



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE™

The Lifeguarding Experts
Les experts en surveillance aquatique



PERSONS
USING THIS
SLIDE
MUST BE
THIS TALL



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2024 MANITOBA ANNUAL REPORT

LIFESAVING SOCIETY MANITOBA

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 injuries. Lifesaving training programs, Water Smart® public education, water incident research, safety management services, and lifesaving sport are just some of the ways we save lives and prevent personal injury.

INDIGENOUS LAND ACKNOWLEDGEMENT

We recognize that Manitoba is on the treaty territories and ancestral lands of the Anishinaabe, Anishinewuk, Dakota Oyate, Denesuline and Nehethowuk peoples.

We acknowledge Manitoba is located on the Homeland of the Red River Métis.

We acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

We respect the spirit and intent of Treaties and Treaty Making and remain committed to working in partnership with First Nations, Inuit and Métis people in the spirit of truth, reconciliation and collaboration.

Annual Report Photography by:
Charlie McDougall
of Foxtower Photography

BOARD OF DIRECTORS

Ashley Walus	Board Chair and National Member Representative
Jordan Kunzelman	Treasurer
Phil Dobson	Director
Sarah Dyck	Director
Zaphira Major	Director
Kayla Saarinen	Director, and National Board Member
Jon Sorokowski	Director
Dr. Kelvin Williamson	Director, Medical Advisor

NORTHERN STAFF

Mladen Raychev
 Omar Tejada Perez
 Kaily Klippenstein
 Jorden Glaspey

SUPPORT

Sergeant David Portelance	Royal Canadian Mounted Police
Staff Sergeant Rod Hutter	Winnipeg Police Service



STAFF



Lynne Stefanchuk
 Executive Director



Alexandra Carriere
 Special Projects Officer



Lorne Edwards
 Media Coordinator



Christopher Love
 Water Smart® and Safety Management Coordinator



Kathy Plett
 Program Coordinator



Kelsey Taylor
 Member Services Representative



Stacey Grocholski (Past)
 Executive Director

STATEMENTS OF SUPPORT



Minister for Municipal and Northern Relations

Minister responsible for Francophone Affairs
Minister responsible for the Manitoba Liquor and Lotteries Corporation

Legislative Building, Winnipeg, Manitoba R3C 0V8 CANADA

A Message from the Honourable Glen Simard, Minister of Municipal and Northern Relations

On behalf of the Manitoba government, I am honoured to recognize the impactful work of the Lifesaving Society Manitoba in preventing drownings throughout our province. For over 110 years, the Lifesaving Society Manitoba has provided our communities with the training, knowledge and skills required to safely enjoy water-related activities in our many lakes, rivers and pools.

Municipal and Northern Relations recognizes that the Lifesaving Society Manitoba plays an integral role in ensuring that water safety education, training and resources are accessible to all. The Northern Water Smart Program and Water Smart Program for Newcomers are excellent examples of how the Lifesaving Society Manitoba works alongside communities to support water safety awareness and skill development at all ages and stages of life.

The Manitoba government is proud to support the Lifesaving Society and would like to acknowledge the efforts of the board of directors and dedicated volunteers as they continue to pursue a Manitoba free from drownings.

Honourable Glen Simard
Minister of Municipal and Northern
Relations



A message from the Mayor of the City of Steinbach

On behalf of the City of Steinbach, I would like to recognize the important work being done by Lifesaving Society Manitoba.

We are grateful to Lifesaving Society Manitoba for sharing important resources, programs, training, and support to communities like ours. Through their training and lessons offered at the Steinbach Aquatic Centre alone, over 5400 individuals each year are taught about how to stay safe around bodies of water.

The Lifesaving Society enhances the quality of life of our residents through this sharing of their programming that enhances the general safety and enjoyment of recreational aquatic activities.

I thank the Lifesaving Society Manitoba for their influence on water safety awareness in our community and for their partnership in bringing water safety-related programming to our community.

We at the City of Steinbach are looking forward to a great working partnership with Lifesaving Society Manitoba for many years to come.

Mayor Earl Funk
City of Steinbach

STATEMENTS OF SUPPORT (CONT)



February 20, 2025

A Message from the City of Selkirk

On behalf of the City of Selkirk, I am pleased to express our continued support for the incredible work being done by the Lifesaving Society Manitoba.

For years, the city has relied on the services and programs of the Lifesaving Society. Starting in 2022, the partnership expanded when the city started to offer water safety education to our citizens through their Swim for Life, Swim to Survive, and Junior Lifeguard programs.

These programs have made an impact on our community, as we've seen an increase in swimming lesson registration for all ages. This means that more of our citizens are gaining essential water safety skills, which are critical to reducing drowning incidents and promoting confidence in and around water.

We are also proud to participate annually in the free programming that's offered during National Drowning Prevention Week, which provides vital water safety education to our community, particularly for those who may not otherwise have access to such opportunities.

Water safety is important, and the Lifesaving Society Manitoba is a key partner in helping us achieve our goal of a safe and informed community.

Thank you to the Lifesaving Society for your ongoing commitment to making water safety a priority for all Manitobans.

Sincerely,

A handwritten signature in blue ink, appearing to read "Larry Johannson".

Mayor Larry Johannson
City of Selkirk

City of Selkirk, 200 Eaton Ave. Selkirk, Manitoba, Canada R1A 0W6 | Phone: 204-785-4900 Email: citizensupport@cityofselkirk.com

PHOTOS



BOARD CHAIR MESSAGE

Ashley Walus, Board Chair

As we look forward to a full and exciting year for Lifesaving Society Manitoba, we are happy to report on another successful year and to share our accomplishments with you.

Lifesaving Society Manitoba continues to advance our strategic initiatives, particularly through our engagement and outreach work. We shared our water safety message across the province this year through the Northern Water Smart Program, lifejacket loaner program, the Manitoba Coalition for Safer Waters Community Water Safety Grants, and many newcomer education sessions. We also focused our education on families by sponsoring both a Manitoba Moose game and a Winnipeg Goldeyes game, where Buddy the Lifeguard Dog and his team spoke to those young, and young at heart, about the importance of water safety. We aimed to innovate and in doing so launched our new website and used podcasts to spread our message even further.

The Manitoba Coalition for Safer Waters continues to lead discussions at a systems level around drowning and water injury prevention. The Coalition and its subcommittees continue to plan and implement a multifaceted approach to water safety in Manitoba and we are proud to be a key partner.

We continue to focus on organizational excellence with both the Governance and Audit & Finance Committees. Concentrating on policy review, we have approved several document revisions that optimize the efficiency and effectiveness of the organization. Our Board is always evolving, creating a robust development plan and engaging in strategic thinking that will help Lifesaving Society Manitoba to best meet the needs of those who live, work, and play on our Manitoban waters.

This year also saw some change for the Society. We said goodbye to two key members of our staff team - Stacey Grocholski and Christopher Love. We thank them for their dedication to Lifesaving Society Manitoba and to our mission to prevent drowning and water related injury throughout the province. We wish them both all the best in their future endeavors! We are excited to welcome Lynne Stefanchuk as our new Executive Director. Lynne brings with her a wealth of experience in not-for-profit organizations, and we look forward to working with her to continue to enhance our impact and offerings in Manitoba.

As we reflect on the year, we are appreciative and thankful for our committed supporters, dedicated staff, and volunteers. It is because of each and every one of you that we can make a difference in the lives of so many people who interact with water in our province. Whether you are an affiliate offering courses, a volunteer participating at our community outreach events, a partner with us on the Manitoba Coalition for Safer Waters, one of our funders, or even just amplifying our message on social media, you are making our waters safer, and for this we are incredibly grateful.

Thank you!

With appreciation,
Ashley Walus



Ashley Walus, Board Chair

EXECUTIVE DIRECTOR MESSAGE

Lynne Stefanchuk, Executive Director

Since joining the Lifesaving Society Manitoba team, I have been welcomed with incredible warmth and acceptance. I'm deeply grateful to everyone who has supported my first weeks as Executive Director.

The passion and dedication for aquatics, drowning prevention and community building I have witnessed is inspiring. It's very exciting to join an organization with such dedicated, talented people who are committed to supporting fellow Manitobans.

I am so happy to bring my experience and enthusiasm to the deeply important work that Lifesaving Society Manitoba continues to do throughout Manitoba.

Thank you so much for your support!

Lynne



Lynne Stefanchuk, Executive Director

LIFESAVING SOCIETY MANITOBA PRESIDENT'S LIST

Year	President/Board Chair
1911	The Hon. J.A. Aikens Esq. M.P.
1931	R.D. Waugh
1932	Mrs. G.A. Harrison
1935 – 1939	Clive K. Tallin Q.C.
1941	Leo Best
1943	Mrs. George Skuce
1943 – 1947	Amy Fisher
1952 – 1957	Mrs. Dorothy C. Lloyd
1957 – 1958	Jim Dorrian
1962 – 1971	Jack Motyer
1972 – 1973	Mervyn Cavers
1973	Mervyn E.D. Fitz
1974 – 1975	Don Rocan
1975	Ian Fife
1975 – 1977	Greg Fraser
1977 – 1979	Andy Bagnall
1979 – 1984	Donna Jacobson
1984 – 1986	Dr. Tim Pethrick
1986 – 1988	Phillip M. Hay
1988 – 1992	RoseAnn MacKinnon
1992 – 1994	Carol M. Hardy
1994 – 1997	Lana Stowe
1997 – 2000	Linda Grossart
2000 – 2002	Gerri Hewitt
2002 – 2006	Marna Kenny
2006 – 2010	Kevin Tordiffe
2010 – 2014	Dr. Christopher Love
2014 – 2016	Michael Limerick
2016 - 2020	Elizabeth Proskurnik
2020 – 2022	Sarah Painter
2022 - Present	Ashley Walus



PROGRAM REPORT

Kathy Plett, Program Coordinator

This has been another successful year for the Swim for Life program. As of December 31, 2024, 75,273 individuals registered in Swim for Life and Swim Patrol classes.

This past summer, Stacey Grocholski and I continued our visits to rural affiliates. Meeting with affiliates to hear their successes and discuss their concerns helps us to look for ways to be proactive with helping our partners deliver programs in Manitoba. Facilities visited this year were:

- Town of Carberry
- The City of Brandon
- Hamiota Municipality

In 2024, a total of 133 Lifesaving Society Manitoba affiliates ran Lifesaving Society programs including: swimming, lifesaving, first aid, lifeguarding and instructor courses. The 2024 program statistics show tremendous work done by all. Thank you all for all your amazing work to promote the Lifesaving Society’s mission: “To prevent drowning and reduce water-related injury.”

Nationally, in 2024 the National Training Programs Commission has started the revisions process for Swim for Life. The Commission also continues work on ensuring consistency in standards for pre-requisites and delivery for all national programs and to develop resources for use by all instructors in Canada.

DONOR’S LIST

A heartfelt thank-you to our generous donors:

- Jon Sorokowski
- F45 Training Tuxedo
- RoseAnn MacKinnon
- Anonymous
- Christopher Love
- Nan Mulvey



BRANCH AWARDS + CERTIFICATIONS

TOP LINE SUMMARY	2024	2023	2022	2021 ¹	2020 ¹
Swimming	72,716	69,940	9,081	86	91
Lifesaving	4,800	4,601	2,848	1,174	666
First Aid	1,483	1,525	2,315	1,334	1,364
Safety Management	9	25	0	0	0
Lifeguarding	1,130	1,069	937	699	294
Leadership	2,031	2,595	1,631	1,993	190
Swim Transition Instructor Course ⁵	0	78	537	0	0
Swim Patrol Upgrade Clinic ⁵	0	43	115	0	0
NL 2022 Program Revisions Updates ⁴	0	0	54	0	0
Bronze Revisions Update ⁴	0	0	82	530	0
TOTAL	82,169	81,899	19,622	5,816	2,605
SWIMMING³					
Swim for Life	71,900	747	162	37	91
Swim to Survive	816	69,193	8,919	49	0
TOTAL	72,716	69,940	9,081	86	91
LIFESAVING					
Junior Lifeguard Club ³	198	110	54	0	0
Canadian Swim Patrol ³	2,415	2,202	642	30	0
Bronze Star	237	270	135	55	0
Bronze Medallion	984	1,052	1,040	502	216
Bronze Cross	830	815	871	461	347
Distinction ⁷	0	0	1	1	0
Lifesaving Fitness ⁷	0	0	0	0	0
Boat Rescue for First Responders	25	27	23	40	0
BOAT	87	63	82	58	103
Occupational Aquatic Safety Training	13	8	0	10	0
Occupational Ice Safety Training	11	54	0	17	0
TOTAL	4,800	4,601	2,848	1,174	666
LIFEGUARDING					
National Lifeguard	1,130	1,069	937	699	294
TOTAL	1,130	1,069	937	699	294
LEADERSHIP					
Instructor & Examiner	2,018	2,402	1,603	1,826	190
Trainer	13	193	28	167	0
TOTAL	2,031	2,595	1,631	1,993	190
FIRST AID					
First Aid	1,338	1,431	2,164	1,121	917
CPR ⁶	145	94	151	213	447
TOTAL	1,483	1,525	2,315	1,334	1,364
SAFETY MANAGEMENT					
SEE Auditor	3	4	0	0	0
Aquatic Supervisor & Manager	4	4	0	0	0
Aquatic Manager	2	17	0	0	0
TOTAL	9	25	0	0	0

NOTES:

¹Programs were severely affected by the COVID-19 pandemic in both 2020 & 2021.

²The Bronze Revisions Update for instructors launched March 1, 2021. The Bronze Revisions Update is no longer offered.

³All statistics for Swim for Life, Swim to Survive, Canadian Swim Patrol, and Junior Lifeguard Club are based on the number of participants in programs reported by affiliates.

⁴NL 2022 Program Revisions Updates were only offered in 2022.

⁵The Swim Transition Course and the Swim Patrol Upgrade Clinic were not offered after December 31, 2023

⁶In 2020 database upgrades split CPR certifications out from Bronze levels in preparation for the implementation of 2021 Bronze Revisions.

⁷Program retired in 2024



SAFETY MANAGEMENT SERVICES REPORT

Submitted: By Kathy Plett Program Coordinator on Behalf of Dr. Christopher Love, Water Smart® & Safety Management Coordinator for 2024

Work has continued on rebuilding the Society's Safety Management Services in Manitoba. Again this year, we ran Aquatic Supervisor, Aquatic Manager, and Supervision Evaluation and Enhancement (SEE) Auditor courses. Where appropriate, we ran virtual options for these courses, as well as in person training. Our various Safety Audit services continue to be sought out by aquatic facilities.

The National Safety Standards Commission continues to provide assistance and guidance to facility owners and operators on risk management and water safety topics. The commission releases new and revised position statements and safety standards to the public. All the Society's Safety Standards may be accessed online at:

<https://lifesaving.ca/safety-management-services/>





WATER SMART® COORDINATOR REPORT

Alexandra Carriere, Water Smart Coordinator

During the 2024 year the Society introduced Buddy the Lifeguard dog. While utilizing Buddy we attended multiple new events such as the Goldeyes game and the Manitoba Moose. Through one of our public education events or presentations we were able to reach over 3,042 individuals. As shown in the attached table, we have continued to make great strides to reach people residing in Manitoba.

Thank you to everyone who supported our public education efforts in 2024. Our goal is a drowning-free province with Manitobans making Water Smart® choices every time they are in, on or near the water. By working together, we can reach this goal.



2024 Public Education Events

Presentation Type	Participants
Water Smart® Program for Newcomers	1,129
Winter Smart Ice Safety for Newcomers	270
Public Water Smart® Displays & Events	3,042
School Presentations	857
Farm Safety Days	43
Day Camps	531
Within Arms' Reach	18
Total Participants:	5,890





NORTHERN WATER SMART® PROGRAM REPORT

Alexandra Carriere, Water Smart Coordinator

2024 marked the Northern Water Smart® program's 20th year of operation. Every year we continuously monitor and adapt our program to meet the needs of people residing in Manitoba. The 2024 year included the new program being offered to communities, Occupational Aquatic Safety Training (O.A.S.T.). We also worked to train the staff this year to obtain their National Lifeguard Waterfront certificate.

Thank you to our instructors which included Alyssa Baker, Tyler Shingoose, Jordan Glaspey, Kailey Klipenstein, Omar Tejada and Mladen Raychev who together visited 22 communities over the course of the summer, servicing 609 individuals. A special thank you to Dr. Christopher Love who worked tirelessly to ensure the 20th year of Northern Program was a great success.

On behalf of the Northern Water Smart® Program we would like to thank our generous funders, whose generous support furthers our program and mission:

- Government of Manitoba – Department of Indigenous Reconciliation and Northern Relations
- Government of Manitoba – Department of Health
- Government of Manitoba – Department of Environment, Climate, & Parks
- Indigenous Services Canada – First Nations & Inuit Health Branch
- Employment & Social Development Canada – Canada Summer Jobs Program





2024 Northern Water Smart® Program - Communities Visited

Community	Participants	Community	Participants
Bissett	14	Manigotagan	8
Black River First Nation	10	Nisichawayasihk Cree Nation	83
Cranberry Portage	17	Opaskwayak Cree Nation	32
Dawson Bay	5	Pauingassi First Nation	38
Duck Bay	33	Peguis First Nation	52
Fisher River	10	Pinaymootang	26
Garden Hill First Nation	48	Pine Creek First Nation	14
Lake Manitoba First Nation	66	Sandy Bay First Nation	40
Little Grand Rapids First Nation	36	Sapotaweyak Cree Nation	16
Little Saskatchewan First Nation	15	Tootinaowaziibeen Treaty Reserve	30
Mallard	8	York Factory First Nation	8
Total Participants: 609			



LIFEJACKET LOANER PROGRAM REPORT

Lorne Edwards, Media Coordinator



The application for the Lifejacket Loaner Program was posted on Lifesaving Society Manitoba's website as well as the Manitoba Coalition for Safer Water's website in February of 2024. Northern communities were emailed the application directly with details of the opportunity. The Manitoba Coalition for Safer Waters received 11 applications. 205 PFDs were sent to 11 communities in 2024. The PFDs were shipped to remote communities via Gardewine, Perimeter Aviation and Northway Aviation while some communities picked their orders up at the offices of Lifesaving Society Manitoba. Others were distributed to communities by Lifesaving Society Manitoba staff.

The communities that received PFDs were:

- Brochet (Barren Lands First Nation)
- Carman (Town of Carman)
- Dawson Bay (Community Council)
- Fox Lake (Health Department)
- Gimli (RM of Gimli – Parks and Recreation)
- Matheson Island (Community Council)
- Selkirk (City of Selkirk)
- Souris (Souris Glenwood Parks and Recreation)
- Spence Lake (Recreation Committee)
- Waterhen (Community Council)
- Wuskwi Sipiik First Nation Health Authority (Birch River)





COMMUNITY WATER SAFETY GRANTS

Lorne Edwards, Media Coordinator



Drowning prevention is a high priority in our province. The Manitoba Coalition for Safer Waters, its affiliated member organizations together with the Province of Manitoba make grants available to community organizations who want to help reduce drownings by improving water safety in their communities. A wide range of water safety activities as identified by the communities are considered for the grant. Past projects have included:

- Swimming lessons for children
- Improving signage at beaches and waterfronts
- Training for swim instructors and lifeguards
- Increased supervision of young people near water
- Offering boat operator training courses
- Constructing safety barriers at hazardous waterfronts

The 2025 Community Water Safety Grants application was posted on the Lifesaving Society’s website as well as the Coalition’s website in the fall of 2024. The Deadline for applying was November 30, 2024.

A total of 59 applications were received requesting \$136,877 in funding. This is up considerably from the 38 applications received in 2023 requesting \$83,189. The Coalition’s Core group met Thursday, December 5, 2024, and approved 25 applications requesting a total of \$58,766 out of a budget of 50,000.

The Manitoba Coalition for Safer Waters thanks the Wellness Team from the Eastern Interlake Regional Health Authority which contributed \$8,000 to the grant program allowing us to offer more communities funding for water safety projects. The Eastern Interlake Regional Health Authority’s contribution goes towards projects in Ashern, Berens River, Fisher River, Lundar, and St. Laurent which are all within its’ jurisdiction.

Successful applicants:

- Argyle (New Haven School)
- Ashern (Ashern Water Safety)
- Austin (Riverdale Colony School)
- Berens River (Berens River First Nation)
- Carman (Carman Dufferin Recreation)
- Clear Lake (Camp Wasaga Inc.)
- Dominion City (Roseau Crossing Heritage Park)
- Elie (Iberville Colony School)
- Fisher River (Fisher River Cree Nation)
- Flin Flon (Town of Flin Flon)
- Gimli (Gimli Aquatic Centre)
- Gladstone (Westlake/Gladstone RM)
- Lac du Bonnet (RM of Lac du Bonnet)
- River Hills (Whiteshell Colony)
- Roseau River (Roseau River Bible Camp)
- Selkirk (Lord Selkirk School Division)
- Snow Lake (Town of Snow Lake)
- St. Laurent (St. Laurent Rec Commission)
- Steinbach (Eastman Crisis Centre Inc.)
- Steinbach (Eastman Immigration Services)
- Steinbach (Recreational Opportunities for Children (ROC) Eastman Inc.
- Stonewall (Stonewall Quarry Park)
- The Pas (Ecole Opasquia School)
- Winkler, Morden, Altona, Dauphin (Regional Connections Immigrant Services)
- Winnipeg (Camp Nutinik)



MEDIA / MARKETING / PUBLIC EDUCATION

Lorne Edwards, Media Coordinator

Lifesaving Society Manitoba continues to lead in providing thorough, researched, and accurate water safety information to the public. One way of doing that successfully is through consistent partnerships with media companies such as Bell, Corus, Evanov, Golden West, NCI, Rogers and several independent outlets. These relationships have resulted in interviews, public education messaging both on-air and online, and quick, responsible responses to community issues.

Most enquires in 2024 focused on winter and ice safety, water rescues on the river, the role of lifeguards, and safety at swimming pools. There continues to be strong media coverage of Lifesaving Society events such as Safe Boating Awareness Week in May, National Drowning Prevention Week in July, and a Boat Sober campaign leading up to the August long weekend.

Our Drowning Prevention Star for 2024 was Buddy the Lifeguard Dog. The Lifesaving Society's official mascot was introduced to Manitoba courtesy of a donation from Portage Mutual Insurance. Buddy's arrival in Manitoba came just in time for Lifesaving Society Manitoba's sponsorship of a Manitoba Moose hockey game March 23rd at Canada Life Centre. With young families and many newcomers in attendance, we found this event was a great fit. Staff and volunteers manned an information booth on the concourse providing the public with ice safety thickness cards, brochures on becoming a lifeguard, the value of learning how to swim and information on

Lifesaving Society programs and our affiliates. We also distributed hundreds of Boreal Besties kids water safety activity books. The Fishin' Hole Winnipeg and Eskimo Ice Fishing Gear provided two inflatable pfd's for a free draw. The message Swim for Life appeared on both the score-clock and the electronic ribbon that runs around the bowl of the Canada Life Centre. There were also periodic announcements about our sponsorship and several water safety messages.

Lifesaving Society Manitoba, the Manitoba Coalition for Safer Waters and the Canadian Safe Boating Council kicked off Safe Boating Awareness Week May 17th on Wear Your Lifejacket to Work Day. Through social media, our Lifelines Newsletter and connections with affiliates

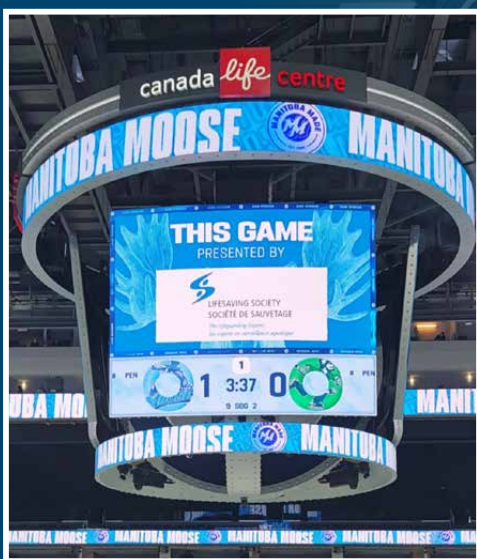


and other partners we encouraged participation which was reflected particularly on social media. SBAW events were held in Toronto, Vancouver and Winnipeg at The Forks. Our entire staff gathered on the riverwalk along with members of the Winnipeg Police Service's River Patrol Unit, the RCMP's Marine Unit and the Winnipeg Fire Paramedic Service including Fire Chief Christian Schmidt. All spoke to the 5 messages of safe boating and first-hand experiences on Manitoba waterways. Media interviews on Safe Boating Awareness Week were done with CTV, CITY-TV, Hot-100FM, 680 CJOB, CBC-AM, the Winnipeg Free Press, CKDM Dauphin, the Brandon Sun and CHTM Thompson.

Our 2024 theme for National Drowning Prevention Week July 21-27 was water safety for newcomers. All activities and events focused on newcomers. We partnered with Manitoba Blue Cross to purchase t-shirts for NEEDS Inc who joined us for a Lifesaving Society Manitoba sponsored Winnipeg Goldeyes baseball game to kick off the week Sunday July 21st. Monday, NEEDS (Newcomers Employment & Education Development Services) joined us at IRCOM (Immigrant and Refugee Community Organization of Manitoba) for a media event to celebrate the work the Society has done on newcomer water safety education while acknowledging the need for even more initiatives in the coming years. Together with the Lieutenant-Governor of Manitoba, we hosted the Society's Rescue and Honour Awards at Government House on Tuesday. At this event, we received the

Manitoba Government's Proclamation of National Drowning Prevention Week from the Minister of Municipal and Northern Relations, and Minister of Indigenous Economic Development Ian Bushie. On Wednesday, we visited Stride Place in Portage la Prairie where Buddy the Lifeguard Dog delighted children participating in a summer camp operated by the Portage Learning and Literacy Centre. Lifesaving Society Manitoba has delivered numerous water safety presentations to the Centre's English language classes. Lifesaving Society staff including Buddy visited the Altona Aquatic Centre on Thursday to celebrate the Centre's partnership with a local newcomer agency to provide swimming lessons. On Friday, Buddy visited Selkirk where he found his mascot pal Chuck the Channel Catfish for some fun photos that focussed on promoting the use of lifejackets.

Lifesaving Society Manitoba explored a new avenue of public messaging in the fall in conjunction with our annual Stretching the Season campaign. The idea is to remind boaters of the unique challenges and potential risks that come in the fall when the weather changes. The popularity of podcasts has increased substantially over the last several years. Rogers delivered close to 100,000 impressions over numerous podcasts for our fall boat safety messaging. We also received 95,000 impressions from Corus Entertainment. All selected podcasts focused on sports or outdoor activities.



RESCUE AND HONOUR AWARDS

RESCUE AWARDS

Rescue Commendation - recognizes outstanding individuals who placed themselves at risk while attempting, conducting, or saving a life in a water-related rescue.

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.

RECOGNITION & SERVICE AWARDS

Certificate of Appreciation - presented to individuals who have contributed to the Society's drowning prevention mission.

Certificate of Recognition - presented to groups and organizations who have contributed to the Society's drowning prevention mission.

Lifeguard of the Year - presented to a certified National Lifeguard in Manitoba who goes "above and beyond" when at work on the pool deck or at the waterfront.

Instructor of the Year - presented to a Lifesaving Society Instructor or Trainer in Manitoba who "pulls out all the stops" when delivering programs to their students.

Jim McDiarmid Memorial Award - presented to a long-term volunteer who has made significant contributions to the Society's operations in Manitoba.

COMMONWEALTH HONOURS

Certificate of Thanks – recognizes short term or single time contributions or service to the Society by individuals, clubs, organizations, or businesses.

Service Commendation - honours volunteers who have performed noteworthy service of at least 50 hours per year for a minimum of two years.

Service Medal - honours volunteers who have performed noteworthy service of at least 50 hours per year for a minimum of four years.

Bar to Service Medal - honours volunteers who have performed noteworthy service of at least 50 hours per year for a minimum of eight years.

Service Cross - honours volunteers who have performed noteworthy service of at least 50 hours per year for a minimum of twelve years.

Bar to Service Cross - honours volunteers who have performed noteworthy service of at least 50 hours per year for a minimum of sixteen years. Additional bars are presented at four-year intervals for volunteers who continue to serve the Society.

Commonwealth Honorary Life Member – honours individuals who have made a substantial and measurable contribution to the Society's mission, and who have performed outstanding and meritorious volunteer service of at least 50 hours per year to the Society for a minimum of twenty-four years.

Commonwealth Honorary Life Governor – honours individuals who have made a substantial and measurable contribution to the Society's mission, and who have performed outstanding and meritorious volunteer service of at least 50 hours per year to the Society for a minimum of twenty-eight years.

Commonwealth Vice President – The Society's highest honour that recognizes individuals who have given outstanding and exemplary service of at least 50 hours per year to the Society for a minimum of thirty-two years. Recipients must have performed outstanding and meritorious volunteer service to the Society, and normally will have served at a National or Commonwealth level.

Commonwealth President's Award – recognizes organizations, clubs, schools, etc. who have made exceptional, continuing, and sustained contributions or service to the operations of the Royal Life Saving Society for a minimum of four years.

BRANCH RECOGNITION AWARDS AND BRANCH HONOURS LIST

At the 2024 Annual General Meeting, Lifesaving Society Manitoba recognized individuals and groups who had assisted our drowning prevention mission during 2024.

Certificate of Recognition (Manitoba Honour – For Groups/Organizations)

- City of Winnipeg Recreation Services - Aquatics Branch
- City of Winnipeg River Patrol (contact: Kelly Dehn)
- City of Winnipeg Fire Paramedic Service (contact: Erin Madden)
- Manitoba RCMP Inland Water Transport Unit
- Ronds Marine (Tyler Bromley)
- The Fishin' Hole Winnipeg (Todd Brega)
- IRCOM (Kiara Rasmussen)
- NEEDS (Alejandra Cano)
- Portage Learning & Literacy Centre (Cathy Dowd)
- Altona Aquatic Centre (Eric Hildebrand)
- Steinbach Aquatic Centre (Jane Hansen)

Certificate of Appreciation (Canadian Honour – For Individuals)

- Aiden Murphy
- Kennedy Grocholski
- Todd Brega (The Fishin' Hole Winnipeg)
- Matt Brown (Eskimo Ice Fishing Equipment)
- Kelly Ryback (formerly Buzz with the Blue Bombers)
- Rick Gergatz (Lake Winnipeg Report)
- Charlie McDougall (Foxtower Communications)
- Wendy Chapman (Safer Waters Coalition)
- Jennifer Sarna Manager of Recreation Services, City of Winnipeg



At the 2024 Rescue and Honour Awards presented at the Lieutenant Governor's house on July 23, 2024, Lifesaving Society Manitoba recognized individuals and groups who had either performed rescues or had achieved volunteer recognition awards for service over the past years.

RESCUE AWARDS

Rescue Commendation

- Kevin Kazuk
Canad Inns Regent (Wpg) - September 30, 2023
- Tom Usiner
Red River - Lockport - February 17, 2024

M.G. Griffiths

- Ray Duma
Red River WPG - June 28, 2022
- Alexander Zapotochny
Red River WPG - June 28, 2022

VOLUNTEER RECOGNITION AWARDS

Lifeguard of the Year (Manitoba Honour)

- Lolita Duschinger (City of Selkirk)

Jim McDiarmid Memorial Award (Manitoba Honour)

- Sarah Painter (awarded in 2022, presented in 2024)

Certificate of Thanks (Commonwealth Honour)

- Canadian Red Cross – Manitoba Branch (Swim Transition)
- Lynn Kolba (Swim Transition)
- Manitoba Shared Health – Injury Prevention Team
- The Winnipeg Foundation

Service Commendation (Commonwealth Honour)

- Phil Dobson (Board Member; Certificate of Thanks for 2021)
- Zaphira Major. (Board Member)

Service Medal (Commonwealth Honour)

- Elizabeth Plett-Ross (Office Support; Service Commendation for 2021)
- Ashley Walus (Board Member; Service Commendation for 2021)



Photo credit: Lloyd Plueschow

INDEPENDENT AUDIT REPORT



INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
The Royal Life Saving Society - Manitoba Branch Inc.

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Royal Life Saving Society - Manitoba Branch Inc. (the "Organization"), which comprise the statement of financial position as at December 31, 2024, and the statements of operations, net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2024, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Basis for Qualified Conclusions

Because management did not provide an itemized count of physical inventory on hand at the end of December 31, 2024, we were not able to perform the procedures we considered necessary concerning the inventory quantities at the beginning and end of the fiscal year ending December 31, 2024. Since opening inventories affect the determination of the results of operations and cash flows, we were unable to determine whether adjustments to the results of operations and cash flows might be necessary for 2023 and 2024.

Other Information

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so. Those charged with governance are responsible for overseeing the Organization's financial reporting process.

INDEPENDENT AUDIT REPORT (CONTINUED)

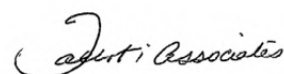
Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the Organization to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Manitoba
April 15, 2025



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TREASURER'S REPORT

Jordan Kunzelman, LSM Treasurer

The summary of financial information presented here is derived from The Royal Life Saving Society Canada – Manitoba Branch Inc. (“the Society”) Financial Statements for the year ended December 31, 2024. The detailed Financial Statements of the Society are included in this report. In 2024, the Society’s net revenue from operations of \$898,996 was higher than expenses from operations of \$809,908 generating an excess of revenue over expenses of \$89,088.

Revenue was flat year over year, and while we saw a decrease in demand for merchandise, this was offset by an increase in Federal and Provincial grants. In 2024, we found that many of our affiliates had an excess supply of Swim program material, which led to lower sales in our second year running the program. Expenses were down \$46,214, leaving a larger than budgeted surplus. There are two main drivers of this, first we had a major change of leadership in our organization in the Executive Director position. This is reflected in lower salaries, as

the position was unfilled for a few months and higher professional fees, which were incurred by using an outside hiring firm to search for our new Executive Director. Also, overall expenses were lower because we only made essential purchases, until we hired a new Executive Director. Secondly, our program costs were lower than budgeted, we noted that travel costs were lower as Covid pricing waned. In addition, we overestimated programming costs due to the general inflation that has been seen in the economy. In 2025, we plan to offer more programming to fulfil our organization’s mission.

The Society is thankful to the Federal and Provincial governments, our Indigenous partners, corporate sponsors, foundations and individual donors, who continuously support the Society’s Mission. Looking ahead to 2025, the Society is planning a small surplus in our budget. I believe that the Society is well-positioned to continue working towards its mission of drowning prevention and drowning prevention research.



FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

For the year ended December 31, 2024

	2024	2023
ASSETS		
CURRENT		
Cash and cash equivalents	\$ 408,080	\$ 318,531
Short term investments	43,166	41,319
Accounts receivable	45,116	55,504
Inventory	63,008	79,014
Prepaid expenses	5,185	6,685
	<u>564,555</u>	<u>501,053</u>
TANGIBLE CAPITAL ASSETS (Note 3)	26,663	16,854
	<u>\$ 591,218</u>	<u>\$ 517,907</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 47,065	\$ 44,815
Due to government agencies	5,185	7,309
Deferred revenue	13,973	29,877
	<u>66,223</u>	<u>82,001</u>
NET ASSETS		
Unrestricted	424,995	335,906
Internally Restricted	100,000	100,000
	<u>524,995</u>	<u>435,906</u>
	<u>\$ 591,218</u>	<u>\$ 517,907</u>

STATEMENT OF CHANGES IN NET ASSETS

For the year ended December 31, 2024

	Unrestricted	Internally Restricted	2024	2023
NET ASSETS - BEGINNING OF YEAR	\$ 335,907	\$ 100,000	\$ 435,907	\$ 394,426
EXCESS OF REVENUES OVER EXPENSES	89,088	-	89,088	41,480
NET ASSETS - END OF YEAR	<u>\$ 424,995</u>	<u>\$ 100,000</u>	<u>\$ 524,995</u>	<u>\$ 435,906</u>

FINANCIAL STATEMENTS (CONTINUED)

STATEMENT OF OPERATIONS

For the year ended December 31, 2024

	2024	2023
REVENUE		
Test fees, sales, and other revenues (Schedule 1)	\$ 511,198	\$ 670,542
Less: Cost of goods sold	(128,341)	(245,434)
	<u>382,857</u>	<u>425,108</u>
Grants & Assistance		
Manitoba Indigenous & Municipal Relations	225,000	225,000
First Nations and Inuit Health Branch	135,000	108,000
Manitoba Health, Seniors, and Active Living	125,600	125,600
The Winnipeg Foundation	15,904	-
Human Resources Development Canada	9,635	8,894
Manitoba Sustainable Development	5,000	5,000
	<u>516,139</u>	<u>472,494</u>
	<u>898,996</u>	<u>897,602</u>
EXPENSES		
Advertising and promotion	69,492	60,396
Amortization of tangible capital assets	7,208	4,886
Bad debt expense (recovery)	820	-
Insurance	13,508	16,465
Interest and bank charges	1,681	2,393
Meetings	1,677	9,308
Memberships and licenses	9,164	7,089
Office expenses	26,892	31,452
Professional fees	48,633	28,607
Programs	121,078	174,783
Rental	55,347	45,931
Repairs and maintenance	12,377	15,152
Salaries and wages	436,096	454,082
Utilities	5,935	5,578
	<u>809,908</u>	<u>856,122</u>
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 89,088</u>	<u>\$ 41,480</u>

Funding & Program Support Provided By:

MANITOBA COALITION
for Safer Waters



Manitoba Coalition
for Safer Waters



Canada

Employment and Social
Development Canada
(Canada Summer Jobs Program)

Indigenous Services Canada
(First Nations & Inuit
Health Branch)

Manitoba 

Manitoba Department of Health

Manitoba Department of Indigenous
Reconciliation and Northern Relations

Manitoba Department of Environment,
Climate & Parks



Keewatin Tribal Council

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