



Baxter Canada

Annual Impact Report

Year 4



Proud supporter of



Thank You, Baxter Canada



Dear Baxter Canada,

After another year responding to the COVID-19 pandemic, Baxter Canada's support for our Community Health & Wellness programming has been invaluable.

From supporting people returning home after lengthy hospital stays to stocking food hampers so that people in the most vulnerable situations in Canada don't go hungry, Baxter Canada was there.

Last year was a year of many accomplishments for our teams that were supported by Baxter Canada. 2021 saw a 30% increase in demand for our Health Equipment Loan Program (HELP); above target-levels of Homeward Bound clients; and an increased client base for the Mobile Food Bank. Baxter also extended its reach with the Canadian Red Cross by supporting programming in Kashechewan First Nation during a difficult year for the community.

Once again, employees of Baxter Canada added a personal touch to your support by participating in the PATH Welcome Home card campaign, going the extra distance by creating fun activity kits for those returning home from hospital. It did not go unnoticed as many clients shared their surprise and delight with the cards and kits. These special touches make our partnership truly unique.

As the pandemic put strain on our healthcare system—delayed surgeries, social isolation, severe sickness—many of our programs have seen an increased need and increased demand. Thank you, Baxter Canada, for helping us meet the healthcare needs of thousands of Canadians across the country at a vital time.

Sincerely,

Janet B. Johnson
Chief Development Officer
Canadian Red Cross

BAXTER 2021 CONTRIBUTIONS

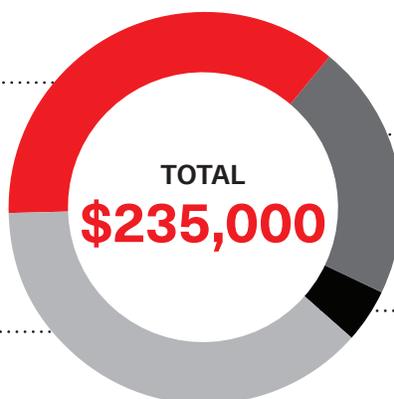
In the last year, **\$10,000 went to PATH with the remaining \$90,000 being re-directed to Homeward Bound** to support additional clients in the hospital to home program in South-Western Ontario.

\$90,000

Homeward Bound

\$85,000

Indigenous Community Programming
(carried over from 2020)



\$50,000

Health Equipment Loans Program (HELP)

\$10,000

Priority Assistance to Transition Home (PATH) evaluation

Baxter Canada's HELP in British Columbia



During another busy year, the Health Equipment Loan Program (HELP) has been adapting to the various phases of the pandemic. HELP continued to support a high volume of loans for clients with hip and knee injuries and volunteer support was crucial to meet the demand.

Health Depots in the Lower Mainland overcame several challenges in 2021. Volunteer attrition was high due to a return to in-person learning at post-secondary institutions and a return to traveling, as well as new COVID-19 concerns with the arrival of the Delta and Omicron variants. The funding from Baxter was essential in providing the resources to respond quickly and maintain a steady roster of volunteers.

The HELP program predicts increased demand in the coming years as loans continue to increase. In fact, 2021 saw an increase of 30% in the number of health items loaned. This increase is due to a variety of factors, including an aging population, increase in joint replacements, surgery backlogs, and the wish to spend one's final days at home surrounded by loved ones and a return to pre-pandemic loan volumes from 2020's low.

Angela Sammon, the Director of the HELP for B.C. and Yukon, is thankful for your support: "I have no idea what we would have done without the dedicated support of the Volunteer Experience & Engagement Coordinator to help us through the shortages and the churn of volunteers. A huge thank you to Baxter for their support with volunteer recruitment and keeping the program operating."

Thank you, Baxter Canada, for continuing to be there for Canadians in need during these uncertain times. Your support has allowed the Canadian Red Cross to provide more health equipment loans than ever before in the Lower Mainland.



"We have been able to recruit a strong workforce of new volunteers over the past year and prioritize the engagement of our current volunteer teams. The HELP teams across all depots have stepped up and fulfilled the needs of our communities throughout COVID-19. We have so much pride for the amount of support the HELP program provides and have set achievable and heartening goals for the upcoming year."

- Heidi Bradley, Coordinator, Volunteer Experience & Engagement

BAXTER'S HELP IN 2021



In the Lower Mainland Region, HELP served **35,358 clients** and loaned **74,237 pieces** of health equipment.



72 volunteers added to roster, with **195 new HELP volunteers** onboarded, for a total of **476 volunteers**.



1 full-time employee funded by Baxter Canada to recruit and train HELP volunteers.

Homeward Bound



The Homeward Bound Program, based in South-Western Ontario, continued to be in high demand in 2021 as patients in the Sarnia/Chatham region transitioned from hospital to home. Through this program, our staff ensured that clients have what they need—from groceries to wellness checks and friendly calls to other community support needs.

Over the last year, through Baxter's support, we were able to help an additional 209 clients, well above the target. Thank you, Baxter, for allowing us to ensure clients receive the assistance that they need in the program. Your support helps ensure we can continue to help patients make a safer recovery in the comfort of their own home.

“You have made me so utterly happy! Thank you for your thoughtfulness, support, caring and being so good at what you do. Without your help, those early days after surgery would have been so much harder than they already were. Your kind, gentle, and confident manner gave me strength. You are true professionals and your program is an example to model by others. Thank you so much!”

- Homeward Bound Client

BAXTER'S HELP IN 2021



1,372
Clients Transitioned



209
Clients supported
by Baxter



5,364
Direct Client Support
Hours



739
Program Referrals Made

Welcome Home Kits

Over the last three years, Baxter Canada has created meaningful touchpoints for our hospital-to-home transition clients through handwritten postcards, digital videos, and digital cards during the pandemic as employees worked from home.

In 2021, Baxter's Welcome Home Committee picked up their creativity again and launched their **No Place Like Home Welcome Home Kits**.

Baxter employees curated 100 care packages that included colouring books, pencil crayons, cards, puzzles, and other items that were sent to clients of Homeward Bound as they transitioned from hospital to home. The kits also included a special message on a postcard designed by 8-year-old Stevie, daughter of a Baxter Canada employee.

PATH WELCOME HOME CAMPAIGN TESTIMONIALS

• Clients

- "The kit was a lovely way to pass a few hours when you live alone."
- "I got the Baxter card you sent. It made my day."
- "Wow, did not expect that Baxter Card in the mail- loved it."

• Canadian Red Cross Personnel:

- "When I gave a client the Baxter kit, she was surprised to receive it. She was really happy to see what was inside the kit as she enjoys colouring and crosswords. She was thankful to have some things to keep her busy because she was going to treatment for two weeks and had limited entertainment. In her words: 'I will be busy for awhile. Thank you very much!'"

• Baxter Employee:

- "When my team was curating the No Place Like Home Welcome Home Kits, we knew that our work would bring a warm welcome and a smile to those returning home from the hospital. This volunteering experience brought me immense fulfillment, and I look forward to doing it again. As said by Pramukh Swami Maharaj, 'In the joy of others, lies our own.'"— Biren Patel, Technical Services Manager



Priority Assistance to Transition Home

The Priority Assistance to Transition Home (PATH) program in Northern Ontario continues to support additional clients with what they need as they transition from hospital to home. 2021 proved to be another successful year for this program.

PATH EVALUATION

Through Baxter’s support, we continue to grow our programs and learn how to better serve our clients. A huge part of understanding how to improve is through program evaluation, needs assessments, and identifying new opportunities.

With Baxter’s funding of PATH, we have completed evaluations which help to shape the future direction of the Canadian Red Cross community health priorities. These priorities are: improvement of service delivery, testing the service model, and following a community-led service delivery model. Overall, we have been satisfied by the results of our recent evaluation with the program and we are optimistic that we can continue to expand the program in new regions of Ontario over the coming years.

PATH client survey respondents reported high degrees of satisfaction across all aspects of the service. In 76 telephone surveys completed with PATH clients between January – March 2022, we saw the following results:

Satisfaction: Overall	85.9% Satisfied (48.4% Very Satisfied, 37.5% Satisfied)
Satisfaction: Transportation Home from Hospital	82.3% Satisfied (52.9% Very Satisfied, 29.4% Satisfied)
Satisfaction: Transportation to Post-Discharge Appointments	78.5% Satisfied (57.1% Very Satisfied, 21.4% Satisfied)
Satisfaction: Meals/Groceries Provided	75% Satisfied (25% Very Satisfied, 50% Satisfied)

The surveys also found that 83% of client respondents felt that their dietary needs were met by the food provided to them by PATH; 90.3% felt they could continue to settle in safely and comfortably at home with the support of PATH; and 90.3% felt the supports provided to them by PATH met all of their needs.

PATH'S IMPACT IN 2021



1,141
Clients Served and
745 Transitions



1,438
Clients Supported
by Baxter



1,713
Direct Client
Support Hours



126
Program Referrals Made

“Thank you so much for the ride home and all the calls. It’s so nice to know someone is checking in on me. I’m happy to be home, but it’s sometimes scary being back on my own. Knowing that someone will call to check in makes me feel safe.”

- PATH Client

Mobile Food Bank

Baxter Canada has supported Canadian Red Cross programs for years, helping Canadians when they need it the most. Despite a global pandemic, Baxter has continued to provide support to the Mobile Food Bank in Toronto. This program supports people who are in vulnerable situations in the Greater Toronto Area, such as those who are unable to access traditional food banks due to health, mobility, and other issues.

Baxter has shown their dedication to the program since the beginning of the partnership and has maintained a steady roster of volunteers during the COVID-19 pandemic when volunteer support was limited.



BAXTER'S CONTRIBUTION FROM APRIL 2021-MARCH 2022



28 Baxter employees who gave their time to volunteer



97.5 hrs of hours volunteered



1250 food hampers packed by Baxter

“Baxter continued to provide volunteer support to the Mobile Food Bank program during the pandemic when the majority of corporate volunteer participation came to a stand still. The volunteers of Baxter have a genuine concern for the community and are passionate about the work they do in the food bank. No task is too big or small for the volunteers of Baxter and every individual that came in always greeted us with a smile and positive ‘can do’ attitude. Baxter’s contributions to the MFB continue to be immense. It is always a pleasure working alongside the people of Baxter. We greatly appreciate their support and look forward to continuing the relationship.”

- Canadian Red Cross Mobile Food Bank worker



“Volunteering has always been a part of my life and something I love. When you help others, you also gain a sense of purpose and valuable perspective. Working at the Mobile Food Bank has been a heartwarming and positive experience, and I am proud that I have the opportunity to contribute to my community as a Baxter employee.”

- **Krina Shah**, CTS Services Technician

Indigenous Community Programming



Kashechewan First Nation is a community of 1,900 residents, located on the Albany River along James Bay in Northern Ontario. Attawapiskat First Nation, its sister community, is also located at the mouth of James Bay on the Attawapiskat River and is home to approximately 2,000 residents. Both communities are surrounded by great natural beauty—but with this beauty comes the danger of flooding.

Sadly, both communities face endemic flooding, as well as other natural and social emergencies.

The Canadian Red Cross' Creating Safe Environments program supports Indigenous communities through community-led initiatives that promote wellness, safety, and the prevention of violence.

SUPPORTS MAY INCLUDE:

- Community **mapping** and **action plans**
- Training community **emergency responders**
- First aid and **psychological** first aid
- Implementing **abuse prevention** in schools
- Support during **emergencies**, including COVID-19

Through Baxter's generosity, we have been able to better support residents of Kashechewan and Attawapiskat with tools for managing mental health to help prevent the number of entries into the hospital, especially during the pandemic.

Thank you so much Baxter for your support over the last year!

Support of the Kashechewan First Nation during COVID-19

BAXTER CANADA IMPACT:



820 wellness kits distributed



17 participants trained in psychological first aid



Food delivery



Provided support for contact tracing



Provided wellness checks, including relief items, needs assessment, and referrals



1 part-time Red Cross Community Coordinator funded



Promoted the supports available through the Canadian Red Cross Virtual Help Desk for COVID-19

WELLNESS KITS

What's In A Wellness Kit?

- Indigenous Artist Colouring books
- Age appropriate story books
- Pocket Magnetic Travel Games
- Wood Animal Puzzle
- Playing Cards
- Activity Book
- Craft Kit
- Pencils and crayons
- Red Cross Teddy Bears
- Reusable Cinch Sac
- Warm socks
- Gloves
- Toque



**Kashechewan
Total Kits: 820**

- Elementary: 420
- Secondary: 200
- Elder: 200

**Attawapiskat
Total Kits: 550**

- Elementary: 425
- Secondary: 125

“Thank you Baxter for your generosity in supporting Kashechewan First Nation in strengthening our community as well as our Sister Community, Attawapiskat First Nation.

What I learned these past years working for the Red Cross as a Community Coordinator is that not every solution is the same. Ever since the COVID-19 pandemic spread across the world, there was more responsibility in our community when it hit in Kashechewan. We had 372 cases this past summer and it took us three months before we had it under control.

The Red Cross has been really good for our community, especially with mental health and checking in with clients.

The Red Cross is a big help with the Crisis Centre and helping me understand mental health issues. I hope we can do more trainings and bring in more programs to the community since we no longer have lockdowns.

Things are starting to look great!” - **LESLEY WESLEY**, Red Cross Community Coordinator in Kashechewan First Nation



Thank you Baxter Canada for your generous support in strengthening community resilience in 2021.

“Participating in the Friendly Calls program is incredibly rewarding. After your first phone call, you realize just how much of an impact you can make in someone’s life by being a friend and a good listener.”

- Christa Kerr, Baxter Territory Manager