



LIFESAVING SOCIETY®

The Lifeguarding Experts

MEMORANDUM

Alberta and Northwest
Territories Branch

To: Lifesaving Society Supporter
From: Lifesaving Society Alberta and Northwest Territories
Subject: Lifejacket Loaner Station Program & Water Smart® Education

Thank you for your interest in supporting the Lifesaving Society's Lifejacket Loaner Station Program. The Lifesaving Society is a national charitable organization with a humanitarian mandate to prevent drowning and water-related injury. Your generous support helps the Society conduct research into fatal and non-fatal drownings, aquatic injuries and rescue interventions. Ongoing research and analysis supports the Society's evidence-based training and Water Smart® education.

Within Alberta and the Northwest Territories, the Lifesaving Society contributes to the safety, health and well-being of individuals, families and communities through our education and training programs that provide opportunities for active living, recreation and sport. Our collective efforts help make Alberta and the Northwest Territories a safer place to live, work, and play.

Monetary donations go toward specific Lifesaving Society Water Smart® initiatives such as implementing and increasing the number of Lifejacket Loaner Station programs in Alberta and the Northwest Territories. Donations of "gifts in kind" such as lifejackets or building materials may also be eligible for charitable receipts.

Donors are recognized through signage at Lifejacket Loaner Station sites, on our website, and in our annual report. They are recognized through the following categories: Distinction Club (Donations of \$500 or more); Merit Club (Donations between \$300 and \$400.); Bronze Club (Donations between \$100 and \$299); and Friends of the Society (Donations up to \$99).

To get involved, contact the Lifesaving Society at (780) 415-1755 or email: experts@lifesaving.org. For more information, visit www.lifesaving.org

[Reg. Charity No. 11912 9021 RR0001](#)
13123 – 156 Street
Edmonton, Alberta T5V 1V2 Canada



T: 780-415-1755
F: 780-427-9334
E: experts@lifesaving.org
www.lifesaving.org



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About the Lifesaving Society

Working To Prevent Drowning and 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.

We have been teaching swimming, water safety and water rescue in Canada since 1896. Established in England (1891) as The Swimmers' Life Saving Society, we became The Royal Life Saving Society in 1904. Today, we are known as simply the Lifesaving Society.

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 (ILS). The World Health Organization recognizes ILS as the world authority in the global effort to prevent drowning. The Lifesaving Society takes lead responsibility for drowning prevention in Canada.

Teaching Canadians to save themselves and rescue others

Annually, over 1,200,000 Canadians participate in our swimming, lifesaving, lifeguard, first aid and leadership programs. Each year, we certify thousands of instructors who provide the leadership for our training programs. Over 30,000 Canadians earn our Bronze Medallion each year. As Canada's lifeguarding experts, we set the standard for lifeguard training and certify Canada's National Lifeguards.

Making Canadians Water Smart®

The Lifesaving Society focuses Water Smart drowning prevention efforts on people most at risk – like men fishing in small boats – or on those who can make a significant difference, such as parents of young children. We deliver Water Smart messages through our swim program, through the media and community action. Our Swim to Survive® program provides the essential minimum skills required to survive an unexpected fall into deep water.

Drowning Research

The Lifesaving Society conducts research into fatal and non-fatal drowning, aquatic injury and rescue interventions. Ongoing research and analysis supports the Society's evidence-based water-rescue training and Water Smart drowning prevention education.

Setting the Standard

The Lifesaving Society establishes aquatic safety standards and consults on aquatic safety issues for the aquatic industry, governments and the judiciary. The Society offers a suite of services to help aquatic facility operators maintain and improve safe pool and waterfront operations. We perform aquatic safety audits and serve as experts in legal cases involving aquatic safety.

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