



For *all the people you can help today.*



[About Us](#) | [How You Help](#) | [Share Your Story](#) | [Questions and Issues](#)

[Staying In Touch](#) | [Monthly Giving](#)

## MESSAGE FROM THE PRESIDENT & CEO

Thank you for your donation to MedicAlert. As a longtime MedicAlert subscriber, donor and now CEO, I'd like to take this opportunity to welcome you to our community of likeminded donors who believe in the critical work that we are doing to protect people in their time of need.

Since 1961, MedicAlert has provided protection to over 1 million Canadians. We are known across Canada for the distinctive medical IDs that bear our logo, but we are so much more. Our custom-engraved IDs are the gateway to a secure digital health information record – the vital information first responders need to care for you in a health emergency. They help us connect to your loved ones more quickly. They help Alzheimer and dementia patients who may wander to return home safely.

And we're just getting started.

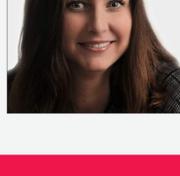
On the immediate horizon is a digital transformation project that will help us become the resilient organization we need to be future-ready. This transformation will not only allow us to improve our digital infrastructure but will also facilitate better, faster, more efficient service to subscribers, our partners and our donors. We are building more relationships and doing deeper work with first responders through our Connect Protect Program, and we are developing strategies for research, outreach, education and advocacy.

We are also proud of that we can provide access to people who need it most thanks to donors like you. With several programs providing membership assistance to people facing financial difficulty or other barriers that limit access to healthcare, we can provide peace of mind to anyone – regardless of their ability to pay the fee.

I hope this package answers some of the questions that you might have about MedicAlert. If at any time you would like to discuss our charitable work, the impact of your gift, or have any questions related to your contributions, please feel free to reach out to a member of our team who would be pleased to speak to you.

Thank you again for your gift to MedicAlert.

Leslie McGill  
President & CEO, MedicAlert



## ABOUT MEDICALERT

MedicAlert Foundation Canada is a registered Canadian charity that proudly embraces our 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**

### 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.

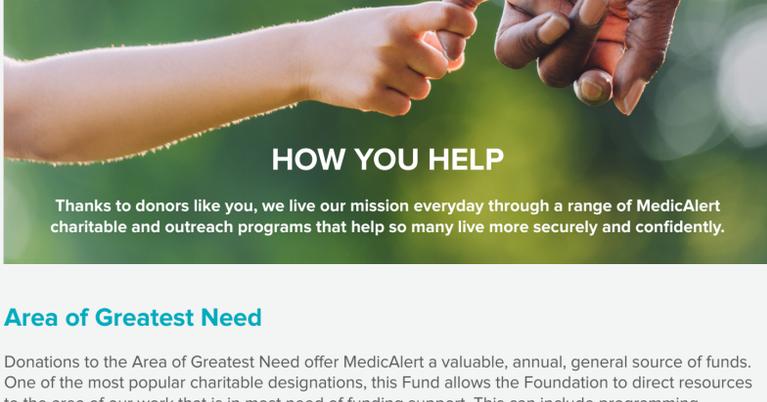
### DEDICATION

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.

### OUR VALUES

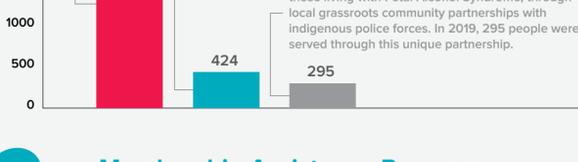


## HOW YOU HELP

Thanks to donors like you, we live our mission everyday through a range of MedicAlert charitable and outreach programs that help so many live more securely and confidently.

## Area of Greatest Need

Donations to the Area of Greatest Need offer MedicAlert a valuable, annual, general source of funds. One of the most popular charitable designations, this Fund allows the Foundation to direct resources to the area of our work that is in most need of funding support. This can include programming, new projects, the advancement of infrastructure and technology building strategic partnerships or educating first responders.



## Membership Assistance Program

While we strive to keep our subscription costs low, we know that for some, those fees can still be out of reach. Through our Membership Assistance Program, full or partial financial assistance is provided to those in need, providing them with peace-of mind and a sense of security in the event of an emergency.

## No Child Without Program

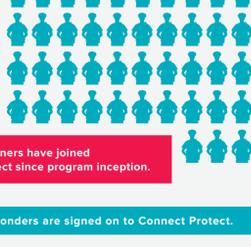
This program, which was first launched with the support of a grant from the federal government, is now supported by generous donors. The No Child Without Program ensures that eligible children with medical conditions aged 4-14 receive MedicAlert protection free-of-charge.

Over 34,500 children are protected through our No Child Without Program since program inception.

6,000 schools across Canada have signed on to be part of No Child Without.

## Connect Protect

We are deepening and enhancing our services for subscribers through deeper partnerships with first responders. Connect Protect is a one-of-a-kind service that gives emergency responders and healthcare providers quick and secure, 24/7 access to a MedicAlert subscriber's electronic medical profile.



Over 17M people live in communities where first responders are signed on to Connect Protect.



Over 42,000 police officers are trained through our Connect Protect program on the Look, Read, Call protocols.

## Education

Our **LOOK, READ, CALL** is an example of our commitment to improving health emergency outcomes for our subscribers.

We train first responders to:

- 1 LOOK** for the official MedicAlert emblem on medical IDs.
- 2 READ** the engraved medical information.
- 3 CALL** the exclusive 24/7 Emergency Hotline to access our subscribers' detailed health profiles.

## SHARE YOUR STORY!

If you've been impacted by MedicAlert, we want to hear from you. <https://www.medicalert.ca/Community>

## QUESTIONS & ISSUES

We understand that as a donor questions and issues may come up. We've provided a few answers here, but to see a full FAQ list, please visit: <https://www.medicalert.ca/FAQs>

If you still have outstanding questions or comments, please reach out to a member of our team at [donations@medicalert.ca](mailto:donations@medicalert.ca)

### What happens with my donation information? I want to make sure my privacy is protected.

We take your privacy seriously and treat your personal information with the utmost respect. MedicAlert does not rent or sell our mailing list as other organizations might. You have the option of making any contribution anonymously if you would like to retain your privacy as a donor. You can find our [Privacy Policy](#) here.

### I can't find my tax receipt. How can I request a duplicate copy?

Don't worry - the fundraising department will be happy to produce a duplicate for you! In order to request a duplicate copy of your tax receipt, please contact us at **1.800.668.1507** or [donations@medicalert.ca](mailto:donations@medicalert.ca).

### How can I unsubscribe from your emails about donations or have myself removed from your direct mail list?

We are grateful for your support and will make sure that you are contacted in the way you prefer. Please contact us at **1.800.668.1507** or [donations@medicalert.ca](mailto:donations@medicalert.ca) and let us know which communications you do not wish to receive.

Even if you are not in a position to donate we hope that you will remain connected to MedicAlert as a champion of the important work we do.

**We are grateful for your support and will make sure that you are contacted in the way you prefer.**

Please contact us at **1.800.668.1507** or [donations@medicalert.ca](mailto:donations@medicalert.ca) and let us know which communications you do not wish to receive.

**Even if you are not in a position to donate we hope that you will remain connected to MedicAlert as a champion of the important work we do.**

## MONTHLY GIVING

Monthly donations are precious to MedicAlert because they provide us with a predictable form of income that we can rely on. They also help us to forecast our financial reality more accurately for the future!

We annualize all donations made in the calendar year and send one aggregated tax receipt in the first two months of the following year.

If you're interested in making a monthly commitment, connect with our friendly customer service representatives at **1.800.668.1507** to enroll. Alternatively, you may sign up through your My MedicAlert login or through our [secure donation form](#).

*As a teacher, and our school's first responder, I know first-hand the importance of a MedicAlert ID for school-aged children. I am also a long-time MedicAlert subscriber and I want to provide that same peace of mind to others who may not be able to afford the service. I choose to make a monthly donation because it is so easy. A small commitment every month can make an incredible difference for the people who need it.*

- Katherine Watt, Montreal.