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The Lifesaving Society of B.C. and Yukon is a not-for-profit organization whose mandate is to reduce water-related death and injury, and in 2011 the organizations celebrates its 100<sup>th</sup> year of saving lives.

In light of this achievement, Cause&Effect was contracted in the Spring of 2010 to provide a branded theme for the 100<sup>th</sup> anniversary, along with various communication tools that would be used throughout the year-long celebration.

The Society also had an objective of assuring long-term sustainability for the organization by reaching out to past and present supporters, lifeguard alumni, and donors. To support this effort, Cause&Effect provided an outreach and fundraising strategy as well as recommendations and 'hands-on' support for increasing public awareness of both the organization and its programs.