



2020

DONOR IMPACT REPORT

OUR SHARED JOURNEY



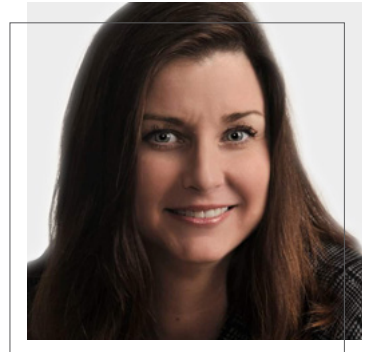
MedicAlert
FOUNDATION • FONDATION CANADA



A THANK YOU FROM OUR PRESIDENT & CEO

As the old saying goes, necessity is the mother of invention. If ever there was a year where a cliché became reality, it was 2020.

As COVID-19 gripped our country in March 2020, and organizations were forced to pivot the ways in which they worked, the MedicAlert team realized the pandemic's impacts would be significant for Canada's vulnerable populations, frontline health care workers and first responders – those we serve and those with whom we partner. Our mission, after all, is to provide high quality health information at the time of a health emergency. And if ever there was an emergency, this was it.



As donors, you share a special bond with MedicAlert. Immediately, you knew the impact we could have at a time like this. Your generosity of spirit and support for our work never waned as the full impacts of the pandemic become known. We could not be more grateful.

Generous gifts also helped us solidify and enhance our partnerships with the first responder community. We are excited to be working on new digital connectivity projects through our work with 911 dispatch centers. Our ultimate goal is to share information with first responders more quickly, as research shows that the faster they receive information, the better the outcome for those in crisis.

We did not stop there. Your donations also enabled us to create new partnerships with several universities across Canada. Our exciting, collaborative research work will not only help us to understand the impact of various programs we have so we can build upon them in the future, but it also has the potential to influence health policy in every province.

Most important, your donations have a critical impact on our core infrastructure. These changes will allow us to enhance and expand the vital services we provide today and to innovate for the future.

As we celebrate our 60th anniversary here in Canada, we cannot thank you enough for your continued support of our work over the past six decades. Many of you have grown up with MedicAlert, recognizing and understanding the vital role we play in our health care system. Without you, we could never do what we do. We see an exciting future ahead and look forward to building it with you.

With sincere thanks and appreciation,

A handwritten signature in black ink that reads "Leslie McGill".

Leslie McGill

President & CEO | Présidente et chef de la direction

2020 BOARD OF DIRECTORS

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Digital Transformation Committee

Dr. Lisa Chillingworth-Watson – Director
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Danny Lew – Director

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2020 FUNDRAISING COMMITTEE

Ruth Ramsden Wood – Chair

Dr. Blair Bigham

Doug Craig

Danny Lew

Edward Odumodu

Leslie Quinton

FINANCIAL MANAGEMENT

MedicAlert is a registered Canadian charity dedicated to responsible fundraising and asset stewardship. As a team, we are committed to the responsible management and oversight of MedicAlert's financial resources. We are governed by a Board of Directors that works in the service of long-term preservation and enhancement of the organization while maintaining our aim to protect more Canadians.

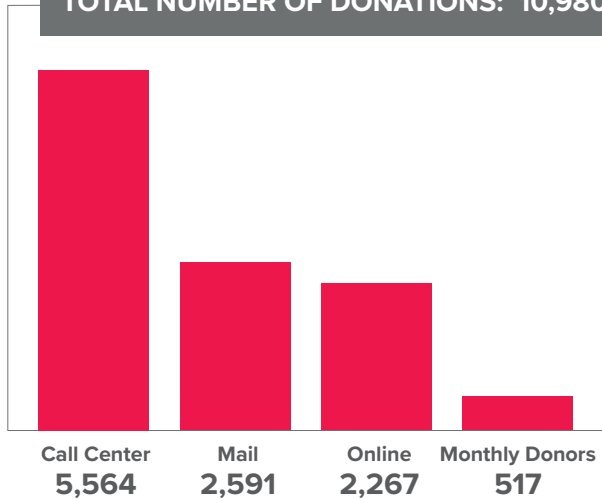
We appreciate that knowing how we use your contribution is important for you to understand. Our aim is to direct the maximum amount of your donation to our charitable mission of protecting those with health conditions in an emergency. It is also essential that we care for and treat our highly qualified staff fairly and provide them with the resources they need to continue doing their outstanding work.

In 2020, charitable donations and government grants comprised nine per cent of MedicAlert's total revenues, with 86 per cent of revenue coming from subscription fees and product sales and five per cent from government subsidies for COVID-19 relief. MedicAlert invested 73 per cent of its total expenses on its charitable mission, 25 per cent of its expenses on administration and three per cent of its expenses on fundraising.

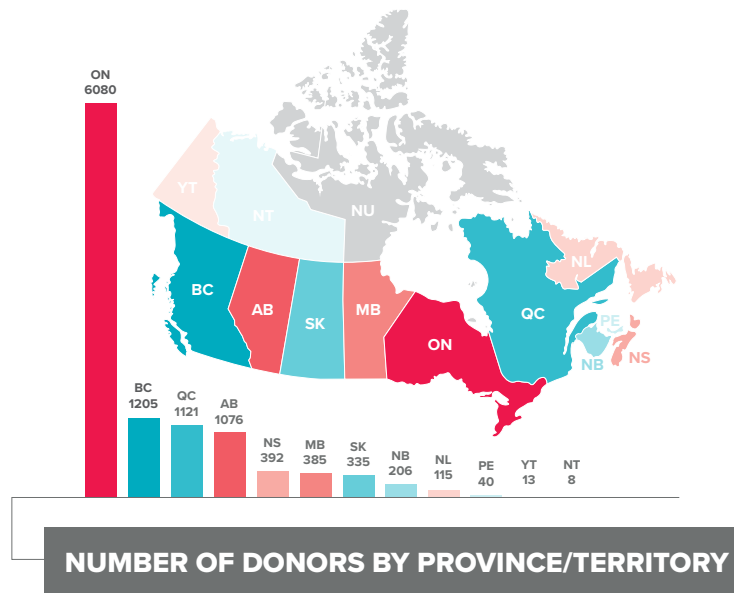
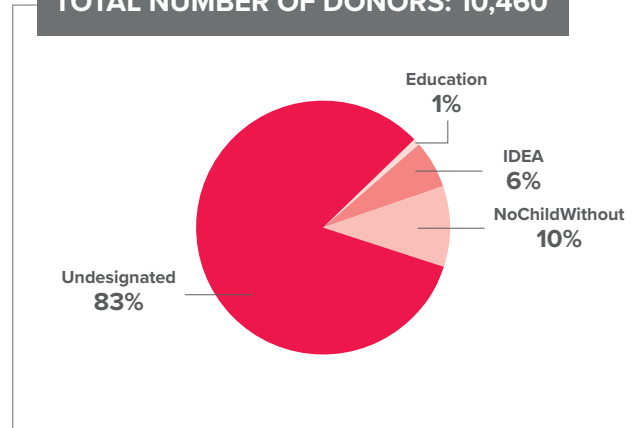
The financial statements and Annual Report for the most recent fiscal year, are available at medicalert.ca.

MEDICALERT BY THE NUMBERS

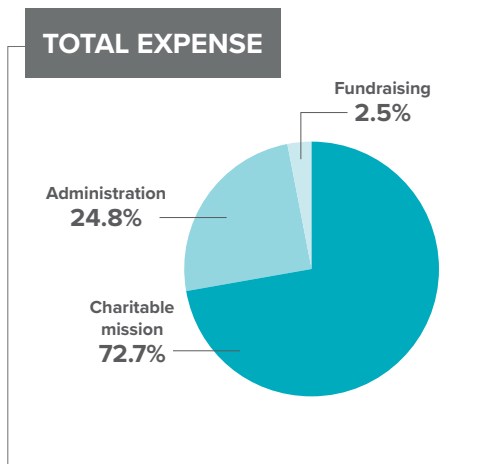
TOTAL NUMBER OF DONATIONS: 10,980



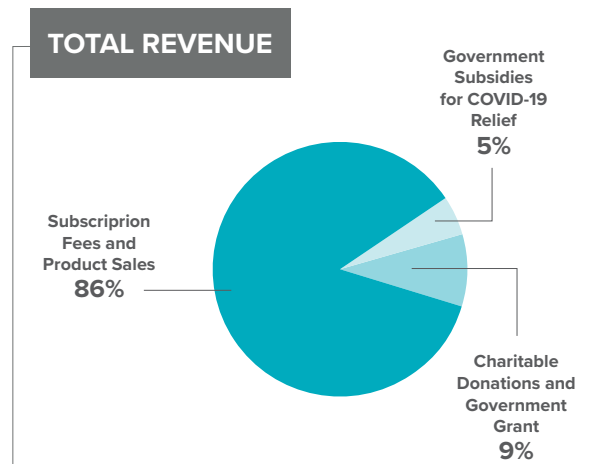
TOTAL NUMBER OF DONORS: 10,460



TOTAL EXPENSE



TOTAL REVENUE



OUR IMPACT TOGETHER IN 2020

Together, in 2020, MedicAlert and donors have delivered exceptional results nationwide to Canadians in need. Because of you, MedicAlert was able to provide protection and peace-of-mind for hundreds of thousands of vulnerable individuals. Most important, together we delivered hope for the future. Here is a synopsis of some of the astounding impact we had in 2020.

For 60 years, MedicAlert has provided high quality information at time of need for subscribers. With millions of data points collected and verified by our team of medically trained professionals, we continuously strive for accuracy and quality in the information we collect, manage, and convey to first responders at time of need.

In 2020, MedicAlert welcomed 8,823 new subscribers, each with their own unique needs and circumstances.

Through our outreach and partnership with the Alzheimer Society of Canada, 1,706 subscribers living with Alzheimer's and other dementias and their families, will have the peace of mind that should they wander, they will have MedicAlert to help bring them home safely.

Our partnership with Autism Canada has made it possible for 183 new MedicAlert subscribers living with Autism spectrum disorder and their families to have the peace of mind that should they find themselves in crisis, they will have MedicAlert to speak for them.

COVID-19 posed challenges for all. Some were especially vulnerable due to pre-existing health conditions. MedicAlert has never been more valuable, and accessibility to the service has never been more at the forefront of our operations.

In 2020, 633 subscribers were extended a full subsidy as they faced financial challenges.



NO CHILD WITHOUT

This program, which was first launched with the support of a grant from the federal government, is now supported by generous donors and has had a positive impact on more than 45,000 children since its inception. No Child Without, which is offered through 6,000 schools across the country, ensures that children and youth between the ages of four and 14 who have a health condition receive MedicAlert protection free-of-charge. In 2020, 624 children and youth were added to the program.

In 2021, MedicAlert will develop enhanced and meaningful communications to parents, guardians, and caregivers for children in our No Child Without Program. We want to ensure that all caregivers feel supported and empowered as they continue to provide strength and support to the children in their care, balancing the challenges of navigating and managing their child's underlying health condition or special need. We plan to increase our outreach and engagement with participating schools and school boards. Our goal is to empower each of these groups with the tools and skills needed to unlock the full potential of children and youth living with health conditions. In addition, we are looking to increase accessibility of the program to more children in need.

CONNECT PROTECT



We are deepening and enhancing our services for subscribers through more meaningful partnerships with first responders. Digital access to MedicAlert's Subscriber Health information Database is made available to 53 police services across the country, with a growing number of police services interested in joining the program.

Through ongoing outreach, education, and training, we are ensuring that frontline officers as well as dispatchers for 911 are trained to use all aspects of MedicAlert in an emergency.

Since 2015, MedicAlert has partnered with police forces from across Canada to provide direct digital access to specific and detailed de-escalation and health information for individuals with Autism, dementias, Fetal Alcohol Syndrome and more. Individuals with these conditions are issued unique IDs and officers are trained to recognize each in addition to our standard IDs.

In 2021, Connect Protect will also offer further informational and empathy training for front line officers regarding these conditions. As well MedicAlert is also partnering with leading Canadian mental health experts to offer frontline officers with education regarding Post Traumatic Stress Disorder given that the incidence and prevalence of PTSD among officers is estimated to be between two to 10 times higher than the rest of the Canadian population.

HEALTH HOUR LIVE

Health Hour Live is an enlightening webinar series that brings Canada's leading health experts together to discuss and answer health questions submitted by the public. Our first Health Hour Live event was held in June 2020 and focused on people living with Alzheimer's or dementia and the realities COVID-19 had brought to light. Our guest panelists for the event were leading health care journalist, André Picard, and world-renowned Alzheimer and dementia clinician/researcher and Director of Canada's Krembil Research Institute, Dr. Donald Weaver. For this particular webinar, we had a total of 686 registrants.

With a wide range of topics and discussions to come, our Health Hour Live webinar series aims to provide Canadians with easy access to health information.

Our Health Hour Live webinar series focuses on answering topical health questions relevant to our subscribers. We are proud to offer these informative and enlightening webinars for free to ensure community members from all socio-economic backgrounds can access pertinent health information.



IDEA (Inclusion Diversity and Equity in Action)

Membership Assistance provides much appreciated financial assistance to people who would otherwise be unable to afford the cost of a MedicAlert subscription. Thanks to our generous donors, MedicAlert became a reality for 2466 Canadians experiencing financial need.

The IDEA program, which will be launched in 2021, will replace the Membership Assistance Program. The IDEA Program will continue to provide support for those with limited incomes, however under the IDEA program MedicAlert will also now support individuals who are experiencing negative impacts from social determinants of health.

MedicAlert will work with social organizations and agencies to proactively identify individuals who would most benefit from having MedicAlert protection.

HELP-911 (Health Exchange Linking Police)

HELP-911 is a pilot project developed in partnership with the Ottawa Police 911 Service and RapidSOS. The purpose of the Health Exchange Linking Police 911 (HELP-911) Project is designed to demonstrate the feasibility and value of providing MedicAlert subscriber's information to 911 operators in Ottawa via RapidSOS' platform.

Once live, HELP-911 will simplify and speed up access to MedicAlert data for first responders as they will receive a subscriber's health information from the 911 dispatcher before they arrive on the scene.

NATIONAL VULNERABLE PERSONS REGISTRY

Leveraging our relationships and partnerships with both first responders and national organizations representing vulnerable populations, we will be exploring the opportunity to create a national VPR. If there is anything that the current pandemic has taught us, it is how much the current system has been challenged to protect vulnerable populations.

More effective, centralized systems and mechanisms need to be in place to support vulnerable persons in their time of need. MedicAlert is perfectly positioned to be that centralized service.



RECIPIENT PROFILE

No Child Without Program provides security for Alberta family

Wanda Seifried vividly remembers feeling terrified as she and family members stood by, helpless, as her eight-year-old son, Cameron, experienced a 49-minute status seizure while they were in the middle of nowhere camping near Buffalo Lake, Alberta. First responders eventually arrived and stabilized Cameron before taking him to the closest hospital for further treatment. After the dust settled, Cameron was eventually diagnosed with Benign Rolandic Epilepsy, a condition in which children have seizures that involve twitching, numbness, or tingling of the face or tongue. They typically happen in the early morning hours or just before bedtime. They also can happen during sleep. The seizures may stop two to four years after they begin, but often continue into puberty.



"I urge people to start incorporating the No Child Without program in their yearly donations because this is so important to so many children and their families! It would be a shame if a medical condition went untreated and dealt with because they could not afford a bracelet and service plan. So please, donate every chance you get."

After Cameron's diagnosis, Wanda found it exceedingly difficult to let him out of her sight. "It's really hard when you know that you have a child that is vulnerable, and things could go sideways at any minute."

Wanda first heard about No Child Without, a charitable program funded by MedicAlert donors when she visited Cameron's school to go over his care plan. She knew in an instant that MedicAlert would be her voice when she could not be there for her son.

After Cameron registered to MedicAlert's No Child Without program through his school, Wanda felt at peace and was finally comfortable with Cameron having a little more freedom. "I knew no matter who he was with or where he was, as long as an emergency dispatch got a hold of his bracelet, he would be okay."

MedicAlert's No Child Without Program is offered through 6,000 schools across Canada. For nearly 15 years, it has been a powerful voice for more than 45,000 children who may not be able to speak for themselves in a health emergency. It has been a lifesaver.

"I'm just so thankful for the No Child Without program," says Wanda. "I would really love for more families to know about it so they, too, can have the peace-of-mind we do in the event of any emergency."

Wanda and her family feel a great deal of hope, thanks to the donors who support the No Child Without Program. "I could never put into words how grateful we are," she says.

DONOR PROFILE

Long-time Donor Committed to Ensuring the Continuity of MedicAlert

Forty years ago, Montreal native Suzanne Lalonde became a MedicAlert subscriber. The peace-of-mind she experienced knowing first responders would have her health information at their fingertips in case she was not able to speak for herself, spoke volumes to her.



Beyond her own sentiments, she was also inspired by how many people MedicAlert helped as well as the efficiency the service provides for the hundreds of thousands of people who don't have our now eponymous bracelets. Just one year after she started wearing her MedicAlert ID, she made the decision to support the organization that put her mind at ease.

"I'm a second generation MedicAlert donor. Before my mother passed, she was a MedicAlert donor and subscriber and we both strongly believed in contributing to the continuity of the services provided by MedicAlert."

"Over the years, I have donated to various charities but MedicAlert is a constant," Suzanne explains. "It's a lifesaving service, and I'm proud to donate every month to ensure MedicAlert is available for everyone who needs it."

Suzanne strongly believes in the importance of having someone else advocate for you, which is why she is not shy about encouraging everyone she knows to become a MedicAlert donor. She firmly believes that more people should be able to access our service. With 44 per cent of Canadians over the age of 19 having one or more of 10 chronic health conditions, there is a need, particularly because there are some people who simply do not have the means to cover the cost of the MedicAlert service.

As in life, Suzanne is not planning to slow down when it comes to being a MedicAlert donor. She plans to keep giving, and eventually become a legacy donor. "I'm considering adding a clause in my Will to donate to MedicAlert," says Suzanne.

"MedicAlert is a worthwhile cause, and it feels good to be a part of it in my own little way. I don't need a ton of proof, I'm wearing proof of what it does for me, and I'm sure it is just as meaningful for the people who benefit from membership assistance."

YOUR GENEROSITY IN 2020

No matter the amount or form of your contribution, you made a significant difference in the lives of Canadians in 2020. Thank you.

Since March 2020, MedicAlert staff have been second to none in navigating a fast changing work environment, handling vast social transformation, and doing as much as possible to reduce the stress of COVID-19 for our subscribers.

We are grateful to MedicAlert's loyal community of donors who have shown tremendous support for our efforts during a particularly challenging year. You rallied behind our efforts to raise money so that more people could continue their subscriptions thanks to donor supported subsidies and to our signature charitable program, No Child Without.

Over the past six decades, through generations of subscribers and donors, sponsors, corporations, and other charities, millions of dollars have been raised to protect Canadians with high quality health information in their time of need. This is a remarkable testament of your commitment to the advancement of health care in our country.

We are grateful to everyone who donated to MedicAlert in 2020. At a time when we were coping with the impact of the largest public health threat that the world has ever faced, you showed us your support and a priceless endorsement of our work.



MISSION, VISION AND VALUES

MISSION

To put every Canadian in a position to benefit from high-quality health information at time of need.

VISION

A world where no one is alone in their time of need.

VALUES

A world where no one is alone in their time of need.

EXCELLENCE - We were founded to save lives and are responsible for excellence in everything we do. We believe in personal accountability and confidently taking bold actions to achieve our mission.

COLLABORATION - We multiply our social contribution through collaboration. We learn and innovate by listening to our members, health practitioners, first responders and other key partners. We pro-actively cooperate with all stakeholders because we know that together we can achieve more, faster.

KINDNESS - We are respectful, caring, considerate and friendly – striving to walk in the shoes of those we serve to make a difference every day.

DEDICATION - We are passionate about the important work we do. Integrity, initiative, professionalism and enthusiasm characterize the way we deliver our services. We take pride and satisfaction in the quality of what we do and offer.

TRUSTWORTHINESS - We are honest, reliable and dependable. Our clients can always count on us to follow through and to achieve positive outcomes.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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