

**LIFESAVING SOCIETY**  
**SOCIÉTÉ DE SAUVETAGE**

*The Lifeguarding Experts*  
*Les experts en surveillance aquatique*

LIFESAVING SOCIETY - MANITOBA

*2011 Annual Report*



LIFESAVING SOCIETY®

*The Lifeguarding Experts*

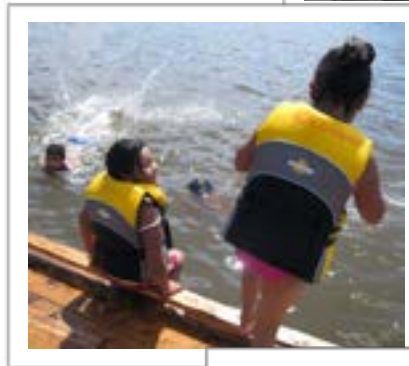
## Lifesaving Society

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 injury. We save lives and prevent injury through our training programs, Water Smart® public education, water incident research, aquatic safety management services and lifesaving sport.



## Branch Awards and Certifications

First Aid		Water Rescue Award cont'd		Leadership Awards cont'd	
Lifesaving AED	218	National Lifeguard - Waterfront Recertification	36	Lifesaving Instructor & First Aid Instructor	149
Lifesaving AED Recertification	15	<b>Water Rescue Award Total:</b>	<b>3192</b>	Lifesaving Instructor & First Aid Instructor Recertification	260
Aquatic Emergency Care & CPR C	64	<b>Leadership Awards</b>		Lifesaving Instructor Advanced	148
Aquatic Emergency Care & CPR C Recertification	67	Lifesaving AED Instructor	7	Swim for Life Instructor	299
Lifesaving CPR Level C	220	Lifesaving AED Instructor Recert	2	Swim for Life Instructor Recert	8
Lifesaving CPR-C Recertification	32	Assistant Instructor Trainer	6	Swim for Life Instructor Trainer	6
Lifesaving CPR-HCP	54	Assistant Instructor Trainer Recert	5	Swim for Life Instructor Trainer Reappointment	38
Lifesaving CPR-HCP Recertification	27	Aquatic Emergency Care Instructor	8	National Lifeguard Instructor	10
Lifesaving Emergency First Aid & CPR A Recert	14	Aquatic Emergency Care Instructor Recert	47	National Lifeguard Instructor Recertification	49
Lifesaving Emergency First Aid & CPR A	818	AEC Instructor Trainer	1	NLS - Waterpark Instructor Recert	4
Lifesaving Standard First Aid & CPR C Recert	261	AEC Instructor Trainer Reappointment	10	NLS - Waterfront Instructor	3
Lifesaving Standard First Aid & CPR C	649	Lifesaving CPR Instructor Recert	1	NLS - Waterfront Instructor Recert	13
Lifesaving Oxygen Administration	20	CPR - HCP Instructor	3	National Lifeguard Instructor Trainer	1
<b>First Aid Total:</b>	<b>2459</b>	CPR-HCP Instructor Recertification	1	National Lifeguard Instructor Trainer Reappointment	9
<b>Water Rescue Award</b>		Lifesaving Oxygen Admin Instructor recert	1	National Lifeguard Waterfront Instructor Trainer	1
Boat Operator Accredited Training	478	Lifesaving First Aid Instructor	153	National Lifeguard Waterfront Instructor Trainer Reappointment	2
Boat Rescue for First Responders	17	Lifesaving First Aid Instructor Recertification	255	National Lifeguard Waterpark Instructor Trainer Reappointment	1
Boat Rescue for First Responders Recert	28	Lifesaving First Aid Instructor Trainer Reappointment	38	Examiner - Bronze Cross	150
Canadian Swim Patrol - Rookie	43	Lifesaving First Aid Instructor Trainer	4	Examiner Bronze Cross Reappointment	256
Canadian Swim Patrol - Ranger	7	Boat Instructor Trainer	1	Examiner - Distinction	151
Canadian Swim Patrol - Star	30	B.O.A.T. - Instructor/Examiner	7	Examiner - Distinction Reappointment	253
Bronze Star & CPR A	223	B.O.A.T. - Instructor/Examiner Recertification	25	Examiner Diploma - Reappointment	1
Bronze Medallion & CPR A	765	Boat Instructor Trainer Reappointment	3	Examiner - National Lifeguard	4
Bronze Cross & CPR C	605	Boat Rescue for 1st Responders Instructor	3	Examiner National Lifeguard Reappointment	46
Bronze Cross & C CPR Recertification	41	Boat Rescue for First Responder IT Reappointment	1	Examiner National Lifeguard Waterfront	2
Distinction	2	Boat Rescue for First Responder IT Reappointment	2	Examiner National Lifeguard Waterfront Reappointment	11
Distinction Recert	1	Branch Trainer Reappointment	6	Examiner National Lifeguard Waterpark Reappointment	3
National Lifeguard - Pool	328	Instructor Trainer - Lifesaving	6	<b>Leadership Award Total:</b>	<b>2186</b>
National Lifeguard - Pool Recertification	559	Instructor Trainer - Lifesaving Reappointment	38		
National Lifeguard - Waterfront	29	First Aid Updates 2011	81		

## Balance Sheet (and comparison) December 31, 2011

<b>ASSETS</b>		
	<u>2011</u>	<u>2010</u>
<b>Current</b>		
Cash	\$58,556	\$16,468
Short term deposits	\$206,550	\$205,801
Accounts receivable	\$8,213	\$12,008
Inventory	\$11,175	\$10,582
Prepaid expenses	<u>\$0</u>	<u>\$2,403</u>
	\$284,494	\$247,262
Capital assets	<u>\$9,868</u>	<u>\$13,599</u>
	<u>\$294,362</u>	<u>\$260,861</u>
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable	\$23,618	\$21,867
Unearned grants & assistance	<u>\$95,000</u>	<u>\$100,000</u>
	<u>\$118,618</u>	<u>\$121,867</u>
<b>NET ASSETS</b>		
Net assets invested in capital assets	\$9,868	\$13,599
Unrestricted net assets	<u>\$165,876</u>	<u>\$125,395</u>
Net assets	<u>\$175,744</u>	<u>\$138,994</u>
	<u>\$294,362</u>	<u>\$260,861</u>

### ACKNOWLEDGEMENTS

The Society gratefully acknowledges the program support and financial contributions provided by:

- Manitoba Department of Aboriginal & Northern Affairs
- Health Canada
- Manitoba Department of Conservation
- Manitoba Coalition for Safer Waters
- Service Canada HRSDC Summer Jobs Program
- Our business and individual donors who so generously support the Society's vision & mission.

*The Lifesaving Society — Manitoba is a registered non-profit organization whose existence depends on the generous donations of the public. Every contribution is important to us and tax deductible receipts will be issued upon receiving a donation. Registered Charity No. 119129047 RR0001*

## Statement of Surplus for the year ending December 31, 2011

	<u>2011</u>	<u>2010</u>
<b>Revenue</b>		
Test fees & merchandise sales	\$234,601	\$231,061
Less cost of goods sold	<u>(\$64,911)</u>	<u>(\$60,172)</u>
	\$169,690	\$170,889
Fundraising	\$15,994	\$14,785
Grants & assistance	<u>\$297,040</u>	<u>\$222,332</u>
	<u>\$482,724</u>	<u>\$408,006</u>
<b>Operating Expenditures</b>		
Advertising & promotion	\$13,066	\$13,653
Amortization	\$3,731	\$5,205
Audit fees	\$2,190	\$2,053
Bad debts	\$0	\$0
Fundraising	\$6,830	\$5,623
Insurance	\$1,464	\$1,464
Meetings	\$7,020	\$4,397
Office supplies	\$27,229	\$26,706
Postage	\$4,612	\$5,090
Program development	\$193,674	\$137,168
Rent	\$32,331	\$30,331
Repairs & maintenance	\$610	\$1,122
Telephone	\$3,426	\$2,768
Wages & benefits	<u>\$149,791</u>	<u>\$145,412</u>
	<u>\$445,974</u>	<u>\$380,992</u>
Excess (deficiency) of revenues over expenses	\$36,750	\$27,014
Net assets, beginning of year	<u>\$138,994</u>	<u>\$111,980</u>
Net assets, end of year	<u>\$175,744</u>	<u>\$138,994</u>

*This Financial Report was prepared by:  
S. H. J. Bernacki C.A.*

## Board of Directors Chair - *Chris Love*

As we close out the 2011 fiscal year, our 100<sup>th</sup> year of operations in Manitoba this Branch is well positioned for its next century of operations. As Board of Directors Chair for the past year it has been my pleasure to be involved in the Society's continuing growth and development. Most recently it was my honour to accept on behalf of the Branch a special recognition award from Manitoba Aboriginal and Northern Affairs, recognizing our Northern Program. This recognition speaks to our commitment and the Branch's continuing mission of reducing drowning and other water-related injuries in Manitoba.

We continue to operate on a sound financial foundation in uncertain economic times. This has allowed the Board to continue to look forward in its planning, rather than focusing on any financial concerns. As a result the Board has begun an internal review of the Society's governance and growth, a process that will continue over the next year or more. At the same time the Board has continued to be involved with the ongoing development of the Lifesaving Society nationally.

I again extend my thanks to all of my fellow directors, and to the hard-working staff in the office for their efforts. And as I have done in past, I ask each of you to join in our efforts to make every Manitoban Water Smart® by volunteering your time, by making a donation, teaching Society's courses or con-

## Chief Executive Officer - *Carl Shier*

I will admit that when I began this job in June of 2005 I had no idea of what lay ahead. My initial review of the 2004 year-end financial audit report painted a very modest picture with limited resources. We operated in a 900 square foot office, often with 3 people sharing one room. We were under substantial constraint and by that I mean more than just the office's physical layout. This was a real factor in both our business bottom line and our Branch's ability to affect any meaningful change. My how times have changed. Let's jump ahead to the present and read through this year's Annual Report. It will give you some idea as to how far we've really come.

While the address on the door appears the same as 2004, in reality we've moved across the hall to a 2200 sq. ft. location. The additional space provided staff a much improved work environment. Over the seven years that followed, we've hosted many agency representatives and hosting meetings here gave us some much needed exposure. We've also seen our Northern Program grow from one instructor and a part-time supervisor to what we have today; seven instructors and a full-time coordinator who delivers our programs year-round.

We now have a number of government departments, agencies and individuals who strongly support our organization and the "water safety and drowning prevention" mission. To date the Manitoba Branch has received three provincial awards for our Northern Program injury prevention work. While to some this is recognition for efforts made over the past 7 years, I view it as a challenge to work harder and smarter in future. I know we have that ability, resources and potential. We can do more!

Only one program, B.O.A.T. witnessed a substantial decline in 2011. That trend was national, as every Branch suffered the same fate. Transport Canada's "Pleasure Craft Operator" tests changed dramatically and most compliant boaters have met

tributing in some way. The combined efforts of our thousands of members means we have untapped strengths to develop. I hope you all will continue to live the Society's mission and values on a daily basis.



CEO Carl Shier with Northern Instructors Stephanie Zubriski, Elizabeth Robson & Jon Sorokowski, Board Chair Chris Love

re-requirements and obtained their PCO cards. There will always be a market for our BOAT course; we just need create a "best practise" way to tap into it. We'll work to get this back on-track.

As I reflect on 2011, this Branch's 100<sup>th</sup> Centennial year, I feel a sense of accomplishment. We've had 5 continuous years of surplus, which stabilized and refocused the Branch. We are full partners and participants in all that goes on at both national and provincial levels, no longer looking in from the outside. Staff is supported by modern technology and new equipment supporting their daily work. We are blessed with a Board of Director's that cares, supports and participates in the Society.

If you are reading this report you too are likely an interested party in the Lifesaving Society. For that I'm most grateful and well I cannot personally extend my hand here to appreciate this fact, please know that we couldn't have reached our goals without you. While we have acknowledged the largest organizational contributors on the pages of this report, it is people like you that can and do make a world of difference. Think globally, act locally.



## Program Coordinator - *Kathy Plett*

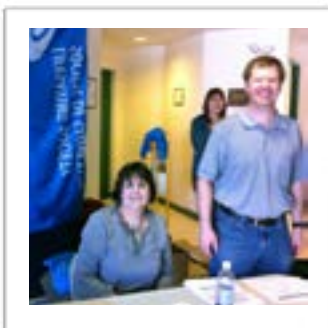
I have been reviewing pictures and documents from our archive to include in this year's annual report. I have been struck by both how far we have come as a Society and how there are things we have been doing right for the past 100 years. Some of our earliest instruction manuals refer to basic skills that are in our programs today. They also refer to the then latest research in resuscitation and rescue techniques. We have always used the most up - to - date information to educate people how to a rescue drowning victim and how to ensure their own safety around the water. As we move forward into the next century of serving Manitobans, we will continue to provide leadership, lifesaving, lifeguarding, swimming, first aid and public education programs that are based upon the most current research available.

In the fall of 2010, the International Liaison Committee on Resuscitation (ILCOR) made recommendations for changes to CPR and first aid protocols. In 2011 the Emergency Cardiac Care Committee of Canada, which the Lifesaving Society is a member, decided upon how these recommendations would be incorporated into first aid and CPR training in Canada. In Manitoba NLS Instructors, NLS Examiners and Lifesaving Instructor Trainers were updated to allow them to start training NLS candidates and Instructors in 2012. The Instructor Resource CD was updated at this time to include resources for Lifesaving, Swim for Life® and First Aid/CPR Instructors.

Revisions to the NLS programs were completed in 2011 and will be launched June 1, 2012. I would like to thank everyone who was a part of this process; our people who undertook research to those who conducted pilot testing of the new program. NLS continues to be the standard for professional lifeguards in Canada!

This fall we ran pilot courses for the leadership training system. The feedback from these pilots has provided us with valuable information for the next phase of this project. Thank you to Renée Barnabé, Elizabeth Proskurnik and Sarah Painter for running the Manitoba pilot courses. The Society could not meet its mandate to prevent drowning and water - related accidents for all Manitobans without all of

you. I challenge you to think of ways that each day you can help educate Manitobans to have the tools to enjoy water related activities safely and to be able to help themselves or others should the need arise.



## 2011 Volunteer Recognition Awards presented at Government House

The Lifesaving Society is fortunate to have many volunteers who contribute their time, energy and expertise to the fulfillment of the Society's mission. The many hours our volunteers contribute do not go unnoticed. Annually the Society is honoured to recognize these outstanding individuals for their contributions in assisting with the promotion of water safety in Manitoba.

**Certificate of Appreciation** is given to individuals, clubs, organizations or businesses, who have made a significant contribution to the Society over the year. This years recipients are: *J.P. Barnabe, Glen Dickson, Danica Friesen, Stephanie Kereliuk, Ashley Newman, Guy W. Plett, Donald Ross, Lindsey Winfield*

**Certificate of Thanks** honours volunteers who have made a significant contribution over 2 years. This years recipients are: *Renée Barnabé, Elizabeth Proskurnik, Gareth Yates*

**Service Medal** honours volunteers who have performed noteworthy service for four or more years. This years recipients are: *Gord Caswell, Kristy-Ann Duncan, Michael Limerick*

**Bar to Service Medal** honours volunteers, who have performed another four years of noteworthy service since receiving their Service Medal. This years recipient is: *Karla Mikey Guzej*

**Service Cross** honours volunteers who have performed 12 or more years of meritorious service. This years recipient is: *Michael Hadder*

**Bar to Service Cross** honours volunteers, who have performed another four years of noteworthy service after receiving their Service Cross. This years recipient is: *Lloyd Plueschow*

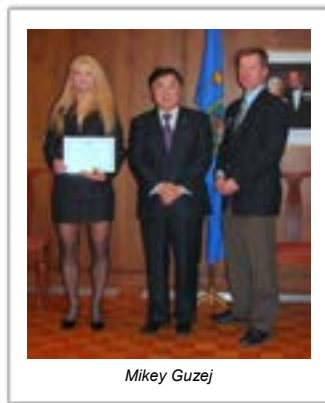
**Honourary Commonwealth Life Member** is reserved for individuals who have performed outstanding and meritorious service to the society for more than 25 years. This award can only be conferred by the Commonwealth Council upon the recommendation of the national council. There are no current recipients for this award.



Gord Caswell



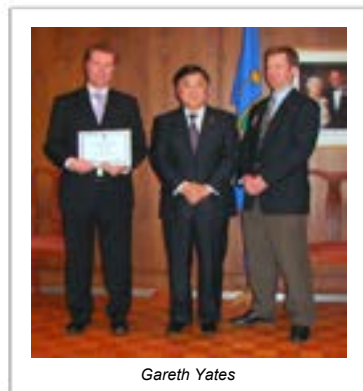
Lloyd Plueschow



Mikey Guzej



Michael Hadder



Gareth Yates



Elizabeth Proskurnik

## 2011 Rescue Awards Ceremony - January 31, 2012

Each year the Lifesaving Society honours individuals who have risked their own life to save another. The Rescue Awards ceremony is an opportunity for our Branch to commend our fellow Manitobans for their quick thinking and selfless response in a water related incident. This year we were very pleased to once again have this ceremony hosted by the Lieutenant Governor of Manitoba the The Honourable Philip S. Lee, C.M., O.M., Lieutenant Governor of Manitoba and Her Honour Mrs. Anita Lee at Government House. We recognized the following individuals with the 2011 Rescue Commendation Award.

**The Rescue Commendation Award** recognizes an outstanding rescue by individuals who have not received formal training through the Lifesaving Society. This years recipients are: *Kole Gerard Devisscher, Marck Leckie, Susan McCallum, A. Maureen Paul, Jordin James Telfer*

**The 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. This years recipients are:

*R. Scott McMullan, Llewelyn Taylor*

**Lifeguard Recognition - Certificate of**

**Appreciation** is presented to NLS Certified Lifeguards who while working as a lifeguard show exemplary qualities in the performance of their duties. This years recipients are: *Joseph Dejong, Andrew Leslie, Melissa Penner, Becky Zacharias*

**Special Recognition Award** Recognizes organizations or individuals who through their activities in water rescue and drowning prevention are deserving of special recognition. This years recipient is: *The Winnipeg Police Service "Underwater Search and Recovery Unit"* whose officers have conducted hundreds of under - water searches and epitomize bravery surrounding danger-

ous circumstances.

The Rescue Awards were presented by: the Lieutenant Governor of Manitoba the **Honourable Philip S. Lee, C.M., O.M.** along with the Lifesaving Society Manitoba Chair Mr. Chris Love



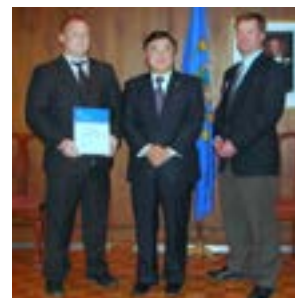
*Joseph Dejong, Andrew Leslie*



*Maureen Paul, Susan McCallum, Llewelyn Taylor*



*Kole Devisscher*



*Scott McMullan*



*WPG Police Chief McCaskill, Sergeant Robert Riffel*



*Harvey Bostrom, Chris Love*



*Melissa Penner, Ron Epp*

**Whom So Ever You See In Distress - Recognize In Them A Fellow Man**

2011 Manitoba Lifeguard Championships  
March 18 &19, 2011 at 17 Wing Air Force Base, Winnipeg Manitoba



## Water Smart® Coordinator – Stephanie Zubriski

With increased funding, training and staff our programs have been able to develop and grow significantly over the years. 2011 proved to be very successful but also special in that it marked the Manitoba Branch's 100<sup>th</sup> year of service! Public education continues to be at the forefront of our efforts as we extend our reach further into rural Manitoba. In September Lisa Chmilnisky departed to further her career with the YMCA. Since then I have filled her shoes. In addition to the Water Smart® position we employed 7 seasonal staff, including myself between May and October to deliver our Northern Program. This year we reached a record 41 communities and staff is forever adding to or adapting the programs to ensure our overall continued success.

### Events and Public Education

Events are essential for the Society to effectively relay our message. Events provide us with a chance to interact with the public, while providing information and education about our programs and how to live Water Smart. The Society had booths at the Recreation Connections Tradeshow as well as the Mid-Canada Boat Show. This provided ample opportunity to promote our message and collaborate with other organizations. COSTCO's Safety Day in August always brings out the kids in droves but this past summer's turnout was exceptional due to great weather. Miami Farm Safety Days provided us an opportunity to reach out to a large group of rural school children where importance was placed on playing it safe around bodies of water specific to rural areas. Our week long presence at the Red River Ex was unique this summer. Krevco allowed us to work with their display swim spa. This allowed us to provide an active informational session in water with great participation from the public. The National Search and Rescue conference at Assiniboine Park in October saw a lot of traffic and it was another opportunity to see what other organizations are doing in this field.

### Northern Water Smart® Program

A lot of preparation goes into the Northern Water Smart® Program and it's all for a great cause. Every year the program continues to grow and this summer was no exception. With 7 instructors working hard over the summer we managed to reach 41 communities and surpass 1700 candidates. Swim to Survive, the BOAT course and Emergency First Aid/CPR were included again in the program. Myself, Brandon Leverick, Alyssa Morrison, Jayelle Morris, Elizabeth Robson joined our two veteran instructors Drew Burstahler and Jon Sorokowski to collectively make an impact on Manitoba's northern communities. Returning faces are not uncommon and I believe that

we are expected to see a few faces return in 2012. Due to our high success rates and positive results we have already received requests from both new and returning communities to the program.

Working in support of the *Manitoba Coalition for Safer Waters*, the PFD loaner program remains a big hit and we continue to receive and process requests year-round. With over 600 PFD's being distributed throughout Manitoba in 2011 alone, we have initiated a follow-up report scheme for our records and to ensure fair distribution.

With week long classes held in January and May, we provided National Lifeguard Service training for 6 candidates from northern communities. Our goal is to provide well trained lifeguard instructors for remote communities. The successful candidates left with the ability to teach swimming lessons and conduct First aid and CPR training. (\* See photos below)

### Water Smart® Program For New Canadians

Water safety presentations for new Canadians are in high demand and requests for presentations have already been penciled in. New Canadians are shown to be an "at risk group" for drowning in our province and effective ways of getting our water safety messages across can make all the difference. Key elements from our public education programs are customized in a presentation that fits a classroom setting while keeping the audience involved. In recognition of the importance of this work we are currently gathering resources to be translated into various languages. Our goal is to create a greater impact by increasing their level of understanding. Each year we educate approximately 1500 new Canadians through these classes.

### Looking Ahead

Hallmark events such as the CLERC Lifeguard Championships, National Drowning Prevention week and the Red River Ex are always exciting to look forward to. In celebration of the Lifesaving Society's 100<sup>th</sup> anniversary The Manitoba Branch is planning a 100<sup>th</sup> Anniversary gala dinner May26th. The dinner will host an auction with the sole purpose of raising awareness and funds for our Water Smart® programs.



# The Northern Water Smart® Program

## 2011 Northern Program Instructors.

L-R: Jon Sorokowski, Alyssa Morrison, Stephanie Zubrski, Elizabeth Robson, Jayelle Morris, Drew Burstahler, Brandon Leverick

### Memories from the Summer of 2011:



Communities Visited in 2011			
Community	Participants	Community	Participants
Barrows	21	Nelson House	29
Bisset	20	Norway House	143
Little Black River	54	Opaskwayak	23
Bloodvein	51	Oxford House	81
Lac Brochet	60	Pikwitonei	23
Brokenhead	21	Pine Creek	49
Camperville	19	Pukatawagan	34
Cranberry Portage	52	St.Laurent	60
Crane River	8	Sakgeeng	49
Duck Bay	24	Sandy Bay	39
Ebb and Flow	80	Seymourville	33
Fairford	15	Shoal Lake	14
Fox Lake	38	Skownan	27
Garden Hill	40	Snow Lake	12
Gods Lake Narrows	59	South Indian Lake	58
Grand Rapids	66	Split Lake	19
Jackhead	37	Thicket Portage	63
Leaf Rapids	69	Wasagamack	67
Long Plain	27	Winnipegosis	22
Lynn Lake	61	York Landing	100
Mallard	20		
<b>Total Participants:</b>		<b>1787</b>	





Our year wouldn't be complete without thanking our major program supporters:

The Manitoba Department of Northern & Aboriginal Affairs



Health Canada



The Winnipeg Foundation



Manitoba Coalition for Safer Waters

*We are proud to say this report was prepared and printed entirely in-house by Branch staff.*

**LIFESAVING SOCIETY BOARD OF DIRECTORS**

- Christopher Love - Board Chair
- Jean Paul Barnabé - Treasurer
- Gerry Desjardin - Director
- Michael Limerick - Director
- Sarah Painter - Director
- Elizabeth Proskurnik - Director
- Lloyd Plueschow - Director

**BRANCH STAFF**

- Carl Shier - Chief Executive Officer
- Dorothy Melnychuk - Administrative Assistant
- Kathy Plett - Program Coordinator
- Stephanie Zubriski - Water Smart® Coordinator

**SUPPORT**

- Dr. Kelvin Williamson - Medical Advisor
- Mr. Keith Labossiere - Legal Counsel
- Corporal Andy Pulo - RCMP Liaison
- Sgt. Robert Riffel - Winnipeg Police Service Liaison