



Canadian MedicAlert Foundation

Annual Report 2010

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

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In 2011 the Canadian MedicAlert Foundation celebrates its 50<sup>th</sup> anniversary in Canada. There is no better time to recognize the many people who made MedicAlert what it is today.

**Our members** (all 1.1 million of them!) who believed in the simple notion that taking ownership over one's health information was a smart idea and that the critical medical information services that MedicAlert provides should be available to all Canadians. Our members have personally supported over 100,000 new members since 1961 through the MedicAlert Membership Assistance program.

**Our advocates** who immediately understood the value of a service that spoke for an individual when they couldn't speak for themselves. We owe a debt of gratitude to thousands of physicians, nurses, paramedics, pharmacists and other health care workers for getting the message out.

**Our volunteers**, most notably, the many individuals who have served on the Board of Directors over the years and have devoted tens of thousands of hours in guiding the organization to achieve its mission of protecting and saving lives.

**Our employees**, many of whom have chosen to work here because of their deep belief in the power of MedicAlert to make a difference in people's lives.

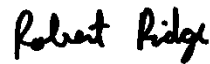
Thank you all,

Dr. Cheri Nijssen-Jordan



Chair,  
Board of Directors (April 2010 to May 2011)  
Canadian MedicAlert Foundation

Robert A. Ridge



President and CEO  
Canadian MedicAlert Foundation

### Board of Directors

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

Dr. Cheri Nijssen-Jordan, Chair, Alberta  
John Szold, Vice-Chair, Ontario  
Barry Kuntz, Past -Chair, Ontario  
Howard Berger, Board Member, Quebec  
Mike Cardiff, Board Member, Ontario  
Françoise Faverjon-Fortin, Board Member, Quebec  
Len Kelsey, Board Member, British Columbia  
Melanie McKenzie, Board Member, British Columbia  
Paul Rawlinson, Board Member, Ontario  
Geoff Rowan, Board Member, Ontario  
Verna Skanes, Board Member, Newfoundland  
Verne Somers, Board Member, Newfoundland  
Joyce Sumara, Board Member, Ontario  
Dr. Charles Sun, Board Member, British Columbia

### Senior Management Team

Robert Ridge, President and CEO  
Camille Krupa, Vice-President, Marketing  
Michael Shreve, Director, Systems and Supply Chain, Chief Privacy Officer  
Catherine Horlock, Director, Member Experience  
Dorothy Scanlon, CA, Director, Finance and Corporate Affairs

## Thanks to our Donors and Supporters\*

Parthiv Amin	David Flewelling	Linda Ledbetter	Mary Scott
Michelle Bailey	Jacques Fortin	Helen Leiderman	Polly Sherstobitoff
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Larry Bray	Joseph Fung	Beverley Miles	Bernie Silverman
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Keith Douglas	Albert Hincke	Daine Richardson	Rosanna Trevisi
Doreen Ellis	Michael Kelly	Robert Ridge	Daryl Whalen
Patricia FitzGerald	Margaret Lane	Timothy Scanlon	

Aylmer Lions Club	Kingsville Lions Club	Portugal Cove St. Philips Lions Club
Barrhaven Lions Club	Leader Lions Club	Pouch Cove Lions Club
Belle River Lions Club	Lions Club of Belleville	Red Deer Central Lions Club
Belmont Lions Club	Lions Club of Courtice	Regina Beach & District Lions Club
Burford Lions Club	Lions Club of Dorset	Richmond Lions Club
Canada Helps.Org	Lions Club of Dwight	Ridgeway Lions Club
Central Manitoulin Lions Club	Lions Club of Fenwick	Rockland Lions Club
Charleswood – Tuxedo Lions Club	Lions Club of Gloucester	Smart Circle International Corp
Club Lions De Maniwaki	Lions Club of Kingston	South Brant Lioness Club
Crystal City Lions Club	Lions Club of Merrickville	South Brant Lions Club
Cumberland Lions Club	Lions Club of Merriton	St. Marys Lions Club
District 19-I Lions Club	Lions Club of Niagara Falls	Stittsville District Lions Club
District A12 Lions Club	Lions Club of Swift Current	Stoney Point Lions
Edmonton Southgate Lions Club	Lions Club of Waterloo	Sydenham & District Lions Club
Estate of William P. Rowley	Long Point Lioness	TELUS Communications Co.
Eston Lions Club	Long Point Lions Club	Trenton Lions Club
Finch and District Lions Club	Manotick Lions Club	United Way of Alberta Capital Region
Fonthill Lions Club	Markham Lions Club	United Way of Calgary and Area
Glencoe District Lioness Club	Marmora Crow Valley Lions Club	United Way of Greater Toronto
Goulds Lions Club	Marystown Lions Club	United Way of Winnipeg
Grande Prairie Lions Club	Millbrook & District Lions Club	Verona Lions Club
Greely Lions Club	Morrisburg & District Lions Club	Victoria Lions Club
Green's Harbour Lions Club	Mount Hope Lions Club	Wainfleet Lions Club
Hagersville & District Lions Club	Newburgh-Camden Lions Club	Waubaushe & District Lions Club
Innerkip & District Lions Club	North Kamloops Lions Club	Wellington & District Lions Club
Kingston Lions Club	Oshawa West Lions Club Inc.	Woolwich Community Lions Club

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

Summary financial statements of

**Canadian MedicAlert Foundation  
Incorporated**

December 31, 2010

# Canadian MedicAlert Foundation Incorporated

December 31, 2010

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## Report of the Independent Auditor on the Summary Financial Statements

To the Members of Canadian MedicAlert Foundation Incorporated

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2010, summary statement of operations and changes in net assets for the year then ended, and related notes are derived from the audited financial statements of Canadian MedicAlert Foundation Incorporated for the year ended December 31, 2010. We expressed an unmodified audit opinion on those financial statements in our report dated March 22, 2011.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the financial statements of Canadian MedicAlert Foundation Incorporated.

### Management's Responsibility for the Summary of Financial Statements

Management is responsible for the preparation of the summary of the audited financial statements on the basis described in Note 1.

### Auditor's Responsibility

Our responsibility is to express an opinion on this summary of financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

### Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Canadian MedicAlert Foundation Incorporated for the year ended December 31, 2010 are a fair summary of those financial statements, on the basis described in Note 1.

*Deloitte & Touche LLP*

Chartered Accountants  
Licensed Public Accountants  
March 22, 2011

# Canadian MedicAlert Foundation Incorporated

## Summary statement of financial position

as at December 31, 2010

(\$000s)

	2010	2009 (Note)
	\$	\$
<b>Assets</b>		
Current assets		
Cash and short term investments	5,820	5,634
Other current assets	250	339
	<b>6,070</b>	5,973
Investment	1,014	1,003
Capital assets	276	360
	<b>7,360</b>	7,336
<b>Liabilities</b>		
Current liabilities	5,595	5,955
Deferred revenues	1,320	1,180
	<b>6,915</b>	7,135
<b>Net assets</b>	<b>445</b>	201
	<b>7,360</b>	7,336

### Notes to the summary financial statements

#### 1. Basis of the summarized financial statements

Canadian MedicAlert Foundation Incorporated (the "Foundation") has prepared the summary financial statements to be included as part of its annual report. The Foundation has determined that the level of aggregation presented is adequate for the readers of the annual report. The audited financial statements may be obtained from the Foundation, on request.

#### 2. Comparative amounts

Certain of the comparative amounts have been reclassified to conform to the current year's financial statement presentation. Amounts totaling \$338 which were previously recorded as expenses have been re-classed to revenue.

# Canadian MedicAlert Foundation Incorporated

Summary statement of operations and changes in net assets  
year ended December 31, 2010

(\$000s)

	2010	2009
	\$	(Note) \$
<b>Revenue</b>		
Membership fees	4,351	4,427
Product sales	3,514	3,012
Grant revenue "No Child Without"	663	998
Donations	1,084	1,075
Other revenue	83	256
	<b>9,695</b>	<b>9,768</b>
<b>Expenses</b>		
Membership services and education	3,137	3,051
Marketing and communications	1,986	1,986
Governance and administration	1,530	1,641
Cost of product sales	1,879	1,631
"No Child Without" program	663	998
Fundraising	378	338
License fees	224	215
	<b>9,797</b>	<b>9,860</b>
Other income	346	253
Excess of revenue over expenses	244	161
Net assets, beginning of year	201	40
<b>Net assets, end of year</b>	<b>445</b>	<b>201</b>