



Annual Report

2021

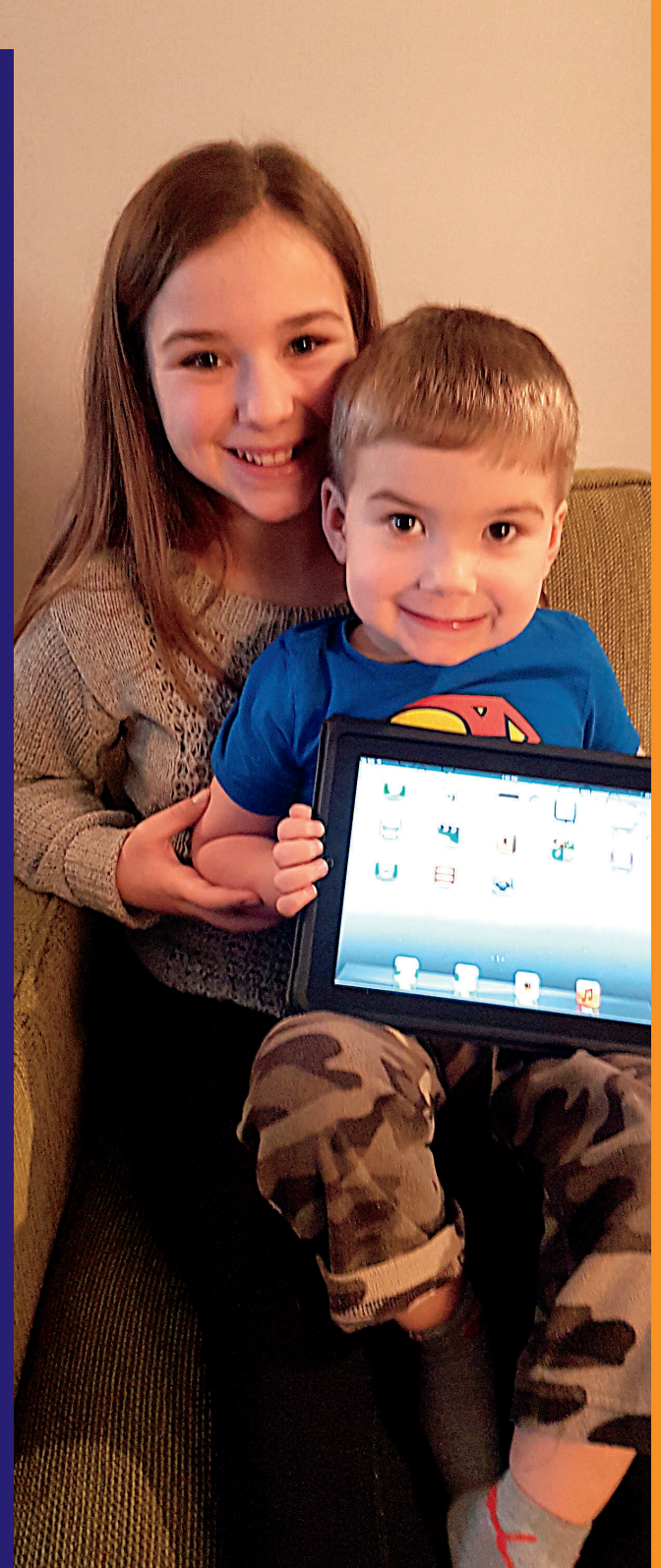
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iKare4Kids Society



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iKare4Kids Society:

OUR MISSION

iKare4Kids empowers critically ill, injured and/or disabled children and their families, in financial need, by repurposing and distributing donated portable wireless electronic devices. iKare4Kids strives to eliminate technology poverty while children are on their difficult medical journey.

OUR PURPOSE

iKare4Kids helps support children in medical care and through recovery by reducing stress. These devices provide affordable online access to critical medical services, vital community connections, continued schooling, and improved mental wellness of the child with distraction while in care.

**“iKare4Kids strives
to eliminate
technology poverty
while children are on
their difficult
medical journey”**

Meet the Team:

iKare4Kids is comprised of all volunteers and we are extremely proud that we have little overhead and administrative costs. This means your hard-earned donated money goes where it was meant to be; to the children and the families who qualify for the iKare4Kids Program!

The Board of Directors and volunteers on the iKare4Kids Team spend countless hours on tasks to ensure that we meet the needs of our clients.

We meet virtually bi-weekly as a team to coordinate these tasks, keep the iKare4Kids program moving forward and ensure we are making donations in a timely fashion.



**Thank you to our
dedicated Board of
Directors, Members
and Volunteers!**

Board of Directors (LT-RT):

Kathy Bristowe, Audrey McAmmond,
Shaughan Whalen, Deanna Hagen, Lynne
Howat, Christine Dmytriw

Members: Jenna Dmytriw

(Missing: Heather Daniel, Brittany Oickle)

iKare4Kids History:

Imagine for a moment being in crisis with a critically ill child, forced to go to a strange city for long-term treatment, displaced from your home and loved ones, only with a cell phone and the clothes on your back, with limited finances.

While the Founder of iKare4Kids, Deanna Hagen, was volunteering at Ronald McDonald House, she was shocked to learn that this exact thing happens to families. In fact, this happened to the very first family that received a gently used iPad donation from iKare4Kids in 2015. They were displaced from their rural home, now forced into a strange city, with no means of income, at the bedside of their critically ill 2.5-year-old son who was diagnosed with Leukemia, not knowing if he was going to live or not.

This family was facing technology poverty and were in need of an electronic portable device, such as an iPad or a tablet so they could communicate more effectively with the team of medical professionals; view all the electronic medical files/ treatment plans and communicate with their other family members back home. Not to mention trying to entertain a bored young toddler in the hospital!

For many of us, iPads/tablets are a luxury and for many, they are a NECESSITY!

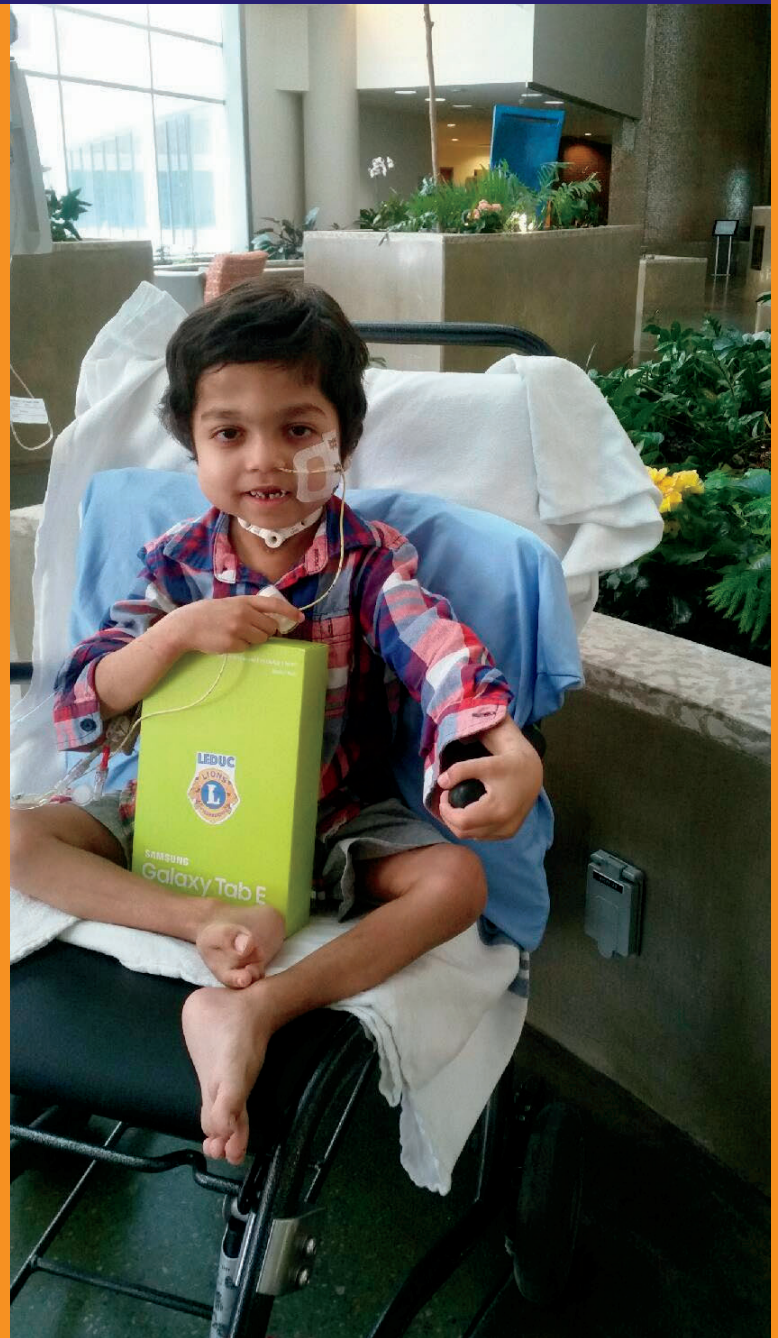


Business as Usual:

During COVID 19!

During the COVID 19 pandemic, the public at large had been feeling isolated, hypervigilant with staying healthy, financial strain and in some cases, have limited access to technology. This is exactly how some families of seriously ill/injured/ disabled children feel, while receiving lifesaving medical intervention/treatment. Often these families are:

- A. isolated in the hospital and/or their homes because the child is autoimmune compromised
- B. finances become tight while one or both parents take time off work (some do not have a job to go back to) because they choose to be with their very sick child
- C. have little-to-no technology to stay connected with family/friends, do online schooling, communicate with the medical team, keep track of treatment plans, entertainment etc.



iKare4Kids is very proud that we have been helping to support families and children since 2015, long before COVID 19!

Supporting children like 5-year old **Jaiveer**, while they are on their difficult medical journey is our passion!

2021 Achievements:

1

The iKare4Kids website was redesigned and relaunched

2

iKare4Kids was highlighted in publications and recognitions

3

Modernization project:
Migration to Microsoft 365 for continuous operational improvement.

4

Grounded in strong community partnerships and connections.

5

iKare4Kids Society was incorporated under the Canadian Not-for-Profit Act

6

Program applications became more streamlined and accessible through our website

7

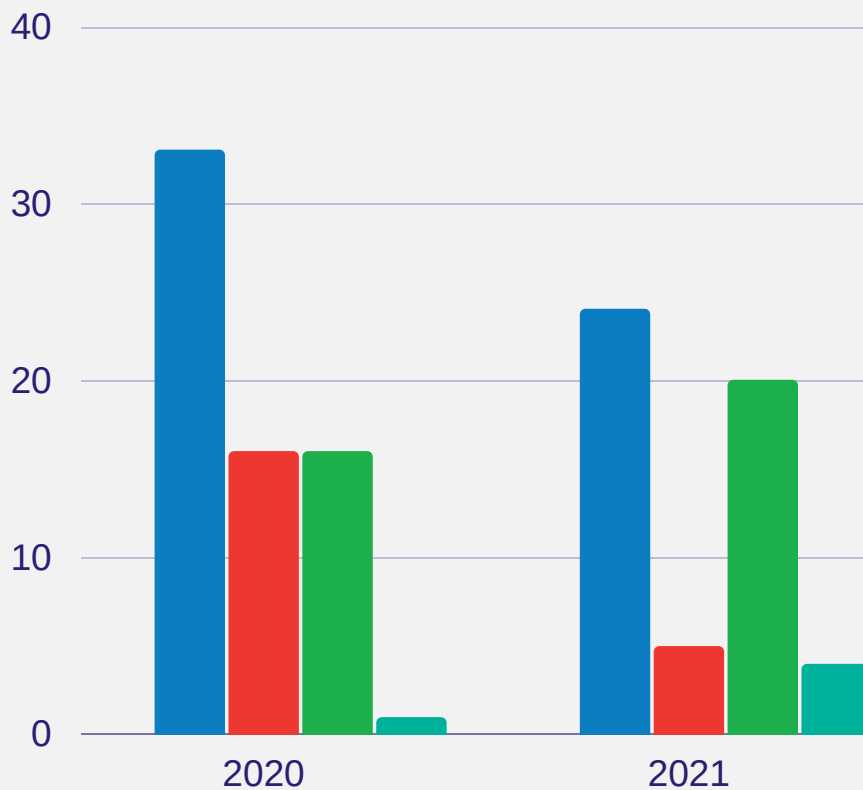
iKare4Kids community awareness and exposure increased

8

Fundraising and financial donations increased despite COVID restrictions

At a Glance:

Inventory of devices vs. donations made in comparison to 2020



Legend:

BLUE: Device Donations Received

RED: Decommissioned/Recycled Devices

GREEN: Donated Devices to Children/Families

TEAL: Devices in Stock Carried Over to 2022

1.25%

More donations were made to children and families in 2021 than 2020

3.2%

Less donated devices were decommissioned/recycled than 2020

Analysis:

- Better quality electronic portable devices (iPads/tablets) were donated by the community in 2021 than in 2020, therefore, fewer devices were required to be decommissioned and recycled
- The number of applications and devices donated to children/ families was up slightly in 2021 than in 2020

Engagement:

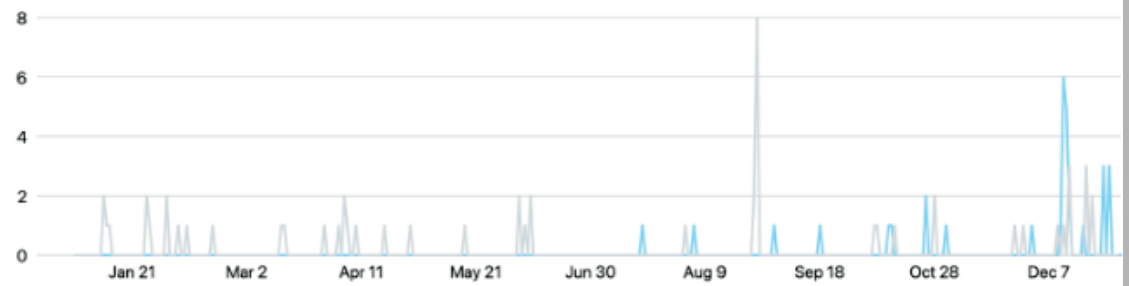
Facebook and Instagram are both owned by Metaverse, therefore, the data collected and provided below are transferable between the two.

86.7%

Increase with
new likes and
followers

Facebook Page new likes

56 ↑ 86.7%



Cities with
most
engagement

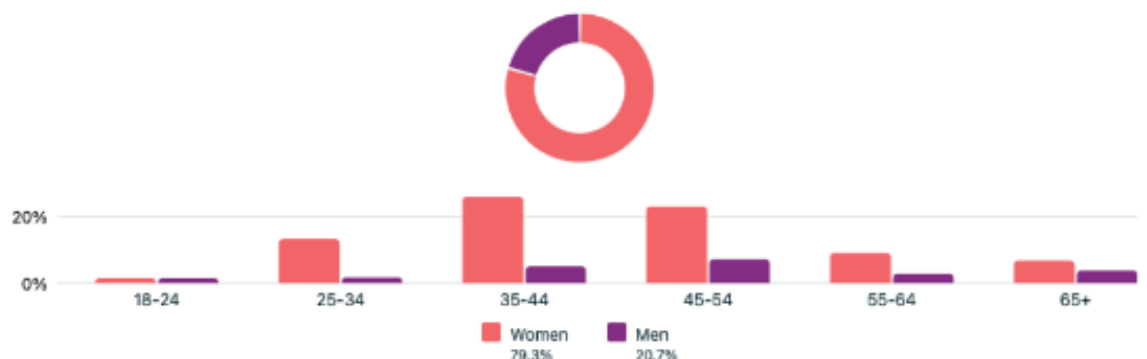
Top cities



79%

Engagement were
female users

Age & gender



Note: Twitter only provides a 28-day snapshot for statistics and the website only provides 30-days without a premium subscription.

\$1,240

Was received
in cash
donations

\$10,689.64

Was raised with fundraising efforts



Our Clients:

**In 2021 iKare4Kids donated devices
to 20 children/families across
Western Canada**



Impact:

"It has helped us most in areas where he is not permitted to leave a seat/bed, such as blood work, EEG, casting, wait times, etc. Even when we are putting him to sleep with the mask in the Operating Room, giving him the choice of which Netflix show he'd want to fall asleep to empowers him to take control of something throughout his medical journey!"

~Cherish Lehman~



Making a
difference!

Wyatt Lehman
(5 years old)

Our Volunteers:

iKare4Kids are inclusive and values all of our volunteers

100%

of the iKare4Kids
team are
volunteers

"I wish that I could take their suffering, to give them respite from illness, the freedom to just 'be a kid'. And that, for me, is what iKare4Kids helps do for these children and their families."

Adria Brochu:
Volunteer since
2020

"I want to thank you for the opportunity to give back to these children and young people."



Our Strategic Goals:

In 2021
iKare4Kids
Society
registered as an
Incorporated
Not-for-Profit
Organization

1

Charity Registration

By year-end 2022, iKare4Kids Society strives to become a registered charity with CRA.

2

Strategic Plan

Create a clear and concise strategic plan that guides decisions, direction and grounds our organization to serve our clients needs effectively and efficiently.

3

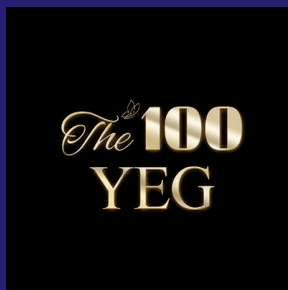
Board Governance

Board's fulfillment of their fiduciary responsibilities will be founded on strong governance practices, policy compliance, board engagement and operational leadership and adherence to applicable legislation.

Recruit and attract the right people for the right roles.

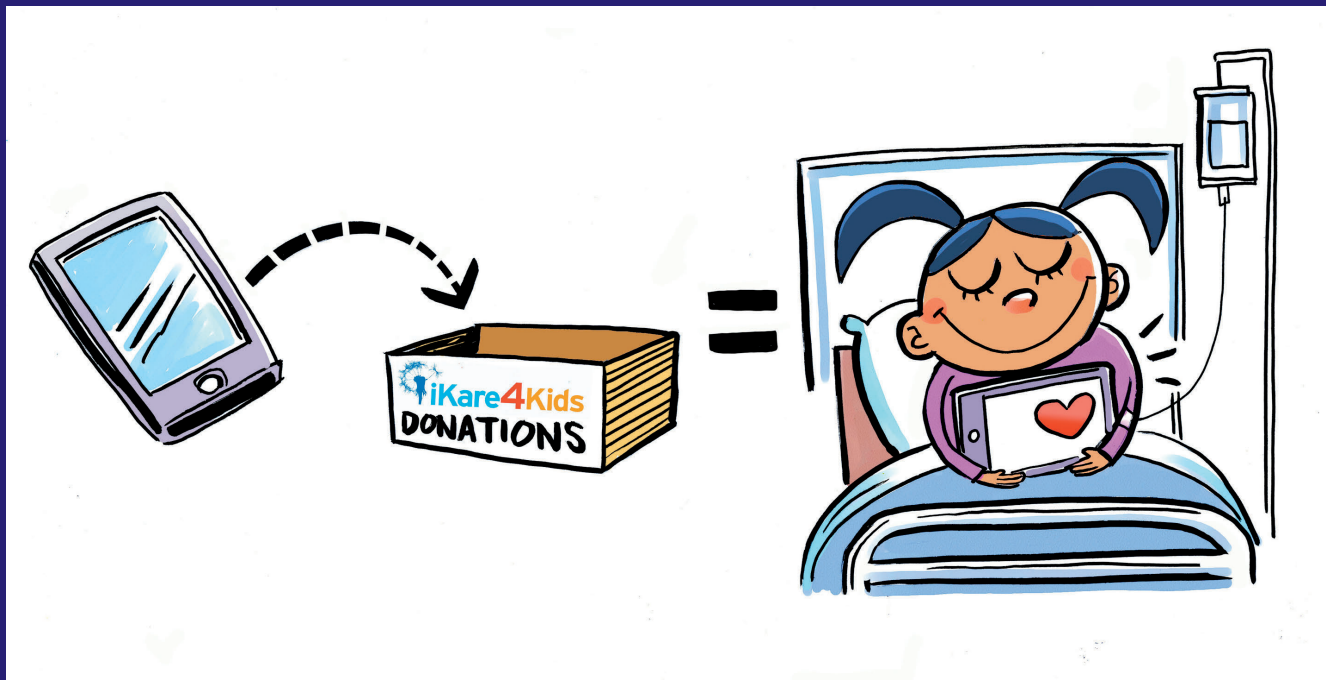
Acknowledgements

iKare4Kids would not be able to deliver their program without the continue support from volunteers, our partners, the community and our Sponsors!



We sincerely thank you for your continued support!





Artist: Dave Whamond

*Thank
you!*

