



St. John Ambulance

SAVING LIVES
at work, home and play



2016

ANNUAL REPORT

St. John Ambulance Alberta Council

The mission of St. John Ambulance is to enable Canadians to improve their health, safety and quality of life by providing training and community services.

stjohn.ab.ca

A MESSAGE FROM THE CHAIR OF THE COUNCIL



St. John Ambulance in Alberta had another very challenging and exciting year in 2016. The economy continued slowing down but showed signs of recovery later in the year. As in 2015 we made some adjustments to our business plans and operating budget. We are starting to see some improvements in the client and customer business in 2017. Our organisation is financially healthy with a strong balance sheet and we continue to maintain our momentum in development of new programs, customer service and volunteer development.

During the Spring and Summer of 2016 St. John staff, volunteers and instructors provided outstanding support to the communities and agencies fighting the Fort McMurray wildfires. That support included deployment of staff to the Provincial Emergency Operations Centre, staff relocation, business continuity, communications and deployment of volunteers and supplies (such as first aid comfort care services, monetary donations and support to our own staff who lost their homes). We thank the many St. John Councils in western Canada, such as British Columbia/ Yukon, Saskatchewan and Manitoba Councils for their support in donations and volunteers. As the communities in the Wood Buffalo area rebuild in 2017 St. John Ambulance is there to provide training and community services as we have over the past 40 years. And there's an exciting future on the horizon for our Wood Buffalo operations based in Fort McMurray. We are moving out of our temporary facility where we've been located since 2006 and into a new 3,600 sq. ft. purpose build facility located in the city limits and close to a community college. This new facility will have three spacious classrooms allowing us to consolidate training delivery into one location and provide space for volunteer training and meetings. Grand opening is scheduled for late in 2017 when the leasehold improvements are complete and the move from the old to the new location is finalized.

The Board of Directors held a one day strategic planning retreat in August. This was the first retreat in many years and afforded Board members the time to blue-sky, think outside the governance framework and discuss several key issues – such as Board process, governance, fund development, volunteers and long term sustainability of the organisation. We also discussed the on-going relationship between Alberta Council and the Priory of Canada and our challenging efforts to meet service fees objectives in times of financial strain on the organisation as we respond to the provincial economy. I am confident the National body will go forward in a responsive manner and understand its dependence on the operations of all Councils as they adjust to market conditions.

On that note I want to thank all of the Board members, staff, volunteers and trainers throughout Alberta in contributing to our collective goal of maintaining St. John Ambulance Alberta on a firm financial, volunteer and training foundation. I also want to thank ATB Financial for their continuing support of St. John in the province and standing behind us in our business plans and financial performance. Without all of this Alberta Council would not be the success we are today. This year in 2017 represents 120 years of St. John Ambulance in Alberta. Beginning in 1897 in Calgary and Edmonton, St. John has become a key ingredient in the social and charitable fabric of this province and with the support of all of volunteers, trainers, board members, fellowship ambassadors and staff we will continue to be a major contributor to the province in providing training and community services.

John R. McDougall
Chair, St. John Council for Alberta
June 2017

2016 BOARD OF DIRECTORS

Chair:

John R. McDougall

Vice Chair:

Laurie Anderson

President and CEO:

David Hook

Board Members:

MGen. Paul Bury

Lynn Cook

Al Fraser

Prof. Chris Gordon-Craig

Brent Johnson

John Hodgson

Travis Lanoway

Jay Noden

Lee Ahlstrom

Participants:

Lee Ahlstrom

Dr. Thomas Lawley

COMMUNITY SERVICE HIGHLIGHTS

During 2016 Alberta Council Community Service Volunteers were busy with a variety of events and activities.

By year end our Council recorded:

- 744 volunteer members provided Community Service in a range of programs including First Aid Response, Therapy Dog Visitation, Child Safety Seat Education, Volunteer CPR Instructors with the Baby First Program, and SJA Ambassadors.
- 29,504 Community Service volunteer hours logged.
- 389 people received First Aid treatment by our Volunteer First Aid Responders at over 833 community and public events.
- Program expansions to other SJA Centres included Therapy Dog and Child Safety Seat Parent Information Sessions.



TRAINING HIGHLIGHTS

- A total of 104,880 First Aid, CPR and Safety training certificates were issued in Alberta.
- 113 new and recertified instructors bringing the total to 797 instructors for Alberta Council.
- 15,097 elementary students received the We Can Help Too! program. The program is provided to schools free of charge with the generous financial support of the Masons and their Concordant Bodies.
- During 2016, SJA integrated the new First Aid & CPR Guidelines (protocol changes) into all program materials and course delivery and provided instructor update workshops to all certified instructors.
- Implementation of the Canadian Mental Health Commission of Canada's Mental Health First Aid course.
- Joint training initiative with Agriculture for Life (Ag for Life) to develop a Safety on the Farm elective module for Emergency and Standard First Aid courses for implementation in 2017.
- St. John Ambulance has representation on the Canadian Standards Association (CSA) Technical Committee. CSA is developing a National Standard for Workplace First Aid Competencies and Training. Completion and release of the new standard is expected in spring 2017.
- SJA National development and program reviews included First Aid & CPR, Medical First Responder (MFR) and Emergency Medical Responder (EMR) training programs.



TREASURER'S REPORT

A challenging economic environment and cash flow management continued to be an issue for 2016 that resulted in a net deficiency of \$324,458.

As anticipated training statistics continued to decline in 2016 by 9%. However a \$5 price increase was implemented to offset the revenue decline producing a net training revenue loss of only \$120,000. Numerous cost savings strategies we also implemented in 2016 that resulted in cost savings of \$740,000 that helped to minimize the net deficiency.

New products were added in 2016 to offset the training revenue lost and in March 2016 Alberta Council began to retail Automated External Defibrillators (AED) and have sold 96 producing an additional \$45,000 in net product revenue.

In 2015 individual student online registration was introduced through "Personal Gateway". In 2016 there was 5,016 (418 per month) online registrations generating training revenue of \$627,000. The truly amazing statistic is the 74% (3,712 certificates) of Gateway registrations are new St. John Ambulance customers.

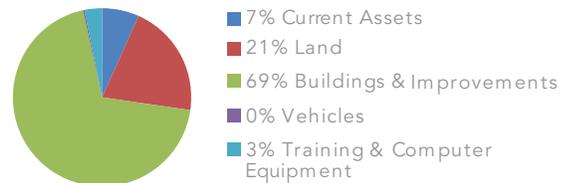
Cash flow management was critical in 2016 with Alberta Council managing to generate \$433,000 from operations. The Alberta Treasury Branch continues to support St. John Ambulance by reducing loan repayment to interest only in 2016. This allowed St. John to bank \$86,000 cash after interest payments and a few small capital purchases.

Alberta Council continues to have a strong balance sheet with \$18 million in total assets with equity of 42%. This strong equity position is important and shows long term stability during the short term economic downturn.

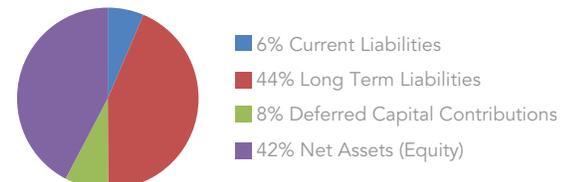
Alberta Council has done an excellent job reducing costs by \$1.5 million in the last two years in order to right size for the new economic paradigm. The goal for 2017 is to shift focus from cost savings to revenue generation through full implementation of updated courses for newly released first aid protocols, new products and online blended learning.

Jay Noden, CPA
Chair Audit & Finance Committee

2016 Total Assets \$18 Million



2016 Total Liabilities & Net Assets \$18 Million



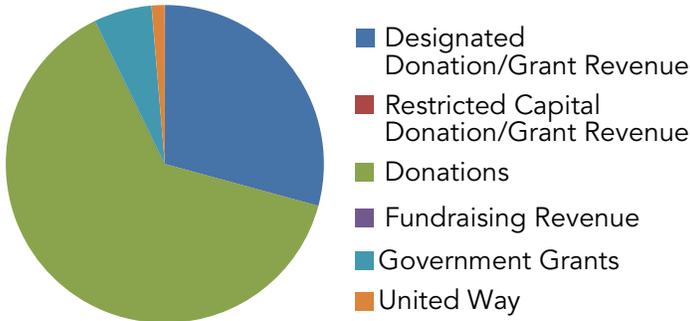
2016 Total Revenues (Millions)



FUND DEVELOPMENT

In 2016 St. John continued to actively focus on grants, donations, fundraising and expansion of our Legacy Giving plan. Every donation is important and we are grateful for all the generous, donors, sponsors, organisations and Foundations that have supported us throughout the year.

2016 Donation Sources



2016 PROVINCIAL FIRST AID COMPETITION

Best Emergency First Aid Team Trauma Trinity, Leduc High School	Best Advanced First Aid Team Coal Valley Mine A/C Team, Edson
Best Emergency First Aid Team Captain Carolyn Geiger, Leduc High School	Best Advanced First Aid Team Captain Dylan Stang, Wem-bulance, West Edmonton Mall
Best Standard First Aid Team The Helping Phalanges, Leduc High School	Best Emergency Medical Responder (EMR) Team SunHills Mining, Seba Beach
Best Standard First Aid Team Captain Cody Stroh, Westmoreland Coal – Genesee Mine, Warburg	Best Emergency Medical Responder Team Captain Cpl. Jennifer Patterson 15 (Edmonton) Field Ambulance
Best Medical First Responder (MFR) Team Baymax’s Care Team, SJA Community Services – Edmonton	Best Novice Team Trauma Queens, Hunting Hills High School, Red Deer
Best MFR Team Captain Angeli Patel, SJA Community Services – Edmonton	Highest Overall Scoring Team The Helping Phalanges, Leduc High School



2016 FORT MCMURRAY WILDFIRES – SJA ALBERTA RESPONSE

SJA staff, volunteers, and instructors provided tremendous support during this devastating disaster ranging from support to the Provincial Emergency Operations Centre, staff relocation, business continuity, communications, deployment of volunteers and supplies, first aid and comfort care services, financial donations, and ongoing general support to all those within the SJA family impacted directly or indirectly by this disaster.

58 SJA Volunteer MFR Responders provided assistance and contributed 875 hours over a ten day period. Sandi Misselbrook, Manager of Community Services, provided support to the Provincial Operations Centre and the Human Services Provincial Emergency Social Services team through a secondment for six months.

ST. JOHN AMBULANCE ALBERTA COUNCIL

Ph: 1-800-665-7114 | Fax: 780-452-2835 12304 - 118 Avenue, Edmonton, AB T5L 5G8

Charitable Registration Number 88725 4035 RR0001