



St. John Ambulance

SAVING LIVES
at work, home and play

Mississauga Branch

Annual Report 2010

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Branch Chair's Report

*Submitted by
Humbert Low, Chair*

2010 was another year of dynamic and focused execution by the St. John Ambulance team. Our over 300 committed volunteers, both two-legged and four-legged, have contributed approximately 30,000 hours in serving our city of Mississauga. Our six Community Services Divisions: Medical First Responder, Therapy Dog, Car Seat Safety, Youth Group and Youth Leadership and Erindale College Special Response Team (ECSpeRT) continued to enhance the health, safety and well-being of our community, at school, work, home and play. Demand of our services is ever increasing and is consistently over our capacity, which itself is a testament to the value of our services and the approval of our work by the community.

Our training operation led by our dedicated instructor team continued to deliver superior first-aid training to our community. This year, we have expanded our curriculum to include the Home Alone program, which is designed to teach 9-10 years old children the skills to stay safe, in non-ideal occasions where they are left home alone. While providing our community with essential life saving skills and increasing safety awareness, our training operation also provided a stable source of funding to support the important services of our Community Services Divisions.

In 2010, we further enhanced the bench strength of

our Board of Directors and our Board Committees with the addition of a number of dedicated and accomplished professionals and executives. With a well-rounded complement of skills such as Finance, Legal, Human Resources, Entrepreneurial, Marketing, Public Services and IT, we are committed to upholding a high standard of corporate governance and to being accountable to our stakeholders and the community we serve.

We were also excited to welcome our new home for the Community Services group at 6740 Davand Drive and have said farewell to our Windy Oaks (South Mississauga) Community Services facility. While the old building provided us with many fond memories, it has past its useful life and will require significant maintenance costs to keep it in service.

Our achievements were not possible without the help of our corporate partners. Particularly, Rogue Specialty Transport who have continued to provide financial support in 2010 and made our purchase of the gator and trailer for the Medical First Response Team possible. For two consecutive years, Rogue Restaurant has kindly hosted our Wine & Food Pairing Event with excellent food. We would like to express our thanks to all our corporate partners.

Last, but certainly not least, our staff team led by Dianne was exemplary in supporting our operation flawlessly. We thank them for their continued commitment and professionalism.

Thank you again to everyone who helped St. John Ambulance, Mississauga Branch with our continued success. We promise to uphold our mission statement - Saving Lives, at Work, Home and Play - and we look forward to yet another successful year in 2011.

Executive Director's Report

*Submitted by
Dianne Rende, SSSW
Executive Director*



I am proud to be in my eleventh year as Executive Director reporting for the Mississauga Branch of St. John Ambulance. Although each year comes with a unique set of successes and challenges, I am always impressed by all we have accomplished, the dedication and professionalism of our volunteers, and the impact of the services they provide for the city's growing population.

Our business plan serves as our guide for service delivery, growth and development and is regularly reviewed and updated by a highly talented team of Board executives from a diverse talent pool. In 2010, notable accomplishments include an impressive 13% increase in our volunteer membership, testament to the quality of volunteer experiences we are providing to residents who are looking to give back to their community. Another goal for 2010 was to enhance our disaster response capabilities. With the help of everyone who supported our past special events and corporate partners such as Rogue Specialty Transport, we have been able to add two new pieces of transportation equipment to our fleet that will assist our Medical First Responder volunteers to provide exceptional response to injuries and illness at public events and in disaster situations. With the addition of a gator, equipped to be able to transport a patient on a full size stretcher, the volunteers can maneuver through crowds or in off-road conditions, bring equipment and trained volunteers to the scene of an incident or take casualties to medical assistance, quickly and safely. The trailer is a multipurpose vehicle which can act as a mobile first aid post, transport supplies and equipment, or act as a command centre for disaster communications and coordination.

Our first Therapy Dog Calendar was published in 2010, highlighting the work of some of our furry four-legged volunteers who, with their owners, make regular therapeutic visits to a variety of locations in Mississauga. The calendar serves to highlight the exceptional work our volunteers do, bringing comfort and companionship to so many, and serves as a fund raiser that helps to support the costs of running the Therapy Dog program. The success

of the calendar has ensured that it will become a yearly publication.

Special congratulations go to our Youth Leadership Team who won the John F. Bassett Memorial Award for 2010. Selected from over 150 teams operating in Ontario, this award is given by our Provincial Head Office to the community service team who exhibits excellence in all aspects of its operations throughout the year. The Youth Leadership Team was first piloted by the Mississauga Branch in 2008 as a new community service dedicated to providing career building experiences for 15 to 17 year olds, helping them to satisfy their high school volunteer requirements and enhancing their applications to highly competitive post secondary schools and careers in emergency services and health care.

Our commitment to serve on community committees with other health and safety oriented partners resulted in the production of a video, entitled, "Take Care - Be Aware". The Adult Injury Prevention Network, of which I serve as primary fund raiser and Treasurer, received a grant to create a DVD designed to educate seniors on safety issues and senior abuse. This video provides older adults with information on falls and fire prevention, how to treat burns, and how to avoid financial abuse. There are currently 1,000 copies in circulation throughout Ontario, with demands for more copies being received by the network partners on an on-going basis. With the growth in older adult populations, it is important we keep aware of the needs of this population and remain responsive to their health and safety needs.

Our first aid and health care courses, delivered by our nationally certified and exceptionally professional Instructor team continues to successfully provide life saving training to company employees and the general public. It is wonderful to receive the feedback from clients who used their skills to help someone, and the message is quite consistent. They are very grateful for the knowledge, practical skills and confidence they were given to handle the situation.

It is truly a pleasure to work with the staff and volunteers of St. John Ambulance and I thank all of you for your continued commitment to serving the residents of Mississauga. I would also like to extend special thanks to our donors and corporate partners who have made significant contributions to the health and safety of our community through their work with us. We value your support and look forward to working together in the coming years as we grow and develop in response to the needs of our community.



Treasurer's Report

Submitted by
Genevieve Leong
Treasurer

In 2010, the Mississauga Branch was faced with a challenging economic environment and continued reduced corporate donation appetite.

Consumer confidence continues to be at its lowest recorded level in many parts of the world but our training and product sales revenue was only slightly impacted as a result.

Our annual training revenue has decreased from 2009. This decrease however, was slightly offset by an increase in donation and fundraising revenue compared to the previous year. This was in part due to a successful "Wine and Food Pairing" fundraising event which was held during the year. We continued to manage our expenses and with financial prudence, our expense level remains in line with 2009.

In 2010, the Mississauga Branch sold its "Windy Oaks" property. We received approximately \$297,000 from the sale; the funds are currently in an investment fund being managed by our Provincial Council.

Overall, the Mississauga Branch continued to operate with a balanced budget, backed by a solid reserve.

The following summarizes our key financial numbers for 2010.

Net Assets

Increased 18.8% over previous year

Revenues

Training revenues decreased by 4%

Donation and fundraising increased by 2.7%

Total revenues decreased by 5.6%

Expenses

Total expenses decreased by 3.7%

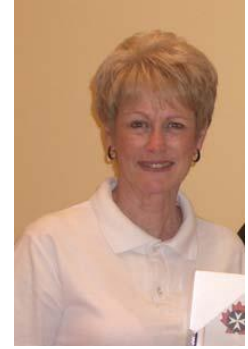
Restricted Funds

Building Fund \$551,705 (+54.5%)

Vehicle Fund \$115,396 (no change)

Reserve Fund \$138,733 (no change)

Our financial statements were prepared in accordance with Canadian Generally Accepted Accounting Principles (GAAP) and were audited by Clarkson Rouble, Chartered Accountants.



Community Services Chair

Submitted by
Judy Barker SSSU

Our six Community Services Divisions continue to display new initiatives that reflect on our diverse population mix. The dedication and commitment to our Branch/Municipality are demonstrated by their immense community involvement and current training programmes.

Membership continues to remain steady for all Divisions with the greatest opportunities for growth within the Therapy Dog (age population) and the Youth Leadership (high school mandated volunteer hours). Our monthly Orientation sessions continue to attract interested candidates averaging fifteen participants a month.

We recently obtained a new location (Davand Drive) for storage of equipment and volunteer administration use, resulting from the sale of our Windy Oaks facility.

As the individual Community Services reports indicate, the Mississauga Branch has a lot to be proud of with all their volunteers.



St. John Day at the Sky Dome

A very special moment for Youth member Hunter Terry shown with Sherry Liu D0504 on the field during the opening ceremonies of the Blue Jays Game last June.

Youth Leadership Team

Submitted by
Al Blundell, SBS&J
Unit Chief



The St. John Youth Leadership Team initiative that fulfills a number of community needs:

- Provides an opportunity for youth to fulfill their high school 40 hour volunteer requirement.
- Provides youth with life-saving skills
- Provides youth with career oriented training and experience
- Provides youth with leadership training and experience
- Keeps youth busy and out of trouble, developing a sense of community responsibility
- Provides a no-cost or low-cost youth program to assist economically disadvantaged youth to boost their chances of attaining their career goals.

2010 was a highly successful year with the Youth Leadership Division.

Our team has grown from 8 members in our first year to over 50 recorded in September. Team members are vibrant and engaging students who are very active with community and school activities. This, along with guest community and corporate speakers, has helped to make this year another enjoyable experience.

The YL division helps young adults, ages 15 – 17, prepare for the future, from Diversity to Resume Writing, members are given a broad view of what to expect as they continue through school and into their careers. Many of our Alumni are currently enrolled in health and medical studies across Ontario.

Members will also assist and train with other divisions, such as the MFR and Carseat, allowing a bridge, when they reach 18 years.

The 2010 John F. Basset Award was received by the Mississauga Youth Leadership Team in recognition of the outstanding performance demonstrated in all aspects of its operations. The criteria that is used to evaluate the nominations is leadership development, training, membership development, diversity/uniqueness of service, total hours of volunteer service and recruitment and retention. There are over 150 St. John Ambulance community service divisions operating in Ontario but

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Youth Group Y0504

Submitted by
Shaun McGrath, SBS&J
ON-Y0504
Unit Chief



The St. John Ambulance Youth Program gives young people the chance to contribute to their communities by learning new skills and helping others. The Youth Services Program provides training in first aid, health care, life and safety skills and promotes social, educational and personal development through community service and leisure activities for youth between the ages of 6 and 17.

The Mississauga Youth Division enjoyed a very productive year with a total of 37 members who contributed 5807 hours of service in 2010.

Five leaders and two adult assistants organized activities so that 27 proficiencies were able to be completed. These proficiencies allowed the youth to develop knowledge and skills in the following areas: Multiculturalism; Volunteer Service; Music Performance; Child Care in the Home; Entrepreneurship; Dance; Crafts II; Swimming and Lifesaving from the Water and Swimming and Water Safety.

The Grand Prior's Badge. This award is highly regarded and is presented, in some provinces, by the Lieutenant-Governor. It is the only Cadet Merit award badge which may be worn on the St. John Ambulance uniform as long as the individual is a member of the division. Mississauga had 3 members receive this honour: Ashley Oke, Caitlyn Terry and Christine Poon.

In the spirit of honouring the contribution that youth are making in the community, the Youth division was proud to recognize the following people for their volunteer hour contributions.

200 hours: Amanda Chan & Godfrey Leung
400 hours: Elizabeth Berry
600 hours: Caitlyn Terry

Crusader/Leadership members:
250 hours: Michelle Terry
1,000 hours: Rachel Terry
4,500 hours: Grant Scollay
8,500 hours: Catherine Scollay

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Erindale College Special Response Team

Submitted by
Justin Migchels ON-D1175
Unit Chief



The Erindale College Special Response Team (ECSpERT) is a Medical First Response Unit of St. John Ambulance that provides first aid services at the University of Toronto, Mississauga Campus.

The 2010-2011 academic year was a little different from previous years for ECSpERT. The year began with all four of our former officers graduating from the University of Toronto at Mississauga, and as a result four new officers were appointed to take their places.

Though the learning curve was steep, the amount of improvement throughout the year was incredible. Our team was able to accomplish specific goals that we had introduced last year, including a successful vote in the ECSpERT Levy Referendum to increase our funding from UTM Students from 40 cents per full time student to a dollar per full time student. 95% of students, who came out to vote, voted in favour of raising the levy fee, which was believed to be a record as per the Students' Union.

ECSpERT was also a recipient of the Ian Orchard Student Initiative Fund, which will be used towards organizing a Medical Emergency Awareness Week in the fall.

We attended the ACERT 2010 Mixer at Wilfred Laurier University in the fall, and the ACERT National Conference of Campus Emergency Responders in the winter at the University of Guelph, which were both excellent opportunities for members to compete in first aid competitions with fellow campus responders and take part in educational conferences.

We have continued our annual team retreat weekend, which took place on the last weekend in April. This will be a fixture in the years to come, introducing new and old members and allowing an environment where students can relax after finishing year end final exams.

As with the end of every academic year, we see some of our membership graduate and go on to graduate and after-degree programs, as well as put their education to use in the workforce.

Many thanks for all of the hard work you have put in balancing your studies and making such a significant contribution to ECSpERT and the UTM community!



Medical First Response Services

Submitted by:
Augusto Da Silva, SBStJ
RPN, A-EMCA
Unit Chief

The Medical First Response Unit provides first aid services at public events and support for the local emergency services in disaster situations.

Another busy year is behind us and an exciting one is ahead of us! Our Unit saw many changes this past year – we were able to purchase two additional pieces of equipment vital to supporting our community and enhancing our operational response capabilities. We were able to purchase a First Aid Gator Response/Transport unit and a Support Trailer used to transport the gator to and from events. In addition, the trailer can operate as a standalone First Aid Post or Command Post for our volunteers at large scale events. Both of these units were custom designed by our members to ensure that they met our unique needs and were flexible enough to be able to operate in a number of different scenarios. Previously we had to rely on neighbouring divisions for these resources which were not always available when we needed them. We are very excited to debut both vehicles ahead of our busy summer event schedule!

In the fall of last year, we packed up our supplies, equipment, and training materials and moved to a new community services support location near the airport. It was a challenge to coordinate and execute the move – and it couldn't have been done without the support of our MFR volunteers and other SJA community service colleagues.

In addition to our busy event coverage, we have maintained a busy training schedule - our members recorded over 2300 hours of training last year. In total, our members volunteered 7500 hours of their time to community service and training.

Our unit continues to demonstrate leading practices within our organization related to Large Event planning and utilization of our Bicycle Emergency Services Team (B.E.S.T.). We look forward to our ability to grow and respond to the needs of our community with the best volunteers and right resources, thanks to the dedicated work of our volunteer leadership, Mississauga Branch Board of Directors, Branch staff, and the community donors & sponsors that make it all possible.

Therapy Dogs

Submitted by:
Shelagh Saunders, SSSU
ON-D1058
Unit Coordinator



The St. John Ambulance Therapy Dog program brings dedicated owners and their specially selected dogs together with members of the community who benefit from the comfort, joy and companionship provided by these special visitors. The sick, lonely, or residents of full-time care facilities reap the therapeutic benefits of the unconditional love given by a four-legged friend. Paws 4 Stories is another St. John Ambulance Therapy Dog service that was introduced to help to improve the reading skills of children. There is evidence that children who read to dogs quickly improve their reading skills and comprehension, and gain confidence and self-esteem in their relationship with others.

| Members Active: | Facilities Visited: | Dogs Active: | Hours 2010: |
|-----------------|---------------------|--------------|-------------|
| 79 | 45 | 79 | 6340* |

* not including Admin. Hours

EVALUATIONS

Regular: 16 new volunteers and 19 new dogs successfully passed the 3 Evaluations.

NEW FACILITIES

Tomken Road Middle School – Mississauga
The Westbury Long-Term Care - Etobicoke
West Credit Secondary School - Mississauga

EVENTS

- All About Pets Show at the International Centre - April 2-4
- CONNECTIONS Resource Fair for the Developmentally Challenged at Living Arts Centre - May 4
- Streetsville Bread and Honey Parade - June 5
- Woofstock in Toronto - June 12-13
- Pepsi Beverages Health Fair - June 15
- Dixie-Bloor Neighbourhood Centre Outdoor Community Event - June 19
- Delta Toronto Airport Hotel Wellness Fair - June 22
- Port Credit Canada Day Parade: July 1
- Woofstock in Toronto - November 27-28
- Streetsville Santa Claus Parade - November 28

PRESENTATIONS

* City Centre Baptist Church, June 16: Vicky Dorosch and “Mackie” gave a presentation to an ecumenical group of active seniors.

* Albion Gardens Presbyterian Church, Etobicoke, September 21: Shelagh Saunders and Rosanne Fitzgerald with “Sophia” gave a presentation to their Women’s Auxiliary.

* St. John Ambulance Youth Leadership, December 7: Maureen Bachelor with “Chloe” and Jim Bentley with “Boris” demonstrated the benefits of visiting people.

DONATIONS

Donation cards are now available at facilities where we visit for residents wishing to donate to Mississauga Therapy Dogs.

PROMOTION/FUND RAISING

Calendars for 2011, depicting our Mississauga Therapy Dogs, were produced and were a huge success.

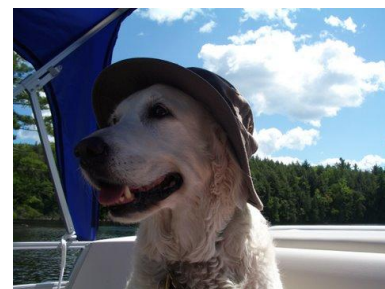
SPECIAL PROJECT

Pain Management Program was set up at one of the long-term care facilities using one of our Therapy Dogs as part of this interdisciplinary program.

Purpose: to determine if the dog visit will improve the resident’s well-being and lessen dependence on pain medication.

2010 Buster Award Winner

Bailey is a wonderful female Golden Retriever who started as a therapy dog in 2001.



At nearly 14 years of age, Bailey visits with Denise Haunn at Heritage House Retirement Home and has participated in several parades and the All About Pets Show as well as other events.

Congratulations Bailey.

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Youth Group Y0504

Each year the Youth Division recognizes outstanding achievements by its members.

Alyssa Henry was named the “2010 Junior of the Year (age group 6-10 years)

Godfrey Leung was named the “2010 Cadet of the year” (11-15 years)

Michelle Berry was named the “2010 Crusader of the Year” (15-17 years).

One Mississauga youth team completed at the 2010 Ontario Open First Aid Competition run-off. Thirty teams competed and were judged on first aid skills performed on mock casualties with a variety of illnesses and injuries during five simulated real-life scenarios. It was a great learning experience for the Junior Team of Michelle Oke and Jessica Terry.

On behalf of the leadership team, I would like to congratulate the Youth members on their accomplishments this year and I would like to thank the Youth Leaders for their dedication and commitment to helping our youth develop life skills and a sense of community responsibility.



Our Youth – shining examples of our future leaders.

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Youth Leadership Team

the Youth Leadership team was chosen above them all.

Congratulations to all the team members who made this award possible. You are an amazing group of student volunteers who have surpassed all expectations in training and commitment.



Some of our dedicated Therapy Dog team – Canada Day 2010

Kelsey Award

Bailey the Cockapoo entered the Therapy Dog Program in 2000. Together with her owner, Elizabeth Stonehouse, this child-tested friendly dog has visited the Peel Family Shelter, and currently visits at Meadowcroft Bough Beeches Retirement Home and the Westbury Long Term Care Facility. She has participated in many parades and the All About Pets Show among others. The Kelsey Award is presented to the longest serving dog in the Therapy Dog Program. Congratulations Bailey.





Car Seat Safety Team

Submitted by:
Carole MacDonald
ON-D1193
Unit Coordinator

Car Seat Safety Team volunteers assist and educate parents on the safe installation of their child's car seat, helping to improve child passenger safety.

Another year has flown by! They say time flies when you're busy. The Car Seat Safety Team has certainly been busy. I want to thank all of our volunteers for their hard work and dedication to car seat safety. Without your assistance, we would not be able to run this fabulous program.

I would also like to thank our sponsors, Subaru of Mississauga and Mississauga Fire, for being valuable members of our Team. They are always willing to provide us with warm, dry locations to hold our clinics and they always make us feel at home. We would also like to welcome All About Imports, who joined our family in 2010. We look forward to working with them again in 2011.

During the year, our dedicated team helped to improve the lives of 427 children through 16 inspection clinics. We also helped countless others through our educational initiatives.

In 2010, the demand for our services continued to exceed our capacity. In order to respond to this challenge, we are creating a new strategy for recruiting and training in 2011. With a regular schedule of recruitment intakes, it is our hope that we will be able to provide a training schedule that is more flexible and better meets the needs and availability of our potential volunteers.

We will also continue to offer our prenatal workshops to new parents. Even though feedback on the program has been excellent, the number of participants is very low. Therefore, we are hoping to spend more time marketing the program this year.

We are looking forward to the challenges of the coming year and making it our best year yet.!

Testimonials

We often receive testimonials from members of the community – happy to share with us a life altering experience. These are two recently received.

On Sunday September 19th when I was on my usual walk, I suddenly felt very dizzy and passed out just north of Rivergrove Community Centre. Sunday was a Terry Fox run day and volunteers of St. John were at hand to look after any casualties. Within seconds, as I realized later, a volunteer helped me to come and sit in his chair. After comforting me he called the rescue unit to ensure that I get the needed medical attention.

These volunteers whom I don't even know treated me with dignity and as one of their own. Because of their quick response I am able today to write you this letter.

I wonder if such people are not there what the world would be like. May God bless them and give them high positions in the hereafter. I can't find words enough to thank them all.

Riaz Ahmad, Mississauga

And this one

2 days of First Aid Training = Saving A Life! When helping out during an emergency your adrenaline is pumping. My St. John Ambulance training made a huge difference today when a stranger needed help. Making decisions under pressure is never easy, but preparation helps. I have never been prouder to be prepared in my life!

Stacy Kennedy, Mississauga



A great Car Seat Team with Cam Woolley CP24 (centre right) and Const. Dave Woodward OPP, Janet Clarke, Karen McGlashan, James House and Al Blundell.