

# St. John Ambulance Newfoundland & Labrador Council

## Annual Report 2006



St. John Ambulance

**SAVING LIVES**  
at work, home and play

**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.**



**Mission:**

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

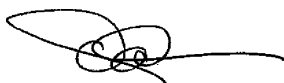
# ***A Message from Newfoundland and Labrador Council***

Saving lives - at work, home, and play. St. John Ambulance has been training citizens in Newfoundland and Labrador in First Aid and CPR since 1910. Our volunteers have been present at public events providing first aid services to those in distress. St. John Ambulance Community Service Volunteers contributed in excess of 32,000 volunteer service hours. From the local rink to long term care facilities for seniors, our volunteers are there, everyday!

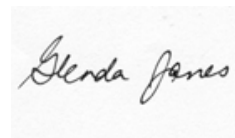
Our awareness and demand for public health and safety has changed, and St. John Ambulance is working in partnership with health authorities and communities to ensure that Newfoundlanders and Labradorians are ready to respond in any emergency. In 2006, more than 23,000 of you were trained by 375 St. John Ambulance instructors.

Much of our success in 2006 is based on strong leadership, a culture of excellence and teamwork. Our customers and clients keep coming back because they recognize the value of our service and the quality of our programs and volunteers.

Please share our story; the rewards from giving of yourself are immeasurable.



Ian Wheeler  
Chair of Newfoundland and Labrador Council  
St. John Ambulance  
Newfoundland and Labrador Council



Glenda Janes  
Chief Executive Officer  
St. John Ambulance  
Newfoundland and Labrador Council

**PRO FIDE, PRO UTILITATE HOMINUM – FOR THE FAITH, FOR THE SERVICE TO HUMANITY**  
***Priory of Canada of the Most Venerable Order of the Hospital of St. John of Jerusalem***

# Ordinary People Doing Extraordinary Things



On July 25, 2005, in St. John's, Mr. Vincent Nichols and Ms. Chantal Ryerson teamed up to use their first aid training to save a life. Mr. Nichols and Ms. Ryerson were at work when they became aware that a man had collapsed. They immediately went to assist. Having just completed first aid training, they quickly realized that the casualty was unconscious, without a pulse and not breathing. Together they initiated two-person CPR, with Mr. Nichols administering chest compressions and Ms. Ryerson

performing respirations. They continued until emergency services arrived. Mr. Nichols and Ms. Ryerson are to be commended for their quick actions and for their knowledge and use of first aid in saving a life.

(Front cover displays Mr. Nichols and Ms. Ryerson accepting their Life Saving Award from the Vice Prior, His Honour, the Honourable Edward M. Roberts)



Hubert Dawe started volunteering with St. John Ambulance in August 1989. After active involvement for more than 12 years, Hubert was appointed to the position of Superintendent for the Conception Bay South Volunteer Medical First Responder Division in 2000. Since commencing this role, Hubert has demonstrated exceptional commitment to St. John Ambulance and, in particular, to his division. It is clear how devoted he is as he has accumulated more than 8,500 volunteer hours since he became involved and continues to be a pivotal member in moving the brigade forward.

(Pictured is Mr. Hubert Dawe accepting the first bar to the service medal from the Vice Prior, His Honour, The Honourable Edward M. Roberts.)

The Newfoundland and Labrador Construction Safety Association is recognized for furthering the cause of St. John Ambulance in training workers in first aid and safety awareness throughout the province of Newfoundland and Labrador. Every year workers in our province become better prepared to handle emergencies when they occur. The NLCSA maintains the highest standards in delivering quality programs, assuring that the very best of care is rendered to the casualty when it really counts - at the emergency scene! NLCSA is to be commended for furthering the safety of the construction industry in the province of Newfoundland and Labrador.

(Pictured is Ms. Jackie Manuel accepting a Priory Vote of Thanks on behalf of the NLCSA from the Vice Prior, His Honour, The Honourable Edward M. Roberts.)



*We honour the Citizens of  
Newfoundland and Labrador  
for their Contributions and  
Acts of Bravery*



**Recipients for Investiture**

The following individuals have been recognized by Her Excellency, The Governor General of Canada, and acknowledged by her Majesty the Queen, Sovereign Head of The Order of St. John, for their contribution to the goals and ideals of The Order. They have been admitted or promoted within The Order. This is the highest recognition which can be accorded to an individual by The Order of St. John for such work.

**Invested to the Grade of Serving Member**

Mr. David Blancher  
Constable George Horan  
Mr. Sean Penney  
Mr. Wayne Power  
Mrs. Michelle Smart  
Mr. Wade Smith  
Mr. Gerald Thomas  
Ms. Ann Marie Young

**Received the First Bar to the Service Medal**

Mr. Hubert Dawe

**Received the Second Bar to the Service Medal**

Fire Captain Jack Wood

**Received the Service Medal of the Order**

Mr. Donald Drover

**Life Saving Awards**

The Priory of Canada recognizes the courageous and prompt actions of individuals in saving the lives of their fellow citizens by presenting meritorious life saving certificates.

**Life Saving Award (Non-Risk of Life)**

Correctional Officer Garfield Butler  
Mr. Glen S. Littlejohn  
Mr. Vincent Nichols  
Ms. Chantal Ryerson

The work of this great Order continues to expand because of the dedicated service provided by numerous individuals and organizations. To commemorate such service, the Priory of Canada, upon the recommendation of the Newfoundland and Labrador Council of St. John Ambulance, conveys special recognition for such service to the Order by presenting

**Priory Vote of Thanks to:**

The Canadian Corps of Commissionaires NL Division  
The Newfoundland and Labrador Construction Safety Association  
Newfoundland and Labrador Hydro

*Research has proven that a safe workplace improves the bottom line.*

St. John Ambulance is Canada's leader in first aid training and products.

With state-of-the-art teaching aids and effective classroom instructors, we offer the highest quality in first aid, CPR and health-promotion training.

Our workplace courses meet or exceed provincial and federal government regulations.

And that's not all!

By choosing St. John Ambulance programs, you are also giving back to your community by supporting volunteers who deliver programs in community service.

## First Aid Training

### Be Prepared—at work, home and play

St. John Ambulance has been ensuring the health, safety and quality of life for Canadians for well over a century.



St. John Ambulance has become the first name millions of Canadians think of when it comes to public safety, first aid training and products. In times of need—large and small, regional, provincial and national—St. John Ambulance is always there. St. John Ambulance offers “one stop” shopping for all your basic and advanced first aid and CPR training needs!

*Each year in  
Newfoundland and  
Labrador  
St. John Ambulance  
trains 25,000 students  
in CPR and  
first aid courses.*



**Improve Your  
Bottom Line...**

**Injuries are Costly.**

### Popular First Aid Training Courses Include:

- Standard First Aid Training
- Emergency First Aid Training
- CPR (Adult, Child, Infant, Health Care Providers)
- Medical First Responder (3 Levels)
- Marine Advanced First Aid
- Automated External Defibrillation (AED)
- Babysitting Training
- Wilderness First Aid Training



### Major Events & Partnerships

- NL Employers Council
- Canadian Association of Chiefs of Police
- NL Safety Council
- NL Association of Fire Chiefs & Firefighters
- Firefighters Combat Challenge
- NLCSA Conference
- First Line Fire & Safety
- Workplace Health, Safety & Compensation Commission
- Hibernia Management Development Corporation
- CPR month
- NAOSH Week
- And many more!

*St. John Ambulance not only trains Canadians to be first aiders, we also provide the first aid kits that they depend on in an emergency.*



## St. John Products

### First Aid Tools for Every Emergency

St. John Ambulance provides you with a full range of high-quality first aid kits for all types of injuries. Designed with you in mind, our one-pack concept ensures quick and easy access to the tools you need in an emergency.

*The reasons for owning a St. John Ambulance kit are painfully obvious.  
Injuries can happen at home, at play, or on the job.*

### Do You Have the Right Tools to Respond When an Emergency Arises?



Research has proven that first aid training can reduce on-the-job injuries. Find out more about how St. John Ambulance first aid training can reduce downtime and benefit your bottom line.



### New First Aid and CPR Protocols Released

In 2006, the much anticipated new First Aid and CPR protocols were released. These changes occur every five years and are based on the "Consensus on Science and Treatment Recommendations for Resuscitation" which is developed by the International Liaison Committee on Resuscitation. Changes are recommended after an evidence-based review of pre-hospital and hospital research and are aimed at providing the best care possible for injury and illness.

In addition to releasing new First Aid and CPR protocols, St. John Ambulance undertook an extensive review of our program delivery methodology and training materials to ensure we meet best practices in adult education.



# *Our Provincial Training for Life Conference is recognized in St. John Ambulance as a Centre of Excellence in Canada*

## **Provincial Training for Life Conference**

In 2006 the Newfoundland and Labrador Council of St. John Ambulance hosted its 30<sup>th</sup> Annual Provincial Training for Life Conference in Gander. Each year we offer invaluable training to our instructors and community service volunteers from all areas of the province.

The purpose of this annual training conference is to help instructors and volunteers perfect their skills and increase their knowledge base in First Aid and CPR matters. It is also an opportunity for participants to meet their counterparts from other parts of the province, which provides another source of valuable information.

This year more than 200 participants gathered to share, explore and hone their first aid skills. They were able to partake in workshops and educational sessions which featured 22 recognized professionals in the field. In addition, members attended the annual awards banquet which highlighted the outstanding work of our instructors, volunteers and community supporters.



**Thank you to our Sponsors**



Canada's Favourite Brewer



Medtronic  
*Alleviating Pain - Restoring Health - Extending Life*



*Community service is the lifeblood of St. John Ambulance.*

You've seen them in action at parades, sporting events, concerts, exhibitions, festivals, seniors facilities and many other public activities! Volunteers help fulfill our mission and include nearly 400 members across the province.

## Meeting Community Needs

When a community need arises, St. John Ambulance volunteers are ready and able to help. When a natural or human disaster strikes, St. John Ambulance's uniformed volunteer Medical First Responders are there with advanced first aid skills, experience and leadership. When companionship is needed, St. John Ambulance Therapy Dog handlers and their dogs offer warmth and compassion. Whenever and wherever people gather, event organizers and communities count on St. John Ambulance volunteers to be a familiar and comforting sight.

*On an annual basis our volunteers interact with half a million people provide first aid coverage at more than 600 events and make an average of 6,000 visits with our Therapy Dog program donating more than 32,000 hours of volunteer time!*



## Major Events & Partnerships

- George Street Festival Association
- Emergency Preparedness Week
- National Volunteer Week
- St. John's Nursing Home Board
- Clarenville Dragway
- International ATC Hockey Tournament
- First Minister's Conference
- Tely 10 Mile Road Race
- Mile One Centre
- Salmon Festival
- Aliant Pioneers
- Tim Hortons
- Pepsi Centre
- Kiwanis
- Lions Club
- NTV
- Glacier Arena
- Western Health
- And many more!



## Highlights

- A new Mobile First Aid Unit was purchased for the Botwood Volunteer Medical First Responder Division
- Therapy Dog program started in the Janeway Children's Hospital
- Coordinated a Dinner & Show fundraiser, in conjunction with Spirit of Newfoundland, to kick start National Emergency Preparedness Week
- Rolled out the second launch of our marketing campaign which promoted life saving stories on cable TV and radio
- Tested and orientated 54 new Therapy Dog handlers including three new evaluators
- Coordinated and hosted 5 regional ceremonies to appreciate and recognize our volunteers
- Completed two NTV commercials to promote and highlight our Therapy Dog program
- Purchased two new Automated External Defibrillators for two volunteer divisions
- IABC Pinnacle Awards recognized Applecore & St. John Ambulance for our provincial website

# Economic value of St. John Ambulance volunteer services - 32,000 hours is estimated at more than \$1 million in economic value to communities across Newfoundland and Labrador

## About Us

The Newfoundland and Labrador Council of St. John Ambulance was founded in 1910. Its history in the province is both rich and historic in times of war and peace. The Newfoundland Branch joined the Priory of Canada in 1952. St. John Ambulance continues to provide essential health care services to Newfoundlanders and Labradorians of all ages. From teaching children "We Can Help" first aid skills.... to training workers from oil, mining, fishing and construction industries in advanced life saving skills, St. John Ambulance has a proud history of helping people save lives.

We are proud to be "Canada's Leader in First Aid Training" and in Newfoundland and Labrador, we are also the largest provider of First Aid training, offering a wide range of programs to meet individual and workplace needs.

As a registered charity, our training revenues go directly back into your community, supporting our various community service programs such as Therapy Dog, Medical First Responders, youth and car seat safety programs.

### St. John Ambulance Statement of Financial Position

<b>Assets</b>	<b>2006</b>	<b>2005</b>
Current Assets	577,014	589,834
Long Term Assets	509,308	503,573
<b>Total Assets</b>	<b>1,086,322</b>	<b>1,093,407</b>
<b>Liabilities and Net Assets</b>		
Current liabilities	150,147	151,630
Long Term Liabilities	121,688	72,785
<b>Net Assets</b>	<b>814,487</b>	<b>868,992</b>

### St. John Ambulance Statement of Operations

<b>Revenue</b>	<b>2006</b>	<b>2005</b>
First Aid Training Revenue	1,218,916	1,416,869
First Aid Product Sales	79,509	85,585
Financial Campaign and Donations	9,593	2,700
Investments	11,884	7,971
Conference Revenue	19,225	16,032
Amortization of Deferred Campaign Contributions	25,626	15,920
<b>Total Revenue</b>	<b>1,364,753</b>	<b>1,545,077</b>
<b>Program and Administrative Expenses</b>		
Administration	600,944	594,288
Training	571,016	662,899
Community Services	184,855	218,966
Conference Expense	26,065	26,562
<b>Total Expenses</b>	<b>1,382,880</b>	<b>1,502,715</b>
<b>(Deficiency) Excess of Revenue Over Expenses</b>	<b>(18,127)</b>	<b>42,362</b>

**Royal Appointment**

**Sovereign Head**

Her Majesty Queen Elizabeth II

**The Priory of Canada**

**Prior**

Her Excellency  
The Right Honorable Micaëlle Jean  
Governor General of Canada

**Vice Prior**

His Honour  
The Honourable Edward M. Roberts  
Lieutenant Governor of NL

**Priory Officers**

Chancellor  
Deputy Chancellor  
Past Chancellor  
Vice Chancellor, Finance & Administration  
Vice Chancellor, Community Services  
Vice Chancellor, Governance  
Honorary Legal Counsel  
Priory Secretary and Registrar

The Honourable René Marin  
John Mah  
Jeff Gilmour  
Ron Royston  
Les Chipperfield  
Daniel Bellemare  
Lee Ahlstrom  
Dawn Roach

## Our Leadership

The St. John Ambulance story would not be possible without the dedication and professionalism of its staff who work closely with and support over 1,000 members across the province. We thank our staff, our numerous benefactors, sponsors and donors for their support of our charitable efforts in saving lives at work, home and play.

### Newfoundland & Labrador Council Board of Directors

Chair	Ian Wheeler
Vice Chair	Dave Griffiths
Past Chair	Joyce Hart
Treasurer	Gary Corcoran
Director	Beth Davis
Director and Chair of Provincial Honours & Awards	Kevin Hutchings
Director	Dr. Charles McVicker
Director	Jim Carroll
Director	John O'Mara

### The Management Team at St. John Provincial Office includes:

Chief Executive Officer	Glenda Janes
Director of Finance	Darlene Abbott
Manager of Community Services & Marketing	Kimberly Greening
Manager of Training & Client Services	Jan Hayden

### Our St. John Ambulance support team:

Finance & Program Associate	Roberta Hewitt
Executive Assistant	Stephanie Cole
Staff Instructor	Rick Butt
Administrative Assistant - Certificate Administration	Rhonda Boland
Administrative Assistant – Training Program	Marion Cullen
Sales and Supplies Associate	Johnny O'Brien
Administrative Assistant - Customer Service	Gwen Dyke
Administrative Assistant – Registration	Patsy Rice



# St. John Ambulance Newfoundland & Labrador

## *Did You Know?*

- St. John Ambulance Canada is part of an international humanitarian network that supports relief efforts around the world.
- Proceeds from St. John Ambulance training programs are used to support community service efforts across the province.
- Accidents and injuries are the single greatest cause of childhood death in Canada.
- St. John Ambulance will be celebrating 125 years in Canada in 2008.
- Through its Life Saving Awards, St. John Ambulance honors outstanding acts of bravery to Canadians who perform first aid skills in life saving situations.
- You can organize a private first aid class at your sports club, community centre or any other suitable location if you have 6 or more friends, family or colleagues.
- St. John Ambulance is a modern, vigorous health care organization with members in over 40 countries worldwide, but its origins date back over 900 years to Jerusalem.
- The number one rule in giving first aid is, "*Give first aid safely*".
- Cardiovascular disease kills more Canadians than any other cause of death. CPR is easy to learn, easy to do and easy to remember.
- When emergencies occur, immediate bystander resuscitation could mean the difference between life and death.
- Unintentional injury is the leading cause of death and disability among youth today, accounting for up to 74% of fatalities each year.
- St. John Ambulance is a non-profit organization.
- We provide a wide range of kits designed for outdoors & around the home. Make sure there is always a St. John first aid kit around, where ever you are.
- New parents are urged during prenatal visits to learn infant and child CPR as part of their regular infant care routine.
- Food allergies are becoming more common every day. An allergic reaction can be a life-threatening condition.
- We can tailor your Emergency or Standard First Aid course to meet your company needs.

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Newfoundland & Labrador Council  
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Charitable registration number 10802 2054 RR 0001



**St. John Ambulance**  
**SAVING LIVES**  
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