



Equipped for
independence.

help

 Canadian Red Cross
Croix-Rouge canadienne

HELP, a program of the Canadian Red Cross, provides individuals dealing with illness or injury with health equipment.

Thanks to donors, local funders and partners; and with the support of dedicated volunteers and staff, HELP empowers thousands of people each year to live more independently.

HELP also plays an important role in the diversion of used equipment otherwise destined for landfill.



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Canadian Red Cross HELP
HELP services

Through HELP, a national program of the Canadian Red Cross, we're providing health equipment to people living with illness or injury.

This year alone, our 180 HELP centres across the country will welcome thousands of Canadians in need of medical equipment.

Through our HELP centres we provide:

- crutches
- walkers
- canes
- bathroom aids
- wheelchairs
- commodes
- other specialized equipment
- hospital beds (select locations)



National Impact
National priorities

- Development of National policies and standards
- Quality Management
- Financial Management
- Inventory Control and Systems Management
- Service Development by expanding service at the community and contractual level



Canadian Red Cross history of HELP

Where we've been... and where we're going

1946

- Launch of Sickroom Supply Loan Cupboard - providing temporary loans of crutches, wheelchairs and other hospital equipment to help wounded war veterans returning to Canada.

1959

- President of the Associated Hospitals of Manitoba, Dr. L. O. Bradley, states "this service is a big aid in getting people home from hospitals earlier."

1976

- 533 SELS outlets, 76,908 pieces of equipment loaned to 59,476 individuals, up 5% from the previous year.

1993

- 132,621 articles loaned, 90,712 people served, 8 divisions offer the service.

2009

- Rename and rebrand of HELP program.



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Canadian Red Cross HELP
Our local history

2008-2010

In Ontario, Red Cross re-invests in its HELP operations with a new business strategy, revised policies and procedures and newly renovated Service Centres and Customer Depots.

2011

Red Cross negotiating with Assistive Devices Program in Ontario for a pilot project to recycle wheel chairs. The project highlights the rental model targeted to clients with short -and mid-term needs



National Reach
Where we HELP



- 1 Western Zone – 83 locations, serving more than 175,000 people per year
- 2 Ontario Zone – 30 locations, serving more than 20,000 people per year.
- 3 Atlantic Zone – 58 locations, serving more than 60,000 people per year.

HELP relies on more than 1,500 volunteers nationally.



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National Reach
National statistics

Zone	Loans / year (approx)	Clients served	Volunteers
Western Zone	more than 170,000	more than 175,000	more than 1100
Ontario Zone	more than 15,000	more than 20,000	more than 100
Atlantic Zone	more than 40,000	more than 60,000	more than 300
National total	over 225,000 loans / year	over 255,000 clients	over 1500 volunteers



Canadian Red Cross HELP
Service details

HELP SERVICE CENTRES

Strategically located in Hamilton, Ottawa, Toronto, Sarnia and Thunder Bay, Red Cross technicians clean, repair and maintain inventory rented through Red Cross locations throughout the province.

All equipment carries individual bar-code identifiers for inventory control and product recall purposes.

HELP DEPOTS

Red Cross depots (client access locations) are co-located with Red Cross branch operations.

Red Cross staff and volunteers receive referrals from regulated health professionals and process loans to clients and their families. Subsidies are available.



Canadian Red Cross HELP
Working Together with CADA

Good For the Community

Red Cross joining CADA demonstrates an environmentally conscious step by CADA – HELP in Ontario and across the country diverts equipment from landfills.

Social responsibility – ensuring that clients with short- and mid-term needs have access to equipment at affordable prices.

Good for Business

Addresses the unique market needs of the rental market and complements the business drivers for existing CADA membership.

Pilot project with ADP – a significant evolution in the Ontario business environment.



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Thank you.
Merci.

www.redcross.ca/help

