

2009
ANNUAL
REPORT



**STEPPING
OUT**

STEPPING OUT

assume a role of responsibility

go outside one's comfort zone

move forward with confidence

Table of Contents

- 2 Stepping Out
- 5 Message from the President
- 6 Message from the Chief Executive Officer
- 7 Our Footprint
- 9 Hitting Our Stride
- 14 Staying Focused
- 18 Auditor's Report and Statement of Financial Position

Safe Saskatchewan covered more ground in 2009 because of help from key strategic partners.

Thank you to the individuals and organizations who invested their time and resources into Saskatchewan injury prevention.

FOUNDING PARTNERS



SAFE SASKATCHEWAN 2009 BOARD OF DIRECTORS

Peter Federko
Chief Executive Officer, Saskatchewan Workers' Compensation Board

Bruce Bondar
Vice President Engineering, Access Communications Cooperative Limited

Earl Cameron
Vice President Claims and Salvage, SGI

Lorne Cooper
Vice President Environmental Health and Safety, Mosaic Potash Colonsay

Dan Florizone
Deputy Minister, Saskatchewan Ministry of Health

Bruce Hope
Regional Plant Manager, North America and Caribbean, Yara Belle Plaine Inc.

Jim Kellett
Senior Vice President Operations and Engineering, K-Line Maintenance & Construction Ltd

Mike Marsh
Vice President of Transmission and Distribution, SaskPower

Loretta Miiller
Director Human Resources and Safety, Sherritt Coal

Gord Moker
Chief Executive Officer, Safe Saskatchewan Inc.

Harley Toupin
Executive Director, Saskatchewan Safety Council

Safe Saskatchewan's vision is an injury-free Saskatchewan where safe lifestyles influence how we live, work and play.

Safe Saskatchewan's mission is working together to eliminate unintentional injuries in Saskatchewan.

Safe Saskatchewan's Statement of Beliefs:

- All injuries are predictable and preventable.
- Informed people are more likely to lead healthy and safe lifestyles.
- Some populations are more at risk than others.
- Injury prevention is everyone's responsibility.
- Personal health and safety is a right.
- Health and safety is a personal responsibility requiring individual commitment.

MESSAGE FROM THE PRESIDENT

The importance of injury prevention is not always abundantly apparent, however, the impact of injury is real for far too many Saskatchewan homes, families, communities, and workplaces. Ironically, the benefits to a society that embraces injury prevention awareness and a commitment to the elimination of unintentional injuries, are significant and far reaching. Accordingly, our challenge lies before us.

This stark reality and the belief that we can make a difference continues to drive Safe Saskatchewan and its partners. The Safe Saskatchewan Board of Directors has worked its way through another year of operations, set the strategic direction, and provided the required oversight and governance. We remain committed to advancing the elimination of unintentional injuries in our province through collaboration and awareness. We are encouraged by the progress being made and excited by the new opportunities for collaboration as we look to the future.

I'd like to welcome our newest Strategic Partner, K-Line Maintenance and Construction Ltd. to the Board, and thank the 2009 Directors for their time and dedication to our Mission. Our established direction will further Safe Saskatchewan's organizational growth, and move this province closer to the elimination of our unintentional injury epidemic.



A handwritten signature in black ink, which appears to read "Peter Federko". The signature is fluid and cursive, with a period at the end.

Peter Federko, President
Safe Saskatchewan

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

We stretched. We reached. And we took longer strides than ever before.

In this past year, Safe Saskatchewan has gone outside of our comfort zone. Our strategic direction pushed us further than we have ever been into the community, into the business world and into collaborations with more injury prevention leaders.

The Safe Saskatchewan seniors' falls committee took their completed Seniors' Falls Provincial Strategy—An Implementation Proposal and knocked on more doors and rallied more support than ever before.

The Safe Saskatchewan Steering Committee outgrew its current structure. So in 2009 they created their own solution and gathered over 50 leaders from approximately 40 organizations to form a self-described Advisory Committee that keeps Safe Saskatchewan in touch with its grassroots and collaborates together in the fight against unintentional injuries.

Safe Saskatchewan also welcomed three new Endorsing Partners and one additional Founding Partner. Our partners are energized and excited about the opportunities to further a culture of injury prevention, and I look forward to growing more support of this type.

We will continue to move forward with confidence, igniting injury prevention conversations around Saskatchewan. With our Strategic and Operational Plan in the execution phases, I'm confident our direction will continue to prove Safe Saskatchewan's commitment to reducing our province's unintentional injury rates.



Gord Moker, CEO
Safe Saskatchewan



OUR FOOTPRINT

An Increased Public Presence

Through hands-on events, activities and targeted communication engagement, Safe Saskatchewan created more awareness of the impact of unintentional injuries in our province and why everyone should be injury-aware.

We reached out in many ways to many different local audiences. From hosting a successful Business Leaders forum where over 25 corporate executives interacted with the Business Case for Injury Prevention, to facilitating and coordinating six Safe Saskatchewan Rebecca Trail injury prevention scavenger hunts around provincial cities and towns—Safe Saskatchewan made injury prevention a topic of conversation. Meanwhile, Safe Saskatchewan made over 20 presentations discussing the business case, seniors' falls and general awareness of unintentional injuries. To complement the face-to-face interactions, Safe Saskatchewan reached out through media and ran a targeted general awareness campaign through urban theatres, rural newspapers and television.

An Education in Injury Prevention

Early research proved children can have a profound effect on behavioural change in society, so Safe Saskatchewan set its sights on the children and youth of our province. Early collaborations between the Curriculum Development department of the Saskatchewan Ministry of Education, WorkSafe Saskatchewan and Safe Saskatchewan began taking place in 2009. The focus was on capturing current injury prevention activities and exploring ways to incorporate further injury prevention initiatives into the Saskatchewan school system.

While the early stages of the process are still unfolding, stakeholders are gathering resources and making a commitment to begin the development of a collaborative provincial injury prevention education strategy. Safe Saskatchewan has been pleased to facilitate this process and continues to gather support.

An Advisory Committee

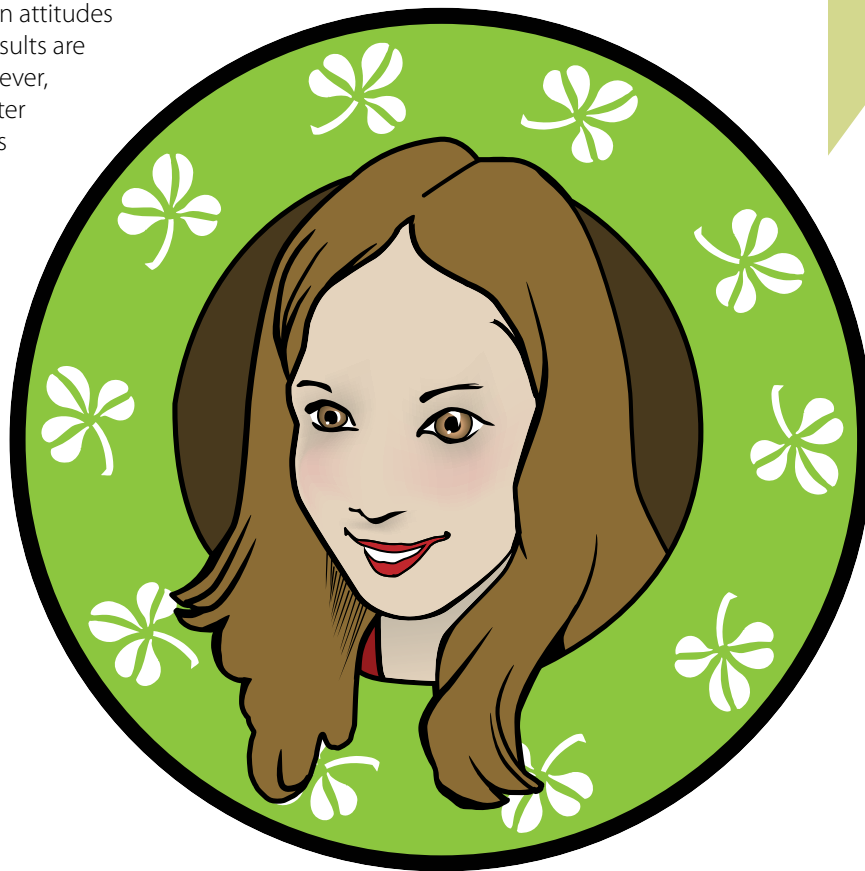
Safe Saskatchewan Steering Committee members decided to expand their membership and diversify their networks to better represent the injury prevention sector of Saskatchewan. Over 50 individuals now sit on the Safe Saskatchewan Advisory Committee from business, professional and consulting organizations. While the committee provides assistance and gives advice on Safe Saskatchewan's operational aspects, they have also discovered ways of working more closely together towards advancing our vision of an injury-free Saskatchewan.

Research Records

For the past four years, Safe Saskatchewan has been in the field monitoring injury prevention attitudes and behaviours. Overall, this year's results are very similar to those from 2008. However, respondents appeared to have a better understanding and higher awareness of the nature of injuries.

The portion of respondents who believed more than 75 per cent of injuries were preventable increased four per cent from last year, and 12 per cent from 2007's research. Two-thirds of respondents reported that their family had discussed the topic of how to prevent injuries in and around the home at 68 per cent (an increase of eight per cent).

More and more people believe injuries are predictable and preventable. More importantly, families are having discussions about the topic of injury prevention.



HITTING OUR STRIDE

Injury Prevention: Support and facilitate the coordination of injury prevention programs and services throughout the province.

Advocacy Support for Seniors' Falls Prevention

Of all injury hospitalizations in Saskatchewan, seniors' falls is the leading mechanism across our province. The Safe Saskatchewan, Seniors' Falls Injury Prevention Steering Committee has been working collaboratively together on a solution for this issue since November 2006. With representation from every Health Region, and a variety of professional representation, a Seniors' Falls Injury Prevention Strategy—An Implementation Proposal was completed and is being moved forward to various Health Regions throughout the province with a positive reception.

The group met over the 2009 year and dedicated resources to update the Strategy and the regional inventory of falls programs and services. The committee gathered their own internal and external networks and assisted Safe Saskatchewan with on-going communications regarding Strategy updates and the implementation of it.

Meanwhile, Safe Saskatchewan continued to engage further with the Saskatchewan Ministry of Health who acknowledges and supports the Strategy and has included "seniors' falls" as an integral element of their own Seniors Care Strategy. Support for preventing seniors' falls continues to grow. The Saskatchewan Surgical Initiative, Accreditation Canada's Required Organizational Practices and the Patient First Review—For Patient's Sake report all acknowledge the role of prevention in our Saskatchewan health care system. Furthermore, many Health Regions have been presented with the Business Case for preventing seniors' falls.

Safe Saskatchewan and the Seniors' Falls Committee will continue positioning injury prevention as a societal priority and collaborate on its implementation.

Supporting the Agriculture Injury Prevention Strategy

Safe Saskatchewan continued to work with the Saskatchewan Alliance for Safety and Health in Agriculture (SASHA) in the completion of a collaborative provincial Agricultural Injury Prevention Strategy. As a member on the Board of Directors, Safe Saskatchewan works with SASHA to move the Strategy towards implementation.

Rebecca Reaches Children and Youth

Safe Saskatchewan realizes that motivating people to change requires the right messages from trusted sources. For families, a voice often heard is that of a child—someone's son or daughter. Enter Rebecca, a caring, concerned 11-year-old girl willing to talk about how injuries have affected her life, and how people should become more aware.

Safe Saskatchewan has continued using Rebecca in awareness activities targeted at children and youth. The previously launched Kids Check Challenge Guide (comprised of five challenges) was incorporated into elementary school BBQs, a Family Expo and corporate family events.

One of the more popular challenges—The Safe Saskatchewan Rebecca Trail—'badged' over 750 kids around Saskatchewan and was exposed to over 2,500 children and families through 2009 events and take-home activity sheets.

Public Awareness: Raise awareness of Safe Saskatchewan and our province's unintentional injury epidemic.

Raising Awareness

Safe Saskatchewan entered into the general public's sphere with a targeted campaign that tugged on the heartstrings, while pitching the cold hard facts. This balance was juggled by Rebecca's story and Safe Saskatchewan used her story of her father's unintentional injury in a multi-media campaign. Through 30-second theatre spots to a three-part series rural advertising campaign, Rebecca's message was delivered to children and adults throughout Saskatchewan. Together, these campaigns netted 688,000 impressions in a province of 1.1 million people.

Rebecca's campaign extended even further because of one Safe Saskatchewan Founding Partner, Access Communications Cooperative Limited. Two 30-second television ads were created to show her perspective on her father's unintentional injury and her father's hindsight view. Together, the ads ran 336 times per week for 46 weeks from January to November of 2009. Featured on Access TV Listings channels, Broadcast News channels and nine U.S. networks including: A&E, CNBC, CNN, CNN Headline News, Golf Channel, Speed, Spike TV, TBS (Peachtree) and TLC, Rebecca's television campaign ran over 44,000 times on subscribed channels with Access customers in all of their five major Saskatchewan markets.

Safe Saskatchewan built further awareness by submitting ready-made editorials to media and Safe Saskatchewan partners. Working with the Ministry of Health, we also supplied seniors' falls injury prevention tips to Health Conveyance Tip screens which are located on monitors in 100 physician offices around Saskatchewan.

Over 25 organizational leaders and politicians from a variety of industries heard the Business Case for Injury Prevention and learned what they can do to reduce costs to their companies at the Safe Saskatchewan Business Leaders' Forum.

Safe Saskatchewan's Chief Executive Officer, Gord Moker continues to populate the Safe Saskatchewan blog with organizational updates, topics on injury prevention and discussion points. Engaging with this online audience for a year and a half, he will continue to listen to what people have to say about injury prevention.

Face-to-Face Discussions

Safe Saskatchewan has been informing citizens around our province about our unintentional injury epidemic. Since research has shown that face-to-face communication still rules when it comes to making a difference in changing attitudes, Safe Saskatchewan made over 20 presentations in 2009 throughout provincial borders.

Presentation topics included: general awareness of unintentional injuries in Saskatchewan and the status of injury prevention activities, programs and services; the business case for injury prevention which considers one study undertaken by a Mosaic Potash Business Unit; and the business case for preventing seniors' falls in our province and the ready-for-implementation strategy the Safe Saskatchewan Seniors' Falls Committee has prepared.

Through these presentation topics, Safe Saskatchewan reached out to natural resource companies, construction companies, professional associations, municipal leaders, politicians, care home organizations, Health Regions, community coalitions as well as health care practitioners and local business leaders.

Safe Saskatchewan ensures that audiences not only walk away from these presentations better informed about unintentional injuries in Saskatchewan but better prepared to look in the mirror and accept that change starts with individual action.

Fund Development: Secure the financial future of Safe Saskatchewan by seeking out and obtaining ongoing financial resources.

New Partners and Support

Safe Saskatchewan continued to enlist the support and assistance from organizational leaders in all sectors. As a public, private, not-for-profit and cooperative sector partnership, Safe Saskatchewan realizes that to achieve our vision, a united front against unintentional injuries must be made.

In 2009, four new partners joined Safe Saskatchewan in its mission. K-Line Maintenance and Construction Ltd. became Safe Saskatchewan's newest Founding Partner proving industry is committed to injury prevention. Three new Safe Saskatchewan Endorsing Partners vouched their support and have representation on the newly created Safe Saskatchewan Advisory Committee.

Over 50 organizations are Safe Saskatchewan supporters and focus on working together to eliminate unintentional injuries in Saskatchewan.

Seeking Support

With the creation of the Safe Saskatchewan Strategic and Operational Plan, Safe Saskatchewan created a partner prospect list and a general fund development package. Over 2009, Safe Saskatchewan approached organizations on the prospective partner list and created tailored return-on-investment packages.

Fund development is an ongoing activity that Safe Saskatchewan is continually refining to incorporate feedback. The 2009 results steer 2010's recruitment process.

Supporting our Founders

Safe Saskatchewan believes in maintaining our relationship with existing partners. By enhancing the business relationships we can respond to concerns, validate value propositions and identify project partnership opportunities.

Safe Saskatchewan armed all of our Founding and Endorsing Partners with Safe Saskatchewan toolkits, so they could easily share all of the story editorials, run a Rebecca Trail activity for corporate or staff events and inform their employees about off-the-job injury prevention tips. Safe Saskatchewan made presentations to Founding Partner employees and participated in corporate events, luncheons and information sessions.

STAYING FOCUSED

Strategic Priority	Key Success Factor or Goal	2009 Target	2009 Outcomes	2010 Target	
Injury Prevention	1. Support and facilitate the coordination of injury prevention programs and services throughout the province.	1.1 Facilitate the creation and implementation of a provincial seniors' falls injury prevention strategy.	Develop a SWOT analysis of Safe Saskatchewan's experience with the budget process and provide recommendation for 2010/11	Safe Saskatchewan engaged with the Saskatchewan Ministry of Health and sought guidance and support on the best method for moving the Seniors' Falls Strategy forward with the Health Regions and with other key health-related initiatives.	Proposal accepted for funding of a social marketing strategy to support the Seniors' Falls Strategy by Government and/or other parties
		Develop a strategy for engaging Provincial Government	Develop a strategy for engaging Provincial Government	Safe Saskatchewan met with senior leadership teams of targeted Health Regions.	Best practices shared by Health Regions and allied seniors falls prevention health practitioners throughout province. Three to five health regions have dedicated resources assigned to seniors' fall prevention.
		Report development on activities that support the aims and ends of the strategy	Report development on activities that support the aims and ends of the strategy	Seniors' Falls Committee updated the Strategy for 2010 – 2015 year targets as well as the regional inventory of falls programs and services. The updated document was shared internally, externally and with all Health Regions.	Support and facilitate implementation of strategy in a growing number of health regions. Continue to meet with executive teams of remaining Health Regions.
	1.2 As a participating member of the Saskatchewan Alliance for Safety and Health in Agriculture (SASHA), support and assist in the creation of a provincial, collaborative, grassroots farm and ranch injury prevention strategy.	Strategy created and implemented	Strategy created and implemented	Strategy was created. Implementation has been extended while SASHA seeks sustainable resources to properly implement the Strategy.	n/a
		End Safe Saskatchewan's term as a SASHA Board member in 2010	End Safe Saskatchewan's term as a SASHA Board member in 2010	n/a	End Safe Saskatchewan's term as SASHA board member in June, 2010
	1.3 Support and facilitate the coordination of injury prevention awareness programs targeted at educating children and youth.	Comprehensive list of programs compiled by Safe Saskatchewan	Comprehensive list of programs compiled by Safe Saskatchewan	Obtained partial list of safety education program inventory.	Update comprehensive list of programs compiled by Safe Saskatchewan and its partners
		By Q2 of 2010, develop a communications plan to make all key strategic partners aware	By Q2 of 2010, develop a communications plan to make all key strategic partners aware	Worked with Ministry of Education officials to begin discussion about developing a provincial safety education and awareness support strategy.	Collaborative provincial strategy to provide injury prevention support and resources for the Education System completed and implementation plan developed.
		Distribute awareness materials to a minimum of 10 organizations	Distribute awareness materials to a minimum of 10 organizations	Worked with Ministry of Education and Advanced Education, Employment and Labour to assess Grow Up With Safety (GUWS) Program and to determine requirements to support the new outcome-based Health Education curriculum at the elementary level.	GUWS reviewed, revised and aligned with outcome-based Health Education curriculum.
				Collaborated with key strategic partners to determine how the Grow Up With Safety Program (GUWS) can complement existing injury prevention education.	Facilitate continuous dialogue among key strategic partners to determine if GUWS can be integrated into provincial education system.
		Facilitate the delivery of four Safe Saskatchewan Rebecca Trail events	Facilitate the delivery of four Safe Saskatchewan Rebecca Trail events	Rebecca Trail awareness material distributed to over 40 organizations	Distribute awareness materials to a minimum of 10 organizations
		Update and continuously improve programs through feedback	Update and continuously improve programs through feedback	Facilitated the delivery of five Safe Saskatchewan Rebecca Trail events	Facilitate the delivery of eight Safe Saskatchewan Rebecca Trail events
	Facilitate continuous dialogue among key players to achieve this end	Facilitate continuous dialogue among key players to achieve this end	Feedback and comments of Rebecca Trail were incorporated and updated to the Trail after each event	Update and continuously improve programs through feedback	
	2. Raise awareness of Safe Saskatchewan and our provincial unintentional injury epidemic.	2.1 Create and deliver abroad, social marketing communication strategy targeted at increasing provincial awareness of the value of preventing injuries and changing current beliefs towards the belief that "injuries are predictable and preventable."	Evaluation tool of communications partner approved and used for the first time	Safe Saskatchewan completed an evaluation of services	evaluation of services completed
38 per cent of respondents believe more than 75 per cent of injuries are predictable and preventable			42 per cent of respondents believe more than 75 per cent of injuries are predictable and preventable	45 per cent	
66 per cent of respondents report that their families discuss injury prevention in the home			68.8 per cent of respondents report that their families discuss how to prevent injuries in and around the home	70 per cent	
66 per cent agree they are aware of the impact an unintentional injury would have on their life			n/a	66 per cent	
75 per cent agree that they have made a change in their physical environment in the last year to reduce injuries			n/a	75 per cent	
75 per cent recognize that FFRC results in unintentional injuries			n/a	75 per cent	
66 per cent work to minimize FFRC in their lives to reduce opportunities for injuries to occur			n/a	66 per cent	
2.2 Secure opportunities to conduct education and awareness presentations throughout Saskatchewan.		Deliver 10 presentations	Delivered eight presentations about the status of injury prevention activities, and programs available	Deliver 10 presentations about the status of injury prevention activities, and programs available in Saskatchewan	
		Exit feedback and comments collected and incorporated into 2.1	Exit feedback and comments were collected here and incorporated into 2.1	Exit feedback and comments collected and incorporated in 2.1	
		Deliver eight presentations to: - two manufacturing/industrial companies - two government ministries/agencies - three natural resource companies - one municipal association/school/hospital (MASH)	Delivered nine Business Case for Injury Prevention Presentations to: - one manufacturing/industrial companies - one government ministries/agencies - one natural resource companies - two municipal association/school/hospital (MASH) - three other	Deliver eight Business Case for Injury Prevention presentations to: - two manufacturing/industrial companies - two government ministries/agencies - three natural resource companies - one municipal association/school/hospital (MASH)	
Deliver two presentations to Business Associations in Saskatchewan	Deliver two presentations to Business Associations in Saskatchewan	Delivered two presentations to Business Associations in Saskatchewan	Deliver two presentations to Business Associations in Saskatchewan		

	Strategic Priority	Key Success Factor or Goal	2009 Target	2009 Outcomes	2010 Target
Fund Development:	3. Secure the financial future of Safe Saskatchewan by seeking out and obtaining ongoing financial resources.	3.1 Increase the number and diversity of Safe Saskatchewan founding partner organizations.	Prospect list approved by Board	Prospect list approved by Board	Have a total 15 Safe Saskatchewan founding/strategic partners in place
			Create founding partner prospecting packages that includes all strategic and operational information	Founding partner prospecting packages created	Founding partner prospecting packages reviewed and revised
			Target calls to six organizations: - two manufacturing/industrial - two resource - two MASH or government	Target calls to eight organizations completed: - three resource category organizations - three MASH or government category organizations - two manufacturing/ industrial category organizations	Target calls to eight organizations completed: - three resource category organizations - three MASH or government category organizations - two manufacturing/ industrial category organizations
			Secure \$50,000 in new founding partner contributions	Did not achieve	Secure additional \$125,000 in partner contributions
			Conduct annual review and updates	Annual review of Strategic and Operational Plan with founding partners complete	Conduct annual review and updates re: Strategic & Operational Plan alignment
			Contact and meet with 10 potential organizations	Approached eight organizations to develop relationships with for potential prospects and presented and met with six of these organizations.	Contact and meet with 10 potential organizations
	3.2 Seek and secure project funding through grant applications and other financial assistance provided by foundations, government, industry and/or other funding organizations..	Create short and medium term opportunities based on communications plan Include pricing and return on investment for potential sponsors	Completed	Update list created and target materials created as required to reflect SFSK needs and sponsor interests	
		Secure \$20,000 in new sponsorship funding	Did not achieve	Secure \$30,000 in new sponsorship funding	
		Research and complete a minimum of two foundation or grant applications for projects	Did not complete	Research and complete a minimum of two foundation or grant applications for projects	
	3.3 Maintain effective business relationships with existing partner organizations; seek and secure new business relationships.	Each founding partner receives a minimum of two to three personal visits a year	Did not complete	Each Founding Partner receives a minimum of two to three personal visits a year	
Each supporting partner receives a personal visit or contact every year		Completed	Each Supporting Partner receives a personal visit or contact every year		



Safe Saskatchewan's Rebecca Trail in action



AUDITOR'S REPORT & STATEMENT OF FINANCIAL POSITION

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL REPORTING

Management is responsible for the preparation, integrity and fair presentation of the financial statements of Safe Saskatchewan Inc.

The financial statements have been prepared by management in accordance with generally accepted accounting principles. Financial statements are not precise since they contain certain amounts based on estimates and judgements. When alternative accounting methods exist, management has chosen what it deems most appropriate in the circumstances in order to ensure that the financial statements are presented fairly in all material respects.

Safe Saskatchewan Inc. maintains systems of internal accounting and administrative controls of high quality, consistent with reasonable cost. Such systems are designed to provide reasonable assurance that financial information is relevant, reliable and accurate and the company's assets are appropriately accounted for and adequately safeguarded.

The board of directors is responsible for ensuring that management fulfils its responsibilities for financial reporting and is ultimately responsible for reviewing and approving the financial statements.

The financial statements have been audited by Edwin W. Chalupiak, CMA in accordance with Canadian generally accepted auditing standards on behalf of the board of directors.



Gord Moker, CEO
Safe Saskatchewan

AUDITOR'S REPORT

To the members of Safe Saskatchewan Inc.

We have examined the Balance Sheet of **Safe Saskatchewan Inc.** as at December 31, 2009, the statements of Operations and Changes in Fund Balance and Cash Flows for the year then ended. These financial statements are the responsibility of the management of Safe Saskatchewan Inc. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of Safe Saskatchewan Inc. as at December 31, 2009 and the results of its operations and the changes in cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Regina, Saskatchewan
March 10, 2010



Edwin W. Chalupiak, CMA

Chalupiak & Associates
Certified Management Accountants
3261 Saskatchewan Drive, Regina, SK S4T 6S4
Phone (306) 359-3711 Fax (306) 569-3030

BALANCE SHEET

December 31, 2009

ASSETS

Current assets

Cash	\$ 29,560	\$ 23,631
Accounts receivable—note 6	26,798	8,762
Prepaid expenses	1,247	0
	<u>57,605</u>	<u>32,393</u>

Investments

Term deposit—note 5	215,111	325,000
	<u>215,111</u>	<u>325,000</u>
	<u>\$ 272,716</u>	<u>\$ 357,393</u>

LIABILITIES AND MEMBERS' EQUITY

Current liabilities

Accounts payable and accrued liabilities—note 7	\$ 3,659	\$ 80,257
Contribution received for subsequent year—note 9	25,000	0
	<u>28,659</u>	<u>80,257</u>

Reserves

Operating reserve—note 8	75,000	0
	<u>75,000</u>	<u>0</u>

Members' equity

Unappropriated surplus	169,057	277,136
	<u>169,057</u>	<u>277,136</u>

	<u>\$ 272,716</u>	<u>\$ 357,393</u>
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Approved on behalf of the board:



Peter Federko, President

STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCE

For the Year Ended December 31, 2009

Revenue	BUDGET	2009	2008
Grants and donations—note 4	\$ 275,000	\$ 225,000	\$ 275,000
Contributions in kind—note 2(e)	0	87,895	23,528
Other revenue	11,064	5,965	13,327
Total revenue received	286,064	318,860	311,855
Add: Deferred revenue—previous year—note 2 (c)		0	44,344
Total revenue recognized	286,064	318,860	356,199
Expenditures			
Bank charges and interest	120	467	387
Conferences and workshops	1,000	614	357
Equipment and supplies	5,000	4,715	172
Honorariums	500	300	150
Insurance	900	0	506
Meetings	3,000	805	1,892
Memberships and subscriptions	120	307	70
Office supplies and expenses	120	47	87
Postage and courier	200	16	242
Professional fees	3,000	3,645	3,757
Public relations and marketing	156,800	146,856	194,038
Rent	0	926	0
Salaries and benefits	104,184	97,732	150,298
Sundry	200	0	0
Telephone	1,320	1,312	1,874
Travel	6,000	2,643	1,838
Vehicle and parking	9,600	7,254	8,858
Promotional expenses in kind—note 2(e)	0	77,705	11,300
Office expenses in kind note 2(e)	0	10,190	12,228
Cancel previous year (2006) accrued liability	0	0	(7,539)
GST recovered (2007 and 2008 fiscal years)	0	0	(8,762)
GST recovered (2009 fiscal year)	0	(3,595)	0
Total expenses	292,064	351,939	371,753
Surplus (deficit) before operating reserve	\$ (6,000)	(33,079)	(15,554)
Less: operating reserve—note 8		75,000	0
Surplus (deficit) for the year		(108,079)	(15,554)
Fund balance, beginning of year		277,136	292,690
Fund balance, end of the year	\$	169,057	\$ 277,136

STATEMENT OF CASH FLOWS

Year Ended December 31, 2009

	2009	2008
Cash provided by (used for)		
Operations		
Surplus (deficit) for the year	\$ (33,079)	\$ (15,554)
Changes in non-cash operating items		
Accounts payable	(76,598)	62,146
Accounts receivable	(18,036)	68,168
Prepaid expenses	(1,247)	0
Contribution received for subsequent year	25,000	0
Deferred revenue	0	(44,344)
	(103,960)	70,416
Cash from (for) financing activities		
Contribution	0	0
	0	0
Cash from (for) investment activities		
Purchase of GIC	109,889	(98,950)
	109,889	(98,950)
Increase (decrease) in cash during the year	5,929	(28,534)
Cash, beginning of year	23,631	52,165
Cash, end of year	\$ 29,560	\$ 23,631
Cash end of year consists of:		
Cash in bank	\$ 29,560	\$ 23,631

NOTES TO FINANCIAL STATEMENTS

Year Ended December 31, 2009

1. Incorporation

Safe Saskatchewan Inc. is incorporated pursuant to the Non-profit Corporations Act, 1995. It is a registered non-profit corporation and is dedicated to reducing unintentional injuries in the province of Saskatchewan.

2. Significant Accounting Principles

- These financial statements have been prepared in accordance with Canadian generally accepted accounting principles
- Revenue is reported using the deferral method for contributions. Contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Revenue received prior to year end applicable to a subsequent year is deferred. Other revenue is recognized when earned.
- Revenue received for programs to be completed after the year end is deferred to the following year, and is not recognized as revenue in the current year.
- Investments are measured at fair value with changes in fair value recognized in the statement of operations.
- Contributions received "in kind" are reported as revenue with a corresponding amount recorded as an expense.

3. Equity Contribution

The Safe Saskatchewan program activities were reported on the audited financial statements of Saskatchewan Safety Council up until December 31, 2006. On January 1, 2007 the accumulated surplus in the Safe Saskatchewan Fund of \$292,690 was transferred to Safe Saskatchewan Inc.

4. Revenue Contributions

Safe Saskatchewan Inc. receives the majority of revenue from the following founding partner organizations: Access Communications Co-operative Limited, K-Line Group of Companies, Mosaic Potash, Saskatchewan Ministry of Health, Saskatchewan Safety Council, SaskPower, SGI, Sherritt Coal, WorkSafe Saskatchewan and Yara Belle Plaine Inc.

In addition to cash contributions from Founding Partner organizations, Access Communications Co-operative Limited and Saskatchewan Safety Council have made "in kind" contributions by providing office support and advertising services to the company.

5. Investments

Safe Saskatchewan Inc. investments consist of two GIC's. One is in the amount of \$60,000 at an interest rate of 1.25% maturing April 10, 2010; the other is in the amount of \$155,111 at an interest rate of 1.0 % maturing January 29, 2010. The carrying value is essentially the same as the principle value of \$215,111.

6. Accounts Receivable

The accounts receivable are comprised of the following:

	2009	2008
GST	\$ 1,262	\$ 8,762
Accrued interest	536	0
Grant contributions	25,000	0
	<u>\$ 26,798</u>	<u>\$ 8,762</u>

7. Accounts Payable

The accounts payable are comprised of the following:

	2009	2008
Accrued wages and benefits	\$ 0	\$ 75,988
Other	3,659	4,269
	<u>\$ 3,659</u>	<u>\$ 80,257</u>

8. Operating Reserve

The board of directors passed a motion to establish a contingency fund in the amount of \$75,000 which approximates 3 months of operating costs.

9. Subsequent Year Revenue

Prior to the year end, revenue in the amount of \$25,000 was received that was applicable to the 2010 fiscal year. This revenue has been deferred and will be recognized as revenue in the 2010 fiscal year.

*We will be known by the tracks
we leave behind.*

Dakota Proverb



Safe Saskatchewan

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