



Three Year Report

# Baxter Canada



**Baxter**

Proud supporter of



**Canadian  
Red Cross**

# Thank You, Baxter Canada



**This year has been one we will never forget. I'm sure we can all agree.** Every Canadian has been affected in some way by the COVID-19 pandemic; it has been one of the biggest emergencies that the Canadian public and the Canadian Red Cross have witnessed in almost a century.

Amidst the chaos, the Canadian Red Cross and Baxter Canada rose to the occasion. I'm so proud to say that together we have been able to find new ways to help Canadians and adapt our existing programs to keep them running despite the COVID-19 pandemic. The third year of our partnership has only emphasized the need for committed partners such as yourself, and the need for programs such as HELP and PATH.

In Elliot Lake we've surpassed our target of 100 clients, and have reached more than 300! When possible, we have added virtual services to supplement our in-person services and have been able to continue to address barriers to care while also keeping clients and volunteers safe from COVID-19. Each of these innovations have kept our programs impactful and also allowed us to expand our volunteer base and reach more clients.

This ability to pivot would not have been possible without your support over the three years. Baxter Canada's commitment to the health of Canadians provided a solid foundation, and a flexible outlook meant that we could adapt more quickly to support our clients. In the first two years, we saw an expansion of this initiative; in year three, we've seen it become a standard of care. We have high hopes that year four will be even more significant.

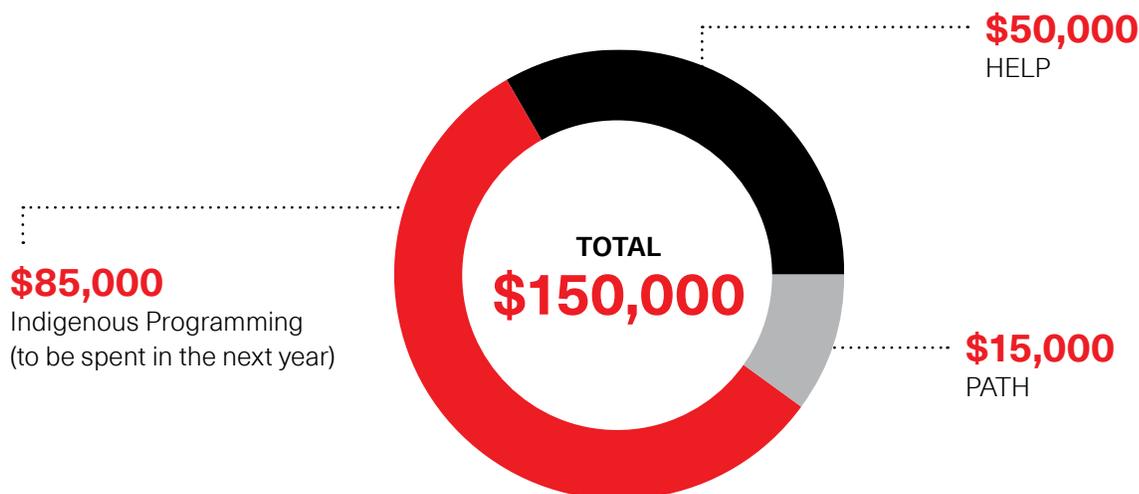
Thank you Baxter Canada for your support. Together we will continue to address the barriers to care and help Canadians thrive. I look forward to sharing this journey with you in 2021.

Sincerely,

**Tracy Browne**

Senior Director of Operations, CHW, IP, and Violence Prevention  
Canadian Red Cross

## BAXTER 2020 CONTRIBUTIONS



# Baxter Canada's HELP'ful Hand



**The Health Equipment Loan Program (HELP) has been supporting Canadians in British Columbia and the Yukon with essential health equipment**, a service that has only grown more critical during the COVID-19 pandemic where traditional access to health and care have been disrupted.

HELP needed support to adjust to this new reality, and Baxter Canada's assistance gave us the means to do it. Thanks to Baxter Canada, we were able to keep our volunteer recruitment process in place. Our HELP Volunteer Coordinator Anna Schneider has been hard at work recruiting and training volunteers.

At present, while we have not increased our hours, HELP is currently in the strongest position it has ever been for volunteers in the Lower Mainland in British Columbia. We are fully staffed with volunteers at all sites, which has translated to improved services for our clients. We have also had volunteers to follow up with current clients to arrange for returns of overdue equipment. Currently we have 479 active volunteers in the Lower Mainland compared to 389 at the end of April 2020. This is a phenomenal achievement, especially when we were faced with the disruption of COVID-19 and it wouldn't have been possible without Baxter Canada.

As we look towards the future we will aim to add shifts in more locations by late 2021.



“It has been amazing to see the amount of volunteer applicants grow through COVID-19 as it shows the kindness and willingness to give back to those in the community through unprecedented times.”

**Anna Schneider**, Volunteer Recruiter

## BAXTER'S HELP IN 2020



In the Lower Mainland Region, HELP served **28,424** clients in BC and loaned **57,179** pieces of equipment



Recruited a roster of **479** volunteers, which is a **90** person increase from the previous year



**Hired a Full-Time employee** who is dedicated to recruitment for HELP volunteers in the Lower Mainland Region in BC

## BAXTER HELP'S 3 YEAR IMPACT



HELP in the Lower Mainland served **101,360** clients and loaned **196,002** pieces of equipment

# PATH: Supporting Northern Ontario

## The Priority Assistance to Transition Home (PATH) program faced challenges this year, like never before.

COVID-19 meant many elements of PATH had to be transitioned to a more physically distanced model. That didn't stop us from giving clients the best experience we could.

With Baxter's help, we found creative ways to ensure that clients were supported, including virtual methods of arranging grocery delivery and other essentials. Transportation and home visits were made possible through physical distancing and PPE, and when food sources were inaccessible, we went to food banks on behalf of clients and provided meals during holidays. Overall, we were able to increase our ability to respond to the needs of our clients despite the pandemic.

We added friendly phone calls and wellness checks with clients to continue arranging services, providing referrals, and support to keep their spirits up.

Finally, we are proud to say that PATH continues to grow despite the pandemic. In Elliot Lake, we've surpassed our target of 100 clients, and have reached more than 300! These new initiatives are thanks to the generosity of Baxter Canada.

### IMPACT OF BAXTER'S SUPPORT ON RESEARCH

Thanks to Baxter Canada, PATH continues to be a leader in health services. A needs assessment on how the hospital-to-home care transition environment has changed because of COVID-19 and now aims to:

- 1. Determine the current needs** for client care transitions from hospital to home.
- 2. Assess the impact that Transition Support Program** essential service delivery models have had to-date.
- 3. Identify opportunities** for the Transition Support Program based on client needs.

A quasi-experimental mixed methods approach has been adopted:

- **Program Service Data** and Secondary Data are reviewed to assess and identify program trends;
- **Telephone Questionnaires** with consenting clients, caregivers and family members will gauge program impact and needs;
- **Online Questionnaires** with hospital personnel, referral sources and CRC personnel will identify opportunities for program improvement and key barriers.

### PATH'S IMPACT IN 2020



**1,810** PATH clients were assisted with **532** safe transitions from hospital to home



Worked **2,504** hours and provided **3507** total client service hours after their initial transition home



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

### PATH'S 3 YEAR IMPACT



**5,659** people supported in Ontario

“You have done so much for me from getting things rolling for equipment and speaking with health care professionals. I really don't know what I would have done without you. You actually came to visit me wearing the full PPE, that made me feel so important. You are wonderful, thank you so much.”

Client of PATH, 2020

# Peter Needed Help; Homeward Bound Made the Difference



**In the last year, the Canadian Red Cross continued to support clients of the Homeward Bound program throughout the pandemic.** A client, Peter, and his wife had recently tested positive for COVID-19. Peter had no symptoms, but his wife's symptoms were severe and sadly, she passed away.

Homeward Bound program personnel began delivering meals to Peter to help support him following his wife's death, and soon learned that he did not have a microwave at home. Peter's daughter, who had come to stay with him for a short period of time following the end of his quarantine, reported that Peter's nutrition had declined as he was not used to preparing meals for himself.

Peter's Homeward Bound team came together to purchase and deliver a microwave for him, to ensure that he would be able to heat the frozen meals being delivered by the program. Peter's daughter was then able to get him setup with Meals on Wheels to ensure that he would continue to have his nutritional needs met after his service with the Homeward Bound program ended.

Peter and his daughter were very happy and grateful for the help that the Red Cross was able to provide during these challenging times.

## IN 2020, HOMEWARD BOUND PROVIDED:



**874** Homeward Bound clients were served and transitioned from hospital to home



**888** home visits were provided for Homeward Bound clients

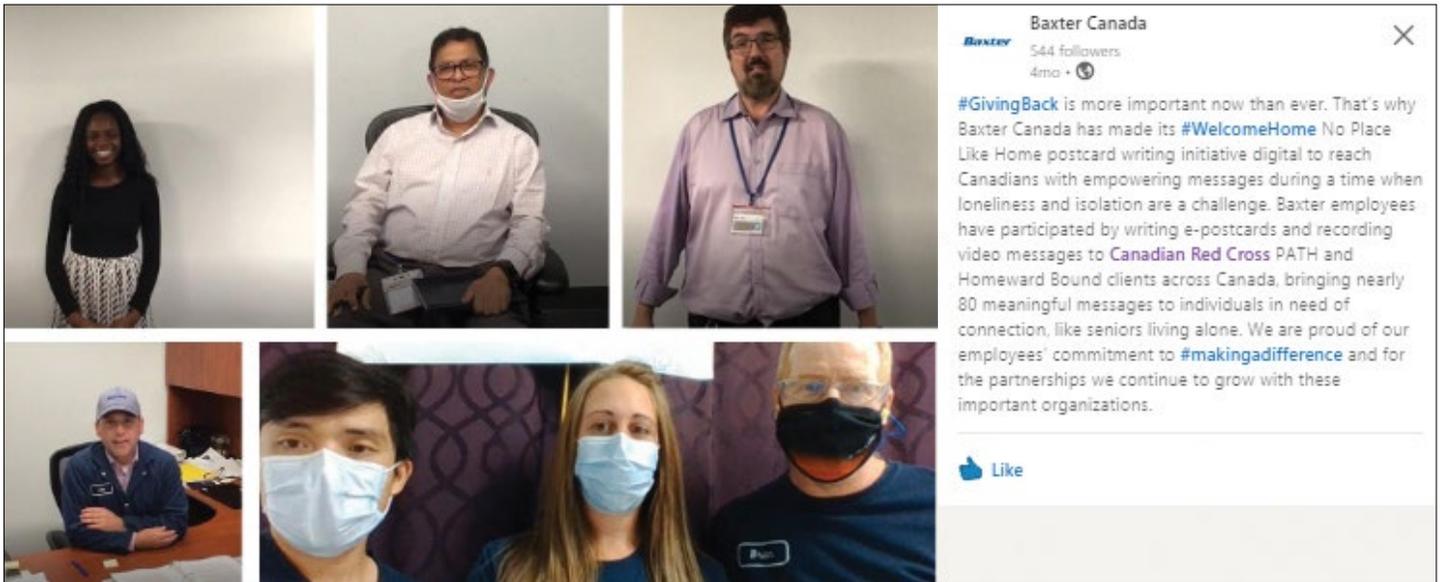


**50** postcards and **17** videos created by Baxter employees for Homeward Bound clients



**2,600** meals provided

# The “No Place Like Home” Card Program



## A well-written card can mean so much to someone, especially during this time of physical distancing.

After two years, the No Place Like Home card program has become one of the favourite ways that Baxter employees choose to share their passion for helping others. We've even gone digital for some of our cards!

When COVID-19 made in-person card writing sessions difficult, we transitioned to giving our volunteers the opportunity to send e-cards to those who were in recovery.

Baxter also got creative with a video made especially for their team to thank them for their participation.

So many seniors and clients of PATH, and Homeward Bound have truly appreciated these messages of goodwill, kindness and support. Although the COVID-19 pandemic limited Baxter employees from gathering to write cards together, many volunteers chose to participate from their homes.

On behalf of those who received a card in 2020, thank you Baxter Canada for providing care and support to our clients.

## WELCOME HOME CARDS IN 2020

**423**

cards were sent to isolated seniors in 2020

## 3 YEAR IMPACT OF WELCOME HOME CARDS

**2,388**

cards written to PATH and Homeward Bound Clients

“This past year has been challenging for everyone. PATH and Homeward Bound have had to make adjustments to the way in which we provide services, with many face-to-face interactions now virtual. The partnership between the Canadian Red Cross and Baxter helped provide comfort and care to individuals, and [this] has brought joy and happiness to situations that could have been lonely and scary. Our clients have been deeply touched that [Baxter volunteers] took the time to do this for them.”

Diane Lajambe, Deputy Director at the Canadian Red Cross

# No Place Like Home: A Friendly Card to Baxter Canada

“It’s such a nice personal touch for our clients to receive these cards, especially during such an isolating and lonesome time throughout the pandemic. Our seniors do not get much interaction, and some may not have many social supports in place, so even a small gesture such as a card received makes a big impact in their lives.”

**Coordinator**

“I really enjoyed reading it as it felt personal and was a nice gesture.”

**Friendly Card Recipient**

“I liked that it was actually from a person directly, made me feel that someone cares.”

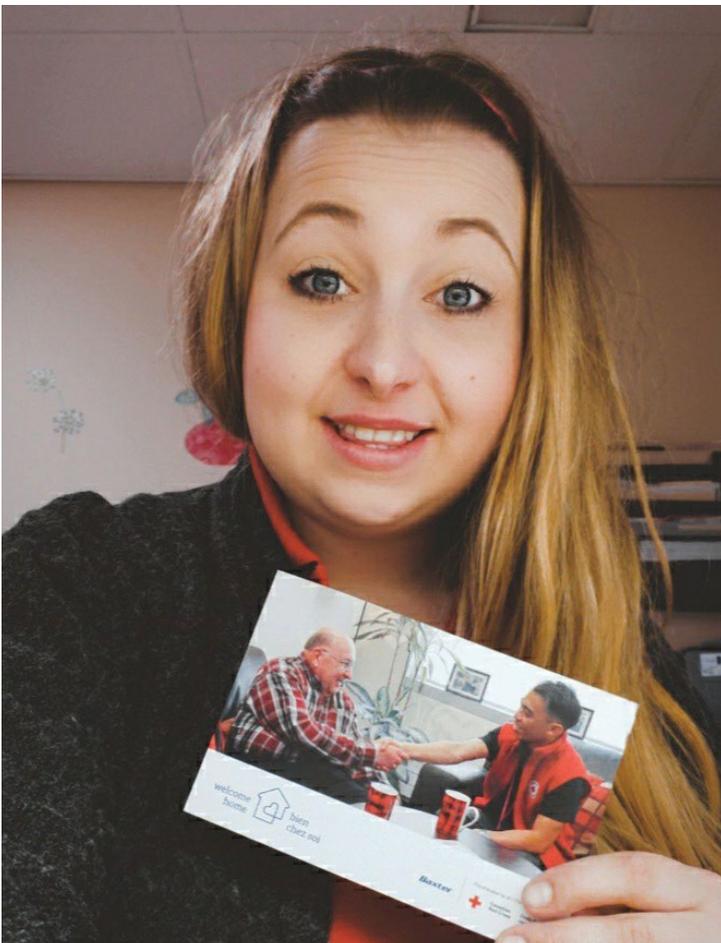
**Friendly Card Recipient**

“I can’t express how grateful I am for Homeward Bound and how welcoming this card was.”

**Friendly Card Recipient**

“It was personable which was nice for a change when receiving so many different information sheets.”

**Friendly Card Recipient**



welcome home  bien chez soi

**Baxter** Proud supporter of / Fier d'appuyer  
 Canadian Red Cross 

Hello there,

My name is Gen 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.

On behalf of everyone at Baxter, I would like to welcome you home from your hospital stay. I hope that through the Priority Assistance to Transition Home program, we were able to make your transition home a bit better. The Homeward Bound Team is available to support you during your recovery.

I hope you are staying safe during these difficult times. If you have any questions or need any help, please contact your Homeward Bound Team member.

Please accept these warm wishes from me to you.

Kind regards,

# Innovation in Care: Mobile Food Bank



**The Mobile Food Bank works throughout the Greater Toronto Area, serving nutritious meals to clients who are unable to access a traditional food bank but are in need of support.** In 2020, to support people who were especially vulnerable to the COVID-19 virus, the Canadian Red Cross started the Toronto Food Delivery Program, supported by the City of Toronto/Daily Bread Food Bank and based out of the Mobile Food Bank. The program supports people who cannot leave their home due to the pandemic and underlying health concerns.

During this time, Baxter Canada employees were unable to volunteer their time to support the food bank by packing food hampers. Although the Mobile Food Bank was able to respond to the increase in demand, once restrictions were lifted and volunteers allowed to support again, Baxter Canada was one of the first corporate groups to volunteer at the Mobile Food Bank since the start of the pandemic. We thank you from the bottom of our hearts for your dedication to this essential program.

## MOBILE FOOD BANK IN 2020



At the end of March 2020, the Mobile Food Bank served **573 clients** a month



After the onset of COVID-19, an additional **4,161 individuals** were supported by the Toronto Food Delivery Program



**31 Baxter employees** volunteered, for a total of **93 volunteer hours**



**52,371 food boxes** have been delivered in the last year through the Toronto Food Delivery Program

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# Food Aid Distribution Project to Homeless People with the City of Montreal



**For vulnerable and marginalized populations, COVID-19 brings its share of new challenges: food, housing, hygiene care, access to health care, social interactions.**

It is in this context that the Red Cross provided its support during an operation to distribute food to those experiencing homelessness, at the request of the City of Montreal. Our employees, volunteers and partners were mobilized at 5 sites: Place du Canada, D ez ry Square, Jeanne Mance Park, Place Emilie Gamelin and Cabot Square last summer.

Baxter Canada rose to the occasion and in Quebec six of their employees volunteered 38 volunteering hours to provide their support.

“Giving back to our community is part of our values at Baxter. Our experience has been most humane and made us all realize how lucky we are to have a home, a job and plenty of food on a daily basis. Thank you to the Red Cross for this incredible opportunity to have been able to be in direct communication with a tiny part of the vulnerable population of Montreal.”

**Genevi ve Labart**, Territory Manager PD/ Clinical Consultant, Baxter Canada

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## Looking Ahead into Year 4



### **Evaluating and expanding PATH**

Through Baxter’s support to the Priority Assistance to Transition Home program, in addition to expanding to key markets, we will continue to evaluate the program and identify opportunities for Transition Support program improvement based on new stakeholder needs in light of COVID-19. This will be completed through telephone and online questionnaires as well as program service and secondary data.



### **Continue retention and recruiting of volunteers**

We will continue to build on our community outreach efforts in the Lower Mainland of BC to recruit and train new HELP volunteers to the program. Through Baxter’s support we will be able to ensure that there is a steady roster of volunteers.



### **Helping more Canadians in Northern Ontario**

Through Baxter’s partnership in the Indigenous Program Creating Safe Environments Program, in the next year we will continue to work together to understand community needs to create a safer place, rooted in Indigenous culture and practice in the community of Kashechewan.

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# Thank You for the Past Three Years



**Healthcare has never been so important to Canadians than it has over the past year.**

COVID-19 has had an impact on everything from hospitals to home care, but it has also shown us that the programs we have built together – HELP, PATH, and Homeward Bound, and the Mobile Food Bank – are essential. Despite the barriers to care so many already face and the challenges that COVID-19 brought us, Canadians were supported in their time of need, thanks to your initiative.

Three years into this partnership, Baxter Canada and the Canadian Red Cross have expanded care to thousands of Canadians across the country. We've continued this growth in 2020. By building year over year on what we have accomplished, we have created a system that is effective, robust, and reliable. Our clients know that they can call on us to support them when no one else can.

In 2020, through the PATH program, you helped over 1,500 people during their recovery by generously giving your time to support. Over the past three years, together we have served 101,360 clients through the HELP program alone, lending over 196,000 pieces of equipment to those who need it. While through PATH, we've been able to help over 5,650 clients as they recover. This year we have even more to celebrate. We are so proud that Baxter Canada was named our 2020 Partner in Humanity. This incredible achievement is the result of the commitment of your organization and the passion of your employee volunteers. Baxter Canada's support has been inspirational, especially during this difficult year.

Baxter Canada, you have made a difference in so many lives. This is the true impact of your support. As we look forward to our future together, I look forward to continuing to serve Canadians during their time of need.

On behalf of the Red Cross and the individuals you have helped support, thank you.

Sincerely,

A handwritten signature in black ink that reads "Tanya Elliott". The signature is written in a cursive, flowing style.

**Tanya Elliott**

Vice President, Health Innovations  
Canadian Red Cross