



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE™

The Lifeguarding Experts
Les experts en surveillance aquatique



2025 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.



Front Cover Photos
of Annual Report by:
Keith Levit Photography

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.

BOARD OF DIRECTORS

Ashley Walus	Chair & National Member Representative
Jordan Kunzelman	Treasurer
Phil Dobson	Director
Maura Kenny	Director
Zaphira Major	Director
Sarah Rich	Director
Kayla Saarinen	Director, and National Board Member
Dr. Kelvin Williamson	Director, Medical Advisor

NORTHERN STAFF

Jordan Glaspey	Coordinator
Azra Hrcic	Instructor
Kailey Klippenstein	Instructor
Keira Willey	Instructor
Rebecca Penner	Instructor



STAFF



Lynne Stefanchuk
Executive Director



Alexandra Carriere
Water Smart Manager
(on leave)



Lorne Edwards
Manager of Media &
Community Engagement



Jordan Glaspey
Northern Water Smart®
Coordinator (term)



Kathy Plett
Program Manager



Nadiia Shkirat
Administrative Assistant



Kelsey Taylor
Member Services
Representative



Omar Tejada
Safety Management Officer

STATEMENTS OF SUPPORT



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

On behalf of the Manitoba Government, I would like to commend the Lifesaving Society Manitoba for its invaluable work in preventing drownings and injuries, and for providing essential water safety education and training.

The Department of Municipal and Northern Relations recognizes the vital role the Lifesaving Society Manitoba plays as Secretariat of the Manitoba Coalition for Safe Waters. In this capacity, the Society collaborates effectively with various organizations to strengthen water safety messaging and advance drowning prevention efforts across the province. Through its comprehensive education, training and community resources, the Lifesaving Society Manitoba has made a significant contribution to safeguarding the lives of countless Manitobans.

The Manitoba Government is honoured to continue its partnership with the Lifesaving Society Manitoba in support of initiatives such as the Lifejacket Loaner Program and the Northern Water Smart® Program. I would also like to acknowledge the dedicated personnel of the Lifesaving Society who champion this work and who remain steadfast in their efforts to educate Manitobans on the importance of water safety.

Honourable Glen Simard
Minister of Municipal and Northern Relations

STATEMENTS OF SUPPORT (CONT)



Chief of Police Message of Support Lifesaving Society Manitoba Annual Report

Drowning is preventable.

For more than a century, Lifesaving Society Manitoba has been a leader in drowning prevention and water safety education across our province. Since 1911, the Society has worked tirelessly to ensure Manitobans have the knowledge, skills, and awareness required to stay safe in, on, and around our waterways.

At the Winnipeg Police Service, we see firsthand how critical that work is.

To be certain, our River Patrol officers respond when things go wrong on our waterways, identify potential hazards and work in supporting greater water safety awareness. But the true measure of safety is not found in response. It is found in prevention. That is where Lifesaving Society Manitoba continues to shine.

Through the Water Smart® public education campaign and initiatives such as Drowning Prevention Week, Wear Your Lifejacket Day, Boat Sober, Thin Ice awareness, Safe Boating Awareness Week, and the Manitoba Coalition for Safer Waters, the Society brings together partners across Manitoba to deliver clear, consistent, life-saving messaging. They ensure stakeholders are aligned, informed, and working collaboratively to promote safe behaviours before tragedy occurs.

It can be difficult to quantify a life saved through education. We may never know how many Manitobans chose to wear a life jacket, avoid impaired boating, supervise a child more closely, or stay off unsafe ice because of a public service announcement. But we have no doubt that those decisions are made every day – and that they matter.

Water safety is a shared responsibility. We are definitely more effective when we all work together!

Through training programs, lifeguard certification, public education, research, and coalition-building, Lifesaving Society Manitoba strengthens our communities and supports a vision of safe waters and a drowning-free Manitoba.

On behalf of the Winnipeg Police Service, I extend our sincere appreciation to the staff, volunteers, and partners of Lifesaving Society Manitoba. Your dedication, leadership, and commitment to prevention make a meaningful difference in the lives of Manitobans.

Together, we will continue working to ensure our rivers, lakes, and waterways remain places of recreation, connection, and safety for all.

Gene Bowers
Winnipeg Police Chief

STATEMENTS OF SUPPORT (CONT)



Message from Gordon Giesbrecht, OM

It is a privilege for me to recognize the significant impact of Lifesaving Society Manitoba in reducing drowning deaths in Manitoba.

First, I know this fine organization by reputation in their provision of educational programs across the province, significantly in northern communities where rates of drowning per capita are higher than the rest of the province.

More importantly, I know of their effectiveness through personal collaboration with Lifesaving Society itself and through their key role in leadership of the Manitoba Coalition for Safer Waters.

I have benefited from excellent collaborations with the Society's knowledgeable staff as they have helped me to prevent drownings with several knowledge translation initiatives such as ice safety promotion, and prevention of vehicle submersion drownings.

In fact, they were recently instrumental in assembling members from the RCMP, Winnipeg Police and Paramedic Service, Winnipeg Fire Service, MPIC, Dr. Hook Towing, and others, as we created a novel instructional video for emergency response operators around the world to assist occupants to self-rescue from sinking vehicles.

Regardless of what type of initiative I might think of to prevent drownings, I can always count on enthusiastic, effective help from my associates at Lifesaving Society Manitoba.

A handwritten signature in blue ink, appearing to read "Gordon Giesbrecht".

Gordon Giesbrecht, PhD
Order of Manitoba
Professor Emeritus, University of Manitoba

STATEMENTS OF SUPPORT (CONT)



On behalf of myself, my family, friends and the community, I am personally sending a thank you and support to Lifesaving Society Manitoba and the Manitoba Coalition for Safer Waters. They have shown me compassion and understanding while continuing to navigate ways to help bring education to water safety.

In June 2024, my daughter lost her life when her vehicle entered a body of water. She did not escape, resulting in a heartbreaking tragedy that could have been prevented.

Lorne Edwards and his team took the time to listen to my story. Together we were able to take this tragedy and bring awareness of what to do if your vehicle enters a body of water.

A team of experts, including Dr. Gordon Giesbrecht, a world-renowned vehicle submersion expert and Coalition member came together for one goal. To bring awareness and education to this very important topic.

The outcome, an educational video was produced and released.

For that, I am forever grateful.

Healing through education is very therapeutic.

Thank you again for listening and finding ways to improve water safety.

Denise Johnson

EXECUTIVE DIRECTOR AND BOARD CHAIR REPORT MESSAGE

Lynne Stefanchuk, Executive Director and Ashley Walus, Board Chair

It has been a year of change and growth for Lifesaving Society Manitoba. With another successful year completed, we are happy to share with you the achievements and milestones reached in 2025.

Community Engagement & Public Education

We promoted our water safety messages throughout Manitoba through safety presentations, public messaging, and educational resources. From the vehicle submersion video project to public outreach activities and a visit to Swan River during Drowning Prevention Week, we engaged with a large and diverse population throughout the year.

Northern Water Smart

Despite some challenges from forest fires, the Northern Water Smart team offered programming to 269 children and adults in 2025 and successfully strengthened relationships with northern communities.

The Northern Water Smart Program was unfortunately affected by a change to federal funding priorities in 2025. We are working on building new relationships to fill that funding gap for 2026 and beyond.

Manitoba Coalition for Safer Waters

Once again, the Lifejacket Loaner program provided much needed PFDs and lifejackets to communities throughout Manitoba, and we were able to support several community groups through the Community Safer Waters grants program. The annual Coalition meeting in the fall generated increased participation and interest from Coalition partners. We're excited to work together with them to promote water safety.

Programs & Affiliates

Our affiliate members continued to run Lifesaving Society programs, and you will find a comprehensive breakdown of participation further into the annual report. We're very encouraged by the public demand for programming despite challenges presented by northern forest fires and facilities closed for upgrades.

Jeff Bayne Memorial Award

In December, the first of the Jeff Bayne Memorial Awards were presented to Augusto Benites, Hailey Boyer-Graham and Kristjon Johnson. These awards will be given annually to those pursuing aquatics training and certification. We are so grateful for the legacy left by Jeff Bayne. His generosity, and that of his family, will have a profound impact on drowning prevention.



Ashley Walus, Board Chair

EXECUTIVE DIRECTOR AND BOARD CHAIR REPORT MESSAGE (CONT)

Lynne Stefanchuk, Executive Director and Ashley Walus, Board Chair

Governance & Financial Sustainability

The Board of Directors and senior staff are working diligently to ensure the financial stability and sustainability of the organization. We are working on fundraising strategies that will diversify revenue and ensure the organization's future. The Board and its subcommittees continue to review and update governance policies and HR practices to meet the changing needs of the organization and the people it serves.

Over the past year, we've welcomed new members to the team and said farewell and good luck to others. We welcomed Nadiia Shkirat and Omar Tejada to our office staff and Maura Kenny to the Board. Jon Sorokowski ended his tenure on the Board in 2025 and we thank him for his many years of dedicated service to our organization. Sadly, Lifesaving Society lost a champion for drowning prevention with the passing of Carl Shier in March 2025. Carl was the Chief Executive Officer of Lifesaving Society Manitoba from 2004 to 2017 and was a tireless advocate for water safety and public education across the province.

While the people and communities we serve change and grow with the challenges and triumphs they face, and our programming and staff evolve to meet those changing needs, our vision of a Manitoba free from drowning and water related injury remains steadfast. Through all of this change, we are profoundly grateful for the unfailing dedication of the Lifesaving Society Manitoba staff, volunteers, and community partners who work together to make our waters safer.

Thank you for your belief in our mission to prevent drowning and water related injury!

Lynne & Ashley



Lynne Stefanchuk, Executive Director

IN MEMORIAM



In 2025, Lifesaving Society Manitoba mourned the passing of longtime Chief Executive Officer **Carl Shier**.

Carl served as CEO from 2004 to 2017. During that time, he worked passionately and enthusiastically in drowning prevention largely by forging strong partnerships both in Manitoba, and across Canada. Whether through his role as Chair of the Manitoba Coalition for Safer Waters, or at pool side at the Manitoba Lifeguard Championships, Carl brought out the best in those around him through his leadership, encouragement, knowledge, and friendship. Carl was proud of the Lifesaving Society and its work in drowning prevention. Even in retirement, he flew the blue Society flag at the family cottage at Falcon Lake to remind others of the importance of water safety. He is missed.



PROGRAM REPORT

Kathy Plett, Program Manager

In 2025, a total of 140 Lifesaving Society Manitoba affiliates ran Lifesaving Society programs including: swimming, lifesaving, first aid, lifeguarding, and instructor courses. The 2025 program statistics show tremendous work done by all. There was a drop of 1,920 candidates in the Swim for Life and Swim to Survive programs from 2024. This was due to the effects of the forest fires this last summer reducing the ability to run outdoor programs, and an affiliate closing one of its facilities for extensive updates and repairs. As of December 31, 2025, 73,271 individuals registered in Swim for Life, Swim to Survive, and Swim Patrol classes. Thank you all for all your amazing work to promote the Lifesaving Society's mission: "To prevent drowning and reduce water-related injury."

In 2025, I continued to be Lifesaving Society Manitoba's voting representative on Lifesaving Society Canada's National Training Programs, and National Sports Commissions. This past year, I also became Manitoba's voting representative on Lifesaving Society Canada's National Safety Standards Commission. This ensures that Manitoba has a voice at these national commissions.



BRANCH AWARDS + CERTIFICATIONS

TOP LINE SUMMARY	2025	2024	2023	2022	2021 ¹
Swimming	70,938	72,858	69,940	9,081	86
Lifesaving	4,359	4,787	4,593	2,847	1,163
First Aid	1,420	1,483	1,525	2,315	1,334
Safety Management	0	9	25	0	0
Lifeguarding	1,158	1,130	1,069	937	699
Leadership	2,626	2,031	2,595	1,631	1,993
TOTAL	80,501	82,298	81,770	18,833	5,275
SWIMMING ²					
Swim for Life	69,547	72,042	69,193	8,919	37
Swim to Survive	1,391	816	747	162	49
TOTAL	70,938	72,716	69,940	9,081	86
LIFESAVING					
Junior Lifeguard Club ²	72	198	110	54	0
Canadian Swim Patrol ²	2,333	2,415	2,202	642	30
Bronze Star	235	237	270	135	55
Bronze Medallion	893	984	1,052	1,040	502
Bronze Cross	743	830	815	871	461
Boat Rescue for First Responders	27	25	27	23	40
BOAT	39	87	63	82	58
Workplace Ice Safety Training ³	17	11	54	0	17
TOTAL	4,359	4,787	4,593	2,847	1,163
LIFEGUARDING					
National Lifeguard	1,158	1,130	1,069	937	699
TOTAL	1,158	1,130	1,069	937	699
LEADERSHIP					
Instructor & Examiner	2,395	2,018	2,402	1,603	1,826
Trainer	231	13	193	28	167
TOTAL	2,626	2,031	2,595	1,631	1,993
FIRST AID					
First Aid	1,371	1,338	1,431	2,164	1,121
CPR	49	145	94	151	213
TOTAL	1,420	1,483	1,525	2,315	1,334
SAFETY MANAGEMENT					
SEE Auditor	0	3	4	0	0
Aquatic Supervisor & Manager	0	4	4	0	0
Aquatic Manager	0	2	17	0	0
TOTAL	0	9	25	0	0

NOTES:

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

²All statistics for Swim for Life, Swim to Survive, Canadian Swim Patrol and Junior Lifeguard Club are based on the numbers of participants in programs reported by affiliates.

³Name changed from Occupational Ice Safety Training in fall of 2025.

The following programs have been removed as they are no longer offered: Swim Transition Instructor Course, Swim Patrol Upgrade Clinic, NL 2022 Program Revisions Updates, Bronze Revisions Update, Distinction, Lifesaving Fitness, Occupational Aquatic Safety Training.



2025 PUBLIC EDUCATION PRESENTATION REPORT

Alexandra Carriere, Water Smart Manager

During 2025 the Society was able to reach over 5,890 individuals with one of our public education presentations. Virtual presentations remain an asset, but we are seeing many more in-person to deliver our important safety messages.

Thank you to everyone who supported our public education efforts in 2025. 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. A special thank you to all the schools and organizations who hosted our outreach programs.

School Presentations

- Bison Run School
- Churchill High School
- Hidden Valley Colony School
- Island Lakes Community School

Farm Safety Days

- West Plains Colony School
- Hutterian Colony School

Water Smart® Program for Newcomers

- EDGE ESL
- Red River College Polytechnic
- Family Dynamics
- N.E.E.D.S
- MITT English Language Centre
- The Peaceful Village Inc.
- Elmwood Community Resource Centre (E.C.R.C.)
- Canadian Muslim Women's Institute
- Portage Learning and Literacy Centre
- Norwest Co-op Community Health Centre
- Immigrant and Refugee Community Organization

2025 Public Education Presentations	
Presentation Type	Participants
Water Smart® Program for Newcomers	633
Winter Smart Ice Safety for Newcomers	12
School Presentations	880
Farm Safety Days	42
Within Arms' Reach	26
Total Participants:	5,890

2025 Public Education Events	
Event	Impact
LSM Sponsored Manitoba Moose Hockey Game	723
Winnipeg Fish Festival	307
LSM NDPW Sponsored Valour FC Soccer Game	425
Winnipeg Ice Fishing Show	687
Total Participants:	2,142

DONOR'S LIST

A heartfelt thank-you to our generous donors:

- Stephen Kowalchuk
- RoseAnn MacKinnon
- Jon Sorokowski
- The Fishin' Hole



SAFETY MANAGEMENT SERVICES REPORT

Submitted: By Omar Tejada, Safety Management Officer

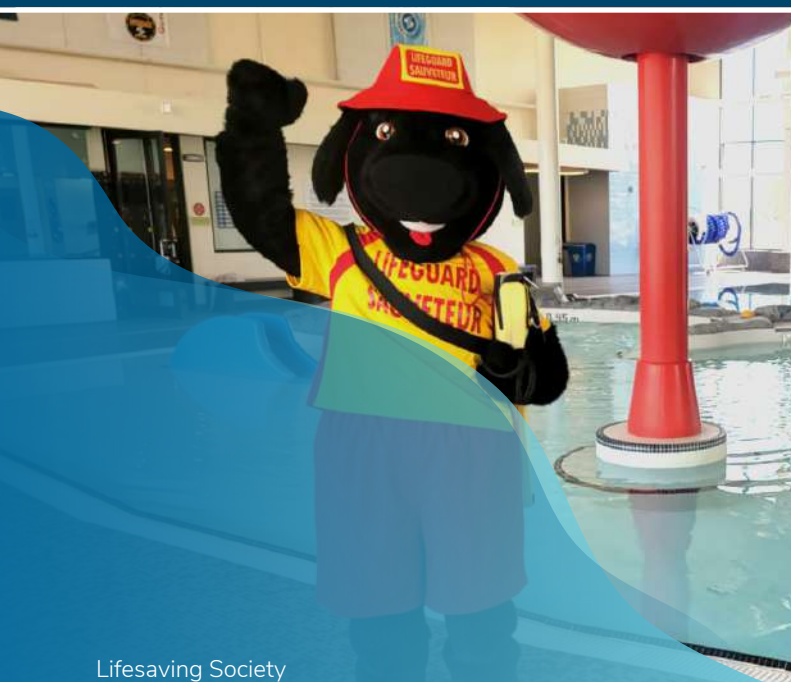
In 2025, Lifesaving Society Manitoba completed a review of the City of Winnipeg aquatic facilities. Dr. Peter Whittington was contracted for the review and a report to optimize lifeguard stations and procedures was submitted.

Our team also provided ice safety training for the City of Winnipeg employees, ice safety for newcomers for the Canadian Muslim Women's Institute (C.M.W.I.), water safety for the Hutterian Colony School, Churchill High School, EDGE Skills Centre Inc., Red River College Polytechnic, Family Dynamics, Newcomers Employment & Education Development Services (N.E.E.D.S.) Inc., MITT English Language Centre, The Peaceful Village Inc. and Elmwood Community Resource Centre (E.C.R.C.).

Work has continued on rebuilding the Society's Safety Management Services in Manitoba. In this vein, an operational risk assessment project was developed, and it is at the implementation stage. This project is meant to be applied to our 2026 Northern Water Smart activities seeking to keep the program and our staff safe.

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.





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



NORTHERN WATER SMART® PROGRAM REPORT

Jordan Glaspey, Northern Water Smart Coordinator

2025 marked the 21st year of operation for the Northern Water Smart® Program. While summer wildfires have historically posed challenges across Manitoba, this past season brought unprecedented levels of fire activity, directly impacting numerous communities. Evacuations and uncertainty resulted in a temporary decline in program participation.

Despite these challenges, we are grateful that the communities we serve have remained safe and we look forward to returning next summer.

Over the past 21 years, the Northern Water Smart® Program has completed 534 community visits across Manitoba, reaching 23,710 participants with vital water safety education.

This year, our dedicated instructor team—Rebecca Penner, Azra Hrnčić, Keira Willey, Kailey Klippenstein, and myself—visited 15 communities and delivered programming to 269 participants. Having the opportunity to work alongside this team in the field reinforced for me just how essential their commitment, adaptability, and passion for water safety truly are. Their efforts continue to be the foundation of the Northern Water Smart® Program's success.

This program simply would not be possible without the dedicated community contacts who coordinate every detail of our visits—from arranging instructor accommodations and booking venues, to promoting courses, managing registrations, and serving as our instructors' primary point of contact throughout each stay. Their support is the backbone of our operations.

We extend our heartfelt thanks to Fleurette Bighetty, Burton Dudharme, Suzanne McKay, Arlene Massan, Justin Bone, Leanore Blackbird,

Dora Antsanen, Paul McLean, Ashley Swan, Agnes Sinclair, Greg Wood, Audrey Seymour, Karla Scott, Janice Cumberland, Hilda Beardy, Corilynne Mousseau, Warren Vandall, Sam Sharma, Cheryl Harper, and Kayla Harper for their invaluable contributions and ongoing commitment, along with countless others who generously contributed their time and effort to make each visit successful.

We also extend our sincere appreciation to our funders, whose ongoing support ensures we can continue advancing water safety in northern and remote communities:

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

Thank you to everyone who contributed to the success of the 2025 season. We remain committed to building safer communities through accessible and meaningful water safety education.



Photo credit:
Jordan Glaspey



*Dahlu T'ua, Northlands Denesuline First Nation (Lac Brochet).
(Included in the photo, Northern Water Smart Instructor Keira Willey)*

2025 Northern Water Smart® Program - Communities Visited

Community	Participants	Community	Participants
Berens River	51	Manigotagan (Seymourville)	17
Barren Lands First Nation (Brochet)	10	Matheson Island	13
Cranberry Portage	12	Moose Lake (Mosakahiken)	21
Fox Lake Cree Nation	5	Sapotaweyak Cree Nation	5
Keeseekoowenin Ojibway First Nation	13	Sandy Bay First Nation	28
Lac Brochet Dene First Nation	23	Thicket Portage	12
Lake Manitoba First Nation	18	Wasagamack First Nation	21
Little Saskatchewan First Nation	20		
Total Participants: 269			



LIFEJACKET LOANER PROGRAM REPORT

Lorne Edwards, Manager of Media and Community Engagement

Applications for the Lifejacket Loaner Program are available year-round on the Manitoba Coalition for Safer Waters' website.

In February of 2025, northern communities were reminded of the program's availability via email. Members of the Coalition were also reminded of the program in Lifesaving Society Manitoba's monthly newsletter Lifelines and via social media. 11 applications were received. As a result, communities received 216 PFDs at a cost of \$13,764.44. There has been an increased demand for larger sizes in recent years. When applicants could not pick up their PFDs, they were shipped via Gardewine, Perimeter Aviation and Calm Air.



The communities that received PFDs are:

- Birdtail Sioux First Nation
- Brochet
- Cranberry Portage
- Lynn Lake
- Matheson Island
- Pelican Rapids
- Powerview
- Spence Lake
- Vassar
- Wasagamack
- Winnipeg – Windsor Park Collegiate





COMMUNITY WATER SAFETY GRANTS

Lorne Edwards, Manager of Media and Community Engagement

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 drowning by improving water safety in their communities.

A wide range of water safety activities as identified by the communities are considered for the grant.

- 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

Community Water Safety Grants applications are available on the Manitoba Coalition for Safer Waters' website year-round. The deadline for applying was November 30, 2025.

A total of 37 applications were received requesting \$85,940.76 in funding. The Coalition's Core group met Monday, December 8, 2025, and approved 26 applications requesting a total of \$54,609.49 from a budget of \$50,000.

The Manitoba Coalition for Safer Waters thanks the Wellness Team from the Interlake-Eastern Regional Health Authority (IERHA) which contributed \$5,000 to the grant program allowing us to offer more communities funding for water safety projects.

The IERHA contribution goes towards projects in Ashern-Moosehorn, and St. Georges.

Other successful applicants:

- Alexander (Alexander School)
- Deloraine (RM of Deloraine Winchester)
- Emerson (RM of Emerson Pool Committee)
- Gillam (Nelson River Aquatic Centre)
- Morris (Town of Morris Pool)
- Pinawa (LGD of Pinawa)
- Rosenort (Rosenort School)
- Selkirk (Selkirk Canoe & Kayak Centre)
- Selkirk (City of Selkirk)
- Starbuck (Homewood Colony Peace Valley School)
- Steep Rock (Steep Rock Swim Program)
- Treherne (RM of Norfolk – Treherne Aquatic Centre)
- Victoria Beach (V.B. Swim Program)
- Wawanesa (Oakland Wawanesa Parks and Recreation)
- Whitemouth (Whitemouth School)
- Winnipeg (City of Winnipeg)
- Winnipeg (Greenway School)
- Winnipeg (Hampstead School)
- Winnipeg Inner City (Swim With Me)
- Winnipeg (Manitoba Camping Association)
- Winnipeg (Pembina Trails School Division)
- Winnipeg (Sail Manitoba)
- Winnipeg (Swimmingly Inc.)
- Winnipeg (Variety)
- The Children's Charity (Camp Brereton)



MEDIA / MARKETING / PUBLIC EDUCATION

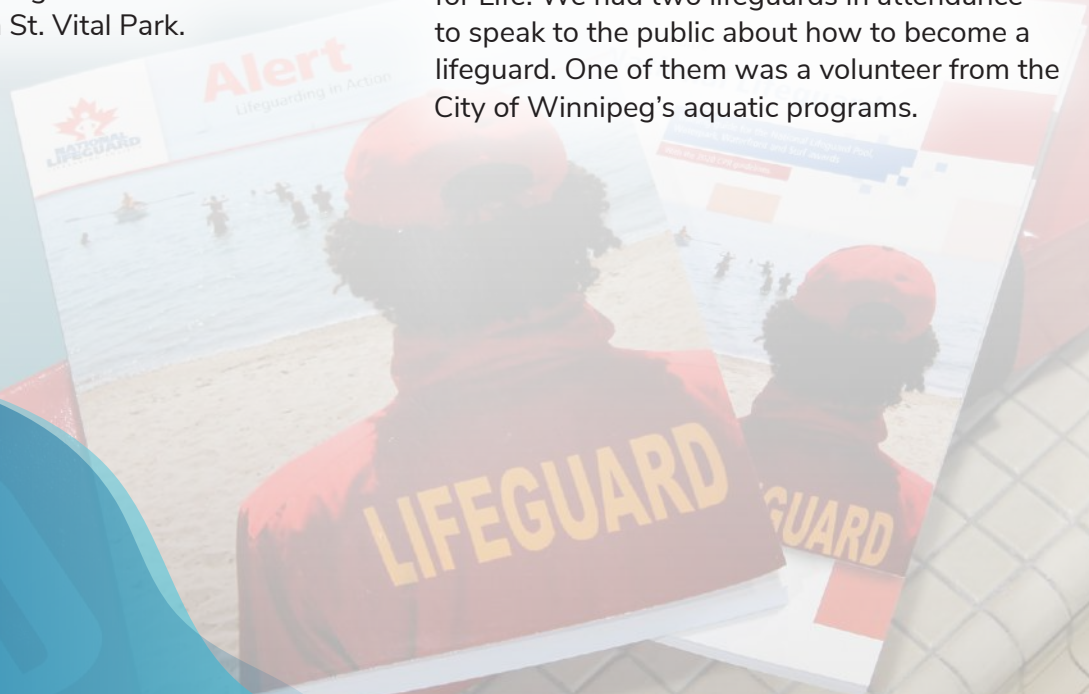
Lorne Edwards, Manager of Media and Community Engagement

Lifesaving Society Manitoba continues to be a valued resource across the province when it comes to public education on drowning prevention. Executive Director Lynne Stefanchuk, and members for the Manitoba Coalition of Safer Waters spoke to many aspects in 2025 ranging from ice safety and rescue training to the value of lifeguards and knowing how to swim to safe boating practices and aspects of the branch's drowning research.

My role as the Manager of Media and Community Engagement is to recognize and act on opportunities to promote water safety education. I also work to raise public awareness of the Society and how we, as a branch, can work together for the safety of our friends, family and community.

Lifesaving Society Manitoba purchased ice and winter safety radio advertisements that ran during the third week in March on the Rogers, Bell, Evanov, Corus and NCI Radio Groups. The timing turned out to be spot on with one drowning death in the north (a woman going through the ice while walking her dog). As well, Dr. Gordon Giesbrecht together with Manitoba Public Insurance held a "how to escape a vehicle that has fallen through the ice" demonstration at the boat launch in St. Vital Park.

Lifesaving Society Manitoba sponsored Manitoba Moose hockey game at Canada Life Centre on Saturday January 25th, 2025. As part of Lifesaving Society Manitoba's winter and ice safety messaging campaign, a team of staff and volunteers set up an information table on the concourse at Canada Life Centre for a Lifesaving Society sponsored hockey game between the Manitoba Moose and Grand Rapids Griffons. 6 volunteers and 3 staff participated. Traffic to our information desk before the game and during the intermissions was significant, particularly because of our free draw for ice safety and ice fishing equipment, courtesy of Lifesaving Society Manitoba and The Fishin' Hole. 389 ballots were deposited into our draw box. 723 people visited our table or spoke with one of our volunteers. Buddy the Lifeguard Dog was right at home because the game happened to be the Manitoba Moose's Annual Masoetpalooza that involved 15 other mascots. Winter and ice safety messages were read by the announcer throughout the game. The Lifesaving Society Manitoba logo was displayed on the score clock and on the electronic ribbon board surrounding the ice surface, along with the message Swim for Life. We had two lifeguards in attendance to speak to the public about how to become a lifeguard. One of them was a volunteer from the City of Winnipeg's aquatic programs.



MEDIA / MARKETING / PUBLIC EDUCATION (CONT)

Lifesaving Society Manitoba once again partnered with the Canadian Safe Boating Council for a “wear your lifejacket” advertisement in the 2025 Manitoba Anglers’ Guide.

Lifesaving Society Manitoba put an advertisement in the Spring/Summer City of Winnipeg Leisure Guide reminding the public of our role in drowning prevention and providing aquatic programming to our affiliates.

For National Drowning Prevention Week (NDPW), Lifesaving Society Manitoba sponsored a Valour FC Soccer Game at Princess Auto Stadium. We knew soccer is often the game of choice for newcomers, and that proved correct with great engagement outside the stadium prior to the soccer game. FFUN Motorsports Winnipeg East parked a boat beside our information booth providing a great opportunity to promote lifejackets and other safe boating practices. Another highlight of the week was a visit to our affiliate in Swan River. Coincidentally, the community was holding its’ Northwest Roundup Fair and Exhibition during the same week, so we participated in a parade with Buddy the Lifeguard Dog. We also enjoyed mixing with the affiliate’s patrons at the pool and enjoying their National Drowning Prevention Week cake! Drone Master Anthony Urso produced a National Drowning Prevention Week video for us to use on social media focusing on our Lifesaving Society logo that once again shone on the dome of the Manitoba Legislature, as well as the Winnipeg sign at the Forks, and the Esplanade

Riel footbridge that were both lit in blue in advance of World Drowning Prevention Day July 25th. Media engagement was once again strong for NDPW. One media highlight that came in June was an early morning set of five interviews about water safety on CTV Morning Live at Kildonan Pool. We had Coalition and Affiliate representatives help us with interviews about learning how to swim, the value of lifejackets, swimming programs offered by the City of Winnipeg, and an overall review of Lifesaving Society Programs.

Tripwire Media Group finished work on a new animated ice safety video with LSM staff offering feedback and input. The video welcomes back our “blobbie” characters seen in a previous animated video on the dangers of floaties. This time our blobbies are performing a rescue of one of their own who falls through some ice after failing to obey a thin ice sign. The idea is to offer ice safety education in a positive light. Aside from appearing on social media, the 30-second video looks and sounds fantastic on the big screen at movie theatres for a captivated audience.

The highlight of 2025 was the major production of a vehicle submersion project undertaken by Lifesaving Society Manitoba and members of the Manitoba Coalition for Safer Waters. In 2024, the Coalition was approached by Denise Johnson, the mother of Brittany Storey who drowned after her vehicle became submerged in a pond Northeast of Winnipeg in June of that year.



MEDIA / MARKETING / PUBLIC EDUCATION (CONT)

Denise challenged us to do more to educate the public on the correct steps to take to get out of a submerged vehicle. Fortunately, the Coalition had the right person to take the lead on the project, Dr. Gordon Giesbrecht. Dr. Giesbrecht spent decades on research and has done multiple demonstrations over the years mainly in the U.S. Dr. Giesbrecht took the lead on a Manitoba-made project with the help of the Winnipeg Police Service, the Winnipeg Fire-Paramedic Service, Manitoba RCMP, Manitoba Public Insurance, Keith Levit Photography, and Dr. Hook Towing which provided location and towing services, Lifesaving Society Manitoba and of course Denise Johnson and her family. The video is impactful and educating. It has garnered thousands and thousands of views on social media and will act as an important education tool for years to come.

Lifesaving Society Manitoba joined the Canadian Safe Boating Council prior to August long weekend to again remind boaters of the dangers of drinking and boating. The Winnipeg Fire Paramedic Service, Manitoba RCMP, MADD Winnipeg, and Branch Executive Director Lynne Stefanchuk all spoke passionately about keeping our friends and family safe on the waterways by explaining not only is drinking and boating dangerous, but it is also illegal.

Finally, I must mention how immensely important Buddy the Lifeguard Dog has been to our public education and media events. Buddy triggers public engagement and promotes water safety in a positive light. We thank our Buddy team who all make it happen.



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.

RESCUE AND HONOUR AWARDS (CONT)

At the 2025 Rescue and Honour Awards presented at the Lieutenant Governor's house on July 10, 2025, 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

- Christian Clavelle
- Braden Hicks
- Corbin Manz
- Jason Murdock
- Amanda Preachuk
- Christophe Savard
- Dylan Stark
- Colin Stark
- Brian Theriault

SPECIAL RECOGNITION AWARDS

Instructor of the Year

- Gail Henderson-Brown

COMMONWEALTH HONOURS

Certificate of Thanks

- Desiree Bremner

Service Medal

- Rachel Alder

Bar to Service Medal

- Raeanne Donaldson
- Sarah Rich

Service Cross

- Dr. Kelvin Williamson

Commonwealth HQ Commendation

- Dr. Christopher Love



Lifesaving Society Manitoba photo

MANITOBA COALITION FOR SAFER WATERS

Lifesaving Society Manitoba continues to act as the Secretariat for the Manitoba Coalition for Safer Waters. The Coalition was formed in 1996 following numerous drowning deaths at Winnipeg Beach and Grand Beach in 1995. An inquest recommended a coalition be formed to help identify potential gaps in water safety. The Manitoba Coalition for Safer Waters is comprised of four subcommittees:

COMMUNICATION AND ENGAGEMENT

- City of Winnipeg - Aquatics
- The Manitoba Camping Association
- Winnipeg Regional Health Authority
- Stars Air Ambulance
- The Gimli Yacht Club
- Sail Manitoba
- The Manitoba Wildlife Federation
- Criti Care EMS
- Manitoba Public Insurance

POLICY AND ADVOCACY

- Winnipeg Fire-Paramedic Service
- Manitoba Health
- Manitoba Parks Branch
- Hutterian Emergency Aquatic Response Team (HEART)
- Safety Services Manitoba
- The Mid-Canada Marine and Powersports Dealers Association
- Northern Association of Community Councils

RESEARCH AND DATA

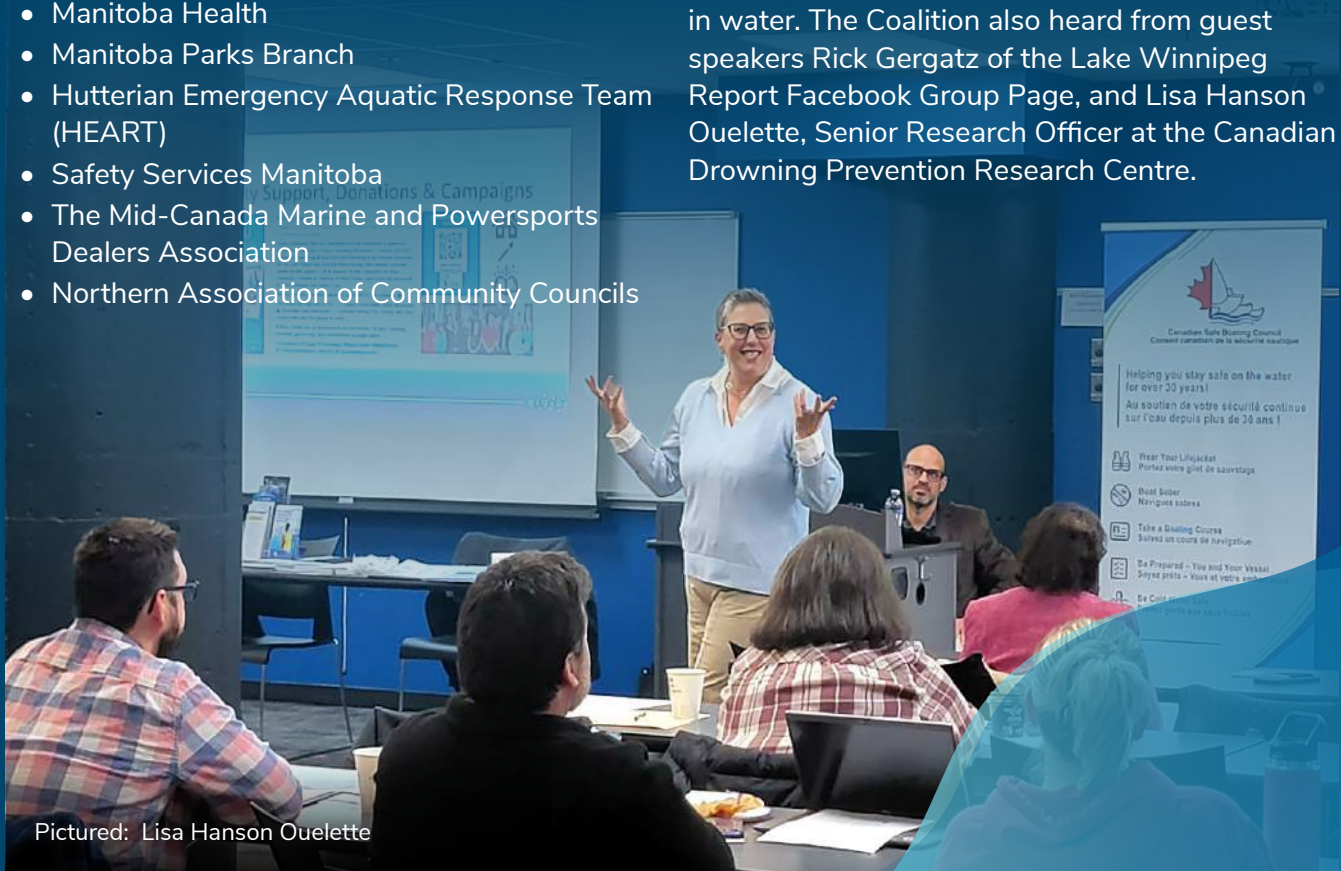
- Winnipeg Fire-Paramedic Service
- Children's Hospital of Winnipeg
- Manitoba Hydro
- Manitoba RCMP
- Hutterian Emergency Aquatic Response Team (HEART)
- Dr. Gordon Giesbrecht
- Lifesaving Society Manitoba

FUNDRAISING

- Criti Care EMS
- Kickerfish / Filipino Canadian Angers Association of Manitoba

There are roughly 20 other community groups and organizations that are also members of the Coalition.

In November of 2025, Coalition Members met at Sport Manitoba courtesy of Sail Manitoba to unveil two new water safety videos, an ice safety video and a video demonstrating how to escape a vehicle that unexpectedly becomes submerged in water. The Coalition also heard from guest speakers Rick Gergatz of the Lake Winnipeg Report Facebook Group Page, and Lisa Hanson Ouelette, Senior Research Officer at the Canadian Drowning Prevention Research Centre.



Pictured: Lisa Hanson Ouelette



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, 2025. The detailed Financial Statements of the Society are included in this report. In 2025, the Society’s net revenue from operations of \$722,605 was lower than expenses from operations of \$761,919 generating a deficiency of revenue over expenses of (\$39,314).

Revenue was down year over year, as early in 2025, we learned that we would not be receiving our federal funding, which was a result of broad cuts that were made to the Jordan’s Principle program. This was concerning; however, we did end 2024 with a sizable surplus to help us through this challenge. Our focus was to look for ways to increase income, reduce administrative expenses and try to keep programming costs stable. Our team delivered, our swimming program material and merchandise revenue did start to stabilize near the end of 2025. Some of this was aided by our internal staff looking for creative ways to increase sales in this area. Expenses were down \$47,989, which helped

to offset the reduction in revenue. This was achieved due to a slightly smaller staff head count in 2025, which resulted in savings of close to \$33,000. Other areas where we reduced our expenses happened in professional fees (\$23,000), office expenses (\$8,000), insurance (\$3,000) and advertising (\$4,000). One area that I am pleased to see an increase in spending was in programming. Our programming is critical to the mission of the Lifesavings Society of Manitoba. In 2026, I look forward to working with our team to continue to look at new sources of income, so we can continue to deliver on 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 2026, 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.



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

Qualified 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, 2025, 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, except for the effects of the matters described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2025, 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 Qualified Opinion

We were unable to attend the physical inventory count at the end of December 31, 2025, and due to this 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, 2025. 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 2024 and 2025.

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.

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 (CONT)

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 8, 2026



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FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

For the year ended December 31, 2025

	2025	2024
ASSETS		
CURRENT		
Cash and cash equivalents	\$ 218,368	\$ 408,080
Short term investments	44,804	43,166
Accounts receivable	153,564	45,116
Inventory	44,614	63,008
Prepaid expenses	6,975	5,185
	<u>468,325</u>	<u>564,555</u>
TANGIBLE CAPITAL ASSETS (Note 3)	31,401	26,663
	<u>\$ 499,726</u>	<u>\$ 591,218</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 11,293	\$ 47,065
Due to government agencies	2,752	5,185
Deferred revenue	-	13,973
	<u>14,045</u>	<u>66,223</u>
NET ASSETS		
Unrestricted	385,681	424,995
Internally Restricted	100,000	100,000
	<u>485,681</u>	<u>524,995</u>
	<u>\$ 499,726</u>	<u>\$ 591,218</u>

STATEMENT OF CHANGES IN NET ASSETS

For the year ended December 31, 2025

	Unrestricted	Internally Restricted	2025	2024
NET ASSETS - BEGINNING OF YEAR	\$ 424,995	\$ 100,000	\$ 524,995	\$ 435,907
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	(39,314)	-	(39,314)	89,088
NET ASSETS - END OF YEAR	<u>\$ 385,681</u>	<u>\$ 100,000</u>	<u>\$ 485,681</u>	<u>\$ 524,995</u>

FINANCIAL STATEMENTS (CONT)

STATEMENT OF OPERATIONS

For the year ended December 31, 2025

	2025	2024
REVENUE		
Test fees, sales, and other revenues (Schedule 1)	\$ 476,072	\$ 511,198
Less: Cost of goods sold	(156,103)	(128,341)
	<u>319,969</u>	<u>382,857</u>
Grants & Assistance		
Manitoba Indigenous & Municipal Relations	225,000	225,000
Manitoba Health, Seniors, and Active Living	125,600	125,600
Human Resources Development Canada	25,063	9,635
The Winnipeg Foundation	13,973	15,904
Interlake-Eastern Regional grant	8,000	-
Manitoba Sustainable Development	5,000	5,000
First Nations and Inuit Health Branch	-	135,000
	<u>402,636</u>	<u>516,139</u>
	<u>722,605</u>	<u>898,996</u>
EXPENSES		
Advertising and promotion	65,045	69,492
Amortization of tangible capital assets	9,736	7,208
Bad debt expense	1,196	820
Insurance	9,872	13,508
Interest and bank charges	2,157	1,681
Meetings	2,071	1,677
Memberships and licenses	11,177	9,164
Office expenses	18,827	26,892
Professional fees	25,923	48,633
Programs	141,283	121,078
Rental	48,142	55,347
Repairs and maintenance	16,748	12,377
Salaries and wages	403,319	436,096
Utilities	6,423	5,935
	<u>761,919</u>	<u>809,908</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (39,314)</u>	<u>\$ 89,088</u>



LIFESAVING SOCIETY®
SOCIÉTÉ DE SAUVETAGE™

The Lifeguarding Experts
Les experts en surveillance aquatique

GUARD



Funding & Program Support Provided By:

MANITOBA COALITION
for Safer Waters



Manitoba Coalition
for Safer Waters



Manitoba Department of Health
Manitoba Department of Indigenous
Reconciliation and Northern Relations

Manitoba Department of Environment,
Climate & Parks



The Winnipeg Foundation



Portage Mutual Insurance



Manitoba Blue Cross

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[@LifesavingMB](https://twitter.com/LifesavingMB)

The Royal Life Saving Society Canada – Manitoba Branch Inc. (conducting business as Lifesaving Society Manitoba) is a registered charity and not-for-profit organization incorporated in Manitoba. Registered Charity Number 119129047 RR0001.