

NEW BRUNSWICK
ANNUAL REPORT



LIFESAVING SOCIETY

The Lifeguarding Experts

Working to prevent drowning and reduce water-related injury.

The Lifesaving Society is a full-service provider of programs, products and services designed to prevent drowning. We save lives and prevent water-related injury through our training programs, Water Smart® public education, drowning research, aquatic safety management and lifesaving sport.

We are a national volunteer organization and registered charity composed of ten provincial/territorial branches, tens of thousands of individual members, and over 4,000 affiliated swimming pools, waterfronts, schools and clubs.

The Lifesaving Society is a leader and partner in the delivery of water safety education throughout Canada and around the world. (The Society operates globally in over 25 countries.) We represent Canada in the Commonwealth Royal Life Saving Society and we are Canada's Full Member in the International Life Saving Federation. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

We have been teaching swimming, water safety and water rescue in Canada since 1896.

Teaching Canadians to save themselves and rescue others

Annually, over 1.5 million Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart

The Society focuses its public education efforts on people most at risk or on those who can make a significant difference. Our Swim to Survive® program provides the skills to survive an unexpected fall into deep water.

Drowning research

The Society conducts research into drowning, aquatic injury and rescue interventions to support the Society's training programs and drowning prevention education.

Setting the standard

The Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary.

Lifesaving sport

The Society is the Canadian governing body for lifesaving sport – a sport recognized by the International Olympic Committee and the Commonwealth Games Federation. Our Lifesaving Sport Fundamentals program offers a recreational introduction to lifesaving sport skills. Age-group, senior and masters athletes compete provincially, nationally and internationally.

Registered Charity No. 89029 3897 RR0001
All donations gratefully received. Tax receipts issued for donations of \$25 or more.

* Lifesaving Society, Water Smart, Swim to Survive, Swim for Life and National Lifeguard Service are registered trademarks of the Royal Life Saving Society Canada.

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PRESIDENT'S REPORT

I'm privileged and proud to share with you our *2025 New Brunswick Annual Report*, made possible by the invaluable efforts of our dedicated volunteers and staff. As you read through, you will find exciting reports from a year that saw our Society progress, including a major overhaul of the *Program Guide* and finalizing adjustments to our First Aid programs to comply with new CSA standards.

Following a pause in 2024, we were delighted to return to this important tradition in 2025, with **Her Honour Louise Imbeault** hosting the Commonwealth Honours Investiture on October 18 at Government House.

Our mission in water smart education and drowning prevention continues to be driven by the passion and commitment of our volunteers. Your time, expertise, and energy are the foundation of our work, and we are grateful for all that you do to support communities across New Brunswick.

It was an exciting year for the Lifesaving Sport community. In March, the City of Dieppe hosted our Pool Lifesaving Championships. In August, the New Brunswick Waterfront Lifesaving Championships returned to Parlee Beach Provincial Park and in November we saw the return of the New Brunswick Emergency Response Championships for the first time since 2019. These events reflect the strength and growth of lifesaving sport in our province.

While I cannot address every accomplishment of 2025 in my report, one key achievement was the complete overhaul of our *Program Guide* to improve accessibility and functionality for everyone. Now exclusively online, our *Program Guide* includes bookmarked text, allowing you to quickly jump to specific sections or pages, hyperlinks to our website for detailed information and improved usability for our members with accessibility needs.

Another important update in 2025 were the changes made to our First Aid Program to align with the CSA Z1210-17 standards adopted by the province in 2024. This included swapping the CPR Level B, which was paired by default with the Emergency First Aid course, with a CPR Level C similar to the Standard First Aid course. Course names shifted from Emergency and Standard First Aid to Basic and Intermediate First Aid, and all courses delivered under the Lifesaving Society's curriculum, including First Aid, must be delivered by an Affiliate Member.

The focus and precision that goes into these updates is demonstrated in our yearly drowning reports. In July, the Society released its *2025 Maritimes Drowning Report*, which shows a decline in drowning-related deaths. This valuable data not only guides our decisions, but also provides us with real feedback on the effectiveness of our drowning prevention efforts.

Finally, there are many people to thank for the Society's continued growth and success. I would like to begin by recognizing our CEO, **Sarah Hebb-Thomas**, for her leadership and commitment this year. I also want to acknowledge the dedicated staff of the New Brunswick Branch, whose work behind the scenes ensures the strength and quality of our programs and services. I extend my thanks as well to our affiliate members, instructors, and examiners who represent the Society every day, and to my colleagues on the Board of Directors for their time, guidance, and continued commitment to our mission.

Sincerely,

Sarah-Ann Price



FINANCIAL REPORT

The summary financial information presented here is derived from the Royal Life Saving Society New Brunswick Branch Inc. audited financial statements for the year ended December 31, 2025. The Lifesaving Society New Brunswick is a provincially incorporated entity and registered charity. Detailed audited financial statements are available upon request.

The Society concluded 2025 with a surplus of \$70,000, a substantial decrease from the \$112,000 achieved in 2024. Total revenues dropped to \$411,000 – a decrease of \$16,000 (4%) from the previous year. Expenditures rose by \$26,000 (8%) to \$341,000 over \$315,000 the previous year.

While total literature sales were comparable to years prior, Net literature revenues saw a sharp decrease of \$23,000 (40%) due to an increase to the National Program Advancement Fund contribution which levies \$3.00 from every book sale to support national initiatives. This drop was offset by increases seen in Training Programs of \$4,000 (5%) and Government grants increasing a benefic \$10,000 (18%) over the previous year, helping to lessen the gap in net revenue between this year and last year.

Expenditures increased decently over year prior, but were expected and within predicted budget. The largest expenditures were in Admin and Occupancy, for a total increase of \$27,000 (11%) due to expected inflation rates in energy, vendors and upkeep. Increased expenditures in Member Services – \$2,000 (14%) and National Levy – \$2,000 (20%) were offset by the decrease in expenditures in Meetings and travel – \$16,000 (6%) down from \$17,000 year prior.

While, in its entirety, revenue decreased and expenditures increased, the New Brunswick Lifesaving Society remains within a budget set in prediction of these fluctuating costs and remains on secure financial footing.

I am confident that the Lifesaving Society New Brunswick is well positioned to meet future challenges and continue to advance the movement at hand of drowning prevention in the province for the years to come.

Sincerely,

Dipika Nayak

Vice President – Finance



FINANCIAL HIGHLIGHTS

Operations

Net Revenue	2025		2024	
	\$		\$	
Service contract	108,048	26%	101,625	24%
Training programs	90,838	22%	87,488	21%
Government grants	65,000	16%	55,000	13%
Fundraising	54,971	13%	56,425	13%
Literature	34,604	9%	58,375	14%
Leadership	20,657	5%	20,872	5%
Member fees	19,387	5%	18,861	4%
Merchandise	8,911	2%	14,719	3%
Lifesaving sport	4,570	1%	5,753	1%
Interest & other	4,442	1%	8,371	2%
	411,428	100%	427,489	100%

Expenditures

Admin, salaries & occupancy	282,130	82%	255,286	81%
Meetings & travel	16,296	5%	17,234	6%
Member services	15,512	5%	14,449	4,5%
Training program	13,673	4%	14,401	4,5%
National levy	11,607	3%	10,433	3%
Lifesaving sport	1,717	1%	3,511	1%
	340,935	100%	315,314	100%

Net Surplus/Loss for the year

70,493	112,175
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Balance Sheet

Net Assets

Net working capital	265,832	178,723
Capital assets	250,861	267,477
	516,693	446,200

Fund Balances

516,693	446,200
516,693	446,200

AWARDS REPORT

TOP LINE SUMMARY		2025	2024	2023
	Swimming	23,005	20,974	22,810
	Lifesaving	1,433	1,324	1,389
	First Aid	1,931	1,633	1,683
	Lifeguarding	1,138	1,093	1,048
	Safety Management	4	4	5
	Lifesaving Sport	72	107	10
	Leadership	825	856	703
		28,408	25,991	27,648
SWIMMING	Swim to Survive	151	276	300
	Swim for Life	22,854	20,698	22,510
		23,005	20,974	22,810
LIFESAVING	Canadian Swim Patrol	777	596	786
	Bronze Star	195	216	148
	Bronze Medallion	460	508	454
	Boat Rescue	1	4	1
		1,433	1,324	1,389
FIRST AID	First Aid	1,638	1,411	1,400
	CPR	293	222	283
		1,931	1,633	1,683
LIFEGUARDING	Safeguard	46	21	18
	Bronze Cross	423	419	413
	National Lifeguard	669	653	617
		1,138	1,093	1,048
MANAGEMENT TRAINING	Aquatic Supervisor	2	1	3
	Pool Operator	0	2	1
	Aquatic Safety Inspector	2	1	1
		4	4	5
LIFESAVING SPORT	Sport Fundamentals	30	57	0
	Athletes	18	17	5
	Officials	24	33	5
		72	107	10
LEADERSHIP	Instructor	597	609	528
	Examiner	178	155	136
	Trainer	50	92	39
		825	856	703
	JLC Member Recognition Seals	0	252	0

AFFILIATE RECOGNITION AWARDS

The Lifesaving Society New Brunswick recognizes affiliate members who deliver the Society's training programs. Awards are presented on the basis of points earned in the calendar year.

Open Category

Awarded to the affiliate member with the largest lifesaving program.

1 st	Université de Moncton	9,747
2 nd	Saint John Aquatic Centre Commission	9,233
3 rd	Greater Moncton YMCA	7,302
4 th	Town of Riverview	7,201
5 th	YMCA of Fredericton	4,899
6 th	City of Fredericton	4,117
7 th	YMCA of Greater Saint John	4,112
8 th	Ville de Dieppe	4,057
9 th	Nutrien Civic Centre	3,726
10 th	Municipal District of St. Stephen	3,082

Under 20,000 Population

Awarded to the municipal affiliate with the largest lifesaving program in a community with a population under 20,000.

1 st	Nutrien Civic Centre	3,726
2 nd	Municipal District of St. Stephen	3,082
3 rd	City of Miramichi	2,939
4 th	Woodstock Recreation & Community Services	2,711
5 th	Edmundston Sports pavilion	2,533
6 th	Municipalité Régionale de Tracadie	1,893
7 th	District of Carleton North	1,315
8 th	Saint-Louis-de-Kent	700
9 th	Campbellton	540
10 th	Bathurst Aquatic Centre	515
10 th	Town of Hampton	515

Seasonal Affiliates

Awarded to the seasonal affiliate with the largest lifesaving program.

1 st	District of Carleton North	1,315
2 nd	Magic Mountain	750
3 rd	Camp Glenburn	616
4 th	Town of Hampton	515
5 th	Centennial Outdoor Centre Inc.	490
6 th	Camp Shiktehawk	423
7 th	Town of Hartland	306
8 th	Parlee Beach Provincial Park	180
9 th	Community of Three Rivers	130
9 th	Tantramar	130

Largest First Aid Program

Awarded to the affiliate member with the largest first aid program.

1 st	Université de Moncton	3,692
2 nd	Saint John Aquatic Center Commission	3,328
3 rd	Greater Moncton YMCA	3,172
4 th	Town of Riverview	2,846
5 th	YMCA of Greater Saint John	1,952
6 th	YMCA of Fredericton	1,799
7 th	Municipal District of St. Stephen	1,542
8 th	Rescue Aides First Aid and Aquatic Training Ltd.	1,526
9 th	5 CDSB Gagetown Aquatics	1,473
10 th	Edmundston Sports Pavilion	1,418

Largest Leadership Program

Awarded to the affiliate member with the largest leadership program.

1 st	Saint John Aquatic Center Commission	1,500
2 nd	Town of Riverview	1,390
3 rd	Université de Moncton	1,375
4 th	City of Fredericton	1,110
5 th	Ville de Dieppe	1,025
6 th	Municipal District of St. Stephen	880
7 th	District of Carleton North	800
8 th	YMCA of Greater Saint John	755
9 th	YMCA of Greater Moncton	750
10 th	Nutrien Civic Centre	705

Point system

Affiliate recognition awards encourage and recognize the use of the Society's training programs. Point values reward affiliates who offer a full menu of Lifesaving Society programs and reflect the relative degree of difficulty or amount of training and effort required to achieve each level including the programming time commitment. For a detailed breakdown of the point system, visit our website.



Benjamin Tremblay of the Saint John Aquatic Centre Commission accepts the award for *Largest lifesaving program – 2024* at the New Brunswick AGM.

TRAINING PROGRAMS

Training Programs contributes to the mission of the Society by teaching Canadians the skills and the knowledge they need to enjoy water safely and to save themselves and rescue others in an emergency. The Society's National Lifeguard certification is the standard for professional lifeguards in Canada.

2025 saw further developments in the pursuit of WorksafeNB approval for our First Aid curriculum's update to abide by CSA Standards, a new event for aquatic programmers, instructors, examiners and operators, a change in Activity Centre leadership and lots of National work to revise, update and innovate programs for modern needs.

National

At the National level, experts from across the country were hard at work throughout 2025 to review and interpret the results of the National Swim Survey to help guide its revision in the coming years. Additional important work was accomplished on harmonizing the definitions used by all branches for what is a Mentor, who is an Apprentice, and ensuring that National Lifeguard environments are consistent from coast to coast to coast. This important work will continue throughout 2026 with further goals of harmonization of Society programs, making the process simpler for instructors and examiners to move from one branch to another.

NB Aquatic Symposium: The Building Blocks of Aquatics

The NB Aquatic Symposium was hosted by the City of Fredericton at the Killarney Lake Lodge on April 26, 2025, immediately preceding the Annual General Meeting. With 25 persons in attendance, attendees enjoyed presentations from the Drowning Prevention Research Centre and Society volunteers on the subjects of staff recruitment, retention and engagement; Lifesaving Sport; safety supervision habits; and innovative approaches to First Aid Training. Many thanks to our dedicated attendees from across the province for making this pilot event such a resounding success.

First Aid

After many months of hard work and waiting, the application for renewal of the Society's status as a designated Workplace First Aid Training Provider with the province of New Brunswick was approved on December 23, 2025. While the timing of this news was a great holiday gift, staff and volunteers took the holiday period to refine the content of the Update Clinic and waited to launch in the New Year. Many thanks to Program Manager **Grégoire Cormier** for leading the charge with regular virtual update clinics, and to **Alex Mullin** (NL Chair) for his help creating the clinic materials.

Awards Report

We saw an overall increase in awards of 9% in 2025, lead by significant growth in First Aid programs with at 16% growth in the category overall and 32% in CPR. After a banner year in 2024 for Leadership, the category saw Examiner certifications increase by a further 15% in 2025, with a small decrease in the number of Trainer and Instructor certifications over the previous year.

Most notably in 2025 we saw large growth in our awards issued in French, with an overall growth of 25% from prior year. This was primarily in Swim (19%) and First Aid (30%).

Personnel

Our Vice President of Training Programs submitted his resignation during the period, with **Angela Johnson** accepted the role of Vice President of Training Programs on the Activity Centre council in December. The group also welcomed Swim for Life Chair **Stefanie McFarlane** in June.



LIFESAVING SPORT

Lifesaving Sport contributes to the mission of the Society by engaging and inspiring youth in our humanitarian mission; by providing an incentive for training; by encouraging innovation in techniques, and; by providing opportunities for volunteer recruitment, retention and leadership development.

Lifesaving Sport had a banner year of activity building off of the success and momentum of the 2024 Canadian Surf Lifesaving Championships at Parlee Beach Provincial Park. With invitational competitions for Junior athletes taking place, more coaches, trainers and officials trained, new faces in the Sport Council and the return of the Emergency Response Championships it was a busy year for Lifesaving Sport.

2025 New Brunswick Championships

In 2025, 51 athletes competed across three provincial Championships. In March the City of Dieppe hosted the Pool Lifesaving Championships with 15 athletes from two clubs racing at the Dieppe Aquatic and Sports Centre. The 2025 championship saw the return of the 200m distances for the Obstacle Swim and Super Lifesaver events for the Open division. The **Parlee Beach Lifesaving Club** took home the banner as the 2025 New Brunswick Pool Lifesaving Champions ahead of the **Canada Games Aquatic Centre**.

On an exceptionally hot day in August the 2025 New Brunswick Waterfront Championships were hosted at Parlee Beach with 24 athletes. The **Parlee Beach Lifesaving Club** and **Canada Games Aquatic Centre** were accompanied by the **Nova Scotia Lifeguard Service** in some extremely fast

paces thanks to several of the Canadian National Team members from Nova Scotia. The **Parlee Beach Lifesaving Club** beat out the **Canada Games Aquatic Centre** to take home the 2025 New Brunswick Waterfront Lifesaving Championship banner.

The final competition of the year was the November New Brunswick Emergency Response Championship in Dieppe at the Dieppe Aquatic and Sports Centre. Six, two-person teams participated from the **Parlee Beach Lifesaving Club**, **Canada Games Aquatic Centre** and **l'Université de Moncton**. Congratulations to the team of **Jérémie Courteau Pellerin** and **Samuel Aucoin** for their top score and to the **Dieppe Aquatic and Sports Centre** for winning the banner. This was the first time the Championship was hosted since 2019; all involved were excited to have the championship's return, and are eager to see it grow.

Coaches and Officials

In 2025, New Brunswick saw the development of two Coach Trainers, an Officials Trainer, an Officials Instructor and three more certified Coaches. Additionally, 11 new officials were trained to support the continued growth of the program.

Looking to the future, the Lifesaving Sport Council aims to increase trained coaches and key officials, to grow participation among juniors, to provide clinics for facilities and interested athletes, and to educate facility managers on how to utilize lifesaving sport as tool for training staff. We are extremely grateful for all those who participate, promote, coach, officiate and volunteer at all Sport events.

MEMBER SERVICES

Member Services develops and maintains the corporate functions, systems and infrastructure required to support and service the membership of the Society.

Governance

The National Society (Lifesaving Society Canada) is governed by a Board of Directors nominated by Branches and elected by the members at the Society's AGM. National commissions are led by volunteer commissioners. These commissions are: Public Education, Training Programs, Lifesaving Sport, Aquatic Safety Standards and International Relations. A management team is comprised of senior staff of the 10 provincial/territorial Branches.

New Brunswick Board of Directors

A volunteer Board of Directors governs the Lifesaving Society New Brunswick in accordance with its mission and bylaws. Directors are elected for a two-year term by the Society's membership at the annual general meeting. No person or body external to the Society is entitled to appoint any directors.

At the AGM in April, the Society bid adieu to Vice President Lifesaving Sport **Marcel Bourgeois** and Vice President Finance **Chris Frame**. The membership elected **David Shea** as Vice President Member Services and **Benjamin Tremblay** as the new Vice President Lifesaving Sport. Vice President Training Programs **Joey Doucet** stepped down from the Board in August.

Activity centre councils

Activity centre councils are composed of chairs, appointed by the Board of Directors for a two-year term, who oversee specific portfolios necessary to manage the work of the activity centres. Chairs recruit and develop committee members. A vice president, or another individual appointed by the Board of Directors, chairs each activity centre council.

On the Member Services Council, **Melissa Leger** filled the vacant position of Annual Conference Chair in March, previously held by **David Shea** who left his position in order to join the Board.

On the Training Programs Council, **Angela Johnson** left her role as Swim for Life Chair in June, with **Stefanie McFarlane** filling this position that month.

On the Lifesaving Sport Council, **Éloïse Soucy** resigned as Athlete Representative in June, with **Calder Johnson** filling in the position that same month. **Christine Ryan** resigned as High Performance Chair, while **Aaron Muzzatti** became the Development Chair, also in June.

Annual meeting

The Lifesaving Society New Brunswick convened its AGM on April 26, 2025, hosted by the City of Fredericton at the Killarney Lake Lodge. **Jocelyn Pike**, Deputy Mayor from Fredericton welcomed participants to the City.

Commonwealth Honours

The Lieutenant Governor of New Brunswick, **Her Honour Louise Imbeault** graciously hosted the Commonwealth Honours Investiture October 18 at Government House. The Service Commendation which honours volunteers for significant contributions to the aims of the Society was awarded to **Chris Frame** (Fredericton) and **Jaclyn Murgatroyd** (Moncton).

The *Service Medal* which acknowledges a minimum of five years of noteworthy service as a volunteer officer or committee member was awarded to **Alex Mullin** (Moncton).

Recipients of the *Service Medal* are eligible for a *Bar to Service Medal* after a further four years of outstanding service. The *Bar to Service Medal* was awarded to **Adam Munn** (Fredericton).

The *Service Cross* acknowledges meritorious service of at least 15 years of noteworthy service as a volunteer officer or committee member. No *Service Crosses* were awarded in 2025.

Recipients of the *Service Cross* are eligible for a *Bar to Service Cross* at intervals of five years. The *Bar to Service Cross* was awarded to **Marcel McLaughlin** (Pointe-a-Tom).

Volunteers serving nationally

In 2025, **Grégoire Cormier** continued to represent New Brunswick on the National Training Program Commission, and was joined by **Joey Doucet** from January to August. Grégoire continued his role on the National Safety Standards Commission throughout 2025 as well.

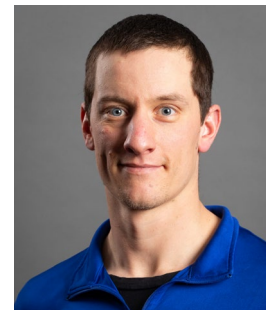
Marcel McLaughlin represented New Brunswick on the Society's National Board of Directors and **Doug Trentowsky** continued to chair the National Honours and Awards Committee.

Lifesaving Society New Brunswick Board of Directors

From the top, left to right:

Sarah-Ann Price, President
Sandra Irving, Governor (ex officio)*
Marcel McLaughlin, Past President
Adam Munn, President Elect
Mathieu Manuel – Corporate Secretary
Dipika Nayak, Vice President – Finance
Dave Shea, Vice President – Member Services
Angela Johnson, Vice President – Training Programs
Ben Tremblay, Vice President – Lifesaving Sport
Gamal Ahmed, Vice President – Fundraising
Doug Trentowsky, Vice President without portfolio
Sarah Hebb-Thomas, Chief Executive Officer (ex officio)

**Not pictured*



Headquarters and office staff

The Society maintained its three staff components throughout 2025 with **Sarah Hebb-Thomas** as CEO and **Grégoire Cormier** and **Ryan Munn** continuing in their roles as Program Manager and Member Services Assistant respectively.

Council chairs

Lifesaving Sport Council

Ben Tremblay, VP – Lifesaving Sport
Jacques Levesque, Championships Chair
Aaron Muzzatti, Development
Gabrielle Leger, Coaches and Officials
Calder Johnson, Athlete Representative

Training Programs Council

Angela Johnson, VP – Training Programs
Solange Wehrmann, Bronze programs Chair
Stefanie McFarlane, Swim for Life
Morgan Easton, First Aid
Alex Mullin, National Lifeguard

Member Services Council

David Shea, VP – Member Services
Justine Blizzard, Volunteer Recognition
Melissa Leger, Annual Conference

FUNDRAISING

Fundraising activities contribute to the mission of the Society by raising money to support our drowning prevention priorities.

Donor clubs

The Society's donor clubs acknowledge individuals who give funds towards the Society's work. In 2025, the Society received donations from:

Distinction Club (\$500 or more): **The Arthur Irving Family Foundation, Doug Ferguson, Doug Trentowsky, Fred McElman, John Jelley, Wendy Mahony.**

There were no donations in the *Merit Club* (\$300 to \$499) category in 2025.

Bronze Club (\$100 to \$299): **David Dumont.**

Friends of the Society (\$25 to \$99): **Mathieu Manuel.**

In memoriam and tributes

The Society is honoured to receive donations in memory or in honour of individuals. In 2025, we received donations in memory of **Helen Tabor** from **Sandra Irving.**

Partners and supporters

The work of the Lifesaving Society is made possible in part due to the generous support of our partners and supporters.

We thank **Magic Mountain, McInnes Cooper** and the **United Way** for their donations.

We thank the **Government of New Brunswick** for its continued generous support of the Lifesaving Society.

Finally, we gratefully acknowledge the continued contributions of **Lifesaving Society Ontario.**

Support drowning prevention in New Brunswick

Donate to the Lifesaving Society online. Visit www.lifesavingnb.ca and click the Donate Now button. A new window will open where you have options to direct your donation to specific funds or causes.

