



Celebrating  
**30** Years  
100,000+ Flights

# CELEBRATING OUR IMPACT

ANNUAL REPORT 2016





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### OUR MISSION:

To arrange free flights for Canadians in financial need who must travel to healthcare.





## EXECUTIVE SUMMARY

2016 was a landmark year for Hope Air – we celebrated our 30th anniversary, raised funds to support our important cause, established new partnerships and means of assisting our clients, and exceeded last year's record for most flights arranged in a single year.

In its first year, 1986, Hope Air – then called Mission Air – arranged 56 flights to medical care for Canadians. This was a huge accomplishment for the fledgling charity, which to this day is unique in its mandate. In 2016, 30 years after the first flight took off, Hope Air arranged 11,488 flights and we could not have done it without the incredible support of our donors and volunteers. Together, we have made a very meaningful difference for so many fellow Canadians across the country.

Unequal access to healthcare is a real issue in Canada, but an issue that is not known by most Canadians. Many of us live in urban centres, where a trip to a specialist appointment means a drive across town. But in small and rural communities, the long distance to get to a specialist's office is an obstacle faced by many because of the length of travel and the costs they incur along the way – people face car or bus rides of more than 12 hours each way and the costs of hotel stays, gas, rest stops and missed time at work add up quickly.

This gap in the Canadian healthcare system between home and hospital inspired Joan Rogers and Jinnie Bradshaw, C.M., to start our charity in 1986. Over the past 30 years Hope Air has provided over 115,000 flights to close that gap for so many. When a client reaches out to Hope Air, they are in the midst of a difficult journey through illness. They are facing the unknown and have a lot of questions. But none of those questions should be, 'How will I get to the doctor?' or 'Where will I get the money for a flight?'

Canadians are fortunate to have an excellent healthcare system in many regards. But Canadians who are struggling to make ends meet financially, who

are facing chronic or life-threatening illnesses that make the motions of daily life difficult, and who live far from an urban centre where specialist hospitals are located simply do not have the "access to quality healthcare without financial or other barriers" they are entitled to under the Canada Health Act. Hope Air is the only national charity that is working to close the gap between home community and hospital.

This year, we expanded our charity service in an exciting new way through a partnership with the Prince Edward Island government: we are proud to now offer Confederation Bridge toll passes to Islanders in financial need who must travel off the Island to medical care. This new partnership is another great step towards making equal access to healthcare a reality for all Canadians, and I applaud the PEI government for taking this tremendous step towards ensuring the good health of its citizens.

Every day I come to work at Hope Air, I am proud of the impact we make and excited for new partnerships and opportunities that change the lives of people who need to get to medical care. As Hope Air enters its 31st year, I hope you'll join us in our mission as we give 'The Gift of Flight' to more Canadians than ever before.

Thank you for caring and helping us make a real difference.

Doug Keller-Hobson  
Executive Director



# OUR ACCOMPLISHMENTS IN 2016

We set ambitious goals for 2016. We are always challenging ourselves to do more for our clients and stakeholders. Below we report on the goals we set and lay out new goals for 2017.

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GOAL: To arrange, at a minimum, the same number of flights for clients as we did in 2015.

RESULT: Exceeded. Hope Air arranged 11,488 flights in 2016. We also launched the Confederation Bridge pass program on December 1st, which has had an overwhelmingly positive reception, and issued 35 passes in its first month.

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GOAL: To implement enhancements to our IT systems and workflow processes to ensure optimum efficiencies and that data integrity and security are always maintained.

RESULT: Hope Air takes the security and integrity of our data very seriously and this year we have made enhancements to our proprietary data management system, HealthNet, to continue to ensure that our clients' personal information is secure, and to streamline our application process for ease of use.

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GOAL: To celebrate and highlight, in as many ways as possible during the year, the 30 years of charity service Hope Air has provided across Canada.

RESULT: Exceeded with flying colours! This year Hope Air celebrated 30 events with our incredible supporters across the country. We are grateful to everyone that organized events to raise money for the people Hope Air helps, and who dedicated their time and talent to celebrating the impact of our charity service.

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"I have to make the trip once a year, and doing so without Hope Air wouldn't be possible." - Terry

## OUR GOALS FOR 2017

1. Help more fellow Canadians by:
  - a. Providing more than 12,000 free flights to low-income Canadians travelling to specialist medical care;
  - b. Providing more than 800 Confederation Bridge toll passes to low-income Prince Edward Island residents who must travel out of province to see a medical specialist.
2. Refresh Hope Air's branding and digital communications strategy by:
  - a. Unveiling a new logo as the cornerstone of a new brand aesthetic for Hope Air;
  - b. Launching a new and enhanced website that is user-friendly, mobile-responsive, and best represents our work;
  - c. Building a more prominent social media presence to ensure more people in need know the Hope Air travel option is available.
3. Continue to enhance Hope Air's IT security and efficiencies by:
  - a. Taking steps to enhance and maintain the security of Hope Air's data and client files;
  - b. Enhancing the operational efficiency of Hope Air's client and stakeholder operating systems to keep overhead costs down and ensure volume growth is encouraged and manageable.

# OUR HISTORY



In 1984, while working in the marketing department at Air Canada, Jinnie Bradshaw, C.M., learned of the Corporate Angel Network in the northeastern US, which used corporate planes to fly cancer patients to treatment. Jinnie was certain there was a need for such a service in Canada, where none then existed.

Around the same time at Princess Margaret Hospital in Toronto, volunteer Joan Rogers saw cancer patients from the east coast arriving for treatment after spending 15 to 20 hours on a bus. "There has to be a better way," Joan thought.

Jinnie was passionate about the idea of helping make Canadians' journeys to healthcare easier, but she realized that the time commitment required to bring such an idea to fruition was enormous. She resigned from her full time work and devoted her efforts to setting up the new Canadian charity. She recruited friends to help, professional colleagues to join the board, corporations to offer their aircraft for flights, and approached many others to financially support the idea. During a critical time in 1985 and 1986, the

stars aligned and Jinnie and Joan's paths crossed. Joining together, these two innovative women became the co-founders of Mission Air Transportation Network (now Hope Air).

A simple yet vital solution to the gap experienced by so many families across Canada was created – flights to healthcare made a difficult journey a little easier for people facing serious illness. Each of our co-founders actively, and with great passion and commitment, involved themselves in the charity.

Joan Rogers stayed active as a volunteer and fully interested in the work of Hope Air up until her passing in 2011. Over the years, Jinnie served the charity in multiple important roles as a volunteer, board chair and Executive Director. She retired from active service at Hope Air in 2005 when she and her husband moved to Victoria, BC. That same year, Jinnie was honoured with the Order of Canada for her exemplary volunteer service, including her contribution to the formation and early years of Hope Air.



Hope Air has had an incredible 30 years of growth. Below are just a few highlights:

**1985:** On June 7th, the Letters Patent is issued to incorporate Mission Air Transportation Network.

**1986:** The first Mission Air flight takes off on November 8th, carrying a young girl from New Brunswick to Toronto for cancer treatment. Royal Bank of Canada, a Hope Air supporter to this day, provides the first flight on their corporate plane.

**1987:** Commercial airlines begin supporting Mission Air by donating seats on their aircraft.

**1991:** Canadian Airlines designates Mission Air as its preferred charity for donations of Canadian Plus travel points.

**1995:** The Right Honourable Roméo LeBlanc becomes the first Vice-Regal Patron of Mission Air. Since then, all succeeding Governor Generals of Canada have become Hope Air Vice-Regal Patrons, including Adrienne Clarkson, Michaëlle Jean and David Johnston.

**1996:** WestJet is founded and immediately becomes a Mission Air supporter, donating seats on flights across the country to our clients. WestJet remains today an exceptional and highly valued Hope Air partner.

**1999:** Mission Air Transportation Network changes its name to Hope Air.

**1999:** The Volunteer Pilot Program launches, supported by generous pilots who volunteer their time flying clients to appointments on their personal aircraft.

**2001:** Marc Garneau becomes Hope Air's first national honorary patron. Other honorary patrons include Roberta Bondar and Rick Mercer.

**2004:** RBC Rewards® launches its points donation program with Hope Air as a designated charity beneficiary.

**2006:** Hope Air implements its proprietary data management system, HealthNet.

**2008:** Hope Air introduces its annual Spirit of Hope Awards in recognition of distinguished volunteerism.

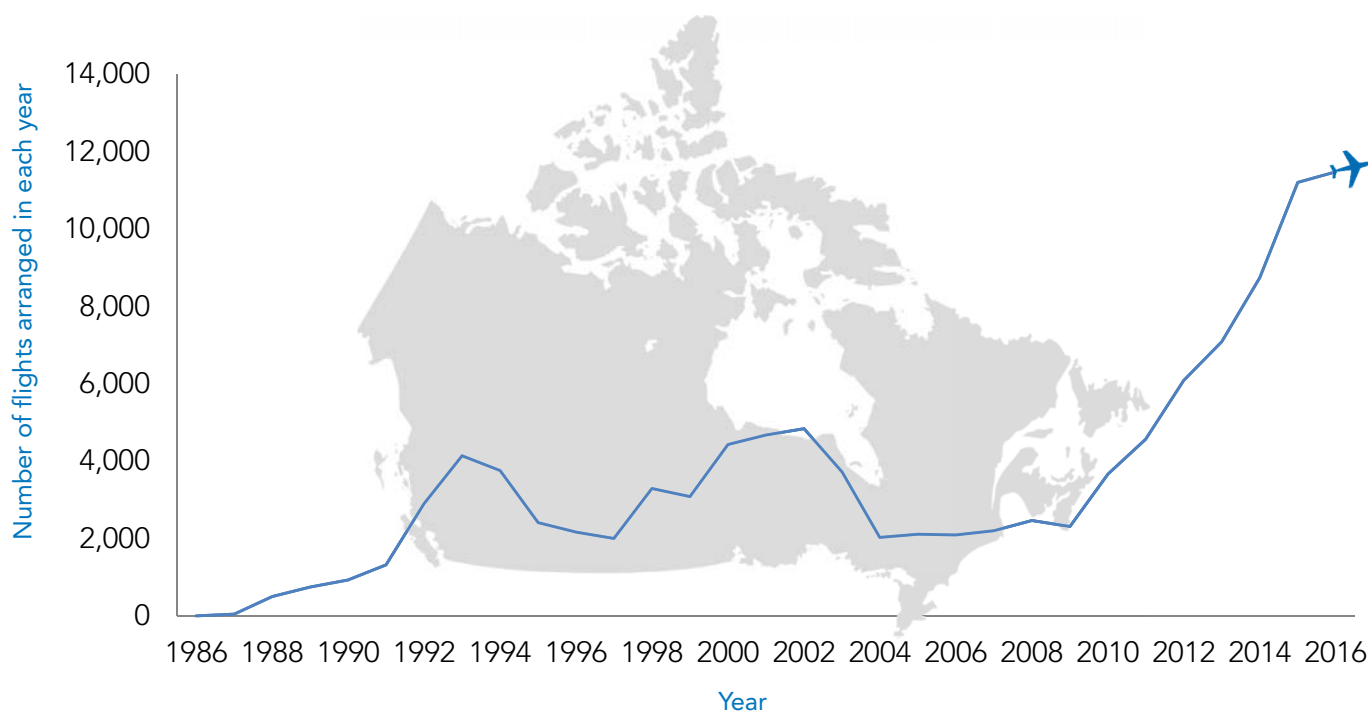
**2010:** With donated funds from corporations, foundations, individuals, and special events, Hope Air begins purchasing flights to augment flights donated by commercial airlines or flights flown by Hope Air's volunteer pilots.

**2013:** NAV CANADA employees hold their first golf tournament in support of Hope Air. Since then, NAV CANADA employees have organized tournaments in Gander, Toronto, Montréal, and Vancouver.

**2015:** Hope Air celebrates its 100,000th flight over the course of its 29 year history and for the first time, arranges over 1,000 flights in a single month.

**2016:** Hope Air turns 30!

**2016:** Hope Air partners with PEI's provincial government to provide free Confederation Bridge passes to Islanders who must travel off the Island to healthcare. This marks the first time in its history that Hope Air provides ground travel to clients.



# CELEBRATING 30 YEARS OF HOPE

On November 8th, 2016, Hope Air celebrated its 30th anniversary with a birthday party at the Jane Mallett Theatre in downtown Toronto. Hundreds of guests feted Hope Air's achievements during a theatre-style show featuring a live band, clients from across the country sharing their stories, and tributes to the many amazing people that have made Hope Air the important national charity that it is.

'30 Years of HOPE' was a fun-filled evening celebrating the countless people who have had a hand in Hope Air's success over the years, and it truly captured the spirit of volunteerism at the core of Hope Air.



Hope Air is grateful to the sponsors of '30 Years of HOPE' for making the evening a huge success.

#### Presenting Sponsor



#### Premier Sponsors



#### Intermission Sponsor



#### Travel Sponsor



#### Marketing Sponsor



#### Champion Sponsors



#### Hotel Sponsor



#### Associate Sponsors

Doug & Kathleen Keller-Hobson  
Jay Woo  
Anna Pangrazzi  
Auriol Marasco  
True North  
Keith & Glenda Wellon  
Andrew Knight  
Chenier Group Inc.  
Dave & Patricia Garner  
Jim & Dera Burton



# 30 EVENTS IN 2016

To commemorate our anniversary, we set a goal of having 30 events across the country in 2016 to celebrate 30 years of giving hope to Canadians. With the help of our incredible supporters we met that goal, celebrating our 30th event at our year-end holiday party, which lauded the amazing accomplishments of our volunteers.

Thank you to all of our incredible supporters that organized events for Hope Air in 2016! From Smithers to St. John's, each event was unique, but what they all had in common was their goal of raising funds to help people travelling to medical care. We are so appreciative of the efforts of each and every person who dedicated their time and talent to helping our clients. Check out the list below to see the events that were held from coast-to-coast.

High Tea at Hope Air  
Rotary Club of St. John's Northwest Gala Dinner & Auction  
National Volunteer Week Celebrations  
Hope Air Annual General Meeting  
Bump Up Hope Charity Volleyball Tournament  
Anglican Foundation of Canada Honours Hope Air Partnership  
Take Flight for Hope Air at Buttonville Airport  
NAV CANADA Gander FIR Charity Golf Tournament  
NAV CANADA Toronto ATC Charity Golf Tournament  
Pearson Airline Operators Committee Charity Golf Tournament  
27th Canadian Airline Investment Forum  
Prince George Airport Annual Golf Tournament  
Burlington Airpark Fundraiser for Hope Air  
CBAA Golf Tournament and Convention  
4th Annual Jock English – InteliSys Aviation Systems Golf Tournament  
Fort St. John Wheel-a-thon  
WestJet Blue Jays Games Celebrating our Volunteers  
Sunset Ranch Ladies 2-ball Golf Tournament  
5th Annual WireE Hope Air Classic Golf Tournament  
Hope Air Volunteer Summer Social  
Sault Ste. Marie Airport Charity Golf Tournament  
YVR for Kids Golf Tournament  
High Hopes for Hope Air: A Bay Street Event  
NAV CANADA Montreal FIR Charity Golf Tournament  
NAV CANADA Vancouver FIR Charity Golf Tournament  
Ham, Eggs & Hope Breakfast  
Celebration of Hope with TransCanada  
30 Years of HOPE Birthday Party  
ATAC Annual Conference  
Hope Air Year-End Holiday Party



# OUR CLIENTS

No one can express what a free flight means to them better than our clients. They are people courageously facing health challenges under difficult circumstances – travelling hundreds of kilometres from home for medical care, away from the support of their families and missing wages due to time off work. Hope Air helps lighten the load for people all across the country so that they can get back to their families, jobs and communities sooner.

"There's no way he would have been able to see the doctor as often as he needed to without Hope Air. I don't even know what I would do without it...It's hard to express how grateful I am. **Words don't even describe how much of a huge blessing Hope Air has been.**"

- Lisa, mother of Brody, cleft lip and palate, Prince George, BC



"I can live on my own now. The treatment Hope Air helps me access has allowed me to move back into my own place because the pain is more manageable...Without my doctor in Vancouver and without Hope Air, I don't know where I would be in my recovery. **Thanks for being there for me. I appreciate everything.** Thank you."

- Maggin, chronic pain condition, Edmonton, AB

"It has been very helpful and a relief for both of us... **Travelling with Hope Air has lifted a burden off my shoulders when it comes to thinking about Arieal's medical appointments.**...The treatments have helped her a lot. She was not meant to live past the age of two. She has fought very long and hard to come back from a surgery and a catheterization procedure that had very low survival expectations. She is a fighter and she is still here today because of that."

- Selena, mother of Arieal, genetic disorder, Haileybury, ON



"We are very grateful to Hope Air for its efficiency and willingness to assist with our flight arrangements."

- Milaine, mother of Dylan, Sept-Îles, QC



"It was the best connection we've ever made. Hope Air's staff and volunteers are all helpful, caring, compassionate people. And **they understand our situation**. And we know that they're there to help, and we really appreciate it."

- Mary-Beth, wife of Terry, cancer, Moncton, NB

"I don't think there are many other kids with Tahlia's condition in Nova Scotia... It would have been a financial strain and stress to get the money together to fly to Toronto for every appointment. **It is a relief to know Hope Air is out there to support families like ours**. I'll pass on Hope Air's work. Word of mouth is best during times of need."

- Lisa, mother of Tahlia, heart condition, Dartmouth, NS



"Using the steps and medication has changed Keegan's life considerably, and helped us as parents to understand his condition better. **To have this program help us is amazing – absolutely amazing!**"

- Carla, mother of Keegan, bladder disorder, Charlottetown, PEI

"They just can't do the procedures he needs in St. John's. We don't have the equipment or the specialization. **It would have been different if we didn't have the ability to use Hope Air.**"

- Andrew, father of Ezra, chromosomal disorder, St. John's, NL





# OUR VOLUNTEERS



In 2016, more than 150 people volunteered their time with Hope Air in a variety of roles. They've helped Hope Air deliver on its mission in more ways than we can describe on this page, donating their time and talent to rallying around our common goal: making equal access to healthcare a reality for Canadians here and now.

We are unbelievably proud of the way our volunteers stepped up to take on new and different tasks this year in supporting our 30th anniversary events, in addition to their regular roles. From making videos, to helping set up for events, they have truly gone above and beyond to support Hope Air and its clients.



The Spirit of Hope Awards for a Distinguished Volunteer and a Distinguished Volunteer Pilot were created in 2008 to celebrate Hope Air volunteers who demonstrate remarkable dedication to our cause, and who embody the spirit of volunteerism upon which Hope Air was founded.

This year's Spirit of Hope Award for a Distinguished Volunteer was presented to Andrew Knight, who has worn many hats throughout his involvement with Hope Air. Though 2016 was Hope Air's 30th anniversary, it was also Andrew's 15th anniversary as a Hope Air volunteer – half the time Hope Air has been a charity.

In 2001, he joined Hope Air as a volunteer pilot, flying 15 missions over the next 12 years to help clients in Northern Ontario reach medical appointments in Toronto and the surrounding area.

In 2012, Andrew started volunteering at the Hope Air office, supporting the efforts of our Fund Development Team. Two years later, Andrew took over the administration of Hope Air's Volunteer Pilot Program, which he continues to manage to this day, ensuring our volunteer pilots have everything they need before and after they take to the skies with our clients. Andrew also regularly attends community and fundraising events in support of Hope Air.



His steadfast dedication to Hope Air over the past 15 years and his willingness to help the cause in any way he can exemplifies the giving spirit at the core of our charity. [Thank you for all you do for Hope Air, Andrew!](#)

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Patrick Remy received the Spirit of Hope Award for a Distinguished Volunteer Pilot. He joined Hope Air in December 2014 and has since flown more than 25 missions for Hope Air clients. Patrick flies clients from Québec and Ontario to their appointments and home again. On each trip, he makes a personal connection to the client and is sensitive to their desire to talk or to fly silently. He is proud to combine his passions for aviation and helping others to make a positive difference in people's lives, one flight at a time. [Thank you, Patrick, for your dedication to helping our clients have a smooth trip to their appointments.](#)





# OUR AIRLINE PARTNERS

Every day, thousands of Canadians take off on runways across the country, from Prince George to St. John's. Some are travelling for business, others for pleasure, but still others are travelling to life-saving care. Our airline partners are the link between home and hospital for our clients, and their thoughtful customer service makes a big difference for the people we help, who are facing the uncertainty that comes with serious illness.

The sky is the limit for the generosity our airline partners show to our clients. They truly understand the power that a flight has to change lives. Hope Air is proud to be supported by many of Canada's national and regional airlines, who donate seats on their aircraft and show compassion for our cause.







## INSPIRATIONAL GIVING

In our 30th year, Hope Air was proud to celebrate leadership gifts from long-time supporters and new friends alike. The following donors have truly had a tremendous impact and given hope to thousands of people:

Bearskin Airlines  
BMO Financial Group  
Canadian Business Aviation Association (CBAA)  
Columbia Basin Trust  
Department of Canadian Heritage /  
Ministère du Patrimoine canadien  
ECN Capital  
Gander FIR Charity Golf Tournament  
J.P. Bickell Foundation  
Mackenzie Investments Charitable Foundation  
McKesson Foundation  
Montreal FIR Charity Golf Tournament /  
Tournoi de golf FIR de Montréal  
Mr. Lube Foundation  
NAV CANADA  
Pacific Coastal Airlines  
Porter Airlines Inc.  
Provincial Health Services Authority  
(British Columbia)

Q9 Networks  
R. Howard Webster Foundation /  
Fondation R. Howard Webster  
RBC Rewards®  
Rexall Foundation  
Rotary Club of St. John's Northwest  
St. Anthony Basin Resources Inc. (SABRI)  
Sun Life Financial  
The Bedolfe Foundation  
The Catherine and Maxwell Meighen Foundation  
Toronto Airline Operators Committee Charity Golf  
Tournament  
Toronto ATC Charity Golf Tournament  
TransCanada  
Unity for Autism  
Vale Canada Limited  
Vancouver FIR Charity Golf Tournament  
WestJet Cares for Kids  
YVR for Kids

# OUR SUPPORTERS IN 2016

Every dollar makes a difference. Every donor touches Hope Air clients and their families, friends, neighbours, colleagues, fellow students, and community groups. Without our donors, Hope Air would not be able to continue reaching new heights year over year. Thank you for all that you do to give hope to people at a time when they need it the most.

## CASH DONORS

### **Captain's Circle**

High Hopes for Hope Air  
NAV CANADA  
Provincial Health Services  
Authority (British Columbia)  
Rotary Club of St. John's  
Northwest  
Sun Life Financial

### **First Officer's Circle**

Columbia Basin Trust  
Department of Canadian  
Heritage / Ministère du  
Patrimoine canadien  
RBC Rewards®  
The Catherine and Maxwell  
Meighen Foundation  
Vale Canada Limited

### **Flight Crew**

Canadian Business Aviation  
Association (CBAA) Golf  
Tournament & Convention  
ECN Capital  
Gander FIR Charity Golf  
Tournament  
Give Hope Wings  
J.P. Bickell Foundation  
Mackenzie Investments  
Charitable Foundation  
McKesson Foundation  
R. Howard Webster Foundation  
/ Fondation R. Howard Webster  
St. Anthony Basin Resources  
Inc. (SABRI)  
The Bedolfe Foundation  
Toronto Air Traffic Control  
(ATC) Charity Golf Tournament  
TransCanada Corporation  
Vancouver FIR Charity Golf  
Tournament  
YVR For Kids

### **Control Tower**

British Columbia/Yukon  
Command of The Royal  
Canadian Legion Foundation  
Dentons Canada LLP  
Ham, Eggs & Hope Breakfast

Harold Fast  
InteliSys Aviation Systems -  
Jock English Memorial Golf  
Tournament  
International Grenfell  
Association  
Pacific Northern Gas Ltd.  
Prince George Airport  
Authority Charity Golf  
Tournament  
Province of Alberta  
Province of Nova Scotia  
Province of Saskatchewan  
Rexall Foundation  
Russell Airey  
SC Johnson & Son Ltd.  
Robert Vance  
The Arthur J.E. Child  
Foundation  
The Colin & Lois Pritchard  
Foundation  
The CURE Foundation  
The John Hardie Mitchell  
Family Foundation  
The McCain Foundation  
The Windsor Foundation  
Toronto Pearson Airline  
Operators Committee Charity  
Golf Tournament  
Tourni De Golf FIR Montreal /  
Montreal FIR Golf Tournament  
Unity For Autism

### **Take Off**

Allard Foundation  
Billy Bishop Toronto City  
Airport  
Blake, Cassels & Graydon LLP  
BMO Bank of Montreal BC &  
Yukon Division  
Boehringer Ingelheim (Canada)  
Ltd.  
Borden Ladner Gervais LLP  
Bump Up Hope Charity Beach  
Volleyball Tournament  
BVT Associates  
Calgary Airport Authority  
CFFI Ventures Inc.

CIBC World Markets Inc.  
Dave McElroy  
David & Patricia Garner  
Davies Ward Phillips &  
Vineberg LLP  
Deloitte  
Emera Newfoundland and  
Labrador  
Fort St. John Wheel-a-thon  
Goldcorp  
Heronbrook Foundation  
Hylcan Foundation  
Jim & Dera Burton  
Manulife Financial  
Marret Asset Management  
McKeil Marine Limited  
National Bank Financial  
New Flyer  
Orrick, Herrington & Sutcliffe  
LLP  
PAL Airlines  
Paul Stoyan  
Saskatoon Airport Authority  
Sulliden Mining Capital  
SWIFT Conference  
The Cadillac Fairview Corp.  
Ltd.  
The Estate of Brian Antrim  
The John Carl MacIsaac  
Foundation  
The Mark Mercier Foundation  
The Pottruff Family Foundation  
The Tenaquip Foundation  
The Whiteearn Foundation  
Thomas Sill Foundation Inc.  
UBC Medicine Class of 2018  
WARATAH Capital Advisors  
Ltd.  
Wilson Vukelich LLP  
WireIE Holdings International

### **Ground Crew**

Aecon Group Inc  
Alec Zimmerman  
Allen Russell  
Andrea Stack

Andrew Knight  
Anna Pangrazzi  
Apex Aircraft Sales Ltd.  
Auriol Marasco  
Baskin Financial Services Inc.  
Bella Vista Poker Group  
Burlington Flying Club  
Corporation  
CAE Inc.  
Carmel Borg  
CATCA National Office  
Charlottetown Airport  
Authority  
Chenier Group  
City of Fort St. John  
Collombin Family Fund at the  
Toronto Foundation  
Columbia Power Corporation  
Craig Piercy  
CUPE Local 4653  
David B. Kierans  
Deer Lake Regional Airport  
Authority Inc.  
Derek Yorke  
Donna & Bruce Hill  
Doug & Kathleen  
Keller-Hobson  
Dynacare  
Edmonton International Airport  
Enterprise Holdings  
Foundation  
F.K. Morrow Foundation  
Fredericton Community  
Foundation  
Friends of Igloo Lake Lodge  
Gander Lions Club  
Genesis Aviation Inc.  
Gordon Van Sickle  
Greater Moncton International  
Airport Authority Inc.  
Greater Sudbury Airport  
Halifax International Airport  
Authority  
Harris Ryan Chartered  
Accountants  
Helping Hand Trust





### Ground Crew (cont.)

Homewood Health Inc.  
 Hotel and Restaurant Workers  
 Union Local 779  
 Houssian Family Foundation  
 Integris Credit Union  
 IODE Diamond Jubilee  
 Chapter - Penticton  
 Ivey Business School - Ian O.  
 Ihnatowycz Institute For  
 Leadership  
 JA Douglas McCurdy Sydney  
 Airport  
 James Arnold  
 Jean E. Horowitz  
 Jennifer Cropley  
 Jimmy Molloy  
 Sterling Capital Brokers  
 Keith & Glenda Wellon  
 Kohl & Frisch  
 Kootenay Savings Credit  
 Union/Community Foundation  
 LeRoi Community Foundation  
 MacMurray Foundation Inc.  
 Marc Jacob  
 Maritime Electric  
 Michele & Glenn Wilson  
 Mike Byrom  
 Montréal-Pierre Elliott Trudeau  
 International Airport  
 Newfound Construction Ltd.  
 Newfoundland and  
 Labrador Building And  
 Construction Trades Council  
 Omera Shells Inc.  
 Ottawa International Airport  
 Pam Reid

Park Property Management Inc.  
 Peggy Molloy  
 Province of Manitoba  
 Province of Newfoundland and  
 Labrador  
 Province of Prince Edward  
 Island  
 Quesnel Lions Club  
 RE/MAX Infinity Realty Inc.  
 Robert R. Bradfield  
 Rotary Club of Dartmouth  
 Rotary Club of North  
 Scarborough  
 Rotary Club of Quesnel  
 S.M. Blair Family Foundation  
 Sault Ste. Marie Airport  
 Development Corporation  
 Scott & Joanne Macpherson  
 Summit Sheet Metal Ltd.  
 Sunset Ranch Ladies Club  
 2-Ball Tournament  
 Tahir Ayub  
 Take Flight for Hope Air -  
 Open House & Seminar  
 The Alice and Murray Maitland  
 Foundation  
 The BLG Foundation  
 The Chawkers Foundation  
 The Greygates Foundation  
 The Henry White Kinnear  
 Foundation  
 The Wilf and Jean Bell  
 Foundation  
 Torsy LLP  
 Tradewind Scientific Ltd.  
 True North Avionics  
 Unifor National Office

Vancouver Airport Authority  
 WestJet Wheels-up 2.0  
 Reunion Committee  
 Zeller Family Foundation

### IN-KIND DONORS

#### Take Off

Igloo Lake Lodge Ltd.  
 LimoLink  
 MHM Publishing  
 WINGS Magazine

#### Ground Crew

Air Transport Association of  
 Canada (ATAC)  
 Canadian Aviator  
 Magazine  
 Canadian Business Aviation  
 Association (CBAA)  
 Canadian Owners & Pilots  
 Association (COPA)  
 Chris Sadler

### VOLUNTEER PILOTS

#### Control Tower

Allan Anderson  
 Gordon Roberts  
 Henry Ilg  
 Marc Bourdon  
 Patrick Remy  
 Paul Clark

#### Take Off

Gerd Wengler  
 Jay Woo  
 Jean Messier  
 Jeffrey Ketelaars

Maintenance Training Systems  
 Inc.  
 Michael Hogan  
 Ross Magnaldo  
 Student Aviation Financial  
 Ent. Corp.

#### Ground Crew

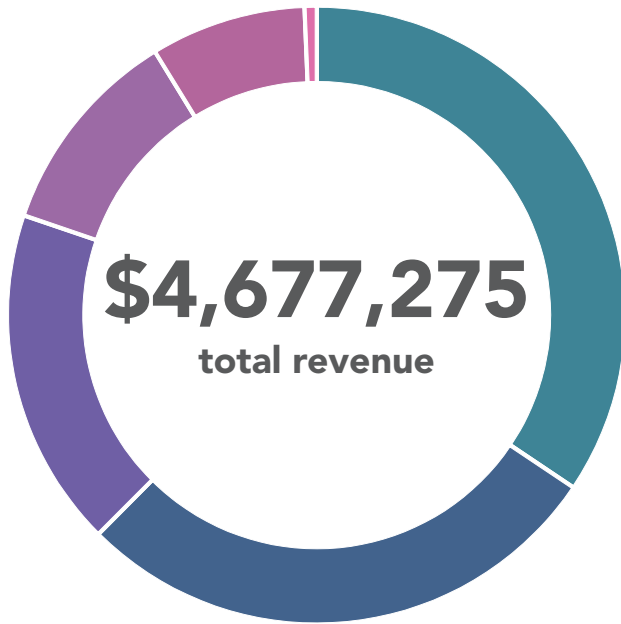
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 Cheryl Marek  
 Christopher Moon  
 Cyril Gibb  
 David Steeves  
 Doug MacMillan  
 George Hepburn  
 Guy Lambert  
 James Erskine  
 John Brown  
 Lawrence Drielsma  
 Leonce Arsenault  
 Marcel Martineau  
 Michael Gamble  
 Mike Schwar  
 Mike Smallwood  
 Ming Mah  
 Phil Policelli  
 Richard McLean  
 Robert Duval  
 Robert Kisin  
 Stephen Welton  
 Theodore Mamais  
 William McAllister



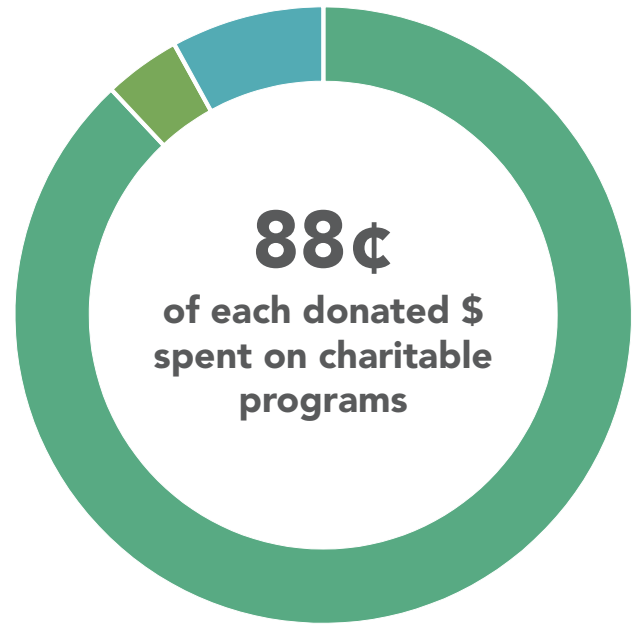


# FINANCIAL SUMMARY

Hope Air is committed to accuracy and transparency in reporting our financial information. Donations received by Hope Air are used to fund our flight programs, fundraising, and administration. Hope Air takes care to devote its funds to programming for the direct benefit of our clients. Hope Air's audited financial statements and previous annual reports are available on our website.



● Prov. Gov'ts ● Corporations ● Individuals  
● Foundations ● Special Events ● Other



● Charitable Programs ● Admin & Overhead ● Fundraising

## 2016 SUMMARY STATEMENT OF INCOME & EXPENDITURES

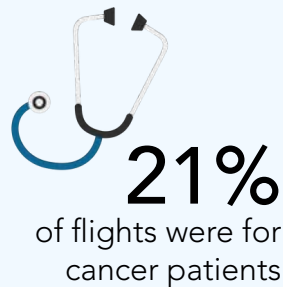
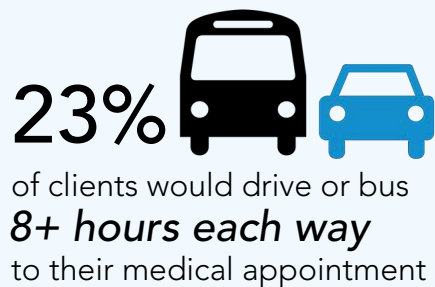
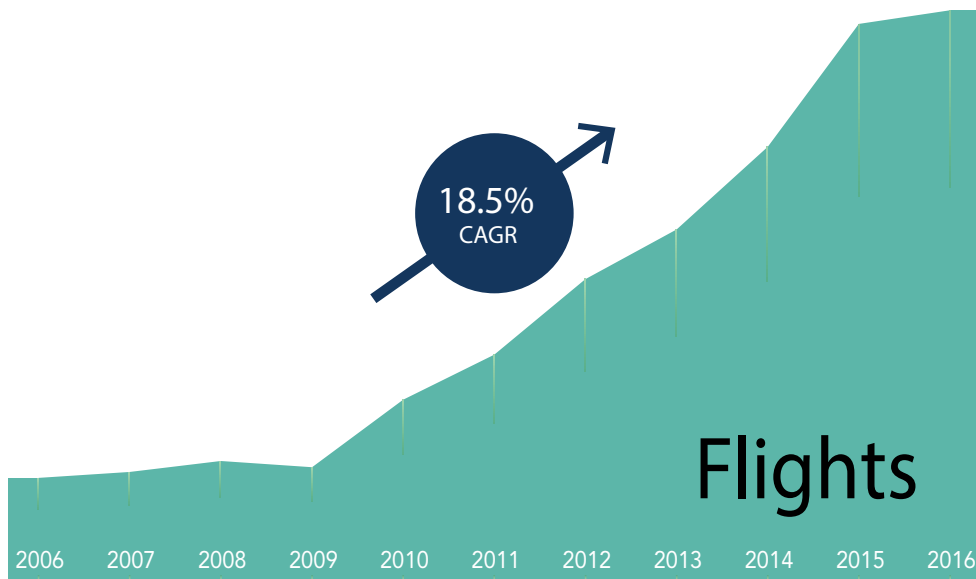
### REVENUES

	Total	% of Total	Cash	In-Kind
Provincial Governments	\$ 1,609,916	34%	\$ 1,609,916	\$ -
Corporations	1,311,864	28%	423,075	888,789
Individuals	830,756	18%	410,780	419,976
Special Events	515,112	11%	485,235	29,877
Foundations	380,134	8%	380,134	-
Other	29,493	1%	26,993	2,500
<b>TOTAL REVENUES</b>	<b>\$ 4,677,275</b>		<b>\$ 3,336,133</b>	<b>\$ 1,341,142</b>

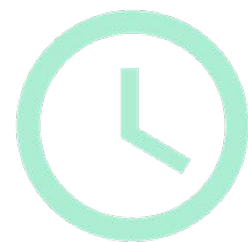
### EXPENDITURES

	Total	% of Total
Charitable Programs	\$ 4,015,526	88%
Fundraising	390,398	8%
Administration & Overhead	165,485	4%
<b>TOTAL EXPENDITURES</b>	<b>\$ 4,571,409</b>	

**NET SURPLUS** **\$ 105,866**



## OUR IMPACT IN 2016



Our volunteers donated  
**5,670 hours**  
of their time



# GOVERNANCE

## BOARD OF DIRECTORS 2016

### CHAIR

#### **JIM BURTON**

Conception Bay South, NL  
President, RE/MAX Infinity Realty Inc.

### VICE CHAIR

#### **DAVID GARNER**

The Blue Mountains, ON  
President and CEO,  
Green Shield Canada (Retired)

### TREASURER

#### **HEATHER TOBIN**

Toronto, ON  
Principal, Canada Pension Plan Investment Board

### SECRETARY

#### **AURIOL MARASCO**

Toronto, ON  
Lawyer, Blake, Cassels & Graydon LLP

### **TAHIR AYUB**

Vancouver, BC  
Managing Partner, Markets & Industries, PwC Canada

### **ROB BARLOW**

Toronto, ON  
President and CEO, WireIE

### **JEAN MESSIER\***

Mont Saint-Hilaire, QC  
President and CEO, Lassonde Specialties Inc. (Retired)

### **ANNA PANGRAZZI**

Toronto, ON  
Founder and President, Apex Aircraft Sales Ltd.

### **ANDREA STACK**

St. John's, NL  
Investment Advisor, The Stack Team, CIBC Wood Gundy

### **KEITH WELLON**

Calgary, AB  
Vice President, Business Development, Cahill Industrial

### **GERD WENGLER**

Markham, ON  
President, Park Property Management Inc.

### **ALEC ZIMMERMAN**

Toronto, ON  
Partner, Borden Ladner Gervais LLP

\*Jean Messier resigned from the Board in October 2016 due to other work obligations that restricted his time available for Hope Air matters. His board membership was left vacant for the balance of the year.

Our board of directors is made up of volunteer members from across Canada: St. John's, NL; Mont Saint-Hilaire, QC; the Greater Toronto Area, ON; Calgary, AB; and Vancouver, BC. They meet five times per year: quarterly to review current operations, and then annually for strategic planning purposes. The board monitors Hope Air's current and long-term plans, operational activities and efficiencies, finances and strategic outlook. Hope Air's board of directors is a key part of the charity's commitment to stakeholder accountability, transparency and ensuring efficient use of donor dollars to maximize the impact Hope Air makes in pursuing its mission. Each board director is expected to make a personal financial commitment to the charity each year (in an amount they individually feel comfortable with) and to participate in and encourage the general fundraising activities of Hope Air on an ongoing basis.

The board assigns responsibility for general management and supervision of the affairs and operations of the charity to the Executive Director. The board oversees such delegated activity on a quarterly basis at its board meetings, and evaluates the Executive Director's performance on an annual basis against approved operational plans.

Each director is a member of at least one board committee and such committees meet approximately twice per year, or more frequently as the need may arise. The board committees during 2016 were: Audit & Finance Committee (Chair – Heather Tobin), Governance & Nominating Committee (Chair – Alec Zimmerman), Fundraising Committee (Chair – Keith Wellon).

During the 2016 year, a Newfoundland and Labrador Advisory Council was created and initial advisory board members are: Earl Ludlow, Ches Crosbie, Bob Farrell, Rex Ledrew, Andrea Stack, and Jim Burton.





## A LOOK TO THE FUTURE



As Hope Air moves into its third decade of charity service, we are proud to introduce a new logo and branding that will carry us into 2017 and beyond.

Our striking new logo is simple and strong, bringing to mind Hope Air's important service – it is a visual that concisely captures the uniqueness of Hope Air's work.

The softness of the cloud's shape is caring, aspirational and hopeful. It represents the hope that is felt by each client travelling on a Hope Air flight.

In contrast to the light, loosely-shaped cloud, the plane is a bold and tightly-lined shape, symbolizing

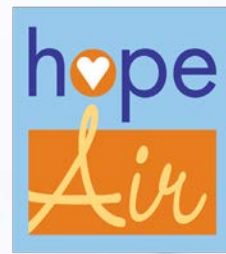
the assurance that Hope Air gives to the people we help. It is a confident, purposeful plane that soars through the sky to its destination.

The logo's text is strong and bold, emphasizing hope as the core of our brand.

Hope Air's new logo is unique in its simplicity – it's an iconic assertion of our work and versatile for its use in components. Just as the plane pushes onwards to new horizons, we look forward to our next 30 years, forming new partnerships and exploring new opportunities that will help us reach more Canadians who must travel to vital medical appointments.

### THE EVOLUTION OF HOPE AIR'S LOGO





Celebrating  
**30** Years  
100,000+ Flights

Hours of Operation: Monday - Friday 9am-7:30pm  
Phone: 1-877-346-HOPE (4673) Toronto Area: 416-222-6335  
Fax: 416-222-6930 Email: [mail@hopeair.ca](mailto:mail@hopeair.ca)  
Address: Suite 207, 124 Merton Street, Toronto, ON M4S 2Z2

Charitable BN 11904 2299 RR0001

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[www.hopeair.ca](http://www.hopeair.ca)