



2019 MANITOBA ANNUAL REPORT



LIFESAVING SOCIETY®
The Lifeguarding Experts

THE LIFESAVING SOCIETY

builds leadership capacity in every community where Canadians young and old learn to make safe choices, gain valuable first aid and lifesaving skills, and live active lifestyles. Society members, government, and the public look to the Lifesaving Society to establish industry custom and practice to help make Manitoba the safest place to live, work, and play.

OUR MANDATE

- The Lifesaving Society has a public health and safety mandate for drowning and injury prevention, and active living and fitness
- The Lifesaving Society provides valuable education and training ensuring Canadians have access to safe, fun, and healthy living experiences
- The Lifesaving Society is the standard-setting, certifying body for public aquatic safety and Canada's lifeguards
- The Lifesaving Society is the sport organization for lifesaving, providing sport for life and long-term athlete development opportunities

The Lifesaving Society is a national charity working to prevent drowning and water-related injuries. Lifesaving training programs, Water Smart public education, water incident research, safety management services, and lifesaving sport are just some of the ways we save lives and prevent personal injury.





BOARD OF DIRECTORS

Elizabeth Proskurnik
Mikaela Garfinkel
Kristen Olson
Sarah Painter
Kayla Saarinen
Dora Simmons
Jon Sorokowski

Board Chair and National Active Member
Treasurer
Director
Director
Director
Director
Director and National Board Member

BRANCH STAFF

Tom Scott
Kevin Tordiffe
Dorothy Melnychuk
Kathy Plett
Christopher Love

Lorne Edwards
Melissandre Berthelot-Dilk

Executive Director (from March 2019)
Acting CEO (until March 2019)
Administrative Coordinator
Program Coordinator
Water Smart® and
Safety Management Coordinator
Media Coordinator
Office Assistant (until May 2019)

SUPPORT

Jon Sorokowski
Dr. Kelvin Williamson
Patrol Sergeant Stefane Boulet
Staff Sergeant Bob Chabot

Website Development & Support
Medical Advisor
Winnipeg Police Service
Royal Canadian Mounted Police

STATEMENTS OF SUPPORT



An excerpt from Mayor Brian Bowman's address on July 24, 2019 at the raising of the Lifesaving Society flag at Winnipeg City Hall:

"The Lifesaving Society has always been an incredible partner in ensuring the safety and wellbeing of our residents is paramount. The one that is often underrated is the danger around the water. Drowning is not as it is in the movies where there is splashing and someone calling out for help with lots of time for people to react. It is silent, it is quick and it is deadly. I know this from personal experience going into the water as a lifeguard that you need to have your eyes on the water at all times when people are there. I want to take a moment to thank everyone from Lifesaving Society Manitoba for the work you do with training programs, public education and lifesaving sport and water incident research and thanks for putting in the time for drowning prevention and awareness and the data you provide. Lifesaving Society Manitoba provides citizens and decision-makers in government and beyond with information we can use to make smart decisions to prevent accidents in the water, which ultimately so many are preventable, if we just take the steps we are trying promote today."

Each year, members from the Winnipeg Fire Paramedic Service (WFPS) respond to approximately 200 water rescue calls on our waterways and in pools. When these incidents result in tragedy, they impact many individuals – the families and friends of the victim, the responders who show up to help and many other community members. We know 200 water rescue calls is far too many. We also know the vast majority of drownings are completely preventable.

That is why the WFPS commends Lifesaving Society Manitoba for its work in educating the public. Your organization is helping to prevent families from ever having to go through the loss of a loved one to drowning. It's preventing folks from life-altering injury. We thank you for being a partner in keeping Winnipeggers and Manitobans safer.

We look forward to partnering further in the coming years.

Chief John Lane, Winnipeg Fire Paramedic Service



CHAIR'S REPORT

Submitted by
Elizabeth Proskurnik

As I find myself at the end of my second and final term as Chair of the Lifesaving Society Manitoba Board of Directors, I cannot help but reflect on all the changes, successes, challenges and continued growth of the organization.

This past year Tom Scott joined the organization as Executive Director. Tom quickly got to work familiarizing himself with the Society, our work and our business practices. Tom was able to identify areas of cost saving and implementation of best practices that had not previously been in place to improve our operations. On behalf of the Board, I must say that we have enjoyed having Tom as part of the organization and working with him over the last 11 months and wish him and his wife Sandra the best in their move to Alberta.

Based on feedback from last year's AGM, the Board has spent a lot of time, with the help of our legal advisor revising our Terms of Reference so that they are easy to understand and compliant with the Corporations Act. There is still more work to be done, including writing new policies to go along with the new bylaws, but the Board is committed to ensure that we are implementing best practices for all aspects of the organization.

Unfortunately, the past year was not without tragedy and reminds us of why we do the important work we do, in an attempt achieve our vision of a Canada free from drowning and water-related injury. While initiatives like the Northern Water Smart, Winter Smart, education for New Canadians and PFD Loaner programs have all made an impact on our Manitoba statistics, we must strive to do more, individually and as an organization to share water safety messages and education throughout the province.

I would like to end by saying thanks to my fellow Directors, the Branch's hard-working staff and the many dedicated volunteers. I feel so fortunate to have worked alongside so many people who are passionate about the mission of the Lifesaving Society. Through our continued efforts, we will strive to increase water safety and eliminate drowning in Manitoba.

LIFESAVING SOCIETY MANITOBA PRESIDENT'S LIST

1931	R.D. Waugh
1932	Mrs. G.A. Harrison
1935 – 1939	Clive K. Tallin Q.C.
1941	Leo Best
1943	Mrs. George Skuce
1943 – 1947	Amy Fisher
1952 – 1957	Mrs. Dorothy C. Lloyd
1957 – 1958	Jim Dorrian
1962 – 1971	Jack Motyer
1972 – 1973	Mervyn Cavers
1973	Mervyn E.D. Fitz
1974 – 1975	Don Rocan
1975	Ian Fife
1975 – 1977	Greg Fraser
1977 – 1979	Andy Bagnall
1979 – 1984	Donna Jacobson
1984 – 1986	Dr. Tim Pethrick
1986 – 1988	Phillip M. Hay
1988 – 1992	RoseAnn MacKinnon
1992 – 1994	Carol M. Hardy
1994 – 1997	Lana Stowe
1997 – 2000	Linda Grossart
2000 – 2002	Gerri Hewitt
2002 – 2006	Marna Kenny
2006 – 2010	Kevin Tordiffe
2010 – 2014	Dr. Christopher Love
2014 – 2016	Michael Limerick
2016 - Present	Elizabeth Proskurnik

EXECUTIVE DIRECTOR'S REPORT

Submitted by
Tom Scott

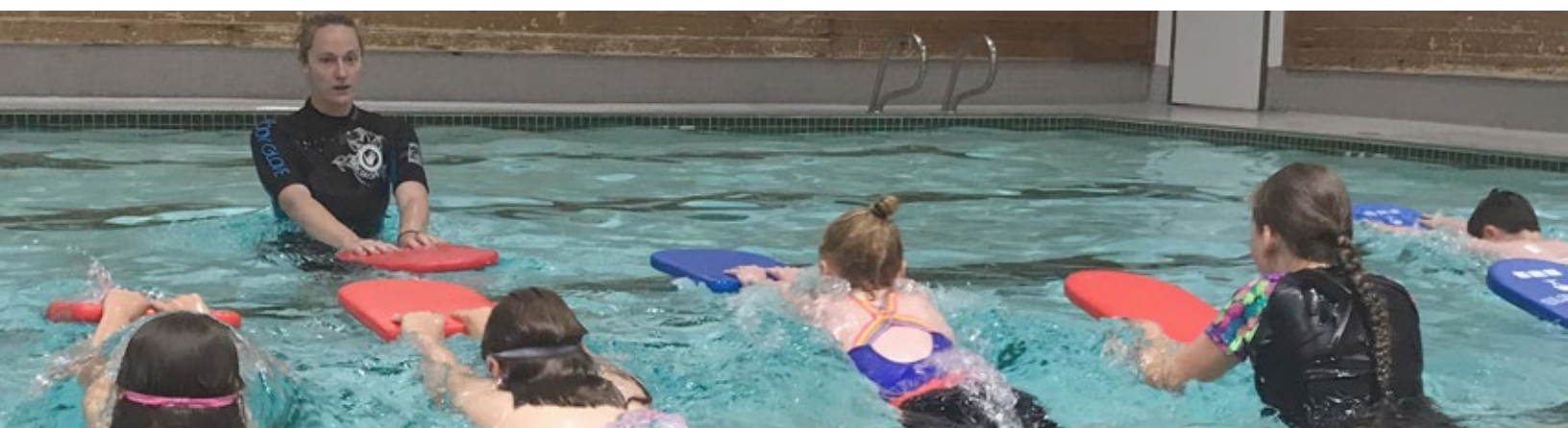
2019 was a year of learning, growth, challenge, and change for Lifesaving Society Manitoba.

The learning started on my first day and continued every day thereafter. The depth of knowledge and experience at the branch is quite exceptional, not only with staff, but with the Board of Directors as well.

Growth came in a number of ways. Updating our IT infrastructure was crucial to ensuring we were able to

programs promoting water safety and drowning prevention. It seemed like there was not a day that you could not turn on the radio or TV without hearing or seeing "Dr. Christopher Love." Another highlight came when the Lifesaving Society flag was raised at City Hall, then at Portage and Main (courtesy of the Richardson Building), and then at Manitoba Hydro head office on Portage Avenue. The staff and Board have worked very hard to raise awareness of drowning prevention.

An important change for the Branch is that we decided to launch direct delivery of First Aid / CPR courses. After long and careful consideration on how the Branch can increase revenue and ensure sustainability, we determined that there was the capacity and infrastructure to offer First Aid / CPR courses to the public. We have had some questions from Affiliates about the program, however, based on the volume of enquiries we get each year, we are confident that the demand far exceeds existing



operate our daily business without interruption, as well as to provide the highest level of security for our business, which includes details of our members. Privacy is very important and protecting information is a priority for us.

Growth also came from expanding the Lifesaving Society Manitoba brand in our community. This past summer, we hired two Community Program staff to travel around Manitoba, visiting Affiliates to ask how Lifesaving Society Manitoba could help them achieve their objectives. We also increased our presence in media this past year, not only with strategic paid awareness and educational campaigns, but also having Chris Love, our Water Smart Coordinator, appear on many local

Challenges in 2019 have not been insignificant. The deficit was higher than projected at the beginning of the budget year. In what can be described as a "perfect storm," we saw revenue lower than projected and expenses higher than projected, which included some unbudgeted costs (aforementioned IT upgrade). The upside is that our overall financial position is sound. The Branch has done a great job building its financial reserves over the years and has more than enough to cover the deficit. Moreover, the 2020 budget submitted is balanced. In fact, 2020 is off to a great start with the Branch receiving grants from two new funders totaling \$30,000.

capacity within our community. The reality is that the Branch must find new revenue to ensure sustainability of the high level of programming and other services offered by Lifesaving Society Manitoba.

Most of you will know that I have resigned my position with the Branch as my wife and I have made the decision to relocate to Alberta to be closer to our immediate family. I am sorry to leaving this fantastic organization, but I am happy knowing that the hard work educating our community on drowning prevention will continue.

2019 PROGRAM REPORT

Submitted by Kathy Plett,
Program Coordinator

This has been a year of changes for the Lifesaving Society. The program portfolio has been no exception.

In 2019, we received funding to allow the hiring of two Summer Program Consultants – Ashley Kathan and Rachele Molyneux. They visited 25 communities/facilities to distribute water smart information and deliver water safety sessions. Ashley and Rachele talked to facilities about their successes and challenges in delivering Lifesaving Society programs. They also assisted in several Lifesaving Society events over the summer.

Under direction from Manitoba Labour and Regulations Services, Manitoba Workplace Safety and Health adopted the Canadian Standards Association (CSA), *CSA Z1210 - First Aid training for the workplace – Curriculum and quality management for training agencies*. By harmonizing to the standard, workplace first aid will be a part of a national system in reducing barriers to trade and labour mobility. Manitoba is one of the first

provinces to adopt these standards. As a result, all first aid training agencies in Manitoba needed to re-submit their entire first aid training programs to Workplace Safety and Health. The Lifesaving Society received recognition from Workplace Safety of its first aid programs March 18, 2019. We are one of only six first aid training agencies currently recognized by Workplace Safety and Health.

A review of National Lifeguard began in this past September. We are looking at where the strengths are in the program and what needs to be altered. Recent research findings in lifeguarding surveillance, rescue response, first aid protocols, and fitness evaluation have all been included. As always, the National Lifeguard Service Standard continues to be the leader nationally and internationally for the training of lifeguards.

In 2019, we continued our partnership with the City of Winnipeg Aquatics Branch for Swimming Counts. The

content of this program allows for participation for all students in the Winnipeg School Division, including new Canadians, non-swimmers, and swimmers. All students are evaluated on their ability to achieve the Lifesaving Society's Swim to Survive™ Standard. 2,200 students participated in the program in 2019.

The finalized Award Guides for the Bronze Levels revisions were distributed to the branches in December. Planning for Instructor and Trainer revisions is underway.

It is inspiring to work with so many people who are committed to achieving the Lifesaving Society's goal of reducing drownings in Manitoba. The dedication of our instructors, examiners, trainers, national trainers, volunteers, and affiliates to this goal is phenomenal. Thank you all for your work in helping to reduce drownings and raising the awareness of water safety in Manitoba.

2019 SUMMER PROGRAM CONSULTANTS REPORT

Submitted by Kathy Plett,
Program Coordinator

This was a new initiative for the Lifesaving Society. The goal was to develop our relationship with facilities in Manitoba and to reach as many people as possible with our water smart messaging.

Ashley Kathan and Rachele Molyneux are passionate about spreading the Lifesaving Society's water smart information to all Manitobans. They were responsible for reaching out to rural facilities and searching for festivals and events to visit. Some of the event planners contacted them to arrange

for Ashley and Rachele to attend their events.

Ashley and Rachele travelled throughout Manitoba from the second week of July to the end of the second week of August. They visited 26 facilities and participated in six (6) Lifesaving Society Water Smart™ Public Education events. Wherever they went, they had a table with posters, pamphlets, stickers, and more, and talked about water safety to all who visited. Packages of posters and pamphlets were distributed to all facilities that wanted them. Where

possible, they talked to facility staff to discuss successes and barriers to running Lifesaving Society Programs.

Future goals for this position are:

- Provide program delivery support to facilities. This could range from aiding in program delivery to assisting in staff support/training.
- To increase the number of events and locations visited in order to deliver more water smart education and information.

SUMMER PROGRAM CONSULTANTS/COMMUNITIES & EVENTS VISITED

Altona • Ashern • Birch River - RM of Mountain • Boissevain • Brandon Sportsplex • Brandon YMCA • Camp Nutimik
Carman • Costco Safety Day (St James Location) • Deloraine • East Beaches Fire & Rescue Safety Day • Family Dynamics Fort Garry Youth Camp
Grandview • Hartney • Killarney Beach Festival • Lake Minnewasta Safety Day (Morden) • Lundar • Manipogo • Melita • Neepawa
North Norfolk Paddlefest (Jackson Lake) • Pinawa • Roblin • Souris • Steinbach • Stonewall Quarry Park • The Pas - Kelsey Rec • Vassar
Wawanesa • Westlake-Gladstone • Winkler • Winnipeg Fish Festival (The Forks)

BRANCH AWARDS + CERTIFICATIONS

TOP LINE SUMMARY	2019	2018	2017
Swimming	3,123	3,742	1,506
Lifesaving	2,094	2,003	1,865
First Aid	1,856	2,282	4,745
Safety Management	7	7	15
Lifeguarding	804	863	836
Leadership	1,767	2,497	1,635
First Aid 2016 Updates	15	26	325
TOTAL	9,666	11,420	10,927

SWIMMING¹

Swim to Survive	2,711	2,687	1,015
Swim for Life	412	1,055	491
TOTAL	3,123	3,742	1,506

LIFESAVING

Junior Lifeguard Club	45	44	18
Canadian Swim Patrol ²	290	67	65
Bronze Star	190	156	140
Bronze Medallion	732	721	701
Bronze Cross	664	578	656
Distinction	1	1	0
Lifesaving Fitness	12	1	6
Wading Pool Attendant ³	0	209	0
Boat Rescue for First Responders	24	26	37
BOAT	136	200	242
TOTAL	2,094	2,003	1,865

LIFEGUARDING

National Lifeguard	804	863	836
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LEADERSHIP⁴

Instructor & Examiner	1,751	2,319	1,612
Trainer	16	178	23
TOTAL	1,767	2,497	1,635

FIRST AID⁵

First Aid	1,564	1,637	2,813
CPR	292	645	1,932
TOTAL	1,856	2,282	4,745

SAFETY MANAGEMENT

SEE Auditor	0	0	0
Aquatic Management Training	7	4	15
Occupational Aquatic Safety	0	3	0
TOTAL	7	7	15

NOTES

1. Swimming Program totals are based upon the number of participants in these programs. There was a decline in Swim for Life numbers due to the closure of the Thompson Norplex Pool in February 2019.
2. Swim Patrol numbers based upon crest sales.
3. Wading Pool Attendant training partnership with the City of Winnipeg was not renewed in 2019.
4. Leadership numbers reflect the fact that National Lifeguard Instructors and all Trainers recertify in even-numbered years (2016, 2018, 2020, etc.).
5. Stand-alone CPR certification numbers declined in 2019 due to changes in First Aid course content mandated by Manitoba Workplace Safety and Health as of April 2019. The inclusion of CPR-C as part of Emergency First Aid meant fewer individuals required separate CPR training.



WATER SMART® COORDINATOR REPORT

Submitted by Dr. Christopher Love, Water Smart® Coordinator

I am happy to report that for the fourth year in a row there has been an increase in attendance at the Society's public education events. During 2019, 1,500 more individuals visited our displays than during 2018. This increase is attributable to both the Society being involved in more public education events, as well as being more specific with our targeting methods at these events.

We know that over 10,000 individuals received education from our displays and direct-run programs. We are certain that we reached many thousands of Manitobans through the training programs run by our affiliates. This does not include the uncounted numbers who saw our social media feeds, and the brochures and handouts distributed across the province through partner agencies.

National Drowning Prevention Week is the major focus of all of the Society's public education efforts, and in 2019 it ran from July 21 to 27. As always,

our goal was to raise public awareness about the drowning problem and to get everyone in Manitoba thinking about staying safe in, on, and around water. The theme of our news conference for the week was backyard pool safety. In many other areas of the country, up to 15% of drowning deaths occur in backyard swimming pools. Thankfully, we have not seen that number of pool deaths in Manitoba, but we do know that more and more backyard hot tubs and pools are being installed across the province. Trying to get ahead of the curve, we highlighted backyard safety rules for the assembled media. We also know that many affiliates ran events during this week, and I extend my thanks to every one of them for their work in supporting drowning prevention.

As in previous years, staff from the Society conducted safety presentations for English as an Additional Language (EAL) students between April and August. Due to funding cutbacks to language schools made by the Federal government, we saw a slight drop in

the number of students we reached in 2019, with 2,190 individuals attending our sessions. While language schools valued our presentations, they were not always able to set aside time for our staff to come in due to the funding shortfall. Other events that the Society attended in order to educate the public during 2019 included Costco Safety Day, several Farm Safety Days, the Mid-Canada Boat Show, the Winnipeg Ice Fishing Show, and the Winnipeg Fish Festival. In October, I made two presentations at the Physical and Health Educators of Manitoba stream of the Manitoba Teacher's Society Professional Development Day, and we also provided a CPR – C course for attendees.

Thank you to everyone who supported our public education efforts in 2019. Your help allows us to reach more Manitobans every year. Our ultimate goal is a drowning-free province with Manitobans making Water Smart® choices every time they are in, on, or near the water.

SAFETY MANAGEMENT SERVICES REPORT

Submitted by Dr. Christopher Love,
Water Smart® Coordinator

Much of the work in the Safety Management Services portfolio for 2019 took place behind the scenes and was not visible to the public. This was capacity building work that will assist the Society's work in 2020 and future years. As in previous years, we continue to place an emphasis on helping affiliates, facilities, and municipalities maintain safe aquatic facility operations at all times. One part of our mission to prevent drownings and reduce water-related injuries can only be achieved by reaching out to all pool and waterfront operators to help them maintain safe operations.

We have continued to partner with Recreation Connections Manitoba to promote training for the wider recreation community in drowning prevention and water safety issues. In conjunction with Recreation Connections Manitoba Conference, we ran an Aquatic Management Training course. A total of seven recreation professionals from across Manitoba participated, and were able to return to their facilities with a greater understanding of safe operation considerations. We also attended the trade show at the conference to connect affiliates and partner agencies in person.

I continue to serve on the Lifesaving Society's National Safety Standards Commission. This group works to make sure that the Society's safety advice to pool operators and the public is research-based and up to date. We worked on many different documents and standards in 2019, with ten new or revised standards released to the public during the year.

In closing, I say thank you to the following members of the Manitoba safety management committee who volunteered their time during 2019: Sharon Blanchard, Angela Hildebrand, Lloyd Plueschow, Angie Shindle, Sonya Wiseman, and Wendy Yates.

NORTHERN WATER SMART® PROGRAM

Submitted by Dr. Christopher Love,
Water Smart® Coordinator

In 2019, the Northern Water Smart® program celebrated its 15th anniversary. During the months of July and August, our staff visited 26 communities across Manitoba. In total, 568 youth participated in the Swim to Survive™ swimming lessons, 254 individuals participated in Emergency First Aid & CPR-C courses to learn valuable first aid and CPR skills, and 129 adults and teens received their Pleasure Craft Operator (PCO) cards by participating in our Boat Operator Accredited Training (BOAT) program. For a fifth year we ran two additional course offerings for communities that wanted to access them, with the Within Arms' Reach and Water Smart® for Kids programs attracting an additional 587 participants.

Due to a very tight job market in Manitoba, we had to be very creative when it came to hiring program staff for the 2019 season. In the end we hired three full-time staff for the summer who were assisted by five

guest instructors who helped with between one and three weeks of programming. Our full-time staff consisted of one returning staff member, Melissandre Berthelot-Dilk, and two new staff, Ben Avison and Alexandra Carriere. Assisting with other weeks as part of the summer were Melissa Anderson, Jamil Cruz-Kan, Breanna Hofley, Cristine Vlcek, and Weston Walker. As in previous years, the instructors spent the first seven weeks in the office getting ready for their visits during the summer. They received refresher training on all of their teaching awards, and also undertook EAL presentations to practice working in front of larger crowds. They made lots of phone calls and sent many faxes and e-mails to their community contacts to make sure every detail was taken care of before arrival. We continue to monitor the feedback we receive from communities during and after a visit so that the program can be improved for the next season.

For the 2019 season, Lifesaving Society Manitoba received funding from five different government departments to allow the Northern Water Smart® program to be a success. We extend our thanks to the Government of Manitoba Department of Indigenous and Northern Relations, Government of Manitoba Department of Health, Seniors & Active Living, Government of Manitoba Department of Sustainable Development, Health Canada – First Nations and Inuit Health Branch (Brighter Futures/Building Healthy Communities Programs), and Employment & Social Development Canada (Canada Summer Job Program). Without the support of these agencies the Society would not be able to sustain such a large outreach program. We also thank Keewatin Tribal Council for acting as a funding agent between Health Canada and the Lifesaving Society due to new regulatory requirements for funding allocated for First Nations.





2019 NORTHERN WATER SMART® PROGRAM

COMMUNITY PARTICIPANTS

Berens River First Nation	69
Birch River / Wuskwi Sipiik First Nation	96
Black River First Nation	92
Buffalo Point First Nation	44
Canupawakpa Dakota First Nation	18
Chemawawin Cree Nation	38
Churchill	35
Ebb & Flow First Nation	105
God's Lake Narrows First Nation	59
God's River / Manto Sipi Cree Nation	164
Hollow Water First Nation	28
Jackhead / Kinonjeoshtegon First Nation	20
Lake Betula Jordan's Principle Camp	25

COMMUNITY PARTICIPANTS

Lake Manitoba First Nation	44
Lake St. Martin First Nation Safety Day	45
Little Saskatchewan First Nation	17
Matheson Island	38
Nelson House / Nisichawayasihk Cree Nation	93
Norway House / Kinosaio Sipi Cree Nation	98
Poplar River First Nation	63
Rolling River First Nation	62
St. Theresa Point First Nation	42
Snow Lake	4
Wabowden	40
Wasagamack First Nation	153
York Landing / York Factory Cree Nation	55

1,547 Total Participants



WINTER SMART PROGRAM REPORT

Submitted by Dr. Christopher Love, Water Smart® Coordinator

In 2019, the Lifesaving Society was fortunate to be assisted by two instructors for the Winter Smart portion of our programming. Ashley Bieniarz worked between January and March on the program, visiting six communities. At the end of March she returned to a job at Manitoba Music and her goal of pursuing a career in the music industry. Drew Burstahler, a former Northern Water Smart Instructor, returned in November to run our winter programming for

2019-2020. Before the end of the year she visited three communities and prepared for many more trips in 2020. Both Ashley and Drew contributed to the success of our ice safety programming in 2019, with over 1,100 individuals taking part in the training they provided.

Besides the visits that took place as part of direct programming with northern and remote communities, we also continued to reach out to the public

through other venues. We attended the second annual Winnipeg Ice Fishing Show and had over 600 individuals stop by our booth, and over 8,000 individuals attended the show over two days. Our media presence, reported on in Lorne Edward's Media Coordinator report, also allowed us to reach a large number of Manitobans about the importance of ice safety.



2019 WINTER SMART PROGRAM

COMMUNITY	PARTICIPANTS
Brochet / Barren Lands First Nation	125
Brokenhead Ojibway Nation	129
Cranberry Portage	87
Garden Hill First Nation	251
Hollow Water First Nation	12
Lynn Lake	92
Opaskwayak Cree Nation	54
Peguis First Nation	348
Thicket Portage	20

1,118 Total Participants

2019 PUBLIC EDUCATION EVENTS

PRESENTATION TYPE	PARTICIPANTS
Water Smart® Program for EAL Students	2,190
Winter Smart Ice Safety for EAL Students	23
Public Water Smart® Displays & Events	3,772
Public Winter Smart Ice Safety Sessions	0
Water Smart® for Schools	818
Winter Smart Ice Safety for Schools	29
Farm Safety Days	666
Within Arms' Reach	85

7,583 Total Participants

MEDIA REPORT

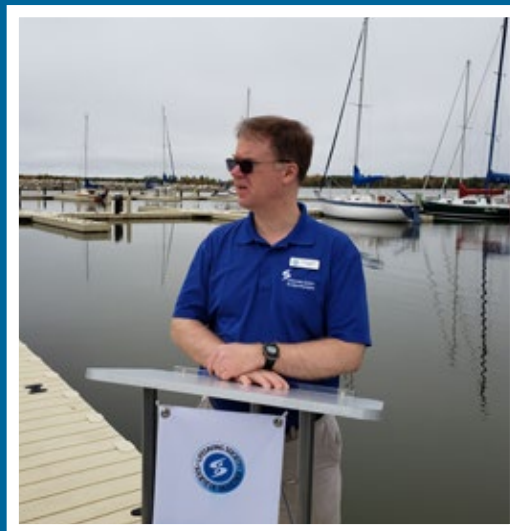
Submitted by Lorne Edwards, Media Coordinator

I am pleased to report close to 150 Lifesaving Society Manitoba media engagements in 2019. There was media interest in all Lifesaving Society events, from the Provincial Lifeguard Championships and Rescue and Honour Awards to four safe boating campaigns during the summer: Safe Boating Awareness Week, Hooked on Lifejackets, Operation Dry Water, and Stretching the Season. Unlike 2018, the Canadian Safe Boating Council was unable to participate due to funding cuts from Transport Canada. However, with drowning prevention in mind, Lifesaving Society Manitoba carried on with the campaigns extending public education and messaging to media outlets and partners in drowning prevention. My role as Media Co-ordinator is to recognize opportunities for public education, and to coordinate an appropriate response to raise our brand awareness and further efforts in drowning prevention. We also responded to incident-based media enquires established from Lifesaving Society Manitoba's drowning research. The incidents that prompted the most interest in 2019 were the media-reported drownings at the Courts of St. James apartment complex swimming pool and the unusual ice conditions in the fall that coincided with high water levels.

Media interest and coverage came from all platforms from radio, television, and print to social media. Both CTV Winnipeg and Global Winnipeg featured Lifesaving Society Manitoba's First Aid and CPR courses. CTV welcomed Lifesaving Society Manitoba Water Smart Co-ordinator Dr. Christopher Love in the studio for a segment on CTV Morning Live, while Global Winnipeg Reporter Gabrielle Marchand recorded a segment at Lifesaving Society Manitoba where we staged a typical First Aid / CPR class. Lifesaving Society staff continue to be frequent guests on both the CTV Morning Live and Global News Winnipeg Morning.

Again, in 2019, media interest came from all parts of the province with outlets from Brandon, Thompson, and Steinbach contacting us for safe water and boating related news and information. Radio stations in Kenora had an appetite for our messages as well, which is reasonable considering the number of Manitobans who have cottages in the region.

In an effort to reach the influx of new Canadians and those identified as being at a high risk of drowning, education-based commercials in Tagalog, French, Punjabi, Cree, and Ojibway ran on



various radio stations. Similar messages in English ran on a broader range of stations to capture key demographics.

The highlight of 2019 was Lifesaving Society Manitoba's participation in National Drowning Prevention Week. The campaign focused on backyard pool safety with a major media event at a home in East Kildonan. It was attended by Manitoba's Minister of Sustainable Development, Rochelle Squires. Partners included the Winnipeg Police Service and the Winnipeg Fire-Paramedic Service. It was well attended and prompted numerous interviews based on a "hit-list" of backyard pool safety tips provided by Lifesaving Society Manitoba's Water Smart Coordinator Dr. Christopher Love. For the first time ever, National Drowning Prevention Week was highlighted by the

Lifesaving Society flag being raised at Winnipeg City Hall in an event attended by Winnipeg Mayor Brian Bowman, several City Councillors, Winnipeg Fire Paramedic Service Chief John Lane, Lifesaving Society Manitoba Board Chair Elizabeth Proskurnik, Executive Director Tom Scott, and other Lifesaving Society Manitoba staff. An equally proud moment came shortly after when the Lifesaving Society flag was raised at one of Canada's most iconic intersections: Portage and Main in front of the Richardson building. This was made possible through partnerships with CJNU

Radio and Bentall-Kennedy Property Management. On both occasions, the flag was raised to demonstrate the importance of safe water initiatives, and to help those who may be found in distress. Later in the season, the flag was raised for our "Stretching the Season" campaign at the Portage Avenue headquarters of Manitoba Hydro, one of our Manitoba Coalition for Water Safety Partners.

A new media initiative undertaken in 2019 was the production of 18 videos focusing on water and boat safety. The videos featured Manitoba's foremost authority on water safety, Water Smart Coordinator Dr. Christopher Love. Some videos

shot at the Lifesaving Society offices covered the importance of lifeguards, lifejackets, and PFD basics, and the history of resuscitation. Other segments were shot at the Gull Harbour Marina at Hecla Island and focused on boating safety issues, from the importance of motor and equipment safety checks to pre-planning, examining the weather, and having the right safety equipment. The videos were used on social media platforms and offered to mainstream media outlets as further resources.

All media activities in 2019 worked to raise awareness of Lifesaving Society Manitoba, further our efforts in drowning and injury prevention, and reaffirm our position as a community leader in aquatics and saving lives.

PDF LOANER PROGRAM

The application form for the PFD Loaner Program was posted on both the Lifesaving Society Manitoba website, and the Manitoba Coalition for Safer Waters website in mid-May 2019. Applications were also e-mailed directly to many northern communities. Responses were accepted for the rest of the year.

The Manitoba Coalition for Safer Waters received 16 applications. 351

PFD's were sent to 14 communities in 2019 at a total cost of \$10,963.03. There were savings in shipping costs as our PFD supplier, the Northwest Company, shipped to successful applicant communities where their own shipments regularly travel. Our coalition partner at Manitoba Indigenous and Northern Relations also sent some of the PFD's to communities where a representative regularly visits. Working with the Northwest Company,

14 orders were filled and shipped at the end of August. Two additional late applications for Cranberry Portage and Nelson House were received in September 2019, but could not be filled and shipped until mid-January 2020. That was done at a cost of \$3,978.10. As total costs came under the \$15,000 budget, Lifesaving Society Manitoba also received PFD's to be used in various Northern Communities and other Water Smart® Education initiatives.

303 PFD'S WERE SHIPPED TO:

- Birdtail Sioux First Nation
- Brokenhead Ojibway Nation
- Cranberry Portage
- Cormorant
- Ebb and Flow
- Garden Hill
- MacGregor (Valley View Bible Camp)
- Mallard
- Nelson House
- Pine Dock
- Sagkeeng First Nation
- South Indian Lake
- Swan River (Wuskwi Sipihk Health Authority)
- Tadoule Lake

96 PFD'S WERE SHIPPED TO:

- Cranberry Portage
- Nelson House
- Lifesaving Society Manitoba

2020 COMMUNITY WATER SAFETY GRANTS

The application package for the 2020 Community Water Safety Grants was posted on both the Lifesaving Society Manitoba website, and the Manitoba Coalition for Safer Waters website in mid-September 2019. Communities then had six weeks to apply for the grants.

In all, 41 grant applications were received by the deadline, requesting \$89,845.03 in funds. The Coalition met Thursday, November 21, 2019 in the offices of Lifesaving Society Manitoba, 100 - 383 Provencher Blvd, Winnipeg, MB. After review, the Coalition approved 23 applications worth \$50,168.30 in funding. One successful applicant later withdrew their application due to unforeseen circumstances, leaving the total amount to be distributed at \$48,968.30.

Funding was approved for:

- ESMS Parent Advisory Council – St. Malo
- Grant Park High School – Winnipeg
- Kelsey Recreation Centre in The Pas
- La Verendrye School in Portage la Prairie
- Lowe Farm School
- Matheson Island Community Council
- Mound Wildlife in Pilot Mound
- Municipality of Emerson-Franklin Recreation
- Parent Committee for St. Claude, Haywood, Rathwell, and Portage la Prairie Schools
- RM of Dauphin
- RM of Lakeshore – Ochre River Rec Committee
- RM of Lakeshore – Rorketon
- RM of St. Andrews
- Roseau Crossing Heritage Park
- Sheridan Community Council
- St. Laurent Rec Commission
- Steep Rock Swim Program
- Stony Mountain Elementary School
- Thicket Portage Community Council
- Warren Elementary School
- Whiteshell, Duck Mountain – Manitoba Underwater Council
- Woodlands School

Cheques for 70% of the grant totals were issued in early 2020. The remaining 30% will be issued once grant applicants file an activity report at the conclusion of their projects.

Of particular note was an application from Grant Park High School for \$2,500 for a female learn to swim program geared towards new Canadians. Costs to cover pool rental, female lifeguards and instructors, teacher's supervision, transportation, and purchase of female bathing suits as "program participants from Saudi Arabia have no idea what to purchase." Another approved application from Mound Wildlife in Pilot Mound was for \$2,500 for signage to make the public aware of open water, thin ice, and in-use aerators, and swim at your own risk signs at docks used for swimming and fishing. The Manitoba Underwater Council in the Whiteshell, Duck Mountain Region was approved for a \$2,000 grant to improve water safety signage where SCUBA diving is conducted on a regular basis.

HONOUR + RESCUE AWARDS

The mission of the Lifesaving Society is to prevent drownings and other water-related injuries. Every year Lifesaving Society Manitoba honours those individuals who help us achieve that mission, whether by volunteering their time to the organization, or by risking their own life to save another. The Honour and Rescue Awards ceremony is our chance to commend these worthy individuals.

The Society's Rescue Awards recognize those individuals who have participated in the rescue of another. The Society's motto is "Whomsoever you see in distress, recognize in them a fellow human being." The recipients of these rescue awards exemplify the spirit of this motto due to their quick thinking and selfless response in a water-related incident.

The Society's Recognition and Service Awards, and the Commonwealth Honours recognize those individuals and organizations who have contributed their time, energy and expertise to the Society and its mission. The Society is honoured to recognize their contributions to drowning prevention in Manitoba and Canada.

RESCUE COMMENDATION

Jaylynn Chartier
Phoenix Chartier
Daniel Donahue
Garrett LeBlanc
Doug Maguire
Dave Piott
Dana Sawatzky
Andrew Seymour
John Synyshyn
Eden Rose Walker

CERTIFICATE OF THANKS

Meghan Conrad

SERVICE MEDAL

Raeanne Donaldson
Rishona Hyman

BAR TO SERVICE MEDAL

Renée Barnabé
Elizabeth Proskurnik

RESCUE AWARDS

Rescue Commendation recognizes outstanding individuals who placed themselves at risk while attempting, conducting or saving a life in a water-related rescue.

M.G. Griffiths Award recognizes Lifesaving Society trained individuals who, although not on duty, applied their skills and knowledge in attempting, conducting or saving a life in a water-related rescue.

RECOGNITION & SERVICE AWARDS

Certificate of Appreciation presented to individuals who have contributed to the Society's drowning prevention mission.

Certificate of Recognition presented to groups and organizations who have contributed to the Society's drowning prevention mission.

Lifeguard of the Year presented to a certified National Lifeguard in Manitoba who goes "above and beyond" when at work on the pool deck or at the waterfront.

Instructor of the Year presented to a Lifesaving Instructor or Trainer in Manitoba who "pulls out all the stops" when delivering programs to their students.

Jim McDiarmid Memorial Award presented to a long-term volunteer who has made significant contributions to the Society's operations in Manitoba.

COMMONWEALTH HONOURS

Certificate of Thanks recognizes short term or single time contributions or service to the Society by individuals, clubs, organizations or businesses.

Service Commendation honours volunteers who have performed noteworthy service for a minimum of two years.

Service Medal honours volunteers who have performed noteworthy service for a minimum of four years.

Bar to Service Medal honours volunteers who have performed noteworthy service for a minimum of eight years.

Service Cross honours volunteers who have performed noteworthy service for a minimum of twelve years.

Bar to Service Cross honours volunteers who have performed noteworthy service for a minimum of sixteen years. Additional bars are presented at 4 year intervals for volunteers who continue to serve the Society.

Commonwealth Honorary Life Member honours individuals who have made a substantial and measurable contribution to the Society's mission, and who have performed outstanding and meritorious volunteer service to the Society for a minimum of twenty-four years.

Commonwealth President's Award recognizes organizations, clubs, schools, etc. who have made exceptional, continuing and sustained contributions or service to the operations of the Royal Life Saving Society.

AWARDS + HONOURS RECIPIENTS

LIFEGUARD OF THE YEAR

Arash Fazel Darbandi

INSTRUCTOR OF THE YEAR

Alecia Iverson

JIM MCDIARMID MEMORIAL AWARD

Elizabeth Proskurnik

CERTIFICATE OF APPRECIATION

Todd Brega
Tricia Cook
Tim Davidson
Kathy Kennedy
Jim Kenny
Marna Kenny
Zoé Le Gallic Massie
Justin Luschinski
Paul McCrea
Alissa Moffit
John Sauder
Chris Stevens
Richard Siwik

CERTIFICATE OF RECOGNITION

City of Winnipeg, Office of the Mayor
CTV News
Gerry Gordon Mazda
Gull Harbour Resort
Manitoba Hydro
Rose & Max Rady Jewish Community Centre



LIFESAVING SPORT

2019 MANITOBA LIFEGUARD CHAMPIONSHIPS

HOST: CITY OF WINNIPEG RECREATION SERVICES, AQUATICS BRANCH

LOCATION: ST. JAMES ASSINIBOIA CENTENNIAL POOL

FIRST PLACE

Half Way to the Pool

Meghan Conrad
Emma Barber-Dueck
Arash Fazel Darbandi
Ashley Kulczycki

SECOND PLACE

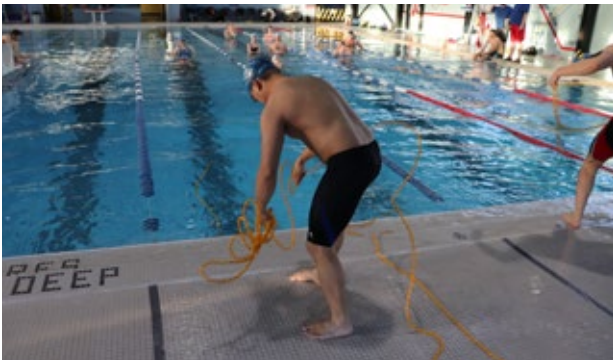
Beach Gold 2: Electric Boogaloo

Taylor Kulczycki
Jean-Luc Tetreault
Sophie Menet-Espina
Rowan McCabe

THIRD PLACE

Straight Outta Fromson

Maziar Fazel Darbandi
Max Fidel
Braden Milani
Nicholas Pasieczka







INDEPENDENT AUDIT REPORT

To the Board of Directors
The Royal Life Saving Society - Manitoba Branch Inc.

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Royal Life Saving Society - Manitoba Branch Inc. (the "Organization"), which comprise the statement of financial position as at December 31, 2019, and the statements of operations, net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2019, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Information

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so. Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the Organization to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Manitoba
March 04, 2020



Talbot and Associates
Chartered Professional Accountants

Ashern, MB 204.768.2346
Birtle, MB 204.842.5301
Notre-Dame-de-Lourdes, MB 204.248.2557
Steinbach, MB 204.326.6871

Oak Bluff, MB 204.269.7460
Winnipeg, MB (St. Boniface) 204.987.4875
Winnipeg, MB (St. Norbert) 204.269.7460

talbotcpa.ca

FINANCIAL STATEMENTS

For the Year Ended December 31, 2019

STATEMENT OF FINANCIAL POSITION

December 31, 2019

	2019	2018
ASSETS		
CURRENT		
Cash and cash equivalents	\$ 56,307	\$ 180,721
Short term investments	107,664	54,820
Accounts receivable	17,756	32,855
Inventory	20,813	18,149
Prepaid expenses	7,878	9,207
	210,418	295,752
LONG-TERM INVESTMENTS (Note 4)	46,836	70,450
TANGIBLE CAPITAL ASSETS (Note 3)	9,942	5,022
	\$ 267,196	\$ 371,224
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 40,304	\$ 16,312
Due to government agencies	3,014	2,090
	43,318	18,402
NET ASSETS	223,878	352,822
	\$ 267,196	\$ 371,224

STATEMENT OF FINANCIAL POSITION

For the Year Ended December 31, 2019

	2019	2018
NET ASSETS - BEGINNING OF YEAR	\$ 352,822	\$ 426,337
DEFICIENCY OF REVENUES OVER EXPENSES	(128,944)	(73,515)
NET ASSETS - END OF YEAR	\$ 223,878	\$ 352,822

This Financial Report was prepared by: Talbot & Associates

FINANCIAL STATEMENTS (CONTINUED)

For the Year Ended December 31, 2019

STATEMENT OF OPERATIONS

For the Year Ended December 31, 2019

	2019	2018
REVENUE		
Test fees, sales, and other revenues (<i>Schedule 1</i>)	\$ 256,716	\$ 235,824
Less: Cost of goods sold	(65,341)	(53,909)
	191,375	181,915
Grants & Assistance		
Manitoba Indigenous & Municipal Relations	225,000	225,000
Manitoba Health, Seniors, and Active Living	125,600	125,600
Manitoba Sustainable Development	5,000	5,000
Human Resources Development Canada	24,698	7,900
Health Canada	54,000	54,000
The Winnipeg Foundation	7,000	-
Canadian Safe Boating Council	-	39,130
Google Inc.	-	6,407
Sports Manitoba	-	4,500
	441,298	467,537
	632,673	649,452
EXPENSES		
Advertising and promotion	81,607	82,918
Amortization of tangible capital assets	2,468	2,048
Insurance	6,303	5,915
Interest and bank charges	3,113	4,869
Lifeguard competition	9,467	9,100
Meetings	865	5,287
Office expenses	28,613	22,968
Professional fees	23,519	10,163
Programs	153,403	133,101
Rental	41,467	40,853
Repairs and maintenance	26,734	15,777
Salaries and wages	378,777	382,825
Utilities	5,281	7,143
	761,617	722,967
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (128,944)	\$ (73,515)

PROGRAM SUPPORT PROVIDED BY



**Manitoba Coalition
for Safer Waters**



**Employment and Social Development Canada
(Canada Summer Jobs Program)**

Health Canada (First Nations & Inuit Health)



**Manitoba Department of Health,
Seniors & Active Living**

**Manitoba Department of Indigenous
and Northern Relations**

**Manitoba Department of Sustainable
Development**



Keewatin Tribal Council



The Winnipeg Foundation



LIFESAVING SOCIETY®

The Lifeguarding Experts

LIFESAVING SOCIETY MANITOBA

100-383 Provencher Blvd. Winnipeg, Manitoba R2H 0G9

Phone 204.956.2124 Fax 204.944.8546 Email info@lifesaving.mb.ca

lifesaving.mb.ca