



# PRINCE EDWARD ISLAND REPORT 2020



LIFESAVING SOCIETY  
*The Lifeguarding Experts*



## 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.

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# PRESIDENT'S REPORT

Before its onset, few could have predicted Covid-19's profound and protracted impact on the people of Prince Edward Island. People are at the heart of everything our Society does and achieves. It is therefore my sincere hope that you and your loved ones continue to be safe and healthy.

Our aquatics community felt the effects of Covid acutely with the mandated closure of all pools from March until June, and some facilities remaining closed throughout the summer for renovations or repairs. These unprecedented challenges required unprecedented solutions. As such, the Society extended the currency period of vocational awards through December 31, 2020 for those whose certifications would have otherwise expired, allowing aquatic facilities to focus on their reopening plans without fear of their staff having expired credentials.



2020 also represented the first full year of increased collaboration between the Lifesaving Society PEI and the Lifesaving Society New Brunswick. As a result, our members have received increased services as well as increasing the general operational efficiency of our two Branches.

Certainly, the Society wasn't exempt from challenges faced by the aquatics industry and saw a reduction in revenues as a consequence of reduced programming. However, despite being unable to qualify for any meaningful government support programs, the Society remains well positioned to continue our drowning prevention operations.

These challenges also presented opportunities, and our Society was able to take advantage of the reduced aquatic activity to focus our energy into projects that will contribute to our long term success. New prerequisite policies were introduced to help address staff shortages, new books were published and the Society's training programs continued to be updated and improved – including the completion of the revised Bronze medal awards.

The Society also published 2020 editions of the Canadian Drowning Report and Maritime Drowning Report. The latter recorded a small uptick in drowning deaths for the Maritimes, though drownings continue to trend down over the long term. This data enables us to see the value of our efforts and the real impact we have on drowning in our province. Nevertheless, much work is still required to achieve our vision of a Prince Edward Island free of drowning.

The Society's December AGM marked the retirement of my predecessor, James Sullivan, from our Board of Directors. Throughout his many years of involvement with the Lifesaving Society, James was instrumental in the growth and development of our Society and the implementation of its mission throughout PEI. On behalf of the Lifesaving Society Prince Edward Island, I wish him well in his future endeavours and thank him for his incalculable contributions.

I am grateful to everyone who helped us find our way during a very trying time. Our affiliates and members have done a truly admirable job acting responsibly and safely while we navigate the pandemic. While we will no doubt face additional challenges in the year to come, I have the utmost confidence in our excellent stakeholders to meet them. I thank my fellow Board members for their contributions and commitment – brighter days

**Jeremy Coffin**

President

# FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society Canada – PEI Branch unaudited financial statements for the year ended December 31, 2020. The Lifesaving Society PEI is a not-for-profit entity. Detailed financial statements are available upon request.

The Society had a challenging year and the impact from Covid-19 resulted in a significant revenue drop. Expenditures of \$17,000 exceeded net revenues of \$11,000 resulting in a deficit of \$6,000 compared to a surplus of \$6,600 in the prior year.

Net revenues dropped \$6,700 (38%), primarily due to the closure of recreational facilities in March to prevent the spread of Covid. Despite being permitted to reopen in the summer, pools were slow to resume training due to uncertainties caused by the pandemic, as well as earlier decisions to undergo repairs and renovations during the closure. Literature sales are linked directly to Training programs, resulting in fewer books sold and a revenue drop of \$1,500 or 53%, however this was partially offset by a credit note of \$900 from the prior year received from the New Brunswick Branch.

Merchandise commission represents fees collected from LifeguardDepot.com and is based on all merchandise sales originating in PEI. Commission revenue dropped 42% and coincides with the closure of aquatic facilities. Rental income represents sublet office space to PEI Snowmobile and shows current and prior year amounts combined.

Total expenditures increased by \$6,000 to \$17,000 compared to \$11,000 in the prior year. This was due primarily to management fees paid to the New Brunswick Branch. In August of the prior year, PEI and New Brunswick entered into an agreement whereby the New

Brunswick Branch provides backroom support for the daily operation of the PEI Branch. Management fees increased to \$13,300 for a full year of service, compared \$5,500 the year prior for five months of service.

Other operating expenses declined over the prior year, notably, meeting and travel expenses, general administration costs, and the National levy. This was consistent

with the shutdown and the Lifesaving Society Canada reducing levy charges to reduce financial pressure on provincial/territorial branches.

Despite the challenges, the Society showed resilience and, with continued support from its affiliates and members, is prepared to face new challenges and continue its drowning prevention mission in Prince Edward Island.

## Operations

Net Revenue	2020		2019	
	\$		\$	
Training program	5,000	45%	10,830	61%
Literature	2,300	21%	2,944	16%
Commission & other	1,832	17%	3,165	18%
Rental income	1,755	16%	0	0%
Leadership	150	1%	816	5%
	<b>11,037</b>	<b>100%</b>	<b>17,755</b>	<b>100%</b>

## Expenditures

Management fees	13,299	78%	5,500	49%
Administration	1,616	9%	1,833	17%
National Levy	815	5%	1,267	11%
Occupancy	658	4%	1,068	10%
Meetings	658	4%	1,459	13%
Training Programs	0	0%	34	0%
	<b>17,046</b>	<b>100%</b>	<b>11,161</b>	<b>100%</b>

Net Surplus/(loss) for the year	(6,009)		6,594	
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## Balance Sheet

Net Assets				
Net working capital	<b>16,555</b>		<b>22,564</b>	

Fund Balances	<b>16,555</b>		<b>22,564</b>	
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# AWARDS REPORT

TOP LINE SUMMARY		2020	2019	2018
	<b>Swimming</b>	249	3,735	3,767
	<b>Lifeguarding</b>	75	210	269
	<b>First Aid</b>	58	2,647	2,392
	<b>Leadership</b>	40	35	55
	<b>Lifesaving</b>	16	368	409
	<b>Management Training</b>	1	0	0
	<b>Lifesaving Sport</b>	0	4	10
		<b>433</b>	<b>6,999</b>	<b>6,902</b>
<b>SWIMMING</b>	<b>Swim for Life</b>	249	3,735	3,767
		<b>249</b>	<b>3,735</b>	<b>3,767</b>
<b>LIFESAVING</b>	<b>Canadian Swim Patrol</b>	0	253	328
	<b>Bronze Star</b>	2	13	19
	<b>Bronze Medallion</b>	14	102	62
		<b>16</b>	<b>368</b>	<b>409</b>
<b>FIRST AID</b>	<b>First Aid</b>	41	53	89
	<b>CPR</b>	17	2,594	2,303
		<b>58</b>	<b>2,647</b>	<b>2,392</b>
<b>LIFEGUARDING</b>	<b>Safeguard</b>	0	18	54
	<b>Bronze Cross</b>	17	70	65
	<b>National Lifeguard</b>	58	122	150
		<b>75</b>	<b>210</b>	<b>269</b>
<b>MANAGEMENT TRAINING</b>	<b>Aquatic Supervisor</b>	1	0	0
		<b>1</b>	<b>0</b>	<b>0</b>
<b>SPORT</b>	<b>Athletes</b>	0	4	10
		<b>0</b>	<b>4</b>	<b>10</b>
<b>LEADERSHIP</b>	<b>Instructor</b>	25	27	36
	<b>Examiner</b>	9	6	11
	<b>Trainer</b>	6	2	8
		<b>40</b>	<b>35</b>	<b>55</b>



# TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and the 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.

Participation in the Society's programs was limited in 2020 and is a reflection of public health measures put in place to slow the spread of Covid-19 as well as the prolonged closure of PEI aquatic facilities for repairs and renovations.

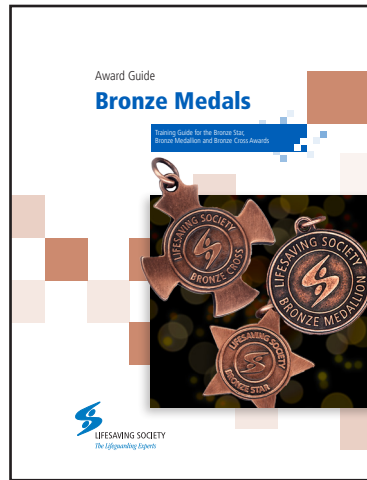
Yet, in spite of the challenges, it was a productive year for the Training Programs activity centre. A series of new policy and resource initiatives were launched to help affiliates navigate the "new normal" and the Society continued to revise and review its training programs – including the anticipated revision of its Bronze medal awards.

## Program revisions

With aquatic facilities closed for much of the spring and summer, the Society focused its effort to actively improve its programs throughout 2020, signing off on the content review of National Lifeguard and completing its revision of the Bronze medal awards.

The revised Bronze medal awards have improved program progressions and more focused curriculums. Bronze Star zeroes in on swimming proficiency and fitness; Bronze Medallion brings back swimming strokes; Bronze Cross now contains the fundamental lifeguarding skills and concepts needed to prepare deck and beach-ready Assistant Lifeguards.

To support the updated curriculum, new resources were developed including the new *Bronze Medals Award Guide*, Bronze Medallion and Cross candidate workbooks, new test sheets, and a standardized recertification process.



## Policy changes

Over the course of 2020 and following consultation with the Society's affiliate members, leadership personnel and aquatic industry leaders, the Society made several changes to program policies.

Effective March 1, 2020, the Society adopted a 3-year period for the validity of its Emergency First Aid and Standard First Aid. This change places the Lifesaving Society First Aid awards in line with industry standards and reduces confusion among employers while harmonizing first aid awards with Prince Edward Island regulations.

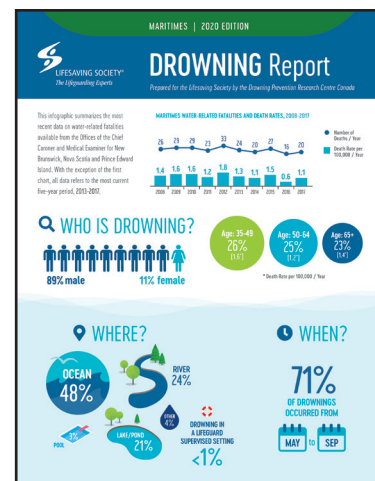
Also in March, the Lifesaving Society extended the currency of its vocational awards in order to address the pressing needs of affiliates during a prolonged shutdown period. The extension allowed affiliates to navigate the reopening process without the burden of concurrently having to recertifying staff who expired during the initial pandemic lockdowns.

In July, the Lifesaving Society Canada adopted 15 years as the minimum age prerequisite for certification as a Swim Instructor, Lifesaving Instructor, or National Lifeguard. The change was a first step in addressing chronic staff shortages throughout the aquatics industry. This is particularly true for seasonal affiliates who rely on pre-summer training for seasonal staff, allowing them the flexibility to train and certify staff prior to their 16th birthday.

## Drowning report

The Society published 2020 editions of the Canadian and Maritime drowning reports prepared by the Drowning Prevention Research Centre Canada. The most recent data showed a small increase in the number drowning fatalities in the Maritimes but the contributing factors remain the same. Not wearing a lifejacket or PFD is still the single largest factor and males continue to account for nearly 9 out of 10 drowning deaths.

The Society has been researching and reporting on water-related deaths in Canada for over 30 years. The Society uses the drowning data to ensure its training programs and public education activities are properly focused and guided by a comprehensive fact base.



# 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.

### Prince Edward Island Board of Directors

A volunteer Board of Directors governs the Lifesaving Society Prince Edward Island 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. No person or body external to the Society is entitled to appoint any directors.

At the Society's AGM, **Carley MacLean** joined the Board of Directors and **Jeremy Coffin** became President of the Lifesaving Society Prince Edward Island. Jeremy succeeded **James Sullivan** (pictured right) who retired from the Society's Board.

## Annual meeting and Investiture

The pandemic required the Society to postpone its May Annual General Meeting to December 1, 2020. We thank Sport PEI who hosted the Society's AGM.

The Lifesaving Society did not convene an Investiture ceremony in 2020.

## Volunteers serving nationally

**Matt Smith** continued his hard work for the Society at the National level, representing Prince Edward Island on the National Lifeguard Review Task Force, the National Management Team, and Canadian Athletes Council. **Halbert Pratt** continued as Prince Edward Island's representative on the National Board of Directors.

## Information and communication services

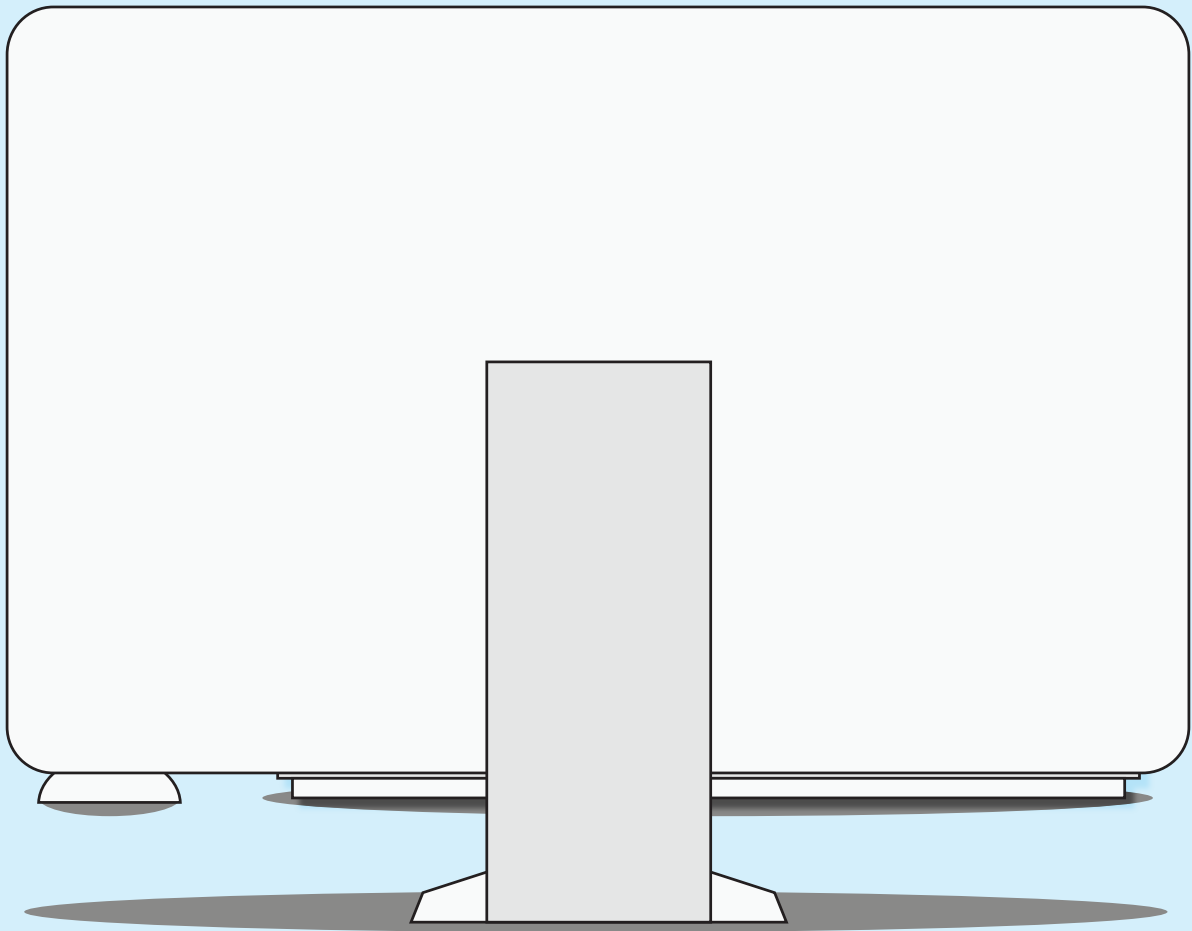
The Society published two issues of its e-newsletter *Islander* now circulated to over 300 members and friends of the Society.

## Lifesaving Society Prince Edward Island Board of Directors

Jeremy Coffin, President  
Blythe Murray, Vice President  
Shanahan Gardiner, Secretary-Treasurer  
Sean Flanagan, Director  
Brett Hancock, Director  
Carley MacLean, Director  
Halbert Pratt, Director  
Matthew Smith, Director  
Robb Wickstrom, Director



Past President James Sullivan



LIFESAVING SOCIETY

*The Lifeguarding Experts*