



# HELPSEEKER'S MISSION IS TO *SCALE SYSTEMS CHANGE* TO RESOLVE COMPLEX SOCIAL ISSUES

We are a registered B-Corp social innovation and technology company based in Calgary, AB.

HelpSeeker offers a full stack of systems planning and integration solutions to enhance the impact of the social safety net. Together, these tools can transform convoluted and ineffective silos into person-centred, lean, and integrated ecosystems.

*Our mission is to scale systems change to resolve complex social issues. We support communities willing to brave deep systems change alongside us, who share our dedication to making the world a better place. Our projects are diverse, but focused on resolving complex social issues like addictions, mental health, community safety, homelessness, domestic violence, and poverty.*

*We partner with a variety of government, non-profit, and private organizations engaged in social impact and innovation work across Canada. To date, HelpSeeker is present in more than 200 communities across Canada.*

## OUR TEAM

*consists of 18 in-house staff with expertise in the following areas:*

- Social Innovation
- Technology Development
- Strategy Consulting
- Research (Qualitative & Quantitative)
- Change Management
- Community Engagement
- Data Analysis And Visualization

**We believe it is essential to have strong national and local partnerships.**

**Some of our partners include:**

*Canada Mortgage and Housing Corporation, Canada's Digital Supercluster, Canadian Observatory on Homelessness, University of Calgary, Mount Royal University, City of Abbotsford, City of Lethbridge, City of Nanaimo, City of Moncton, Alberta Rural Development Network, Medicine Hat Community Housing Society, Calgary Homeless Foundation, City of Chestermere, City of Airdrie, City of Red Deer, Homeward Trust, City of Grande Prairie, Saskatoon Housing Initiatives Partnership, Hasting County, City of Timmins.*

**More about us: [HelpSeeker.co](https://helpseeker.co)**

**Our navigation apps are online [HelpSeeker.org](https://helpseeker.org) or available for download**





# SERVICES & PRODUCTS



## SYSTEMS MAPPING PLATFORM

Helps systems leaders better understand real-time service duplication or gaps, user trends, feedback, demand, and sources of funding that exist in their community. With these analytics, communities can develop an agile, data-driven approach to integrated systems planning.



## HELP NAVIGATION APPS

Free location-based solutions that match people with the resources and support they need. The apps are populated with open data about programs and resources for mental health, counselling, addictions, housing, and other services.



## INTEGRATED COORDINATED ACCESS

A process by which those looking for support with social, health, or other needs are triaged to appropriate resources.



## SOCIAL IMPACT AUDIT

Systematic approach to capture & analyze funding sources at a service delivery level, with an assessment against key performance indicators to identify optimization opportunities.



## INTEGRATED SYSTEMS PLANNING FRAMEWORK

Common community priorities to advance funding and service integration to address vulnerable populations using evidence-based practices and strategies.



# PAST PROJECTS

## Mobilizing Communities in Emergency

As a part of Lethbridge's COVID-19 response, HelpSeeker partnered with civil society organizations to identify all support services available during the COVID response and ensure that information available is up to date and accessible on its digital platform and apps. Within 48 hours, HelpSeeker was quickly mobilized with a COVID-specific interface, real-time demand analytics, quality-assurance mechanisms, marketing campaigns, and thousands of services already mapped and available to relieve pressure on the health system and ensure the social impacts of the pandemic are mitigated and support a speedier recovery.

### Lethbridge Case Study:

*Activating Civil Society during the COVID Response*



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## Pitching in on Preventing and Ending Homelessness

Community-wide tools that connect individuals to prevention programs and services in the homeless-serving system are limited, at best. The use of technology to help connect people to the services they need, or as a point of entry to assistance, is the way forward. HelpSeeker's datasets and platform support preventing and ending homelessness in Medicine Hat.

According to Jaime Rogers of the Medicine Hat Community Housing Society, prevention is an area that needs significant investment in community, and the work to re-evaluate current system health has been continuous. HelpSeeker's dashboard data and the ability to use system-level information for community planning, especially in the area of prevention, will revolutionize how we reorganize the system and the way in which we engage with it. HelpSeeker provides a platform and encourages people to re-think how prevention could most effectively be delivered – both as a system that engages with individuals, and as a system that people engage with.

### Medicine Hat Case Study:

*Using HelpSeeker to Support Preventing and Ending Homelessness*

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## Predicting Supply and Demand in the Housing Ecosystem

Through partnership with the Canadian Municipal Housing Corporation, HelpSeeker is providing a dataset of 500K services in 22 languages and real time demand data to understand, and ultimately predict housing and homelessness needs across Canada. Combining Digital ID, artificial intelligence, and systems mapping will allow CMHC to understand supply and demand dynamics in the housing ecosystem at a user level, and policy and funding decision makers will have access to big data to predict needs in real time, hence supporting broader housing ecosystem transformations to kickoff open identity and HomeShare scaling initiatives.