



Canadian MedicAlert Foundation

Annual Report 2009

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

Linda Collins was just an ordinary teenager. After accidentally cutting her finger, she went to the hospital for a simple tetanus shot. As a precaution, she was given a drop of tetanus antitoxin to test if she was allergic to the serum and had a severe allergic reaction. As a result she spent the next two days in a life threatening coma. Afterwards her father, Dr. Marion Collins, insisted she wear a paper note attached to her clothing describing her allergy as he realized he could not always be there for his daughter. A few years later, Dr. Collins developed the first MedicAlert bracelet.

As MedicAlert approaches its 50th anniversary in Canada, the service we provide is as needed today as it was then. But much has happened in those fifty years. We have developed hundreds of identification products to meet the unique needs of members. MedicAlert members were the first to benefit from emergency electronic health records protected by world class security and privacy protocols. And we continue to look for ways to provide better information more quickly when it is most needed.

In 2009, we launched MedicAlert Access En Route in Nova Scotia. This innovation allows paramedics the ability to receive a member's complete medical profile wirelessly before the ambulance even arrives at the scene of an accident. This not only allows paramedics to be better prepared to treat members but also allows MedicAlert to notify loved ones of the emergency immediately. We continue to harness new technology to bring members the very best emergency medical information services.

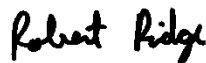
The very nature of how medical information flows through our health care system will continue to evolve and MedicAlert remains at the forefront of initiatives which seek to harness the power of information to protect and save lives. The one constant will always be MedicAlert members who share the core value that Dr. Collins set out over fifty years ago – that direct personal involvement in managing one's own health information is both desirable and necessary to ensure personal safety and peace of mind.

Barry Kuntz



Chair,
Board of Directors
Canadian MedicAlert Foundation

Robert Ridge



President and CEO
Canadian MedicAlert Foundation

Board of Directors

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

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
Françoise Faverjon-Fortin, Quebec
Verna Skanes, Newfoundland

Senior Management Team

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

Thanks to our Donors and Supporters*

Evan Addy	Pauline Chan	William Hart	Fergus ODonnell	Asma Sood
Nicolas Aubree	Venise Corkery	Blanche Hogg	John Oegema	Douglas Sutton
Diego Bellabarba	Aelred Daley	Margaret Lane	Robert Ridge	Christopher Tasker
Ann Berman-Goldberg	Jacques Fortin	Joseph Lucchetti	Michael Shreve	Jacques Therrien
Gary Brueckner	Bradley Friesen	Betty Nelson-French	Craig Skauge	Joan Tilley
Gilbert Cavill	Vivian Greenwood	Geraldine Noble	Sharon Smithies	Douglas Towler

Alexander Bay Lions Club	Guelph Royal City Lions Club	Petrolia Lions Club
Alliston Lions Club	Humberstone Lions Club	Pincher Creek Lions Club
Almonte Lions Club	Huntsville Lioness Club	Pincher/Cowley Roaring Lions Club
Arnprior Lions Club	Huttonville Lions Club	Poplar Hill & District Lions Club
Atikokan Lions Club	Irvine & District Lions Club	Port Colborne Lions Club
Barrhaven Lions Club	Kanata Hazeldean Lions Club	Port Dalhousie Lioness Club
Beachburg Lions Club	Killaloe & Area Lions Club	Portage La Prairie Lions Club
Beaverlodge Lions Club	Leask Lions Club	Portugal Cove St. Philips Lions Club
Belle River Lions Club	Lions Club of Belleville	Quyón Lions Club
Belmont Lions Club	Lions Club of Courtice	RBC Foundation
Blenheim Centennial Lions Club	Lions Club of Gloucester	Richard and Edith Strauss Canada
Brightbank & District Lions Club	Lions Club of Jasper	Richmond Chinatown Lions Club
Brockville Lions Club Inc.	Lions Club of Kingston	Richmond Lions Club
Buckingham Lions Club	Lions Club of Kitchener	Rockland Lions Club
Calgary Woodcreek Lions Club	Lions Club of Newcastle	Russell Lions Club
Cambridge Highlands Lions Club	Lions Club of Perth	Shelburne & District Lions Club
Canada Helps.Org	Lions Club of Port Dalhousie	Sidney Lions Club
Cardston Lions Club	Lions Club of Shawville	Southeast Manitoulin Lions Club
Cheadle Lions Club	Lions Club of Springfield	St. James Lions Club
Chesterville & District Lions Club	Lions Club of Swift Current	St. Albert Breakfast Lions Club
Clareville Lions Club	Lions Club of Thunder Bay	St. Jacobs Lions Club
Club Lions Clarence Creek Inc	Lions Club of Winchester Inc	Stayner Lions Club
Crystal City Lions Club	Lions Club of Winnipeg	Stittsville District Lions Club
Deleware Lions Club	Low & District Lions Club	Stony Plain Lions Club
District A12 Lions Club	Manotick Lions Club	Sudbury Suomi Lions Club
District A2 Lions Club	Maple Leaf Sports & Entertainment	Sudbury Teacher's Lions Club
Edmonton Host Lions Club	Markham Lions Club	Sydenham & District Lions Club
Edmonton South Lions Club	Marmora Crow Valley Lions Club	Tecumseh Lions Club
Edmonton Strathcona Lions Club	Mayerthorpe Kinette Casino	TELUS Communications Co.
Elgin Lions Club	Meadow Lake Lions Club	Townsend Lions Club
Estate May McAuliffe's	Metcalfe & District Lions Club	United Way of Calgary and Area
Estate Sharon Ann McLean	Millbrook & District Lions Club	United Way of Centraide Ottawa
Fenwick Lioness Club	Mississauga Central Lions Club	United Way of Greater Toronto
Fort Frances Voyageur Lions Club	Morrisburg & District Lions Club	United Way of Winnipeg
Fort Macleod Lions	Mount Forest Lions Club	Virден Lions Club
Gloucester North Lions Club	Mount Hope Lions Club	Wasaga Beach Lions Club
Goodsoil & District Lions Club Inc	Mountain Township & District Lions	Waubausheñe & District Lions Club
Goulds Lions Club	Newmarket Lioness Club	Wawanesa & Area Lions Club
Grande Prairie Lions Club	North Newmarket Lions Club	Whitefish District Lions Club
Grande Prairie Trumpeter Lions Club	Omemeë & District Lioness Club	Wyoming Lions Club
Grantham Lions Club	Palmer Rapids & Area Lions Club	

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

Summarized financial statements of

Canadian MedicAlert Foundation Incorporated

December 31, 2009

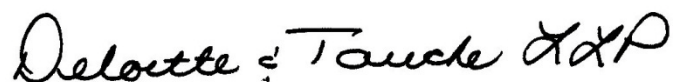
Auditor's Report

To the Members of Canadian MedicAlert Foundation Incorporated

The accompanying summarized statement of financial position as at December 31, 2009 and the summarized statement of operations and changes in net assets for the year then ended are derived from the complete financial statements of Canadian MedicAlert Foundation Incorporated as at December 31, 2009 and for the year then ended on which we expressed an opinion without reservation in our report dated February 26, 2010. 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 summarize, 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 26, 2010

Canadian MedicAlert Foundation Incorporated

Summarized statement of financial position

as at December 31, 2009

(\$000s)

	2009	2008
	\$	\$
		(Note)
Assets		
Current		
Cash and short term investments	6,637	7,070
Other current assets	339	395
	6,976	7,465
Capital assets	360	398
	7,336	7,863
Liabilities		
Current liabilities	5,955	6,718
Deferred revenues	1,180	1,105
	7,135	7,823
Net assets	201	40
	7,336	7,863

Note

Due to the adoption of amendments included in CICA Section 1000 - Financial Statement Concepts, effective January 1, 2009, certain items that were previously included as part of prepaid expenses on the statement of financial position in previous years, no longer met the definition of an asset. The financial statements for 2008 have been respectively restated to reflect the adoption of this amended section. The effect of the restatement on those financial statements is summarized below:

Effect on 2008	\$
Prepaid expenses decreased by	10,998
"No Child Without" program expenses increased by	10,783
Marketing and communications expenses increased by	215
"No Child Without" grant revenue increased by	10,783
"No Child Without" grant deferred revenue decreased by	10,783
Closing net assets balance decreased by	215

Canadian MedicAlert Foundation Incorporated

Summarized statement of operations and changes in net assets

year ended December 31, 2009

(\$000s)

	2009	2008
	\$	\$
		(Note)
Revenue		
Membership fees	4,427	4,463
Product sales	2,929	3,109
Grant revenue "No Child Without"	998	1,352
Donations	1,075	1,179
	9,429	10,103
Expenses		
Membership services and education	3,004	3,362
Marketing and communications	1,986	1,794
Governance and administration	1,433	1,574
Cost of product sales	1,547	1,490
"No Child Without" program	998	1,352
Fundraising	338	334
License fees	215	228
	9,521	10,134
Other income	253	41
Excess of revenue over expenses	161	10
Net assets, beginning of year	40	30
Net assets, end of year	201	40