

HOPE AIR

ANNUAL REPORT 2019



A HEARTFELT THANKS TO HOPE AIR SUPPORTERS

From all of us at Hope Air, we would like to offer you our most sincere thanks.

Your generous support helps patients in financial need reach vital medical care every day – and you continue to make that a reality.

You share in our belief that every Canadian should have access to healthcare, and that the essential work of Hope Air helps reduce critical barriers patients face when travelling long distances between home and hospital.

You understand how heartbreaking it is for a parent to receive the news that a child has a rare cancer and the additional stress and strain on the family when that child's treatments are a 12-hour drive away through winding snow-covered roads. You know the financial burden it causes when the family must travel every two months for care and can barely afford the bus ticket, let alone pay for a flight that would make the journey a lot easier.

The travel and accommodations that you help provide for these patients means an immediate and direct impact on their lives. Because of your support, more and more Canadians can reach medical care instead of postponing or cancelling appointments, surgeries and important treatments.

You allow patients to focus on what is truly important during these challenging times – their health.

We are deeply thankful for your support and look forward to you helping even more Canadians reach care this year.

Hope Air is Canada's only national charity providing free travel and accommodations for Canadians in financial need who must access medical care far from home.

The need across Canada

For the 20 per cent of Canada's population that lives in smaller and rural communities, our universal healthcare system comes with a caveat: you may need to travel great distances to reach care.

It is well documented that Canadians who live in northern and rural areas have higher healthcare needs but less access to care. The Canadian Medical Association has advised that a lack of access to specialists and other medically necessary services leads to delays in treatment and harm to health, including unnecessary pain and permanent disability.

At Hope Air, we believe that every Canadian should have access to healthcare, and with the support of our generous partners and supporters, we aim to reduce those barriers and the harm to patient health. Hope Air serves patients in communities across Canada, in every province. We focus on helping patients reach vital medical care that is not available in their home communities.



A dark blue silhouette of Canada is centered on a solid red background. A large, white, semi-transparent cross is superimposed over the map, with its center in the middle of the country. The cross's vertical bar extends from the top of the image to the bottom, and its horizontal bar extends from the left edge to the right edge.

We've provided approximately

150,000

travel arrangements since 1986 in all

10

provinces



Patients reach vital medical care



Living through a shocking diagnosis

Tammy

ST. JOHN'S, N.L.

When Tammy started having vision problems, she thought she needed new glasses. Instead, her doctor told her she had ocular melanoma, a rare form of eye cancer that could spread, and she would have to travel to Toronto or have her eye removed. Tammy didn't know how she would ever be able to make the three-day drive to medical care or afford to fly.

Tammy's doctor suggested she contact Hope Air. With our help, she has been able to fly to her many treatments and stay in free accommodations. More importantly, the cancer has not spread. "When I think about Hope Air and what they have done, I just get a good feeling. It probably saved my life," says Tammy.



Safeguarding against a heart attack

Tracy

POWELL RIVER, B.C.

Tracy's life took a dramatic turn when doctors told him his heart valves were shrinking and he would need to have his aortic valve replaced. The procedure wasn't available in his area, so he had to travel to Vancouver – a nine-hour drive return. Without surgery, he was expected to have a major heart attack.

"With the distance and time to go by car to Vancouver, a trip could easily turn into a two-day event and when you factor in age and how you're feeling, things can get very challenging," says Tracy.

Thanks to Hope Air, Tracy had his surgery and can travel to follow-up appointments to make sure his health remains strong.



Flying a young boy to lifesaving treatments

Henry

KELOWNA, B.C.

One day when Henry was too tired to play, his mother took him to the local hospital. Bristol was heartbroken to learn that her eight-year-old boy had leukemia. Then they were told they would have to travel to regular chemotherapy treatments in Vancouver – a ten-hour-return drive away.

She didn't have the means to fly him to care, so she contacted Hope Air for help. After his many treatments, Henry is now in remission, but he will still need to travel to Vancouver every three months for the next four years.

"With Hope Air, we were able to come home in between chemo treatments," says Bristol. "Driving such a long distance would have been too much for Henry during this time."



Improving a mom's health

Lorena

HEARST, ON

After being diagnosed with stage three ovarian cancer, Lorena learned she had to travel for chemotherapy every three weeks – a return drive of 22 hours. Not only was the mom of two reeling from her diagnosis, she didn't know how she was going to get to her appointments.

"Without Hope Air, I'd have to borrow money, and probably skip some of my appointments. It would've been difficult for me," says Lorena.

Thanks to our help, Lorena can reach her treatments and her health is improving. For the first time since her diagnosis, she is hopeful about the future.



A record-breaking year

13,097

Travel arrangements

We made more travel arrangements this year than in any other year in our 33-year history.

Free accommodations

As part of a special partnership with Airbnb, Hope Air now offers free accommodations to Canadians in financial need who are travelling for medical care.

Top 100

Hope Air has been chosen as one of Canada's best 100 charities by Maclean's magazine, MoneySense magazine and Charity Intelligence based on efficiency, transparency and need.



Gold video award

A WestJet video featuring a Hope Air patient won the **2019 Halo Award Best Video Campaign – Gold** and garnered more than **11,000** engagements on social media and more than **1.6 million** video views.

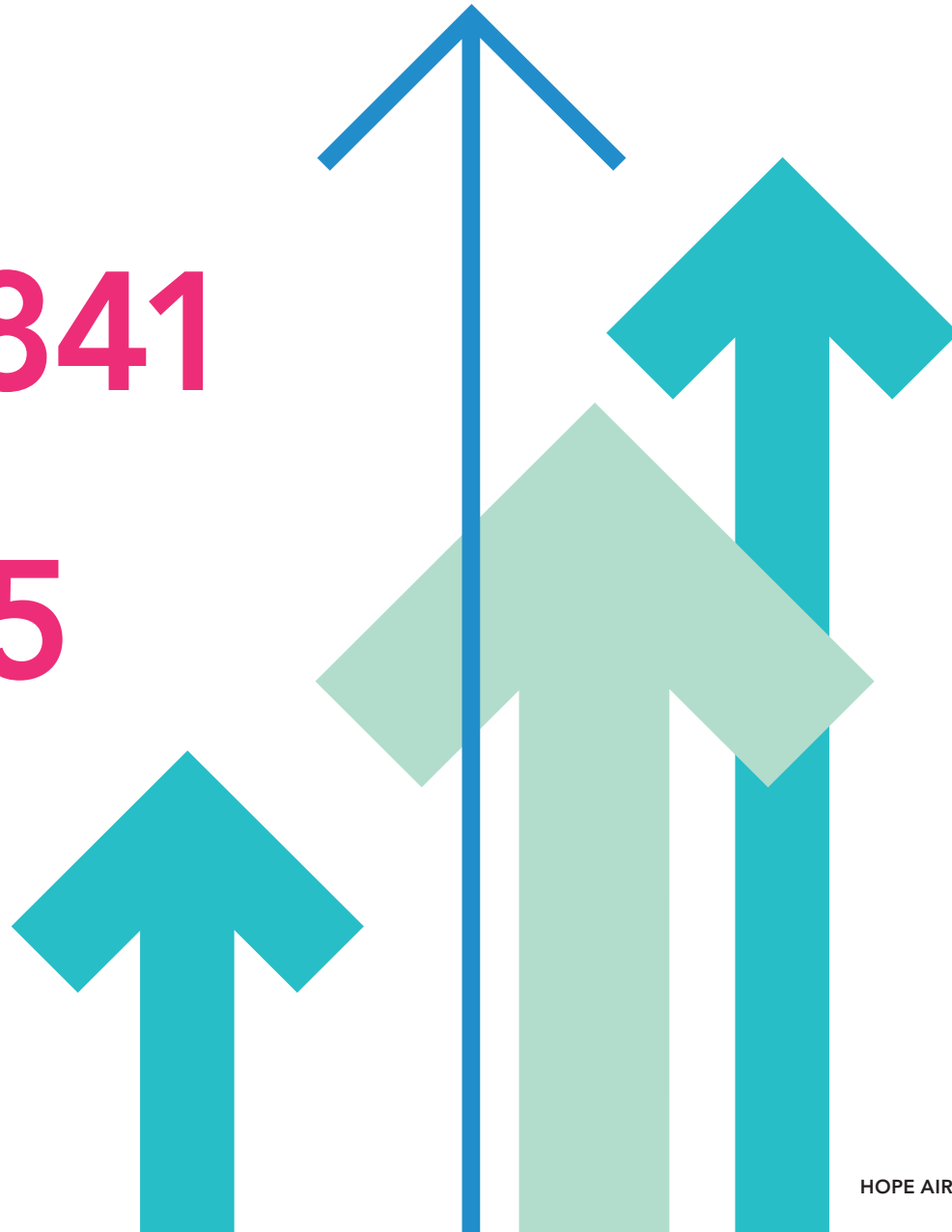
Record revenue

\$5,638,841

in revenue/donations

\$123,725

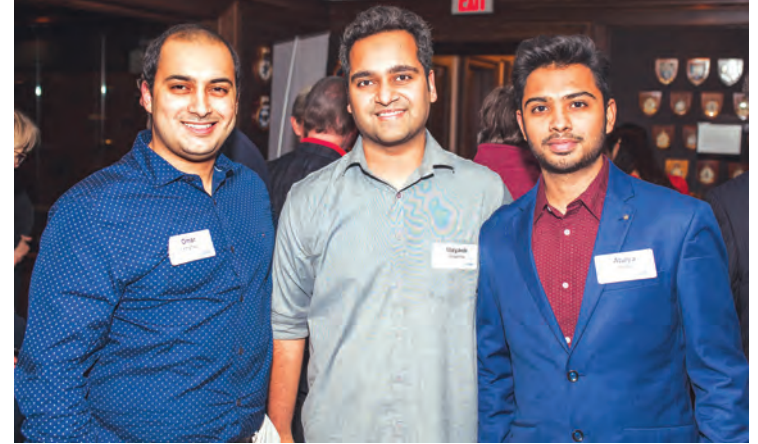
in financial surplus



The team

Employees and volunteers

Our staff and volunteers are the driving force behind our organization. Hope Air fulfills its mission because of their passion and dedication – picking up the phone to comfort patients in their time of need, volunteering to fly patients and raising vital funds.



17

staff members

189

volunteers



5,043

hours that volunteers gave to help patients
in need of medical care far from home



Senior leadership team

Doug Keller-Hobson

Chief Executive Officer

Alanna Scott

Vice President, Development

Vera Kharas

Director, Operations
& Strategic Initiatives

Johanna Kubetschka

Director, Client Care

Shirley Moore

Director, Marketing
& Communications

Board of directors

Our board of directors is comprised of committed volunteers who oversee Hope Air's strategic planning and decisions ensuring that we fulfill our mission. We thank our board members for their continued dedication and service.

David Garner
Chair

Gerd Wengler
Vice-Chair

Andrea Yandreski
Treasurer

Auriol Marasco
Secretary

Tahir Ayub

Sam Barone

Sandra Heath

John Mullally

Jody Peck

Anna Pangrazzi

Gwyneth Pryse-Phillips

Vanessa Thomas

Heather Tobin

Jay Woo

Alec Zimmerman

British Columbia Advisory Council

David Ash

Lise Ash

Tahir Ayub

Sam Barone

Archie Campbell

Steve Drinkwater

Mark Duncan

Matthew J. Lau

Dave McElroy

Rob Philipp

Newfoundland and Labrador Advisory Council

Jim Burton

Ches Crosbie

Bob Farrell

Doug Keller-Hobson

Rex Ledrew

Earl Ludlow

Andrea Stack



Impact by the numbers

Patients most often travel for



cancer **24%**



musculoskeletal disorders **11%**



nervous system disorders **8%**



cardiovascular disorders **8%**

11,827

total flights



1,270

total bridge and ferry passes



300

total Airbnb nights

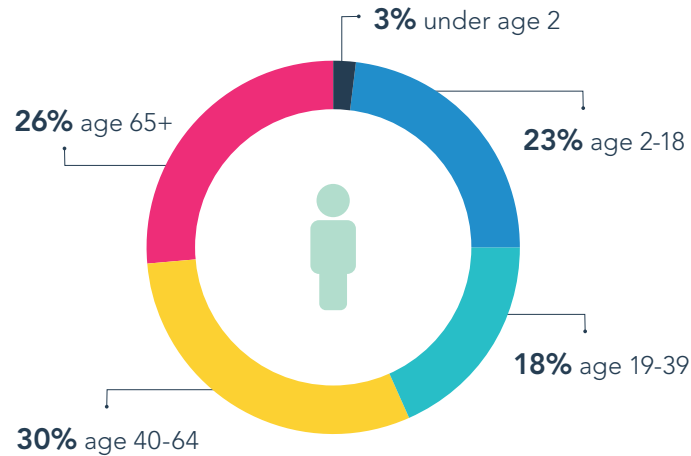


116%

total growth on Hope Air social media channels



Patient age groups



What our patients say



Without Hope Air

32%

of our patients would travel by bus or car 4-12+ hours each way to reach their medical appointments



30%

of our patients would cancel or postpone their medical appointments



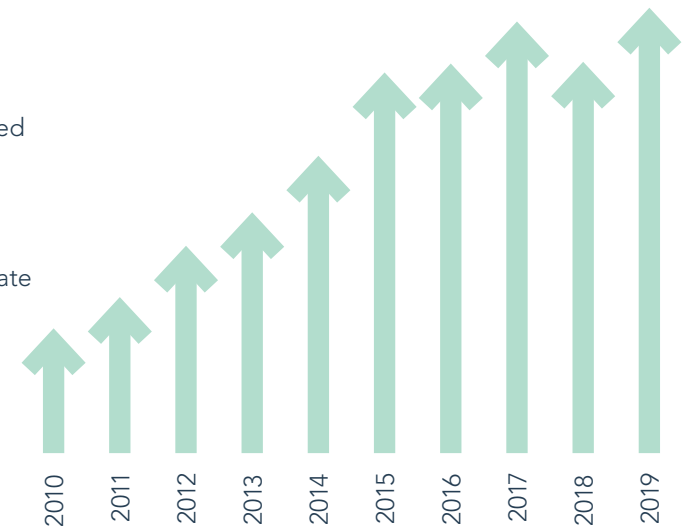
Travel arrangements completed

13,097

travel arrangements provided

15%

compound annual growth rate in travel arrangements



Supporters who lead the charge

Awards

Each year, Hope Air recognizes exceptional volunteers and partners who demonstrate a remarkable dedication to patients.

The Spirit of Hope Awards

Distinguished Volunteer of the Year – **Donna Hill**

Distinguished Volunteer Pilot of the Year – **Lee Arsenault**



– Donna Hill



– Lee Arsenault

Hope Air Outstanding Philanthropist of the Year Awards

Skies Magazine

WINGS Magazine

Bearskin Airlines

Hope Air Community Giving Award

Pacific Coastal Airlines

Events

Hope Air is truly thankful to receive funds raised from events held across Canada last year and is grateful to those who organized, donated and attended to help patients reach medical care. The events included the following.

- UBC Run for Rural Medicine
- Gander FIR Charity Golf Tournament
- Toronto ATC Charity Golf Tournament
- 71st Annual Rotary Club of Toronto Golf Tournament
- 11th Annual CAA Charity Golf Tournament
- 4th Annual Ham, Eggs & Hope Breakfast
- High Hopes for Hope Air
- UBC's Southern Medical Program Golf Tournament
- Give Hope Wings – Northwest Expedition
- Prince George Airport Authority Golf Tournament

\$691,203

total amount raised at events in 2019

2,765*

number of flights to medical care funded by the events

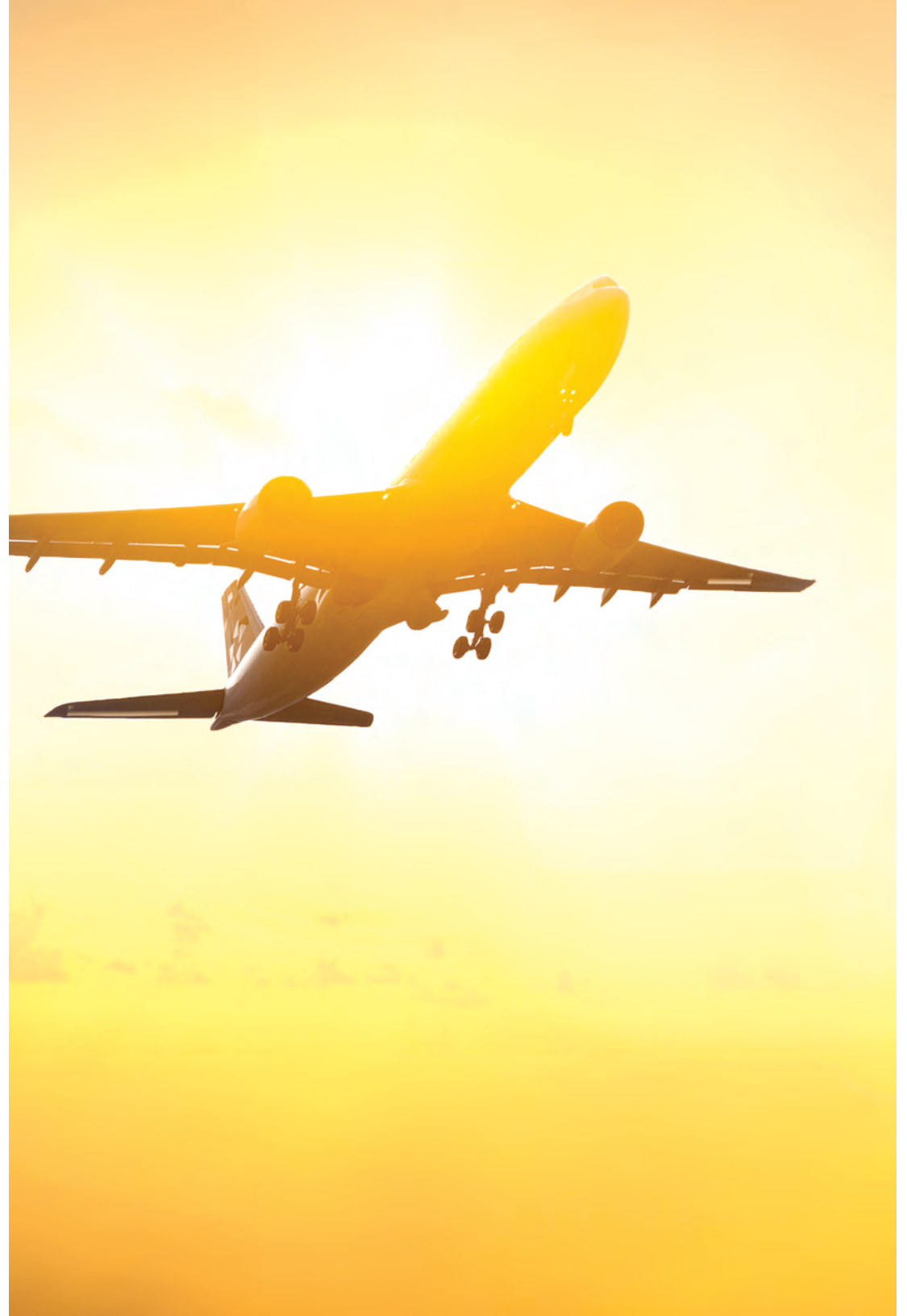
*using an average of \$250 per flight



Airline partners who generously donate



Each day, Canadians must travel long distances to access life-saving treatments. Hope Air is grateful to generous airline partners for donating seats on flights to help patients focus on what's truly important – their health.



WESTJET 
Cares for Kids

porter

 **AIR CANADA**
FOUNDATION

 **HARBOUR AIR**
SEAPLANES

 *Bearskin Airlines*
A DIVISION OF PERIMETER AVIATION


airCreebec

Pacific Coastal
AIRLINES


PASCAN

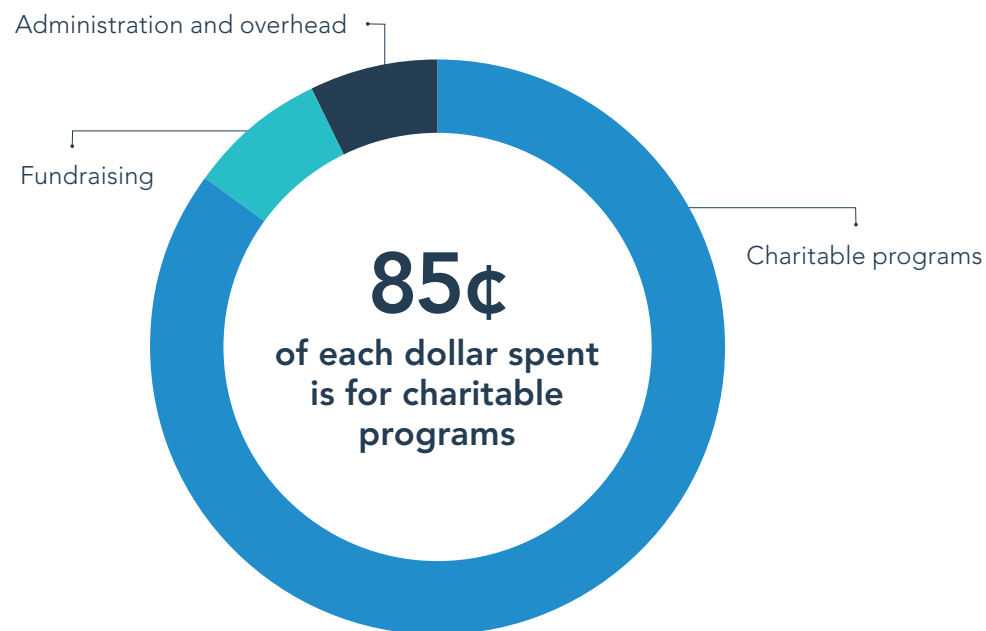
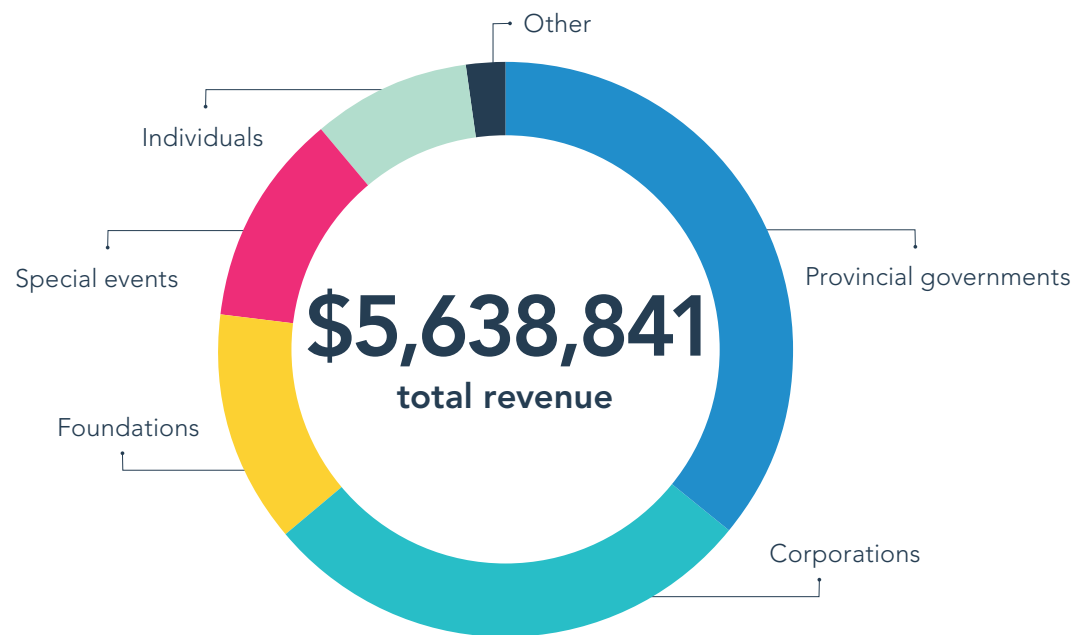

Central Mountain Air

Northwestern Air




The financials

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



2019 Summary Statement of Income and Expenditures

| REVENUES | Total | % of Total |
|--------------------------|---------------------|-------------|
| ● Provincial governments | \$ 2,028,668 | 36% |
| ● Corporations | 1,572,447 | 28% |
| ● Foundations | 733,742 | 13% |
| ● Special events | 691,203 | 12% |
| ● Individuals | 484,952 | 9% |
| ● Other | 127,829 | 2% |
| TOTAL REVENUES | \$ 5,638,841 | 100% |

| EXPENDITURES | Total | % of Total |
|-------------------------------|---------------------|-------------|
| ● Charitable programs | \$ 4,696,325 | 85% |
| ● Fundraising | 442,223 | 8% |
| ● Administration and overhead | 376,568 | 7% |
| TOTAL EXPENDITURES | \$ 5,515,116 | 100% |

| | |
|--------------------|-------------------|
| NET SURPLUS | \$ 123,725 |
|--------------------|-------------------|

Donors who make an enormous difference

Many individuals and organizations generously supported Hope Air's mission in 2019. We are so grateful to each and every donor for providing better access to healthcare for thousands of Canadians in need.

Captain's Circle (\$100,000+)

CAA Club Group
11th Annual CAA Charity
Golf Tournament
Give Hope Wings:
Northwest Expedition
Provincial Health Services
Authority (British
Columbia)
Sun Life Financial
The Gordon & Ruth
Gooder Charitable
Foundation
Anonymous

First Officer's Circle (\$50,000 – \$99,999)

#Disrupt Mining
Airbnb
BMO Financial Group
Columbia Basin Trust
Langley Sportsplex
The Bedolfe Foundation
The Newlands Family
Foundation
Anonymous (2)

Flight Crew (\$25,000 – \$49,999)

4th Annual Ham, Eggs &
Hope Breakfast (St. John's)
Canadian Business
Aviation Association
(CBAA) Golf Tournament
and Convention
Crabtree Foundation
CURE Foundation

Edmonton Oilers
Community Foundation
FleishmanHillard
HighRoad
Gander FIR Charity Golf
Tournament
Gordon Roberts
Keycorp Consulting Ltd.
Pratt & Whitney Canada
Richard O'Brian Blackall
Southern Medical
Program (SMP) Charity
Golf Tournament
(Kelowna)

The Catherine and
Maxwell Meighen
Foundation
The Windsor Foundation
Toronto Air Traffic Control
Charity Golf Tournament
Unity for Autism
Vancouver Airport
Authority

Control Tower (\$10,000 – \$24,999)

Arthur J. E. Child
Foundation
Cahill Family Foundation
Canadian Royal Purple
Society of Prince George
Lodge #48
Central Okanagan
Foundation
Coastal GasLink Pipeline
Project
Dr. Lou and Mae Lukenda
Charitable Foundation
Embley Park Foundation

Enterprise Holdings
Foundation
Gerd & Dorothy Wengler
International Grenfell
Association
Jay Woo
Jonathan Behar
LivaNova CARES
Marc Bourdon
NAV CANADA
Newmont Goldcorp
Patrick Remy
Peter Scott
Prince George Airport
Authority's 17th Annual
Charity Golf Tournament

Province of Alberta
Province of Nova Scotia
Province of Saskatchewan
RBC Rewards®
Rotary Club of Toronto
71st Annual Golf
Tournament

Sutherland Foundation
Inc.
The Colin & Lois Pritchard
Foundation
The D.H. Gordon
Foundation
The McCain Foundation
The Tenaquip Foundation
Thomas Sill Foundation
Inc.
UBC Run for Rural
Medicine
VOCM Cares Foundation
YVR for Kids

Take Off (\$5,000 – \$9,999)

Allard Foundation
Blake, Cassels & Graydon
LLP
Burlington Flying Club
CAE Inc.
Cal LeGrow Foundation
Calgary Airport Authority
Cineplex Entertainment
Collombin Family Fund at
the Toronto Foundation
COPA Flight Magazine &
Canadian Aviator
Dave McElroy
David & Pat Garner
Emera Newfoundland and
Labrador
Federated Co-op Ltd.
Floyd Hill
Hylcan Foundation
Irene Froese
Jody Peck
John Andrew
Joseph Ennett
Kelowna International
Airport
Lee Arsenault & Marilyn
Staig
LimoLink
Nickle Family Foundation
North York Rehabilitation
Centre (NYRC)
Park Property
Management Inc.
PepsiCo

| | | | | | |
|---|---|--|----------------------------|---------------------------------------|---|
| Peter Gilgan Foundation | Ground Crew (\$1,000 – \$4,999) | Daniel J. Villeneuve | James K. Lammie | Peter Rivers | The Alma Mater Society |
| Phil Policelli | | Dany Laliberte | James Lockyear | Pierre McNeil | University of British Columbia |
| Points.com | Aero Club of BC | Darren Millard | James Powell | Pitt Meadows Regional Airport (YPK) | The Anglican Foundation of Canada |
| Prince George Community Foundation | Air Transport Association of Canada (ATAC) | Donna & Bruce Hill | Jean Messier | POW City Kinsmen | The BLG Foundation |
| Prince George Cougars | AirSprint Inc. | Doug & Kathleen Keller-Hobson | Jeannot Foundation | Prairie Aircraft Sales Ltd. | The Greygates Foundation |
| Richard McLean | Al Roadburg Foundation | Edmonton International Airport | Jim & Dera Burton | Province of Newfoundland and Labrador | The Henry and Berenice Kaufmann Foundation |
| Rotary Club of Moncton West & Riverview | Alanna Scott | Elizabeth Brown | John & Judy Singh | Quesnel Lions Club | The Henry White Kinnear Foundation |
| Rotary Club of North Scarborough Foundation | Alec Zimmerman | Everest Realty Advisors Ltd. | John Boer | RBC Capital Markets | The Illahie Foundation |
| S.M. Blair Family Foundation | Alice M. Beedle | Fall Line Initiatives Fund at Calgary Foundation | John Mullally | RBC Penticton | The Lockhart Foundation |
| Scotiabank | Allan DeGenova | Fergus McCann | Juan Folch | RBC Quesnel | The Tree of Life Foundation |
| Shop4Charity | Allan Skidmore Family Foundation | Ferring Canada | Judith Gage | River Gambler | The Wesley & Patricia Armour Foundation |
| Skies Magazine | Allen Russell | Frank Schlueter | Kal Tire | Rudy Hoffman | The Wilf and Jean Bell Foundation |
| Smith S.H.A.R.E. Foundation Inc. | Andre Robillard | Fredericton Community Foundation | Katherine Pierzchala | Salvation Army | Trades NL: Building Trades of Newfoundland & Labrador |
| SWIFT Conference and Trade Show | Andrew Knight | G. Phyllis Fatt | Kelowna Flying Club | Sam Barone | Vancouver Interline Club |
| Terra Law Corporation | Auriol Marasco | Garry Appelt | Kelowna Rutland Lions Club | Sandra Heath | Van-Kam Freighways Ltd. |
| The Alice and Murray Maitland Foundation | Benjamin Ward | Glen Dickey | Linda Johnson | Schneider Family Foundation | Verafin |
| The Arnold and Anita Silber Family Foundation | Billy Bishop Toronto City Airport | Grant Pickess | Lohn Foundation | Seacliff Foundation | Vernon Fraternal Order of Eagles #3557 |
| The John and Judy Bragg Family Foundation | Browning Harvey Ltd. | Greater Moncton International Airport Authority Inc. | Lois Greene | Shawn Talbot Photography Ltd. | Victoria International Airport |
| The John Carl MacIsaac Foundation | Bulkley Valley Community Foundation | Gwyneth Pryse-Phillips | M. Snider-Henry | Sheila Miller | Walker Wood Foundation |
| The John Hardie Mitchell Family Foundation | Cal LeGrow Insurance & Financial Group | Halifax International Airport Authority | MacMurray Foundation Inc. | Sheila Nash | Wayne Harvey |
| The R.J. Nelson Family Foundation | Chippendale Foundation | Harcourt Lodge | Mae Lukenda | Simon Pinsonneault | WCPD Foundation |
| The Whitearn Foundation | Christopher Moon | Harris Ryan Professional Corporation | Margaret A. Molloy | Skyxe Saskatoon Airport | Zeller Family Foundation |
| Waratah Capital Advisors Ltd. | Classic Hits Coast 101.1 | Heather Tobin | Margaret Arthur | Stephen Fuhr | Anonymous (4) |
| WINGS Magazine | Connor, Clark & Lunn Foundation | Henry Ilg | McKesson Canada | Stephen Welton | |
| Anonymous | COPA Flight 26 (Kitchener) | IODE Diamond Jubilee Chapter (Penticton) | Melissa Allan | Steve Drinkwater | |
| | Coranna Flight Safety Investigative Services Inc. | Jack Charles | Merle Andersen | Steve Roberts | |
| | Crowe MacKay LLP | James Erskine | Michael Kline Stinson | Steven McDowell | |
| | Daniel Caya | | Michael Laine | Strait Crossing Bridge Limited | |
| | | | Michael Tuminelli | Susan Greer | |
| | | | Mike Bjarnason | Tahir Ayub | |
| | | | Nigel Bennett | | |
| | | | Pat Houde Holdings Ltd. | | |
| | | | Paul Clark | | |

Looking forward



Hope Air is proud to welcome business and not-for-profit leader **Mark Rubinstein** as its new Chief Executive Officer. Mark succeeds retiring CEO Doug Keller-Hobson who made immense contributions to the success of Hope Air over his 15 years of service.

As we enter 2020, we have ambitious plans to continue our growth and assist even more people across Canada. We are aiming to build new partnerships with individuals, foundations, corporations and government to enable Hope Air to scale its impact.

We passionately believe in, and want to deliver on, our important mission to provide Canadians in financial need with free travel and accommodations for medical care far from home.

Better access. Better health.



“Hope Air gave me hope for a second chance in life.
They got me treatments which I could not have
afforded otherwise. I had less than two years to live,
and Hope Air saved my life by getting a flight for me.
Thank you so much. I can’t say it enough.”

– patient, Newfoundland and Labrador



BETTER ACCESS.
BETTER HEALTH.

hopeair.ca

