



Canadian MedicAlert Foundation

Annual Report 2008

Contents

| | |
|---|--------|
| Message from the Chair of the Board of Directors, and the President and CEO | Page 3 |
| About MedicAlert | Page 5 |
| Board of Directors | Page 6 |
| Senior Management Team | Page 6 |
| Thanks to our Donors and Supporters | Page 7 |
| Summarized Financial Statements | Page 8 |

Message from the Chair of the Board of Directors and the President and CEO

You are there for me.

When we ask members why they value their MedicAlert^R membership this is by far the most common response. The peace of mind that MedicAlert protection affords members and their families truly makes a difference in the way they lead their lives.

And in 2008 we were there for you: worldwide, thousands of life-saving calls were made by emergency responders to MedicAlert to access critical medical information which supported timely, accurate treatment.

This in fact, has been our singular purpose for almost 50 years in Canada, during which time over one million Canadians have joined MedicAlert and tens of thousands of Doctors, Nurses, Pharmacists and other health professionals have introduced MedicAlert to their patients because they trust that MedicAlert will serve their patients well.

MedicAlert retains this trust because of our uncompromising standards. For instance, during 2008 we continued to invest in:

- **Education and Awareness:** We reached out to thousands of health professionals to remind them of our important service and to educate new health professionals;
- **Security and Privacy:** An innovative security program and development of a strict data privacy regimen were just two ways we demonstrated our commitment to keeping your data secure and confidential;
- **Reliability:** Hiring additional hotline staff and continued investments in our information systems ensure that your critical information can be accessed as quickly and reliably as possible;
- **Membership Support:** Over 16,000 schoolchildren, who needed MedicAlert protection, were covered in 2008 through our No Child Without^R program with support from the Federal Government, Lions Clubs of Canada and broad support from our members.

World class quality is not inexpensive. Membership fees alone do not fully cover the cost of providing services and we greatly value and appreciate the broad and loyal support you have shown us through our member giving program. In 2008, members donated over \$1.1 million dollars to support MedicAlert services.

2009 will be a groundbreaking year for MedicAlert. We continue to work with some of the leading private and public health care organizations as a vital player supporting the widespread adoption of electronic health care records in Canada. Our innovative Continuity of Care project, for instance, a

project partially funded by Canada Health Infoway, will allow emergency responders (initially in Nova Scotia) to access critical member information before arriving on an emergency scene through real-time wireless transfer of member data. This will help ensure that emergency responders are thoroughly prepared to treat MedicAlert members in the most appropriate and timely manner possible.

We look forward to being there for you again in 2009.

Sincerely,



Barry Kuntz
Chair, Board of Directors



Robert A. Ridge
President and CEO

May 19, 2009

About MedicAlert

MedicAlert is the leading provider of emergency medical information services linked to customized medical bracelets, necklets, and watches. For more than 45 years, MedicAlert has provided protection and peace of mind to Canadians of all ages with a variety of medical conditions and special needs.

As a charity, Canadian MedicAlert Foundation is committed to protecting families in financial need through the Membership Assistance program and providing education and awareness programs for first responders and healthcare professionals. The *No Child Without* program is an exciting new school based program that provides MedicAlert protection to children from junior kindergarten to age 13.

More than 1 million Canadians are currently part of the MedicAlert family and enjoy the security and protection that being a MedicAlert member provides. Our members are Canadians of all ages who have medical conditions or special needs that should be known by healthcare professionals in an emergency.

One in five Canadians has a condition that can cause instability, sudden symptoms, weakness, or difficulty in communicating, in an emergency situation. When you're a MedicAlert member, MedicAlert speaks for you when you can't.

We employ over 65 individuals in our National office in Toronto and our member services staff is trained to ensure that accurate member information is immediately available to healthcare professionals and first responders in an emergency situation.

As a voluntary organization, MedicAlert has a volunteer Board of Directors that represents all regions of Canada. Canadian MedicAlert® Foundation also has representation on the Board of Directors of MedicAlert Foundation International.

Our widely recognized and highly-trusted emergency medical information service is supported by the Canadian health care community. We are endorsed by organizations such as CAEP (Canadian Association of Emergency Physicians) and NENA (National Emergency Nurses Affiliation) and we work in partnership with a Canada-wide network of over 16,000 hospitals, pharmacies, doctors' offices, medical clinics, and public health centres who recommend MedicAlert to their patients.

Board of Directors

The Canadian MedicAlert Foundation is led by a volunteer Board of Directors with representation from across Canada.

As of April 12, 2008:

Barry Kuntz, Chair, Ontario
Cheri Nijssen-Jordan, MD, Vice-Chair, Alberta
Howard Berger, Past-Chair, Quebec
Verne Somers, Treasurer, Newfoundland
Len Kelsey, Board Member, British Columbia
Charles Sun, MD, Board Member, British Columbia
Sudha Kutty, Board Member, Ontario
Susan Antosh, Board Member, Saskatchewan
Brian MacDougall, Board Member, Nova Scotia

As of April 17, 2009:

Barry Kuntz, Chair, Ontario
Cheri Nijssen-Jordan, MD, Vice-Chair, Alberta
Howard Berger, Past-Chair, Quebec
Verne Somers, Treasurer, Newfoundland
Len Kelsey, Board Member, British Columbia
Charles Sun, MD, Board Member, British Columbia
Melanie McKenzie, British Columbia
John Szold, Ontario
Gaitane Villeneuve, Quebec
Verna Skanes, Newfoundland

Senior Management Team

Robert Ridge, MBA, President and CEO
Michael Shreve, Director, Systems and Supply Chain, Chief Privacy Officer
Deborah Legrove, CFRE, Director, Marketing, Education and Advancement
Catherine Horlock, Director, Contact Centre
Dorothy Scanlon, CA, Director, Finance and Corporate Affairs

Thanks to our Donors and Supporters*

| | | |
|-------------------|----------------------------|--------------------|
| Farid Abdelhadi | Bradley Friesen | Harold McKendry |
| Marlene Ainge | Nellie Balloway | James Miller |
| Robert Armstrong | Howard Berger | Geraldine Noble |
| Roxie Beelby | William Givens | Wilfred O'Toole |
| Diego Bellabarba | Hedy Gotsche | Ginette Plamondon |
| Howard Berger | Blanche Hogg | Ruby Puffer |
| Gary Brueckner | Robin Hubert | Roland Reid |
| Jane Burke | John Johnson | Spencer Reid |
| Walter Charabin | Bernard Lachapelle | Michael Shreve |
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| Jacques Fortin | Sheila McKee | |

| | |
|-----------------------------------|---|
| Belmont Lions Club | Osgoode & District Lions Club |
| Borden and District Lions Club | Oshawa West Lions Club Inc. |
| CB Richard Ellis Limited | Paris Lions Club |
| Cumberland Lions Club | Pelly & District Lions Club-District 5CA |
| Edmonton Southgate Lions Club | Public Safety Canada -Employee Association |
| Elmvale and District Lions Club | Richard and Edith Strauss Canada Foundation |
| Garden City Lions Club | Roblin & District Lions Club |
| Glencoe District Lions Club | Sarnia Township Lions Club |
| Greely Lions Club | Sharbot Lake and District Lions Club |
| Hoffman Elementary School | Spiritwood and District Lioness Club |
| Lions Club Of Newcastle | Spiritwood and District Lions Club |
| Lions Club Of Niagara Falls | Springdale Lioness Club |
| Lions Club of Peterborough | St. Catharines Lions Club |
| Lions Club of Waterloo | St. Marys Lions Club |
| Lions Club of Westport | Twillingate Lions Club |
| Metcalfe And District Lions Club | Vanheck Funeral Home Limited |
| Millbrook and District Lions Club | West Coast Lions Club |
| Navan Lions Club | |

*Reports Donors and Supporters who gave more than \$300 during the year.

Summarized financial statements of

Canadian MedicAlert Foundation Incorporated

December 31, 2008

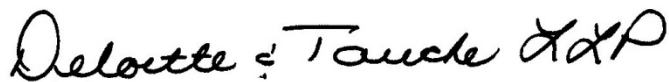
Auditor's Report

To the Members of Canadian MedicAlert Foundation Incorporated

The accompanying summarized statement of financial position as and the summarized statement of operations and changes in net assets are derived from the complete financial statements of Canadian MedicAlert Foundation Incorporated as at December 31, 2008 and for the year then ended on which we expressed an opinion without reservation in our report dated February 27, 2009. The fair summarization of the complete financial statement is the responsibility of the Foundation's management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarizes, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

The summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the Foundation's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.



Chartered Accountants
Licensed Public Accountants
February 27, 2009

Canadian MedicAlert Foundation Incorporated

Summarized statement of operations and changes in net assets

year ended December 31, 2008

(\$000s)

| | 2008 | 2007 |
|--|---------------|--------------|
| | \$ | \$ |
| Revenue | | |
| Membership fees | 4,463 | 4,338 |
| Product sales | 3,109 | 3,381 |
| Grant revenue "No Child Without" | 1,341 | 661 |
| Donations | 1,179 | 1,136 |
| Other income | 41 | 123 |
| | 10,133 | 9,639 |
| Expenses | | |
| Membership services and education | 3,362 | 3,227 |
| Marketing and communications | 1,794 | 1,687 |
| Governance and administration | 1,574 | 1,717 |
| Cost of product sales | 1,490 | 1,724 |
| "No Child Without" program | 1,341 | 661 |
| Fundraising | 334 | 529 |
| License fees | 228 | 233 |
| | 10,123 | 9,778 |
| Excess (deficiency) of revenue over expenses | 10 | (139) |
| Net assets, beginning of year | 30 | 169 |
| Net assets, end of year | 40 | 30 |

Canadian MedicAlert Foundation Incorporated

Summarized statement of financial position

as at December 31, 2008

(\$000s)

| | 2008 | 2007 |
|---------------------------------|-------|-------|
| | \$ | \$ |
| Assets | | |
| Current | | |
| Cash and short term investments | 7,070 | 3,292 |
| Other current assets | 406 | 2,406 |
| | 7,476 | 5,698 |
| Capital assets | 398 | 539 |
| | 7,874 | 6,237 |
| Liabilities | | |
| Current liabilities | 6,729 | 5,207 |
| Deferred revenues | 1,105 | 1,000 |
| | 7,834 | 6,207 |
| Net assets | 40 | 30 |
| | 7,874 | 6,237 |