

2008

NOVA SCOTIA BRANCH
ANNUAL REPORT

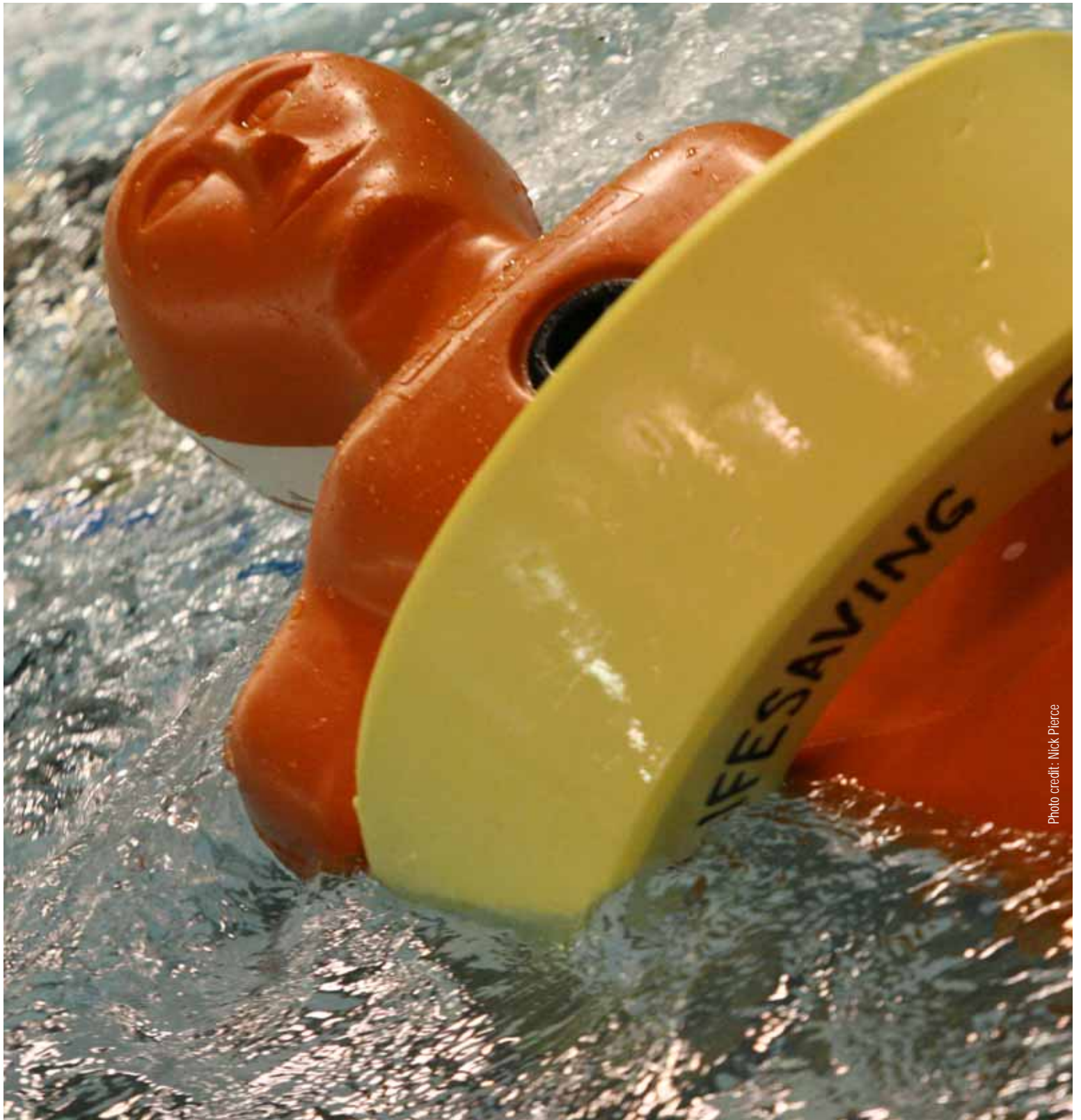


Photo credit: Nick Pierce



Photo credit: Craig Durling

PRESIDENT'S MESSAGE



2008 BOARD OF DIRECTORS

Krista Elvidge, President
Alanna Robinson, Past-President
Andrea Skoke, Treasurer
Michael Moore, Legal
Craig Durling, Active Member
David Berrigan
Monica Croft
Adam Hussey
Michael Melenchuk

BRANCH PRESIDENTS

2008 to present	Krista Elvidge
2004 to 2008	Alanna Robinson
2000 to 2004	Adrienne Blumenthal
1995 to 2000	Max Chauvin
1989 to 1995	Ron Stegen
1983 to 1988	Bruce Holmes
1982	Brian MacDonald
1981	Jim Hanlon
1979 to 1980	Anne Newcombe
1972 to 1978	Frank Reesor
1969 to 1971	Kenneth Crookston
1968	Leslie Punched
1967	Derek Munroe
1966 to 1967	Cyril Heaton
1963 to 1965	Steve Cook
1962	Bertie Publicover



PRESIDENT'S MESSAGE

On behalf of the Board of Directors, I would like to take this opportunity to thank our many volunteers for their ongoing dedication and support over the past year, as we continue toward our vision of making Nova Scotia a Water Smart® and water-active province.

2008 was an exciting year for the Society, as it marked the 100th anniversary of the Lifesaving Society in Canada. Today, the Lifesaving Society is a national, volunteer-based organization which continues to advance our drowning prevention mandate through National Drowning Prevention Week, public education campaigns, and water safety programs such as our Bronze Medal Awards and NLS. This special anniversary was commemorated by Canada Post with the release of a 52 cent domestic stamp.

As part of our centurion celebration in Nova Scotia, some affiliates hosted a ReBronze challenge. ReBronze participants challenged four skill items, and were awarded with a special 100th anniversary Bronze Medal.

In 2008, the Society continued to promote and deliver the Swim to Survive program across Nova Scotia. Swim to Survive teaches children the minimum skills needed to survive an unexpected fall into deep water. The Society worked closely with Cape Breton Victoria School Board, Boys and Girls Clubs throughout Nova Scotia, and a number of junior high schools in the Halifax Regional Municipality to deliver the Swim to Survive program to young children and adolescents. We greatly appreciate the dedication of our affiliates, partners, volunteers, and participants who have made this program such a success in Nova Scotia.

In support of drowning prevention, Premier Rodney MacDonald declared July 19-27th 2008 as Drowning Prevention Week in Nova Scotia. With this declaration came media opportunities for the Society to promote water safety and raise awareness related to drowning prevention.

The Society continues to support lifesaving sport locally and nationally. The Nova Scotia Lifesaving Series (Pool and Surf) give Nova Scotians local access to competition and continue to be successful each year. Nationally, Nova Scotia was well represented at the Canadian Lifeguard Championships and Canadian Lifeguard Emergency Championships. Internationally, a Nova Scotian captained Canada's National Team at Rescue 2008, The World Lifesaving Championships in Berlin and Warnemunde, Germany.

Thank you to all of our affiliates, partners, volunteers, and lifesaving members who have volunteered their time to further our vision of having a Water Smart® and water-active province. With your continued support, we can continue to reduce water-related injuries and fatalities, while promoting the enjoyment of safe activities in, on, and around the waters of Nova Scotia.

Krista Elvidge, President
Lifesaving Society, Nova Scotia Branch

BRANCH HIGHLIGHTS



May 15, 2008 - The morning crew of Halifax radio station Q104 helped to promote national lifejacket day. Over 80 percent of callers to the Citizen Q segment of the radio program agreed that it should be mandatory for lifejackets to be worn while in small boats.



July 18, 2008 - Nova Scotia Premier Rodney MacDonald declares July 19 to July 27 Drowning Prevention Week in Nova Scotia.

"By raising awareness about water safety this week, I hope we can prevent tragic drowning accidents in our province," said the Premier.



June 3, 2008 - Steve Cook, Past president of the Lifesaving Society- NS Branch (1963-1965) presented his "Certificate of Thanks" to the Nova Scotia Branch. The certificate was originally awarded to Mr. Cook in 1967, and presented to him by Admiral of the Fleet The Earl Mountbatten of Burma, Grand President of the Royal Life Saving Society. The certificate is now proudly displayed at the Nova Scotia Branch office.



September 17, 2008 - The Lifesaving Society's Swim to Survive program is featured on CBC TV's Living Halifax when Heidi Petracek pays a visit to Banook Canoe Club.



July 25, 2008 - To celebrate 100 years of saving lives, Canada Post issued a domestic rate stamp during National Drowning Prevention Week. This serves to underscore the importance Canadians place in the prevention of drownings and water-related injuries.

BRANCH HIGHLIGHTS



July 21-26, 2008 - Nova Scotian Jason Cross captains Canada's National Lifesaving Team at Rescue 2008, the World Lifesaving Championships in Warnemünde & Berlin, Germany.



October 30, 2008 - The Nova Scotia Branch hosts an Aquatic Risk Management Workshop, facilitated by Gary Sanger of the City of Toronto.

September 12, 2008 - The Nova Scotia Branch announces the inaugural Lifesaving Society scholarship winners. Thomas Woodbury and Megan Siegal each received a \$500 scholarship to assist with the cost of post secondary education.



October 30, 2008 - The Honourable Mayann E. Francis, Lieutenant Governor of Nova Scotia, presents Rescue Award recipients (from left) Mason Groves, Gary Fraser, Christian Groves, A.J. Bradley & Jeff Power as part of the Lifesaving Society's 2008 Commonwealth and Rescue Awards Ceremony held at CFB Halifax.



January 17, 2009 - The Nova Scotia Branch hosts one of four national selection trials events for Canada's National Team at the 2009 Commonwealth Lifesaving Championships in Edmonton, Alberta. Nova Scotians Audrey Prayal-Brown (right) and Meaghan Read (left) were later named to Canada's national team and development team respectively.

TREASURER'S REPORT

TREASURER'S REPORT



We are now in the midst of a global recession, which has proven to be a challenge for many organizations during this past year. Investments have declined in value, funding and grants have been reduced, and overall cash flow management has become more crucial to manage through these challenging times. The Society as a result has recorded an unrealized loss on investments of \$5.6k, with a market value of investments balance of \$82k as at January 31, 2009. However, the overall cash position of the Society has remained stable. An account was established as restricted funds set aside for the requirements of Swim to Survive, the first payment was made to the Ontario Branch of the Lifesaving Society on the loan that is to be repaid over a five year term, and overall changes in working capital were positive due primarily to an increase in accounts payable and accrued liabilities and a decrease in prepaid expenses.

Overall revenues have increased almost 4% over the prior year's results, with an increase in sales of approximately 9%, offset by decreases in government assistance and investment income. The increase in sales is largely due to increased sales of rescue equipment, which has in fact nearly doubled over the prior year. This increase in sales of rescue equipment has also largely caused the increase in cost of goods sold, with this category of sales incurring higher costs as a percentage of revenues than other sales categories. Other revenues have also increased primarily due to increased shipping charges and sales for advertising in the monthly Aqualines newsletter.

Overall, the financial position of the Nova Scotia Lifesaving Society has remained stable and we are well positioned to forge ahead with the development of our programs and products, and to continue with our mission to prevent drowning and water-related incidents. We look forward to a year ahead with promising fundraising opportunities to facilitate the expansion of the reach of our Swim to Survive initiative, and to continue to maintain and grow our other core programs."

Andrea Skoke, CA
Treasurer

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FINANCIAL HIGHLIGHTS

"...these financial statements present fairly, in all material respects, the financial position of the organization as at January 31, 2009 and the results of its operations for the year then ended in accordance with Canadian generally accepted accounting principles."

Lyle Tilley Davidson, Chartered Accountants

BALANCE SHEET

As at January 31, 2009

	2009	2008
ASSETS		
CURRENT ASSETS		
Cash	\$ 11,299	\$ 26,940
Restricted cash	7,176	-
Accounts Receivable	29,604	23,049
Inventory	17,641	20,031
Prepaid expenses	963	12,319
	<u>66,683</u>	<u>82,339</u>
INVESTMENTS, at fair market value	82,490	76,282
	<u>\$ 149,173</u>	<u>\$ 158,601</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 21,387	\$ 8,288
Current portion of loan (note 4)	5,000	5,000
	<u>26,387</u>	<u>13,289</u>
LOAN—ONTARIO BRANCH (note 4)	15,000	20,000
	<u>41,387</u>	<u>33,289</u>
NET ASSETS		
RESTRICTED NET ASSETS (note 5)	7,176	-
UNRESTRICTED NET ASSETS	100,610	125,312
	<u>107,786</u>	<u>125,312</u>
	<u>\$149,173</u>	<u>\$ 158,601</u>

STATEMENT OF OPERATIONS AND NET ASSETS

For the year ended January 31, 2009

	2009	2008
REVENUE		
Sales	\$ 165,755 70.61%	\$ 152,182 67.34%
Government assistance	52,105 22.19%	60,299 26.68%
Conference fees	1,425 0.60%	1,550 0.69%
Investment income	2,031 0.87%	3,140 1.39%
Swim to survive	5,655 2.41%	5,125 2.26%
Other	7,767 3.31%	3,706 1.64%
	<u>234,738 100%</u>	<u>226,002 100%</u>
EXPENDITURES		
Bad debts (recovery)	195 0.08%	(987) -0.50%
Cost of goods sold	64,431 26.11%	42,530 21.72%
Lifeguard competitions	2,166 0.88%	2,359 1.20%
Meetings	7,239 2.93%	3,893 1.99%
National levy	16,561 6.71%	16,378 8.36%
Office	22,909 9.29%	20,749 10.60%
Program	10,432 4.23%	11,999 6.13%
Public education	480 0.19%	2,615 1.34%
Swim to survive	3,509 1.42%	75 0.04%
Wages	118,805 48.15%	96,187 49.13%
	<u>246,727 100%</u>	<u>195,798 100%</u>
EXCESS OF REVENUES OVER EXPENDITURES (EXPENDITURES OVER REVENUE) FOR THE YEAR	(11,989)	30,204
UNREALIZED GAIN (LOSS) ON INVESTMENTS	(5,537)	4,591
	<u>(17,526)</u>	<u>34,795</u>
UNRESTRICTED NET ASSETS - BEGINNING OF YEAR	125,312	90,518
	<u>107,786</u>	<u>125,312</u>
LESS: ALLOCATED TO RESTRICTED NET ASSETS (note 5)	7,176	-
UNRESTRICTED NET ASSETS END OF YEAR	<u>\$ 100,610</u>	<u>\$ 125,312</u>

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 2008 we taught nearly 10,000 people how to swim or to rescue themselves and others.

Program Statistics

For the year ended December 31, 2008

	2008	2007	2006
LIFESAVING			
Canadian Swim Patrol—Rookie	243	161	246
Canadian Swim Patrol—Ranger	188	196	187
Canadian Swim Patrol—Star	183	161	164
Bronze Star	246	225	271
Bronze Medallion & Recert	691	717	696
Distinction	4	13	2
ReBronze	122	-	-
Boat Rescue	39	35	38
Boat Operator Accredited Training (B.O.A.T.)	190	146	202
First Responder Water Rescue	157	45	48
Total Lifesaving	2,063	1,699	1,854
LIFEGUARDING			
Bronze Cross & Recert	516	573	540
National Lifeguard & Recert	701	976	867
Total Lifeguarding	1,217	1,549	1,407
LEADERSHIP			
Swim Instructor	39	38	25
Assistant Swim Instructor	-	-	8
Lifesaving Instructor & Recert	125	112	98
First Aid Instructor & Recert	35	46	-
NLS Instructor & Recert	29	37	26
BOAT Instructor & Recert	6	10	-
Examiner & Reappointment (Bronze, Distinction and NLS)	90	90	26
Instructor Trainers	30	17	4
Lifesaving Sport Officials	4	17	-
Total Leadership	358	367	187
FIRST AID			
Basic/Emergency First Aid/Recert	872	365	139
Standard First Aid/Recert	1,173	1,079	936
Oxygen Administration/Recert	377	228	205
Automated External Defibrillation & Recert	241	111	-
CPR	573	868	839
Total First Aid	3,236	2,651	2,119
SWIM			
All Levels	650	1,300	860
Swim to Survive	1,800	1,450	-
Total Swim	2,450	2,750	860
TOTAL AWARDS	9,324	9,016	6,427

AFFILIATE AWARDS

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	4
CPR-B	6
CPR-C	8
CPR-D	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

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

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.

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.

2008 Recipient: Kiwanis Pool

YEAR ROUND AFFILIATE AWARDS

Lifeflex Wellness Centre	Largest Lifesaving Program serving a population under 10,000 (class 1)
Halifax Regional Municipality	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
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ACKNOWLEDGE

ACKNOWLEDGEMENTS

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
Department of National Defense
Canadian Parks/Recreation Association
Canadian Red Cross Society
Heart and Stroke Foundation
Recreation Nova Scotia
Recreation Facilities Association Nova Scotia
Royal Canadian Mounted Police
St. John Ambulance
YMCA Canada
Sport Nova Scotia
Stephanie Gaetz KEEPSAFE Foundation

The Lifesaving Society would like to thank **Western Recreation, Hearthstone Hospitality, and Atlantic Chemicals** for their corporate support.



The Society would like to thank **Carvery's Construction Ltd. and The Lifesaving Foundation** for their support of the Swim to Survive Fund.

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



In December of 2008 the Lifesaving Foundation, an organization dedicated to keeping Canadians safe around the water, donated \$3,750.00 to the Nova Scotia Lifesaving Society.

The donation, which was applied to the Society's Swim to Survive Fund, will be utilized to provide Grade 3 children with the opportunity to attend Swim to Survive Classes.

Lifesaving Foundation Director Max Chauvin (right) presented the cheque to Lifesaving Society President Krista Elvidge (left).





Photo Credit: Communications Nova Scotia



LIFESAVING SOCIETY

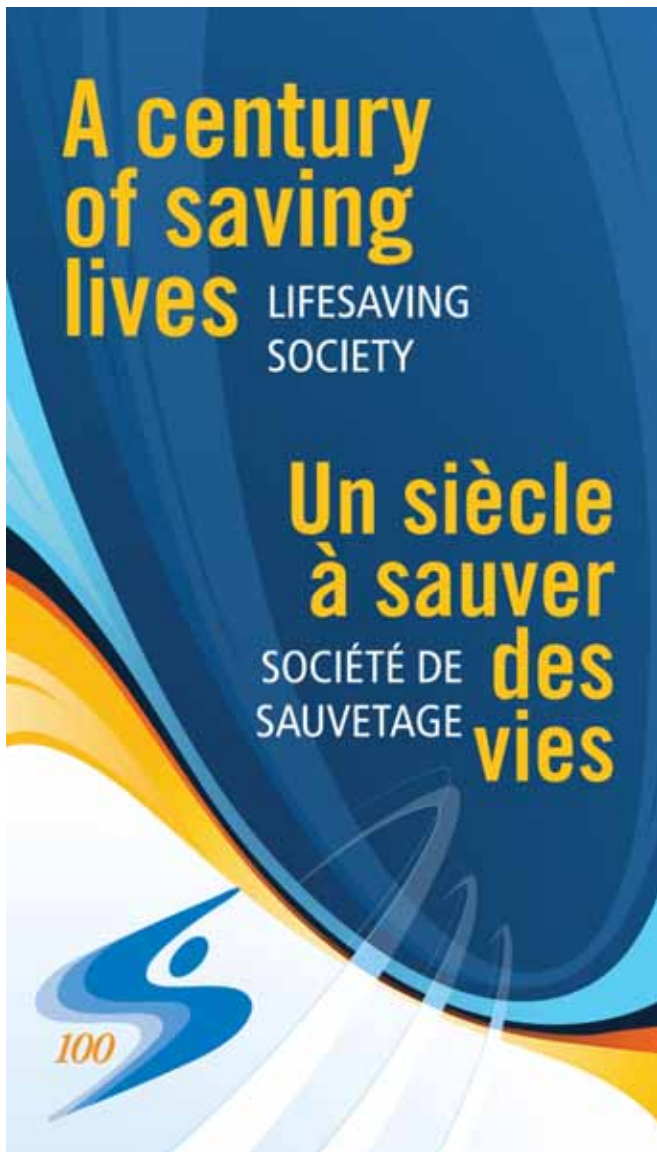
The Lifeguarding Experts

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.