



FUTURE

2024 Annual Report

Shaping the Future



MedicAlert
FOUNDATION CANADA

Remarks from our Chair and CEO

At MedicAlert, 2024 was a year of thoughtful preparation, bold action, and future-focused transformation. As the health and safety landscape around us continues to evolve, we took deliberate and meaningful steps to ensure that MedicAlert is not only ready for what's next—we are helping to shape it.

Our new three-year Strategic Plan reflects a powerful vision: a Canada where every individual has the power, ability, and access to data to create the best possible outcome for their emergency health needs. We will ensure that MedicAlert is on every wrist, either literally or metaphorically, so that the right data is in the right hands at the right time—every time. This vision is ambitious, and this past year we laid the groundwork to bring it to life.

Our efforts are focused on three key priorities: strengthening the partnerships that amplify our reach and impact; expanding access to underserved communities who need us most; and harnessing the full potential of the data we manage to drive better health outcomes. These priorities will guide our decisions and investments.

In 2024, we also marked a turning point in our efforts to build greater equity into everything we do. Our Inclusion, Diversity, and Equity in Action (IDEA) Program provides MedicAlert services to vulnerable individuals across Canada and was supported by both donor generosity and innovative fundraising through our first-ever 50/50 lottery. IDEA brought life-saving protection to more than 10,000 people who might otherwise go without it.

Reimagining how we serve children and families, we unified several programs under the MedicAlert Kids banner and focused on the continued growth of the Students Assisting Friends Everywhere (S.A.F.E.) resources to support curriculum. These efforts are helping children with chronic conditions learn to self-advocate while building more inclusive classrooms.

National leadership in dementia-related wandering support is a point of pride for MedicAlert. For more than a decade we have been the stewards of Canada's National Wandering Registry. Thanks to funding from our partners and donors we continue to enhance our expertise and impact by making significant strides on detecting the risk of wandering in people living with dementia, and advancing the development of a GPS-enabled MedicAlert ID. Our

motivation in making investment in these innovations is to improve the lives of caregivers and bring Canada closer to a future where no one living with dementia goes missing without a swift, safe response.

Technological infrastructure remains at the forefront of our work. With the ever-increasing threat of cyber-attacks, we enhanced our digital security environment, thanks in part to a generous donation from the Canadian Red Cross. We also marked a national first in 2024—providing 9-1-1 operators in our nation's capital with direct, real-time, secure access to the correct subscriber record before they even dispatch paramedic, police or fire services. Having this level of information in advance enhances situational awareness for the frontline responder and allows them to be more prepared on arrival. The early results from our Ottawa pilot are undeniable, and we are working closely with new 9-1-1 call centres to scale this model across Canada.

Our work over the past year represents a coordinated, intentional effort to build the next era of MedicAlert—one rooted in equity, powered by innovation, and ready to serve Canadians in ways that are more responsive, inclusive, and effective.

As we look ahead, we do so with a deep sense of gratitude to our subscribers, our first responder allies, donors, partners, and volunteers. Thank you for your trust and support.

Sincerely,



Leslie Quinton

Leslie Quinton
Chair, Board of Directors



Leslie McGill

Leslie McGill
President & CEO

Advancing Our Mission Through Strategic Focus

With the launch of our 2025 to 2027 Strategic Plan, MedicAlert embarked on an exciting new chapter in our journey, guided by a transformative strategic plan focused on three pivotal pillars. These pillars are designed to shape the future of our organization, drive meaningful change, and create a positive impact for all Canadians living with chronic health conditions. The core of our mission remains unwavering: ensuring that individuals with critical health conditions have access to the services and information they need, when they need it most.

Together, the pillars of our Plan will not only strengthen our foundation, but also unlock new opportunities to better serve our members, caregivers, and the broader healthcare ecosystem.

We are excited about the journey ahead and grateful for the support of our donors, partners, and government stakeholders, who enable us to make this vision a reality. Together, we will continue to improve health outcomes, expand access to vital services, and create a healthcare ecosystem that is responsive, inclusive, and equitable for all Canadians.





Revolutionizing Emergency Response in 2024

In an emergency, every second counts. That’s why we are working to revolutionize how first responders access life-saving health data, ensuring they have the right information at the right time—before they even arrive on scene.

In 2024, MedicAlert advanced this vision through the launch of our Health Exchange Linking Police, or HELP 9-1-1 project. This groundbreaking initiative piloted the first-ever direct integration between MedicAlert’s Subscriber Health Information Database and the Ottawa Police Service’s 9-1-1 Computer-Aided Dispatch (CAD) system. Unlike the standard process that requires human intervention—such as checking an ID on site and calling MedicAlert’s 24/7 Hotline—this integration facilitates a seamless data exchange in under one second. The result is immediate, secure delivery of vital health details to dispatchers and first responders as soon as a 9-1-1 call is received.

With our HELP 9-1-1 integration, first responders don’t have to wait until they are on scene to check a patient’s ID and make a call to our 24/7 Hotline for more information. First responders immediately know vital details about an individual’s health conditions, medications or other pertinent information that can be vital to ensuring faster and more effective emergency care.

“Having this information before we dispatch a call allows us to make more effective decisions. It helps us respond faster, allocate resources more efficiently, and ultimately save more lives,” says Michael, an Ottawa 9-1-1 Emergency Dispatcher.

The results of the HELP 9-1-1 pilot project speak for themselves: More than 10,000 calls into the Ottawa 9-1-1 dispatch centre in 2024 were connected to a MedicAlert subscriber record.

“We were expecting an increase,” notes MedicAlert President & CEO, Leslie McGill, “however, nothing prepared us for what we ultimately saw. We received about one call every three days out of Ottawa for health information prior to this integration, so the increase in usage illustrates the enormous impact that we’re having with technology.”

The next Public Safety Answering Point (PSAP) that will be coming online with HELP 9-1-1 is Toronto Police Service, the largest and busiest in the country, with more than one million 9-1-1 calls annually.

Fostering a Safer Future for Children with Chronic Conditions

As MedicAlert continues to shape the next era of health support services across Canada, we remain deeply committed to creating solutions that give children living with chronic conditions the confidence to navigate life with greater security and independence. In 2024, this commitment was supported by the reimagining of our long-standing No Child Without program ensuring effective management of health emergencies for children. Now called MedicAlert Kids, our paediatric program is a catalyst for systemic change.

MedicAlert Kids is a subscription-based program dedicated to ensuring that children with complex health needs are never without critical protection. To date, more than 300,000 young Canadians have passed through the program, which provides families with the assurance that their child’s medical information will always speak for them, even when parents or caregivers cannot be there themselves.

For Fiona M., MedicAlert isn’t just a bracelet—it’s a family tradition, a layer of protection, and a source of peace of mind she’s come to rely on for more than 40 years.

“My mom wore one, I wear one, and now two of my three children wear them,” she says. Hemophilia runs in Fiona’s family—her mother and brother live with the condition, as do Fiona and her son Luka, 12, who has severe hemophilia, and her daughter, who has moderate hemophilia.

One of the greatest challenges for any parent of a child with a chronic health condition is trusting that others will understand how best to care for their child in critical moments. As Fiona reflects, “I’m okay if I’m there. But my fear is always—what if I’m not?”

MedicAlert helps bridge that gap. “It gives you confidence,” she says. “If I can’t advocate for myself or my kids, MedicAlert

will speak for them.” This layer of protection becomes even more important as children like Luka begin to take a more active role in managing their health. “He knows the difference between a cramp and a bleed,” Fiona explains. “He’ll say, ‘No, I need my medication. I need my mom. I need it now.’”

Education and awareness are essential parts of the journey. As Fiona describes, public understanding of hemophilia is often polarized—either extreme worry over minor cuts, or a dismissal of serious risks. “We either get panic, or people tell him to just shake it off,” she says. Having MedicAlert not only protects Luka physically; it signals to first responders and others that his needs are urgent and legitimate. “It’s something that shows this isn’t just a bump or bruise. It’s serious. And they’ll treat him differently because of it.”

Fiona also appreciates that MedicAlert is evolving to meet the needs of a new generation and help break the stigma surrounding chronic health conditions. Unlike her brother, who, as a child, had to wear a bright orange vest on the playground, Luka wears a discreet, modern ID that helps him feel secure without stigma. “He doesn’t feel targeted. He feels safe and included.”

For Fiona and her family, MedicAlert isn’t about limitations. It’s about empowerment. It means Luka can play basketball, make his own choices, and grow into a confident young man who knows how to manage his health and safety.

As we look to the future, stories like Fiona and Luka’s reinforce why MedicAlert continues to invest in programs that promote confidence, inclusion, and proactive health management for children. Through MedicAlert Kids, we are building a generation better equipped to speak up for their health and supported by a trusted safeguard that is always ready to speak for them.



Alongside its new name and fresh look, MedicAlert Kids now features the SuperSquad—a dynamic team of heroes who prove that living with a chronic health condition doesn’t hold them back. Outdoor Otto, Zoologist Zoey, Engineering Ethan, Racing Rita, Inclusive Ian, and Soccer Sihan each live with conditions such as asthma, autism, or cerebral palsy. Through engaging, relatable stories, they teach children about safety, empathy, and how to respond in health emergencies. Together, the SuperSquad inspires kids to embrace their own strengths, advocate for their health needs, and build a more inclusive world alongside their teachers and friends.





Every Child Deserves to Feel S.A.F.E.

Across Canada, approximately 22% of children live with a health condition severe enough to interfere with their daily activities—a reality that can often lead to social isolation and exclusion from the school and community experiences meant to enrich their growth. Many parents face the daily worry of whether their child will be understood, accepted, and safe when they are not there to advocate on their behalf.

With the generous support of the CIBC Foundation, ivari, the Arthur and Audrey Cutten Foundation, the Alice and Murray Maitland Foundation, and countless MedicAlert subscribers and donors, MedicAlert is actively working to address the often-unseen inequities experienced by children living with chronic health conditions, disabilities, or mental health challenges.

Central to this effort is **MedicAlert S.A.F.E. (Students Assisting Friends Everywhere)**, a free online resource for teachers. Developed in partnership with the Ontario Physical and Health Education Association (Ophea), S.A.F.E. equips educators with tools to create meaningful lessons about personal safety, well-being, inclusion, and how to handle common medical conditions.

Currently offered across Ontario for Grades 1-6 and directly tied to the Ministry of Education’s health curriculum, the S.A.F.E. program has expanded significantly thanks to donor support. In its first year, the curriculum was embraced by 27 of Ontario’s 81 school boards, totaling 1,876 schools and nearly 47% of elementary students in the province. Feedback from educators shows increased confidence and knowledge in teaching safety and inclusion.

The profound impact of S.A.F.E. is illustrated through the experience of Joshua, a curious, energetic, and spirited nine-year-old who lives with pulmonary atresia, a complex heart defect, as well as a form of epilepsy that leaves him unable to speak during a seizure. For Joshua, MedicAlert’s S.A.F.E. program has provided vital learning resources that not only help him advocate for himself but also cultivate empathy and understanding among his classmates and teachers.

One day at school, Joshua’s teacher noticed he was unusually quiet and appeared to be crying. Thanks to the awareness and approaches fostered by S.A.F.E., she responded differently than she might have before. “In her mind, before S.A.F.E., Joshua wouldn’t tell her what was wrong—but in reality, he just *couldn’t* tell her,” says his mother, Laurie, explaining that his seizures do not present as typical convulsions. “She got down close to his level and asked him again what was wrong. He pointed to his mouth and then to his bracelet.” Recognizing the signs, his teacher quickly identified that Joshua was experiencing a seizure and ensured he received the immediate help he needed.

As we look to the future, MedicAlert remains committed to ensuring that every child, regardless of their health circumstances, feels understood, supported, and equipped to thrive. With the ongoing dedication of our partners and donors, we are helping to build classrooms and communities that recognize all children, not only for their unique needs, but also for the extraordinary strengths they bring to the world around them.

Revolutionizing Dementia Care and Safety

By 2030, Canada’s dementia population is expected to exceed 1.4 million people, and with nearly six in 10 individuals at risk of wandering, the need for innovative solutions has never been greater. Families face immense stress, fearing for their loved ones’ safety and the potentially devastating consequences of a wandering-related incident.

Our Safe & Found program offers peace of mind to caregivers and individuals living with Alzheimer’s or other dementias. Our recognizable blue ID is one vital piece of this program. It’s the link that provides crucial health details to first responders engaged in a missing person search, including wandering history, de-escalation techniques, and caregiver contact information via our secure Subscriber Health Information Database. The ID is also a visual cue for Good Samaritans that the individual is someone living with dementia who may be lost or confused about where they are.

One of the challenges for seniors who live with dementia and the families who support their care needs is the financial stress that often accompanies this debilitating disease. Thanks to a generous donation from Petro-Canada CareMakers Foundation, new Safe & Found subscribers who find themselves in these circumstances are eligible for significant financial support.

Expanding access to Safe & Found is just the beginning. With additional support from our generous donors, we’ve also taken significant steps forward in developing groundbreaking new technologies and support programs that will revolutionize dementia care and safety.

What We Have Achieved Together Through Safe & Found

Early Alert – Identifying Wandering Risk Before It Happens

In 2024, with donor support, we completed development of the preliminary EarlyAlert algorithm, a data platform that automatically generates a propensity-to-wander score using information from a subscriber’s MedicAlert record. This algorithm identifies individuals at risk of dementia-related wandering by analyzing relevant data already captured within MedicAlert’s database. We are now enhancing the prototype with more robust datasets to improve its reliability with the goal of identifying patterns and precursors to wandering, ensuring the application delivers effective alerts to support caregivers and reduce risks.

Good Samaritan Program – Training the Public to Assist in Wandering Incidents

We are thrilled to have received the 2024 People’s Choice Award at the Chrysalis Innovation Challenge. Presented by SE Health, this national competition focuses on funding innovative solutions that address the needs of older Canadians and help create a thriving community. Our research shows that when MedicAlert is involved, 90% of wandering incidents end with an individual returned home without any harm to their health. It’s our goal to extend this protection even further. Our People’s Choice award-winning pitch—the Safe & Found Good Samaritan Program—focuses on developing a curriculum designed to educate members of the public to be able to safely help any individual living with dementia who finds themselves wandering and unable to return safely home.

GPS-Enabled MedicAlert ID – A Breakthrough in Tracking Technology

With engineers at Carleton University and physicians at the Bruyère Research Institute, MedicAlert is developing micro-technology that enables a GPS tracker to be seamlessly integrated into a MedicAlert ID. Unlike existing tracking devices, the battery life of this device will extend from days to months, ensuring vulnerable people are never without their MedicAlert ID and caregivers can rest easy knowing emergency personnel can locate their loved one. Our next step is to develop and test a fully functional prototype for our GPS-enabled MedicAlert ID, with the goal of making it ready for full-scale manufacturing in 2026.

With vital support from corporations, family foundations and individual donors, we are building the solutions that will transform dementia care. Together, we can take the worry out of wandering.

“The development of this micro-technology represents a major step forward in supporting individuals living with dementia and their caregivers. By creating a GPS-enabled device with extended battery life that integrates seamlessly into a MedicAlert ID, we are addressing one of the biggest challenges in wandering prevention—reliability. This innovation has the potential to provide peace of mind to thousands of families across Canada, ensuring that loved ones can be quickly and safely located in an emergency. We are proud to collaborate with MedicAlert on this groundbreaking initiative and look forward to bringing this life-saving technology to scale.”

-- Dr. Bruce Wallace, Executive Director of the AGE-WELL National Innovation Hub on Sensors and Analytics for Monitoring Memory and Mobility (SAM3), Adjunct Research Professor at Carleton University, and Affiliated Investigator with Bruyère Health Research Institute



Red Cross Donation Further Strengthens MedicAlert's Security

In the wake of MedicAlert's sweeping digital transformation in 2022/23, our journey to become a digital-first organization took another decisive leap in 2024, thanks to a generous and timely gift from the Canadian Red Cross. This major contribution enabled us to invest further in the security infrastructure that underpins our new technology stack—reinforcing our deep and enduring commitment to safeguarding the personal health information of our subscribers. This means vital health information is protected by advanced cybersecurity defenses and encryption protocols. Whether responding to a medical emergency or a missing person incident, first responders can access accurate, up-to-date information quickly and securely, potentially saving precious time and lives.

“The Red Cross has long stood for protection and support during life’s most vulnerable moments—values that perfectly align with our mission,” says MedicAlert President & CEO, Leslie McGill. “Their generous gift is not only a vote of confidence in our digital transformation, but a powerful endorsement of our shared commitment to protecting Canadians.”



This investment from the Red Cross helped enhance MedicAlert's security systems, which further supported our readiness for the nationwide rollout of the Next Generation 9-1-1 system. With the additional security enhancements to our technology infrastructure made possible thanks to the generosity of the Red Cross, we are well-positioned to keep pace. As technology and healthcare systems evolve, MedicAlert will remain a trusted, innovative partner in protecting the health and safety of Canadians.



Expanding Access Through Innovative Fundraising

In 2024, MedicAlert launched its first-ever 50/50 lottery—an innovative fundraising initiative designed to bring in new supporters to help advance our mission. With a goal of simultaneously engaging the public and addressing pressing gaps in access to care, the MedicAlert 50/50 offered participants the excitement of a potential prize while they directly supported a critical cause.

Each draw provided one lucky winner with half of the total jackpot, while the remaining proceeds were directed toward MedicAlert’s Inclusion, Diversity, and Equity in Action (IDEA) Program. Through IDEA, we provide life-saving MedicAlert services to some of Canada’s most vulnerable and underserved populations—individuals who might otherwise go without this essential layer of health protection.

This fundraising effort came at a critical time. Across Canada, there remains a lengthy waiting list of individuals who urgently need MedicAlert’s support. Every \$200 raised through the 50/50 lottery allowed us to extend our comprehensive emergency health ecosystem to another individual in need.

For many, participating in the lottery offered both the chance to win, and the opportunity to contribute to a cause that delivers tangible impact. “As soon as MedicAlert launched its 50/50, I started buying tickets,” says Penney P, one of our lottery winners. “I know MedicAlert helps kids and vulnerable people who can’t afford this necessity in life,” she says. “When I buy a ticket, I know my money is going somewhere meaningful.”

In 2024, more than 10,000 Canadians received MedicAlert coverage through the IDEA Program. These individuals represent a broad cross-section of society, including those living with chronic illness, financial hardship, housing insecurity, or barriers to accessing consistent healthcare. MedicAlert often serves as a crucial safety net, bridging gaps within fragmented systems and ensuring that life-saving

information is available when it matters most. As John, a low-income senior, explained, “When I’m rushed to the hospital, there’s no time to explain my condition. MedicAlert means I don’t have to worry about whether the doctors will know how to treat me. I trust them to get the right information quickly.”

Through the 50/50 initiative and other strategic fundraising efforts, MedicAlert continues to advance its commitment to ensuring that no one is left behind. By unlocking new avenues for donor support and public engagement, we position our organization, and the individuals we serve, for a safer, more equitable future.

What We Have Achieved Through IDEA

- **Support for the most vulnerable:** MedicAlert has become a bridge for vulnerable individuals navigating fragmented healthcare systems, helping them receive the right care in emergency situations. In 2024, we helped more than 10,000 people facing societal barriers.
- **No one left behind:** For many individuals experiencing chronic illness, financial stress, housing insecurity, lack of access to healthcare and other social determinants of health—MedicAlert provides a critical safety net.
- **Real impact, real lives:** Thanks to donor support, we’ve been able to provide individuals with the tools they need to manage their health and gain access to life-saving services. For those with long-term health conditions – such as diabetes, heart disease, and Multiple Sclerosis – MedicAlert is often the critical link between emergency medical teams and the care they need.



Integrating Canadian and Indigenous Artistry into our Product Line

In 2024, we proudly expanded our medical ID lineup with 10 new styles, with the launch of our inaugural Designer Collection. This exclusive collection highlights Canadian craftsmanship, offering a range of products that cater to diverse tastes and reflects a growing interest among our subscribers for IDs that are both protective and personally meaningful. We also had the privilege of collaborating with four renowned Canadian and Indigenous jewelry designers: Claude Abittan, Wesley Havill, Mathew Nuqingaq, and Corrine Anestopoulos, further celebrating the rich cultural heritage of Canada.

Meet the Designers

Claude Abittan, a visionary jewelry designer, found his creative haven in Toronto in the early 1980s. His artistic journey began with making unique belts and clothing, eventually evolving into the intricate world of handmade jewelry.

Wesley Havill, an Ojibway, Eagle Clan artist from Batchewana First Nation in Sault Ste. Marie, Ontario, often works with copper in his designs, which is of great significance to Indigenous Peoples. Earth’s largest and purest copper deposits are found around North America’s Great Lakes and Indigenous Peoples were among the first cultures to mine it producing tools, art, and more.

Mathew Nuqingaq, a recipient of the Order of Canada, has been creating art in the form of jewelry for 24 years, ever since he fell in love with Inuit amulets. Growing up, the Inuk artist and his friends always knew the MedicAlert ID held valuable information. “It’s a part of our culture now,” he says. “And it’s very important, especially for our Elders.”

Corrine Anestopoulos is the Toronto-based founder of BIKO. Inspired by nature, contemporary art, architecture and travel, BIKO is known for its high level of craftsmanship, luxe materials and timeless, sculptural aesthetic. Designing jewelry since 2005, Corrine is driven by partnerships that give back.



Helping Subscribers Take Control of Their Health Management

At MedicAlert, we are committed to continuously evolving our products and services to meet the diverse and changing needs of our subscribers. As healthcare systems face mounting pressures and individuals increasingly shoulder more responsibility for managing their own care, easily accessible, reliable health information has never been more important.

Our +CARD remains one of our most valued offerings, providing subscribers and their trusted care partners with instant, secure access to essential health details through a PIN-protected QR code that can be scanned by any smartphone. For Meredith, +CARD is essential for helping to manage her father’s care. When her father, a long-time MedicAlert subscriber, was preparing for surgery, Meredith was responsible for completing his medical paperwork. However, she was uncertain about some details of his medical history, and her father was too unwell to provide the information. Meredith turned to her father’s MedicAlert +CARD to get the necessary information which allowed her to complete the documentation quickly and focus her attention back on her father.

As the pace of our world increases and the pressure on hospitals grows exponentially, easily accessible health information can mean the difference between expedited admission or remaining in the hallway. MedicAlert is adjusting to meet these new realities. Beyond emergency preparedness, we are also supporting subscribers in proactively managing their ongoing health needs through additional services like HealthNavigator.

Sometimes having access to an expert who understands the healthcare system from hospital care all the way to community and home care can be a game changer for individuals and their caregivers. MedicAlert’s HealthNavigator service connects subscribers to those experts via telephone access and is available through a low-cost three-month, six-month, or annual fee.

“Health system navigation is becoming vital across Canada as provincial systems grow more strained and the population continues to age,” says Clint Kimchand, MedicAlert Vice President, Operations. “As a charity, our mission is to fill gaps in the system. By making it easier for people to move from one point of care to the next, HealthNavigator helps bridge those gaps and ensures individuals aren’t left to navigate their health journeys alone.”

Finding Care and Peace of Mind

“Living in rural Ontario, we faced a challenge when our family doctor retired. My husband, an ex-smoker with sleep apnea and a paralyzed diaphragm, relies on regular medication and care. While I’m in good health, we needed a new doctor to manage his health and prepare for any future needs.

Feeling uncertain, we reached out to a MedicAlert HealthNavigator expert for support. The guidance we received was game-changing. We were provided with a list of clinics accepting new patients, walk-in and immediate care options for short-term needs, and virtual care services for non-urgent issues. We also learned about Ontario’s family doctor waitlist and registered immediately. To top it off, we received fact sheets on sleep apnea and my husband’s medications.

Armed with this information, we found a new family doctor within three months. In the meantime, we renewed my husband’s prescriptions via virtual care, and while we didn’t need the walk-in clinics, knowing they were available gave us peace of mind.

Thanks to this support, we now feel secure about our healthcare. We’re relieved to have a doctor again and grateful for the tools that helped us through this transition. “

--Sarah R., a HealthNavigator Subscriber



In 2024, our **Community & Events Team** attended nearly 100 community events and met with more than 1,500 subscribers and members of the public.

MedicAlert in the Community



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Thank You

MedicAlert Foundation Canada would like to extend a sincere thank you to all our donors. Without your support, we would be unable to continue our work of protecting people in their most vulnerable moments. You make possible all that we do – thank you!

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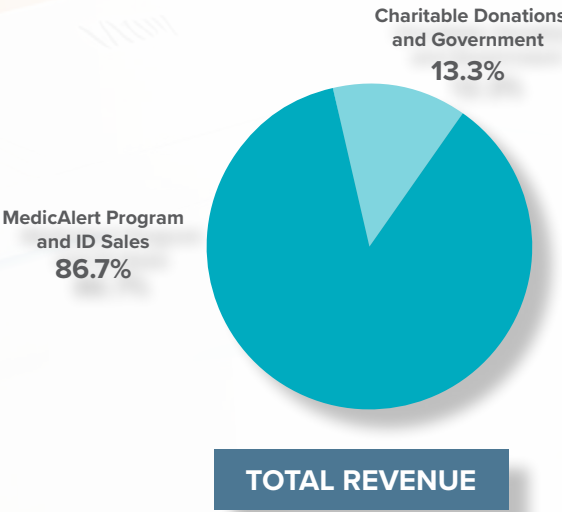
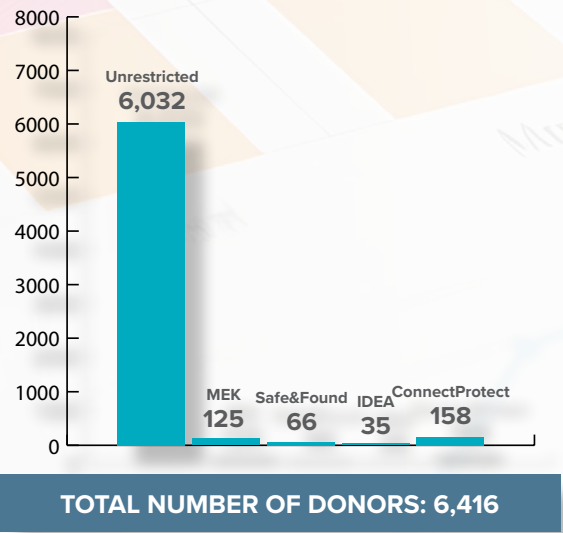
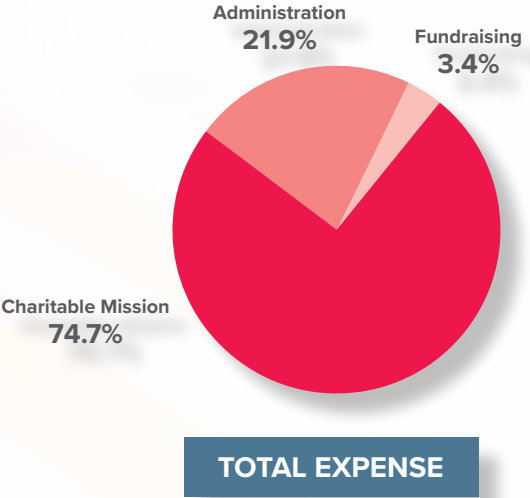
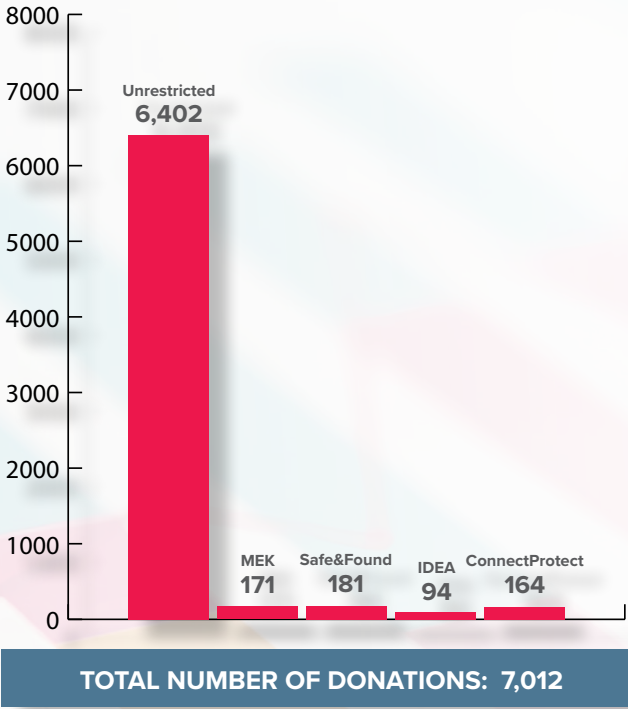
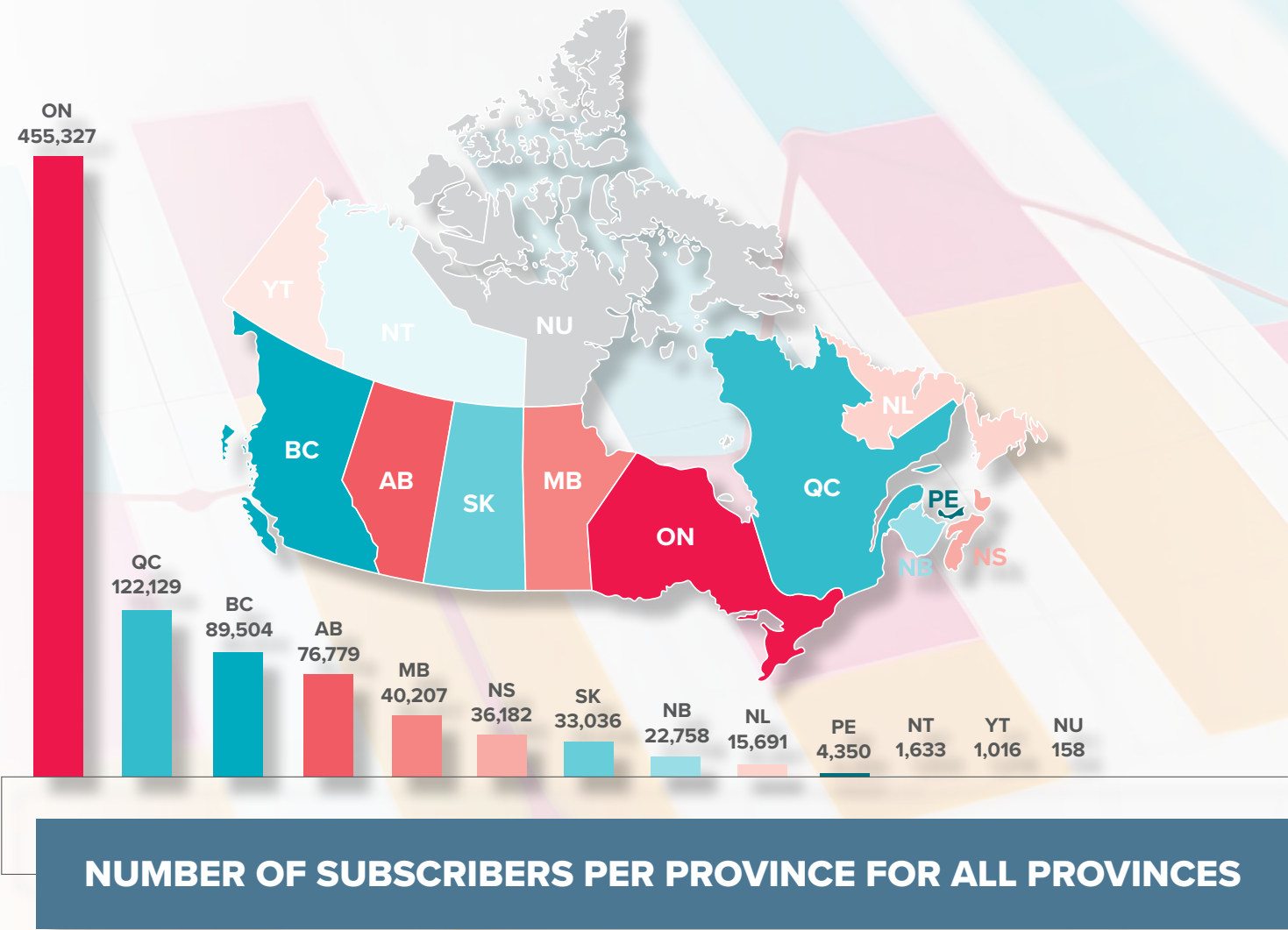
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MedicAlert by the Numbers





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Financial statements of Canadian Medic-Alert Foundation Incorporated

December 31, 2024

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Independent Auditor's Report

To the Members of
Canadian Medic-Alert Foundation Incorporated

Opinion

We have audited the financial statements of Canadian Medic-Alert Foundation Incorporated (the "Foundation"), which comprise the statement of financial position as at December 31, 2024, and the statements of operations and changes in net assets, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (collectively referred to as the "financial statements").

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Foundation as at December 31, 2024, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards ("Canadian GAAS"). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Foundation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Foundation or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian GAAS will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian GAAS, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The signature "Deloitte LLP" is written in a cursive, handwritten style.

Chartered Professional Accountants
Licensed Public Accountants
April 30, 2025

Canadian Medic-Alert Foundation Incorporated**Statement of financial position**

As at December 31, 2024

	Notes	2024 \$	2023 \$
Assets			
Current assets			
Cash		673,163	745,828
Investments	3	7,615,739	6,287,899
Restricted investment	3	50,000	75,000
Accounts receivable	5	16,194	45,608
Inventory		64,683	66,573
Prepaid expenses		15,776	45,119
		8,435,555	7,266,027
Capital assets	4	85,807	99,843
		8,521,362	7,365,870
Liabilities			
Current liabilities			
Accounts payable and accrued liabilities	5	911,124	611,455
MedicAlert program prepayments		82,874	45,917
Deferred lease liability		86,462	—
Deferred revenue – future services	6	2,164,756	1,977,113
Deferred revenue – restricted contributions	7	168,827	228,000
		3,414,043	2,862,485
Deferred revenue – long-term future services	6	1,189,978	476,226
		4,604,021	3,338,711
Net assets			
Invested in capital assets		85,807	99,843
Operating fund		3,831,534	3,927,316
		3,917,341	4,027,159
		8,521,362	7,365,870

The accompanying notes are an integral part of the financial statements.

Approved by the Board

DocuSigned by:

Leslie Quinton

_____, Director

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Signed by:

Stacey Myers

_____, Director

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Canadian Medic-Alert Foundation Incorporated
Statement of operations and changes in net assets
Year ended December 31, 2024

	Notes	2024 \$	2023 \$
Revenue			
MedicAlert program fees	6	4,416,228	4,510,725
MedicAlert IDs		1,128,062	1,287,150
Restricted contribution revenue	7	293,656	132,598
Donations		555,396	608,871
		6,393,342	6,539,344
Expenses			
MedicAlert program services	8	2,524,391	2,494,851
Marketing and communications	8	929,520	702,764
Governance and administration	8	1,318,789	1,387,856
Cost of MedicAlert IDs	8	521,867	520,613
Restricted programs	7 and 8	1,167,805	683,355
Fundraising		237,076	340,409
License fees	9	190,542	132,500
		6,889,990	6,262,348
(Deficiency) excess of revenue over expenses before the undernoted items		(496,648)	276,996
Other income			
Realized loss on sale of investments		(6,299)	(366,070)
Unrealized appreciation in the fair value of investments		—	740,969
Investment income		393,129	204,992
		386,830	579,891
(Deficiency) excess of revenue over expenses for the year		(109,818)	856,887
Net assets, beginning of year		4,027,159	3,170,272
Net assets, end of year		3,917,341	4,027,159

The accompanying notes are an integral part of the financial statements.

Canadian Medic-Alert Foundation Incorporated**Statement of cash flows**

Year ended December 31, 2024

	2024 \$	2023 \$
Operating activities		
(Deficiency) excess of revenue over expenses	(109,818)	856,887
Items not affecting cash		
Amortization	14,036	17,283
Realized loss on sale of investments	6,299	366,070
Unrealized appreciation of investments	—	(740,969)
	(89,483)	499,271
Changes in non-cash operating items		
Accounts receivable	29,414	35,352
Inventory	1,890	34,184
Prepaid expenses	29,343	(12,960)
Accounts payable and accrued liabilities	299,669	57,041
MedicAlert program prepayments	36,957	(22,088)
Deferred lease liability	86,462	—
Deferred revenue – future services	901,395	(1,357,708)
Deferred revenue – restricted contributions	(59,173)	228,000
	1,325,957	(1,038,179)
	1,236,474	(538,908)
Investing activities		
Net (purchase) redemption of investments	(1,334,139)	877,575
Net redemption of restricted investment	25,000	25,000
Additions to capital assets	—	(7,372)
	(1,309,139)	895,203
Net cash (outflow) inflow	(72,665)	356,295
Cash, beginning of year	745,828	389,533
Cash, end of year	673,163	745,828

The accompanying notes are an integral part of the financial statements.

1. Purpose of the Foundation

The Canadian Medic-Alert Foundation Incorporated ("MedicAlert" or the "Foundation") is a national charitable organization focused on saving lives and protecting individuals by providing personalized medical information to emergency response services. These services ensure that first responders and healthcare providers have immediate access to critical health information, enabling effective and timely care.

Incorporated under the laws of Ontario without share capital, the Foundation continues under the federal Canada Not-for-Profit Corporations Act ("CNCA") and is a registered charity exempt from income tax under the Income Tax Act.

Since 1961, the Foundation has advanced health by offering life-saving services and providing healthcare information to medical professionals, caregivers, and emergency responders. The Foundation also supports education through research on public health and medical issues, and shares these findings to improve health outcomes. Additionally, the Foundation provides educational programs for healthcare providers, schools, and the public to promote health literacy and awareness.

2. Significant accounting policies

These financial statements have been prepared in accordance with the Canadian accounting standards for not-for-profit organizations published by the Chartered Professional Accountants of Canada, using the deferral method of accounting for restricted contributions.

Financial instruments

Financial assets and financial liabilities are initially recognized at fair value when the Foundation becomes a party to the contractual provisions of the financial instrument. Subsequently, all financial instruments are measured at amortized cost, with the exception of cash and investments which are measured at fair value. Changes in fair value are recorded in the Statement of operations and changes in net assets. Financial instruments reported on the Statement of financial position are measured as follows:

Asset/liability	Category
Cash	Fair value
Short-term investments	Fair value and amortized cost
Restricted investment	Amortized cost
Accounts receivable	Amortized cost
Accounts payable and accrued liabilities	Amortized cost

Financial assets measured at amortized cost are assessed at each reporting date for indications of impairment. If such impairment exists, the asset is written down and the resulting impairment loss is recognized in the Statement of operations and changes in net assets.

Transaction costs are expensed as they are incurred.

The Foundation has investments in guaranteed investment certificates, which are recorded at amortized cost using the effective interest method.

Investments in Pooled and Mutual Funds are recorded at the year-end Net Asset Value which represents fair value, and common shares are recorded at the bid price as of December 31. The restricted investment is recorded at the year-end Net Asset Value which represents fair value.

Inventory

Inventory is valued at the lower of cost and net realizable value.

2. Significant accounting policies (continued)

Capital assets

Capital assets are recorded at cost. Amortization is provided over the estimated useful lives using the following methods and annual rates:

Assets	Method	Rate
Computer hardware	Straight-line	4 years
Office equipment	Straight-line	10 years
Leasehold improvements	Straight-line	Over the term of the lease

Capital assets acquired during the year are amortized at one-half the standard annual rate.

Deferred lease liability

Deferred lease liability consists of a leasehold improvement allowance which is amortized on a straight-line basis over the term of the lease.

Deferred revenue-future services

Deferred revenue-future services represents MedicAlert program fees (formerly Membership fees) collected but not yet earned as the term of the service plan has not yet expired.

MedicAlert program prepayments

MedicAlert program prepayments (formerly Member prepayments) represent paid orders which have not yet been processed.

Revenue recognition

Registration fees are recognized when a new MedicAlert program member's file is completed and a MedicAlert number has been assigned.

MedicAlert program fees are recognized on the straight-line basis over the term of the service plan.

MedicAlert ID sales (formerly Product sales) are recognized when orders are placed with the ID suppliers.

The Foundation follows the deferral method of accounting for contributions. Restricted contributions and grants are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions and grants are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Allocation of expenses

Certain officers and employees perform a combination of program and administrative functions; as a result, salaries and benefits are allocated based on the time dedicated to the functional activity. Other organizational expenses used to support the programs are also allocated based on transaction volumes and management estimates. Such allocations are reviewed regularly by the Foundation.

2. Significant accounting policies (continued)

Use of estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions. These estimates and assumptions affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates. Accounts requiring significant estimates and assumptions include the useful lives of capital assets, accrued liabilities and those expenses subject to allocation.

3. Investments

Investments are comprised of:

	Market value	2024 Cost	Market value	2023 Cost
	\$	\$	\$	\$
Pooled and Mutual Funds				
FGP Canadian Equity	—	—	1,860,747	1,401,551
FGP US Equity	—	—	665,455	495,022
FGP Bond	—	—	3,023,437	2,796,646
FGP Short-term	—	—	153,079	153,079
FGP Private International Equity	—	—	585,181	526,862
	—	—	6,287,899	5,373,160
Guaranteed Investment Certificates (GIC)				
Restricted GIC	50,000	50,000	75,000	75,000
Unrestricted GIC	7,615,739	7,615,739	—	—
	7,665,739	7,665,739	6,362,899	5,448,160

Included in investments is a GIC in the amount of \$50,000 (\$75,000 in 2023) which was purchased as security for the Foundation's new lease, and therefore is not available for use by the Foundation. The GIC is renewed annually, and the lessor will no longer require the Foundation to hold the secured investment as of January 31, 2027.

4. Capital assets

	Cost	Accumulated amortization	2024 Net book value	2023 Net book value
	\$	\$	\$	\$
Computer hardware	7,372	2,765	4,607	6,450
Office equipment	—	—	—	729
Leasehold improvements	114,637	33,437	81,200	92,664
	122,009	36,202	85,807	99,843

5. Government remittances/receivables

Included in accounts receivable is a net receivable of \$8,419 (net receivable of \$44,917 in 2023) representing government remittances relating to payroll, commodity tax rebates and commodity taxes receivable.

6. Deferred revenues – future services

The Foundation has an obligation to maintain an emergency information service for its MedicAlert program members and updates their records annually through an outreach campaign. Deferred revenue consists of the unrecognized revenue from the sale of MedicAlert program fees.

The deferred revenue for future services consists of:

	2024	2023
	\$	\$
Balance, beginning of year	2,453,339	3,811,047
MedicAlert program fees received	5,317,623	3,153,017
	7,770,962	6,964,064
MedicAlert program fees recognized as revenue	(4,416,228)	(4,510,725)
	3,354,734	2,453,339
Less: current portion	(2,164,756)	(1,977,113)
	1,189,978	476,226

7. Restricted contributions

	No child without	Safe and found	IDEA	Education	Other⁽¹⁾	2024 Total
	\$	\$	\$	\$	\$	\$
Restricted deferred revenue, beginning of year	28,000	200,000	—	—	—	228,000
New donations received	2,818	11,662	3,245	15,440	—	33,165
New grants received	38,500	70,000	—	6,500	59,808	174,808
New lotteries received	9,830	—	16,680	—	—	26,510
Contributions recognized into revenue	(66,648)	(162,992)	(18,823)	(15,440)	(29,753)	(293,656)
Restricted deferred revenue, end of year	12,500	118,670	1,102	6,500	30,055	168,827
Total expenditures incurred on the program	280,472	485,021	119,123	283,189	29,753	1,197,558

- ⁽¹⁾ Other is comprised of other funding received which has stipulations for the use of the funds. The expenditures incurred of \$29,753 have been included in total MedicAlert program services expenses of \$2,524,391.

	No child without	Safe and found	IDEA	Education	Other	2023 Total
	\$	\$	\$	\$	\$	\$
Restricted deferred revenue, beginning of year	—	—	—	—	—	—
New donations received	35,545	59,681	26,407	10,965	—	132,598
New grants received	28,000	200,000	—	—	—	228,000
New lotteries received	—	—	—	—	—	—
Contributions recognized into revenue	(35,545)	(59,681)	(26,407)	(10,965)	—	(132,598)
Restricted deferred revenue, end of year	28,000	200,000	—	—	—	228,000
Total expenditures incurred on the program	237,949	259,092	55,101	131,213	—	683,355

8. Allocation of expenses

The Foundation allocates salaries, benefits, and other expenses based on the time and resources dedicated to the restricted programs. Marketing costs incurred on restricted programs were recognized in Restricted program expenses directly.

Salaries and benefits and other expenses for fiscal 2024 and 2023 are allocated based on management estimates as follows:

	MedicAlert program services & other⁽¹⁾	No child without	Safe and found	IDEA	2024 Education
	%	%	%	%	%
Salaries and benefits	88	4	6	1	1
Systems	95	1	2	1	1
Corporate and administration	89	2	5	2	2
Cost of MedicAlert IDs	89	5	5	1	—

	Membership services & other⁽¹⁾	No child without	Safe and found	IDEA	2023 Education
	%	%	%	%	%
Salaries and benefits	92	3	4	—	1
Systems	97	1	1	—	1
Corporate and administration	93	2	4	—	1
Cost of MedicAlert IDs	92	6	1	1	—

(1) Other is comprised of expenses from Marketing and communications, Governance and administration and Cost of product sales.

Total expenses subject to allocation:

	2024	2023
	\$	\$
Salaries and benefits	3,320,177	3,159,532
Systems	372,110	407,533
Corporate and administration	712,186	793,420
Cost of MedicAlert IDs	101,454	113,731
	4,505,927	4,474,216

8. Allocation of expenses (continued)

The expenses noted above are allocated on the Statement of operations and changes in net assets as follows:

	2024	2023
	\$	\$
Restricted programs ⁽¹⁾	504,902	330,172
MedicAlert program services ⁽²⁾	2,131,444	2,360,192
Marketing and communications ⁽³⁾	622,861	395,518
Governance and administration ⁽⁴⁾	1,156,060	1,334,606
Cost of MedicAlert IDs ⁽⁵⁾	90,660	53,728
	<u>4,505,927</u>	<u>4,474,216</u>

- (1) Included in Restricted program expenses of \$1,167,805 (\$683,355 in 2023)
- (2) Included in total MedicAlert program services expenses of \$2,524,391 (\$2,494,851 in 2023)
- (3) Included in total Marketing and communications expenses of \$929,520 (\$702,764 in 2023)
- (4) Included in total Governance and administration expenses of \$1,318,789 (\$1,387,856 in 2023)
- (5) Included in total Cost of MedicAlert IDs expenses of \$521,867 (\$520,613 in 2023)

9. Licensing agreement

The Foundation has a renewable license agreement with MedicAlert Foundation United States, Inc. ("licensor") which has been effective since January 21, 2009. The license agreement stipulates that the license term lasts for five years and is automatically extended for a further period of five years upon expiry without limit. The license agreement provides the Foundation with the use of the MedicAlert registered trade name, trademark and service mark. Under the terms of the license agreement, the Foundation pays annual royalties of 3% on MedicAlert Program fees and other income derived from the sale of MedicAlert services and emblems. The Foundation also paid \$41,619 (\$40,483 in 2023) in fees for Hotline support. Additionally, during the year the Foundation purchased \$12,768 (\$25,198 in 2023) of inventory from the licensor.

10. Commitments

The Foundation is committed to a lease for its current premises expiring in 2032. The minimum annual payments are as follows:

	Total
	\$
2025	28,572
2026	28,572
2027	28,572
2028	28,572
2029	28,572
Thereafter	59,526
	<u>202,386</u>

11. Guarantees

In the normal course of business, the Foundation enters into agreements that meet the definition of a guarantee. The Foundation indemnifies all directors, officers, employees, agents, and MedicAlert program members for various items including, but not limited to, all costs to settle suits or actions due to services provided to the Foundation, subject to certain restrictions. The Foundation has purchased liability insurance to mitigate the costs of any potential future suits or actions. The amount of any potential future payment cannot be reasonably estimated.

The nature of these indemnification agreements prevents the Foundation from making a reasonable estimate of the maximum exposure due to difficulties in assessing the amount of liability which stems from the unpredictability of future events and the unlimited coverage offered to counterparties. Historically, the Foundation has not made any significant payments under such or similar indemnification agreements and therefore no amount has been accrued with respect to these agreements.

12. Risk management

Interest rate risk

The Foundation is exposed to interest rate risk on its investments. The Foundation does not use any hedging instruments to manage this risk.

Credit risk

The Foundation's credit risk is primarily attributable to its accounts receivables. The Foundation manages this risk through proactive collection policies.

Market risk

Market risk is the risk that the fair value or future cash flows of the Foundation's financial instruments will fluctuate because of changes in market prices.