

2020

St. John Council for Ontario  
**ANNUAL REPORT**



[www.sja.ca](http://www.sja.ca)

St. John Ambulance

# Lieutenant Governor's Message

to the St. John Council for Ontario Annual General Meeting



OFFICE OF THE LIEUTENANT GOVERNOR OF ONTARIO  
BUREAU DE LA LIEUTENANTE-GOUVERNEURE DE L'ONTARIO

Hello, everyone! Bonjour! Bozhoo!

Although we gather from afar, we come together on lands that from time immemorial have been stewarded and shaped by Indigenous peoples. To them I offer my deep gratitude and respect.

As Vice-Prior of the Order of St. John, it is my great pleasure to help congratulate *everyone* being invested into this proud and *historic* Order, and to recognize those being promoted – including Mrs. Leslie Jack on her promotion to Dame of Grace.

Today, we gather to recognize truly astounding records of achievement, those who've dutifully served their communities, across decades, years and *countless* hours, *all* through dedicated and compassionate acts that have left a *profound* impact on both people and places.

As members of the Order of St. John, you have not merely borne witness to the crises and events that have shaped our province, nation and world, rather you have *met them head-on*, making a difference in the lives of others.

This morning, we celebrate your *careers* of service.

But we do so at a time when the call for your helping hands has, perhaps, *never been louder*, the crisis never so immediate and unforgiving. So too, therefore, do we honour your *essential* contributions this past year.

Here at home, the COVID-19 pandemic has been, and continues to be, a crisis unlike any other we've faced. In scale, no doubt, but equally in its complexity.

All throughout, thanks to steadfast leadership provided by the St. John Council for Ontario, you have answered the call, bringing *years* of experience – along with the values of compassion and bravery to the frontlines.

Together, you're working across *all* sectors: delivering food and essentials, setting up COVID-19 screening centres, supporting immigrants and refugees, and most recently, providing administrative and logistic support at vaccination sites —contributing to positive health and social outcomes all across Ontario.

In addition to increasing your efforts to meet greater demands, you've also changed *how you work*. Whether by creating urgently needed online and virtual training platforms and courses, or by establishing alternative donation and fundraising strategies, you have not only remained responsive but also adaptive to new and trying circumstances.

In short, you've been there for us, particularly those most impacted by the pandemic.

And so, on behalf of Ontarians, let me take this opportunity to *sincerely thank* each and every one of you. We could not have come this far without your service.

As we contemplate a stronger more resilient future, one free of the systemic injustices you've seen up close, one *rooted*, instead, in inclusivity, equity, and empathy, we will need your voices, your expertise, and your kindness *more than ever*.

*You*, indeed, give me hope for a better world.

As Her Majesty The Queen's representative in Ontario, I offer you my warmest congratulations and thanks for all that you will undoubtedly continue to contribute.

Thank you. Merci. Miigwetch.



A handwritten signature in blue ink that reads "Elizabeth Dowdeswell".

Elizabeth Dowdeswell

# Board Chair's Report

On behalf of the Board of Directors and Chief Executive Officer for St. John Council for Ontario, I am pleased to report on the organizational initiatives, challenges and achievements that were realized in 2020.

In January 2020, St. John Council for Ontario stood-up its Public Health Advisory Task Force in response to what was then known only as the "coronavirus". This dedicated group of volunteer and staff subject matter experts has been providing daily public health related guidance and support to St. John Council for Ontario, its Branches, Community Services Units and to other Provincial/Territorial St. John Councils.

In 2020, the Public Health Advisory Task Force had responded to approximately 4,000 separate communications and issued 24 guidance updates in response to the Ontario government's evolving pandemic response.

In early 2020, St. John Council for Ontario suspended all commercial training operations and established a telecommuting model for over three months, resuming commercial "in-person" training mid-July, in modified form with about a 40% reduction in normal capacity due to government mandated restrictions.

To weather the commercial storm imposed by the spring 2020 shutdown, St. John Council for Ontario implemented mitigation strategies that included taking fair and reasonable advantage of the Canadian Emergency Wage subsidy and the Canadian Emergency Rent Subsidy.

Temporary employment reductions at the height of the shutdown in the spring of 2020 were at approximately 45%. With the resumption of business and application of subsidies, St. John Council for Ontario and its branches were able to recover to a level where approximately 10% of employees remained on either temporary or permanent layoff at the end of 2020.

In April 2020, an operational Business Resumption Task Force was stood up, initially to develop recovery strategies, including instructor, curriculum and classroom adaptations, along with new related sales and marketing strategies for re-opening. This task force further evolved in July 2020 to form an operational Optimization Task Force, with a focus on the structural and functional work undertaken prior to the pandemic, with an eye to a future post-pandemic St. John Ontario.

In 2020, St. John Council for Ontario maximized the promotion of online and virtual training to supplement "in-person" training activities, expanding St. John Ontario's campus of 12 online first aid, health and safety courses to the 30+ currently offered on its Learning Management Systems. This included a major focus and promotion of Blended First Aid, Applied Health and Safety, Infectious Disease, COVID-19 and virtual instructor-led courses online.

St. John Council for Ontario and its branches further strengthened the promotion of First Aid and AED Product sales to supplement commercial revenues and enhanced its targeted digital marketing and promotion on a variety of platforms and mediums, including an expanded social media reach.

In September 2020, St. John Council for Ontario established an operational Grants and Donations Task Force, focused on alternate donation and fundraising strategies in light of pandemic-related declines in primarily Community Services income, with a key focus on initiatives that did not require "in-person" engagement, such as Grant Applications, Online and Virtual Fundraising and Events.

From a service perspective, in 2020 St. John Council for Ontario witnessed the growth in alternate forms of St. John medical, social and humanitarian community service to adapt to pandemic restrictions and needs. Volunteers, staff and instructors adapted to virtual meetings, training, and development, including St. John Council for Ontario's first ever virtual "Engagement Day" Recognition Event and virtual Annual General Meeting held in October 2020.

Virtual engagement will likely remain the mechanism for all St. John engagement nationally and provincially through 2021. The Ministry of Labour, Training and Skills Development continues to endorse St. John Council for Ontario's essential health and safety training, applying pandemic health and safety protocols.

All this is to say, that we could not overstate the immense debt that we owe to all of the management, staff and contractors of our provincial head office and branches. Their dexterity, resilience and dedication to their task are nothing short of remarkable. We are awestruck at how, as an organization, we have come through these most exigent of times.

# Board Chair's Report

The same holds true to the countless volunteers who through their dedication and commitment to St. John Ontario continued to serve their communities province-wide throughout the pandemic.

And above all, thank you to our valued partners, clients, and communities who continue to support us through these challenging times.

As the outgoing Chair of this remarkable institution, I have nothing but pride and admiration for everyone associated with St. John in Ontario and I have complete and unwavering knowledge that we will grow and prosper in the months and years to come.

Thank you all. It has been a remarkable and humbling experience to be part of this incredible team.

Yours in St. John,



*Stewart Kellock, MOM, CStJ, CD  
Chairman of the Board*



*Brandon Fang, OStJ  
Vice Chair*



*Sean Pretty, MStJ, CD  
Vice Chair*



*Brian J.J. Cole, KStJ  
Chief Executive Officer*



## **St. John Community Service Volunteers**

- 4,342 volunteers
- 263,496 volunteer hours





### Medical First Response Services

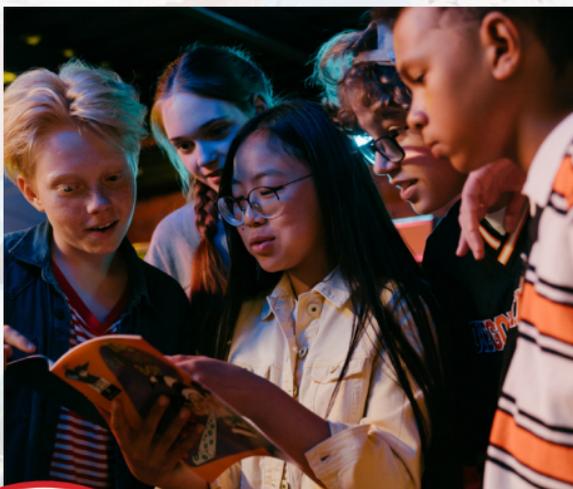
- 1,342 MFR volunteers
- 112,792 MFR volunteer hours
- 2,228 events covered
- 736 patients treated

*\*(excludes CRT and SAR MFR volunteers which are highlighted separately below).*



### Search and Rescue Services

- 91 Search and Rescue volunteers
- 14,817 Search and Rescue hours



### Youth Services

- 460 Youth
- 117 Youth Leaders
- 14,998 Youth program hours

### Campus Response Team

- 233 CRT volunteers
- 17,167 CRT volunteer hours

# Commitment to Serving the Community

The volunteers of St. John Ambulance are often one of a community's greatest assets. You'll find St. John volunteers at community, sporting and recreational events performing first aid, and promoting health and safety. They can be found in hospitals, long-term care facilities and educational institutions offering companionship and comfort. They can also be found providing health and safety related care during disasters and civil emergen

St. John Ambulance is recognized for its leading edge services and we understand the importance of investing in the communities in which we live and work. Through partnerships with businesses, community groups and government we are achieving better solutions to evolving health care challenges.

As we emerge out of the pandemic our services will continue to evolve to include:

- Medical First Response services at major events, sporting and recreational events, and in times of disaster, civil or health emergency;
- Therapy Dog services in hospitals, long-term care and retirement facilities, educational institutions, victim services, libraries, airports and the workplace;
- Student-based emergency response teams at colleges and universities;
- Child Car Seat Safety Education teams;
- Ground Search and Rescue teams;
- Summer safety, outreach and education teams;
- Youth health and safety programs; and
- Home Caregiver Support Programs to assist non-professional caregivers that are dealing with end-of-life care of loved ones.

In 2020, St. John Ambulance witnessed a reduction in its traditional forms of service and a growth in alternate forms of St. John medical, social and humanitarian community service to adapt to pandemic restrictions and needs, including:

**Humanitarian Service**  
**PPE Drives**  
**COVID-19 Screening Centres**  
**Food Bank Support**  
**COVID-19 Isolation Centres**  
**Pandemic Response**  
**LTC Window Therapy Dog Visits**  
**Virtual Therapy Dog Visits**



St. John Ambulance

**Therapy Dog Services**

- 1,733 Handlers and Dogs
- 68,779 volunteer hours
- 15,712 clients visited
- 2,019 facilities receiving visits



# Financial Summary

## Highlights of Financial Position and Operations

	2020 (\$000s)
<b>Assets</b>	
Current Assets	3,965
Long-Term Investments	32,617
Capital Assets & Licenses	4,524

**Assets 41,106**

### Liabilities & Net Assets

Current Liabilities	1,465
Long-Term Liabilities	841
Net Assets	38,800

**Liabilities & Net Assets 41,106**

### Revenue

Training Programs	8,544
Product Sales	1,254
Donations, Fundraising	793
Bingos, Grants & Other	4,486

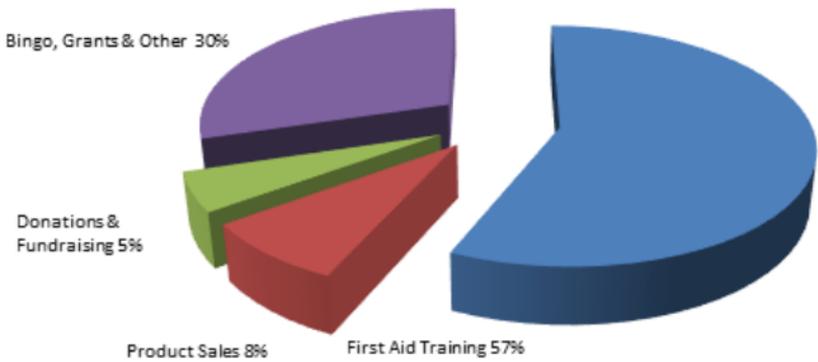
**Revenue 15,077**

**Expenses 16,411**

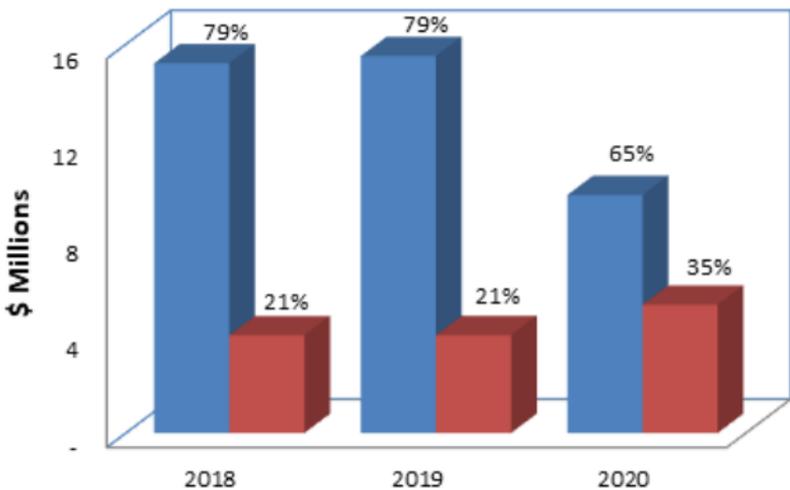
Investment Income (Loss)	1,378
Capital Asset Gain (Loss) on Sale	12

**Excess (Deficiency) of Revenue over Expenses 56**

## 2020 Revenue



2020 financial results reflect the impact of pandemic limitations and mitigation strategies.



Copies of the Audited Financial Statements are available through our website [www.sja.ca](http://www.sja.ca) or by written request to the Secretary of the Corporation at St. John Council for Ontario 15 Toronto Street, Suite 800 Toronto, Ontario M5C 2E3

■ Training & Product  
■ Total Donations & Other

# Our Mission

Enabling everyone to improve their health, safety and quality of life through training, education, resources and service to the community.

# Our Vision

Everyone in Canada prepared to save a life.

# About St. John In Ontario

Since 1884 St. John Council for Ontario has been the provincial arm of St. John Ambulance, a worldwide, humanitarian, charitable organization dedicated to the service and well being of others. St. John delivers quality community service and education through its network of branches, certified instructors, staff and volunteers across Ontario.

As Canada's leading authority in first aid since 1883, St. John trains Ontarians in essential first aid, health and safety knowledge and skills. Our modern and innovative programs are designed for students of all ages and from all walks of life.



## Car Seat Safety Education Services

- 71 Car Seat volunteer educators
- 4,236 Car Seat volunteer hours
- 86 Car Seat Education sessions
- 301 Car Seat clients



## Training

- 927 certified instructors in Ontario
- 72,539 Ontarians trained in first aid and health and safety
- Home Caregiver Support to Ontarians
- 186 Life Saving Awards and Commendations presented

