



2017 ANNUAL REPORT Better access. Better health.

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OUR MISSION

To provide Canadians in financial need with free travel to medical care far from home.

OUR VISION

A world in which every Canadian has access to the healthcare they need, despite distance or cost of travel.



MESSAGE FROM THE CEO

As Canadians, we enjoy an excellent healthcare system. Many of us take the physical aspect of access to healthcare—the getting to the doctor's office—as a straightforward matter. For a large number of families across Canada, however, getting to the vital healthcare they need is difficult, time-consuming, and costly.

We are a country with vast geographic regions, where specialized healthcare is concentrated in the large urban centres. When you have a low income and are already struggling to make ends meet, the unexpected need to travel far from home for medical care can be the final straw for your family's budget.

At Hope Air, we believe that healthcare is a right. We fight to ensure every Canadian has access to the medical care they deserve. As the only national charity in Canada with the alleviation of this inequity as its core mission, the task is large. 2017 was another record-breaking year for our important charity. We provided more travel to medical care for fellow Canadians than any other year in Hope Air's 32-year history — an amazing 12,684 travel arrangements. In this annual report, you will see the impact on the people we have helped. So many stakeholders have given back in 2017 by volunteering their time and donating money to help Hope Air achieve our charity goals. We are very grateful for all of the support received.



We are proud of everything Hope Air accomplishes for families across Canada, and the key role we play in the Canadian healthcare system. We'll continue to build on the progress made this year to ensure future help for so many in need.

Doug Kaller Holos

Doug Keller-Hobson Chief Executive Officer

OUR KEY ACCOMPLISHMENTS IN 2017

RECORD NUMBER OF TRAVEL ARRANGEMENTS

A record-breaking 12,684 travel arrangements were fulfilled in 2017. We provided 11,640 flights to patients across Canada, as well as 981 Confederation Bridge toll passes and 63 ferry passes to low-income Prince Edward Island families travelling to out-of-province medical appointments.

BRAND REVITALIZATION AND DIGITAL TRANSFORMATION

We revitalized the Hope Air brand and implemented a forward-thinking digital communications strategy. We debuted our new website, which is now a user-intuitive resource that is responsive to the needs of our visitors. Our social media has seen an incredible 48% growth in followers across platforms as well as meaningful engagement from patients and supporters.

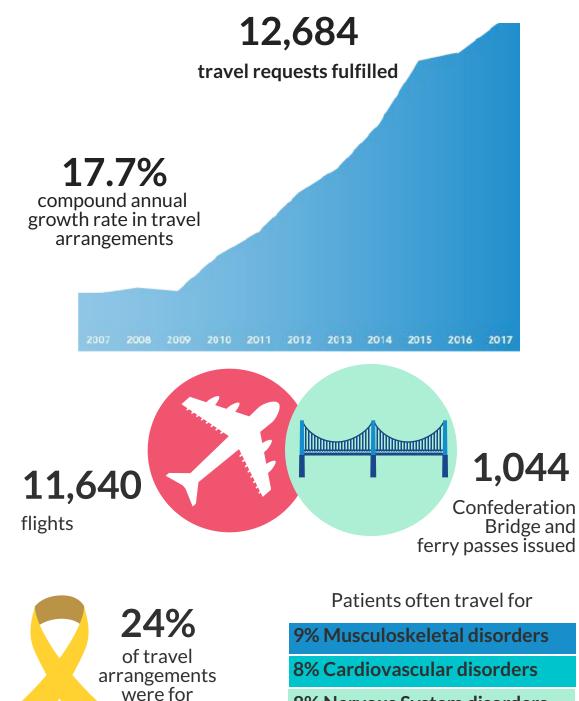
OPERATIONAL EFFICIENCY

Hope Air has continued to maintain the security of our data, as well as the operational efficiency of Hope Air's client and stakeholder operating systems to keep overhead costs down and ensure growth is encouraged and manageable.

EXCELLENT FINANCIAL HEALTH

Hope Air has experienced a steady growth in revenue year after year, allowing us to fund more travel arrangements for Canadians in need.

OUR IMPACT IN 2017



- 8% Nervous System disorders
- 5% Gastrointestinal disorders



cancer patients

OUR IMPACT IN 2017

29%

of patients would cancel or postpone their medical appointment

......

20%

of patients would travel by bus or car **8 - 12+ hours each way** to reach their medical appointment 8,273

hours of time were donated by our volunteers

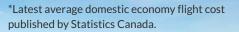


Top routes by province and alternative driving duration

Prince George \leftrightarrow Vancouver = 9 hours
Grande Prairie ↔ Edmonton = 5 hours
Regina ↔ Montreal = 31 hours
Winnipeg ↔ Montreal = 25 hours
Sault Ste. Marie ↔ Toronto = 8 hours
Sept-Îles ↔ Quebec City = 8 hours
Moncton ↔ Toronto = 15 hours
Charlottetown ↔ Toronto = 17 hours
Halifax \leftrightarrow Toronto = 18 hours
St. John's ↔ Montreal = 33 hours



\$625*



BOARDING PASS

Quesnel to Vancouver

OUR PATIENTS

Hope Air co-founders Jinnie Bradshaw and Joan Rogers brought to life a concept that provided the opportunity for patients to access healthcare that was simply unavailable in their hometowns. The first flight, on November 8th, 1986, helped a young girl from New Brunswick reach her cancer treatment in Toronto. Since that day, Hope Air has fulfilled over 125,000 travel requests from people from across Canada, of every age, with any illness.

The following testimonials are from patients whose lives have been dramatically impacted by Hope Air.

"When you have a life-threatening disease like this, you can't foresee the future, what you're going to have for income, nothing like that. So it was very nice that Hope Air was able to help me out, because there's no way I could afford to go any other way." - Chris | melanoma | Kamloops, BC





"Instead of these trips being an ordeal, we can provide a much more positive experience for our children. It's allowed our children to get the care they needed."
- Amber, mother of Hunter and Lilley | heart and brain surgery, and esophageal surgery | Prince George, BC

"[My parents] worried about my well-being before [the diagnosis], 'cause that's what parents do. So they're very thankful to Hope Air for arranging my flights."
- Jacob | Marfan syndrome | Anglemont, BC





OUR PATIENTS



"They didn't treat me like I was sick, like I was used to people doing. It was refreshing and probably the best part about Hope Air." - Kathleen | eating disorder | Fredericton, NB

"Unfortunately this is a very threatening disease, but the results are very positive. The kids are at least not getting weaker. They cannot walk, but at least they can smile, they can eat food, they can see the world. Whenever we request, Hope Air provides transportation. I am very grateful for the support that is extended to us." - Muhammad, father of Khadija, Sara, and Muhammad Abdullah | Morquio syndrome | Saskatoon, SK





"It's a six-hour drive, but it's only an hour on the plane... I seriously don't know how she would have gotten back home without Hope Air." - Julie, mother of Daphnee | scoliosis | Northern Ontario

"In Montreal, we must stay in a hotel, sometimes for two nights. We have to take taxis back and forth to the hospital. It all costs so much. Because of Hope Air, the flight is covered, so we can manage." - Lorraine | Crohn's disease | Rouyn-Noranda, QC





OUR VOLUNTEERS

Hope Air is fueled by the dedication of our volunteers. These devoted individuals participate in a variety of areas: they help to fulfill travel requests, fly their private planes to take patients to their medical appointments, assist with special events and fundraising, and contribute their expertise as board members.

The level of commitment displayed by our volunteers is inspiring. Day in and day out, they work diligently to help the organization accomplish strategic goals to help ensure every Canadian has access to the healthcare they need.

Over 130 volunteers contributed 8,273 hours of their precious time to Hope Air in 2017. We are so very thankful to our volunteers for their outstanding work!

Here's how one volunteer describes her experience at Hope Air:

"I have learned a lot about the resilience of people. Most people we help here are very sick, and yet they remain optimistic. It's also heartwarming that we have so many volunteer pilots and I'm glad we have phone lines, because some people in remote communities don't have access to the internet." - Menghan, client care volunteer





THE SPIRIT OF HOPE AWARDS

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.

Sara Briginshaw received the Spirit of Hope Award for a Distinguished Volunteer.

As a former cabin crew member with WestJet, Sara is a multitalented team player, a trait which led her to accomplish great work with Hope Air. Sara began in 2017 as a client care volunteer, managing the phone lines, confirming medical appointments and flight details. She has since migrated to a more behind-the-scenes role within the development and volunteer programs.





Allan Anderson received the Spirit of Hope Award for a Distinguished Volunteer Pilot.

After a rewarding 34-year career in aircraft engineering, Allan retired in 2003. Since 2015, Allan has been volunteering as a pilot and has flown 25 missions to help Canadians in southern BC get to specialized medical treatment that doesn't exist in their home communities. A flight with Allan is one-of-a kind and memorable for both pilot and patient.

Hope Air extends our thanks to Sara and Allan for their contributions.

THE CHAIR'S AWARD OF EXCELLENCE

The Chair's Award of Excellence was created in 2017 to provide special acknowledgment for individuals or organizations who have made an outstanding contribution to Hope Air. It is the highest level of award granted by Hope Air, and is Hope Air's way of recognizing those who have made important and significant contributions to Hope Air's charitable mission.

For their commitment to the spirit of volunteerism, Dave McElroy, Russ Airey, and Harold Fast are the recipients of the inaugural Chair's Award of Excellence for their extraordinary work to inspire the Give Hope Wings mission, the epic journey to raise funds and awareness for Hope Air.



GIVE HOPE WINGS

Two months, two aircraft, 20 countries, and 20,000 miles: one epic journey to power thousands more. The Give Hope Wings crew successfully completed their ambitious expedition: they circumnavigated Central and South America and triumphantly surpassed their goal of raising \$500,000 for Hope Air!

Give Hope Wings is a perfect example of the passionate volunteerism that is the lifeblood of Hope Air. Over the course of more than a year, the crew tirelessly contributed their time, effort, funds, and voices to build awareness for our cause.

As a result of their tremendous commitment to the Hope Air mission, we will be able to provide 2,000 flights to families in need—creating a ripple effect that directly impacts not only individual lives, but whole families and communities across the country.





Dave McElroy Kelowna, BC

Dave is no stranger to epic air expeditions. In 2014, Dave flew a Piper Comanche around the world, a singular achievement that raised more than \$150,000 for charitable causes. In 2015, he was awarded the Norton Griffiths Challenge Trophy by the Royal Aero Club in London for this once-in-a-lifetime expedition.



Russ Airey Windsor, ON

Russ has logged over 800 flying hours in his homebuilt aircraft, and has flown to every corner of North America. Russ values "paying it forward" and donates his time to kids who are disadvantaged or would not otherwise have the opportunity to experience the wonder of flight in a small aircraft.



Harold Fast Spiritwood, SK

Harold has been flying for over 20 years with more than 3,200 hours logged on his aircraft. His international excursions have included Alaska, Mexico, Chile and Australia. Like many pilots, Harold regularly uses his aircraft to generate funds for good causes, especially MS, cancer research, and now for Hope Air.

GIVE HOPE WINGS



The crew flew through winter weather in North America and moved into summer as they proceeded into South America. They traversed the ITCZ (Intertropical Convergence Zone) twice as they crossed the equator southbound and northbound. The route spanned 105 degrees of latitude, from 50 degrees north to 55 degrees south. The two aircraft circumnavigated Latin America and the Caribbean Sea together, made North American landfall in Florida, and then split paths back to their originating airports.

With the support of their official Patron, Dr. Roberta Bondar, OC O.Ont MD PhD FRCP FRSC, and the immense generosity of individuals, groups and their title sponsor, First Choice Haircutters, the crew surpassed their fundraising goal.

We congratulate the crew on this incredible accomplishment and thank them for taking on this unbelievable endeavour.

To find out more about this exciting project, please visit givehopewings.ca.

OUR AIRLINE PARTNERS

Hope Air aims to ensure that patients feel safe, supported, and respected as they travel. Our trusted airline partners share this goal. Each day, Canadians must fly across their home provinces, or even coast to coast, to access the healthcare they need. A free flight can uplift in a time of need, and our airline partners agree: a flight can change a life.

Hope Air is grateful for the many national and regional airlines who demonstrate their commitment to our cause through their generous donations and compassion shown to the patients we assist.











Northwestern Air

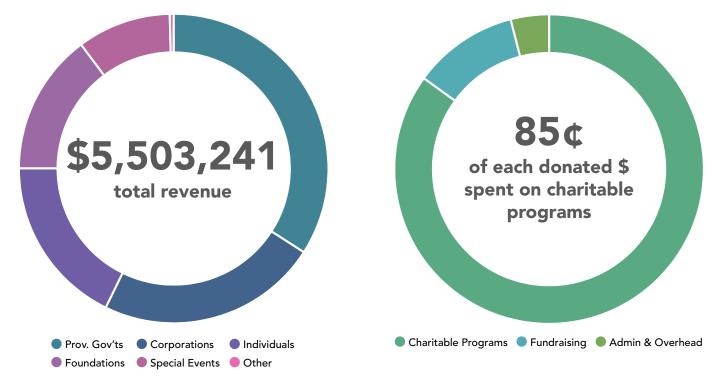


Transwest Air 🎽



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.



2017 SUMMARY STATEMENT OF INCOME & EXPENDITURES

REVENUES				
	Total	% of Total	Cash	In-Kind
Provincial Governments	\$ 1,892,158	34.4%	\$ 1,892,158	\$ -
Corporations	1,238,219	22.5%	409,118	829,101
Individuals	986,895	17.9%	359,533	627,362
Special Events	819,320	14.9%	766,913	52,407
Foundations	544,081	9.9%	544,081	_
Other	22,568	0.4%	21,568	1,000
TOTAL REVENUES	\$ 5,503,241	100%	\$ 3,993,371	\$ 1,509,870
EXPENDITURES	Total	% of Total		
Charitable Programs	\$ 4,342,136	85.0%		
Fundraising	545,417	10.7%		
Administration & Overhead	220,539	4.3%		
TOTAL EXPENDITURES	\$ 5,108,092	100%		
NET SURPLUS	\$ 395,149			

OUR SUPPORTERS

In 2017, individuals and organizations came together to support Hope Air's mission. We are so very grateful to each and every donor for promoting equal access to healthcare for thousands of Canadians in need. Thank you!

CAPTAIN'S CIRCLE

CAA South Central Ontario NAV CANADA Provincial Health Services Authority (British Columbia) Sun Life Financial

FIRST OFFICER'S CIRCLE

BMO Financial Group First Choice Haircutters Province of Prince Edward Island **RBC** Rewards®

FLIGHT CREW

Canadian Business Aviation Association (CBAA) Golf Tournament and Convention Columbia Basin Trust ECN Capital Corp. Gander FIR Charity Golf Tournament Mackenzie Investments **Charitable Foundation** Pfizer Canada Inc. Richard O'Brian Blackall Rosengren Farms Inc. Rotary Club of St. John's Northwest Smith Fugua Foundation The Bedolfe Foundation The Catherine and Maxwell **Meighen Foundation** The McCain Foundation The Prince George Airport Authority's 15th Annual **Charity Golf Tournament** Toronto Air Traffic Control (ATC) Charity Golf Tournament Vancouver FIR Charity Golf Tournament Woodrow Stewart

CONTROL TOWER

2017 Garner Car Rally

British Columbia/Yukon Command of The Royal **Canadian Legion Foundation** CenterLine

Dakeryn Industries Ltd. David and Patricia Garner Dr. Terry J. Grover Inc. Everest Realty Advisors Ltd. Friends of Hope Air in Quesnel Gordon Roberts Green Shield Canada Ham, Eggs & Hope Breakfast (St. John's) Harold Fast Igloo Lake Lodge Ltd. International Grenfell Association Jim and Dera Burton Kelowna Flying Club LivaNova Montreal FIR Charity Golf Tournament Patrick Remy Paul Clark Province of Alberta Province of Nova Scotia Province of Saskatchewan **Quesnel Open Season Pub** Night R.J. Management Ltd. **Rexall Foundation Robert Vance** Shell Canada Limited The Colin & Lois Pritchard Foundation The CURE Foundation The Stollery Charitable Foundation The Windsor Foundation Unity For Autism University of British Columbia (UBC) Medical Students

Vancouver Airport Authority

TAKE OFF

A Year of Hope: New Year's Eve Masquerade Ball (Quesnel) Allan Anderson Allard Foundation Billy Bishop Toronto City Airport Boehringer Ingelheim (Canada) Ltd. Bristol-Myers Squibb Canada **BVT** Associates Calgary Airport Authority Canadian Aviator Magazine Canadian Owners & Pilots Association (COPA) Checks N Balances Business Services Inc. Coastal GasLink Cushman & Wakefield ULC Dave McElroy Edmonton Oilers Community Foundation Emera Newfoundland and Labrador Floyd Hill Henry Ilg Heronbrook Foundation Hope Air: The Gift of Flight **Concert Fundraiser** Hylcan Foundation HyLife Ltd. In tribute to Rob Smith Jean Messier Jeffrey Ketelaars Kal Tire Kelowna Airport LimoLink Marcel Martineau MHM Publishing

NAV CANADA/Oshawa Tower

Grassroots Sustainability

Initiative

102 l td

Norwex Canada Park Property Management Inc. Peter Smith Phil Policelli PricewaterhouseCoopers **Royal Canadian Legion Branch Russell Airey** Sir Joseph Flavelle Foundation Spruce Ridge Holdings Inc. **Steele Communications** Steven Wills Sunset Ranch Ladies Club 2 Ball Tournament (Kelowna) SWIFT Conference The Cadillac Fairview Corp. The John Carl MacIsaac Foundation The John Hardie Mitchell **Family Foundation** The Whitearn Foundation TransCanada Corporate Community Investment **UBC** Run for Rural Medicine Victoria Bullion Exchange Ltd. WINGS Magazine WireIE Holdings International **GROUND CREW** Air Safaris International Inc. Air Transport Association of

Canada (ATAC) Alec Zimmerman Andrea Stack Andrew Knight Anna Pangrazzi Anthony's Auto Sales Inc. Apex Aircraft Sales Ltd. Auriol Marasco **Blind Tiger Vineyards** Brad Newman-Bennett **Braden Messenger**

OUR SUPPORTERS

Brian Lecompte Bryce McElroy **Bulkley Valley Community** Foundation **Burlington Airpark BBQ** Camiel Huisma Canaccord Genuity Canadian Historical Aircraft Association Celtic Air Services Ltd. Cenovus Energy Inc. Charlottetown Airport Authority Chris Chapman **CIBC** Children's Foundation Cognitive Symbolics Inc. Collombin Family Fund at the Toronto Foundation Connor, Clark & Lunn Foundation Crop Care Ltd. Cyril Gibb Damian Bassett **Donald Gallinger** Donna and Bruce Hill Doug and Kathleen Keller-Hobson Dr. David Lowe Medicine **Professional Corporation** Earlene Huntley Edmonton International Airport Enterprise Holdings Foundation Ewa Marynowski Fast Genetics Federated Co-operatives Limited Fortis Inc. Garry Appelt George Mohacsi George Ritchie George Wilson Glen Dickev Grant Pickess Greater Moncton International Airport Authority Inc. Greenwood Tamad Inc. Guv Lambert Gwyneth Pryse-Phillips

Halifax Stanfield International Airport Authority Harvey's Travel Ltd. Heather Tobin Helijet Helping Hand Trust Homewood Health Inc. Houssian Family Foundation **IODE** Diamond Jubilee **Chapter - Penticton** James Austin James Erskine Janeen Speer Jason Leslie Jay Woo Jean and Jim Wilson Jennifer McElroy Joanne Hughson John Brown John Cundle Juan Folch Judith Gage Keith and Glenda Wellon Kevin Seow Khai-Ming **Killick Capital** Wayne Kish Kiwanis Club of Sardis (Chilliwack) Kootenay Savings Credit Union Leonce Arsenault Lions Club (Kelowna Rutland BC) Lohn Foundation Mackenzie Investments **Financial Corporation** MacMurray Foundation Inc. Maintenance Training Systems Inc. Marc Bourdon Margaret Arthur Maritime Electric Mark Brown Michael Beneteau Michael Dawson Michele Wilson Mike Schwar Monika Merz Montréal-Pierre Elliott

Trudeau International Airport

Newfoundland & Labrador Commissionaires Newfoundland Power NL Building Construction Trades Council **PAL** Airlines Paul Walter Penney Group Inc. Peter Bright Peter Levoy Pierre McNeil Prairie Aircraft Sales Ltd. Promation Nuclear Ltd. Province of Manitoba Province of Newfoundland and Labrador Purple Hill Air Ltd. Pyramid Construction **Quesnel Lions Club** Ray Smallwood **Richard Bartrem** Richard McLean Robert Cook Robert Ford **Robert Hunter** Robert Reid Robert Rosebrugh Robert W. Thompson Foundation **Roger Laventure Ronald Picot** Rosetown Farming Co. **Rosewood Hotel Georgia** Rotary Club of Grande Prairie (Swan City) Rotary Club of Moncton West & Riverview **Royal Canadian Legion Ladies** Auxiliary #22 S.M. Blair Family Foundation Saskatoon Airport Sault Ste. Marie Airport Golf Tournament Scott Macpherson Shawn Talbot Photography Itd. Sheila Miller Simon Pinsonneault Simon Steunenberg Strategic Aviation Services Ltd.

Take Flight for Hope Air: Open House and Seminar Day (Markham) Teck Resources Ltd. The BLG Foundation The Greater Sudbury Airport The Greygates Foundation The Henry White Kinnear Foundation The Illahie Foundation The Parish of St. Philip's (Vancouver) **Thomas Vincent** Tim Kenny **Tim Sommer** Tradewind Scientific Ltd. TransCanada Corporation **UniPHARM & Medicine** Centre Pharmacies Charitable Foundation **UBC** MedPlav Vaughn Maurice Victoria Airport Authority Vivian Barwell Walter Krushelniski Wayne J. Evely Windsor Flying Club **Zeller Family Foundation**

GOVERNANCE

BOARD OF DIRECTORS

(at Dec 31, 2017)

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

TREASURER ANDREA YANDRESKI

Toronto, ON Senior Vice President, McKinsey & Company

ALEC ZIMMERMAN

Oakville, ON Partner, Borden Ladner Gervais LLP (Retired)

GWYNETH PRYSE-PHILLIPS

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

Our board of directors is comprised of committed volunteers who ensure that the organization's operational activities are based on tactical decision-making for the maintenance and progress of Hope Air's mission. Each director is a member of at least one board committee. The board committees during 2017 were: Audit & Finance Committee (Chair – Andrea Yandreski), Governance & Nominating Committee (Chair – Auriol Marasco), and Fundraising Committee (Chair – Heather Tobin).

Advisory councils are created to enhance Hope Air fundraising and awareness efforts in their respective provinces.

BRITISH COLUMBIA ADVISORY COUNCIL

Tahir Ayub Rob Barlow Archie Campbell Mark Duncan Dave McElroy Barb Mitchell Rob Philipp

NEWFOUNDLAND AND LABRADOR ADVISORY COUNCIL

Jim Burton Ches Crosbie Bob Farrell Heather Lannon Rex Ledrew Earl Ludlow Andrea Stack

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A FINAL WORD FROM A PATIENT



Shane Toronto, ON

Behind every flight is a story of a family finding themselves in challenging circumstances, navigating illness in the face of adversity.

Here's how one patient found hope:

"When I was 21 months old, I survived a rare disease called Stevens-Johnson Syndrome," says Shane, now 16years-old. "It is a life-threatening reaction to medication. I was burned over 90 percent inside and outside of my body. I spent nine weeks in the burn unit and two weeks in the Pediatric Intensive Care Unit."

Though Shane recovered from the illness, the surface of his eyes was irreparably damaged. "The damage is permanent and he will have to be treated for life," says Shane's mom, Beth. He has scars on his corneas, severe dry eye syndrome, photophobia, meaning that bright lights hurt his eyes, and entropion, which causes his eyelid to turn inward and his eyelashes to rub against the surface of his eyes. Shane's vision fluctuates – sometimes he can see well, and sometimes his sight is poor. Upon a recommendation by a Stevens-Johnson Syndrome survivor, Shane was transferred to the Boston Foundation for Sight.

The doctors at the Boston Foundation for Sight fitted Shane with special lenses called the Prosthetic Replacement of the Ocular Surface Ecosystem (PROSE), which cover the surface of his eyes, and are only available in Boston. Shane's special lenses make a big difference to his ability to be a normal 15-year-old. "He can go to school by himself," says Beth. "My lenses changed me from someone who constantly has been bothered by his eyes to someone who has an almost normal life," says Shane.

Each year, Shane returns to Boston to have his lenses adjusted. "As he is getting bigger, his cornea is getting bigger so his doctors need to adjust the fit," says Beth. Each time he travels to Boston he must stay for a week. The cost of travelling to Boston for the week is high, with flights, hotels, and food for Beth and Shane. Beth searched for a way to alleviate some of the costs and found Hope Air. "I was searching for charities online that could give free flights. I asked the social worker at SickKids and then found Hope Air," says Beth. "We are very grateful. If we didn't get a free flight, it would have taken a while for us to get to Boston."

Driving isn't an option for Shane. It would take 14 hours by bus and the drive would pose difficulties for Shane's care. "He can't go on a bus or a train because he has to change his lenses so he needs a bathroom or somewhere with a counter. But if he goes on a plane, it takes 45 minutes." Shane will need continuing care for the rest of his life, but his specialized lenses have made a big difference.

"I will always be grateful for this help provided to me by Hope Air, as without the treatment, who knows what my eyes would be like in the upcoming years or what they would be like at this moment. Thank you from the bottom of my heart." Unequal access to healthcare is a real issue in Canada, but an issue **not known** by most Canadians.



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