



St. John Ambulance Saint-Jean

SAVING LIVES SAUVER DES VIES
at work, home and play au travail, à la maison et dans les loisirs



Saving Lives

St. John Ambulance Canada Annual Report 2010

MESSAGE FROM THE CHANCELLOR

In 2010 the Priory experienced positive growth in many parts of St. John in Canada. There was a concerted effort on the part of the Councils to refocus our National Office and recapitalize our Balance Sheet. Through the collective efforts of the Councils and National Office, the Priory is now in a position to begin the process of internal review and rebuilding.



*F. Richard Bruce, Chancellor,
St. John Ambulance Canada*

National business plans were initiated for both Operations and Community Services and will be implemented in 2011. Governors spent a good deal of effort reviewing bylaws and policies with the aim of ensuring compliance with the soon to be enacted Canada Not-For-Profit Corporations Act.

Grand Council endorsed the use of French and English for the new St. John logo which will be rolled out beginning 2014. We continue to build a plan to work towards the introduction of a "Common Look and Feel" for St. John that was approved by Grand Council.

St. John continues to be a vibrant member of the Canadian Voluntary Sector and the leader in first aid, CPR and AED training. We should never lose sight of our "raison d'être", which is to provide our volunteers with resources, support and opportunities to develop their skills and knowledge so they can make meaningful contributions to their communities. As a measure of the contribution of our volunteers to their communities, St. John volunteers contributed over \$11 million in economic value, based on the number of recorded volunteer hours multiplied by an average minimum wage. As a result of the efforts of our volunteers, St. John is a highly regarded volunteer organization that plays an important role in improving the health and safety of Canadians from coast to coast to coast.

OUR CANADIAN MISSION

We enable Canadians to improve their health, safety and quality of life by providing training and community service.

OUR VALUES

We live the mission by practicing teamwork, fairness, equity, integrity, constructiveness, respectfulness, loyalty, tolerance, quality and balance of life.

OUR INTERNATIONAL MISSION

To prevent and relieve sickness and injury and to act to enhance the health and well-being of people of all races and creeds anywhere in the world.

OUR 2010 LEADERSHIP

Sovereign Head

Her Majesty Queen Elizabeth II

Officers

Chancellor
Deputy Chancellor
Past Chancellor
Vice Chancellor, Finance & Administration
Vice Chancellor, Community Services
Vice Chancellor-at-Large
Vice Chancellor-at-Large
Corporate Secretary

F. Richard Bruce
Mairi Arthur
John Mah
Brock Cairns
Geraldine Hinton
Geoffrey Lougheed
Suzanne Yvon
Steven Gaetz

Vice Priors

Lieutenant Governors and Territorial Commissioners

Alberta	His Honour Col. (Ret'd) the Honourable Donald S. Ethell
British Columbia	His Honour the Honourable Steven L. Point
Federal District	His Honour the Honourable David C. Onley
Saskatchewan	His Honour the Honourable Dr. Gordon L. Barnhart
Manitoba	His Honour the Honourable Philip S. Lee
New Brunswick	His Honour the Honourable Graydon Nicholas
Newfoundland & Labrador	His Honour the Honourable John C. Crosbie
Northwest Territories	The Honourable George L. Tuccaro
Nova Scotia	Her Honour the Honourable Mayann E. Francis
Nunavut Territory	The Honourable Edna Elias
Ontario	His Honour the Honourable David C. Onley
Prince Edward Island	Her Honour the Honourable Barbara A. Hagerman
Quebec	His Honour the Honourable Pierre Duchesne
Yukon Territory	The Honourable Douglas Phillips

Provincial and Territorial Chairs

William Allistair Fraser
T. Craig Wilson
André Levesque
Darrell McFadyen
Robert Vandewater
J. Wesley Cosman
James Carroll
David Connelly/Kellie Mitchell
Kenneth Turiff
David Connelly
Robert White
Kenneth Turiff
Daniel Faucher
T. Craig Wilson

2010 COMMUNITY SERVICES REPORT

Throughout 2010 St. John Councils across Canada have responded to the ever changing health and safety needs of Canada and are exploring new and innovative strategies to improve our services to the community.

Across Canada, St John trained 584,103 students in First Aid, Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED). In addition, thousands of volunteers were also trained with life saving skills as part of our Volunteer Programs. These volunteers were trained by 5,547 certified Instructors who are monitored every three years and have attended in-person protocol update training when new training protocols are introduced. Every Instructor and every student who successfully completes a course with St John are covered under the National Insurance Program.

Under the Leadership of Beverly Lafortune, Chair and Vice President Training & Community Services, and Les Johnson, National Office Director of Training, the Provincial Training Directors and Coordinators worked all year long to facilitate the very successful rollout of the latest International Liaison Committee On Resuscitation (ILCOR) Protocols in 2011.

Some of the many Training Partners of St John include: Air Canada; Bank of Nova Scotia; Best Buy; CIBC; Department of National Defence; Future Shop; GAP; Grand & Toy; Lululemon; McDonald's; RONA; RBC; Shoppers; Sobeys; TELUS; TD Bank; Wendy's and Winners.

ANYONE CAN BE THE DIFFERENCE BETWEEN A LIFE LOST AND A LIFE SAVED.

St John believes that first aid skills should be available to everyone, which is why we teach it to as many people as possible – in the community, for the workplace, and to young people, enabling anyone to be the difference between a life lost and a life saved.

We train members of the public so that, should an emergency occur, they're empowered to be the difference for their family, friends and community. St John is determined to equip an entire generation with the confidence and ability to be the difference.

We believe that every young person should have the chance to learn first aid. It should be as important a part of growing up as learning to tie your shoelaces. Learning first aid at a young age not only provides life saving skills, but it also helps to build self-esteem and a sense of responsibility, as well as teamwork and communication skills.



You can be the difference.

Learning first aid techniques is a very simple process. Anyone can do it. Yet, tragically, people are still dying when first aid could have given them a chance to live. You can help change this.

- Learn first aid
- Volunteer with us
- Donate

For more information, visit sja.ca

Our Financial Health

St. John Ambulance — Combined Statement of Financial Position

Assets	2009	2010
	(000s)	(000s)
Current Assets	16,793	15,044
Long Term Assets	57,767	51,530
Total Assets	74,560	72,422
Liabilities & Net Assets		
Current Liabilities	8,993	18844
Long Term Liabilities	15,500	7436
Net Assets	50,067	46,142

St. John Ambulance — Combined Statement of Operations

Revenue	2009	2010
	(000s)	(000s)
First Aid Training	43,661	43,221
First Aid Product Sales	6,849	6,192
Investment by Canadians (Grants and Donations)	5,073	5,407
Other Revenue	7,658	6,089
Total Revenue	63,191	61,629
Expenditures		
First Aid Training	11,657	11,846
St. John Product	4,637	
4,894Community Services, Bursaries & Awards	4,829	5,342
Service Delivery & Administration	38,456	39,540
Total Expenses	59,579	61,622
Surplus / (Deficit)	3,612	7

General Facts:

- Established in 1883 in Canada
- Member of one of the world's oldest humanitarian organizations — the Order of St. John
- Serves communities across Canada
- 25,000 volunteers provide over one million volunteer hours annually
- 6,000 certified instructors
- Provides first aid and CPR training programs that contain the latest protocols and meet provincial and federal regulations
- Trains more than 600,000 Canadians in first aid and CPR each year
- Markets a complete range of high quality first aid kits and supplies for use at work, home and play
- Supports humanitarian relief efforts across Canada and around the world

For further information about St. John Ambulance in your community, please visit www.sja.ca or contact

Provincial and Territorial Offices:

British Columbia/Yukon Territory — Vancouver	(604) 321-2652
Alberta — Edmonton	(780) 452-6565
Saskatchewan — Regina	(306) 522-7226
Manitoba — Winnipeg	(204) 784-7000
Federal District — Ottawa	(613) 722-2002
Ontario — Toronto	(416) 923-8411
Quebec — Montreal	(514) 842-4801
New Brunswick — Fredericton	(506) 458-9129
Nova Scotia/Prince Edward Island — Dartmouth	(902) 463-5646
Newfoundland and Labrador — St. John's	(709) 726-4200
Northwest Territories and Nunavut — Yellowknife	(867) 873-5658
National Office — Ottawa	(613) 236-7461

First aid and CPR save lives. As Canada's standard for excellence in first aid and CPR services, St. John Ambulance plays an integral role in our society. Building on a 900 year tradition, St. John Ambulance offers innovative programs and products, ensuring Canadians receive the best quality training and expertise. People across the country benefit from the care and safety provided by St. John Ambulance community service teams at local events.



St. John Ambulance Saint-Jean

SAVING LIVES SAUVER DES VIES
at work, home and play au travail, à la maison et dans les loisirs

www.sja.ca

Charitable registration number 89903 4703 RR0001

©2011 Priory of Canada of the Most Venerable Order of the Hospital of St. John of Jerusalem. All rights reserved.

Pour obtenir une copie en français, veuillez consulter le site Internet www.sja.ca / For a French copy of this document, please visit www.sja.ca