

@sja_mbntnu



St. John Ambulance



The Honourable
Anita Neville P.C., O.M., DStJ

Newly Installed Vice Prior
of St. John Ambulance Manitoba
(Read more on Page 10-11)

ANNUAL REPORT 2022

Manitoba, Northwest Territories and Nunavut

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Manitoba, Northwest Territories and Nunavut

Winnipeg: (204) 784-7000 Brandon: (204) 727-4466 Yellowknife: (867) 873-5658 Toll-Free: 1 (800) 471-7771

SAVING LIVES at work, home and play

sja.ca

CHAIR & CEO REMARKS



SARAH GIESBRECHT MStJ
Chair, Board of Directors

As Board Chair and CEO for St. John Ambulance Council for Manitoba, Northwest Territories and Nunavut Inc., Order of St. John, it gives us great pleasure to report on our service and charitable activities over the past year.

2022 presented an opportunity for SJA to fully recover from the impacts of the global pandemic, while at the same time experiencing growth across the organization.

Training grew to \$2,110,542 compared to the pre-pandemic level of \$1,829,916 in 2019.

Product sales totaled \$850,056, which represents significant growth from our traditional levels of sales.

Net income was \$60,605 (after a healthy level of depreciation related to the new building), as compared to a budget projection of a \$2,700 operating surplus.

Our community services activities also rebounded strongly in 2022, both on the Medical First Responder (MFR) and Therapy Dog (TD) levels.



BRENT FOWLER MStJ
Chief Executive Officer

Most traditional activities have resumed, and many new ones have come our way as well.

We anticipate continued growth in our volunteer operations and are actively considering two new proposals to serve.

We were fortunate in 2022 to be part of the national funding received by SJA from the Government of Canada under the Humanitarian Workforce Program (HWP). This program placed over \$250,000 worth of much needed equipment into our Council and funded one additional staff position to manage and grow our volunteer programs.

We were pleased to install the Hon. Anita Neville as a Dame in the Order of St. John, and as Vice prior for Manitoba in November, less than one month after she took office as Lieutenant Governor. We were fortunate that Chancellor Andre Levesque was able to join us for this special occasion.



Consistent with our charitable mission and the desire to support our local communities, SJA donated several thousand dollars worth of PPE to various entities throughout MB, NT & NU.

We also made a generous donation to a sister organization in support of the crisis in Ukraine.

In 2022, we transitioned our Yellowknife training centre from an SJA owned facility to a much more suitable rented space in Northern United Place. The former building has been sold, alleviating a substantial operating and capital burden on SJA. We look forward to many years of offering training to northern residents through Northern United Place.

Our newly built Winnipeg facility and our recently renovated Brandon space are serving us well, and we have finally worked out most of the kinks from those projects.

We believe all three of our locations across the region are now well suited to the student and volunteer experience.

Also, in late 2022, we were able to purchase the Blinds are Beautiful property adjacent to our Winnipeg facility. This sale will close on June 30, 2023, and SJA will then proceed to expand our parking lot and create much needed green space. We are excited for this project as it will also provide direct visibility onto Portage Avenue, Winnipeg's primary commercial artery.

Our capital campaign resumed in 2022 after a pandemic related pause, and significant work is being done.

We anticipate wrapping up the campaign in 2023 leaving SJA in an extremely strong financial position, not only for today but for the future as well.

2022 was the first full year since the Board appointed one of its members to the role of Treasurer to strengthen oversight and accountability. We Thank Richard Pope for taking on this vital role.

We are very pleased with the accomplishments of SJA in 2022, and excited for the stage that has been set for 2023 and beyond.

We Thank the Board, instructors, volunteers, and staff for their service.



HER MAJESTY
QUEEN ELIZABETH II

In memoriam
1926–2022

Sovereign Head of The Order of St. John



Out with the Old...
In with the *New!*



***Serving Our
NT & NU Better.***

In 2022, we bid farewell to our old location and are now hosting our training classes at the ***Northern United Place!***

2022 KEY FACTS & HIGHLIGHTS

2022 saw the return of first aid and therapy dog services at many events and facilities that were paused during the pandemic.

We are thankful to all the volunteers, returning and new, who dedicated their time, effort and support to St. John and the community.



250
Medical First Responder Volunteers



98
Therapy Dog Teams



140
AEDs Sold



268
Events Attended



23
Therapy Dog Admin Volunteers



21,036*
First Aiders Trained



11,137
MFR Hours Completed



42,051
People Impacted



143
Patients Treated



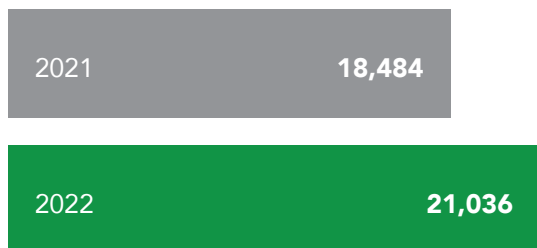
2,580
Hours Completed

*To learn more, please see next page.

2022 TRAINING REVENUE & REGISTRATIONS*

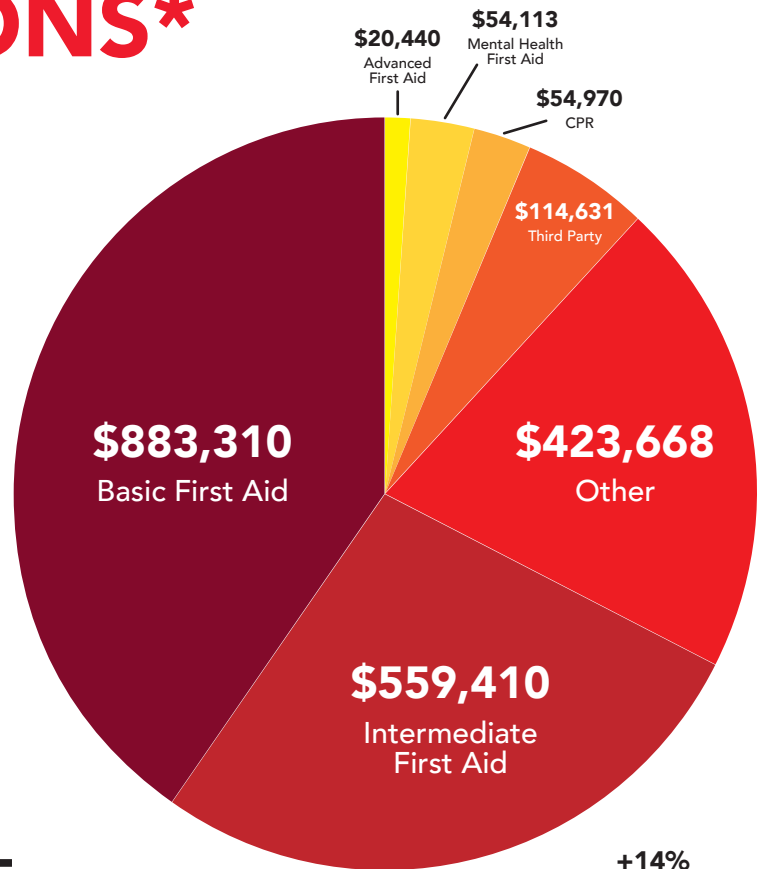
PROGRAM AREAS

FIRST AIDERS TRAINED



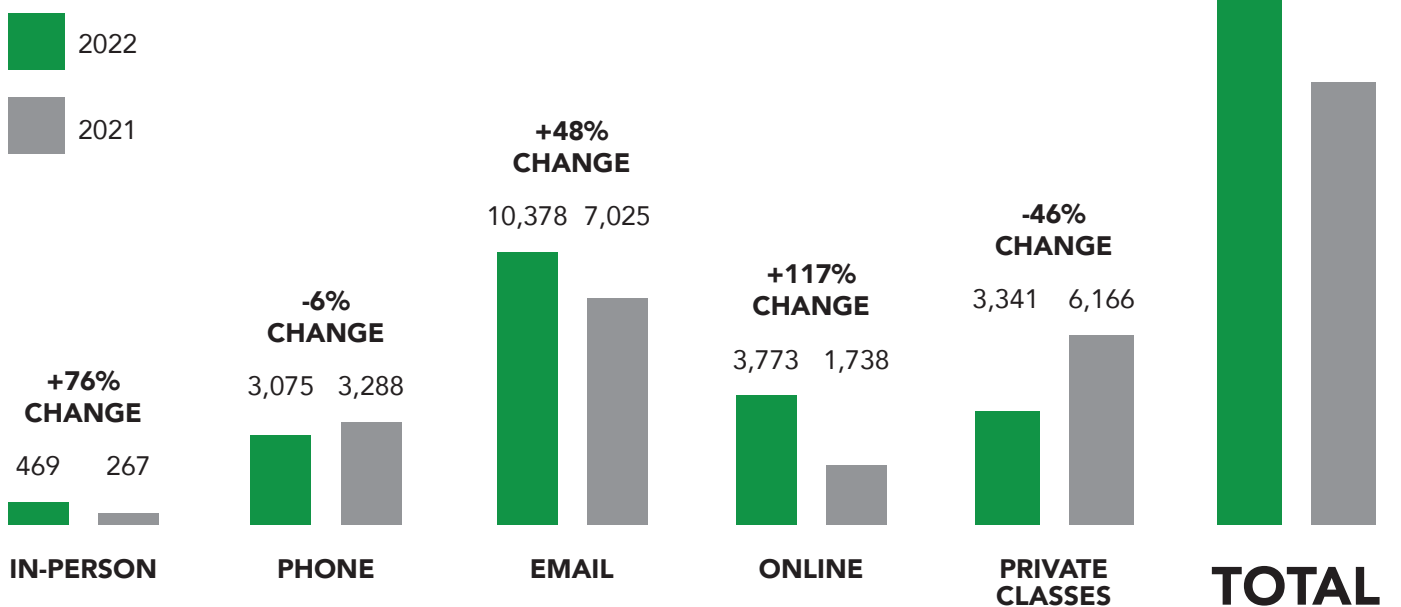
\$2,110,542

TOTAL GROSS TRAINING SALES



*REGISTRATION SOURCE

PEOPLE TRAINED



COUNCIL MEMBERS

Chair Sarah Giesbrecht, MStJ

Past Chair Jason English, CStJ

Vice Chair Dean Dias

Treasurer Richard Pope, CPA

Directors Katherine Bayer, MStJ
Dwight MacAulay
Jason Campbell
Bill McDonald, MStJ
Patricia Johnson

CEO & Board Secretary Brent Fowler, MStJ

VICE PRIORS

Manitoba The Honourable Anita Neville P.C., O.M., DStJ

NWT The Honourable Margaret M. Thom, DStJ

Nunavut The Honourable Eva Q. Aariak, DStJ



The Honourable
Anita Neville, DStJ



The Honourable
Margaret M. Thom, DStJ



The Honourable
Eva Q. Aariak, DStJ

THE ORDER OF ST. JOHN

The Order of St. John – its full name is The Most Venerable Order of the Hospital of St. John of Jerusalem – is one of the world’s oldest humanitarian organizations. This world-wide non-denominational charitable organization is dedicated to the service of others in over 40 countries. There are over 30,000 members worldwide, supported by approximately 250,000 regular volunteers and 4,000 employees.

THE ORDER’S MISSION AND MOTTO

The Mission: The world-wide mission of the Order of St. John is “to prevent and relieve sickness and injury, and to act to enhance the health and well-being of people anywhere in the world.” The Motto: “Pro Fide, Pro Utilitate Hominum,” which means “For the Faith, In the Service of Humanity.”

LIFESAVING AWARDS RECIPIENTS



We had the privilege of investing The Honourable Anita Neville P.C., O.M., DStJ, to the Order of St. John at the grade of Dame and installing her as Vice Prior of Manitoba at our Investiture and Lifesaving Awards Ceremony in November.

Order Admissions

Katherine Bayer, **MStJ**
Robert W. Cunningham, **MStJ**

Chair's Commendation

Gaylene Schroeder-Nishimura

St. John Ambulance Medallion

Brent Fowler, **MStJ**

SAFE Work Manitoba/ St. John Ambulance Award for Excellence in Workplace First Aid

The University of Winnipeg
(Received by Kevin Smith)

Lifesaving Awards - Silver

Hailey Harder-Alby
Brandon Michalow
Cst. Meghan Ross
L.Col Kenneth W. Bridges, **MStJ**
Elliot Kinnear
Hayley Smith
Kelly Keith
Mark Bingham
Greg Schmidt
June Thomson
Cst. Michael Baranyk

Priory Vote of Thanks

Jason Campbell
Dean Dias
Dwight MacAulay
Richard Pope





St. John Ambulance Bronze Medallion - Brent Fowler, MStJ



Provincial Chairs Commendation - Gaylene Schroeder-Nishimura

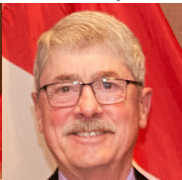


Priory Vote of Thanks - Jason Campbell, Dean Dias, Dwight MacAulay and Richard Pope (Not Present)



Service Bars - Alain Laurencelle, KStJ (15 Years), Diance Perry, DStJ (35 Years)

Award for Excellence in Workplace First Aid - The University of Winnipeg
(Received by Kevin Smith)



Silver Lifesaving Awards - Hailey Harder-Alby, Brandon Michalow, Kelly Keith (Not Attended), Constable Meghan Ross, LCol. Kenneth W. Bridges, MStJ, Elliot Kinnear, Hailey Smith, Mark Bingham, June Thomson, Greg Schmidt and Constable Michael Baraynk (Not attended)

TRAINING DEPARTMENT

We started the year with training still in pandemic restrictions.

Gradually restrictions were lifted and we were able to go back to pre-pandemic training.

With restrictions lifted in the Northwest Territories, we were able to travel to Yellowknife.

Instructor meetings, workshops, Instructor Development Programs and dinners were held throughout the year.

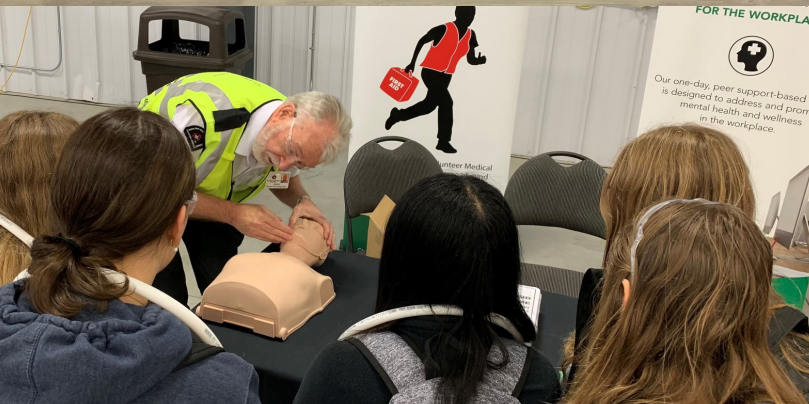
Opioid Poisoning Response Training (OPRT) began with the option of virtual or in-person training.

We are proud to have an OPRT instructor here in Manitoba. To date we have trained 5,940 people and equipped them with Naloxone kits!

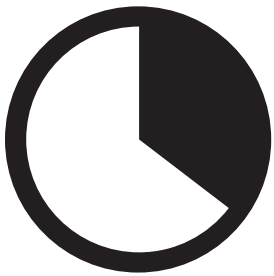
Through a partnership, we are pleased to be able to offer the Emergency Medical Responder course that is recognized by the College of Paramedics of Manitoba.

We were able to host our Instructor Dinner in Brandon and Winnipeg this year.

It was good to see everyone again after the lengthy absence. As we go forward in 2023 many new opportunities are opening up and we look forward to the new growth of our programs.



DID YOU KNOW?



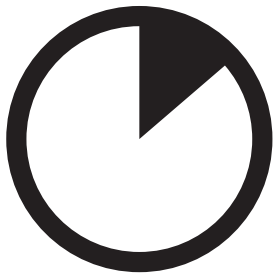
64%

of our volunteers have volunteered at St. John Ambulance Manitoba for 1-5 years.



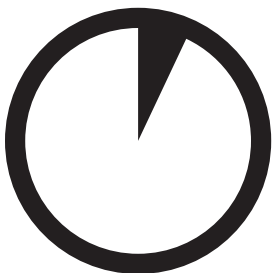
82%

of our volunteers would highly recommend their family and friends to volunteer at St. John Ambulance Manitoba.



86%

of our training participants feel confident offering first aid in an emergency situation after graduating.



92%

of our training participants would highly recommend our first aid training courses to a friend or a work colleague.

COMMUNITY SERVICES DEPARTMENT

2022 was a successful year for community services!

The Medical First Responder program concluded the pandemic response supporting Immigration, Refugee, Citizenship Canada at the end of August. MFR groups in Brandon and Winnipeg were busy providing first aid coverage at many community events throughout the year. With the purchase of studded bike tires were able to offer bike patrol service during the winter months.

Therapy Dog teams resumed services in many facilities in 2022, from health care facilities to schools, businesses, and special events. In July, we resumed onboarding new teams and facilities to rebuild and grow the program.

Several teams retired or transferred to admin roles within the program, where they assist in a variety of roles such as data processing, evaluations, program facilitation, and a new "buddy system" supporting new teams during their first visits at facilities. Volunteer interest and requests for services are at an all-time high with many organizations wanting to provide alternative therapeutic and wellness resources for their staff and clientele.

We collaborated with Hilary Druxman to launch a Good Works piece. \$10 from every purchase of the "Unconditional Love" necklace will be donated to St. John Ambulance in support of the Therapy Dog Program. Purchase yours today [here!](#)





In collaboration with our National Office and the other councils, we are implementing a new Community Emergency Response Program.

Winnipeg will house one of many Emergency Response Units (ERU) across the country, comprised of Medical First Responders volunteers, Therapy Dog volunteers and new volunteer positions, St. John Ambulance will be able to further assist in disaster response throughout the country.

Funding for the launch of this program will bring additional benefits that we are excited to utilise such as new equipment, a new volunteer management system (an app is in development), blended training for the MFR course with more inclusive and accessible content, new training opportunities for all volunteers and much more!



THERAPY DOGS



Our Therapy Dog Program brings comfort, companionship and joy to thousands of people throughout Canada each year.

We reach out to people all over Manitoba, Northwest Territories and Nunavut on a daily basis and bring comfort and companionship and joy to members of the community who are sick, lonely, reside in long-term care and mental health facilities or work in hospitals, schools and library settings.

Our program participants reap the therapeutic benefits of the unconditional companionship of a four-legged friend!

Be the Hand that Helps.

Volunteer with St. John Ambulance.



St. John Ambulance
SAVING LIVES
at work, home and play

CLIENT CARE DEPARTMENT

We continued to experience positive change and growth within our council in 2022.

We are eager to welcome our First Aid Training students, Community Service volunteers, Board members, sponsors, and the public to our new state-of-the-art building.

Attendance in training courses for 2022 was our highest yet for St. John Ambulance and we expect the trajectory to continue moving in this direction.

Our Customer Service Team is ready to greet you with a smile, help you get settled into your training class for the day and answer any questions you may have.

Our department is stocked with first aid products for work, home, and play – be sure to stop by and purchase your first aid product!

We continue to work with our new CRM technology, Microsoft D365, which has proven to be beneficial in managing relationships and interactions with customers and potential customers alike.

In spring of 2022, we officially launched our new Learning Management System supporting individuals and companies with their online registrations for all training courses.

This new technology enables convenient access to personal training information and access to our fully online and blended courses.

If you are new to training or currently doing business with SJA and would like to begin online registrations, we would be happy to assist you in making your online portal registration experience a success.

In closing, we want to encourage you to continue sharing your Google reviews.

We are encouraged by your messages of support and affirmation; the feedback is valuable in helping us plan for the future of St. John Ambulance.

You can find St. John Ambulance through our Google Business Page; send us a message and we would be happy to assist you!



SALES & MARKETING DEPARTMENT

2022 has been an exciting and productive year for our Sales & Marketing department!

We were thankful to bring our new Digital Marketing Manager, Ziv Traitelovich, onboard in January. We have seen growth in every area of our social media and online presence since. A few other notable milestones include:

1,300 followers on Facebook

- Over 12,500 post reaches
- Over 10,250 post engagements

870 followers on Twitter

- Over 7,600 page visits
- Over 70,000 tweet impressions

665 followers on LinkedIn

- Over 480 new followers (130% of growth since the start of 2022)
- Over 800 page views (900% of growth since the start of 2022)
- Over 2,800 impressions, 30 comments and 375 reposts/reshares

Customers continue to sign up for our blended training courses (theory modules self-taught online and practical in-class), as well as show interest in our Pet First Aid, Mental Health First Aid and other similar courses.

In addition, we attended numerous tradeshows and customer events, which includes Gimli's Ice Festival, Brandon's Royal Manitoba Winter Fair, WRLA's Building and Hardware Showcase Conference, Both Winnipeg Blue Bombers and Brandon Wheat King games and the numerous Luncheons/After Work Mixers, hosted by The Winnipeg Chamber of Commerce.

We look forward to further growth in 2023!

Thank you all for making 2022 such a successful year for us! If you see and like something we post or reshare, be sure to let your friends and family know. Every bit helps us grow our online presence :)





Total Impressions
94,504

Total Engagements
2,788

Total Clicks
2,156



Total Impressions
53,632

Total Reachouts
7,528

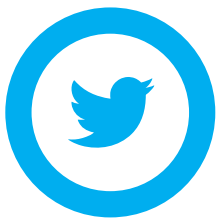
Total Engagements
3,052



Total Impressions
32,636

Targeted Hits
2,932

Total Reactions
1,692



Total Impressions
51,200

Total Likes
1,096

Total Retweets
280

750+ Google Reviews ★★★★★

Page Views
64,128

Website Visits
10,696

Targeted Views
23,552

Maps Directions
8,596

Direct Searches
17,518

Phone Calls
4,750



Impressions
158K

Clicks
15K

Browser Share
18%

Click Rate
9.5%

Phonecalls
466

Conversions
330

St. John Council for Manitoba, Northwest Territories and Nunavut Inc.
STATEMENT OF FINANCIAL POSITION

For the Year Ended December 31	2022	2021
Assets		
Current Assets		
Cash and bank	467,638	911,256
Short-term investments	600,000	0
Accounts receivable	308,185	386,186
Inventory	123,858	150,197
Prepaid expenses	118,735	21,301
	1,618,416	1,468,940
Capital assets	5,548,011	5,618,173
	7,166,427	7,087,113
Liabilities and Fund Balances		
Current Liabilities		
Accounts payable and government remittances payable	334,873	165,183
Deferred revenue	37,553	20,555
Current portion of long-term debt	38,936	339,163
	411,362	524,901
Deferred contributions	2,940,875	2,643,052
Long-Term debt	1,039,768	1,205,344
	4,392,005	4,373,297
Fund Balances		
Operating Fund	1,210,275	1,233,107
Capital Fund	1,528,432	1,430,615
Investment Fund	35,715	50,094
	2,774,422	2,713,816
	7,166,427	7,087,113

St. John Council for Manitoba, Northwest Territories and Nunavut Inc.

STATEMENT OF OPERATIONS

For the year ended December 31	2022	2021
Revenue		
Training	2,110,542	1,607,204
Retail	850,057	21,835,553
	<u>2,960,599</u>	<u>23,442,757</u>
Cost of Sales		
Training	615,212	570,316
Retail	571,873	20,082,058
	<u>1,187,085</u>	<u>20,652,374</u>
Gross Profit	1,773,514	2,790,383
Other Revenue	936,099	798,962
	<u>2,709,613</u>	<u>3,589,345</u>
Expenses		
Administration and other	484,662	488,954
Advertising and promotion	47,170	65,370
Amortization of capital	403,301	228,122
Building occupancy and maintenance	312,780	351,885
Community services	110,744	68,541
Insurance	21,813	18,633
Loss on disposal of capital assets	0	12,450
Office expenses	15,283	19,326
Professional fees	77,254	56,592
Salaries and benefits	1,132,146	958,501
Training and recruitment	43,854	54,580
	<u>2,649,007</u>	<u>2,322,954</u>
Excess of revenue over expenses	60,606	1,266,391







THANK YOU

to our dedicated
and hard-working staff
members, instructors,
volunteers, Medical
First Responders
(MFRs) and Therapy
Dog team members!

@sja_mbntnu



St. John Ambulance

Manitoba, Northwest Territories
and Nunavut

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