

Gotcare

Impact 2021 Report

Thank you for standing with us.

In 2021, we found ourselves in a critical moment – rebuilding, reimagining, and regrounding care in community.

As the home care system struggled to respond to growing needs across Canada, we chose to lead differently, with

transparency,
courage, and deep
belief in the people
closest to care.

We matched more clients and caregivers than ever before, launched new operational systems, and secured foundational funding to build toward the future.





FROM OUR CEO

This year, thanks to your support, we've been able to help more families and pay care workers more than ever before. Together we are transforming our industry. From the whole Gotcare team, thank you for your continued trust and support.

Before the pandemic, most home care providers could fulfil 95% of the care requests they received. As of the end of 2021, that number has dropped to between 40 and 60%, depending on where you live.

At the same time, more people than ever are starting to ask the important question of, why don't we have equitable access to care? What outdated narratives do we need to let go of in order to create space for a better future for both patients and care workers? How do we become the leaders that we are seeking to follow?

This year, I am so proud of how our Gotcare team and community has come together: co-creating creative solutions to get patients through numerous lockdowns and variants.

Thanks to the support of new and existing patients, family caregivers, care aides, care referrers, investors, and partners, we've been able to help more people in Canada and increase home care aide wages more than ever before. You've given us the courage to step more boldly into our mission. For example, in 2021, we decided to increase our care aide pay rate to a minimum contracted rate of \$23/hr.

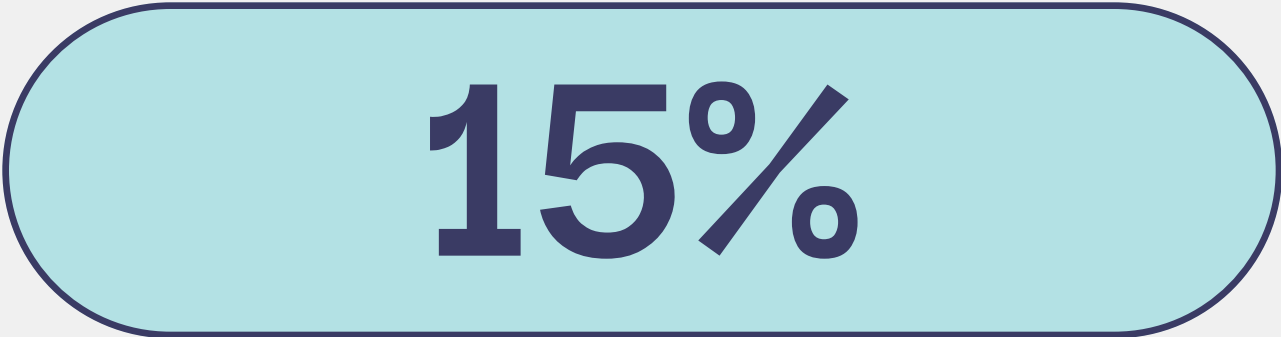
Nearly half of the people who utilised Gotcare's services in 2021 responded to our impact survey, which formed the foundation for this report. We are blown away by the volume of submissions and stories we received.

As we transform ourselves and our industry by collectively stepping into our greatest selves, we are so grateful for your contribution, commitment, and support throughout such a trying year.

As always, we welcome your feedback and thoughts at community@gotcare.ca.

- Chenny Xia, CEO & Co-Founder

Together, we built hundreds of relationships and strengthened the foundation for care that puts people first:



INCREASE IN MINIMUM
HOURLY CAREGIVER WAGE



CLIENT-CAREGIVER
RELATIONSHIPS CREATED

More than just numbers, these stats represent **better matches, safer homes, and more sustainable care jobs** across the country.

What we built together

Our Gotcare HQ team **grew by 80%**, expanding our operations, sales, and product teams.

The **TELUS Pollinator Fund for Good and SheEO**, along with other impact investors, partnered with Gotcare to **improve home care accessibility** in Canada.

Gotcare HQ **moved into a new office** in The Junction, an up-and-coming neighbourhood in Toronto, to accommodate our need to co-create ideas with our **growing team and community**.

We started building a new program, **Care-At-Cost**, to provide an alternative for people in Canada who do not have adequate access to insurance or government funded care.

What our clients are saying

“I have received care from very loving people, to help me heal and feel good about myself.”

“I am so happy with the care I received. Gotcare is always there for me... I have made a lot of great friends, thank you.”

“Quality of care and comfort of staying at home is ideal, especially in this critical time. The personal attention I received is very much appreciated.”

Client feedback

94%

Clients were **satisfied** with care received from Gotcare in 2021

76%

Clients felt **more control** over selecting a care worker and planning their care schedule

How families are feeling

“Everyone I have spoken to or met through Gotcare has changed our lives. We appreciate you more than you know.”

“If it wasn’t for Gotcare, I wouldn’t be able to properly look after my loved one.”

Family caregiver feedback

100%

Family caregivers **satisfied**
with assistance received
from Gotcare in 2021

93%

Family caregivers found
Gotcare's resources helpful for
their understanding of homecare

What our care workers are thinking

“I love every client I got through Gotcare.”

“I love that I can control my own schedule and work in a manner that fits my lifestyle.”

“I admire the we got this attitude from everyone on the team... I am so grateful for the opportunity to be a part of that.”

Care worker feedback

96%

Care workers felt **satisfied**
working with Gotcare in
2021

72%

Care workers felt **more control**
over selecting clients and
planning work schedule

LOOKING FORWARD

The lessons from 2021 laid the foundation for everything we're building now.

We're continuing to strengthen how we match clients and caregivers, advocate for higher wages, and design care systems that prioritize safety, flexibility, and dignity.

We're also working toward a future where care workers are valued as essential, not expendable.

Whether you're a caregiver, a client, a family member, or a partner – **thank you for walking alongside us as we work to transform care in Canada.**



Thank you

[GOTCARE.CA](https://gotcare.ca)

SUPPORT@GOTCARE.CA

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