

# ANNUAL REPORT 2019

Monashee Health  
Collective



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**MONASHEE**  
HEALTH COLLECTIVE

# ABOUT THE COMPANY

Monashee Health Collective (MHC) inspires lifelong human movement. As an incorporated startup firm, MHC opened its doors on November 14, 2018 and currently provides allied healthcare services (chiropractic, physiotherapy, massage therapy, osteopathy) in the city of Vernon, British Columbia, and to the broader Okanagan community.

## MISSION AND VISION

### **Vision Statement:**

We inspire lifelong human movement.

### **Mission Statement:**

Together with the Vernon Community, we promote longevity and resilience through active health.

### **Core Value 1:**

We believe every human, regardless of age and ability, has the right to active pain free movement.

### **Core Value 2:**

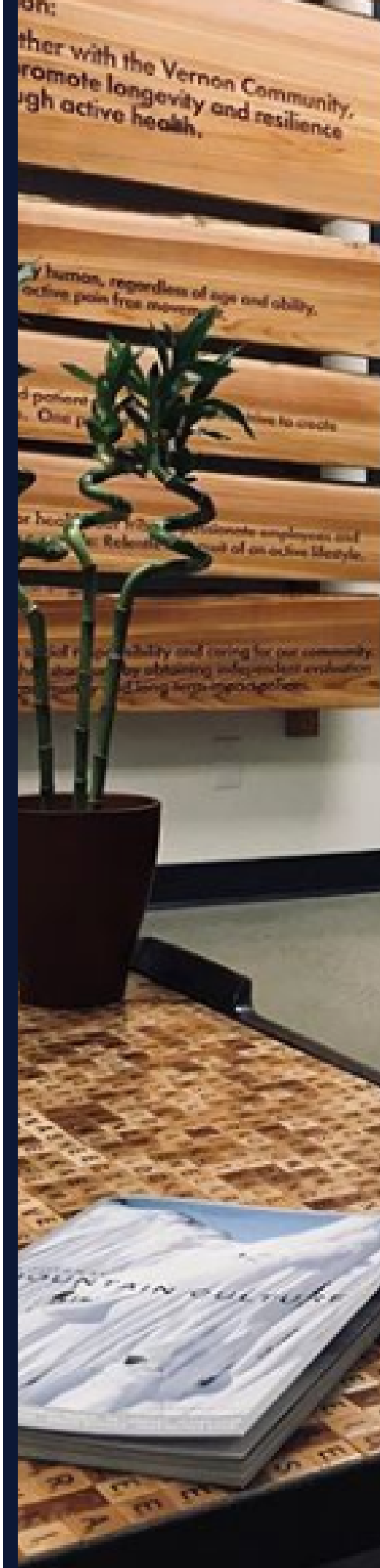
Using teamwork and patient driven wellness, we strive to create authentic healthcare. One patient at a time.

### **Core Value 3:**

As a framework for health, our tribe of passionate employees and associates lead by example: Relentless pursuit of an active lifestyle.

### **Core Value 4:**

We are dedicated to social responsibility and caring for our community. We are held to a higher standard by obtaining independent evaluation for our employees, community and long-term impact policies.



# LETTER FROM DR. STEVE PIPER



2019 was an enormously exciting first year for me at the helm of Monashee Health Collective. I feel privileged to continue serving patients as a chiropractor, whilst creating a professional business space that fosters a role as a trustworthy source of health, a committed presence in local small business, and a force for lifelong human movement. And, I am humbled by the outstanding dedication, creativity and talent of Lianne Marquis, the operations manager, and of our allied health practitioners.

In the past year, I have been fortunate to encounter a wide variety of helping mentors, patients, business partners and community members. What strikes me in all my encounters with our collective base is their real love and attachment to the service we provide; that it impacts their day-to-day lives and their love of movement.

On Friday October 18, 2019 The Greater Vernon Chamber Of Commerce recognized our first year of growth, through commitment to high quality service and community support with an award. We are honoured to be the New Business of The Year in 2019.

We will bring the best health to our community, leading by example, helping to build a lifelong relationship between Vernon community members of all ages and their allied health professionals. We will continue to prioritize our services in the local Vernon community and to less fortunate and under-represented groups. We will strengthen our role as the Okanagan's most trusted brand. This is our commitment to maintaining quality and integrity in our service of allied health.

Looking back at this year of positive change, I am proud of our accomplishments, and I look forward to the exciting year ahead. In 2020, our plans are to add three additional practitioners, ensuring diversity of health care. We are forecasting 7-10% growth overall as a minimum and will rely on our ability to support and improve our community health, one patient at a time.

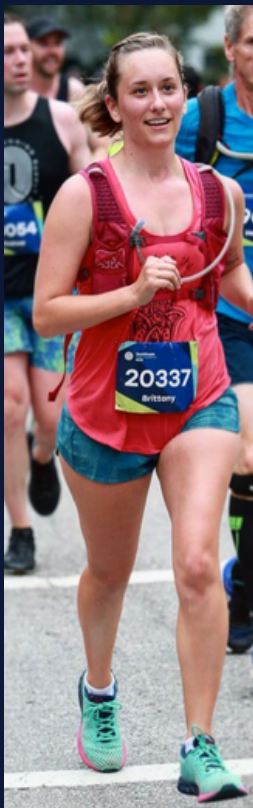
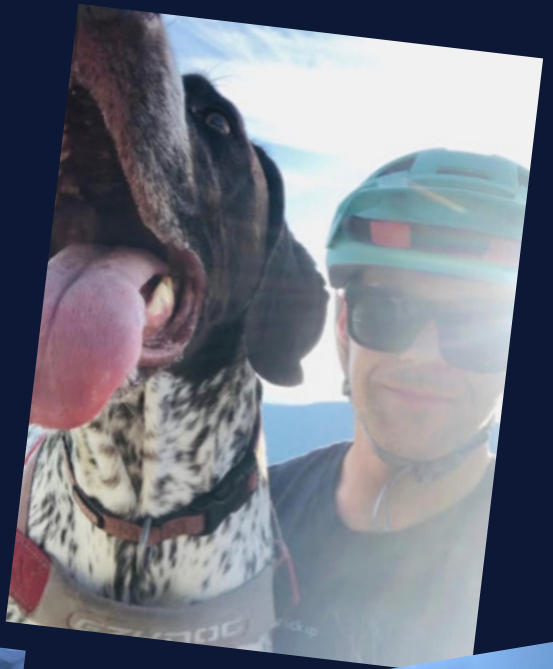
I deeply appreciate all of the support Monashee Health Collective has received in our first year of business. Thank you for the trust.

Sincerely,  
Steve Piper  
Owner, Monashee Health Collective



# EMPLOYEES & ASSOCIATES (OUR TRIBE)

Passionate employees and associates leading  
by example. Relentless pursuit of an active  
lifestyle



# FINANCIAL OVERVIEW

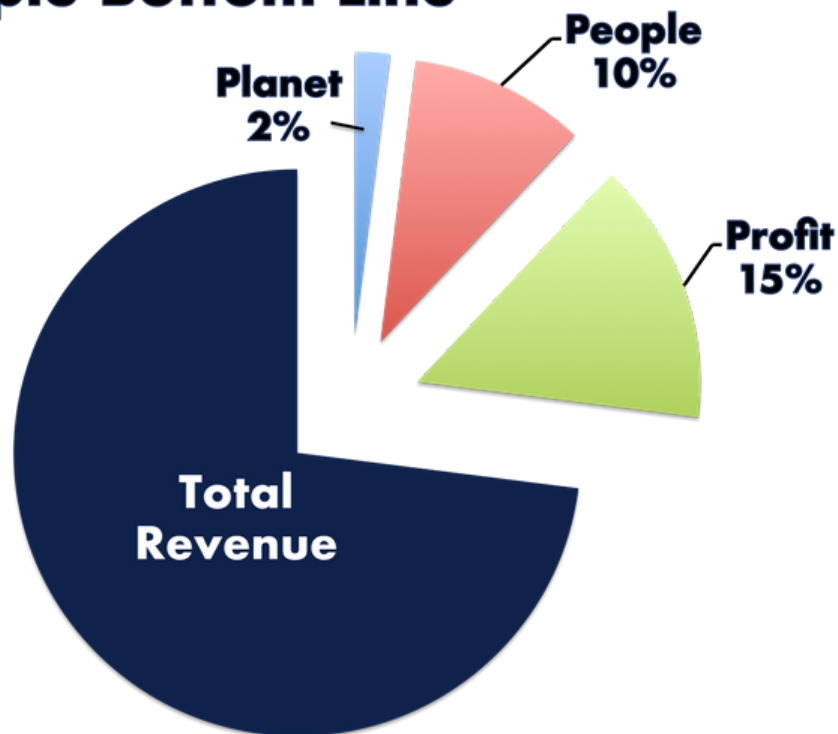
people, planet, profit



## THE TRIPLE BOTTOM LINE

The triple bottom line (TBL) is a framework or theory that recommends that companies commit to focus on social and environmental concerns just as they do on profits. The TBL posits that instead of one bottom line, there should be three: profit, people, and the planet.

## Our Triple Bottom Line



# COMMUNITY INVOLVEMENT

Dedicated to caring for our community



## PREFERRED ACCESS PROGRAM

TOTAL PRO-BONO TREATMENTS BY 3 PRACTITIONERS:

- Upper Room Mission = 35 treatments
- Supporting Young Parents = 43 treatments
- Archway Society = 32 treatments

TOTAL = 110 treatments



## GO BY BIKE BC CHALLENGE MAY 27 - JUNE 2

5 days we logged 187km ,  
over 40 logged trips, saved  
41kg of greenhouse gases  
as we biking to and from  
work



## OKANAGAN 1% CHALLENGE

Collected 132 lbs of  
garbage along 2km shoreline  
of Okanagan Lake





# COMMUNITY INVOLVEMENT

Our dedication  
continues



## BC COMMUTER CHALLENGE RESULTS

- 2 participants
- 90 km bike/walk/bus
- 17 CO2 Avoided (kg)
- 7L Fuel saved
- 2400 Calories burned



## EARTH STRIKE DAY

Participated in the Global  
Climate Strike Day  
September 27



## PRO-BONO CHIROPRACTIC TREATMENTS

Complementary Chiropractic  
treatments for any athlete  
signed up for the Crossfit  
Open over 10 weeks  
TOTAL = 24 treatments



# COMMUNITY INVOLVEMENT



## STAND UP FOR KIDSPORT

16km stand up paddle board  
across Kalamalka Lake  
MHC raised \$450



## COMPLIMENTARY KINSTRETCH CLASSES

2 Kinstretch classes were  
offered during the Trylt  
@ Justice Park drop in  
outdoor classes sponsored  
by a collection of downtown  
health & wellness centres



## DOWNTOWN VERNON CLEAN UP

Contributed to the downtown  
clean up - 45 garbage bags  
of litter and debris in 1.5 hrs  
with 35 other volunteers



# AWARDS AND RECOGNITION

**Dedicated to Social  
Responsibility**



**BULLFROGPOWER**

18 MWh of renewable  
energy  
( 1MWh= powering 330  
homes in one hour)

**LIVING WAGE  
EMPLOYER**

MHC provides and advocates  
a living wage to their  
employees and  
contractors/associates



**1% FOR THE PLANET**

1% of MHC annual revenue  
will go to environmental  
organizations

**PENDING B CORP  
CERTIFICATION**

Businesses that balance  
purpose and profit

**Certified**



**Corporation  
PENDING**



# AWARDS AND RECOGNITION

Dedicated to Social Responsibility



## NEW BUSINESS OF THE YEAR AWARD

MHC won New Business Of  
The Year by the Greater  
Vernon Chamber Excellence  
Awards



**Dell Meredith**

4 reviews · 2 photos

★★★★★ a year ago

Monashee Health Collective offers the best chiropractic, physiotherapy and health and wellness services in Vernon.



**Neil Love**

11 reviews · 4 photos

★★★★★ 11 months ago -

Friendly and knowledgeable, consistently finding solutions for me to continue an active lifestyle. Thank you Steve and staff 👍



## 2019 ENTERPRIZE CHALLENGE

MHC made the final round  
(top 7) to compete in a  
Dragon's Den like  
competition for new start up  
businesses in the North  
Okanagan



# ONE PATIENT AT A TIME



PATIENTS TREATED 3,853  
CANCELLED 399  
NO SHOW 42



PATIENTS BOOKED  
BY STAFF 2,786  
PATIENTS ONLINE  
BOOKED 1163



NEW PATIENTS 505  
RETURNING PATIENTS 90



146 KINSTRETCH  
CLASSES



## SOCIAL MEDIA

As of July 1, 2020



463 FOLLOWERS

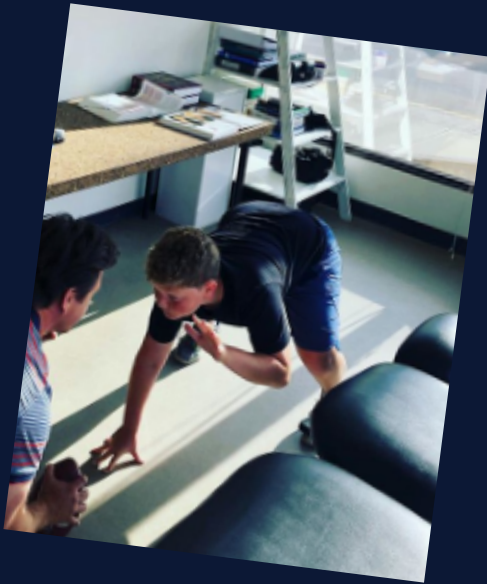


313 LIKE OUR PAGE



# MHC AMBASSADORS

PROMOTE LONGEVITY AND RESILIENCE  
THROUGH ACTIVE HEALTH



student, football player,  
power lifter and promotes  
good health



swimmer, skier, masters  
competitive athlete



hiker, golfer, kinstretcher,  
community leader

# WE ARE A COLLECTIVE



**2nd most liked Instagram post of 2019.**  
**We're a dog friendly clinic**



**MHC has an advisory board that meets quarterly**



**We offered a \$5 discount for any patient who walked, biked, rolled to their appointment for 4 months**  
**Total outcome 120km of self propelled**





# SUPPLIER CODE OF CONDUCT

**MHC has committed to the principles  
of "we source responsibly"**



**MHC partners with suppliers  
to further develop their  
sustainability performance in  
the supply chain**



**Suppliers shall conduct their  
business in an ethical  
manner and act with integrity**

