



Celebrating  
**25** Yrs  
66,000 Flights  
www.hopeair.ca

# Getting Canadians To Getting Better

## Stewardship Report 2010

### Improving Access to Healthcare for Canadians



#### A Message from the Executive Director, Doug Keller-Hobson

**2010 was an outstanding year for Hope Air:** we arranged 3,675 free flights for low-income Canadians who needed to travel to specialized medical care – an increase of over 1,350 flights from 2009. Almost half of those flights were provided for children.

This extraordinary growth in flights is just part of Hope Air's transformation as a charity: cash revenues doubled during the same time, allowing us to introduce a new strategy of purchasing flights for our Clients when donated seats are unavailable. This program was successfully adopted by the Provincial Health Services Authority (BC) in 2010 – to the benefit of many BC residents of all ages.

We will be sharing this collaborative arrangement with other provincial governments in 2011.

Our growth would not be possible without Hope Air's numerous partners and supporters. This includes our many airline partners across Canada that provide flights to our Clients. In addition, Hope Air is the grateful recipient of many generous corporate and foundation grants.

Increasingly, individual donors are investing their charitable dollars in Hope Air. And we continue to benefit from the passion of Volunteers who add enormous value to every aspect of our operations.

#### **Thank you to everyone who has supported Hope Air!**

This support – financial, in-kind and volunteer – means Hope Air will continue to expand our mission throughout 2011 as we celebrate our 25th Anniversary in the best way: by assisting more and more Canadians to achieve healthier, happier lives regardless of where they live.

Ours is a simple mission, but one *that changes lives*.

**Thank you for helping Hope Air in  
Getting Canadians To Getting Better!**



#### Profile of Hope: Gracie

Gracie was just five weeks old when her mother Laura contacted Hope Air for assistance: the eye surgery Gracie needed was not offered in her home province.

"Many people in Newfoundland are isolated when it comes to specialized treatments. Thankfully Hope Air covered our travel when my newborn needed her first surgery. If it wasn't for Hope Air, our trip would have included a six-hour drive to the ferry, a seven-hour ferry ride, and a three-hour drive to the hospital. Thanks to Hope Air, we were able to fly in a fraction of the time it would have taken to drive."

**Gracie's Mom**



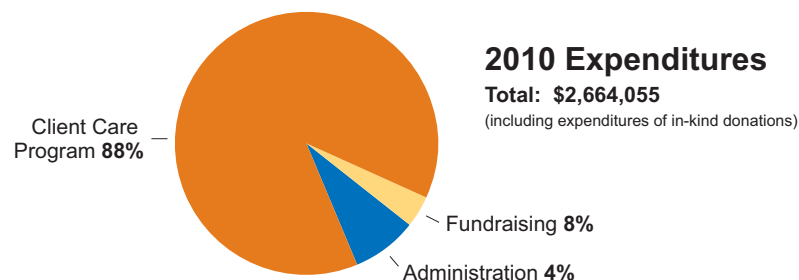
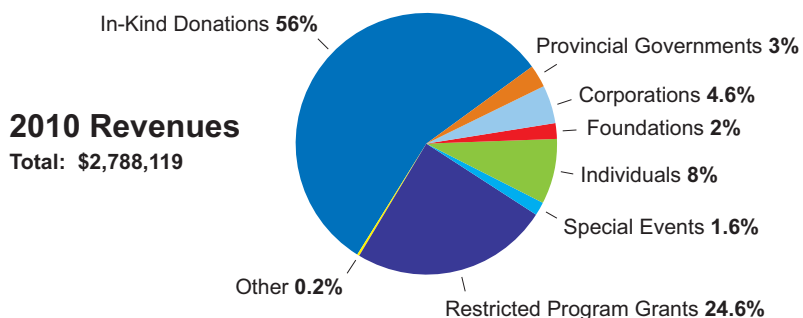
# Our Mission

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

## Revenues and Expenditures

While the economy remains a concern for many, Hope Air continues to attract support from leading airlines, corporations and foundations – plus individuals from across Canada. Cash revenues in 2010 doubled, from \$595,500 in 2009 to \$1.2 million, with in-kind donations valued at an additional \$1.5 million.

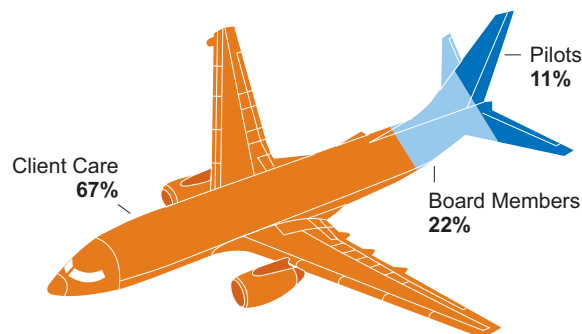
We scrutinize our costs with an eye to keeping administration and fundraising costs low so that funds are directed at providing flights. We are proud that 88 per cent of all revenues are applied directly towards Client programs. Hope Air's reserve fund remains strong, providing a resource in difficult economic times.



## Extending Our Reach in Partnership

Hope Air's success is linked to the generosity and dedication of hundreds of Volunteers across Canada. Our Volunteers range from our Client Care Volunteers who so ably – and with such compassion – guide our Clients through the process of arranging a flight with Hope Air; to Volunteer Pilots who commit their planes and hundreds of hours to fly people to medical appointments; to experienced Board Members who provide good governance to Hope Air.

Hope Air would not be able to accomplish our mission without our Volunteers' contributions. Thank you to everyone!



### Volunteer Hours

Total: 5,906 hours



## Profile of Hope: Sam Dhebri



Sam has been a Client Care Volunteer with Hope Air since 2004, when he retired from a successful career as a manufacturing pharmacist. Sam received the Distinguished Volunteer Award in 2010 and has volunteered over 2,000 hours. Client Care Volunteers come from many walks of life and contribute half a day to several days each week, accepting requests for flights from Clients and healthcare workers.

*"Volunteering is about the people," says Sam. "Some Clients are simply overwhelmed: Hope Air helps with the physical, emotional and financial worries. Other people approach it as an adventure: a flight arranged by Hope Air might be their first time in a plane and they get excited despite the worry. Our Clients make each day very unique and very rewarding."*

Sam Dhebri, Client Care Volunteer

## Message from Marc Garneau, C.C.

– National Honourary Patron of Hope Air

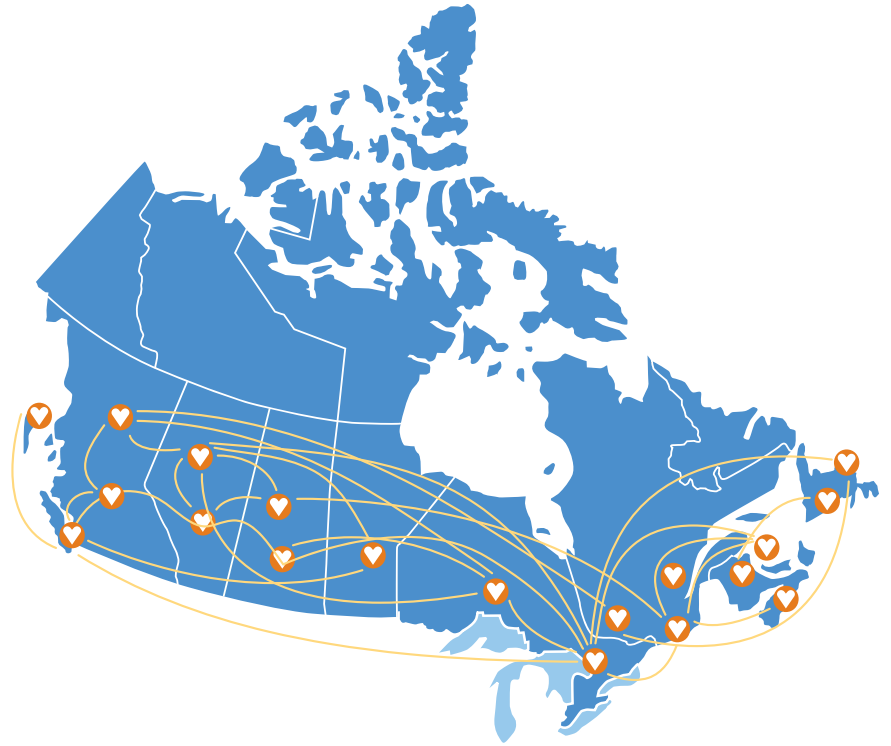


I am very proud to be the National Honourary Patron of Hope Air since 2001. Those of us who have the privilege of travelling across Canada can speak to the immensity of our country. Many of Hope Air's Clients, who would otherwise be looking at driving up to 12 hours or more – *each way* – to get to medical appointments, can also speak to the vast distances that separate us. Hope Air shrinks these distances between hospital and home, physician and patient, by providing free flights for people who cannot afford the cost of a ticket.

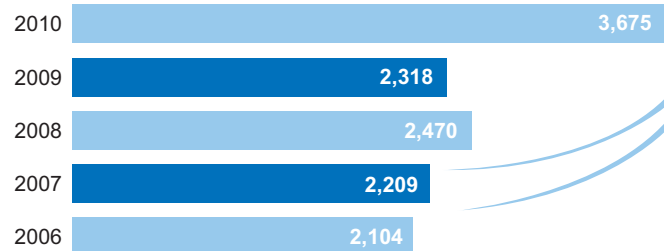
Hope Air's charity service means, at its core, increased access to our universal healthcare system. But it also means a swifter return to work for many adults, less time lost from school for children and teens, and improved quality of life for the individuals we serve as well as for the communities they live in.

I applaud Hope Air and each of their many partners and supporters for ensuring that neither geography nor income stand in the way of access to our universal healthcare system. Hope Air's airline partners make enormous contributions and their generosity is supported by so many corporations, foundations and individual donors from across Canada. Working together in support of Hope Air, you have helped thousands of people live longer, happier and healthier lives. *That's why I thank you!*

## Some of the Routes Served Across Canada



### Flights Provided 2006 – 2010



## Profile of Hope: Rachel

Canada has excellent healthcare, but specialized care is often located in large urban centres, usually close to universities with medical programs and research facilities. Many people, from all parts of Canada, find they must travel great distances to get to the specific medical expertise they need and/or to health technologies for diagnosis and treatment. Rachel, who is 16 years old, has had to undergo several surgeries in Toronto, far from her home in Saskatoon.

*"Hope Air has greatly eased the financial burden of getting Rachel to her surgeries. We want to thank everyone who made it possible for us to fly to Toronto from Saskatoon so she could undergo surgery at Sick Kids Hospital. It would have been difficult for us to get to Toronto without your help and Rachel's surgeries can only be performed at Sick Kids."*

Rachel's Mom



# Hope Air Donors and Volunteers

**Thank you!** Hope Air arranged a record number of flights in 2010 and this dramatic increase would not have been possible without the support of our airline partners and so many corporations, foundations and individuals.

On behalf of our Clients and their families, we extend our most sincere gratitude to everyone who has helped Hope Air in 2010! Thank you for sharing our Vision that Canadians have access to the healthcare they need, regardless of distance or cost of travel.

→ Provincial Health Services Authority (BC), Bennett Jones LLP, Ontario Trillium Foundation, AstraZeneca Canada Inc. → RBC Rewards®, NAV Canada, The Bedolfe Foundation, Foresters, Fondation J. Armand Bombardier, Green Shield Canada → Gordon Roberts, Pfizer Canada Inc., Paloma Foundation, The Catherine & Maxwell Meighen Foundation → Q9 Networks Inc., Canadian Business Aviation Association (CBAA), Province of Nova Scotia, WINGS Magazine, The Colin & Lois Pritchard Foundation, AGF Investments Inc., Central Okanagan Foundation, Gouvernement du Québec, Province of Alberta → Paul Clark, Daniel Domb, Province of Saskatchewan, Park Property Management Inc., Gerd Wengler, TPI - Travel Professionals International, Ecclesiastes Foundation, Gilles Lapierre, Keith Wellon, Peter Plank, Allard Foundation, Calgary Airport Authority, Vancouver Airport Authority (YVR), John Hardie Mitchell Family Foundation, Province of New Brunswick, Province of Newfoundland and Labrador, Royal Caribbean International → Canadian Nurses Association, Mark Brooks, Province of Manitoba, Kelowna Airport, Michael Schwar, Kari & Mark Grist, Elite Island Resorts, McGeachy Charitable Foundation, Province of Prince Edward Island, The McLean Foundation, Charles H. Ivey Foundation, Canadian German Chamber of Industry and Commerce Inc., Alexander Holburn Beaudin & Lang LLP, David Megginson, Doug Keller-Hobson, Bayer Inc. → Cornell Feenstra, Humberto Villalobos, Sir Joseph Flavelle Foundation, Trafalgar Sales and Marketing, The BLG Foundation, S.M. Blair Family Foundation, Royal Lahaina Resort, LimoLink International, William McAllister, Braden Messenger, Michael Forman, Marc Charron, Dennis Fox, Dave & Patricia Garner, Stephen Bruyneel → Air Transport Association of Canada (ATAC), Grant Turner, Jo-Anne & Jim Danahy, Howard Pollack, Edmonton Airports, Ted Sherback, Fairview Mountain Golf Club, D. Paul Briggs, Halifax International Airport Authority, Theodore Mamais, Robert Kisin, Adam Bryan, Collombin Family Fund at the Toronto Community Foundation, Culane Energy Corp., Rotary Club of Sault Ste. Marie (Club 2776), The Zeller Family Foundation, Alec Zimmerman, George Mohacsi → William Van Camp, David White, Sakari Vierimaa, Delta Chelsea Toronto, Brian Murphy, CA, Phil Sproul, Donna Hill, Sault Ste. Marie Airport Development Corporation, Orest W. Skrypuch, Michael Templeton, Greater Moncton International Airport Authority Inc., Peter & Louise Jennings, Jocelyn Lecluse, Joan & Norman Rogers, Sam Barone, Karen Gavan, Blair McRobie, Progress Exploration Partnership 2009, Regina Airport Authority Inc., Michael Laine, MacFeeters Family Fund at the Toronto Community Foundation, Barry Francis, Shaun Cunningham, Jon Borrill, Victoria Marriot Inner Harbour Hotel.

*This is only a partial list of the many organizations and individuals who made donations, both financial and in-kind, in 2010. We apologize for any errors or omissions. Please visit our new website when it is launched in 2011 for a more complete list of our donors and supporters.*

## Our 2010 Volunteer Roster

Sam, Gerry, Bo, Chris, Vanessa → Dorothy, Keith, Peter, Jim, Cara, Donna, Rumana, Pat, Kabir, Debra, Bob, Darlene, Beatriz, Clita, Kari, Phil, Gucci → Janet, Elaine, Judy, Alec, Dan, John, Sam, Gerd, Lucy, Christine, Maurice, David, Blair, George, Nathalie, Patti → Remi, Nivia, Karen, Barry, Evgeni, Semeen, Faith, Rita, Hilary, Heidi, Tisha, Holly, Sue Ann → Thandie, Alex, Robert, Tim, Ruby, Akiko, Jamie, Lauren, Paul, Rhona, Ivan, James, Navin, Rena, Subnaj, Tharsa, and Tim.

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## Our 2010 Airline Partners



## Profile of Hope: Gertrude



Many seniors across Canada live on low-fixed incomes: when a health issue arises that needs to be diagnosed or treated far from home, the added financial stress can make a difficult time seem insurmountable. That's just one reason why Hope Air exists.

*"Thank you for the flights in order for me to have a rare-type surgery by two specialists in Vancouver. It was determined as soon as they saw me that surgery must be done right away. After years of suffering, the surgery was successful and I am now slowly recovering. I was told by both surgeons that the surgery saved my life. Thank you for making it possible!"*

Gertrude, 71

# What We Do

Hope Air is a unique national charity that provides free flights to people who cannot afford the cost of an airline ticket to travel to specialized medical care outside their local communities.

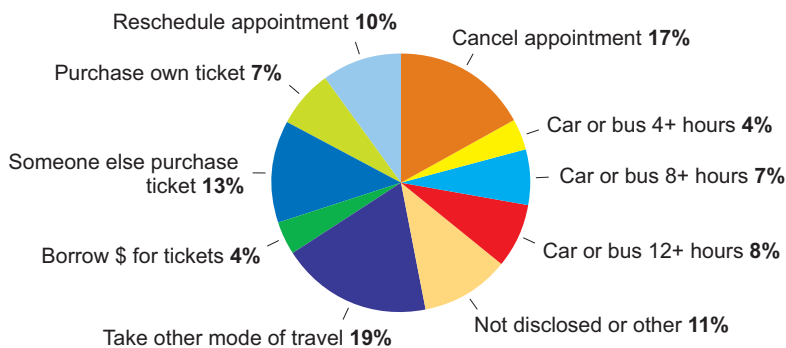
**We serve people of all ages, with a wide variety of health issues. In 2010, the top reasons people needed Hope Air were to get to diagnosis or treatment for cancer, heart/vascular problems, vision concerns, kidney disorders, organ transplants, genetic disorders, and respiratory problems.**

We help people when they are most vulnerable: ill and in financial need. Hope Air is proud to provide all flights to our Clients completely free of charge.

To provide our free flight services, Hope Air operates three different programs: the Commercial Airline Donation Program, with flights provided by many of Canada's national and regional air carriers; the Volunteer Pilot Program, with private pilots contributing their skills and planes; and the new Flight Purchase Program, which uses donated funds to purchase airline seats.

## Alternate Travel Options\*

Without the free flights provided by Hope Air, many of our Clients would face physical or financial hardship – assuming that they do not cancel or postpone their appointments completely.



\*Based on 2010 survey of all Clients.



## Hope Air: A Vital Link in Canada's Healthcare Continuum

Hope Air works closely with healthcare professionals, social workers and other community leaders to promote our services. In 2010, we launched a new community-based outreach program to ensure that these professionals, and the people they serve, know about Hope Air when they need us most.

*"On behalf of all the doctors and nurses in the Gastro Intestinal Clinic at BC Children's Hospital, I would like to extend our sincere thanks for your amazing program. You have helped us care for children all over the province. You make our job so much easier!! Thanks again to all your team – from all our team."*

**Kathi, Nurse Clinician, BC Children's Hospital, Vancouver**

# 2010: A Pivotal Year for Hope Air

So many more individuals have had the opportunity to enjoy improved health in 2010 because of the free flights arranged by Hope Air. As we enter our 25th year of operations, our charity has achieved new levels of excellence:

- ➔ A record number of children and adults from across Canada were assisted as **Hope Air provided 58 per cent more flights in 2010** than in 2009.
- ➔ The financial health of Hope Air improved with **increased donations and cash revenues**.
- ➔ **The first new flight program in 11 years was introduced:** Hope Air is now purchasing flights for Clients from cash donations when donated seats are unavailable.
- ➔ Hope Air applauds **British Columbia for supporting our new Flight Purchase Program**. This groundbreaking collaborative arrangement is an efficient model that Hope Air is sharing with other provinces.
- ➔ A multi-year grant from The Ontario Trillium Foundation means Hope Air can **enhance Client Care with a new interactive website and advanced database**.
- ➔ **Hope Air explored new ways to reach the people who need us** by implementing a comprehensive three-year community-based outreach program.



# Volunteer Pilots... Taking Kindness To New Heights

Flights: 177  
Nautical Miles: 55,014

The Volunteer Pilot Program allows Hope Air to extend our reach by recruiting private pilots who faithfully volunteer their time and aircraft to help our Clients get to and from their medical appointments.



## Profile of Hope: Michael Schwar

Michael Schwar of Beaconsfield, QC has flown over 17 flights with Hope Air since 2008 – and was named Pilot of the Year in 2010! Michael has flown a cross-section of Canadians – everyone from newborns to single parents to seniors – primarily between northwestern Quebec and Montreal. Michael has volunteered over 97 flying hours and flown his Piper Arrow III more than 11,165 nautical miles for Hope Air Clients.

*"It is both a lot of fun and a great privilege to be able to put my skills as a pilot to use, and to share my passion for flying, with people who are facing health and financial challenges. It's good to be there for someone when they need it," says Michael.*

**Michael Schwar with Hope Air Co-Founder Joan Rogers**

## How You Can Help

Hope Air has taken great strides in pursuit of our mission in 2010, but there is still much to do to ensure full access to healthcare for all Canadians across the country in financial need.

To help Hope Air, please:

- Donate **\$25** to celebrate our 25th Anniversary
- Join our Adopt A Flight donation program with a gift of **\$125**
- Encourage 25 friends and family members to each give **\$25**
- Donate your RBC Rewards® points to Hope Air
- Organize a fundraising event for Hope Air

Visit our website for more information and other ideas.

## Hope Air Celebrates 25 Years!

On November 8, 2011, Hope Air will celebrate the 25th anniversary of our first flight. Sometime in the same year, Hope Air will hit a milestone: 66,000 flights in its 25 year history. This is an enormous number – equal to the population of many fair-sized towns across Canada.

What a gift of health Hope Air has provided with your help!

Look to our website for information and events on our 25 years of Hope in the Air!



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



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

## Getting Canadians To Getting Better



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