

2007

Annual Report

NOVA SCOTIA BRANCH



**A century
of saving
lives** LIFESAVING
SOCIETY

President's Message

On behalf of the Board of Directors of the Lifesaving Society – Nova Scotia Branch, I would like to thank our volunteers for their hard work and dedication over the past year in striving to make Nova Scotia a Water Smart® and water-active province.

In 2007 the Society received unprecedented media exposure, being cited in numerous newspaper articles, participating in many radio interviews, and featured in public service announcements on Global Television. Unfortunately, much of the media attention surrounded the drowning of 14-year-old Demetreous Beals in Dartmouth's Lake Banook. With the support of Demetreous' family and friends, the Society established the Demetreous Beals Memorial Fund. All proceeds of the fund support the Lifesaving Society's Swim to Survive programs and assist underprivileged youth by providing access to basic aquatic survival skills.

The Lifesaving Society, in connection with the Dartmouth Boys and Girls Club, Nova Scotia Lifeguard Service and the Banook Canoe Club, taught over 800 children in our Swim to Survive program. Swim to Survive teaches children the minimum swim skills needed to survive an unexpected fall into deep water: Roll into deep water - Tread water (1 min.) - Swim 50 meters.

In support of the Society's effort's Halifax Regional Municipality's mayor, Peter Kelly and Cape Breton Regional Municipality's mayor, John Morgan, proclaimed July 28 Drowning Prevention Day. Both mayors encouraged mayors around the province to follow their lead to do the same.

In addition to the new partnerships the Society created in 2007, it enhanced its existing partnerships. Our partnership with the Nova Scotia Liquor Corporation flourished again with the "Badges you don't want to bring home to mom" campaign. The campaign used billboards, radio announcements, posters, posters, and even heat activated urinal decals promoted the safe enjoyment of water. We greatly appreciate the Nova Scotia Liquor Corporation's support in this campaign.

The Society continues to promote lifesaving sport on a local and national level. The Society in connection with the Nova Scotia Lifeguard Service, hosted the Canadian Surf Lifeguard Championship. On a local level, the year-round competitions continue to grow, attracting more competitors and volunteers.

Over the past four years the only thing that has remained consistent in the Society is that we have continued to evolve constantly to better service our clients and promote the water active and water safe message. I would like to take this opportunity to thank all of our volunteers for dedicating their time and effort to reducing the water-related injuries and deaths and promoting the safe enjoyment of water in Nova Scotia. One of the Society's main values is that people are our most important resource. Without our volunteers the Society would not be what it is today.

Alanna Robinson
President
Lifesaving Society, Nova Scotia Branch



Photo by Lisa Neely / Courtesy of the Nova Scotia Barristers' Society



Executive Director's Report



By most quantitative factors 2007 should be considered a great year for the Lifesaving Society. The number of people taking our programs was up substantially, Swim to Survive, our newest program, had over 1,000 participants and we finished the year in a surplus position financially for the first time in several years.

We connected with new partners, received donations from community members who had not previously been associated with the Lifesaving Society and we hosted the National Surf Championships. All of these accomplishments should indicate that we are on the right track.

Despite all of the good work, one number however indicates that we have a long way to go as an organization to fulfill our mission of preventing drowning and water related incidents for all Canadians. The number that I refer to is a horrible, tragic and agonizing statistic. That number is 23, the number of people who drowned in our province last year.

For those of us in the aquatic safety community the people who are represented by that awful number should not be all that surprising. Twenty-two of the twenty-three individuals were men or young boys. Six of the 23 died in small boating accidents and of those six not one was wearing a lifejacket.

For so many Nova Scotians affected by the loss of the 23 these people were of course so much more than statistics. Kyle Dowd and Eric Keizer died while on an adventure so many of us took as youth. Demetreous Beals, also 14, was a community leader, comedian and athlete. John Powell, from Oxford, died in front of his family at a popular swimming hole in Colchester County.

Donnie Holland who drowned in Lake Major in September of last year was described by a friend as having "a passion for fishing" but "wasn't one for lifejackets". One child in Hants County had her life taken away before it hardly had a chance to begin. This little girl who drowned in a backyard pool was the only female to drown in 2007, she was not yet three-years old.

As a society we need to be fully cognizant that each drowning is in part our failure to fully educate Nova Scotians of the dangers associated with the water that surrounds us.

To do this and to fulfill our mandate we need to mobilize more volunteers, work even closer with our affiliates and build stronger partnerships.

Over the last 100 years the Lifesaving Society has been a leader in educating Canadians in delivering Water Smart education. If we continue to make the progress that we have made in the past maybe one day the number that we proudly report will be zero.

Gordon Richardson
Executive Director

Affiliate Recognition Awards

The Lifesaving Society recognizes Affiliates who deliver the Society's training programs. Affiliate recognition awards are designed to encourage and recognize the use of the Society's programs. Point values reward affiliates who offer a full-menu of Lifesaving Society programs. Points reflect the relative degree of difficulty or amount of training and effort to achieve each level including the programming time commitment.

THE LES PUNCHARD AWARD

The **Les Punchard Award** is presented to the Affiliate who certifies the most individual lifesavers overall. This is not based on points, but participants in the program.

2007 Recipient: Pictou Fisheries Training Pool

YEAR ROUND AFFILIATE AWARDS

Pictou Fisheries Training Pool Largest Lifesaving Program serving a population under 10,000 (class 1)

Dalplex Aquatic Centre Largest Lifesaving Program serving a population greater than 10,000 (class 2)

SEASONAL AFFILIATE AWARDS

Waegwoltic Club Largest Seasonal Lifesaving Program

Waegwoltic Club Largest Lifesaving Program for a private affiliate (private includes camps, campgrounds, special groups, clubs, boat clubs and condos)

PRIVATE AFFILIATE AWARD

Cape Breton Family YMCA The 'Y' Award – Presented to the Y with the largest lifesaving program

Who is Les Punchard?

Les Punchard was the Director of Red Cross from 1955-1969. He was instrumental in development of the Nova Scotia Branch of the Royal Lifesaving Society of Canada. He single handedly ran the Society for 10 years, processing awards out of the Red Cross Office. Les also served as Secretary/Treasurer of the Society. Les encouraged summer programs to offer courses in resuscitation on a year-round basis since there was no other training available to the public. In 1969 he was appointed Assistant National Water Safety Director and moved to Toronto. Les Punchard died of cancer in August 1971. A Memorial Award named after him was formed in 1972.



Point System

WATER RESCUE AWARDS

Rookie Patrol	7
Ranger Patrol	7
Star Patrol	7
Junior Lifeguard Club	10
Wading Pool Attendant	10
Bronze Star	10
Bronze Medallion	15
Bronze Cross	20
Distinction	30
National Lifeguard	40
Diploma	50

FIRST AID AWARDS

Basic First Aid	4
CPR-A / CPR-B / CPR-C/CPR-D	4/6/8/6
AED Provider	10
Airway Management	15
Emergency First Aid	12
Standard First Aid	25

SPECIALIZED AWARDS

Water Rescuer First Responder	10
Boat Rescue	10
Boat Operator Accredited Training	10
Swim	2
Swim to Survive	2

Training Programs

Lifesaving Society training programs give people the skills necessary to respond in an emergency. Water rescue training is a core element of the Society's drowning prevention mission. Our committed affiliates, trainers and volunteers strive for excellence in growing our programs to keep them current, relevant and first-rate. In 2007 we taught nearly 10,000 people how to swim or to rescue themselves and others.

On the rise

The Nova Scotia Branch has seen significant increases in the total number of program awards issued since 2005. Awards issued rose by 26.6% in 2006 and then rose again by 40.3% in 2007.



Over 500 children have taken **Swim to Survive** as a result of the contributions made to the **Demetreous Beals Fund**. The Lifesaving Society would like to thank Marsh Canada and all of the individual donors for their generous support of the fund.



Program Statistics

	2007	2006	2005
LIFESAVING			
Canadian Swim Patrol—Rookie	161	246	124
Canadian Swim Patrol—Ranger	196	187	114
Canadian Swim Patrol—Star	161	164	99
Bronze Star	225	271	209
Bronze Medallion & Recert	717	696	589
Distinction	13	2	13
Boat Rescue	35	38	27
Boat Operator Accredited Training (B.O.A.T.)	146	202	168
First Responder Water Rescue	45	48	129
Total Lifesaving -	1,699	1,854	1,472
LIFEGUARDING			
Bronze Cross & Recert	573	540	449
National Lifeguard & Recert	976	867	836
Total Lifeguarding -	1,549	1,407	1,285
LEADERSHIP			
Swim Instructor	38	25	30
Assistant Swim Instructor	-	8	-
Swim Instructor Trainer	-	-	3
Lifesaving Instructor & Recert	112	98	150
Lifesaving Instructor/bronze upgrade	-	-	192
First Aid Instructor & Recert	46	-	-
NLS Instructor & Recert	37	26	14
Advanced NLS Instructor	-	-	10
BOAT Instructor & Recert	10	-	2
Examiner & Reappointment (Bronze, Distinction and NLS)	90	26	60
Instructor Trainers	17	4	4
Lifesaving Sport Officials	17	-	-
Total Leadership -	367	187	465
FIRST AID			
Basic/Emergency First Aid/Recert	365	139	159
Standard First Aid/Recert	1,079	936	919
Oxygen Administration/Recert	228	205	216
Automated External Defibrillation & Recert	111	-	-
CPR	868	839	769
Total First Aid -	2,651	2,119	2,063
SWIM			
All Levels	1,300	860	-
Swim to Survive	1,450	-	-
Total Swim -	2,750	860	-
TOTAL AWARDS	9,016	6,427	5,285

Financial Highlights

OPERATIONS

for the year ended January 31, 2008

	2008		2007	
Revenue				
Sales	\$ 152,182	67.34%	\$ 161,679	73.37%
Government assistance	60,299	26.68%	48,136	21.85%
Conference fees	1,550	0.69%	800	0.36%
Investment income	3,140	1.39%	1,136	0.52%
Other	8,831	3.91%	8,599	3.90%
	226,002	100%	220,350	100%
Expenditures				
Bad debts (recovery)	(987)	-0.50%	5,377	2.31%
Cost of goods sold	42,530	21.72%	65,865	28.25%
Lifeguard competitions	2,359	1.20%	4,239	1.82%
Meetings	3,893	1.99%	3,829	1.64%
National levy	16,453	8.40%	17,854	7.66%
Office	20,749	10.60%	25,966	11.14%
Program	11,999	6.13%	11,525	4.94%
Public education	2,615	1.34%	1,742	0.75%
Wages	96,187	49.13%	96,776	41.50%
	195,798	100%	233,173	100%
Excess of Revenue over Expenditure for the Year	30,204		(12,823)	
Unrealized Gain on investments	4,591			
Net Assets - Beginning of Year	90,518		103,341	
Net Assets - End of Year	\$ 125,313		\$ 90,518	

Audit Report

The financial statements of the Lifesaving Society, Nova Scotia Branch were audited by Lyle Tilley Davidson, Chartered Accountants.



BALANCE SHEET

As at January 31, 2008

	2008	2007
Current Assets		
Cash	\$ 26,940	\$ 17,270
Accounts Receivable	23,049	34,574
Inventory	20,031	9,693
Prepaid expenses	12,319	5,548
Investments	76,282	64,389
	\$ 158,601	\$ 131,474
Current Liabilities		
Accounts payable and accrued liabilities	\$ 8,288	\$ 15,956
Current portion of loan (note 4)	5,000	
Loan—Ontario Branch (note 4)	20,000	25,000
Net Assets	125,313	90,518
	\$ 158,601	\$ 131,474

Lifesaving Sport



The Nova Scotia Branch reinforced its position as a national leader in Lifesaving Sport during 2007.

In January, several Nova Scotia volunteers assumed positions with the newly incorporated National Sport Organization including **Jason Cross** (Long Term Athlete Development Chair), **Mike Melenchuk** (Officials' Training, Certification and Assignment Chair), **Paul D'Eon** (Technical Services Manager), **Troy MacArthur** (Standards Chair), **Craig Durling**, (Member Communication Chair), and **Gordon Richardson** (Risk Management Chair).

The 8th season of the **Nova Scotia Surf League** was a success with 117 athletes competing in 5 sanctioned lifesaving competitions at various beach locations in Nova Scotia. In August, the Nova Scotia Lifeguard Service hosted the **2007 Canadian Surf Lifesaving Championship** at Martinique Beach. From December 2007 to April 2008 the Lifesaving Society successfully operated its 6th season of the **Nova Scotia Pool Lifesaving Series**. A total of 90 competitors participated in 6 rounds of pool competition.

Acknowledgements

NOVA SCOTIA BRANCH PRESIDENTS

Ms. Alanna Robinson	2004-present
Ms. Adrienne Blumenthal	2000-2004
Mr. Max Chauvin	1995-2000
Mr. Ron Stegen	1989-1995
Mr. Bruce Holmes	1983-1988
Mr. Brian MacDonald	1982
Mr. Jim Hanlon	1981
Mrs. Anne Newcombe	1979-1980
Mr. Frank Reesor	1972-1978
Mr. Kenneth Crookston	1969-1971
Mr. Leslie Puncture	1968
Mr. Derek Munroe	1967
Mr. Cyril Heaton	1966-1967
Mr. Steve Cook	1963-1965
Mrs. Bertie Publicover	1962



BOARD OF DIRECTORS

Alanna Robinson , President	Monica Croft
Andrea McCurdy , Treasurer	Craig Durling
Michael Moore , Legal	Adam Hussey
Krista Elvidge , President Elect	

The Lifesaving Society would like to thank its partners at both the Provincial and National level who help the Society accomplish its goals:

Boys & Girls Clubs of Nova Scotia
 Canadian Armed Forces
 Canadian Parks/Recreation Association
 Canadian Red Cross Society
 Heart and Stroke Foundation
 Marsh Canada
 Nova Scotia Liquor Corporation
 Recreation Nova Scotia
 Recreation Facilities Association Nova Scotia
 Royal Canadian Mounted Police
 St. John Ambulance
 Swimming/Nation Canada
 YMCA Canada

The Lifesaving Society, Nova Scotia Branch acknowledges and appreciates the support received from Nova Scotia Health Promotion and Protection





LIFESAVING SOCIETY

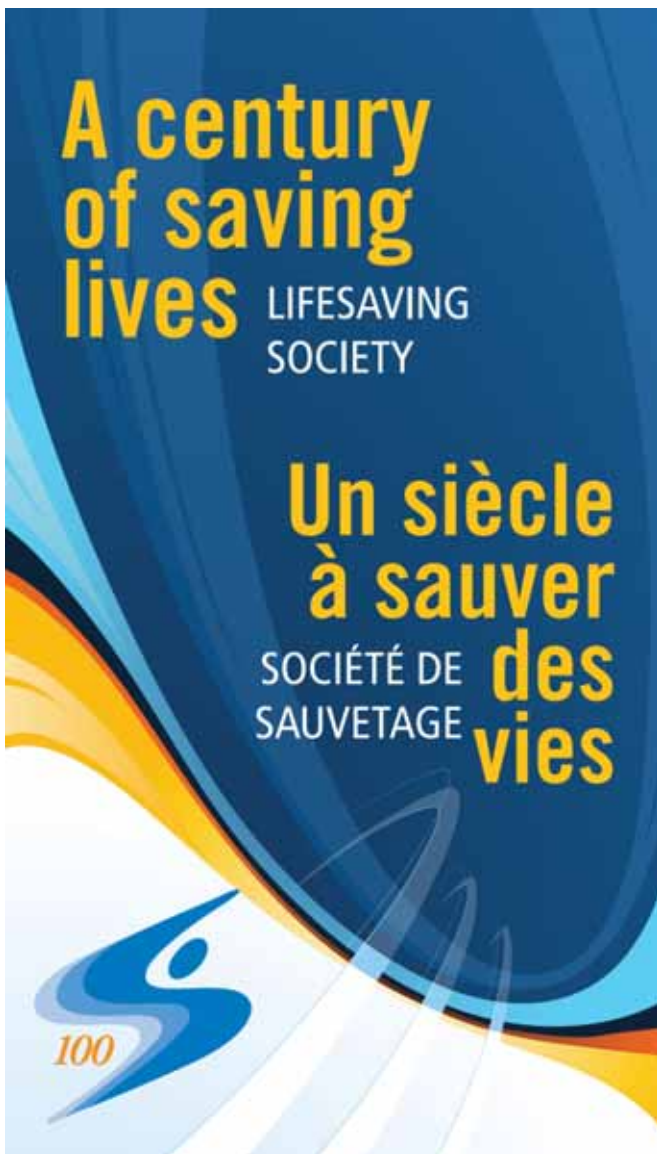
The Lifeguarding Experts

THE LIFESAVING SOCIETY

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning and water-related injury.

The Society is a national volunteer organization and registered charity composed of tens of thousands of individual members, and over 2,000 affiliated swimming pools, waterfronts, schools and clubs.

We are a leader and partner in the delivery of water safety education throughout Canada and around the world. The Lifesaving Society represents Canada in the International Life Saving Federation and the Commonwealth Royal Life Saving Society which operates globally in over 40 countries.



TEACHING CANADIANS TO SAVE THEMSELVES AND RESCUE OTHERS

Annually, over half a million Canadians participate in our swimming, lifesaving, lifeguard and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 25,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify all of Canada's National Lifeguards.

MAKING CANADIANS WATER SMART®

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

SETTING THE STANDARD

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

LIFESAVING SPORT

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