2019 Annual Report
St. John Ambulance Alberta Council
Her Honour, the Honourable Lois E. Mitchell CM, DStJ, AOE, LLD
Lieutenant Governor of Alberta & Vice Prior of the Order of St John

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Executive Team
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Rick Stewart MStJ, CMA, CPA
VP, Finance & Corporate Services

Kim Laing OStJ, EMT-A
VP, Business Development & Public Relations

Pictured left to right:
John McDougall, Chair of the Board of Directors
St John Ambulance Alberta Council and
Alain Laurencelle, Deputy Chancellor of The Priory of Canada
Although my message is for 2019 the organization is being overshadowed with the current COVID-19 pandemic. My report will cover highlights for both 2019 and the current situation concerning business interruptions and community services cancellations throughout the province.

In late 2019 St John in Alberta was beginning to see the light at the end of the tunnel in terms of bottom line financial performance. After significant facility investments in 2018 in Fort McMurray, the Council was and truly is, optimistic about the future. The investment made in our blended on-line solution since 2016, the approval of our program for use in industry in early 2019 and the adoption of the program by Manitoba and Saskatchewan Councils has put Alberta Council on a path forward leveraging our technology. In addition, the recognition by our National office and the investment made by all Councils through the National Management Team to move toward a fully integrated technology platform and a complete overhaul of the St John Ambulance Canada website is proving to be a major step forward in securing the long-term sustainability of Canadian operations. As well, I have the pleasure of working with a small number of Priory Council and staff members at the national level in looking at a new nation-wide operations agreement that will bring the organization together at the governance and management levels.

All of these are positive steps forward for an organization that recognizes the need for a relationship reset and a strategic plan to take us forward well into the future.

Notwithstanding all of the goodwill through St John Canada and the optimism that was evolving internally, St John Ambulance is now facing a critical period concerning the COVID-19 pandemic. Since March of this year we have suspended all in-house training operations and recognized the importance of physical distancing. The cancellations of mass summer gatherings for the summer community services events such as the Stampede, professional football, major sporting events and many others is one of the unintended consequences of this virus. The Executive Team has a plan in place at the moment responding to all of this. The plan includes significant concessions by ATB Financial for cash management, temporary staff lay-offs and federal and provincial programs for revenue replenishment during this time. We continue to follow and align ourselves with public health policies concerning mass gatherings, physical and social distancing rules and closure of facilities.

“St John will always be a part of the fabric of this Province well into the future.”

I am happy to report that at this writing we have stabilized our cash flow and are managing to work through the business and social consequences of the virus with a small team of staff who are responding to the situation and planning for business resumption. Management is in frequent contact with public health authorities and OHS at the provincial level and preparing our facilities for the new realities of social and physical contact with staff, students, volunteers and partners.

Although this is a difficult time for the organization and the people of this province, we are confident that St John Ambulance will weather this situation. There have been many crises over the past 125 years in Alberta and although this one may seem harsh and unprecedented, St John will always be a part of the fabric of this Province well into the future.

Stay Safe. Be Proud of our heritage and look forward to a new future.

Laurie Anderson
Chair, St John Council for Alberta
May 2020
2019 Training Statistics

A total of **100,902** First Aid, CPR and Safety training certificates were issued in Alberta.

**678** instructors for Alberta Council.

**14,199** 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.

Certificates Issued During the Period January 1– December 31, 2019

| Course Certificates – classroom | 100,902 |
| Course Certificates – on-line training (WHMIS, TDG) | 4,549 |
| We Can Help Too Program | 14,199 |
| Mental Health First Aid | 580 |

2019 Training Highlights

The new CSA Workplace First Aid Curriculum Training Standards were adopted by Alberta Occupational Health and Safety and integrated into the SJA First Aid and CPR programs.

During 2019, we continued to focus on expansion of our online and online blended certification course library available on the SJA-Yardstick learning management platform. In addition to the SJA First Aid & CPR courses, new online courses include: Safety on the Farm, Workplace Violence, Harassment and Bullying, H2S Awareness, Cannabis - Workplace Safety, Joint Health & Safety Committees and Representatives.
2019 Community Service Statistics

781 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.

30,341 Community Service volunteer hours logged.

300 people received First Aid treatment by our Volunteer First Aid Responders at over 1,000 community and public events.

9,700 Therapy Dog hours at 3,235 visits/events.

2019 Volunteer Numbers and Hours

<table>
<thead>
<tr>
<th>SJA Centre</th>
<th>Volunteers</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edmonton</td>
<td>262</td>
<td>17,777</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>55</td>
<td>1,733</td>
</tr>
<tr>
<td>Fort McMurray</td>
<td>44</td>
<td>234</td>
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<tr>
<td>Red Deer</td>
<td>36</td>
<td>1,069</td>
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<td>Calgary</td>
<td>336</td>
<td>6,838</td>
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<tr>
<td>Lethbridge</td>
<td>26</td>
<td>2,452</td>
</tr>
<tr>
<td>Medicine Hat</td>
<td>22</td>
<td>238</td>
</tr>
<tr>
<td>TOTAL</td>
<td>781</td>
<td>30,341</td>
</tr>
</tbody>
</table>

2019 Volunteer Numbers by Program Area

- First Aid Responders: 471
- Therapy Dog Volunteers: 180
- SJA Ambassador Program: 110
- Other: 40

Baby First Volunteer CPR Instructors, Child Safety Seat, Facilitators; new volunteers under development, Prov CESU

2019 Community Service Highlights

Canada Winter Games, Red Deer February 22 to March 2, 2019. Over 40 SJA MFR and Therapy Dog Volunteers and staff from four SJA Centres provided support services during the Games at ten venues. Braving long shifts and cold temperatures, our MFR Volunteers responded to 28 First Aid incidents. The Therapy Dogs stole the show at the Athlete’s Village where they were stationed and participated in a media event with TSN.

Grey Cup, Calgary November 22 – 24, 2019. 14 Community Service MFR volunteers provided First Aid coverage at the 2019 Grey Cup Festival events and on game day in Calgary contributing over 185 hours of volunteer service. The Calgary Community Services organizing committee contributed an additional 25 volunteer hours preparing for this major event.
Finance Chair Report

For fiscal 2019 we continued our focus on top line revenue generation by leveraging previous years’ strategic investment into interactive online first aid training. We increased the breadth and depth of courses offered including the introduction of a new blended first aid course in February 2019, which combines online didactic training with onsite practical skills demonstration. Blended SFA produced 1,511 (56%) of all online certificates issued with WHMIS being the second most popular course issuing 579 (22%).

Cash flow management and expense reduction continued to be a top priority in 2019 due to the decreasing number of students. Cost savings from indirect expenses totaling almost $385,000 helped to generate net cash flows from operating activities of $435,000 even though training revenues declined by $458,000.

Overall, 2019 continued to be a challenging year for the Alberta economy and St. John Ambulance Alberta Council. First Aid Training statistics decreased by 8% compared to the prior year and this contributed to the reported deficiency of $583,459. The last quarter of 2019 showed a positive increase that carried into 2020. Unfortunately, at the time of this writing, COVID-19 has forced the organization to cease all classroom-based training and we have yet to know the full financial impact. We are pleased that Occupational Health and Safety has approved SJA Alberta's online blended first aid course as a valid certificate in the interim until classroom training can be resumed. As a result, there has been a significant increase in the online course sales which has helped to financially support the organization with over 700 blended certificates being issued during April and May.

The outlook for 2020 is difficult to predict, but management has taken the necessary steps to stabilize cash flow and plan for a staged resumption of business in the new reality of physical distancing. These are difficult times that present numerous challenges but as always, St. John Ambulance Alberta Council is prepared to weather the storm and emerge stronger for the challenge.

Jay Noden, MStJ, CPA, CA, CMA
Chair Audit & Finance Committee
2019 Provincial First Aid Competition

14 teams from around the Province entered the St. John Ambulance Provincial First Aid Competition held at West Edmonton Mall on Saturday, April 27, 2019.

The scene: To support local disaster relief efforts a group of volunteers are working at a local agency’s warehouse today to help sort and pack donated supplies. One of the groups is a First Aid Response Team. A shipment has just arrived and a worker is using a stand up forklift to move pallets of supplies through a narrow aisle of high stacked shelves. The worker accidentally hits the corner of a storage rack while maneuvering around the aisle causing items to fall from the shelves and a section of the racking to collapse. The sound of containers crashing to the floor and screams for help echo throughout the warehouse. The First Aid Team steps into action. The number of casualties and types of injuries is unknown. Medical help is about 20 minutes away.

For the fourth year in a row drama students from Paul Kane High School have volunteered as casualties for the simulation. Highly realistic casualty simulation (Moulage) is prepared by skilled technicians who have to go through a certification process. Between the authenticity of the injuries and the realistic portrayal by the casualties, teams are challenged to the limit of their skills and against the clock making for as realistic a scenario as is possible.

Results

Best Standard First Aid Team – Youth Division
The Scrubs, Leduc Composite High School

Best Standard First Aid – Youth Division Team Captain
C. McCubbing, Team: Quarantine, Leduc Composite High School

Best Medical First Responder (MFR) Team
Incident Commanders, SJA Community Services, Edmonton

Best Medical First Responder (MFR) Team Captain
D. Smith, Team: Incident Commanders, SJA Community Services, Edmonton

Best Advanced First Aid Team
Coal Valley Mines, Team 3, Edson

Best Advanced First Aid Team Captain
S. Murry, Team: Coal Valley Mines, Team 3, Edson

Best Emergency Responder Team
Beach Patrol, West Edmonton Mall

Best Emergency Responder Team Captain
M. Thompson, Team: Beach Patrol, West Edmonton Mall

Best Novice Team
Coal Valley Mines, Team 2, Edson

Highest Overall Scoring Team
Coal Valley Mines, Team 3, Edson

Best Casualty
Kennedy, Paul Kane High School Drama Club