



St. John Ambulance

SAVING LIVES

at work, home and play



2021 ANNUAL REPORT

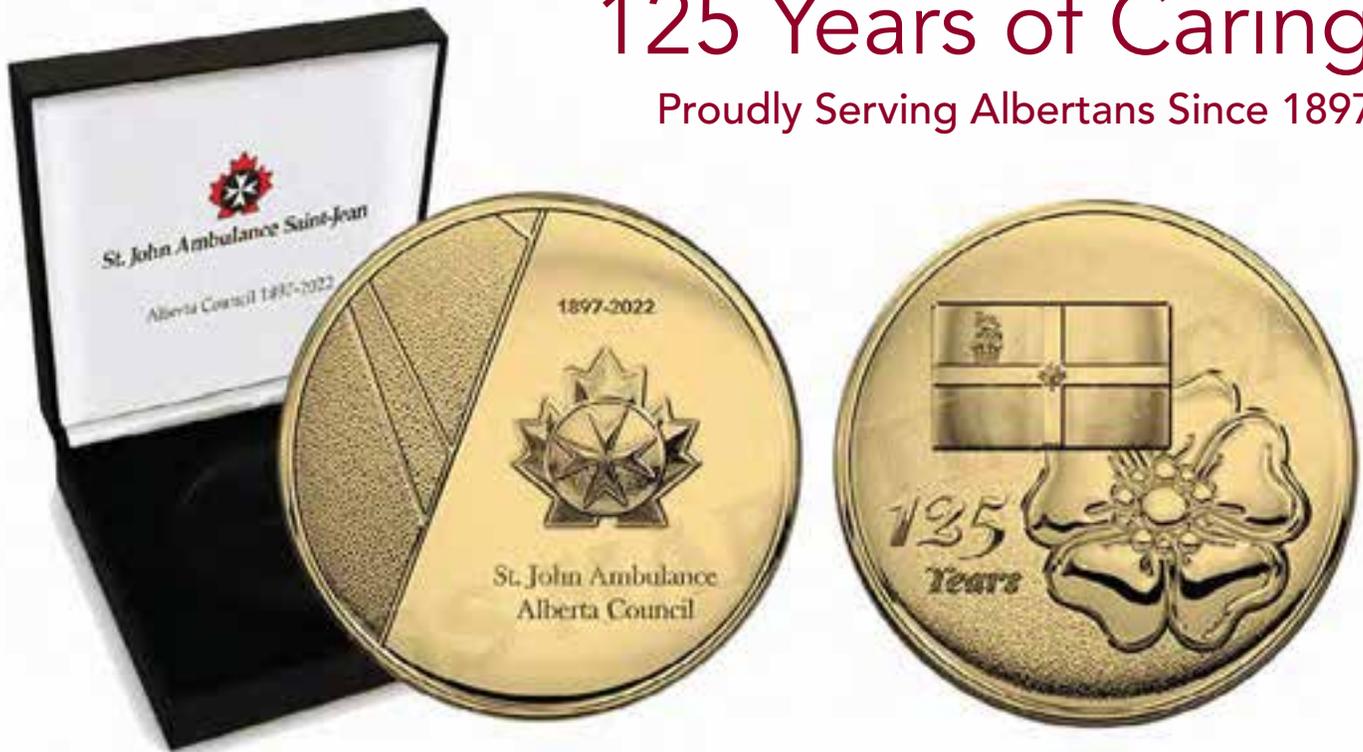
St. John Ambulance Alberta Council



stjohn.ab.ca

125 Years of Caring

Proudly Serving Albertans Since 1897



Don't miss out on this unique and limited medallion!

Commemorating 125 years since the Establishment of St. John Ambulance in Alberta

Visit www.stjohn.ab.ca/125 to order yours today!



Her Honour, the Honourable Salma Lakhani, DStJ AOE B.Sc., LL.D (hon)

Lieutenant Governor of Alberta & Vice Prior of The Order of St John

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VP, Finance & Corporate Services

Jay Noden OstJ, CPA, CMA, CA

Mark Saxton BA, LLB

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Dr. David Williams MD, MSc, FRCSC, FACS

Chris Salmon MA, PgD, BSc ECON (hons)

2021 BOARD OF DIRECTORS



Message from the Lieutenant Governor of Alberta

In 2022, we celebrate 125 years of training and service offered by St. John Ambulance to the people of Alberta. Originally operating in the late 19th century as volunteer nursing units in cooperation and conjunction with hospitals, it was through the efforts, support and sponsorship of the then Mayor of the Town of Edmonton, John A. McDougall, that St. John was able to establish an enduring presence and grow to become an essential part of the social and charitable fabric of Alberta. In the 1920s, St. John worked with the Workers Compensation Board to establish standards for first aid training to industry. During the war years of 1914 to 1918 and 1939 to 1945, St. John Ambulance was there to take care of those in battle. The proud history of St. John continued into the 1980s and 1990s when St. John Ambulance Alberta was named the statutory standard for workplace first aid training.

Today, St. John remains one of the premier health and safety training organizations in Alberta, in Canada and throughout the world, working with international agencies in cardiopulmonary resuscitation and first aid training standards in the Commonwealth and in Europe. It's an impressive history for an organization with humble beginnings, focused on volunteer community service and first aid training.

Since 1897, St. John Ambulance has served as a beacon of charity, training and community service to the people of Alberta. St. John is one of only two charities established in Alberta during the close of the 19th century, before Alberta was incorporated as a Province in 1905.

Rich in history and driven in its mission, St. John Ambulance Alberta embraces its vision to save lives at work, home and play. Today it has over 600 volunteers, 500 nationally certified trainers, 600 members of the Order of St. John and a total membership of 2,000, including staff, community ambassadors, Volunteer First Aid Responders (MFR), therapy dog teams and a Provincial Council Board of Directors.

Over the past two years, all Albertans faced tremendous challenges. St. John Ambulance has been there to help those in need through the Therapy Dog program, the Immigration and Refugee Support program and on-line first aid and other health and safety education training. This includes classroom training following new social distancing rules. Although the pandemic led to many cancelled or postponed volunteer events in communities throughout the province, St. John is excited and well-prepared to meet the demand for training and community services as Alberta travels the path of reopening and as Albertans embrace new challenges and opportunities.

I offer my heartfelt thanks to all of the volunteers, trainers, staff, Board and members of St. John Ambulance in Alberta for your dedication and commitment to saving lives and providing services to the people of Alberta. I know that everyone will continue working together to build a strong organization for the next 125 years and beyond.

Honourable Salma Lakhani DSTJ, AOE, B.Sc, LLD (hon)
Lieutenant Governor of Alberta & Vice-Prior of
the Order of St John in Alberta Her Honour, the
Honourable Salma Lakhani



Letter from the Chair

For the past 125 years, St John Ambulance Alberta has maintained a strong and growing presence throughout the province. Although there have been many profound and positive social issues impacting on the operations of the organization and our people throughout that time – ranging from economic to world wars and statutory changes in occupational health and safety - St John has managed through these and will continue to respond to the many challenges that will inevitably come over the next 125 years.

Our balance sheet remains strong, our market share in training remains healthy and our volunteer programs and community presence are expected to grow as we now move out of the pandemic and rebuild the resources needed to respond to our clients and communities. As a charitable organization our goal is to add social, life and economic value to the people and communities of Alberta. Our cash flow has remained steady for the past six months and our net income is on track to be in the positive over the next year or two. With a very focused business plan that balances resources against external pressures, the organization is able to maintain its mission of training and community services.

I am proud to have Co-Chaired a national committee tasked with the development of an operating agreement with the Priory of Canada. This agreement was approved in late 2021 after several years of deliberations with Councils, the National office and the Priory Council of SJA Canada. The agreement strengthens the relationship of the Councils with the Priory of Canada and lays out the framework for how the operations of St John Ambulance Canada will take place in the following areas:

National office: the corporate service centre of SJA Canada responsible for building, maintaining, and providing products, materials and mission critical services within an approved business plan agreed to by all Council.

Councils: The direct link of St John for training and services to the people and communities throughout Canada and responsible for the governance and management of operations and in their geographic jurisdiction.

The agreement recognizes the transactional relationship between a Council and the National office and is protected in that relationship through a resolution process that addresses disagreements and disputes. This part of the agreement is an essential element to maintaining the trust and goodwill among the Councils and the Priory of Canada and was a missing piece in several past iterations of memoranda of understanding. All in all, the goodwill and trust within St John Ambulance Canada is key to the organization moving forward, well into the future. The agreement received unanimous approval throughout Canada and came at a time when St John was busy responding to COVID pressures affecting the mission. It's a wonderful achievement and all of us throughout SJA Canada are looking forward to a new level of cooperation in which to advance the mission and solidify our role as a leader in training and community services throughout Canada.

As this is my last report to the Council as Chair, I want to thank all of the volunteers, trainers, fellowships, Board and staff throughout Alberta. Your dedication and commitment to our charitable goals and values is our source of strength and commitment to service and saving lives. We all look forward to the many challenges ahead and the opportunities those challenges provide us as an organization and association of staff and volunteers.

Laurie Anderson
Chair, St John Council for Alberta

Pre-Sales Now Open!

\$50.00 (includes gst and handling)

125th Anniversary Commemorative Medallion for the Establishment of St. John Ambulance in Alberta.

In 1897 St John Ambulance was established in Edmonton and Calgary when the Mayor of the Town of Edmonton, John A. McDougall, supported the training of nurses in St John first aid. The nurses then formed St John Nursing Units in support of community health care needs and trained the public in by-stander first aid. To celebrate, a Commemorative Medallion has been designed by the Organizing Committee for this historic year.



76 mm Diameter 6.35 mm Thickness

The Medallion, 76 mm in diameter, will be made from die-struck cartridge brass and packaged in a black velvet display case.

The Logo of St John Canada was created in 1983 to celebrate the 100th Anniversary when the very first organized first aid courses were given in Montreal and Kingston in 1883. The logo is the white Maltese Cross inside a black roundel surrounded by the Maple Leaf. The maple leaf was recognized as an official Canadian symbol in 1859. 1897-2022 represents 125 years of St John activities in Alberta.

The Medallion depicts the Wild Rose, which was adopted as the official flower of Alberta in 1930. The province's schoolchildren made the final choice, and the Wild Rose has become synonymous with Alberta since then. The Grant of Arms and Flag of the Priory of Canada was approved by the Canadian Heraldic Authority on September 16, 1999 which was the 900th anniversary of the Order of St John worldwide. It depicts the symbol of the Governor General of Canada in the ensign position (upper left). The Governor General is the Prior of the St John Priory of Canada. The flag itself is a white cross on a red background with the Maple Leaf in the centre.

To retain the significance of this historic occasion, a limited number of the Commemorative Medallions will be produced.



Don't miss out on this unique and limited medallion!

Mail in Order Form for St. John Council for Alberta 125th Anniversary Medallions

Mail your completed order form with cheque to:

St. John Ambulance Alberta Council Provincial Office, 12304 – 118 Avenue, Edmonton, AB T5L 5G8

Attention: Beverly Lafortune

Contact Information

Name: _____

Address: _____

Phone Number(s): _____ Email: _____

Please indicate the number of medallions you wish to purchase. Please note there is a maximum of 5 per order.

I wish to purchase _____ medallion(s) x \$50 = _____. Please select delivery option below.

___ Option 1: Send direct to me at the address above. Add \$25.00 for shipping.

___ Option 2: Pick up from an SJA Alberta Centre - no additional cost (select location below).

I have included a cheque in the amount of: _____. Please make cheques payable to St. John Ambulance.

Thank you for supporting St. John Ambulance Alberta Council. You will be notified when the medallions are received and available for pick-up or shipping.

If you plan to pick up your medallion(s), please select the SJA location:

- Edmonton Calgary Red Deer Grande Prairie
 Medicine Hat Fort McMurray Lethbridge

Visit www.stjohn.ab.ca/125 to order on-line!





2021 Training Statistics



A total of **57,500** First Aid and CPR training certificates issued through in-class and blended on-line courses.

300 Mental Health & Wellness for the Workplace course certificates issued.



500 instructors for Alberta Council.



1,450 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.

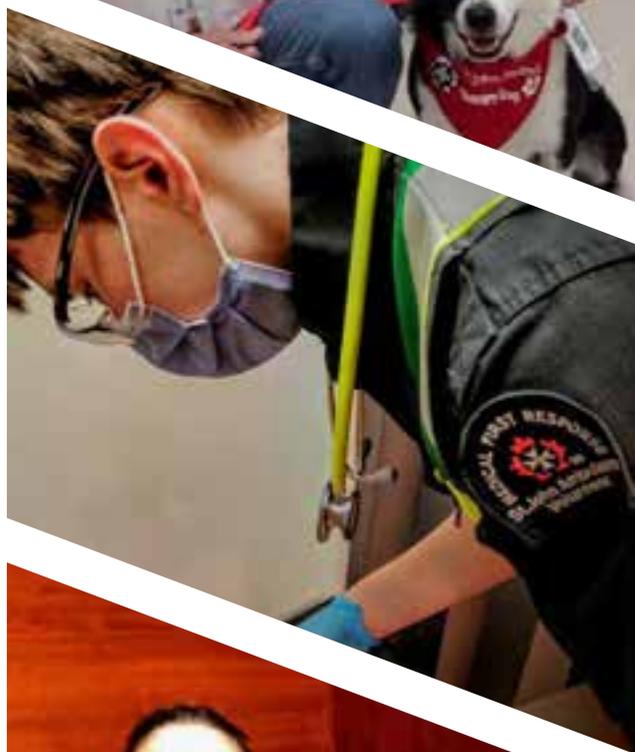
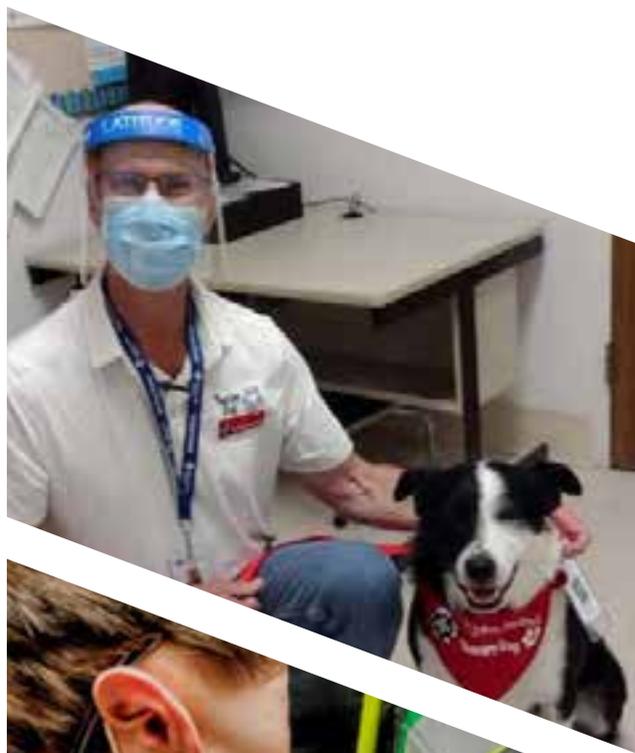
Certificates Issued During the Period January 1 – December 31, 2021



2021 Training Highlights

- Alberta Council focused on marketing the on-line training course options in addition to ensuring public health measures were in place for all in-class training.
- The virtual delivery option of the new SJA Mental Health & Wellness for the Workplace became the preferred option for provincial and national account customers and resulted in a new revenue stream.
- The new national Instructor Development Program (IDP) was released and implemented in Alberta. Instructor recruitment and retention remains a primary focus.

In 2021,
Community
Services looked
and felt a little
different than the
previous years,
but we were still
able to come
together as one
to support our
communities.



2021 Community Service Statistics

The statistics below reflect a significant reduction in Community Service activities due to the COVID-19 pandemic and closure of public events and community service sites. SJA volunteer programs were suspended from March 2020 to Summer 2021. Our trained volunteers remained on stand-by for emergency response and special event requests during that time.



700 volunteer members provided Community Service in a range of programs.



4,000 Community Service volunteer hours logged.



86 people received First Aid treatment by our Volunteer First Aid Responders at over **95** community and public events.



32 Therapy Dog visits.

2021 Community Service Highlights

The SJA Alberta Community Service Volunteer base remains strong with 600 volunteers ready to resume activities in all our program areas including First Aid response coverage, Therapy Dog, Child Safety Seat education, and SJA Ambassador activities.

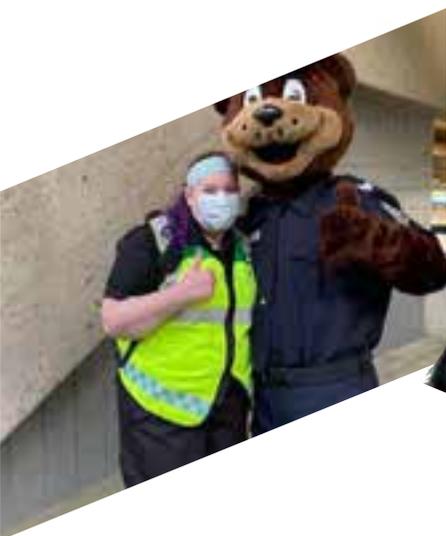
Our priority has, and always will be, the safety of our volunteers, instructors, staff, customers, and clients we serve. We appreciate the dedication of our volunteers and the desire from SJA volunteers and program sites to resume our valuable programs.

- 6 SJA Alberta volunteers provided over 1,700 hours of support in 2021 at a COVID-19 isolation centre in Southern Alberta for non-residents entering the province. Our dedicated team remains on stand-by for this initiative.
- A new SJA Alberta Volunteer Recruitment and Orientation package was created.
- The National MFR Training program used to train our First Aid Response Volunteers is being revised and will include a blended training option (combination of on-line and in-class components). Anticipated release is Q4 2022.
- Development of a new National Emergency Response Program and creation of Provincial Emergency Response Units is underway thanks to funding from Public Safety Canada to help NGOs build capacity to provide trained volunteers during times of local, provincial, and national public health and environmental emergencies. The work began in 2021 and will continue throughout 2022.



Each year, St. John Ambulance volunteers contribute over 1 million hours of service to their communities across Canada.

Finance Chair Report



“The future depends on what you do in the present.”

~Mahatma Gandhi

The COVID-19 pandemic continued to challenge the organization and impact its results in fiscal 2021. St. John Alberta adapted by reducing costs and right sizing the business for limited classroom capacity that complied with social distancing guidelines.

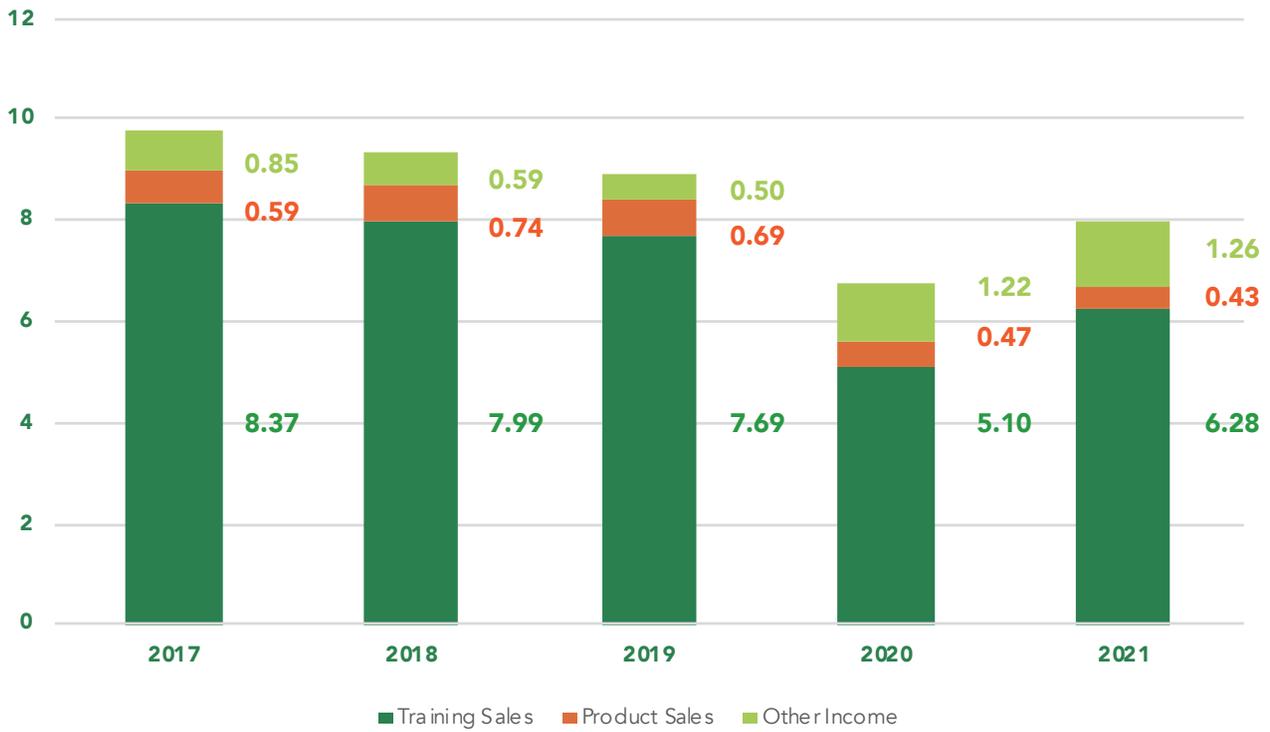
Alberta Council's strategy of leveraging its investment into interactive online first aid training resulted in another year of significant revenue growth to help offset the in-classroom losses. When launched in 2018, on-line training was offered for WHMIS, TDG and First Aid Awareness which generated \$35,000 in gross revenues. The popularity of online training continues to flourish, with the addition of numerous additional courses including OH&S certified first aid courses. The results for fiscal 2021 were almost one million dollars in gross revenues. On-line learning combined with in-class training provided \$6.3 million gross training revenues and a net surplus of \$120,000.

In the spirit of continuous adaptation, Alberta Council has actively participated in the launch of a new National website that focuses on training and product sales. Further, a new National accounting program was also implemented in 2021. The intent of this technology modernization is to create the foundation for the launch of a National St. John Learning Management Software in 2022 to better serve the on-line training clients. Alberta Council is eagerly looking forward to leveraging more Business Intelligence tools in 2022 that will allow for improved evidence-based decision making and forward-looking projections.

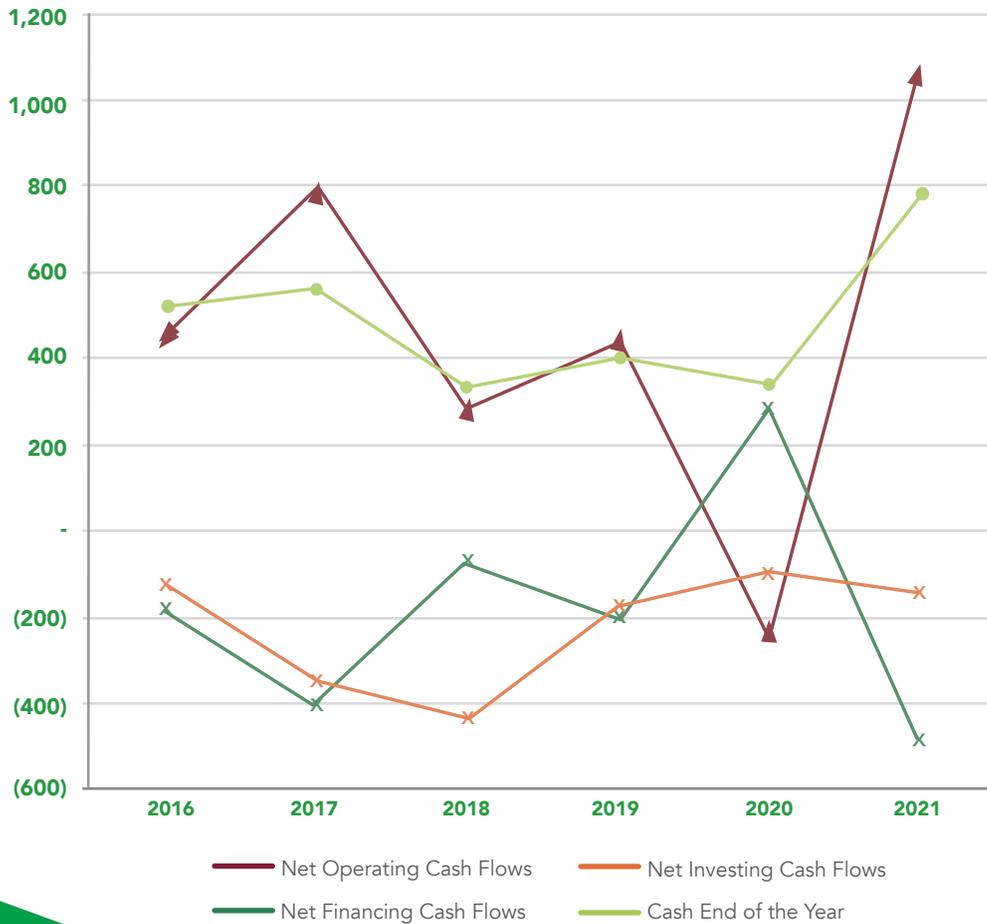
The outlook for 2022 is positive as the Alberta economy appears to be growing and there has been a noticeable increase in demand for first aid training. Class sizes continue to be restricted, however as these restrictions are relaxed, each class is being adjusted to ensure the safety of our students. On-line learning continues to be a major focus of attention helping to offset reduced in-class training.

Jay Noden,
Chair Audit & Finance Committee

5 Year Total Revenues (Millions)



5 Year Cash Flow (Thousands)





New and Exciting

SJA Humanitarian Project

St. John Ambulance is excited to introduce our latest initiative – the Emergency Management Program. Thanks to funding from the Government of Canada, we are working with national office to help build the capacity and infrastructure necessary to be able to play a larger role in emergency preparedness in Canada.

At the heart of the program is the Emergency Response Unit (ERU), a team of volunteers who are specially trained to support local, regional, and national emergencies. Alberta will be home to three units; Calgary, Edmonton, and Grande Prairie.

[Click here to learn more about what's involved and how to sign up.](#)

New On-line Learning Portal Launched On sja.ca

St. John Ambulance is pleased to offer our customers a new online training management system. Our expanded Health and Safety course library is now available on our new website sja.ca. From First Aid certification and awareness courses to Joint Safety Committees to Food Handling, we now offer over 75 online courses. In addition to the increased course availability, so to comes a significantly improved user experience for those looking to register and manage their courses online.





sja.ca

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FAX: 1 (403) 250-3224

calgary@sja.ca

7236 - 10 St NE T2E 8X3

EDMONTON

PHONE: 1 (800) 665-7114

FAX: 1 (780) 453-1632

edmonton@sja.ca

12304 -118 Ave T5L 5G8

FORT MCMURRAY

PHONE: 1 (800) 665-7114

FAX: 1 (587) 701-3329

fortmcmurray@sja.ca

#11, 8106 Fraser Ave T9H 0G1

GRANDE PRAIRIE

PHONE: 1 (800) 665-7114

FAX: 1 (587) 701-3326

grandeprairie@sja.ca

8815 - 109 St T8V 8H7

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PHONE: 1 (800) 665-7114

FAX: 1 (587) 701-3328

lethbridge@sja.ca

1254 - 3rd Ave S T1J 0J9

MEDICINE HAT

PHONE: 1 (800) 665-7114

FAX: 1 (587) 701-3327

medicinehat@sja.ca

346 - 4th St SE T1A 0K2

RED DEER

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6519 - 67 St T4P 1A3

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