



20  
24

**ANNUAL  
REPORT**



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## OUR MISSION

AssistList Association's mission is to simplify the acquisition, sale, donation, or exchange of home health medical equipment by creating platforms and tools that allow individuals and organizations in British Columbia to connect with each other.

# A MESSAGE FROM OUR BOARD

In 2024, AssistList reached new heights in enhancing our impact and extending our reach.

Now in our sixth year, we've focused on strengthening our platform and expanding our reach, and the results have been inspiring. This year, we facilitated 19% more equipment exchanges than the year before, a clear reflection of the growing trust and engagement within our community.

Nearly 500 pre-owned medical items found new homes through AssistList, helping individuals and families access the essential equipment they need. And this figure only accounts for reported exchanges, underscoring the broader, often unseen impact our platform continues to make in the community. Behind every exchange is a story, of relief, of gratitude, of lives made easier through the generosity of others. These stories fuel our passion and reaffirm the importance of our mission.

Our progress is only possible because of the unwavering support from our community:

- **Our volunteers** continue to be the heart of AssistList, dedicating their time and expertise to keeping our platform running smoothly.
- **Our partners, sponsors, and donors** provide the resources that allow us to grow, innovate, and ensure our platform remains accessible and reliable.
- **Our Greater Vancouver community** not only benefits from AssistList but actively contributes by sharing resources, spreading awareness, and helping us extend our reach.

On behalf of AssistList and all those we serve, thank you for your continued support.



Kevin Chow, President

# IMPACT HIGHLIGHTS

## Community Impact

**2K+**

Listings Created

↑ 10%

**490**

Self-reported Exchanges

↑ 19%

## Community Experience

**25K**

Site Visitors

↑ 21%

**1.3K**

Social Media Reach

## Community Experience

**4.7<sub>/5</sub>**

User Satisfaction

**250+**

Resolved Inquiries

# ○ IMPACT HIGHLIGHTS



## Regional Expansion

Increased our service area coverage to Northwest BC



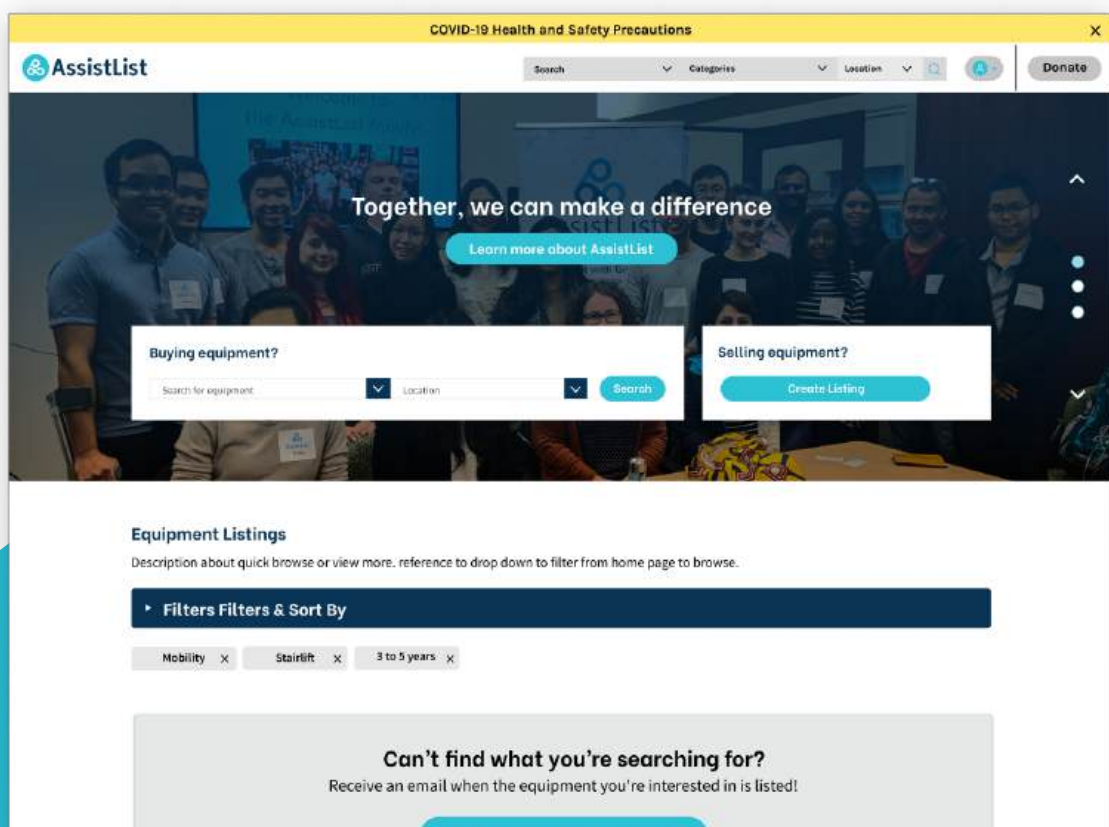
## Website Improvements

Updated website branding and layout to improve accessibility



## User Education

Added new features for scam education and detection



# VOICE OF THE COMMUNITY

The below feedback was received anonymously from website visitors that completed our online survey.

”

Very easy & intuitive. The detailed page was useful so you know what basic information buyers want to know.

”

So easy, thank you, this is difficult enough selling these items, and this made it easier.

”

Has been a great experience. Love that this exists as medical equipment is so expensive and very much needed by our neurological community.

”

User friendly website. Repurposing of medical equipment in one place...ideal

”

User friendly, easy to follow steps. Thank you!

”

Easy and user friendly and well guided through the process



# 2024 BOARD OF DIRECTORS

We are grateful for the leadership from our incredible team!



**Kevin Chow**  
**President**



**Tricia Pang**  
**Vice President**



**Karan Gill**  
**Director, Customer Exp**



**Zohaib Jafri**  
**Director, Design**



**Saloni Kumar**  
**Director, People & Culture**



**Daruvin Sood**  
**Strategic Advisor**



# 2024 TEAM MEMBERS

## Design

Charlene Sandhu  
Edison Ko  
Emma Tseng  
Enkhzaya Ganzorig  
Udi Batbayar  
Zohaib Jafri

## Web Development

Darvin Sood  
Francis Pham  
Jimmy Tu  
Maksym Chumak  
Ngoc (Chau) Nguyen  
Phuong Le  
Timothy Leung

## Marketing

Amiri Suzuki  
Donny Ng  
Dylan Wong  
Kano Ikematsu  
Talisa Wong

## Healthcare

Bruce Danesh  
Cam Lindsay  
Cassandra Fera  
Catherine Sanders  
Catherine Fei  
Christine Hsin  
Danielle Jensen  
Elizabeth Ewen  
Hayley Jeske  
Heather Bromley  
Ivana Abrigo  
Julia de Haas  
Jupjeet Sandhu  
Kimberly Nguyen  
Maggie Chan  
Natasha Hayes  
Samantha Doyle  
Sarah Foot  
Sharmaine Salarda  
Shirin Malek

## People & Culture

Arbina Rexhaj  
Emily Gracia  
Eunmee Yoo  
Kate Besseau  
Krishta Gurung  
Richa Koirala  
Shonnah Hoy  
Stephanie Chee

## Special Projects

Jason Chan  
Karan Gill  
Kevin Chow  
Tricia Pang

# COMMUNITY CONNECTION

Our team proudly represented AssistList at two significant community events—the Rehab Equipment Expo in Vancouver, and the Northern BC Seniors Fair in Prince George. Both events provided us with invaluable opportunities to enhance awareness of our platform, interact with our users, and gather essential feedback to better serve our community.

## Rehab Equipment Expo

The Rehab Equipment Expo is an annual event primarily tailored for healthcare professionals, home health equipment providers and supporting businesses. It serves as a crucial platform for learning about the latest advancements in assistive technology and the resources available to support clients in need. The event allowed us to connect with healthcare professionals, discussing how our platform can complement their efforts to provide quality care.







### Northern BC Seniors Fair

We participated in the Northern BC Seniors Fair, part of the BC Northern Exhibition. Coordinated by the Prince George Council of Seniors, the fair is a colorful showcase of community groups and businesses, drawing over 2,000 seniors annually. Our booth was among many displays, offering a great opportunity to engage directly with a significant segment of our user base—seniors. Having only recently expanded our services to Northern BC in 2022, it was a crucial chance to continue increasing awareness about our platform and growing our footprint. This interaction not only deepened our community ties but also allowed us to receive direct feedback from the seniors who benefit from our service.

Both events were instrumental in spreading the word about AssistList, demonstrating our commitment to increasing access to medical equipment for the BC community. We left each event enriched with community insights and inspired by the dedication of those we serve, ready to enhance our platform and expand our reach further. We look forward to continuing our participation in these important events and thank all the organizers and attendees who made our experiences so rewarding.

# WHAT OUR VOLUNTEERS SAY

”

*Healthcare Team Member - February 2023*

**What made you feel appreciated?**

The supportive team members and constant encouragement from my supervisors. I also appreciated all the Volunteer appreciation events.

**What was the most enjoyable aspects of your volunteering role?**

I enjoyed getting to know and work with all the team members. I also enjoyed all the mentorship opportunities that I received.

”

*Marketing Team Member - April 2023*

**What made you feel appreciated?**

Opportunities for learning and tokens of appreciation.

**What was the most enjoyable aspects of your volunteering role?**

Making a difference!

”

*Customer Service Team Member - October 2023*

**What made you feel appreciated?**

Team events, thank you gifts, frequent acknowledgements .

**What was the most enjoyable aspects of your volunteering role?**

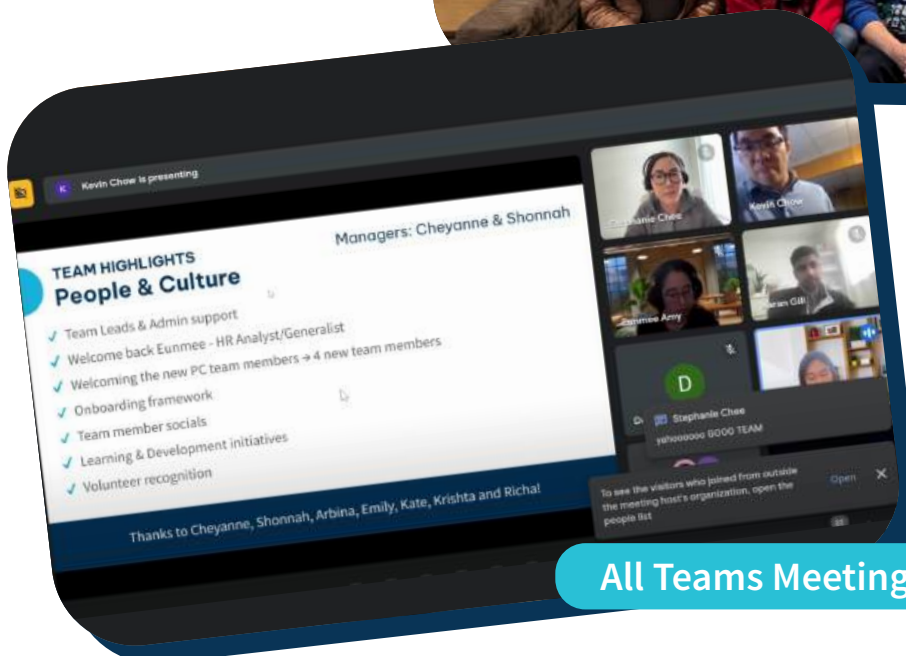
I enjoyed the efficiency of the communication methods (slack), personalized email address, and large variety of things to volunteer for.

# EVENTS

Backyard Social



Winter Auction



All Teams Meeting



# SPOTLIGHT: WINTER AUCTION

CREATING A LASTING IMPACT

AssistList

Winter  
Auction

Sponsorship Opportunity

We are grateful for the support that we received for our Winter Fundraiser this past December.

Over the course of three weeks, participants explored and bid on 30 unique items, generously donated by supportive local businesses and community members. The offerings included memorable experiences such as museum passes, thrilling activities like rock climbing and virtual reality gaming, as well as dining experiences, gourmet snacks, and artwork from local artisans.

Thanks to regular updates through our website, social media, and newsletters, we engaged a broad community, and successfully raised \$1,524. These proceeds will assist us in continuing to improve our services and keep AssistList.ca free and accessible for our community. We are immensely grateful for every bid and donation, as they demonstrate a strong commitment to our mission.

We extend our deepest thanks to all participants, donors, and sponsors who made our Winter Fundraiser a success. Special appreciation goes to those who contributed items to the auction and helped promote the event through their networks.

Encouraged by the success of our Winter Fundraiser, we are already planning for December 2025. Please mark your calendars as we aim to build upon this year's achievements and reach even greater heights. Together, we can continue to make a positive impact on the lives of those who rely on AssistList.ca and support our community.



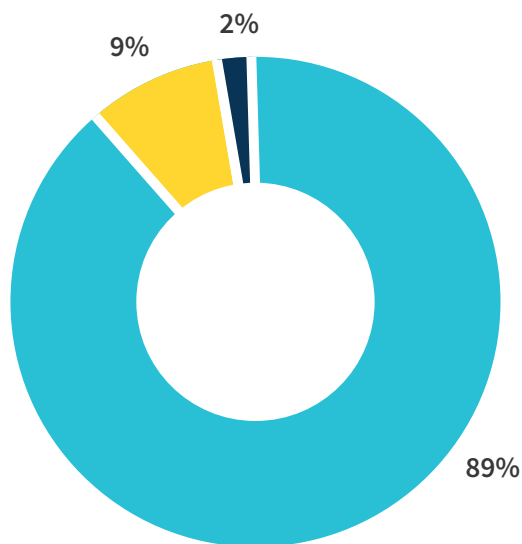
# FINANCIAL SNAPSHOT

Over the past fiscal year, the majority of our funding came from grants and the generous support of our donors. Thanks to the dedication of our volunteers, we were able to keep operational expenses low and allocate more resources directly to our mission. Our spending focused primarily on strengthening our programs and improving the tools and products that support them.

Our organization remains financially strong, with a solid foundation that enables sustainable growth and continued impact in the communities we serve.

## REVENUES

Total: \$3,318 CAD

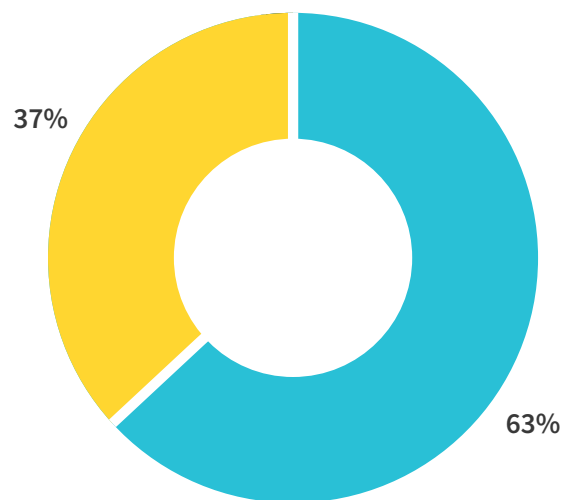


### Revenues by type

- In-Kind Donations — \$2,940
- Fundraising — \$303
- Miscellaneous — \$75

## EXPENSES

Total: \$3,098 CAD



### Expenses by type

- Program & Service Delivery — \$1,948
- Administrative & Operations — \$1,150



# 20 24

## ANNUAL REPORT



**AssistList Association**

1364 W. 37th Avenue

Vancouver, British Columbia

Charity Number 72433 3497 RR0001