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

In 2011 the Canadian MedicAlert Foundation celebrates its 50th 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

Robert A. Ridge

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

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
Diego Bellabarba  Bradley Friesen  Lori Miksza  Michael Shreve
Larry Bray  Joseph Fung  Beverley Miles  Bernie Silverman
Gary Brueckner  Bryan Gallow  Betty Nelson-French  Douglas Sutton
Steven Clendenan  Leopold Gordon  John Oegema  Robert Thompson
Daniel Corey  Vivian Greenwood  Brenda Piche  Ross Thornton
Walter Davis  David Hall  Barbara Price  Joan Tilley
Michel Desjardins  William Hart  Janet Richards  Douglas Towler
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  Waubaushene & 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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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.

Chartered Accountants
Licensed Public Accountants
March 22, 2011
Canadian MedicAlert Foundation Incorporated  
Summary statement of financial position  
as at December 31, 2010  
($000s)

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and short term investments</td>
<td>5,820</td>
<td>5,634</td>
</tr>
<tr>
<td>Other current assets</td>
<td>250</td>
<td>339</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>6,070</td>
<td>5,973</td>
</tr>
<tr>
<td>Investment</td>
<td>1,014</td>
<td>1,003</td>
</tr>
<tr>
<td>Capital assets</td>
<td>276</td>
<td>360</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>7,360</td>
<td>7,336</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td>5,595</td>
<td>5,955</td>
</tr>
<tr>
<td>Deferred revenues</td>
<td>1,320</td>
<td>1,180</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>6,915</td>
<td>7,135</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>445</td>
<td>201</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>7,360</td>
<td>7,336</td>
</tr>
</tbody>
</table>

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)

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