



LIFESAVING SOCIETY

The Lifeguarding Experts

Newfoundland and Labrador Report 2022





LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and reduce water-related injury.

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896.

Teaching Canadians to save themselves and rescue others

Annually, over 1.2 million Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

Registered Charity No. 13237 8134 RR0001
All donations gratefully received. Tax receipts issued for donations of \$25 or more.

* Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are registered trademarks of the Royal Life Saving Society Canada.

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PRESIDENT'S REPORT

In 2022 I had the sincere pleasure of continuing my role as President of the Newfoundland and Labrador Branch of the Royal Lifesaving Society Canada. I am happy to once again inform our members that our Lifesaving Society maintains a strong and stable provincial presence, thanks to the ceaseless work of our dedicated staff, volunteers and affiliates, to whom we are ever grateful. Their efforts ensure that our Lifesaving Society continues to advance our mission to deliver reliably consistent member services, as well as critical drowning prevention education to the citizens of our province.

The year also brought a significant and welcome collaboration between the Lifesaving Society Canada and the Canadian Red Cross, who partnered together to transition Red Cross training partners and individual water safety members to the equivalent Lifesaving Society certifications and programs. This project required enormous effort from



the dedicated staff and volunteers at all levels of the Red Cross and the Lifesaving Society, and I thank all involved for a successful and comprehensive Swim Transition.

Maintaining consistent, high-quality service and communications to our members is always a priority – particularly as we welcomed many new swim instructors and swim affiliates via the Swim Transition. As a result, our Society invested substantially in new IT infrastructure and software to ensure we continue to fulfill this priority at the highest standard for many years to come.

Turning to news on the Program side, I am pleased to report that over 9,000 candidates participated in the Society's Training and Leadership programs in 2022 – the highest ever recorded and 300% more than the prior year. This is truly heartening news as we began the year in the shadow of Covid-19, and our future has never looked brighter.

Late in the year the Society announced an update to its National Lifeguard program to ensure its curriculum and performance standards remain current, relevant and grounded in the competencies required by lifeguards. These changes come on the heels of the Society's Bronze medals revision and aims to dovetail the two programs to allow for a smooth progression for candidates.

Sadly, my 2022 report records the September 8 death of the Society's Royal Patron, **Her Majesty Queen Elizabeth II**. We honour her 70-year volunteer service as Patron and her lifelong interest and support of the Society's humanitarian work. On behalf of the Lifesaving Society Newfoundland and Labrador, I again extend our sincere condolences to the Royal Family.

I take the opportunity to recognize and thank our CEO, **Raegan Wiseman**, who continues to be invaluable to the Lifesaving Society in ensuring our provincial office is a strong and stable presence in delivering services to our members.

In closing, I wish to offer my unending appreciation to my fellow Board members, particularly **Crystal Stokes** who joins our Board as VP – Member Services and to all our dedicated staff, volunteers and affiliates for everything you do in service of our mission of a Newfoundland and Labrador free of drowning.

Gary Nolan

FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Newfoundland and Labrador Branch Inc. financial statements for the year ended December 31, 2022. The Lifesaving Society Newfoundland and Labrador is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

In 2022, the Society's expenses of \$104,400 exceeded net revenues of \$100,452 resulting in a deficit of \$3,948 compared to a \$6,650 deficit in the previous year. Net revenues increased by \$24,000 (16%) to \$100,400 while expenses increased \$9,000 (12%) to \$104,400.

The Society's core revenue streams experienced strong growth in 2022. Notably, Literature revenues increased \$16,000 (128%) over the prior year. This is in line with the strong performance of the Society's leadership and training programs resulted from a year of unrestricted aquatic programming as well as increased programming from the Swim Transition.

These increases to the Society's revenue were offset by a sharp reduction in government grants of \$16,000 (72%) compared to the previous year. This decrease was in line with budget and is a result from the government winding down their financial support programs to businesses effected by the Covid-19 pandemic.

Total expenditures increased by \$11,000 (12%). This increase was attributed to higher shipping charges (25% increase). Additionally, higher insurance premiums and higher audit fees were accrued that reflect the hardening of the insurance market and the increased cost of professional fees due to above average inflation. While these show a large

variance compared to prior year, they are in line with the increased business activity across the Society's revenue streams in 2022.

Core revenue streams made a strong recovery in 2022 and the Society is well positioned to continue its mission to prevent drowning in Newfoundland and Labrador.

Operations

Net Revenue	2022		2021	
	\$		\$	
Training programs	49,634	50%	40,340	47%
Literature	29,282	29%	12,816	15%
Grants & Donations	6,279	6%	22,170	25%
Affiliation fees	5,318	5%	5,550	6%
Leadership	5,041	5%	2,249	3%
Merchandise	4,898	5%	3,562	4%
	100,452	100%	86,678	100%

Expenditures

Admin, salaries & occupancy	89,568	86%	81,277	87%
Member services	8,932	9%	7,701	8%
National levy	5,900	5%	4,359	5%
	104,400	100%	86,500	100%

Net Surplus/loss for the year

(3,948)	(6,650)
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Balance Sheet

Net Assets

Net working capital	89,432	95,110
Capital assets	2,094	440
	91,526	95,550

Fund Balances

91,526	95,550
91,526	95,550

AWARDS REPORT

TOP LINE SUMMARY		2022	2021	2020
	Swimming	5,904	0	0
	Lifesaving	478	278	67
	First Aid	1,697	1,342	1,338
	Lifeguarding	523	544	277
	Leadership	479	183	166
		9,081	2,347	1,853
SWIMMING	Swim for Life	5,904	0	0
	Swim to Survive	0	0	0
		5,904	0	0
LIFESAVING	Canadian Swim Patrol	170	0	0
	Bronze Star	22	30	12
	Bronze Medallion	286	248	55
		478	278	67
FIRST AID	First Aid	1,458	1,142	800
	CPR	239	200	538
		1,697	1,342	1,338
LIFEGUARDING	Safeguard	0	0	22
	Bronze Cross	215	195	43
	National Lifeguard	308	349	212
		523	544	277
LEADERSHIP	Instructor	340	92	79
	Examiner	96	78	67
	Trainer	43	13	20
		479	183	166

TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

2022 was a return to form for the Lifesaving Society's training programs. Over 9000 candidates participated across all the Society's streams. This success is mostly attributed to having nearly 12 months without interruption to aquatic programming, and the "Swim Transition" introducing the Society's Swim for Life program to aquatic facilities across Newfoundland and Labrador.

Swim Transition in Newfoundland and Labrador

Swim Transition was the priority project of 2022 for the Lifesaving Society – both in Newfoundland and Labrador and across Canada. The project was an enormous undertaking and required considerable contributions from Lifesaving Society and Canadian Red Cross staff and volunteers from across the country.

Provincially, Newfoundland and Labrador's Swim Transition was extremely successful. All aquatic facility that previously offered Red Cross programming chose the Lifesaving Society's National Lifeguard and Swim Instructors programs to use as certifications for their aquatic staff. 13 facilities signed on to the Society's Swim for Life program with over 100 Red Cross certifications holders taking advantage of the individual transition pathways.

Thank you to all the staff and volunteers who spent evenings and weekends delivering transition clinics across Newfoundland and Labrador

National Lifeguard update

The Lifesaving Society updated its National Lifeguard program following a review to ensure its curriculum and performance standards remain current, relevant and grounded in the competencies required by lifeguards.

The update included: New recertification specific test sheets, changes to the National Lifeguard Examination Policy and equipment list, and an updated *National Lifeguard Award Guide*.

The National Lifeguard program update also considered the 2020 revisions to the Society's Bronze medal awards. One of the main drivers of the Bronze revisions was to improve skill progressions and enhance the assistant lifeguard content in Bronze Cross – a National Lifeguard prerequisite. The updated National Lifeguard curriculum acknowledges and builds on those Bronze Cross competencies to provide a logical and smooth flow into National Lifeguard training.



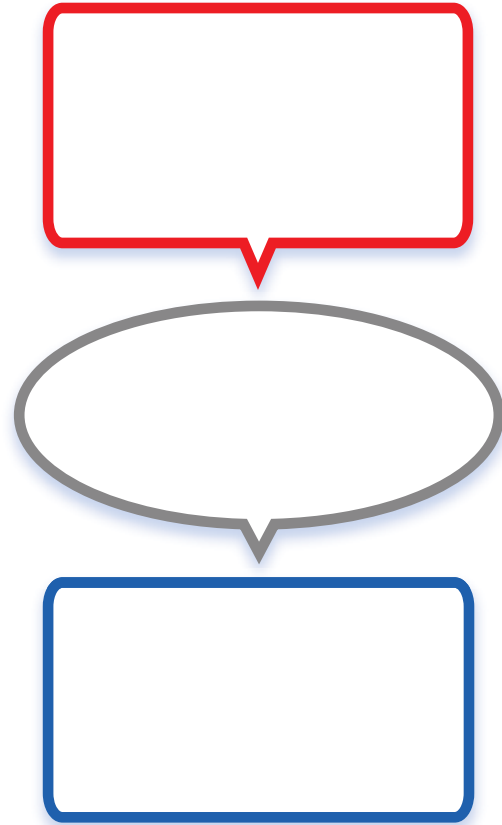
Swim Transition

On January 12, 2022, the Canadian Red Cross announced that it was “winding down its swim and lifeguard programming to direct more attention to surging humanitarian demands in other areas – such as disaster and pandemic response, opioid harm reduction and caregiving for seniors. Specifically, Red Cross is encouraging its water safety training partners to transition to the swim and lifeguarding programs of the Lifesaving Society Canada through the course of this year.”

“Swim Transition” was the umbrella title coined to describe the Canada-wide, joint and collaborative effort of both agencies to make it as painless as possible for aquatic facilities and thousands of individuals to transition to Lifesaving Society programming and certifications before Red Cross aquatic programs and certifications were retired as of December 31, 2022.

Special transition pathways were created for Red Cross-certified individuals who wished to transfer their certifications to corresponding Lifesaving Society awards. The development of the e-learning Swim Instructor Transition Clinic for Water Safety Instructors hosted at e-livesaving.ca in English and French was a major initiative.

“It took a village” to make this seminal Swim Transition work as seamlessly as possible. Thank you to all the Lifesaving Society staff and volunteers across Canada who went above and beyond the call of duty. Lastly, we thank Canadian Red Cross for the trust placed in us to carry on their fine legacy in learn to swim and water safety education.



AFFILIATE RECOGNITION AWARDS

The Lifesaving Society recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year.

Largest Lifesaving Program

Awarded to the affiliate member with the largest lifesaving program.

1 st	The Works	9,071
2 nd	Horwood's Homecare	4,434
3 rd	Ches Penney Family YMCA	2,872
4 th	New Depth	2,785
5 th	Glen Morris	2,713
6 th	CFB-Gander	2,500
7 th	Marystown YMCA	2,157
8 th	Town of Deer Lake	1,850
9 th	Mohammed Taleb-Berrouane	1,717
10 th	Jonathan Mayo	1,710

Kean Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population between 10,000 and 30,000.

1 st	CFB-Gander	2500
2 nd	City of Mount Pearl	1516
3 rd	Town of Conception Bay South	474

Anniversary Award

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population of less than 10,000.

1 st	Town of Deer Lake	1850
2 nd	Town of Carbonear	1466
3 rd	Town of Bay Roberts	1160

Osmond Award

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	Town of Bay Roberts	1160
2 nd	Town of Springdale	726

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 Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment. Recertifications are assigned half the point value of original certifications

Water Rescue Awards

Canadian Swim Patrol	7
Junior Lifeguard Club Safeguard	10
Bronze Star	10
Bronze Medallion	15
Bronze Cross	20
Distinction	30
National Lifeguard	40

First Aid Awards

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

Specialized Training

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

Leadership Training

Assistant Instructor	20
Swim Instructor	40
Lifesaving Instructor	40
Examiner Course	15
Update Clinics	15
Lifesaving Sport Coach	30
Specialized Instructors	30
Trainer Course	30

MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners who report to the Board of Directors. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

Newfoundland and Labrador Board of Directors

A volunteer Board of Directors governs the Lifesaving Society Newfoundland and Labrador in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting (The 52nd Annual General Meeting was held by video conference on April 30, 2022). No person or body external to the Society is entitled to appoint any directors.

In 2022, the Society welcomed **Crystal Stokes** to the Board of Directors as Vice President Member Services.

Activity centre councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president, or another individual appointed by the Board of Directors, chairs each activity centre council.

Robyn Noseworthy - First Aid Chair

Volunteers serving nationally

In 2022, Lifesaving Society Newfoundland and Labrador volunteers continued to contribute to the National Society. Christopher Mercer represented Newfoundland and Labrador on the National Training Program Commission, National Lifeguard review and the National board member. Gary Nolan joined the National board as Corporate Secretary. Barry Fordham continued as the Society's Member Representative.

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Information and communication services

The Society continued to keep members informed with the quarterly distribution of the Currents newsletter. Society's remains committed to improve communications that will better serve members throughout Newfoundland and Labrador.

The Society continues to promote its affiliate loyalty rewards program. The rewards program gives affiliates who sign a five year swim license agreement, and exclusively run Lifesaving Society programs.

Headquarters and office staff

Raegan Wiseman continued as CEO. The Society continued its lease at 11 Austin St. in St. John's.

Lifesaving Society Newfoundland and Labrador Board of Directors

From the top, left to right:

Gary Nolan, President

Corinne Wright, Past President

Crystal Stokes, VP – Member Services

Christopher Mercer, VP – Training Programs

Barry Fordham, VP – Public Education

Ryan Gosse, VP – Finance

Raegan Wiseman, CEO (ex officio)



Council chairs

Training Programs Council

Robyn Noseworthy, First Aid



FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.

Personal giving campaign

In 2022, the Lifesaving Society Newfoundland and Labrador administrative operations were being disrupted by obsolete computer hardware and software. To fund the purchase of new hardware and software, the Society undertook a personal giving campaign.

The campaign was successful in raising the required funds allowing the Society to purchase the much-needed new equipment. We deeply thank our many supporters for their generous donations.

Donor clubs

The Society's donor clubs acknowledge individuals who donate funds towards the Society's work. In 2022, the Society received donations from the following;

Distinction Club (\$500 or more):

Merit Club (\$300 to \$499): **Doug Ferguson, Susan Glover Takahashi**

Bronze Club (\$100 to \$299): **Corinne Wright, Dr. Steve Beerman, Juanita Bueschleb, Bob Clark, Greg Daigle, David Dumont, Robbie Giles, Judy Kent, Joel Kruzich, Dennis Mahoney, Wendy Mahony, Gerry Young & Ruth Cruikshank**

Friends of the Society (\$25 to \$99):

Andrea Herrmann

Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank LifeguardDepot.com for its continuing generous support of the Society in Newfoundland and Labrador. All proceeds from LifeguardDepot.com sales in Newfoundland and Labrador support drowning prevention and the development of young leaders through lifesaving sport. In 2022, LifeguardDepot.com provided the Lifesaving Society Newfoundland and Labrador with over \$4,000 for its drowning prevention work.

We thank the **Lifesaving Society Ontario** for their on continued contributions.

Donate to the Lifesaving Society online. Visit www.lifesavingnl.ca and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.

Lifeguard Depot.com®



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