



(Ghala - 12 Yrs old)

Annual Report

2022

Prepared By: Deanna Hagen

iKare4Kids Society

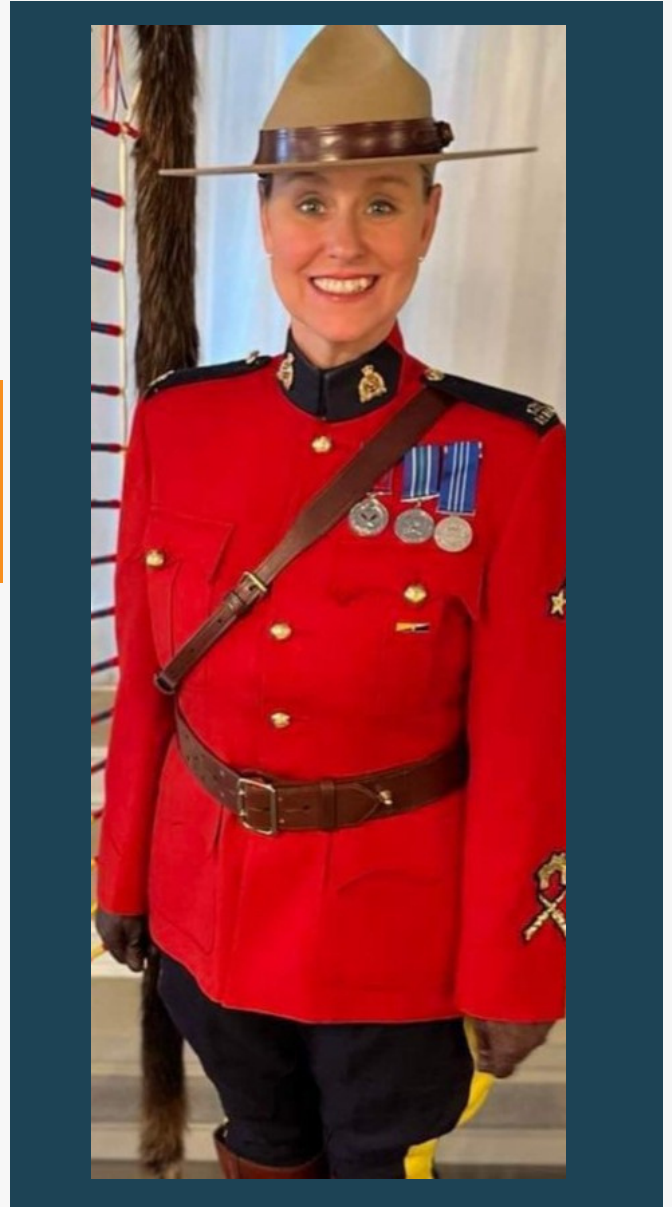


iKare4Kids History:

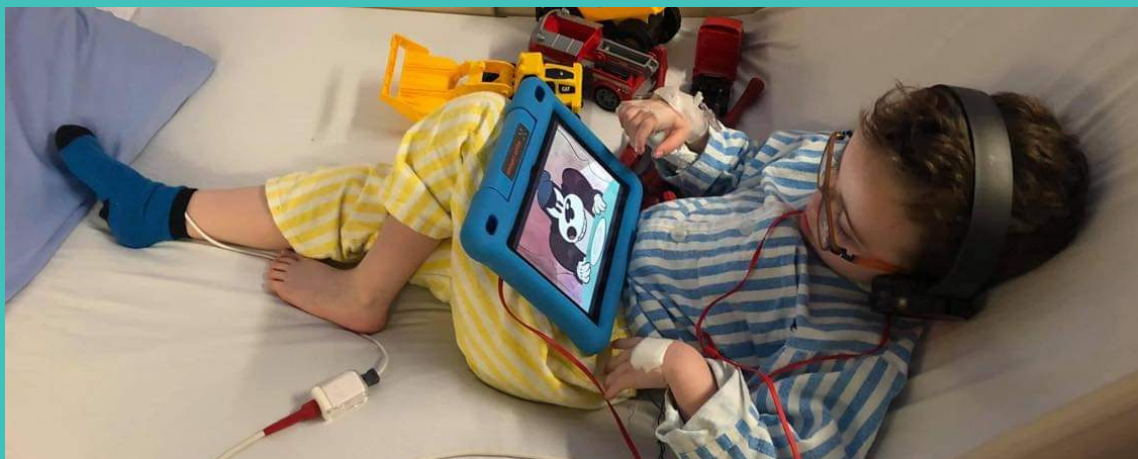
Deanna Hagen, is a serving RCMP member and the Founder of iKare4Kids. She was volunteering at Ronald McDonald House in 2015 when she realized that some children on their difficult medical journey, were facing technology poverty.

In 2015 iKare4Kids was born!

Electronic devices such as, iPads and tablets, help to alleviate some stress, bring some joy and comfort to children that are receiving medical treatment.



Wyatt



5 yrs old

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!

Our Board of Directors and volunteers spend countless hours on tasks to ensure that we meet the needs of our clients in a timely fashion.



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

(LT-RT):
Kathy Bristowe, Audrey McAmmond,
Shaughan Whalen, Deanna Hagen, Jenna
Dmytriw, Lynne Howat, Christine Dmytriw,
Adria Brochu
(Missing: Brittany Oickle, Melissa Moir, Kay
Vera)

"The Value of One, the Power of Many"

-Author Unknown-



Celebrating:
**Audrey
McAmmond**



Audrey has been
volunteering with
iKare4Kids since
2016!

Thank you for your loyalty,
kindness, compassion,
tireless efforts and your
friendship!



2022 Achievements:

1

iKare4Kids finalized their Mission, Vision, Values and Mandate

2

iKare4Kids submitted an application to CRA for Charity Status

3

Technical assistance is now offered to children and families we donate to through Technology Helps.

4

iKare4Kids remains grounded in strong community partnerships and connections.

5

Fundraising and financial donations increased in 2022

6

iKare4Kids held successful in-person, fundraisers the first time since COVID

7

iKare4Kids 2023-2026 Strategic Plan was drafted and finalized.

8

Deanna Hagen, iKare4Kids Founder/Executive Director/Chair was recognized with the RCMP Commissioner award for volunteerism



Vision:

iKare4Kids Society strives to eliminate technology poverty to every underprivileged and/or marginalized child, experiencing a difficult medical journey.

Equality, Inclusion and Diversity

- We have a culture of inclusivity, where everyone is welcome.
- We embrace people with different ideas, strengths, interests, and cultural backgrounds.

Teamwork

- We embrace teamwork and create a safe team environment
- We embrace a culture of caring and gratitude
- We smile often

Community Impact

- We are dedicated, empathetic and passionate in serving our clients.
- We embrace volunteerism and giving back to our communities

Mission

Bring joy, connection and improve mental wellness to children receiving medical treatment.

WWW.IKARE4KIDS.COM

Integrity

- We strive to show deep respect for human beings inside and outside our organization
- We are honest, open, ethical, and fair

Partnerships and Ingenuity

- We encourage partnerships and collaboration
- We value all supporters
- We value innovation and ingenuity
- We embrace growth, and positive change

Accountability

- We promote environmental sustainability
- We are accountable for our actions.
- We celebrate our successes

Technology Helps:

Integral part to the iKare4Kids business model



Their Mission:

"To digitally empower non-profit and social good organizations through cybersecurity and IT services."

Their Purpose:

"To end technology poverty"

They support iKare4Kids in the following ways:

- Refurbish used devices ensuring that all personal/business information are removed before they are donated to a child that qualifies for the program
- Created the foundation and provide ongoing internal support for a document management and collaboration system
- Provide children/families with technical support after they receive a donated device
- Provide iKare4Kids administration current and reliable advice on various software and hardware
- Acquire and donate electronic devices to iKare4Kids through their networks and connections



Alister Daniel &
James Ellis with
Technology
Helps

**iKare4Kids
are so
grateful for
strong
partnerships**

\$5896

Was received
in cash
donations

\$12,595

Was raised with fundraising efforts

Thank you!

Thanks to all our partners, volunteers
and community support, iKare4Kids
raised more funds than in 2021!



We had so much fun!

iKare4Kids
partnered with
Edmonton Raceway
on July 16th, 2022 to
sell 50/50 tickets.



Danny Howet & Deanna Hagen



Audrey McAmmond & Kathy Bristowe



Support
iKare4Kids
at the
Races!

We will be selling

50/50

Join us on July 16th, 2022
and make a difference
in a child's life!

📍 244047A, TWP Rd 464,
Wetaskiwin, AB

🌐 edmontonraceway.com

📅 Gate open at 4pm, July
16 2022

iKare4Kids partnered with Mecca Music and Maclab Centre for the Performing Arts for partnering with iKare4Kids with a very successful silent auction on April 8th, 2022.

MACLAB CENTRE FOR THE PERFORMING ARTS
AND MECCA MUSIC INVITES YOU TO ATTEND:

RUSSELL DECARLE FEATURING STEVE BRIGGS

There will be a Silent Auction in the foyer of the Maclab Centre for the Performing Arts. All proceeds will go to iKare4Kids.

APRIL 8TH AT 7:00PM
MACLAB CENTRE FOR THE PERFORMING ARTS,
4308-50 STREET, LEDUC, AB

<https://maclabcentre.com/performances/russell-decarle>



(Lt-Rt) Jenna Dmytriw,
Christine Dmytriw,
Deanna Hagen, Audrey
McAmmond



(Lt-Rt) Lynn Howat & Adria
Brochu



(Lt-Rt): Shaughan Whalen, Adria Brochu,
Kathy Bristowe, Deanna Hagen

Deanna Hagen, iKare4Kids
Founder/Executive
Director/Chair was
recognized with the RCMP
Commissioner award for
volunteerism



Cst. Deanna Hagen

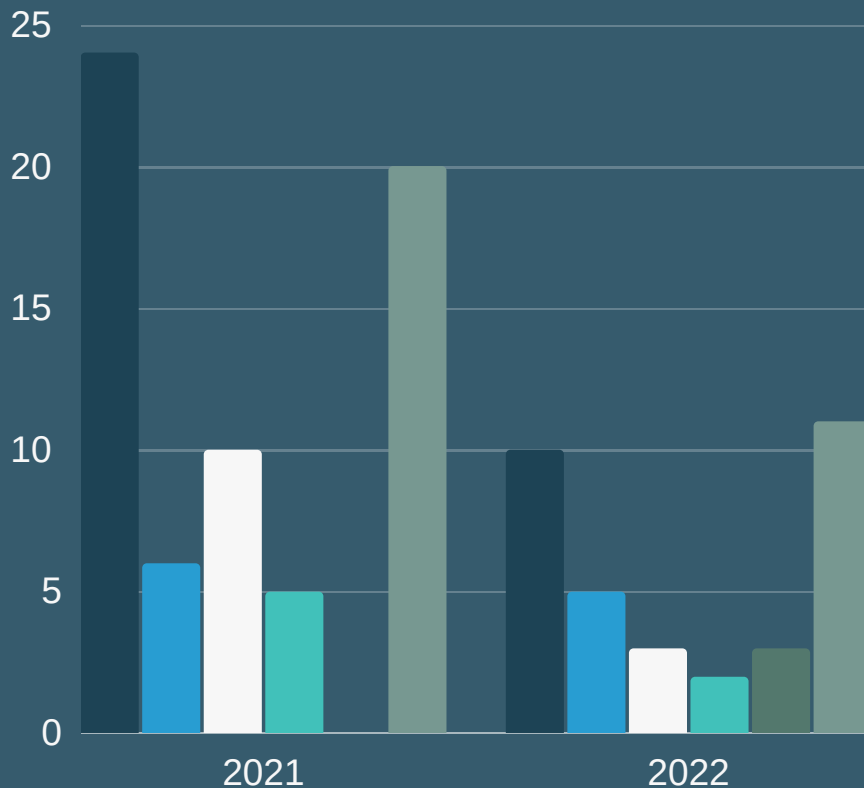


(Lt-Rt) Kathy
Bristowe,
Deanna Hagen,
Christine
Dymitw

This is the highest honor one
can receive in the RCMP!

At a Glance:

Inventory of devices vs. donations made in comparison to 2021



Legend:

DARK BLUE: Device Donations Received

LIGHT BLUE: Android/Tablets Received

WHITE: iPads Received

TEAL: Decommissioned/Recycled Devices

DARK GREEN: Purchased by iKare4Kids (iPads)

LIGHT GREEN: Devices in Stock Carried Over to next year

-50%

There was a 50% decline in donated devices in 2022 compared to 2021

-7%

Less than 7% carried over from 2022 stock are Apple products (iPads)

- Most non-verbal children require iPads because their communication Apps are only compatible with Apple.
- Less donated iPads/tablets were received in 2022 than in 2021 however, the number of donation made to children were almost the same (20 in 2021 and 19 in 2022)

Engagement:

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

2021

Facebook and Instagram Overview

Facebook Page reach ⓘ

8,880 ↑ 100%

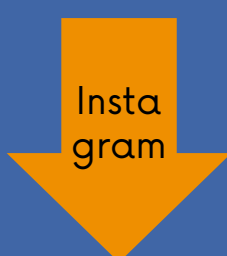
Instagram reach ⓘ

3,197 ↑ 100%

29.9%



36.3%



2022

Facebook Page reach ⓘ

11,531 ↑ 29.9%

Instagram reach ⓘ

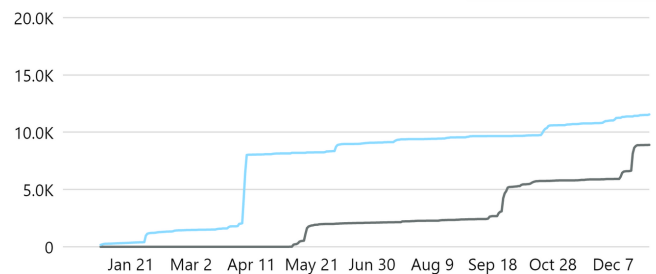
2,036 ↓ 36.3%

Paid reach ⓘ

13,768 ↑ 100%

Daily

Cumulative



Facebook New Likes

Facebook Page new likes ⓘ

34 ↑ 100%



44%

Decrease in new likes and followers

Facebook Page new likes ⓘ

19 ↓ 44.1%

Room for improvement in engagement



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

Our Clients:

In 2022 iKare4Kids donated devices to 19 children/families across Alberta



Kwame Osei-Mensah
(9 yrs old)

Compared to 20 children in 2021

Impact:

"Sara is a fighter and she's the strongest little girl I know! She loves to laugh and being nonverbal, music is her whole life! Thanks to the iKare4Kids tablet donation we can now bring that music with us wherever we go, especially during our frequent hospital visits and treatment."

~AnaMaria Ispas~



Making a
difference!

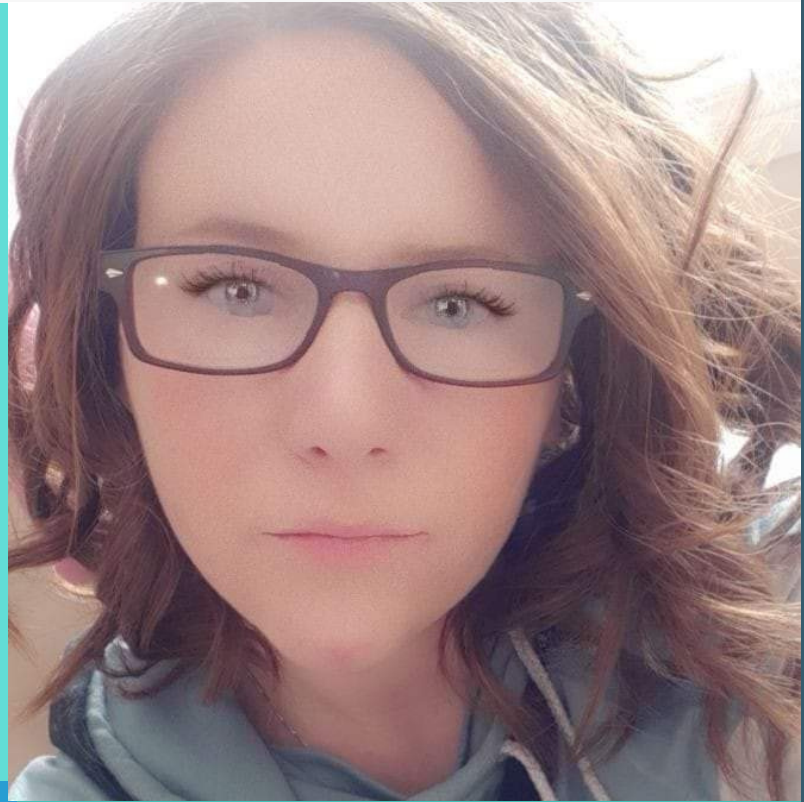
Sara Ispas
(8 years old)

Our Volunteers:

iKare4Kids values our volunteers

100%

of the iKare4Kids
team are
volunteers



Brittany Oickle
Social Media
Volunteer



iKare4Kids donated a device
to Brittany's 6 year old son,
Alex, in 2021

**"I volunteer for
iKare4Kids because I
enjoy helping other
families the same way
that iKare4Kids has
helped ours"**

Our Strategic Goals for 2022:

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

1

Charity Registration

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

2

Strategic Plan

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

3

Board Governance

Board's commitment of their fiduciary
responsibilities will be founded on
strong governance practices,
policy compliance, board
engagement and rational
leadership and diligence to
apply the legislation.

Recruit and attract the right people
for the right roles.

Our Strategic Goals for 2023:

In 2022
iKare4Kids
Society applied
to become a
registered
charity with CRA

1

Fund Development

Seek out and secure various funding opportunities, like grants that may be more accessible becoming a registered CRA Charity and corporate sponsorships.

2

Strategic Plan

Effectively implement the finalized 2023-2026 strategic plan that guides decisions, direction and grounds our organization to serve our clients needs effectively and efficiently.

3

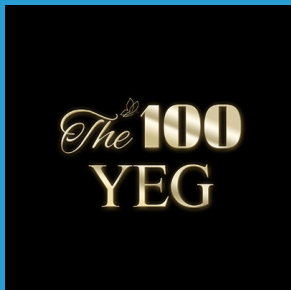
Board Governance

Recruit and attract the right people for the right roles.

Board continue with the fulfillment of their fiduciary responsibilities that is founded on strong governance practices, policy compliance, board engagement and operational leadership and adherence to applicable legislation.

Acknowledgements

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

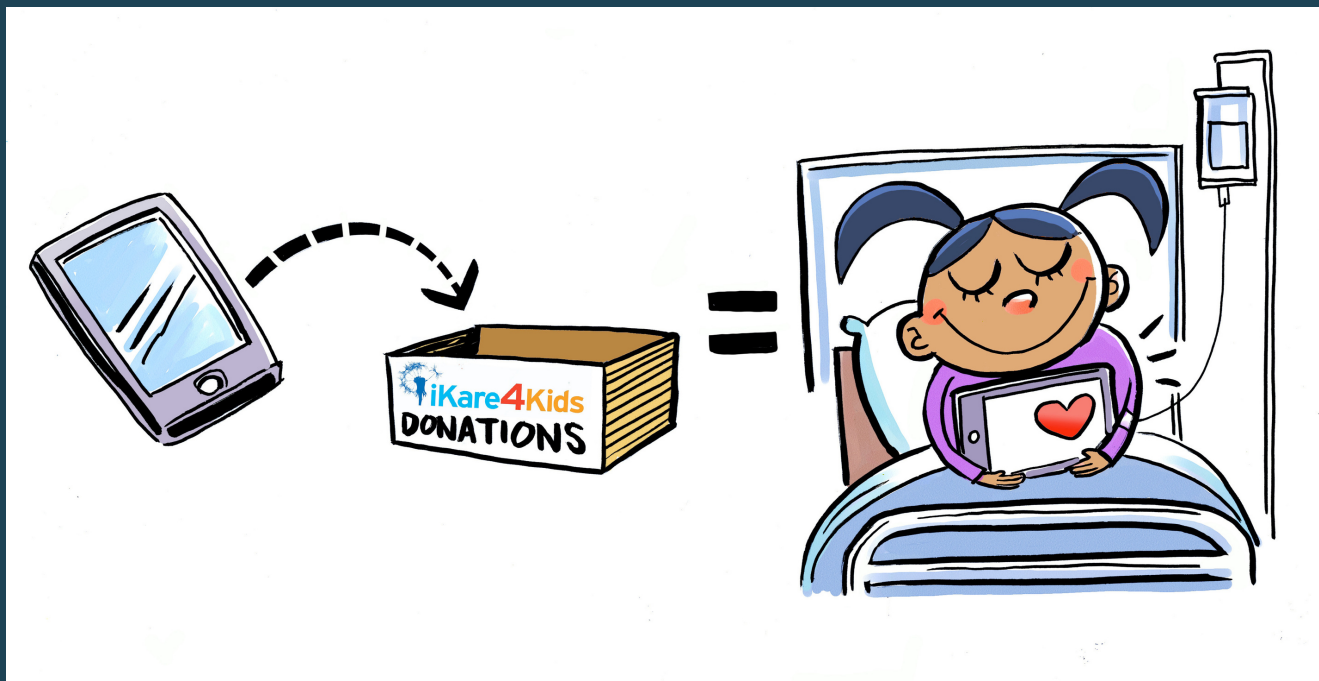


We sincerely thank you for your continued support!

Super Supporter:



Savannah (11 yrs old)



Artist: Dave Whamond

*Thank
you!*

