

Dear Heather,

I remain deeply grateful for the \$12,000 grant, which has played an instrumental role in advancing WeeCare's mission to support medically complex children and their families.

Outcomes and Use of Funds

When I founded WeeCare, my dream was to create a pediatric-focused home health care company that could transform the lives of medically complex children and their families. The Nurse Innovator Award provided us with the financial support needed to turn this vision into action. It allowed us to implement actionable marketing and advocacy plans, empowering us to expand our reach, strengthen our services, and advocate for inclusion in meaningful and impactful ways. This funding gave us the resources to focus on raising awareness about the importance of consistent and compassionate care while addressing the costs associated with our growth and mission.

Branding and Marketing Efforts

To amplify our message and recruit pediatric nurses, we partnered with Acorn Studio Marketing & Co. Inc. This partnership resulted in the development of a professional brand guide, including trademarking WeeCare's logo, name, and unique emojis that embody our mission. We redesigned our website to make it user-friendly, engaging, and informative for families seeking help. Additionally, we created the WeeCare Newsroom, which provides accessible press releases and service updates to help any family in need, not just our clients. Our social media presence also expanded significantly, with Facebook ads running daily and a new LinkedIn account to raise awareness about our services and support for families. As a result, we hired a full-time Marketing and Administrative professional at \$52,000 annually, including benefits. This hire has been instrumental in sustaining and expanding our marketing efforts, with ongoing support from Acorn as needed.

Advocacy and Inclusion Initiatives

The funds also enabled us to organize meaningful events that fostered inclusion, accessibility, and community engagement. For our Treat Accessibility Initiative, inspired by the Treat Accessibly program, we independently organized an inclusive trick-or-treating event in Milton. We marketed the event to local families, partnered with the Milton Fire

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Department, and engaged city officials to create an unforgettable experience. My entire street joined in, decorating homes and creating an accessible environment for children with disabilities to safely trick-or-treat in the daylight on a bright, sunny Sunday afternoon. This effort earned recognition from Liberal MP Adam van Koeeverden and PC MP Zee Hamid, who presented us with an award for our community advocacy. For the Santa Claus Parade, we created a sensory-friendly inclusion area for children to view the parade comfortably, with accommodations for noise, lighting, and medical needs. Families were able to relax, knowing their children were safe and included, with access to refrigeration for medications. Clients also participated in the parade with their PSWs, demonstrating that inclusion is both impactful and inspiring.

Growth and Advocacy

The Nurse Innovator Award also supported WeeCare's efforts to lead transformational changes in pediatric home health care. We advocate for care teams that include the same nurses and PSWs, fostering trust and continuity for children and families. By providing consistent and reliable care, we help families focus on being families, rather than managing care on their own. Additionally, we are committed to ensuring every child has access to education, including providing nursing support for children with medical needs that would otherwise prevent them from attending school. These initiatives are not just programs—they are foundational steps toward creating a community where every medically complex child is supported, included, and celebrated.

Financial Report

I am including supporting paid invoices to illustrate how the \$12,000 grant was utilized. These funds were directly applied to essential marketing efforts that have been pivotal to WeeCare's growth and outreach. The attached invoices detail services from Acorn Studio Marketing & Co. Inc., trifold brochures used to promote our services, WeeCare-branded clothing for events, street signs, Santa Claus Parade costs, and trademarking fees for WeeCare's name and emojis. The funds provided by the grant laid a critical foundation for our marketing efforts, but these initiatives require ongoing investment. This year, our marketing budget will exceed \$100,000, which includes the costs of a full-time administrative and marketing staff member who plays a key role in sustaining and expanding our reach and continued marketing campaigns to grow WeeCare's visibility and ensure families across Ontario are aware of the specialized care we offer.

Results Achieved

WeeCare has achieved significant milestones over the course of this project. We have doubled our revenue during this past year, which includes growing our team to nearly 100 nurses and PSWs. These staff members are a mix of casual, part-time, and full-time employees, ensuring we can meet the diverse needs of the families we serve. The number of nurses and PSWs on our job notification email list increased by 90%. We distributed brochures to multiple organizations, raising awareness about our services among families and healthcare professionals. Our Facebook ad campaigns and posts have fostered significant engagement, helping us connect with families who need our support. Additionally, WeeCare provided staff and education sessions for three summer camps, with demand for our services tripling compared to the previous year.

Conclusion

The Nurse Innovator Award has been transformative for WeeCare. These funds allowed us to strengthen our internal operations, grow our brand, and expand our reach to families in need. Beyond the tangible outcomes, this award has inspired us to continue dreaming bigger and to remain steadfast in our mission: to support medically complex children and their families, ensuring every child has access to care and inclusion. We remain committed to this vision and are actively seeking additional funding and donor support to continue and expand these vital efforts. Your support and belief in WeeCare have been a cornerstone of our success, and for that, I am deeply grateful. Thank you again for this opportunity, and please let me know if you require any additional details or documentation.

Warm regards,

Megan Walker

Founder & CEO, WeeCare Pediatric Home Health Care