



# Our 2021 Impact

Reaching new heights in 2021

# About Hope Air **Turning hope into reality**

For many Canadians facing serious health issues, getting the care they need isn't as easy as you'd expect. Vital medical appointments and treatments are often far from home. How do patients get there in a timely way? How do they afford the travel costs? These are things that those suffering from an illness shouldn't have to worry about when they're trying to focus on their health.

At Hope Air, we believe that all Canadians should have access to the healthcare they need, regardless of where you live or if you can't afford to travel. Which is why we're committed to easing the stress of getting there by providing families, from coast to coast, with free flights and accommodations.



## **Our Vision**

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



## **Our Mission**

**To provide Canadians in financial need with free travel and accommodations for medical care far from home.**

# Reaching New Heights

At a time when the health care and travel sectors faced serious challenges posed by COVID-19, Hope Air's resolve to help Canadians in need access vital medical care was never stronger. Our donors support in 2021 helped us reach new heights by demonstrating the same compassion and determination as the patients we serve.



Hope Air widened our services by going beyond flights to encompass accommodations, bridge and ferry passes, taxis and unprecedented levels of client care. Nothing stood in our way of getting Canadians equal access to life-saving health care no matter where they live or financial situation.



# The pandemic has created a massive backlog in health care.

The need for our assistance has never been greater. With the unwavering support of our donors, we're confident we can continue to fulfill every eligible travel request while creating new services for patients and their families. Together, we can bridge the distance between home and hospital for the growing number of Canadians on the road to wellness.

Close to  
**40%**  
of Canadians  
missed medical appointments or procedures

Roughly  
**50%**  
of Canadians  
have had difficulty getting health care services

Almost  
**700k**  
surgeries were canceled or delayed between March 2020 and June 2021



# Letter from our Chair



David Garner

## Ode to a Dream

Twelve years ago, I joined the Hope Air Board of Directors. After a 35-year career in delivering employee benefits programs, I was instantly captivated by the Hope Air mission. What better benefit is there than helping sick Canadians reach vital medical care regardless of where they live or how much money they have.

As I reflect on my time with the Board, I'm proud of the incredible growth we've seen – from adding commercial flights to our mix for the first time in 2010, to the addition of a thriving accommodations program in 2019 that only grew in 2021.

Now, 36 years after it began, Hope Air has facilitated more than 162,000 total travel arrangements. Our clients are the 3.2 million Canadians who live below the poverty line in communities far from the specialized health care found in large cities. Every day, your support allows the Hope Air team to ensure that no one is left behind when it comes to accessing the medical care they need.

Our 2021 Impact Report shares some unforgettable stories. Without Hope Air, 35% of our patients would have to travel as much as 12 hours one way, by bus or car, to reach their medical appointments. A further 27% would have postponed or even cancelled their treatments.

Despite the challenges of COVID-19, the Hope Air Board stands united with our donors, volunteers, partners, staff and leadership as we look for even better ways to deliver our crucial services. In fact, in recent years, Hope Air has expanded its services to include PEI bridge and ferry passes and free accommodation close to patient appointments. Soon, we will be incorporating transit to and from the airport and meal subsidies to further assist our patients.

Through my work on the Hope Air Board, I've been privileged to realize one of retirement's greatest benefits: the chance to give back to a worthy cause. As an organization, we've encountered many challenges over the past 12 years, but the passion and dedication of our team has conquered every one of them. In 2020, despite the pandemic challenges, there were nearly 4,000 volunteer hours donated to Hope Air and its good work! That level of commitment is astounding and commendable. It is the reason for our success.

This year's message is bittersweet for me. Soon, I will be stepping down as Chair of the Hope Air board. I'll stay on as a Director and continue to build on 12 years of wonderful memories, a long list of good friends, and a deep sense of accomplishment.

I'm proud of what this organization does for Canadians in need, each and every day. I wish the Board every success as it continues under the capable leadership of incoming Chair Auriol Marasco. To our CEO, Mark Rubinstein, and all our donors, supporters, partners, staff and volunteers—thank you for your hard work and unparalleled dedication to Hope Air. Together, you are truly a dream team.

Sincerely,

signature here

David Garner  
Chair  
Hope Air Board of Directors

# Letter from our CEO



Mark Rubinstein

## Themes for the Future

If “pivot” was the buzzword of 2020, then “change” was surely the hallmark of 2021. In this climate of uncertainty, I am very proud to report that Hope Air facilitated more than 6,700 travel arrangements in 2021, providing a key service to vulnerable Canadians who must travel to reach medical care.

Hope Air also expanded its service offerings in 2021, including growing our accommodations program that was launched in 2019. At a time when the provision of healthcare seems to be in a state of constant flux, Hope Air remains focused on enhancing its service offerings. Our goal is to take more worry away from sick Canadians, so they can focus on their most important priority: getting well.

Hope Air will carry three important themes from 2021 into the year ahead. Our crucial work is characterized by optimism, realism and gratitude as we move forward. We are Optimists because we successfully adapted to meet the many challenges posed by unprecedented times. There is no manual for how to continue serving our patients while safely navigating a global pandemic. Thanks to you, our donors and funders—along with our volunteers, referral partners and patient families—we’ve forged our own path forward. Even more importantly, we know we can keep doing so! We are also Realists. As we look forward to brighter days, we also recognize the delays of important treatment for cancer and other life-threatening diseases in the Canadian healthcare system. As our hospitals, medical professionals, and regulators continue managing backlogs, Hope Air remains deeply committed to its clients, now more than ever.

Lastly, we feel tremendous gratitude for our community “Team Hope Air”—all those whose involvement directly impacts our patients. From donors to volunteer pilots to corporate partners, and all the others who support Hope Air, we thank you. I am also tremendously grateful for the ongoing support and guidance of the Hope Air Board of Directors, who continue to help our organization navigate these times.

The Hope Air 2021 Impact Report shares our collective accomplishments, stories and milestones—each one even more impressive when set against a backdrop of constant change. As we move forward into 2022, it’s important to take a moment to reflect on the positive impact we have made in the lives of so many families across our country.

It has been said that the true measure of any just society can be found in how it treats its most vulnerable members. I am truly grateful for all that we have accomplished through Hope Air to help those in their most important time of need.

Warmest regards,

signature here

Mark Rubinstein  
Chief Hope Officer  
Hope Air



# Our Accomplishments

2021 was characterized by resilience and determination. In a year like no other, Hope Air persevered in its mission to get Canadians from home to hospital. Against a backdrop of pandemic travel restrictions and treatment backlogs, we widened our scope to assist with not only flights but accommodations and ground transportation, too. Take a look at what we accomplished thanks to your support.

**6,817**

**Travel Arrangements**

**4,852**

**Flights**

**3,554**

**Donations**

**2,124**

**Volunteer Hours**

**1,717**

**Patients Travelled**

**1,161**

**Nights Accommodation**

**804**

**Bridge & Ferry Passes**



## Sylvio Story

Over four decades as a pilot, Sylvio Roy has logged thousands of hours flying for the Royal Canadian Air Force and later for Air Canada. His bio includes a stint as a regular columnist with Canadian Aviator magazine and a part-time teaching position with the renowned aviation program at Seneca College. But despite the impressive machinery he's commanded over the years, Sylvio most enjoys the time spent at the controls of his own aircraft, a single-engine Piper Arrow with four seats and retractable landing gear. And, even though he's flown countless passengers over the years, the New Brunswick-born pilot remembers his Hope Air flights the most. "I remember one particular patient, a young teenager who loved airplanes and asked a lot of questions on our journey from Timmons to Toronto," recalls Sylvio, who has participated in Hope Air's Volunteer Pilot Program for 10 years. "On the way home, they were tired after their treatment and slept for most of the flight. That gave me time to talk with their mother, who told me that in three years they'd travelled to appointments in Toronto 150 times! So, you can imagine the financial strain on a family." Sylvio learned about Hope Air soon after it was founded in 1986 and knew it was a cause he wanted to support. "I wanted to volunteer for Hope Air for a long, long time," he says. "I wanted to be able to give back to the community and help out." He recalls another flight where he transported a young woman from Sault Ste. Marie to medical care in London, Ont. It would have been 12 to 15 hours on the bus, but the flight time was just 2.5 hours. "She said to me, 'I don't want this flight to end.' It was very emotional." Sylvio points out that here in Canada we have universal healthcare, but there is no universal access to that healthcare. "Flying is a skill I have and through Hope Air, it allows me to give back to the community," he concludes. "It's very rewarding."



# Celebrating Our Volunteer Pilots

Volunteer pilots contributed hours to Hope Air in 2021. Without their crucial support, our mission of helping all Canadians travel from home to hospital could never be realized. By covering the communities that are not well serviced by commercial airlines, Hope Air's volunteer pilots enable more people to access critical medical appointments. For many patients, some of whom are flying in a small aircraft for the first time, these flights are unforgettable experiences. For pilots, they reap the rewards of combining their passion for aviation with a desire to help others.





## Give Hope Wings

In late summer 2021, volunteer pilots took to the skies to help Hope Air connect more patients with life-saving health care. The Give Hope Wings fourth annual expedition raised \$422,385 to provide 1,689 flights for patients in need and created awareness for patients who need help. This was the fourth annual expedition and the pilots landed in cities such as Nelson, Drumheller, Saskatoon, Yorkton and Churchill. Pilots volunteered their own time and had to make adjustments to the route along the way because of weather, smoke from fires and evolving local COVID-19 restrictions. Along the way, volunteers increased awareness about Hope Air and its mission to connect all Canadians with crucial medical care, no matter where they live or their financial circumstances. "We are incredibly grateful for the amazing dedication of the pilots and volunteers who participated in the two-week expedition. These incredible supporters volunteer their own time to help patients, and it is quite remarkable that they exceeded the fundraising goal. It will help ensure that we can continue to provide flights to patients in need," says Mark Rubinstein, CEO of Hope Air.

Looking ahead to 2022, the pilots are set to embark on Give Hope Wings: Canada Coast to Coast an epic multi-aircraft series of flights consisting of two stages from Victoria, BC to Toronto, ON to St. John's, NL and ending at the COPA Convention in Montreal in June 2022.

# Hope When There is No Time to Wait



*"No doctor in North America had seen a case as extreme as mine. I needed to get to Toronto, to the doctors at Princess Margaret Cancer Centre. I didn't have time to wait. After several flights, all funded by Hope Air, I got the help I needed. I wouldn't be here if it wasn't for Hope Air."*

In April 2015, Brian picked up the phone and when he tried to speak, nothing came out. Brian had unexpectedly lost his voice. He visited his doctor, and after several tests in Saskatoon, it was difficult to diagnosis. Instead, Brian had to travel to Princess Margaret Cancer Centre in Toronto to receive a diagnosis and treatment plan. Brian had a cancerous tumour in his throat, one which is exceedingly rare and incurable. Brian is one of 13 known cases in the world since 1950 who have this type of cancer. Due to both the rarity and complexity of his case, Brian needed to travel out-of-province to Toronto for radiation therapy, every 6 months for checkups for the next 2 years and once a year for 3 years after that. The drive would've taken 28 hours one way, and flights were really the best way to get there. Unfortunately, Brian was out of work and could not afford the expense. Brian tried to look for resources through different organizations and was not successful in finding support for flights. He tried applying for different programs and was met with waiting periods. "I didn't have time to wait," says Brian. Finally, he decided to conduct his own research and discovered Hope Air. Brian was ecstatic. Hope Air was able to fly him to Toronto for treatment and bring him to the only place he wanted to be afterward, his home in Saskatoon. Brian was finally able to get the help he needed.

"There are options out there. Hope Air saves lives," says Brian. During Brian's diagnosis in 2015 he was given a prognosis of six months. Brian's last checkup was in March of 2020 and his doctors were amazed with his progress. Brian is now doing quite well and has been counselling people in North America who are also battling throat cancer. "I wouldn't be here if it wasn't for Hope Air," says Brian.

# A Big Thank You to our Partners

With significant financial contributions, free travel vouchers, waived landing fees and overall help promoting our cause—our corporate and foundation partners are a critical to our success. Without them we would not be able to provide so many Canadians in financial need with free travel and accommodations for medical care far from home. With thanks to all of our supporters, we're proud to highlight the stories of two partners: Newmont Canada and Ports Toronto.



**Newmont**

Ivy gave birth to her daughter Elo at 25 weeks. She was born with many complications of prematurity that Thunder Bay Regional Hospital did not have the facilities to care for. After her birth she was airlifted to Winnipeg which started a four-month journey in the NICU. Ivy stayed with her in Winnipeg, but travel back-and-forth to their home in Thunder Bay became expensive until one of the nurses asked her if she'd heard about Hope Air. After a simple application, they began receiving free flights and accommodations. Ivy reflects, "It was a miracle to us at that time. Hope Air saved us." Throughout the country, partners like Newmont Canada demonstrate their solidarity with families like Ivy's through corporate support. Shane Matson, Sustainability and External Relations Manager at Newmont Musselwhite knows just how important this support is. "Most of our operations in Canada are situated in remote areas of the country, where medical services aren't always available," he says. "Hope Air is really kind of a game changer, and what we want to do is support the communities where we operate, and this is one way we can do that". Watch their full story on Hope Air's YouTube.

# BILLY BISHOP

TORONTO CITY AIRPORT

Billy Bishop Toronto City Airport and Ports Toronto Hope Air relies on airline and airport authority partners across the country as critical parts of the network that help to get people to care. Since its beginning Ports Toronto has helped Hope Air fly. As the owner and operator of Billy Bishop Toronto City Airport Ports Toronto plays a key supporting role. In 2021 all commercial flight activity was suspended at the airport. Likewise, Hope Air faced difficult questions about how to make sure people were able to access the medical care they needed. In staying the course, both organizations persevered and ultimately saved lives. "We dramatically saw overnight commercial services at this airport suspended. We literally went from 2.8 million passengers per year to zero almost overnight. We were left with a decision of what we were going to do for an operational standpoint. It was a very short conversation internally and we agreed we absolutely needed to keep the airport open. We're proud of the lifeline that that created for Hope Air, where all of a sudden they [otherwise] could not move people into Toronto because commercial service wasn't operating. When I think back to that decision in that moment, it was all about servicing the community itself," reflects Gene Cabral, Executive Vice President Ports Toronto and Billy Bishop Toronto City Centre Airport. Watch the full story on Hope Air's YouTube.



# 2021 Financial Snapshot

In a year of challenge and adversity, Hope Air focused on fiscal responsibility to deliver the highest level of patient assistance. In 2021, we're proud to report that 74 cents from every dollar raised funded mission-related expenses. In fact, Hope Air has been recognized as one of the country's most efficient charities, once again ranking in Charity Intelligence's top-100, with low administrative costs of just 9 cents on the dollar. We maximize the value of your donations, gifts and government grants so we can help as many Canadians as possible access vital health care. See our audited financial statements here ([hyper link to 2ndary nav page](#))



## REVENUE

- 27.4% Government
- 23.1% Foundation
- 21.6% Corporation
- 15.5% Individual
- 12.4% In-Kind



## EXPENSES

- 71.6% Program
- 9.0% Administration
- 19.4% Fundraising

# Thank You to Our Supporters

Together, corporate, foundation and individual donors provided more than \$2.6 Million in support of Hope Air's mission last year. Thank you to all of the supporters who help ensure that no one is left behind when it comes to accessing vital medical care. "I first learned about Hope Air's work from a client and friend, and immediately wanted to become involved. I was a proud member of the Champions of Hope Campaign last year – a group of 35 individual donors who contributed more than \$175,000 to mark Hope Air's 35th anniversary. I'm proud to support one of Canada's 100 best charities and to know my gift has an immediate impact on families traveling for medical care."

Jane Logan, Victoria, BC



# Our 2021 Supporters



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

- CAA Club Group
- Provincial Health Services Authority (British Columbia)
- Sun Life Financial
- Anonymous x 3

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

- Airbnb
- Bank of Montreal
- Canada Post Community Foundation
- Columbia Basin Trust
- Newmont
- Scotiabank | MD Financial Management
- The Bedolfe Foundation
- The Catherine and Maxwell Meighen Foundation
- The McCain Foundation

## Flight Crew (\$25,000 - \$49,999)

- Enbridge
- Pratt & Whitney Canada
- R. Howard Webster Foundation
- The D.H. Gordon Foundation
- The Windsor Foundation
- Vancouver Airport Authority
- Anonymous X1

## Control Tower (\$10,000 - \$24,999)

- Anne Keenleyside
- Arthur J. E. Child Foundation
- Basie Arnoldus Spies
- Charitable Foundation
- CURE Foundation
- Dr. Lou and Mae Lukenda
- Eric Sprott
- Federated Co-operatives Limited
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- International Grenfell Association
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- Jim Burton
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- Park Property Management Inc.
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- Richard Gummer
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- Stefan Laciak
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- The Azrieli Foundation

- The Colin & Lois Pritchard Foundation
- The John and Judy Bragg Family Foundation
- The Tenaquip Foundation
- United Way of Thunder Bay
- Unity for Autism
- Van-Kam Freightways Ltd.
- Anonymous x1

## Take Off (\$5,000 - \$9,999)

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- AirSprint Inc.
- Bayer Inc.
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- Candace Yip
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- Craig Stovel
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- Engine Lease Finance Corporation
- Enterprise Holdings Foundation
- F.K. Morrow Foundation
- Glenn Wilson
- Golden Rotary Club
- Gwyneth Pryse-Phillips
- Harold Fast
- Heather Tobin



- Hylcan Foundation
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- Mark Rubinstein
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- Rotary Club of North Scarborough Foundation
- South Saskatchewan Community Foundation, Inc.
- Space Centre Properties Ltd.
- SPG Digital Solutions Inc
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- Takeda Canada Inc.
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- United Way Toronto & York Region
- Vanessa Thomas
- Waratah Capital Advisors Ltd.
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- Zeller Family Foundation

## **Ground Crew (\$1,000 - \$4,999)**

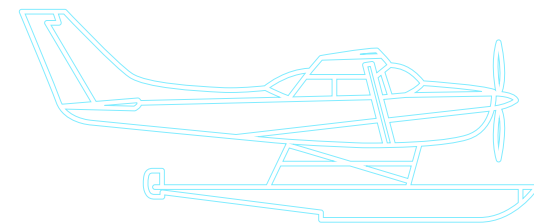
- 24 Good Deeds
- Adeline Farms Ltd.
- Aero Club of BC
- Alec Zimmerman
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- Alicia Simoneau
- Allan Anderson
- Andrew Household
- Angus McMurdo
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- Kathryn Reid
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- Turner Household
- U-Drive Tractor Trailer Training
- Wayne Harvey
- William Cook
- Anonymous x 1



# The Need Has Never Been Greater

With the huge backlog in care and surgeries, we need to grow our support in 2022. Thank you for being a committed supporter of Hope Air.





720 Bathurst St, Toronto, Ontario M5S 2R4  
416-222-6335  
1-877-346-HOPE (4673)  
hopeair.ca  
info@hopeair.ca

