



Two Year Report

Baxter Canada

There's No Place Like Home



Baxter

Proud supporter of



**Canadian
Red Cross**

Thank You, Baxter Canada



Your impact goes a lot further than simply helping someone transition from the hospital or setting up their new living arrangements with medical equipment.

Your support gives independence. It gives peace of mind. It gives people hope, and a second chance in the place where they feel the most comfortable to heal. Home is a powerful place; and you have made it accessible to so many Canadians in need of a little help getting there.

Year Two of the Welcome Home partnership has made an incredible difference, building on the great success we experienced in Year One. Both the Health Equipment Loan Program (HELP) in B.C. and the Priority Assistance to Transition Home program (PATH) in Ontario have grown and expanded their reach, allowing more patients to receive this critical support.

You are our partner in innovation. Your annual support of \$150,000 has expanded on what we've created so far in a lasting way. Baxter has changed lives, and we are truly grateful for your dedication, and that of your amazing employees.

And with many patients without friends or family close by to support them, I'm thrilled by the reactions of patients who have received one of your Baxter Welcome Home cards – thank you for making their world a brighter place. I can't wait to see how many lives we change in Year Three.

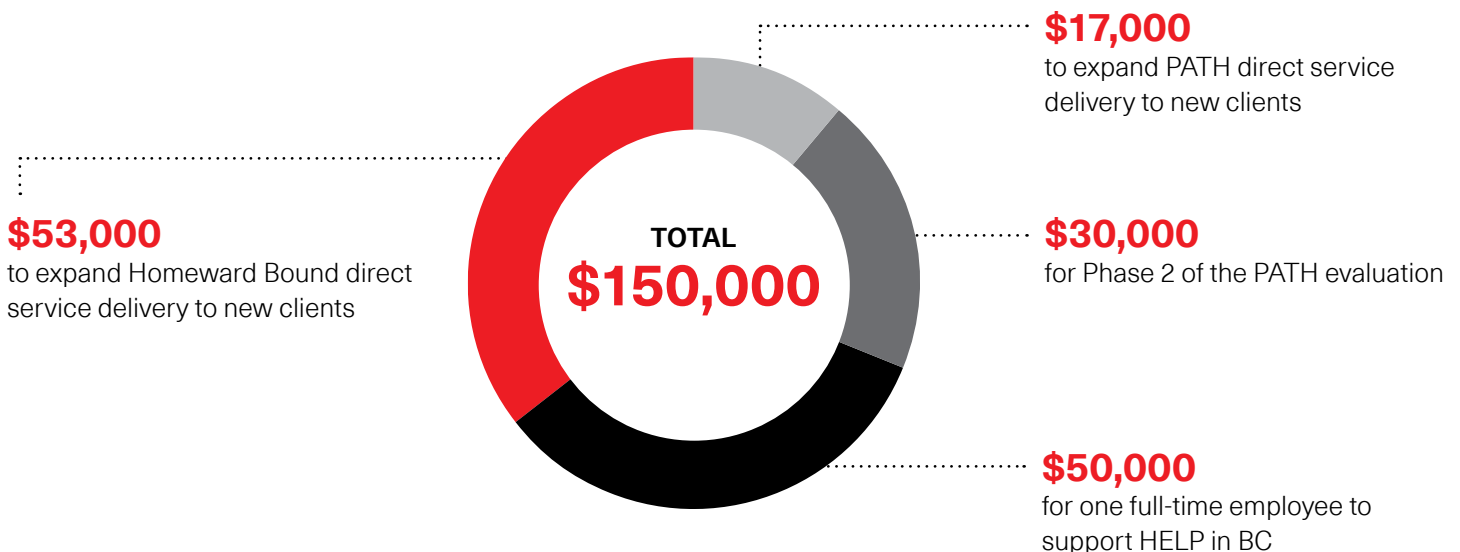
Sincerely,



Tanya Elliott

Vice President, Health Innovations
Canadian Red Cross

BAXTER 2019 CONTRIBUTIONS



How HELP makes a difference

Through our Health Equipment Loan Program (HELP), we are providing essential health equipment to individuals recovering from illness or injury throughout B.C. and the Yukon.

WHAT IS HELP?

- The Health Equipment Loan Program (HELP) in BC and the Yukon provides health equipment loans to individuals dealing with illness or injury.
- Basic health equipment like wheelchairs, walkers, bath seats, and canes are included.
- In 2019, HELP served **57,034** individuals through **173,377** pieces of equipment loaned.

HOW BAXTER HAS HELP'ED THE PROGRAM



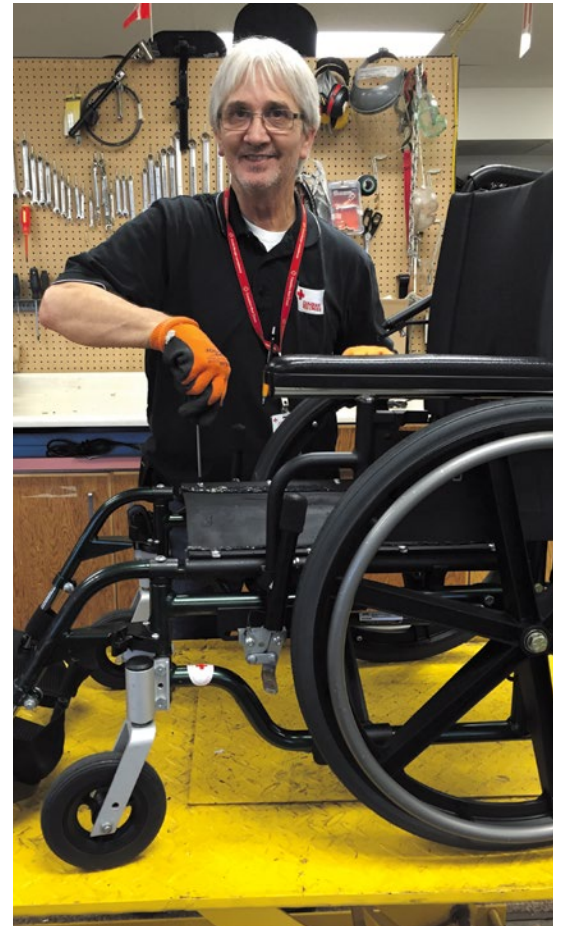
Recruited 133 new HELP volunteers with the most significant impact in the communities of: Vancouver, Surrey, and Richmond.



Increased retention of our roster of HELP volunteers, and increased overall volunteer satisfaction.



Hired a full-time employee who is dedicated to leading the new HELP volunteers in the Lower Mainland Region of B.C.



MEET JESSIE: CONNECTING COMMUNITY WITH HELP

HELP Volunteer Coordinator Jessie Ching has had a busy introduction to the HELP program. Thanks to the support of Baxter Canada, she and the Volunteer Experience and Engagement team have been hard at work recruiting and inspiring people with HELP, growing the volunteer base to help more people. They have attended over **24 volunteer fairs** and community events, where over **450 people** expressed interest in becoming HELP volunteers. Over **63 community centres**, recreation centres, volunteer centres, and public libraries have become champions of HELP, promoting the initiative, as well as **15 schools** in the Lower Mainland Region for student placements. With Baxter's support, Jessie can continue to grow HELP and bring communities closer together by helping each other.

"I am proud to be working on a project that brings together retirees, students, and community-minded individuals to help people in vulnerable situations"

Jessie Ching, Coordinator, Volunteer Experience and Engagement

PATH – Another way forward in Ontario

The Priority Assistance to Transition Home (PATH) program is changing lives in Northern Ontario everyday. The program allows seniors who don't have a support system close by to still feel cared for and safe as they recover at home. And care doesn't stop at the front door; PATH continues as clients heal at home.

IN PARTNERSHIP WITH 24 COMMUNITY HOSPITALS, PATH TRANSITION WORKERS ACHIEVED THE FOLLOWING IN 2019:



Supported **3262 clients** with **3177 safe transitions** from hospital to home



Provided **619 referrals** for clients to community resources



Worked **1,726 hours** and provided **575 care visits** to clients after their initial transition home



Helped an additional **79 PATH clients** in North Eastern Ontario to transition safely from hospital to home

With the support of Baxter Canada, we've been able to expand and improve the PATH program in 2019. And as a direct result of Baxter's support this year, we have made sure that hundreds of Canadians have received the critical care that they need.

PHASE 2: PATH GROWS

Baxter Canada's support has made it possible for PATH to move into Phase 2, creating an even better program for at-risk seniors. Through the Phase 2 evaluation done this year, program data from transition workers and clients was collected with new tools and methods of analysis. As a result, new opportunities to expand the PATH offerings and reduce roadblocks have been identified:

- Identified barriers seniors face in order to discharge from the hospital.
- Improved understanding of the referral process in different communities, including how to refer and referral types that are most needed.
- Defined the process to integrate volunteers into the program; we have now started recruiting.



“This program is truly wonderful and its being made even better by Baxter. With Baxter's generous support since March 2018, we have been able to strengthen the current program and reach more clients in new communities. Because of Baxter's financial investment, the Canadian Red Cross will now be able to serve up to 265 more clients over a three-year period.”

Louise Trudel, Senior Manager of Operations, Sudbury and North Bay Branches, PATH Lead, North East

Homeward Bound



Homeward Bound brings the PATH model to Southwestern Ontario, where at-risk seniors in the Sarnia-Lambton and Chatham-Kent regions can now receive help transitioning from hospital to home.

LIKE PATH, HOMEWARD BOUND INCLUDES:

- Transportation home from the hospital.
- Two days worth of nutritious and diet specific frozen meals.
- Assessment by clinical staff (Registered Nurse or Registered Practical Nurse), including falls risk assessment, referrals to other community services/agencies, health teaching and ongoing follow up as needed.
- Seven hours of scheduled visits by a Transitional Service Support worker, over 2-4 weeks (depending on need) light housekeeping, grocery shopping, laundry and meal preparation.

Baxter Canada's support in 2019 gave Homeward Bound the ability to extend its programming even further, helping more at-risk seniors and giving expert care to those in need.

An additional **90 seniors** were given access to Homeward Bound, and those benefits boost the health of the clients, ease the strain on the health care system, and help build relationships in the community. Thank you, Baxter Canada.

IN 2019, HOMEWARD BOUND PROVIDED:



1,739 transitions from hospital to home



8,682 meals to patients



400 referrals to community resources



6,588 care hours during
3,730 care visits



“Thank you so much for taking the time to come with me to the hospital. Having you there made such a difference. I would have been incredibly stressed without you.”

Faith T, Homeward Bound Client

No Place Like Home: A Small Card Can Make A Big Impact

The No Place Like Home card writing program gives more than just a positive note to seniors.

It gives support, encouragement, and care. Baxter employees have taken the No Place Like Home initiative truly to heart, and have provided so many with meaningful messages, connecting with seniors as they transition from the hospital to home. The impact of these notes is incredible, bringing smiles to each person who receives one. Thanks to Baxter Canada, even those clients without family supports or close connections at home have someone to care, to welcome them back and give them a sense of belonging.

In 2019, **Baxter Canada employees wrote 1,900 meaningful postcards**, and gave positivity and care.



“I had never heard of this service and wasn’t sure how I was going to get home until I heard about PATH. Thank you so much for all your help, and I can’t believe someone took the time to write me such a nice message. I was a little nervous about coming home but knowing that there’s people out there that care so much really means a lot and made things much easier.”

Judith, PATH client from the Greater Sudbury Area

“I think what truly sets [Baxter] apart and makes them a role model for other organizations is how they go above and beyond for our beneficiaries. Baxter employees decided to write nearly 1,900 “Welcome Home” cards for seniors returning from the hospital. These always put a smile on their faces.”

Louise Trudel, Senior Manager of Operations & PATH Lead

No Place Like Home: A Small Card Can Make A Big Impact

“Being able to continuously participate in our No Place Like Home card writing campaign gives me a warm feeling that I can make a difference in someone’s life no matter how far they are. I know returning home from the hospital can be a lonely experience, so I hope our handwritten letters provide some comfort in their time of need.”

Katalina Chan, Associate Manager, Market Access & GAPP; Welcome Home Committee Member, Baxter Canada



GREETINGS!

MY NAME IS ALEX AND I'M AN EMPLOYEE FROM BAXTER, A COMPANY WHICH IS HELPING TO PROVIDE SUPPORT FOR THE CANADIAN RED CROSS PATH PROGRAM IN YOUR COMMUNITY. WISH YOU WELL AND A GOOD TRANSITION BACK HOME.

BEST WISHES!

Alex.

Greetings!

My name is Brett and I work at Baxter. I'd like to wish you a speedy recovery and a comfortable transition back to your home.

Warm Regards
Brett

Hello,

My name is David and I'm an employee with Baxter, a company which is helping to provide support for the Canadian Red Cross PATH program in your community.

Congratulations on your transition home. We hope all is going well, and we wish you nothing but happiness and good health moving forward.

Warm Regards,
David
Baxter.

The Mobile Food Bank Brings Peace of Mind Right to Your Door

Food Banks are an essential service for many vulnerable people in the city of Toronto. But thanks to Baxter Canada, the Canadian Red Cross Mobile Food Bank can go the extra mile for hundreds of people across the Greater Toronto Area who can't easily leave their homes due to illness, disability or other health reasons. With the help of Baxter Canada, and their amazing employee volunteers, healthy and nutritious food can get to those who need it.



"Volunteering at the Mobile Food Bank is such a heartwarming experience. I've never felt a stronger connection to Baxter's mission of saving and sustaining lives than every time I volunteer for the Mobile Food Bank. The experience touches so many people with the simple generosity of time; it's very fulfilling that we can make someone's life in our community a little better.

Ruby Calpito, Events & Congresses, Health Systems & Channel Management, Baxter Canada

IN 2019, THE MOBILE FOOD BANK:



Served **632 clients** across the Greater Toronto Area



Delivered more than **15,000 food hampers**; on **average 577 every two weeks**

BAXTER CANADA, AND THEIR EMPLOYEE VOLUNTEERS ARE AN INCREDIBLE FORCE:



In 2019, **93 employees** volunteered their time packing hampers at the Mobile Food Bank distribution center



In total, employees volunteered **279 hours** in 2019, and packed approximately 1,012 food hampers



Baxter Canada employees donated **600lbs of food** during their food drive in October 2019



In 2020 (January-March) Baxter Canada had **19 volunteers contribute 76 hours**

"To me, Baxter's help is truly inspirational and makes them a leader in the community. Many businesses can donate money, but it takes something special to give over 250 hours of time. The food simply would not get out the door and into the fridges and cupboards of some of the most vulnerable people in our society without the support from the corporate leaders in our community like Baxter."

Jason Adolph, Mobile Food Bank Coordinator

Socially Engaged for a Higher Purpose

1. Feature story titled “Easing the transition from hospital to home” on CRC’s national blog site, generating **54 page views**.
2. Tanya Elliott, VP Health Innovations, posted her LinkedIn article titled “The Future of Health is Based on Partnerships: Baxter Canada and the Canadian Red Cross” generating **54 like/reactions and 200 views**.
3. “The Future of Health” LinkedIn article was additionally shared through the national CRC LinkedIn page, generating a further **2,632 views, 40 reactions, 6 shares, and 53 click-throughs**.

The future of health is based on partnerships: Baxter Canada and the Canadian Red Cross

Published on September 27, 2019



Tanya Elliott
Vice President at Canadian Red Cross

1 article [✓ Following](#)

Through partnerships, non-profits and corporations can kick start real change, positively influence thousands, and make a lasting impact.

In order to create the biggest difference, goals and strategies between partners must be

Looking Ahead into Year 3

PROJECTS TO COME

- Priority Assistance To Transition Home & Homeward Bound direct service delivery: we will continue to expand direct service delivery of the PATH program in key communities in North Eastern Ontario, as well as the Homeward Bound program in Southwestern Ontario, to ensure that we are reaching more vulnerable seniors across the province who need safe transition from hospital to home.
- PATH program evaluation: Phase 3 of the PATH evaluation will focus on working with our hospital partners to collect and analyze PATH patient hospital data, such as average length of stay and hospital re-admission rates. We also plan to implement the new volunteer model into the PATH program, beginning in Year 3 of our partnership.
- HELP volunteer recruitment: we will continue to build on our community outreach efforts in the Lower Mainland Region of BC to recruit and train new HELP volunteers to the program. By continuing to grow our roster of available HELP volunteers, we will be able to explore expanding our service delivery hours at key HELP depots in the region.



Thank you, Baxter Canada



Hospitals around the country are bustling and busy saving lives, full of families of all shapes and sizes waiting to take their loved ones home after they've received the care they need. But for some Canadians, coming home can be a source of anxiety, and a loss of the support system that a hospital can so easily provide.

That is where your impact makes the biggest difference. With your support, we've been able to make sure that our seniors and vulnerable people have the care and attention they need in order not only to return home but thrive once they are there.

Baxter Canada's partnership with the Canadian Red Cross in support of PATH, HELP, Homeward Bound, and the Mobile Food Bank stands as an inspiration across the country. In 2019 alone, Baxter Canada has directly impacted the lives of thousands of Canadians through these programs, supporting vulnerable members of our communities and giving lasting care.

Your commitment of \$150,000 reaches across the country and changes everyday lives. These vital programs bring so much to those who need them and create healthier communities for all. I am truly grateful for your commitment but also, for your generosity. The inspirational efforts of your employee volunteers with the Mobile Food Bank and the No Place Like Home card initiative is a gift of time, which for many of our clients, means so much more than you know.

I look forward to the continuation of all the great work that we've accomplished so far as we move into Year Three. From all of us here at the Red Cross to you, thank you.

Sincerely,

A handwritten signature in black ink that reads "R. Ryan". The signature is fluid and cursive.

Ronan Ryan

Chief Marketing and Development Officer
Canadian Red Cross