

# ANNUAL REPORT 2025



**JANUARY 2026**

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Executive Leader

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# WELCOME TO 2026

**Dear Friends,**

2025 was a meaningful year for Classic LifeCare. As we continued to reflect on our 50th anniversary, we were reminded not only of how far we have come, but of the people, values, and choices that shaped our journey. It was also a year of transition, one that brought change across our organization and asked much of our teams.

When change presents itself, my approach is to pause, listen, and take a thoughtful look at where we are. Change can be uncomfortable, but it also creates space for growth when met with care and intention. That mindset guided us through 2025 and helped us make decisions focused on strengthening Classic for the future.

Throughout the year, we remained anchored in what matters most to us. Our values of Kindness, Empathy, Joy, Understanding, and Respect were not just words we carried forward, they were principles we actively leaned on as we navigated uncertainty and growth. These values shaped how we supported one another, how we showed up for the people we serve, and how we made decisions during a time of transition.

Despite the challenges that came with change, Classic continued to grow, particularly in our Vancouver and Calgary locations. At the same time, we made the intentional decision to step back in 2026, return to our foundations, and ensure our newest team members have the time, guidance, and support they need to thrive in their roles.

Looking ahead, there is much to be proud of and much to prepare for. Key initiatives in the coming year include our Accreditation Survey in April and the rollout of our new education platform, iTacit. Both are important steps in strengthening our standards, learning, and shared accountability.

Growth, both personal and organizational, remains a priority. As we move forward, we do so with gratitude for the past, clarity in the present, and confidence in the future we are building together.

**Warmly,  
Yvette Litterscheidt**



**YVETTE  
LITTERSCHEIDT**

Executive Leader,  
Classic LifeCare

**90%**

Client Satisfaction  
Rate

**91%**

Employee Satisfaction  
Results



# COMPANY OVERVIEW

## MISSION

Enriching Lives Through  
Compassionate Care

## VISION

To be the trusted choice in compassionate  
home care, where every individual is treated  
not just as a client, but as a valued member  
of our family.

## VALUES

Kindness, Empathy, Joy,  
Understanding & Respect



# 2025 RECAP: A STRONG YEAR, SHAPED BY PURPOSE AND CHANGE

We entered 2025 grounded in a renewed sense of purpose. With our refreshed Mission, Vision, and Values guiding the year, we focused on living our “WHY” in how we lead, communicate, and deliver care. This shared clarity helped ensure alignment across teams and thoughtful decision making at every level of the organization.

Our values were consistently modelled by our Executive Leader and reflected in the expectations we set for leaders, employees, and partners alike. They guided how we supported our clients, worked through challenges, and held ourselves accountable, creating a shared understanding of what it means to show up as Classic LifeCare.

2025 was also a year of transition. Like many organizations, we experienced periods of change and employee turnover that required adaptability, patience, and resilience. While these moments brought challenges, they also prompted meaningful reflection, strengthened communication, and reinforced the importance of clear, compassionate leadership.

Through it all, Classic LifeCare had a strong year. We continued to deliver high quality care, maintain continuity for clients and families, and move the organization forward with intention. The commitment shown by our teams during this time was a powerful reminder of the strength of our foundation and the heart behind our work.

We were able to close 2025 with confidence. We are proud of what we accomplished, grateful to our teams for their dedication and resilience, and optimistic about the path ahead.





# CLASSIC CARES

Classic Cares reflects our belief that caring extends beyond the homes we serve and into the communities we are part of. Launched in 2023, our formalized corporate giving program continued to grow in 2025, driven by employees who generously gave their time, energy, and compassion.

Over the past year, our teams came together to support causes that matter, from community walks and fundraising events to hands-on volunteering and donation drives. Each initiative, big or small, represented our shared commitment to showing up for others and making a meaningful difference where we live and work.

- Clothing & Items drive for the Women's Centre (Downtown Eastside Women's Centre.)
- Volunteering at South Granville Seniors Center's Annual Christmas Party
- Classic Cares Back-to-School Book Drive
- Hyack Parade in New Westminster
- Canadian Red Cross Blood Drive
- Tiny Clothes, Big Hearts! - Donations for new born babies
- Writing Cards for Seniors at Dogwood Care Home and Yaletown Care Home
- Donations to Helping Families in Need Society



- Annual Alzheimer's Memory Walk & Fund Raising along with Granddaughters Home Care
- Donated and attended the SuperHero YYC dash to support AB Cancer Foundation
- Volunteering at the Legion and a Poppy Drive
- "Coldest Night of the Year" community fundraising walk
- PG Downtown WinterFest 2025
- "Move to Cure ALS" Walk
- Seniors Safety Event with PGCOS
- BCNE Senior's Fair
- PGCOS Christmas Hampers

A heartfelt thankyou to everyone who helped organize, support, and participate in these initiatives. This work reflects the very best of who we are.



# EMPLOYEE RECOGNITION

Recognising one another continues to be a meaningful part of how we show up as a team at Classic LifeCare. Over the past year, we marked the first full year of using Assembly, our employee recognition platform, and the response has been overwhelmingly positive. What began as a new initiative has quickly become an embedded part of how appreciation is shared openly, often, and from the heart.



**ASSEMBLY**

Throughout the year, employees across the locations actively recognised one another for living our values. *Teamwork, growth, and kindness* were the most frequently celebrated, reflecting the everyday ways our teams support one another, both in visible milestones and in quieter moments of care.

Engagement with Assembly remained strong throughout the year across all the locations. Participation in recognition activities and challenges brought a sense of fun, motivation, and friendly connection into our workplaces. These challenges encouraged participation, goal-setting, and a little healthy competition, all while reinforcing the values that matter most to us.

Importantly, the platform has also supported our broader strategic priorities. Assembly has enabled us to run health and wellness challenges that promote well-being, balance, and engagement, while creating opportunities for employees across different regions to participate together. This has helped reinforce a culture of care that extends to both physical and mental wellness.

Employee recognition at Classic is not just about awards or numbers. It is about creating a culture where people feel noticed, appreciated, and proud of the work they do. The continued growth of this program reflects the care our teams show one another and reminds us that recognition, when shared openly and often, strengthens connection and belonging across our organization.



# HOW DID WE IMPROVE IN 2025?

## Improvements, Upgrades and Evolution

In 2025, Classic LifeCare continued to grow and evolve with intention. Every improvement we made was guided by a simple question: *How can we better support our clients, our teams, and one another?*

Throughout the year, we invested in spaces, systems, and tools that help people feel more connected, supported, and equipped to do their best work. These changes were not about growth for growth's sake, but about creating a stronger foundation for care.

One of the most meaningful improvements was the relocation of our Calgary office. This move gave us the opportunity to create a workspace that reflects how we collaborate today and how we plan to grow in the future. The new space supports stronger teamwork, clearer communication, and a more connected environment for staff who support clients across the region. We also added a new role, Quality Service Leader, which is based out of the new Calgary office to help guide the team, bridge our clinical lens with operations and serve as an extension of the broader leadership team based in Vancouver.



We also made thoughtful improvements to our hiring processes by transitioning from Hireology to ADP Recruitment. This change better aligned recruitment with our existing HR and payroll systems, helping create a smoother and more welcoming experience for both internal teams and prospective employees.



# HOW DID WE IMPROVE IN 2025?

## Improvements, Upgrades and Evolution

From a growth and outreach perspective, we refined how we connect with individuals and families seeking care. In 2025, we evolved our advertising strategy to prioritize awareness while attracting more highly qualified inquiries by focusing on specific communities, geographic areas, and audiences actively seeking care. This shift helped ensure our outreach reached people at the right time and in the right place, making our advertising efforts more efficient and more impactful. As a result, we are connecting more meaningfully with individuals and families who are genuinely looking for support.

We also strengthened how we track and respond to inquiries by making better use of the Deals functionality within HubSpot. This improvement led to more qualified leads, increased private business inquiries, and clearer visibility throughout the intake process.

For our Client Care Coordinators, this meant easier follow-up, stronger collaboration, and clearer communication. Most importantly, it helped ensure that individuals and families seeking care received timely, thoughtful, and compassionate responses during what can be a vulnerable time.

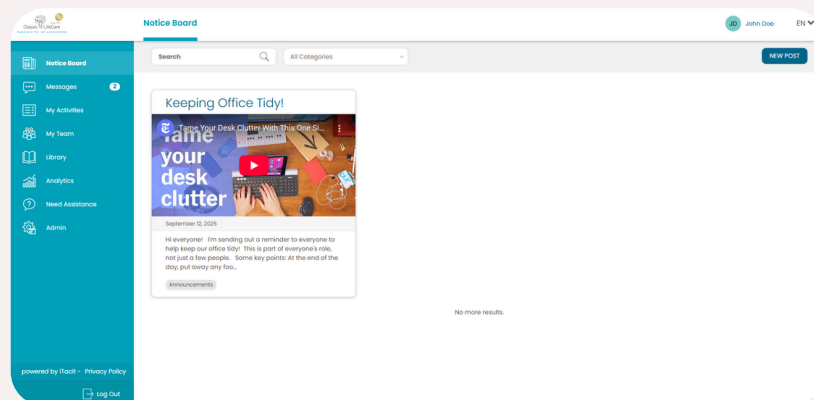
Together, these improvements reflect a year of steady progress and thoughtful care. By investing in our people, our spaces, and our systems, we continued to build a stronger, more connected organization in 2025.



# HOW DID WE IMPROVE IN 2025?

## Education and Development Opportunities

Education and learning remained a strong focus throughout 2025. Signing our contract with iTacit marked an important step forward in our employee education journey. While course development is ongoing, the pilot launch, with employees working with one of our funders, provided encouraging feedback and reinforced our confidence in this direction.



Looking ahead, we are excited to move into Phase 1 of the iTacit launch in Calgary in early 2026. This platform represents more than a new system. It reflects our ongoing commitment to accessible learning, professional growth, and shared accountability across Classic LifeCare.

Alongside system and platform improvements, Classic LifeCare's leadership team invested deeply in personal growth and reflection throughout 2025. Leaders spent time exploring *Simon Sinek's Start With Why and Find Your Why* as a way to reconnect with the deeper purpose behind their work.

This shared journey helped leaders reflect on what it truly means to *enrich lives through compassionate care*. By gaining clarity on their individual and collective "why," leaders strengthened their ability to live out Classic LifeCare's mission and vision every day, ensuring that clients, families, and employees are treated not simply as part of a system, but as valued members of our extended family.

Grounded in the values of kindness, empathy, joy, understanding, and respect, this work encouraged more thoughtful leadership, stronger connections with teams, and decision-making rooted in care and compassion. Leading with purpose has helped create an environment where teams feel supported, inspired, and empowered.



# CLINICAL

In 2025, our clinical work remain focused, rooted in purpose, safety, and collaboration. Every initiative was guided by a commitment to support our employees while delivering compassionate, high-quality care to the clients and families who place their trust in us.

Caring for others is both meaningful and demanding work, which is why employee well-being continued to be a priority throughout the year. Through new wellness and support initiatives, regular check-ins, and engaging conversations, we reinforced a culture where support is accessible and asking for help is encouraged.

Education and hands-on learning were key areas of progress in 2025. Our nurses implemented and led our *Calgary Simulation Lab and hosted Back-to-School training days* in September at our new location. Led by our Clinical Team Lead and our team of Clinical Nursing Supervisors, these sessions supported both new and returning employees working in pediatric care. Our Calgary nursing team played an active role in shaping an enhanced training program that combines theory and hands-on practice with nursing skills, ensuring employees feel knowledgeable, confident and prepared before beginning care with clients.

Safety remains at the core of our clinical practice. Our incident reporting process continued to evolve, reinforcing a clear, no-blame culture that encourages open reporting and timely follow-up. This approach supports learning, transparency, and continuous improvement across the organization. Our Clinical Team also led the annual hand hygiene audit and education initiative by creating and asking the participants to submit fun handwashing videos (for which the response was overwhelming) that reinforced a simple but vital message: hand hygiene plays a critical role in breaking the chain of infection and keeping clients, families, and care teams safe.



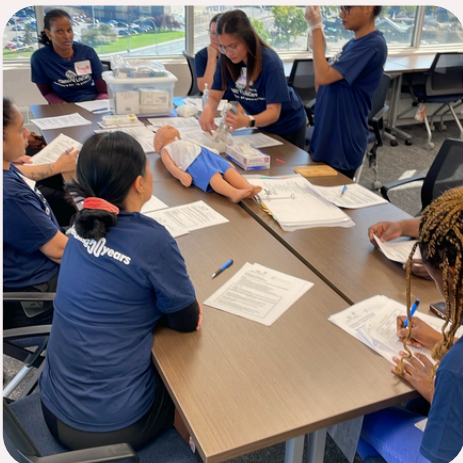
# CLINICAL

Monthly Occupational Health and Safety meetings remained an important forum for reviewing safety metrics, identifying potential gaps, and ensuring employees receive relevant and timely education. These discussions help guide proactive measures to support a safe working environment for our teams.

Clinical excellence also extended through continued professional development. Our Vancouver nursing team successfully completed the Wound Management program through the University of Victoria, achieving exemplary results. This advanced training strengthens our ability to deliver high quality wound care and enhances the clinical support available to clients across the Vancouver region.

This year also brought opportunities to support more clients receiving palliative care. We remained focused on honoring each client's right to receive care at home, working closely with community partners to ensure coordinated support. Nursing wound care, medical equipment providers, and social work services came together to meet complex needs, while our teams remained flexible and creative in supporting comfort, dignity, and familiarity during this important time.

As we look toward 2026, education will continue to be a key focus as we prepare for our upcoming Accreditation Canada survey. We remain committed to equipping our employees with strong theoretical knowledge, hands-on training, and ongoing support, ensuring they feel confident, capable, and prepared to consistently meet Required Organizational Practices and the evolving needs of the clients we serve.





# ACCREDITATION

Classic LifeCare began its journey with Accreditation Canada in 2012, choosing to commit to the accreditation process as a way of holding ourselves accountable to the highest standards of quality, safety, and care. Accreditation Canada provides important third-party validation that the care we deliver aligns with the standards we set for ourselves and the promises we make to the individuals and families we serve.

Over the years, our experience working alongside other agencies, funders, and community partners has reinforced the value of this commitment. Being an accredited home care provider not only strengthens trust and credibility, it also sets Classic LifeCare apart by demonstrating our ongoing dedication to excellence and continuous improvement.

As we prepare for our upcoming Accreditation Canada survey this spring, our focus extends well beyond documentation and policies. We are actively engaging employees across the organization to ensure they understand how their day-to-day work reflects the standards and Required Organizational Practices set out by Accreditation Canada. This collaborative approach helps ensure that accreditation is not seen as a one-time event, but as an integrated part of how we deliver care and support one another.

We are also thoughtfully preparing how we present our organization to surveyors. This includes highlighting what makes Classic LifeCare unique, how our values shape our decisions, and how our teams consistently put compassionate, client-centered care into practice. By focusing on the “how” behind our “why,” we aim to clearly demonstrate not only that we meet accreditation standards, but that we live them in meaningful and authentic ways.





# EMPLOYEE AND CLIENT QUALITY ASSURANCE

Classic LifeCare has continued to prioritize employee growth, development, and recognition throughout the year. Below is a summary of our efforts across various branches:

## **1. Employee Development Initiatives**

In 2025, our office teams remained committed to personal and professional development, actively completing online learning courses designed to strengthen leadership, communication, and role-specific skills. Across all branches, 94 employees participated in professional development activities, demonstrating a strong culture of learning and self-improvement.

This ongoing focus on development reflects our priority of growth and our commitment to supporting employees as they build their careers at Classic LifeCare.

## **2. Employee Engagement**

In 2025, Classic LifeCare completed 678 employee engagement calls across Calgary, Prince George, Comox and Vancouver, demonstrating a consistent and proactive approach to supporting our teams. These check-ins strengthened communication, provided timely support, and helped ensure employees felt heard and valued across all regions.

## **3. Respiratory Training**

Specialized respiratory training was a focus for the Calgary branch, where 133 employees underwent training. This program equips our team with vital skills to ensure safe and effective care delivery.



# EMPLOYEE AND CLIENT QUALITY ASSURANCE

## 4. Employee Orientation

To support new hires and ensure they integrate smoothly, we provided orientation programs to 362 employees across all branches.

This effort underscores our dedication to welcoming new team members and preparing them for success in their roles.

## 5. Quality Assurance Calls

This year, Classic LifeCare conducted a total of 1207 Quality Assurance calls across all locations. These calls were a crucial part of our efforts to ensure that the care and services provided met the highest standards. By gathering feedback and maintaining open communication, we reaffirmed our commitment to delivering reliable and compassionate care to our clients.



# EMPLOYEE AND CLIENT QUALITY ASSURANCE

## Field Staff Recognition

Throughout 2025, Classic LifeCare placed strong emphasis on recognizing and celebrating the dedication of our field staff across all locations. These recognitions reflect moments where staff went above and beyond in delivering compassionate, reliable, and person-centered care.

In 2025, our field team members received a total of 926 field staff recognitions across our branches, with Calgary recording 431 recognitions, Vancouver 410, and Prince George 121. Each recognition represents a positive experience, trusted relationship built, or a moment of care that made a meaningful difference in someone's life.

For us, recognition is more than acknowledgement. It is an essential part of quality assurance. By actively listening to feedback from clients, families, and internal teams, we are able to reinforce best practices, celebrate excellence, and continuously strengthen the standard of care delivered across Classic LifeCare. Recognizing our field staff helps foster pride, accountability, and a culture where high-quality, compassionate care is both expected and celebrated.



# PEDIATRIC HOME CARE

A significant highlight for Classic LifeCare in 2025 was the opportunity for members of our leadership team to meet with Adriana LaGrange, Alberta's Minister of Primary and Preventative Health Services. This meeting provided an important platform to showcase our pediatric home care services within school settings and to highlight the meaningful impact our care has on medically vulnerable kids in school & homes and their daily experiences.

As the government continues to examine the growing complexities with classrooms and the increasing health needs of student, this work closely aligns with what Classic LifeCare has been delivering for more than a decade. The conversation reinforced the value of our model and opened the door to potential opportunities as Alberta explores solutions that support students, families, and educators. We are encouraged by this engagement and excited about what may unfolds as these discussions continue.

Classic LifeCare's journey in pediatric health care began in 2013 with a contract to provide home care services for children in Calgary through Alberta Health Services (AHS). What started as a small initiative has grown steadily over the years to become the cornerstone of our Alberta operations, reflecting our long-standing commitment to meeting the unique needs of children and families.

Today, we continue to partner with AHS while also working directly with four Alberta school boards to deliver specialized pediatric health care services in schools. This work plays a vital role in supporting medically vulnerable children by enabling them to attend school safely, helping families maintain stable routines, and allowing teachers and education assistants to focus on education rather than medical care.

This important and highly specialized work is made possible by our dedicated team of pediatric nurses and health care aides in Calgary, supported by a committed office team. While we have experienced some challenges with office turnover, we have taken meaningful steps to better support our teams and strengthen this area of the business. These efforts are focused on ensuring long-term sustainability, strong leadership support, and a healthy, thriving pediatric program.

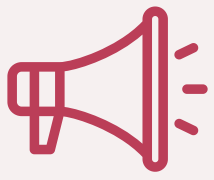




# PEDIATRIC HOME CARE

As our pediatric services continue to evolve, we remain proud of the role we play in supporting children, families, schools, and the broader health system. This work reflects the trust placed in Classic LifeCare and reinforces our commitment to delivering compassionate, high-quality care where it matters most.





# CLASSIC IN THE COMMUNITY

Being connected to the people and organizations around us, including our clients, industry peers, and fellow home care providers, is a huge part of what we do. It helps us stay grounded and ensures the care we provide is practical, thoughtful, and genuinely helpful.

## How We Stay Involved

### 1. Showing Up in the Industry

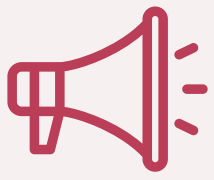
Over the past year, we made it a priority to be present, learn, and contribute wherever possible. This included:

- Exhibiting and serving as a Silver Sponsor at the ASBA (Alberta School Board Association) General Meeting
- Donating to and participating in the SuperHero YYC Dash in support of the Alberta Cancer Foundation
- Attending the Annual ACCA (Alberta Continuing Care Association) Conference in Edmonton
- Meeting with Alberta's Minister of Primary and Preventative Health Services, Adriana LaGrange, to explore new and evolving opportunities to expand Classic's services
- Participating in the Occupational Therapists Bridges Conference in Vancouver
- Attending the Hearts n Hands Conference in Langley
- Joining the BCCPA Home Health Symposium alongside allied private home health organizations to discuss shared challenges and solutions in care delivery
- Attending the WorkSafe BC conference to continue learning about the work we collaborate on with them.
- Attending the Fraser Valley Occupational Therapists Bridges conference in Langley
- Clinical Leader currently sits as a Board Member for the BCCPA

### 2. Local, Personal, and Community Connections

Staying involved also means being present at the community level:

- Partnering with Granddaughters Home Care to raise funds and participate in the annual Alzheimer's Memory Walk
- Taking part in the "Coldest Night of the Year" walk in support of those facing homelessness, hunger, and hardship
- Volunteering at the South Granville Seniors Centre Christmas Bazaar
- Wearing our Classic T shirts and jackets more often in the community to represent who we are and what we stand for
- Participating at the Winterfest in Prince George, BC to network with the community and build new connections.



# CLASSIC IN THE COMMUNITY

## Why It Matters

This is not about staying busy. It is about staying meaningful.

- Connecting with others in the field helps us continuously improve the care we provide
- Listening to our clients and communities keeps our work personal, responsive, and human
- Learning through events and conferences keeps us sharp and prepared for what comes next

Staying connected is how we continue to grow, both as an organization and as a trusted part of the communities we serve.





# FUTURE OUTLOOK

When we reflect on 2025, we can see we accomplished so much, overcame obstacles, and continue to grow amid challenges. I have worked with this company for more than half my life and have seen so much growth and change and evolution over those years. The constant through it all is the value Classic places on people. We treat every person with respect, whether they own the company, work with a client, hire us to care for a loved one, or deliver mail to the office.

Our commitment for the coming year and beyond is to stay true to our values, to continue to find joy in what we do, and to always treat others with kindness. If we can do that, we are successful.

*Shirley Little*

**EXECUTIVE LEADER**

