Recreation Centre, Exeter Kicks Aquatics, Stratford YMCA, St. Mary's Pyramid Centre, Westcast Recreation Complex, Municipality of North Perth **(80%)**

Greater Essex County District School Board, Windsor Essex Catholic District School Board, Town of Essex, Town of Leamington, Town of LaSalle, City of Windsor, St. Clair College **(80%)**



Point System

Affiliate Recognition Awards encourage and recognize the use of the Society's training programs. Point values reward affiliates who offer a full menu of lifesaving programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment.

Water Rescue Awards

Rookie/Ranger/Star Patrol	7 / 7 / 7 points
Junior Lifeguard Club	10 points
Wading Pool Attendant	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
Diploma	50 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
BOAT	10 points

Leadership Training

Core Instructor	15 points
Assistant Instructor	20 points
Swim Instructor	40 points
Lifesaving Instructor	40 points
Advanced Instructor	20 points
Exam Standards Clinic	15 points
Update Clinics	15 points
Sport Officials Clinic	15 points
Specialized instructors	30 points
Trainer clinics	30 points
Lifesaving sport coaches	20 points

Recertifications are equivalent to half the value of original certifications.

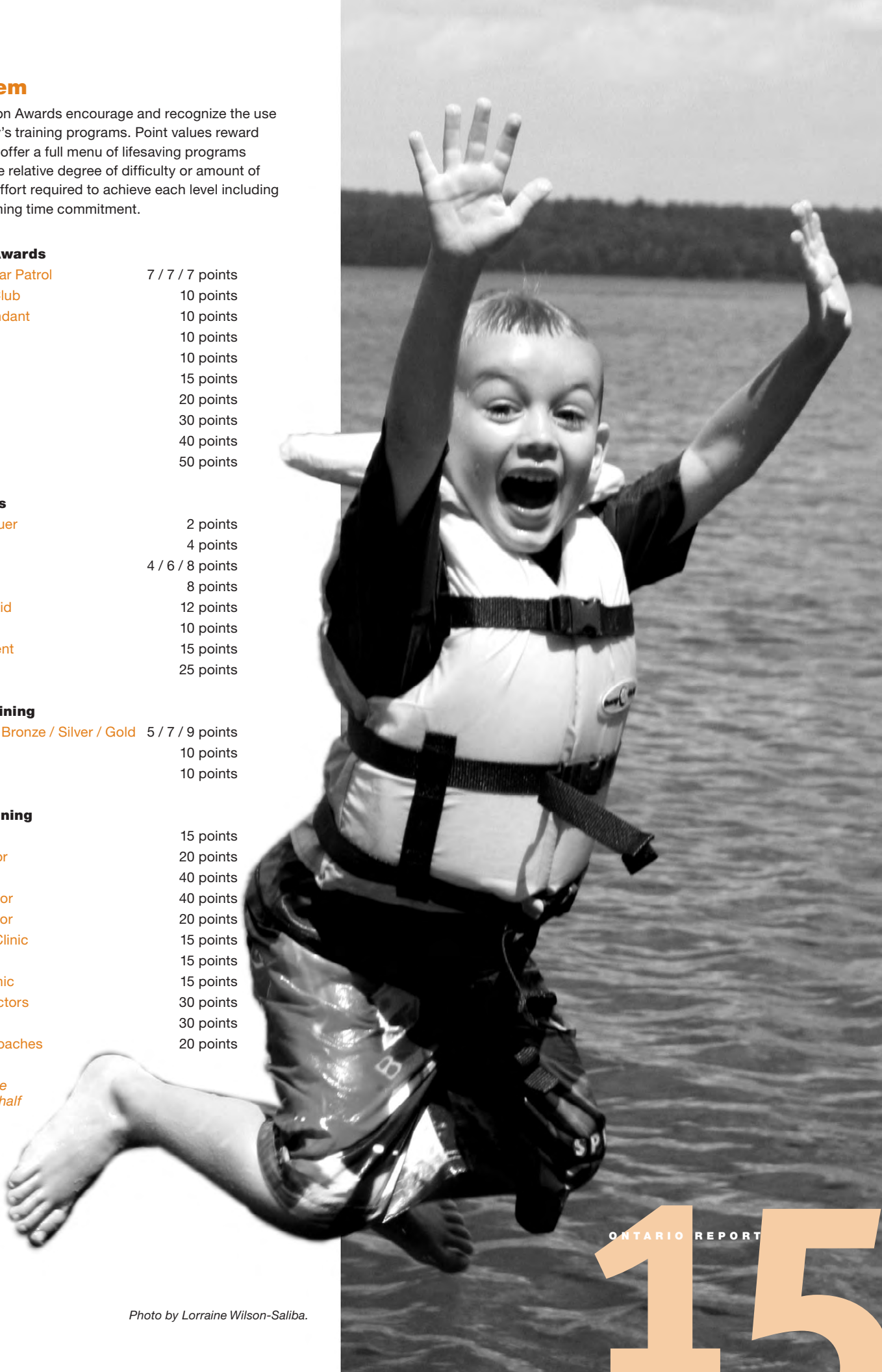


Photo by Lorraine Wilson-Saliba.

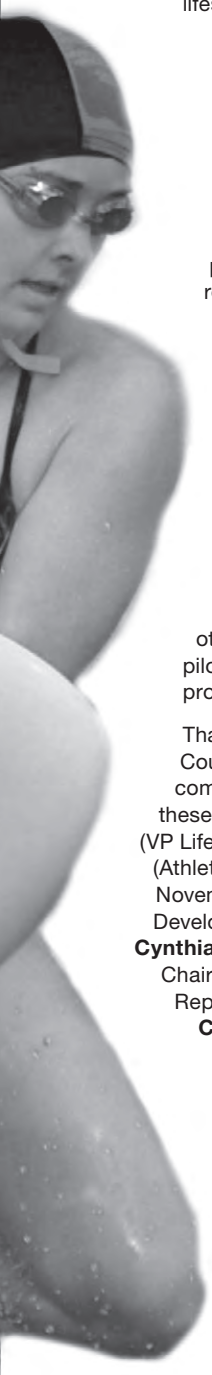
lifesaving sport

Lifesaving sport inspires and engages youth in activities vital to the Society's mission of preventing drowning, especially the development of lifesaving and lifeguarding techniques. Sport provides opportunities to showcase these skills, and attracts new participants and volunteers to the Society's training programs.



Honing event formats

The Ontario Lifesaving Sport Council had a busy and productive year hosting six provincial events and two national events in addition to supporting the international delegation to *Rescue 2010*. Significant changes were implemented into championship events including a new club format at lifesaving championships and a new team format at lifeguard championships. New age categories were introduced at senior lifesaving championships along with a revised recognition system.



Sport Fundamentals program racing along

The Sport Development Committee worked hard to further develop the Lifesaving Sport Fundamentals program. Lifesaving sport representatives to each region were introduced in March at the Area Chair Conference; these 26 reps were certified as lifesaving sport coaches, with the tools to return to their areas and promote the new program. During the spring and summer, a group of dedicated volunteers developed the award guide, practice plans and other support materials required to pilot the program. Twelve pilot sites provided feedback in the fall.

Thanks to the Lifesaving Sport Council for their continuing commitment and dedication to these endeavours: **Paula Stevens** (VP Lifesaving Sport), **Roberto Aburto** (Athlete Representative effective November), **Michelle Amar** (Sport Development Chair until March), **Cynthia Cakebread** (Event Management Chair), **Ryan Ferguson** (Athlete Representative until November), **Chris Lindsay** (Technical Chair), **Charlene Pugh** (Leadership Chair until June, then Officials Chair), **Melissa Rydahl** (Coaching Chair effective November) and **Jeff Schultz** (Chair without portfolio, moved to Sport Development in March).

Who won what in Ontario

For the second year in a row, the Town of Tillsonburg welcomed competitors (55 in all) to the *Senior and Masters Lifesaving Championship – Pool*. Congratulations to the winning club, the **Lifesaving Club of Markham**. Thanks to Meet Manager **Cynthia Cakebread**, Meet Referee **Hugo Rodrigues** and Sectional Referee **Sarah Ingleton**. Special thanks to **Jeff McCurdy** and the **Town of Tillsonburg** staff and volunteers for hosting this successful event.

The **Town of Richmond Hill**, also for the second year in a row, welcomed athletes (100 in all) for the *Junior Lifeguard Games – Pool*. Congratulations to the overall winner, the **Richmond Hill Lifesaving Club**. Thanks to Meet Manager **Charlene Pugh**, her dedicated staff and volunteers, and to Meet Referee **Edmund Chan** and Sectional Referee **Sarah Ingleton**.

The **City of Ottawa** went all out this year hosting two events in two weeks. A record number of teams (38 in total, 17 from the City of Ottawa) participated in the *Ontario Lifeguard Championships*. Congratulations to winner **Guardcore**, from the City of Ottawa. A team that included Meet Manager **Michelle Morrisey** and an outstanding group of City of Ottawa staff and volunteers put everything in place to pull off a successful event. Thanks to Meet Referee **Carrie Bowie** and sectional referees **Cynthia Cakebread**, **Edmund Chan**, **Hugo Rodrigues** and **Katie Short**.

Two weeks later 72 junior, 17 masters and 126 senior athletes travelled to Ottawa for the *Ontario Lifesaving Championship – Waterfront*. For the first time in lifesaving sport history, the junior and masters championships were cancelled due to weather. The senior competitors participated in a reduced program of events due to the water conditions. Congratulations to the **City of Ottawa** for winning the senior championship. Thanks to Meet Manager **Nathalie Vallières**, Meet Referee **Carrie Bowie** and sectional referees **Cynthia Cakebread** and **Edmund Chan**.

In your region

In all, 12 sanctioned regional events were held in 2010 thanks to the tireless efforts of these dedicated volunteers: **Roberto Aburto** (Laurier Time Trial, MLC 5th Annual Camp N Comp), **Rebecca Boyd** (Ontario University Lifeguard Championship), **Marek Holke** (Sand 'n' Sun Waterfront Regional Competition), **Chris Lindsay** (True Two and Ottawa Regional Waterfront Competition), **Caroline McGarrity** and **Michelle Morrisey** (Ottawa Winter and Summer Regional Lifeguard Competition), **Alvin Tedjo** (Bond Comp and Urban Rescue), **Pete Whittington** (Oktoberfest) and **Adrian Wong** (Markham Regional Lifeguard Competition).

A fourth session of regional TeleGames was introduced in 2010, one more than in previous years. In all there were 593 participants from across the country.

Coast to coast

The City of Brampton hosted the *Canadian Lifeguard Emergency Response Championship* in May. Nine Ontario clubs and 82 Ontario athletes participated. Congratulations to the **Mississauga Lifesaving Club**, **Ottawa Valley Lifesaving Club** and the **University of Waterloo Lifeguard Team** for their first, second and third place finishes respectively. Thanks to Meet Manager **Judith Schultz** and a fantastic organizing committee from the **City of Brampton** for hosting the event.

Fourteen athletes from four Ontario clubs travelled to Montreal again this year for the *Canadian Pool Lifesaving Championship*.

Record attendance and sunny skies propelled an extremely successful *Canadian Surf Lifesaving Championships* at Toronto's Bluffer's Park Beach in August, hosted by the **Toronto Police Lifeguard Service** and the **City of Toronto**. Nine Ontario clubs and 121 Ontario athletes participated in the event. Congratulations to the **City of Ottawa** and the **Toronto Police Lifeguard Service** for their second and third place finishes respectively. Thanks to Meet Manager **Jeff Schultz**, **Bruce Hollowell** and the Toronto Police Lifeguard Service for organizing and running an outstanding event.

Worldwide

More than 60 Canadians including national team athletes, masters athletes, interclub athletes, officials, delegates and supporters descended on Alexandria, Egypt in October for *Rescue 2010*. Thanks to *Rescue 2010* Chef de Mission **Doug Ferguson**, Officials Manager **Lorraine Wilson-Saliba** and Delegates Manager **Joan Duncan**.

Congratulations to Ontario athletes **Jordan Duggan**, **Jennifer Ellison**, **Chantique Payne**, **Brittany Shaw** and **Scott Van Doormaal** for their continued success on the national team. Thanks to Coach **Don Burton** and Team Manager **Shanna Reid** for their leadership.

Congratulations to the **St. Laurent Masters Lifesaving Team**, whose 17 members won a total of 62 medals and were the (unofficial) winners of the *World Masters Lifesaving Championships*. Thanks to Ontario officials **Michelle Amar**, **Cynthia Cakebread**, **Doug Ferguson**, **Anne Marie Friedmann**, **Sarah Ingleton**, **Charlene Pugh**, **Perry Smith**, **Michael Szarka**, **Nathalie Vallières**, **Lorraine Wilson-Saliba** and **Carmen Wong** for their dedicated support of the event.

In addition, Ontario provided input, footage, photos and sponsorship for the development of a lifesaving sport promo video, produced by the Commonwealth Lifesaving Society. This narrated introduction to lifesaving sport is on YouTube and accessible from our website.

Photo by Wendy Mahony.

public education

The Lifesaving Society aims to educate all Canadians about the risks associated with recreation in or around water. We are committed to developing programs and strategies to prevent drowning, and to disseminating these to the public at large. The media calls upon the Society regularly for current statistics and for key drowning prevention and water safety messages.

Thanks to Vice President Andrea Herrmann, Schools Chair Tamara Wood, Municipal Affiliates Chair Sarah Ingleton and Community Outreach Chair Lisa Brandie.

Swim to Survive

The spike in summer drownings, particularly among children, contributed to a great deal of media attention surrounding drowning and the importance of learning to swim. Consequently, the Society's Swim to Survive program was in the public eye once again.

In the 2009/2010 school year, the Swim to Survive School Grant Program provided funding to teach 82,995 Grade 3 children the minimum skills required to survive an unexpected fall into deep water. There were 68 applications in all, reaching 2,091 schools in 55 school boards and 81 Society affiliates across the province. With grants totalling $1,509,305, the program reached 65 per cent of all Grade 3 children in Ontario. Thanks to the applicants who supported the program with over $1,019,867 in additional sponsorship and provided countless volunteer hours.

The ongoing success of Swim to Survive is made possible by the **Ontario Ministry of Education**, which provided $1,000,000 in funding in 2010. Since the onset of the school grant program over 245,713 students have received Swim to Survive training during school hours. Thanks to **Nicholas Faclaris** for his assistance with the application evaluation process.

Sponsored free lessons

The Society partnered with **Monarch Park Collegiate Institute** in Toronto and the RBC Foundation to provide Swim to Survive instruction



at the high school pool – at no charge – during the months of July and August. In total, 356 students participated in the program. Thanks to the **RBC Foundation** for their support, and thanks to **Barbara Langenberger** from the Toronto District School Board and **Sharon Gomes** (a local parent and pool captain of the Monarch Park pool) for their support.

Recognizing a good idea, the **Town of Markham** and **Metro Toronto YMCAs** also introduced free Swim to Survive lessons in August.

Reaching First Nations

Fact: the First Nations community has a much higher drowning rate (six times higher) than the average population. It is critical to reach this group with Swim to Survive training to assist in reducing these alarming numbers.

Once again the Society collaborated with the **Canadian Forces Rangers** to provide Swim to Survive training as a part of the two-week Junior Ranger Training Camp for 12–16 year-old First Nations boys in July. In all, 160 Junior Rangers participated in the program. Lifeguards from Geraldton taught the in-water sessions. Thanks to the efforts of **Jenne Curtis** and **Lt Caryl Fletcher** of the 3rd Canadian Ranger Patrol Group for making this program possible.

The Society also provided Swim to Survive training to 30 First Nations children on the Pikangikum Reserve in Northern Ontario thanks to support of **Barbara Underhill** and the **Stephanie Gaetz KEEPSAFE Foundation**. Additional thanks to **Rebecca Boyd** and **Kelly Brazsa-Jenkins**, who travelled to the reserve and spent two weeks training the children. **Rick Cassels of Mustang Survival** and **Steve Wagner of Salus Marine** provided lifejackets for the children.

Groundbreaking study confirms "new Canadians" at risk

The Lifesaving Society held a media event at Monarch Park Collegiate Institute to announce the release of a new Ipsos Reid research study. The study, commissioned by the Lifesaving Society and titled *The Influence of Ethnicity on Aquatic Participation and Drowning in Canada*, reported that "new Canadians" (particularly those who have been living in Canada for less than five years) are at higher risk for drowning when boating and swimming. In fact, new Canadians are four times more likely to be unable to swim than those born in Canada.

The findings were released to coincide with National Drowning Prevention Week in July and generated great interest from the media, the public, government organizations and injury prevention groups from coast to coast.

National boating and water safety campaign

The Lifesaving Society conducted national outreach activities to encourage safe boating practices and compliance with regulations through education, awareness and information. The project was funded by **Transport Canada's Boating Safety Class Contribution Program**.

The research component was designed to achieve a better understanding of boater behaviours and attitudes in an effort to develop and advance evidence-based education and awareness initiatives. The ongoing tracking study evaluates the effectiveness of the programs.

The media component included the second year of the "Cold Water Kills" poster campaign, delivered across Canada by **Pattison Outdoor Advertising**. The Society also partnered with **Transport Canada**, **Mothers Against Drunk Driving (MADD)** and the **Liquor Control Board of Ontario (LCBO)** to promote the "Don't Drink and Drive your Boat" poster. In Ontario, the poster was included in 250,000 digest-size booklets distributed through the RIDE program by uniformed police officers on highways and waterways, and at spot-checks across the province. The artwork was also displayed in LCBO stores, in chapters of MADD, and in marinas, community centres and pools across the country.

On TV, four public service announcements (PSAs) aired on **The Weather Network/ Météo Média** in the summer months. The messages appeared in 10 cities in French and 31 cities in English. The PSAs were developed as part of the year-one Transport Canada campaign and used

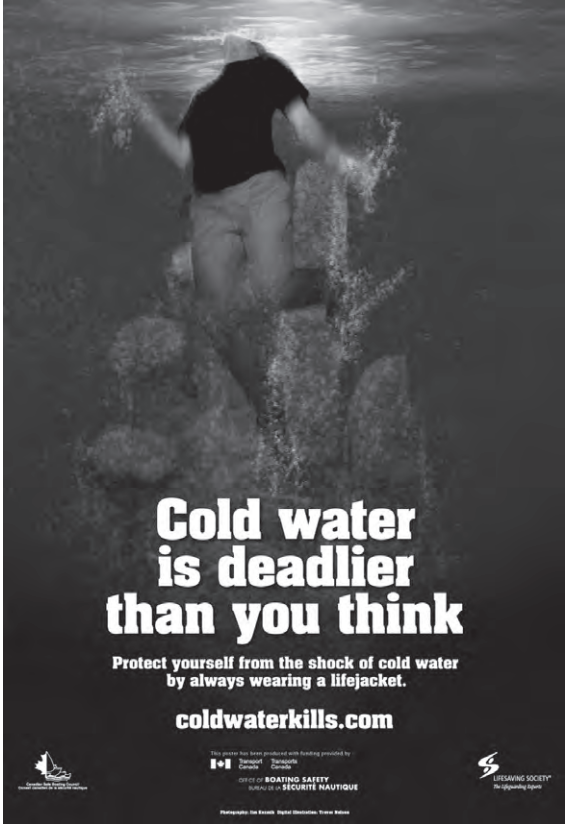
Highlights from the study show that New Canadians:



- **intend to participate in boating and swimming almost as much as those born in Canada (79% will participate, 31% in boating, 57% in swimming).**
- **have different knowledge and experience, particularly those who have been in Canada for less than five years.**
- **are more nervous when near water (31%) and when in a boat (42%).**
- **are more likely to worry about their children drowning (50%).**
- **believe (as do those born in Canada) that learning to swim is a necessary life skill (92%).**
- **believe that all children should receive lessons during school time (93%).**
- **find the Society's Swim to Survive information to be effective in encouraging people to learn to swim (91%).**
- **find the translated Swim to Survive parent handouts to be helpful (85%) in providing information they did not know before.**

the example of smart poker play to appeal to male boaters 18–49 years of age. The four messages were, i) don't drink and drive your boat, ii) wear a lifejacket, iii) be prepared, and iv) take a boating course.

A national online survey conducted in September evaluated the effectiveness of the boating safety campaign and measured the changes from 2009. Research findings indicated that more than one-third of all boaters were aware of the Lifesaving Society's 2010 boating safety campaign. The poster campaigns and PSAs made strong contributions to public awareness, and boaters reported they felt better prepared for the possibility of cold-water immersion and were more likely to wear their lifejackets.



Removing the language barrier

In the spring, the Lifesaving Society partnered with **Ontario Power Generation (OPG)** to produce "10 Boating Safety Tips," a print communication on boating and dam safety in 33 languages designed to address the ethnic media's desire for safety tips in multiple languages. The tips were made available to ethnic media outlets, community groups and boating safety organizations, and were available for download on the Society's website and the websites of OPG and **Smart Boater**. The 33 languages are: Arabic, Chinese, Czech, English, Farsi, French, Greek, Gujarati, Hindi, Hungarian, Italian, Khmer, Korean, Macedonian, Pashto, Polish, Portuguese, Punjabi, Romanian, Russian, Somali, Spanish, Tagalog, Tamil, Twi, Ukrainian, Urdu, Vietnamese and five First Nations languages – Chippewa, Cree, Mohawk, Ojibway and Ojieree.

Thanks to **Bill McKinlay** from OPG, **Karen Harrington** with the Ontario Provincial Police, **Ted Rankine** (Canadian Safe Boating Council and Smart Boater) and **Transport Canada Office of Boating Safety**.

The Society also hired **Focus Communications** to do media outreach and translation for the Chinese community. Thanks to **Raymond Zee**, president of the Ontario Chinese Anglers Association, for volunteering to do the media interviews.

Multilingual swimming safety tips

Continuing the theme of reaching out to new Canadians, the Society assisted in the development of a brochure called "Learn About Swimming Safety," which was translated into 12 languages. It was created for parents who are new to Canada as part of a parenting support series conceived by Childminding Monitoring Advisory and Support (CMAS). CMAS is committed to being a leader in the care of newcomer children through ongoing support and promotion of high quality newcomer child care.

Lifesaving Shorts Video Contest

In the summer, the Society challenged teens to grab their cameras and phones and enter the Lifesaving Shorts Video Contest. Participants made short videos that illustrated Water Smart messages in order to educate others about incident prevention. The winner, **Nora Pastway** of Combermere, received $250 to spend in the Lifesaving Society store.

Water Incident Research Alliance



The Society uses evidence-based research to guide the development of its programs and services. Our water-incident research arm (under the name Water Incident Research Alliance, or WIRA) collects analytical research and disseminates education material related to water incidents for the benefit of the Canadian public and stakeholders. We hold the most extensive history of coroners' data (since 1999) and have a professional working relationship with all coroners' offices in Canada.

In 2010 the Society commenced development of a Web-based database to collect data on water-related rescues, injuries and fatalities to better serve the needs of our current and future stakeholders. The service will allow our affiliates to collect data both for their own purposes and for the aggregate purposes of WIRA. **Nathalie Vallières** piloted the affiliate data input in the summer.

Thanks to Vice President **Brian Connors** and chairs **Micole Ongman** and **Nathalie Vallières** for their ongoing commitment. Further thanks to the board of directors: in 2010, **Juanita Bueschleb** became president elect, **Julie Twaddle** became president, **Patrick D'Almada** became past president and **Patti McMullen** remained treasurer.



The Lifesaving Society's Barbara Byers *(back left)* and participating kids accept a cheque from Royal Bank of Canada representative Maria Cannarella *(far right)*. RBC sponsored the Swim to Survive Summer Program hosted at Monarch Park Collegiate.

Thanks to designer **Tam Vo** for creating the logo and the support materials for the contest and to Vice President **Andrea Herrmann** for making this initiative possible.

Water Smart Contest

The 2010 Water Smart Contest asked 8–12 year-old contestants to create a comic strip choosing one of three Water Smart messages. Congratulations to the winners:

1st place: Noelle Elliot, Barrie

2nd place: Joseph Lee, Richmond Hill

3rd place: Olivia Morassutti, LaSalle

Lifejacket clinic

In 2010 the Municipal Affiliates Committee developed a lifejacket clinic. Thirteen such clinics were held in Ontario with more than 4,000 people reached. Survey findings among the participants suggested the clinics and the handouts were extremely helpful in selecting a size and type of lifejacket, and the Coldwater Boot Camp DVD was regarded as very informative. Thanks to **Sarah Ingelton** for her effort on this project.

Kindergarten water smarts

Introducing Water Smart messages to young people increases the likelihood that the attitudes will continue into adulthood. The Society's kindergarten program "Always Swim with a Buddy" was delivered in Ontario kindergarten classes prior to summer vacation. The feedback and suggestions received from teachers will help develop additional activity sheets for future lessons. A "junior water smart lesson package" is also being developed that will see junior grades evaluating drowning statistics by utilizing their graphing skills. Look for these and other school activities in a classroom near you! Thanks to Schools Chair **Tamara Wood** for her leadership on this important initiative.

safety management services



Those involved in the Society's Safety Management portfolio strive to shape the future of safety in pools and on waterfronts across the province. In 2010, the group continued to take steps toward becoming more ubiquitous in the community, by sharing expertise and insight of water-related incidents, by working in conjunction with other organizations and by developing new standards and regulations.

L'Auditeur

Safety Audit Committee Chair **Teresa Taylor** focused much of her attention on the setup and implementation of a specialized software package called L'Auditeur. This software organizes and expedites the production of aquatic safety audit reports and ensures Lifesaving Society auditors and inspectors have the most up-to-date tools to complete aquatics safety audits. The program was tested during an actual audit at Brock University in November. Over 400 entries were made to set up the template with monitoring and ongoing revisions required.

Safety audits

There were a total of 17 safety audits completed in 2010 including the City of Nanaimo: an incident review audit was conducted by the Society following a drowning at a supervised beach in August. Lifesaving Society personnel went to British Columbia to conduct interviews, visit the site, review literature and then prepare a detailed report with recommendations that were designed to enhance the site's safety in the future.

Teresa Taylor and committee member **Stephen Kennedy** created a safety audit website to enable provincial representatives to communicate and share ideas. The "Safety Audits" site allows members stay up to date in real time and to view and share resources.

Lessons learned

Teresa Taylor and **Michael Shane** presented the "Lessons Learned 501" session at the Parks and Recreation Ontario Aquatic Conference. The session reviewed major incidents that have occurred recently in aquatic settings, and gave participants the opportunity to better understand the daily challenges faced by facilities.

New resources in production

Incident Management Chair **Cheryl Sibany** and her committee developed a training tool to assist and prepare supervisors and lifeguards to manage a major aquatic incident.

Regulation Review Chair **Janice Carroll** and her committee continued their work developing a guide to Ontario water slide regulations handbook and revising two existing books, the Society's *Wading Pool Guidelines* and *Waterfront Safety Guidelines*. **Bruce Hollowell** and committee members **Karen Cronin**, **Paul Di Salvo** and **Lisa Young** led the efforts on these projects, all of which were approved by the Aquatic Safety Management Services Council and Board of Directors.

Aquatic Management Training Chair **Loriann Ierullo** and committee members **Bob Paul** and **Conny Smith** worked on instructor notes to accompany the Lifesaving Society Pool Operator Level 1 and 2, Inspector and Auditor programs.

Where's Gary?

Aquatic Safety Management Services (ASMS) Vice President **Gary Sanger** tackled multiple projects in 2010. Gary and his committee chairs focused their efforts not only on the Ontario scene, but also on the growing role of safety management services nationally. Gary was spotted at all of these events in 2010:

- Assisting with seven presentations at the 2010 PRO Aquatics Conference.
- Delivering an ASMS session at the New Brunswick Recreation Conference in September.
- Coordinating the meeting of the NLS Advisory Committee and Affiliate Meetings regarding the single lifeguard standard.
- Presenting at the YRAC Spring Workshop in Markham.
- Delivering sessions at the YMCA Conference in Orillia.
- Developing and delivering a Safe Water Symposium at the Lifesaving Society office.



- Coordinating the National Meeting of ASMS in Barrie in April.
- Delivering an ASMS session at the National Drowning Prevention Conference in Pittsburgh in May.
- Presenting at the Parks and Recreation Ontario Aquatics Regional Workshop in Ottawa.
- Presenting at the Newfoundland and Labrador conference in November.

The lifeguarding experts

The Society participated as a jury member on the Great Lakes Blue Flag Committee. As a jury member the Lifesaving Society offers its advice on beach safety and votes on the awarding of the Blue Flag status in Canada.

The Society provided Expert Witness service in 16 cases in 2010. Case details were reviewed and reports prepared. Cases varied from diving incidents to drowning in supervised facilities.

ASMS training courses were offered in May and November at the Lifesaving Society Ontario office.

Photo by Michael Shane.

member services

Member Services provides the Society with administrative systems and infrastructure for the operation of programs and services including customer service, volunteer support, record keeping and documentation including corporate history (archives). Member Services ensures regulatory compliance to sustain the Society's corporate and legal entity and to ensure the Society's activities and operations are consistent with current legislation and regulatory requirements.

Ontario governance and structure

The Lifesaving Society Ontario is governed by an elected volunteer Board of Directors with a Council of Officers and eight Activity Centre councils composed of professionals in recreation, education, business, finance, management, and medical and legal professions.

Board of Directors

The Board of Directors is composed of 13 members whose role is to govern the Lifesaving Society Ontario in accordance with its mission and bylaws. Directors are elected for a term of two years by the Society's membership at the annual general meeting. No person or body external to the Society is entitled to appoint any directors. Directors appoint all officers, including council chairs and area chairs, and review and approve all activity centre objectives.

Council of Officers

The Council of Officers is composed of 18 people, two representing each Activity Centre Council (see below), the president and the president elect. Council of Officer members are nominated by the respective Activity Centre Council and appointed by the Board of Directors for a term of two years. The Council of Officers is chaired by the president. 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., leadership review); monitors the work of the Board of Directors. Any member of the Society may attend and speak at Council of Officers meetings.

Activity centre councils

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

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

In January 2010, **Jennifer Knights** replaced **Mike McGee** as Chair of Safety Standards. In March, **Julie Irwin** was appointed Chair of Area Services replacing **Kate Watson**. **Scott Bilodeau, Bill Welch, Margie Lizzotti**, and **Penny Lecour** were appointed as Regional Representatives for Area Services. Safety management welcomed **Loriann Ierullo** as Aquatic Management Training Chair and **Shanna Reid** as Research Chair. **Jeff Schultz** replaced **Michelle Amar** as Sport Development Chair. Member Services welcomed **Julie Auchterlonie** as Affiliate Services Chair and **Jennifer Evans** for Rescue Commendations**. Lisa Brandie** was appointed as Community Outreach Chair for Public Education. In June, **Heather Kazan** joined the Fundraising Council as Chair of Fundraising Events. **Charlene Pugh** moved to Chair of Sport Officials. In October, **Julie Auchterlonie** resigned as Affiliate Services Chair. **Roberto Aburto** was elected as Athlete Representative. In December, **Melissa Rydahl** joined Lifesaving Sport as Coaching Chair.

Members of the Board, Activity Centre councils and Council of Officers are listed on the inside back cover. The Society's executive director is an ex-officio member of the Board of Directors and Council of Officers. Staff directors are ex-officio



Past president Patrick D'Almada addresses Society members at the 2010 AGM in Tillsonburg with members of the Lifesaving Society Ontario board of directors behind him *(from left):* Gary Sanger, Kathleen Finn, Dan Rosenkrantz, Andrea Herrmann, Paul Hulford, Julie Twaddle, Marc Neeb, Juanita Bueschleb, Paula Stevens, Doug Ferguson, Patricia McMullen, Peter Tozer. *Photo by Val Attanasio.*

members of their corresponding activity centre councils.

Area chairs

The board of directors appoints chairs to represent the Society in designated geographic areas. These volunteer area chairs operate in 35 regions of Ontario. Area chairs recruit volunteer committee members and field representatives to help serve the area.

The Society appointed new area chairs in 2010. In February, **Chris Wagg** replaced **Nathalie Vallières** in the Ottawa region and **Debbie Blakey** resigned as Durham co-chair. In April, **Robin Wall** was appointed to Toronto – Etobicoke & York region replacing **Sarah Ingleton**. **Holly Trimnell** was appointed co-chair for Toronto – East York. In July, **Gord Goddard** resigned as area co-chair for Sudbury. In October, **Erin White** replaced **Ailsa Lapp** as branch representative for Nunavut and **Linda Hillman** resigned as area co-chair for Muskoka & Parry Sound.

National governance and structure

The National Society is governed by a Board of Directors composed of 10 branch representatives with the president elected by the members of the board. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Training Programs, Lifesaving Sport, Public Education, Water-Incident Research, Safety Management and International Relations. A management team is comprised of senior staff of the 10 branches.

The Society welcomed **Yvan Chalifour** as National Executive Director in August 2010.

Executive Director's report

National leadership

Lifesaving Society Ontario continues to manage the Society's national mandatory literature.

On behalf of the national Society, **J.P. Molin** managed the revisions to the Society's *BOAT Study Guide* required by changes to Transport Canada's National Pleasure Craft Operator Competency Program.

In May, the national board approved the program model and content for the revised NLS and national mandatory leadership programs. Ontario is currently providing leadership (**Carol Cruikshank, Ed Bean**) to manage the NLS pilot testing of the new program, NLS branding, and the development of national mandatory NLS marketing and education materials.

Barbara Byers managed the second phase of the Society's Transport Canada-funded National Safe Boating Campaign and 2010 National Drowning Prevention Week.

Wendy Mahony and **Heather Williams** provided support for the National Operations Committee hiring of the new national executive director.

Wendy Mahony implemented *Find a Member* in Manitoba in March and continues to provide technical support for the Society's member management system across the country. **Michael Shane** provides Canada-wide support for the aquatic safety management services portfolio. **Patricia Kitchen** continues as the Society's National Lifesaving Sport Commissioner. **Rebecca Boyd** serves as Manager of the Event Management Committee responsible for national championships. **Ryan Ferguson** became Athlete Representative for high-performance athletes. **Charlene Pugh** serves as Leadership Manager responsible for national officials and coaching programs. **Steve Box** serves as Support Services Manager. **Hugo Rodrigues** is Interim Communications Manager.

International leadership

Past national president, **Dr. Steve Beerman** continues his 2008–2012 term as President of the International Life



Saving Federation. The Society's National Governor, **John F. Bankes** accepted the position of Commonwealth Honorary Treasurer in 2010.

Joan Duncan continues as Canada's International Relations Commissioner and chairs the ILS Governance Committee and Strategic Planning Committee. Joan is also the Canadian member on the Commonwealth Management Committee.

Perry Smith chairs the ILS Technical & Rules Committee. **Lorraine Wilson-Saliba** is chair of the ILS Event Management Committee and sits on the Commonwealth Lifesaving Sport Committee. She was a member of the subcommittee that developed the Commonwealth short-course event standards in 2010. **Barbara Byers** is a member of the ILS Drowning Prevention Commission. **Bob Clark** is a member of the ILS Education Committee. **Doug Ferguson** is a member of the Commonwealth Business Committee.

Wendy Mahony coordinated the development of the ILS competition scoring software, which was used to score Rescue 2010 in Alexandria.

Ontario developed and published the *Canadian Competition Manual* (March 2010) and completed the 2010 edition of the *Commonwealth Competition Manual* in December.

Ontario staff

For the 19th year, there was no management staff turnover. In March and September respectively, **Jennifer Baggetta** and **Tessa Clemens** joined the Society's awards processing staff. **Lori Groves** moved from awards processing to training program clerk. **Stallone Fernandes** became Shipper-Receiver in August 2010 when **Ateeq Laeeq** moved to order processing. Summer and part-time staff included: **Kate Besel**, **Colin Cruikshank**, **Peter Mahony**, **Mihail Salariu, Ryan Ferguson** and **Yung Yung Wong**. **Bruce Ferguson** (since 2001) and **Phil McCurdy** (since 1995) continue to provide information technology support for the Society in Ontario.

Eva McDonald Memorial Prize

The Eva McDonald Memorial Prize is presented to an undergraduate at the University of Toronto School of Physical Education and Health who makes a significant contribution to the development of aquatics and lifesaving education through the university and the Lifesaving Society. **Melinda Tam –** a Bronze Examiner, Lifesaving and Swim Instructor, and National Lifeguard – earned the prize for 2010 for the third year in a row.

Hilary M. Weston Award

Since 2002, the Hilary M. Weston Award has been awarded to youth who are financially unable to participate in the Society's training program. Under the terms of the award, the Lifesaving Society provides selected youth with the examination and required support literature. Award recipients undergo lifesaving training under the auspices of an affiliate member, whom the Society invites to waive its registration fees. In 2010, 42 individuals earned their Bronze certifications through the Hilary M. Weston Award (159 since 2002).

Rescue Award of Merit

As Canada's lifeguarding experts, the Lifesaving Society is proud to honour individuals who step forward in an emergency to help someone in distress. The Lifesaving Society's Rescue Award of Merit is given to an individual involved in a water-related rescue, or to Lifesaving Society award holders for a non-aquatic rescue.

In 2010, the Society awarded the Rescue Award of Merit to: **Christina Angeloni** (Waterloo), **Alan Christie** (Ottawa), **Craig Denstedt** (Milford Bay), **Melissa Dunbar** (Waterloo), **Les Gilson** (Thorold), **William Green** (Stouffville), **Jonathon Hallett** (Niagara Falls), **Nathalie Kahalé** (Ottawa), **Julie Leeming** (Bracebridge), **Morgan MacKenzie** (Courtright), **Brad Major** (Sundridge), **Matt Major** (Sundridge), **Megan McCaffrey** (Toronto), **Stephanie Morgan** (Brampton), **Mayla Parrent** (Niagara Falls), **Kyle Schmeler** (Burke Falls), **Kathy Smart** (Ottawa), **Tara Vanderlinden** (Ottawa), **Daniel Vermunt** (Zurich), and **Nathan Wanuch** (St. Catharines).

Commonwealth Honour Award recipients flank Lifesaving Society Ontario Patron following their investiture. *Front row, from left:* Shanna Reid, Kathy Fisher, Julie Twaddle (President), Lieutenant-Governor, The Honourable David C. Onley (Patron), Marc Neeb (Governor), Sheri Krauss, Tamara Wood. *Back row, from left:* Brook Beatty, Anne Jackson, Jennifer Knights, Peter Mumford, Randy Killey, Peter Tozer, Bill Welch, Patrick D'Almada, Rob Richardson, Alain Rabeau. *Photo by Val Attanasio.*

Ontario staff members *(front row, from left)*: Shirley Wong, Lucie Simoes, Laurie Priestman, Kelly Manoukas, Pam D'Costa Dupley, Nadia Luck, Beverley Yurkiewich, Wendy Mahony, Ann Palmer, Lori Groves. *Middle row, from left:* Daksha Moti, Lorraine Wilson-Saliba, Stallone Fernandes, Becky Lehman, Iris Harrison, Barbara Byers, Heather Williams, Tessa Clemens, Jennifer Baggetta, Rhonda Pennell, Jennifer Kessell, Yee Lau, Genevieve Fernandes. *Back row, from left:* Sindy Parsons, Ed Bean, Naeem Iqbal, Doug Ferguson, Carol Cruikshank, Brian Miess, JP Molin, Jean Crane, Kevin Jackson, Jeremey Ludwig, Ateeq Laeeq, Perry Smith, Michael Shane, Adrian Herscovici. *Photo by Val Attanasio.*

Commonwealth Honour Awards

Commonwealth Honour Awards recognize leadership and service to the Society. The ***Certificate of Thanks*** honours volunteers for significant contributions to the aims of the Society. In 2010, the Certificate of Thanks was awarded to: **Matthew Campbell** (London), **Amy Crawford** (New Hamburg), **Michelle Cheatley** (Hamilton), **Heather Kress** (Oakville), **Holly Kuin** (Peterborough), **Trevor McClean** (Richmond), **Andrew Mintz** (Mississauga), **Dale Papke** (Mississauga), **Bruce Parkin** (Waterloo), **Katie Short** (Kanata), **Teresa Taylor** (Brampton), **Kevin Wong** (Mississauga), and **Lisa Young** (Markham).

The ***Service Medal*** acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member. In 2010, the Service Medal was awarded to: **Don Burton** (Guelph), **Kathy Fisher** (York), **Paul Hulford** (Ottawa), **Jocelyne Labreche** (Elliot Lake), and **Tamara Wood** (Pickering).

Recipients are eligible for a ***Bar to Service Medal*** after an additional four years of service. In 2010, the Bar to Service Medal was awarded to: **Brook Beatty** (Brampton), **Jennifer Knights** (London), **Marc Neeb** (Gormely), **Shanna Reid** (Port Elgin), **Peter Tozer** (Barrie), and **Bill Welch** (Peterborough).

The ***Service Cross*** honours meritorious service of at least 15 years. In 2010, the Service Cross was awarded to: **Sheri Krauss** (Markham), **Peter Mumford** (Milton), **Alain Rabeau** (Ottawa). Recipients are eligible for a Bar to Service Cross at intervals of five years. In 2010, the Bar to Service Cross was awarded to **Patrick D'Almada** (Hillsburgh), **Anne Jackson** (Scarborough), **Randy Killey** (Scarborough), and **Bob Paul** (Kitchener).

President's List

The President's List recognizes the Lifesaving Society's most active volunteer examiner in each area, and pays tribute to all examiners and the hours they spend at the core level of the Society's training programs. In recognition of their dedication and generosity in support of drowning prevention, the president of the Ontario Branch honours: **Brandi Allingham** (Maitland), **Mitchell Blimkie** (Deep River), **Jonathan Brooker** (Oakville), **Jean-Guy Brunet** (Hearst), **Ryan Carter** (Ajax), **Calum Davies** (Thunder Bay), **Christy Enright** (Gravenhurst), **Jocelyne Labreche** (Elliot Lake), **Sarah Laughton** (Caledon), **Kimberley McCrystal** (Woodstock), **Courtney McKenna-Geurtin** (Burlington), **Brianna Motluk** (Georgetown), **Marilyn Murray-Scott** (Lucknow), **Andrew Oman** (North Bay), **Jason Primeau** (Cornwall), **Erin Robinson** (St. Marys), **Samantha Slofstra** (Fort Erie), **Shannon Smyth** (Stouffville), **David Van Elswyk** (Stoney Creek), **Kelly Vosburg** (Sarnia).



The Society employed the following permanent staff members in 2010:

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

Training Programs
Perry Smith, Director
Carol Cruikshank, Manager
Becky Lehman, Manager
JP Molin, Manager
Beverley Yurkiewich, Admin Assistant
Lori Groves, Clerk

Public Education
Barbara Byers, Director
Sindy Parsons, Manager
Daksha Moti, Admin Assistant

Aquatic Safety Management
Michael Shane, Director
Ann Palmer, Admin Assistant

Lifesaving Sport
Lorraine Wilson-Saliba, Director
Jeremey Ludwig, Admin Assistant

Finance
Dawn Maragh, Director
Kevin Jackson, Purchasing Manager
Shirley Wong, Bookkeeper
Naeem Iqbal, Accounts Payable
Yee Lau, Invoicing
Rhonda Pennell, Accounts Receivable

Fundraising
Kelly Manoukas, Fund Developer
Laurie Priestman, Admin Assistant

Merchandise
Brian Miess, Director
Pam D'Costa-Dupley, Admin Assistant

Member Services
Ed Bean, Marketing Director
Adrian Herscovici, Communication Manager
Wendy Mahony, Director
Heather Williams, Manager
Lucie Simoes,
Quality Assurance Administrator
Nadia Luck, Admin Assistant
Jennifer Kessell, Admin Assistant
Thelma Zosa, Admin Assistant
Jean Crane, Awards Processing
Lori Groves, **Tessa Clemens**,
Awards Processing
Jennifer Baggetta, Awards Processing
Yung Yung Wong, Ateeq Laeeq,
Order Processing
Iris Harrison, Receptionist
Ateeq Laeeq, **Stallone Fernandes**,
Shipper-Receiver

fundraising

Our work makes a difference in the lives of people across Ontario and our success is owed to the dedicated work of committed volunteers.

Thanks to Planned Giving Chair **Kenn Little**, Special Events Chair **Lori McNelly**, Personal Giving Chair **Helena Follows** and Fundraising Events Chair **Heather Kazan**. Thanks to past council member **Nicole Williams**.



In the Community

Our volunteers raised more than **$46,000** for the Society's Water Smart drowning prevention campaign. Thanks to everyone involved for their hard work in organizing and participating in fundraising events.

Darnell Challenge Cup 2010

The Darnell Challenge Cup recognizes the drowning prevention commitment of the Society's affiliate members and institutions that mobilize staff and volunteers to raise funds for Water Smart.

Overall category

1st	Pool People Limited (PPL Aquatics)	$ 17,915
2nd	Town of Richmond Hill	$ 3,439
3rd	City of London	$ 3,266

Single-facility category

1st	Town of Essex	$ 1,331
2nd	Town of Tillsonburg	$ 1,234
3rd	Town of Bracebridge	$ 719

Congratulations to **Pool People Limited (PPL Aquatic**, **Fitness & Spa Group Inc.)**, who led the overall category for the third year in a row by raising an astounding **$17,915**. Lifeguards and management held a swim-a-thon from August 23–27 in which every employee was required to swim 100 laps to support the Swim to Survive program in the City of Mississauga. Special thanks to CEO **Dale Papke**, event organizers **Tim Bown** and **Chris Flood** and the entire staff for their outstanding work.

The **Town of Essex** led the single-facility category. Congratulations to **Cynthia Cakebread**, **Sarah Newton** and the aquatic staff.

Other affiliate members also organized and hosted fundraising events across Ontario in 2010. Thanks go out to the staff of the **Town of Aurora**, **Town of Belleville & Quinte YMCA**, **Boulevard Club (Toronto)**, **City of Cambridge**, **Municipality of Clarington**, **Municipality of Greenstone – Geraldton**, **Town of Georgina**, **City of Kenora**, **Town of Lasalle**, **City of London**, **Town of Markham**, **Town of Newmarket**, **Norfolk – Simcoe County**, **Town of Oakville**, **Ottawa University**, **Municipality of North Perth**, **Municipality of Perth & District**, **Municipality of Southwest Middlesex-Glencoe**, **Town of Richmond Hill**, **Town of Saugeen Shores – Port Elgin**, **City of St. Catharines**, **Township of St. Clair – Mooretown**, **City of Timmins**, **Town of Vaughan**, **Township of Wellington North – Mount Forest**, **Town of Whitchurch-Stouffville**, **City of Windsor**.

Event Highlights

101st AGM Silent Auction

This year's auction raised **$2,200** for drowning prevention education. Thanks to all of the volunteers and bidders and to the generous contributors: **Art Gallery of Ontario (AGO)**, **Barrie Lifeguarding Club – Brad McConnell**, **Casa Loma**, **Conservation Halton Parks**, **Genevieve Fernandes**, **Clotilde Anne-Marie Friedmann**, **Stuart Fraser**, **Kathleen Finn**, **Hong Kong LSS**, **La Tour - CN Tower**, **Mansfield Ski Club**, **Mariposa Cruises**, **MLSE Team UP Foundation**, **Deborah Nathan**, **Niagara Region – Area 6**, **Ninutik Maple Sugar Ltd.**, **Nottawasaga Inn Resort**, **Scarborough Town Centre**, **St. Joseph Media (Toronto Life magazine)**, **The Fairmont Royal York**, **Toronto**, **The National Ballet of Canada**, **Toronto Blue Jays Baseball Club**, **Quinlan Road/ Loreena McKennitt**, **John Rapp and RLSS UK**.

April Pools Day

The third annual April Pools Day event raised a total of **$1,616**. The goal was to educate as many families as possible on seasonal water-related safety activities preparing them for the summer. Thank you to these participating affiliates: **Aurora**, **Bracebridge**, **Essex**, **Markham**, **Township of St. Clair – Mooretown**, **Whitchurch-Stouffville**.

500 Metre Swim for 500 Lives

Guards from across the province took part in this special fundraising event during National Drowning Prevention Week (July 17–25). Twenty facilities and 305 lifeguards raised over **$9,000** for drowning prevention education. Thanks to all the lifeguards and facilities who participated and congratulations to **Danielle Timmy**, a lifeguard from the Town of Richmond Hill – Wave Pool and the lifeguarding team from the **Town of Tillsonburg Community Centre** for raising the most funds.

Rescue Tube Relay

In August, participants ran 120 km over a two-day period, each one carrying a rescue tube and the Lifesaving Society flag. More than 80 York Region lifeguards and municipal politicians from the **Town of Aurora**, **Georgina**, **Markham**, **Newmarket**, **Richmond Hill**, **Vaughan** and **Whitchurch-Stouffville** took part. Congratulations to the **York Region Aquatic Council** for organizing this event and to all the participating lifeguards who raised **$4,403** for the Water Smart drowning prevention "Within Arms' Reach" campaign.

Thanks to Town of Georgina **Mayor Robert Grossi**, Town of Markham **Councillor Alex Chiu**, Town of Newmarket **Mayor Tony Van Bynen**, **Councillor Chris Emanuel**, **Councillor Dave Kerwin**, Town of Richmond Hill **Mayor Dave Barrow**, **Councillor Brenda Hogg** and Town of Whitchurch-Stouffville **Mayor Wayne Emmerson**.

Band for a Cause Campaign

To raise awareness about the drowning issue, the Lifesaving Society offers embossed wristbands. In 2010, the sale of 1,762 bands raised **$2,572** for the Swim to Survive program. For every 5,000 bands sold, 500 children receive Swim to Survive training. To date, we have sold 14,500

Photo by Laura Konantz.

wristbands to raise **$21,317**. Thanks to **Stephen Ashworth**, president of ***The Official Fundraising Handbook*** (www.officialfundraisinghandbook.com) for promoting the Swim to Survive wristband campaign in Canada for the sixth year.

Donor Clubs

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

Distinction Club

The Distinction Club recognizes donors of $500 or more. In 2010: **Ed Bean**, **Timothy Kevin Bean**, **Barb & Jim Byers**, **Paul & Kathleen Beeston**, **Robert Clark**, **Dennis & Joan Duncan**, **Doug Ferguson**, **Rob Kavanagh**, **Robert Lord**, **Willy Mueller**, **Deborah Nathan**, **Marc Neeb**, **Jocelyn Palm**, **David Pretty**.

Merit Club

The Merit Club recognizes those who donate between $300 and $499. In 2010: **Guy Holt**, **Brenda Lance**, **Tom McCullough**, **Muriel Nathan**, **Laura Sfreddo**, **Andrew Tremayne**, **Bob Wood**.

Bronze Club

The Bronze Club recognizes those who donate between $100 and $299. In 2010: **Chadwa Abdullah**, **Ted Ashberry**, **John Bankes**, **Jack Bramm**, **Ken Bunner**, **Cassandra Cairo**, **Cynthia Cakebread**, **Noreen Campbell & Allan Johnson**, **Randy Cavallin**, **Cassie Connolly**, **Brian Connors**, **Susan Corak**, **George D. Crossley**, **Ruth Cruikshank**, **Patricia DaFoe**, **Peter Davis**, **Diane Davis**, **Karen Eaton**, **James Evans**, **Scarlett Farquhar**, **Simon Fogel**, **Andrew Gerhard**, **David Ghosh**, **Susan Glover Takahashi**, **Anthony G.S. Griffin**, **Janet Hall**, **Mark Hawley**, **Derek Ho**, **James Holden**, **Allen Hugli**, **Anne & Kevin Jackson**, **Vera Kameda-Lacroix**, **Steve Keay**, **Susan Krizanc & Patrick McCarthy**, **Brenda Lance**, **Kevin Ledrew**, **Rebecca Lehman**, **Paul Letherby**, **Kenn Little**, **Kelly Manoukas**, **Heather Marcy**, **Dee-Ann Martin**, **Muriel Nathan**, **Nancy Norris**, **Brad Oliver**, **Dr. Denis Page**, **Ann Palmer**, **Brent Pilkington**, **Michael Prue**, **Charlene Pugh**, **Sandra Ramlakhan**, **John Rapp**, **Tylene Reaume**, **Olof & Lorraine Saliba**, **Cheryl Sibany**, **Betsy Simpson**, **Andrew Taylor**, **Kerry Wakefield**, **Roy & Gayle Warren**, **Alexandria Weatherup-Leach**, **Paul Weir**, **Aaron Wilson**, **Garth & Tena Wilson**, **David YM Wong**, **Brian Wynn**, **Denise Yoreff**.

Friends of the Society

Friends of the Society are those who donate between $25 and $99. In 2010: **Aleeya Ali**, **Pauline Amaral**, **Ben Antao**, **Mary Arnold**, **Janna Baker**, **Rob & Jane Bamford**, **Andrea & Fred Bardy**, **Susan Berry-Stavropoulos**, **William Binsted**, **Deborah A. Birkenbergs**, **Ofrie Bloom**, **Shirley A. Boast**, **Lorna Bocknek**, **Peter Bradstreet**, **Jon Brooker**, **Bob Burgar**, **Cam Campbell**, **Tom Carter**, **Margaret Chambers**, **Tanya Claus**, **Cliff's Hair Place Limited – D. Jones**, **Gwen Coles**, **Carol Cruikshank**, **Marion Cruikshank**, **Patrick D'Almada**, **Gigie Dela Cruz**, **Alexandra Devine**, **Marguerite DiManno**, **Jim Dol**, **Mary Dol**, **Sandra Dubecky**, **Jamie Dunbar**, **Joanna Duncan**, **Ted Durbacz**, **Judy Ebenhoeh**, **Catherine Erkinger**, **Doreen Fenton**, **Denis Fernandes**, **Genevieve Fernandes**, **Stallone Fernandes**, **Helena Follows**, **James Ford**, **Sheewa Fraser**, **Heather Gauldie**, **Alison Germain**, **Marilyn & Jamie Gerson**, **Nikolas Groot**, **Chhaya Gupta**, **Grace Ham-Kim**, **Jim Hanmore**, **Sharon Hannon**, **Cheryl Harrington**, **Maria Harrison-Edge**, **Tony Harrison-Edge**, **Elsie Horsburgh**, **Duncan & Ruth Hough**, **Jamie Hsu**, **Hope Humphries**, **Loriann Ierullo**, **Andy Ip**, **Jason Jolicoeur**, **Joanna Kagal**, **Katherine Keen**, **Linda Kennedy**, **Jennifer Kessell**, **Ian & Dawn Kilvert**, **Pat Kitchen**, **Mary Klos**, **Colleen Kozak**, **Stephen Kralik**, **Christina Lee**, **Alida Lemieux**, **Pierre Lemieux**, **Tracey Leonard**, **Glenn Lester**, **Anne Leung**, **Kristen Levy**, **Eric Lin**, **Margaret Lizzotti**, **Jamie Lombardo**, **Cindy Mabley**, **Diane MacCready**, **Brian Mak**, **Dawn Maragh**, **Bruce & Mae Martin**, **Steve Mastoras**, **Janet McCurdy**, **Tim McDonald**, **Jennifer McIntyre**, **Maria Minna**, **Andrew Mintz**, **Elizabeth D. Mitchell**, **Robin Mitchell**, **Michelle Moreno**, **Daksha Moti**, **Susan Murray**, **Linda Neary**, **Silvia Neuteboom**, **Sarah Newton**, **Wilma Olazo**, **Cheryl Oliver**, **Helen Oliver**, **Judith Oliver**, **Odette Oliver**, **Alice Ordean**, **Gale Payne**, **Donna Perrault**, **Nora Pettit**, **Bonnie Pilkington**, **Alyson Pyper**, **Thomas Quigg**, **Yasmin Ratansi**, **Eric Antonio Reyes**, **Jacqueline Reynolds**, **Marla Rice**, **Hilary Robertson**, **Scott Ruddle**, **Silvana Salerno**, **Melanie D. Samborski**, **Tim Scapillato**, **William Shi**, **Andrew Shiff**, **Colleen & Larry Sigmundson**, **Donna Sippala**, **Anne Slade**, **Melissa Slade**, **Shannon Smyth**, **Lee Spicer**, **Susan Stackhouse**, **Andrea Stoeckl**, **Gerry Strong**, **Jane Troop**, **Julie Twaddle**, **Sophie Tyminski**, **Linda Van Ry**, **Cathy Vanlierop**, **Archie Verhoeve**, **Chris Verhoeve**, **Chris Watt Bickley**, **Marion Whitfield**, **Daphne Whyte**, **Marie Williams-Gagnon**, **Heather Williams-Hoffman**, **Barbara J. Wilson**, **Michele Wilson**, **Mary Wolfe**, **Yelay Wong**, **Scott Woodland**, **George Wynott**, **Michael & Vivien R. Young**, **Ruth Yu**.

United Way

Thank you to donors who provide their support through the United Way Campaign donor designation program. In 2010, we received seven donations in the amount of **$2,116**.

Dedicated Donations

The Society accepts donations dedicated to specific purposes or activities.

The Olive Pretty Archives

This fund is designed to attract and direct funds and artifacts for the collection, preservation and display of materials important to the historical record of the Society's lifesaving work. The fund honours Mrs. J.M. (Olive) Pretty, Secretary-Treasurer of the Ontario Branch from 1932 to 1956. Donations since 1992 total **$23,553**. In 2010, we received donations of **$1,685** from: **Ed Bean**, **Robert Clark**, **Patrick D'Almada**, **Doug Ferguson**, **Heather Gauldie**, **Susan Glover Takahashi**, **Anne Jackson**, **Pat Kitchen**, **Tom McCullough**,

David Pretty, **Julie Twaddle**, **Brian Wynn**.

Brian Jones Memorial Fund

Established in 1993, this fund honours the memory of Brian Jones, a highly respected member of the Society who died in 1992. The purpose of the fund is to provide drowning prevention education to the residents of eastern Ontario. Donations since 1993 total **$5,900**. In 2010 we received donations of **$250** from: **Laura Sfreddo**, **Paul Weir**.

Hilary M. Weston Award

The Society instituted the Hilary M. Weston Award in 2001 in recognition of her patronage as the Past Lieutenant Governor. See the Member Services section for details. Donations to date total **$10,045**. In 2010, we received donations of **$2,200** from: **Robert Clark**, **Genevieve Fernandes**, **Stallone Fernandes**, **Vera Kameda-Lacroix**, **Rob Kavanagh**, **Paul Letherby**, **Deborah Nathan**, **David Pretty**.

Royce Crossley-Hickman Fund – National Lifeguard Service Award

The Society instituted the Royce Crossley-Hickman Fund to honour the memory of an exceptional young athlete and lifeguard from the County of Simcoe who died in 2009. Donations to date total **$2,257**. In 2010 we received donations from **Cookstown & District Chamber of Commerce**, **George Douglas Crossley**, **Jim Hanmore**, **Susan Krizanc & Patrick McCarthy**, **Dr. Andrea Stoeckl**, **Jane Troop**.

In Memoriam Donations

The Society is honoured to be the recipient of donations in memory of individuals. In each case, the Society informs the family of the individual in whose name the donation is given. In 2010 we received donations in memory of: **Raymond Cartwright** from Ed Bean; **Kristen Cross** from Glenn Lester; **Michael Davis** from Ed Bean, William Binsted, Barb & Jim Byers, Carol Cruikshank, Ruth Cruikshank & Gerry Young, Patricia DaFoe, Peter Davis, Doug & Wendy Ferguson, Mr. & Mrs. Joe Galina, Andrew Gerhard, Duncan Hough, Anne Jackson, Vera Kameda-Lacroix, Katherine Keen, Alida Lemieux, Pierre Lemieux, Kelly Manoukas, Susan Murray, Mustang Drive-In – c/o Nancy Petersonal, Jocelyn Palm, Hilary Roberton, Laura Sfreddo, Cheryl Sibany, George Wynott; **Eveline Desrosiers Rabeau** from John Bankes, Barb & Jim Byers, Kelly Manoukas; **Kathy Durocher** from Randy Cavallin; **Mihir Kumar Ghosh** from Aleeya Ali, Shirley Boast, Sandra Dubecky, Sheewa Fraser, Sharon Hannon, David Ghosh, Nikolas & Rani Groot, Chhaya Gupta, Bryan Herskovits, Joanna Kagal, Mary Klos, Tim & Jay McDonald, Sipra Majumder, Steve Mastoras, Maria Minna, Sibani Pal, Michael Prue, Yasmin Ratansi, Scott Woodland, Michael & Vivien Young; **Helen Hamilton** from Barb & Jim Byers; **Maria Hasse** from Barb & Jim Byers; **Donna Herdman** from Kenn Little; **Jack Krauss** from Ann Palmer; **Larry & Calvin Le** from Kelly Manoukas; **Dr. Robert McCullough** from Barb & Jim Byers, Kelly Manoukas, Tom McCullough; **Alan Nathan** from Ed Bean, Carol Cruikshank; **Jocelyn Oakley** from Judy Ebenhoeh; **Walter Parsons** from Barb & Jim Byers, Kelly Manoukas; **Chris Rawnsley** from Susan Corak, Kelly Manoukas; **Norman Reid** from Barb & Jim Byers; **Libby Ridler** from Barb & Jim Byers; **Anita Saliba** from Hope Humphries & Kevin Tripp, Kelly Manoukas, Ann Palmer, Andrew Tremayne, Barbara J. Wilson; **Myrtle Beatrice Secord** from James Evans; **Diane (Leduc) Tozer** from Peter Bradstreet, Catholic Women's League, Randy Cavallin, Corporate Transcontinental Database Mktg., Diane Davis, Deb Halls, Dee-Ann Martin, Diane MacCready, Corrin & Christian McWhirter, Laura Sfreddo, Andrew Taylor, Town of Orangeville**;** **Evadne Sutherland** from Ed Bean, Barb & Jim Byers, Randy Cavallin, Cliff's Hair Place Limited – D. Jones, Ted Durbacz, Genevieve & Lyndon Fernandes, Stallone, Tyler, Dylan Fernades, Jennifer Kessell, Rebecca Lehman, Kristen Levy, Margaret & Gary Lizzotti, Jerry Lynch, Kelly Manoukas, Dawn Maragh, City of Mississauga – Aquatic Supervisors, Daksha Moti, Ann Palmer, Gale Payne, John Rapp, Laura Sfreddo, Heather Williams-Hoffman, Shirley Wong**; Neil Frances Warren** from Joanna & Brian Duncan, Donna Perrault, Donna Sippala.



Ontario's first high school Lifesaving Society Club

Ameya Pendse (centre), president and founder of the first Ontario high school Lifesaving Society Club, with Principal Catherine McGinley and Teacher Advisor Joe Lefkowitz at Milliken Mills High School in Unionville. The club is dedicated to teaching fellow students about first aid, CPR, water safety and how to raise funds for the Society's Water Smart campaign. *Photo by Laurie Priestman.*

Tribute Donations

The Society is honoured to be the recipient of donations in honour of an individual's milestones. In each case, the Society informs the individual in whose name the donation is given. In 2010 we received donations in honour of: **The Cruikshank Cottage** from Dawn & Ian Kilvert; **The Lifeguards of Tecumseh** from Essex Energy Corporation; **Mark Palmer** from Ann Palmer; **Michael Turner & Rena Ryhorchuk** from Scarlett Farquhar.

In-kind Gifts

Thank you to the following donors for their in-kind gifts in 2010: **Blistex**, **Boston Pizza**, **EBImage**, **Hurst Bakery**, **Lifesaving Society Nunavut**, **Marble Slab Creamery**, **No Frills**, **Office Systems**,

RONA, **Shoeless Joe's**, **Shopper's DrugMart**, **Staples**, **Sunbeam**, **Transport Canada**.

Gaming

The proceeds from the sale of Nevada Lottery tickets in 2010 netted over **$32,000**. Thanks to all of the Ontario retail store owners that participated. Special thanks to **Tim Stuart**, president of Bazaar Marketing and Video King and the management team **Gary Jacob**, **Darlene Peach** and **Pryce Goulding**. Thank you to our support team, **Shirley Leslie**, **Cathy Smith** and **Margaret Hirter**, and all of our regional sales reps for their ongoing support.

MBNA Affinity MasterCard

Holders of the Lifesaving Society MasterCard Platinum Plus and Preferred MasterCard raised **$4,738** through purchases and new card registrations in 2010 to support Water Smart.

Generous Support

The work of the Lifesaving Society is made possible partly in thanks to the generous donations of our supporters. We gratefully acknowledge the contribution of the following companies and organizations: **A.K. Company**, **Adriatic Insurance Brokers Ltd.**, **Aquatech Logistics Inc.**, **Catholic Women's League of Keswick**, **Cookstown and District Chamber of Commerce**, **CRMfusion Inc.**, **CUPE - Local 4400**, **Insurance Bureau of Canada**, **Lake Huron Zone Recreationists' Association**, **More Management Services Inc.**, **Ontario Power Generation**, **PPL Aquatic, Fitness & Spa Group Inc.**, **Quinan Construction Ltd.**, **Stouffville Wine Shoppe**, **Stouffville Licious**, **TD Bank – Kipling Branch**, **Technosport Consulting**, **Trinity Electronics Systems Ltd.**, **Urban Mechanical Contracting Ltd.**, **Waterloo Regional Aquatics Council**, **Wellness at Work**.

Photo by Nicole Redigonda.



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