



AIR CANADA
FOUNDATION

Impact Report

2020–2021



Helping kids spread their wings





Contents

INTRODUCTION	
— Message from Michael	3
— Message from Priscille	4
— The Foundation at a glance	5
— The Foundation in numbers	6
FUNDRAISERS	7
— Golf	8
— Every Bit Counts	9
— Employee Donation Program	10
OUR IMPACT IN 2020-2021	11
— Hospital Transportation Program	12
— Children’s Miracle Network	15
— Starlight Children’s Foundation	16
— Big Bear Child & Youth Advocacy Centre (CYAC)	18
— Adapting to meet the needs of Canadians	19
— Air Canada Foundation Gift of Travel Auction	20
— Travel at Home Campaign	21
— Food Security	22
— Other Donations	25
HUMANITARIAN SUPPORT	26
— Australia fires	27
— Delivery of essential goods	28
— Support to Lebanon	29
— COVID-19 relief in India	30
— British Columbia and Ontario forest fires	31
— Haiti earthquake	32
— British Columbia floods and extreme weather	33
COMMUNITY HEROES	34
— Volunteer Involvement Program (VIP)	34
— Wings of Courage	35
— Employees in action	36
— Missing Maps	37
— Holidays	38
— Celebrating community heroes	39
— Gift of Travel Campaign	40
THANK YOU	42
ACF ONLINE	43

A Message from Michael

At Air Canada, we recognize it is through lifting each other up that we can do more to support one another, create meaningful connections and have lasting impact. We also understand that it is by doing good and by fully participating in the communities we serve, that our airline truly thrives. The Air Canada Foundation is one of the ways we do this.

Despite the incredible struggles of the last two years brought on by the COVID-19 pandemic, the Air Canada Foundation continued to innovate to provide support to Canadians in need, opportunities for our employees to give back and engage in their local communities and helped to facilitate donations and humanitarian relief during times of crisis. In 2022, the Air Canada Foundation celebrates its 10-year anniversary, acknowledging 10 years of incredible impact on our communities thanks to the support of employees, retirees, volunteers, donors and valued partners. It is with the utmost gratitude that we thank each and every person who has contributed to the success of this work, making a difference in thousands of lives across the country. I welcome each of you to join us throughout the year in celebration of this important milestone as we prepare to enter a new decade of impact together.

We remain committed to communities across Canada and helping children and families through the work of the Air Canada Foundation and look forward to furthering our reach and impact in the years ahead.

— Michael Rousseau, President and CEO, Air Canada



A Message from Priscille

As was the case for many charitable organizations, 2020 and 2021 proved to be challenging years for the Air Canada Foundation. With limited avenues for raising funds and unexpected barriers to helping those in need, these times have demanded creative and new ways of providing support to our communities.

Although the past two years may have looked different from previous years, the Foundation held strong and worked diligently with its network and partners to support children and families across the country.

Throughout 2020 and 2021, we disbursed more than \$3M which included 2019 commitments and additional donations. Over the course of the two years, we contributed tickets to 315 fundraising initiatives in support of approximately 150 charitable organizations each year. The Foundation also continued its efforts to raise Aeroplan point donations and in 2020, Aeroplan and its members donated one million Aeroplan points in support of the Hospital Transportation Program which connects sick children to medical

care not offered in their communities. In 2021, another 965,000 points were donated by Aeroplan and its members during the annual matching campaign.

In 2020 the Foundation held its first public online auction of unique aviation items and one-of-a-kind travel-related experiences. This show of innovation raised \$135,000 to be redistributed to Canadian charities focused on the health and well-being of children and youth.

Following a one-year hiatus, in 2021 we also resumed our largest fundraiser, welcoming approximately 250 guests at the 9th annual Air Canada Foundation golf tournament. Despite the ongoing challenges due to COVID-19 related restrictions, this event raised more than \$765,000 net and was disbursed in 2022.

Throughout this report, you will read about the impact the Air Canada Foundation has made throughout the COVID-19 pandemic.

With the unwavering continued support and generosity of Air Canada, its employees and our partners, the



Foundation continued to make a positive difference in the lives of thousands of children across Canada. We extend a heartfelt thank you to all of them on behalf of all the children and families whose lives are touched by the Foundation.

As we celebrate the 10th anniversary of the Air Canada Foundation in 2022 and

look to its future, we feel a deep sense of gratitude for those who make our work possible. With their continued support we look forward to helping kids spread their wings by making an even greater positive impact, providing more healing and more opportunity in the years to come.

— Priscille LeBlanc,
Chair of the Air Canada Foundation

The Foundation at a glance

While Air Canada has always been closely involved in the communities in which it operates, the Company wanted to do more. As a result, the Air Canada Foundation was officially founded as a registered charitable organization in 2012, focusing on the health and well-being of children and youth. It offers both financial and in-kind support to Canadian registered charities. The Foundation also offers continued support to major health related causes that benefit all Canadians and is an active participant in humanitarian and disaster relief activities as the need arises.

In 2022, the Air Canada Foundation is proud to be celebrating its 10-year anniversary. We welcome our network and communities to join us in this celebration as we recognize the past of the Foundation, how far it has come and look to the future that lies ahead.

For more information about the Air Canada Foundation, its programs and the positive impact it has on communities across Canada, please visit: www.aircanada.com/foundation.

OUR MISSION HELPING KIDS SPREAD THEIR WINGS



Wings of Health

Supporting pediatric hospitals, health organizations, medical transportation and treatment.



Wings of Protection

Supporting food security, child reunification, human trafficking survivors, humanitarian aid organizations, and working against poverty.



Wings to Dream

Supporting wish-granting for seriously ill and impoverished children, and those facing physical, mental, or social challenges.

The Foundation in numbers

The Air Canada Foundation works diligently throughout the year to raise funds through events, its on board collection program, financial donations, and Aeroplan points donations. Despite the impact of the COVID-19 pandemic, the Air Canada Foundation has continued to help communities in need from coast to coast, through financial and in-kind donations, employee volunteering, fundraising and special initiatives.



Hospital Transportation Program flights

164 & 337
(2020) (2021)

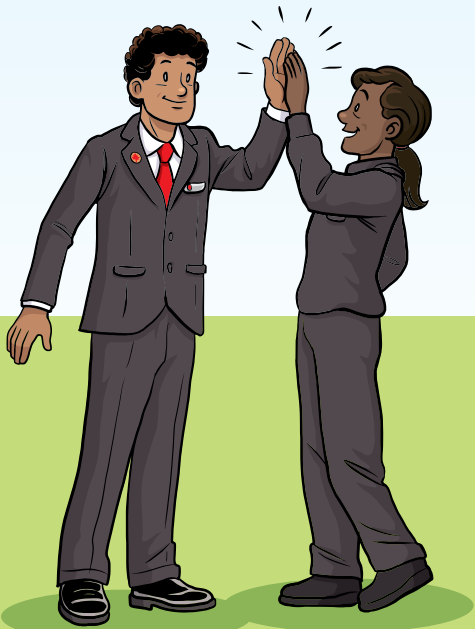
140 & 175
(2020) (2021)

fundraising initiatives supported

Charities supported
136 & 162
(2020) (2021)

2020 \$528,232 raised
\$2.4 M disbursed
2021 \$1 M+ raised
\$579,634 disbursed

In 2020, over 4 million Aeroplan points fundraised, and 4,150,000 points donated to HTP.
In 2021, over 4.5 million points fundraised, and 10,750,000 points were donated to HTP



Like many charitable organizations, 2020 and 2021 were challenging years for the Air Canada Foundation with cancelled fundraisers and growing needs. Despite these challenges, the Foundation was resilient and worked diligently with its partners to support communities across Canada and make a positive difference in the lives of children and their families.



Golf

The annual Air Canada Foundation Golf Tournament is the Foundation's largest fundraising event. Hosted in the Greater Montréal Area, the tournament brings together Air Canada's largest partners for an exciting day with a great cause. The tournament resumed in 2021 after a one-year pause due to COVID-19. Following local COVID-19 protocols, the Foundation welcomed approximately 250 guests at the 9th annual golf tournament and successfully raised more than \$765,000 net for the health and well-being of children and youth in Canada. These funds were dispersed in 2022.

Air Canada Foundation ambassadors Maika and Zachary, representing charitable partners of the Air Canada Foundation, played an important role by manning the highly coveted lemonade stand. Together, they raised approximately \$16,000.

At the closing of the event in 2021, each guest received a meal box, courtesy of La Tablée des Chefs, a partner of the Air Canada Foundation. Unused meal boxes were then donated to the Old Brewery Mission, a charitable organization working to end chronic homelessness in Montréal.



Every Bit Counts

Through the Every Bit Counts program, Air Canada customers have the opportunity to make a difference in the lives of children by donating their loose change of any denomination. Donations are collected on board Air Canada and Air Canada Rouge flights, and in Maple Leaf Lounges.

The Every Bit Counts program raised just over \$126,000 in 2020 and approximately \$25,000 in 2021. Due to the low volume of flights and passengers on board throughout the pandemic, there were fewer donations contributed toward this program. The Air Canada Foundation looks forward to furthering its impact through this valuable program as the airline continues to welcome back passengers throughout 2022.



Employee Donation Program

Air Canada employees play an important role in the success of the Air Canada Foundation. In addition to generously volunteering their time, many employees support the work of the Foundation financially through Air Canada's employee donation program. This money is redistributed to charitable organizations the Foundation partners with and contributes meaningfully to the health and well-being of children and youth in our communities.



The Air Canada Foundation is proud to partner with other charitable organizations who work tirelessly to improve the lives of children with diverse needs around the country. Throughout 2020 and 2021, the Air Canada Foundation disbursed more than \$3 million, which included 2019 commitments and additional donations. In total, the Foundation supported 136 registered charities in 2020 and 162 in 2021, through grants and in-kind donations. Although the COVID-19 pandemic presented many challenges and restrictions, the Air Canada Foundation and its partners continued to have an impact on children across Canada.



Hospital Transportation Program | Children's Miracle Network | Starlight Children's Foundation | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | Food Security | Other Donations

Hospital Transportation Program

The COVID-19 pandemic significantly reduced the number of flights taking off and created additional barriers for children in need of access to healthcare not offered in their communities. Even with these challenges, the Air Canada Foundation Hospital Transportation Program continued to serve families in need across the country, offering support and peace of mind.

This program, which was introduced in 2003, allows for Aeroplan members to donate Aeroplan points to the Air Canada Foundation, which in turn redistributes them to 15 children's hospitals across Canada, giving children and their parents access to medical care not offered in their community. This program not only provides transportation for the families but also lessens the financial burden and provides peace of mind while they deal with their child's hospitalization.

While points donations take place throughout the year, every year the Air Canada Foundation hosts its Points Matching Week where all points donated are matched up to 500,000 points by Aeroplan. In 2020, Aeroplan and its members donated one million Aeroplan points in support of the Hospital Transportation Program. In 2021, another 965,000 points were donated by Aeroplan and its members during the annual matching campaign.



Hospital Transportation Program | Children's Miracle Network | Starlight Children's Foundation | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | Food Security | Other Donations

Our Hero, Arianne

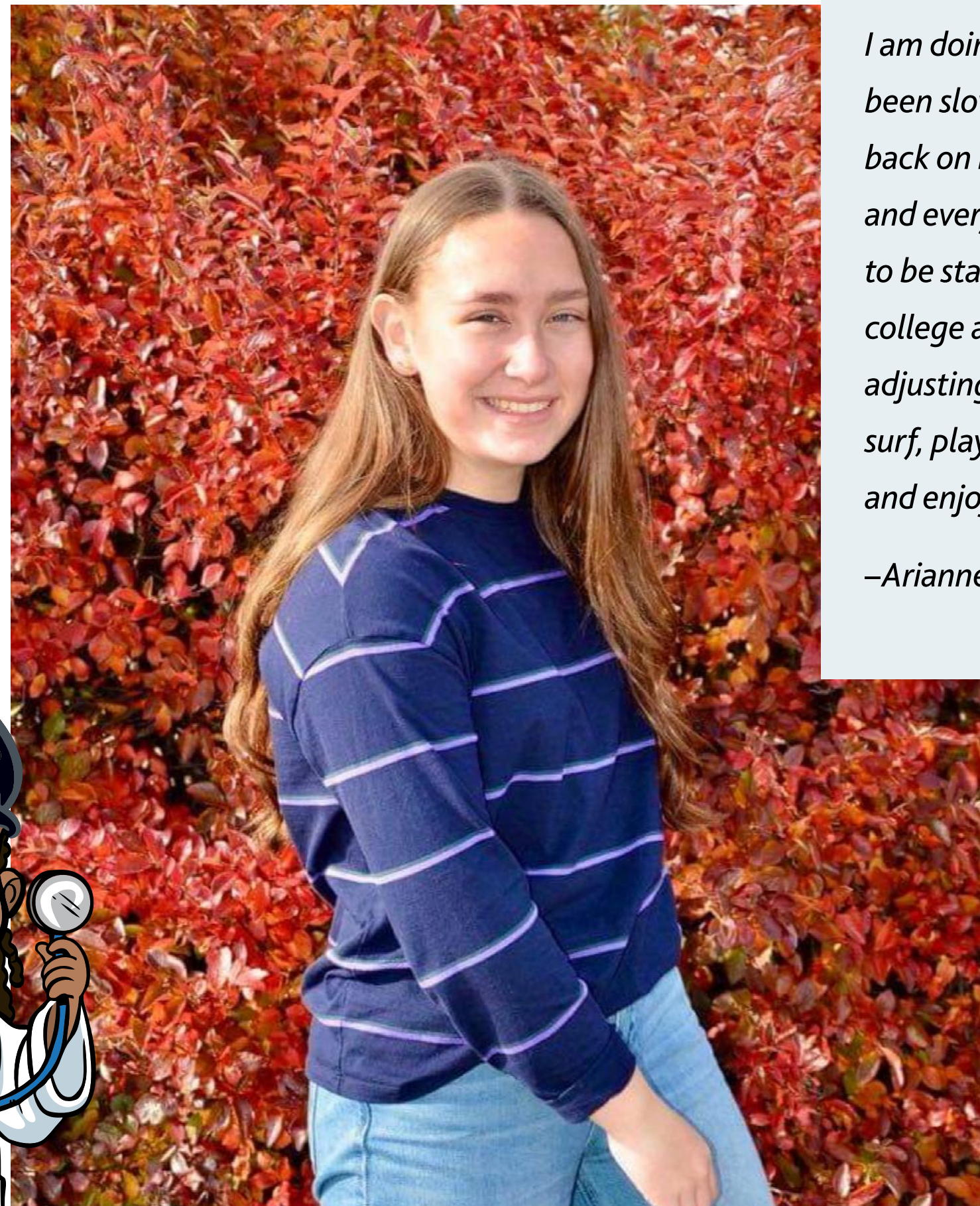
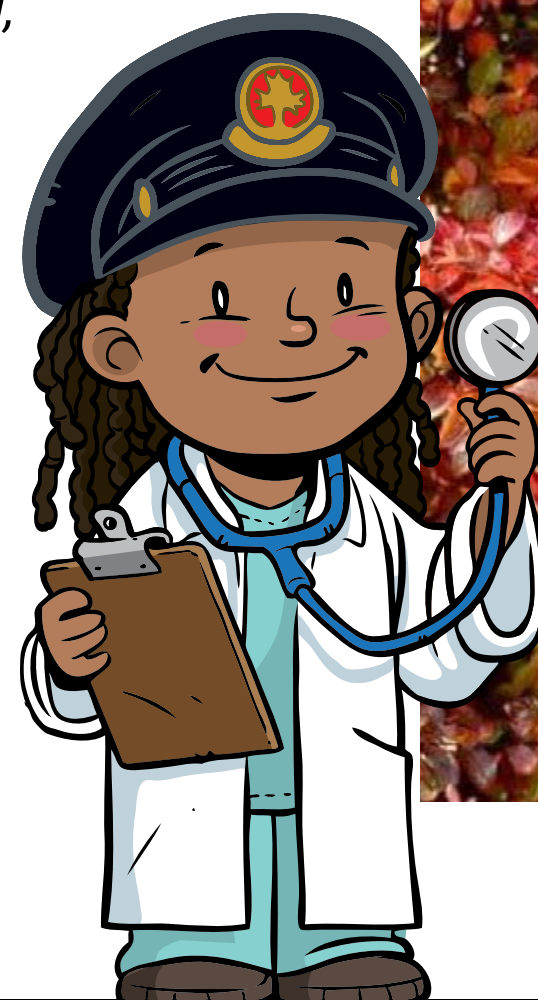
Arianne was diagnosed with poly-juvenile arthritis at the age of nine. She has been using the Air Canada Foundation Hospital Transportation Program for 8 years now to get her from Sept-Îles to the Montréal Children's Hospital for treatment and help managing her arthritis.

"I really don't know what we would do without this service. It has significantly reduced our travel time, which lifts a huge amount of stress off Arianne's shoulders. Driving to appointments used to be a three-day affair. Now, she can go to school as usual, take an afternoon flight to the hospital, and fly back the same evening. She does not have to worry about catching up on schoolwork, and instead, can focus on sports and just being a teenager. We are beyond grateful that this program exists."

–Arianne's mom, Roseann



See Arianne's story



"I am doing great! I have been slowly cutting back on my medication and everything seems to be stable! I started college and I'm adjusting well! I love to surf, play ringette, train and enjoy the fresh air."

–Arianne

Hospital Transportation Program | Children's Miracle Network | Starlight Children's Foundation | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | Food Security | Other Donations

Our Hero, Israfil

Israfil was just five months old when he was diagnosed with bilateral retinoblastoma, a rare childhood cancer. For the past 18 months, Israfil and his mother Jessica have used the Air Canada Foundation Hospital Transportation Program to fly from Saskatoon to BC Children's Hospital to receive treatment to preserve his vision.

"This program has been getting us to Israfil's life-saving treatments since he was a year old. We couldn't have done it without it. I can't imagine if we would've had to drive 26 hours every time. You never think about the financial impact of childhood cancer."

– Israfil's mom, Jessica



See Israfil's story



[Hospital Transportation Program](#) | [Children's Miracle Network](#) | [Starlight Children's Foundation](#) | [Big Bear Child & Youth Advocacy Centre \(CYAC\)](#) | [Adapting to meet the needs of Canadians](#) | [Air Canada Foundation Gift of Travel Auction](#) | [Travel at Home Campaign](#) | [Food Security](#) | [Other Donations](#)

Children's Miracle Network



Children's Miracle Network (CMN) Canada supports 14 pediatric hospitals across Canada by helping them to raise necessary funds for children across the country in need of medical care. When a donation is made, it stays in the community, ensuring that every dollar is helping local children. Since 1994, Air Canada and the Foundation have been supporting CMN in various ways, primarily through the Hospital Transportation Program, in addition to providing financial and other in-kind support to help leverage fundraising events.

Hospital Transportation Program | Children's Miracle Network | **Starlight Children's Foundation** | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | Food Security | Other Donations

Starlight Children's Foundation Canada



A longstanding partner of the Air Canada Foundation, Starlight Children's Foundation Canada provides an array of both in-hospital and outpatient programs and services dedicated to improving the quality of life of children dealing with serious illnesses. The Air Canada Foundation proudly supports Starlight's efforts in realizing children's wishes and fundraising efforts.

WISHES COME TRUE ABOARD ROCKY MOUNTAINEER

After having been stuck in isolation for over a year, while also coping with the emotional tolls of a critical or chronic condition, 10 families from across Canada with seriously ill children were invited on a two-day Rocky Mountaineer journey to help families reconnect and find their smiles again.

In October 2021, the families boarded the last train of the season from Banff, Alberta to Vancouver, British Columbia. The trip was made possible through a partnership with Rocky Mountaineer and the Air Canada Foundation who donated flights to kids and their families from across the country.



Hospital Transportation Program | Children's Miracle Network | **Starlight Children's Foundation** | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | Food Security | Other Donations

Ryker

Among the kids and families from across Canada onboard this trip of a lifetime was seven-year-old Ryker. At only five weeks old, Ryker's kidneys stopped working and daily dialysis, hospital visits, scary machines with tubes, surgeries and doctors' appointments quickly took over his childhood. Fighting ongoing medical challenges can be a lonely journey, and the toughest part for his family has been watching him realize all that he misses out on.

While on his 2-day Rocky Mountaineer trip with families facing similar struggles, Ryker took in the scenic views of Western Canada, played alongside Starlight Canada's resident superhero, Captain Starlight, decorated cookies thanks to the train chefs, and ultimately, finally found the time to connect, laugh, and relax with his family and newfound friends.



“

With all the obstacles that we have faced in the last 7 years, this trip is something we didn't think we would get to do because we are stuck at home so often. When we do go out, it's for some memories to remind us of the happy times away from the hospitalizations. This is a once in a lifetime opportunity. The fact that we get to do this as a family is even more special.”

– Ryker's mom, Magda.



Big Bear Child & Youth Advocacy Centre (CYAC)

Big Bear Child and Youth Advocacy Centre (CYAC) aims to provide a collaborative response to child maltreatment through advocacy, intervention and continued support in a child-friendly environment. The child and youth advocacy centre serves the interior of British Columbia and is surrounded by a number of Indigenous communities. The centre encourages the community to work together in response to child abuse and provides support to those in need. With a donation made by the Air Canada Foundation in 2020, Big Bear CYAC was able to hire talented local artists to help create a beautiful and welcoming child and youth room for the centre to provide a safe and comfortable space for children and youth after meetings with the RCMP and during counselling sessions.



*I feel so happy in here... I know that's weird cuz
I'm here for other stuff... but I like it in here."*

– child, age 7

Adapting to meet the needs of Canadians

From the onset of the pandemic, the Air Canada Foundation has worked diligently with its partners to assess and meet the growing needs of Canadians. With the lack of travel and constantly changing restrictions impacting traditional fundraising efforts, it was necessary to pivot and develop new and innovative ways to fundraise and support our communities.



Air Canada Foundation Gift of Travel Auction



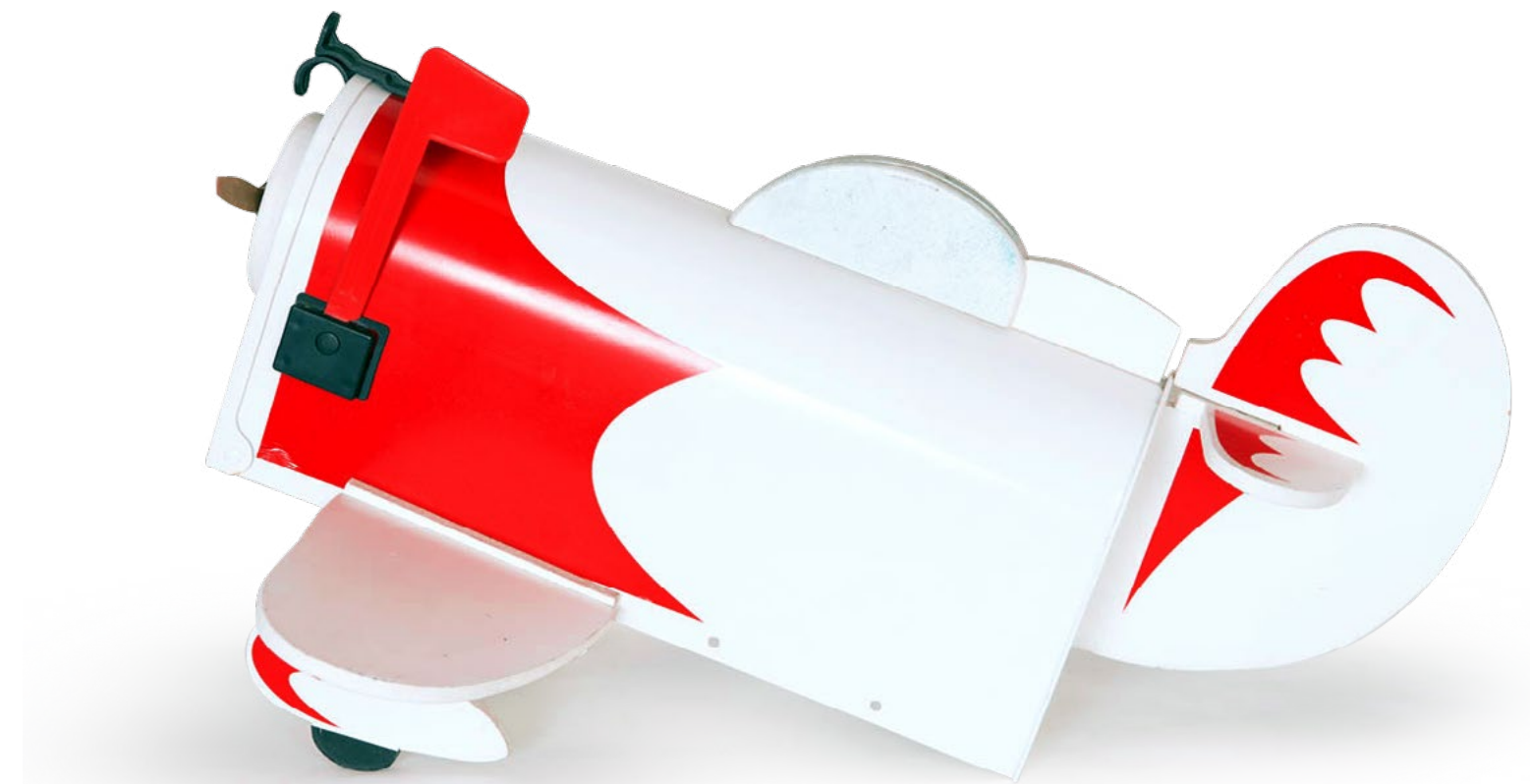
During the 2020 holidays, the Air Canada Foundation hosted its inaugural public online auction, offering employees, customers, and the public the opportunity to bid on unique aviation items to benefit the health and well-being of children and youth.

The auction featured an array of over one hundred items including special travel-related experiences such as the opportunity to own pieces of aviation history, fly on an aircraft simulator, launch a drone, enjoy a private dinner event with one of Air Canada's celebrated Canadians Chefs, and more.

Items were donated kindly by Air Canada and many of its employees and retirees, with each piece having its own unique history, including a mailbox in the shape of an airplane. The special mailbox was donated by Tanya Gitto in memory of her late husband, Captain Carl Gitto, who retired from Air Canada in 2005.

He had received it as a gift from their daughter in the 1990s.

The week-long event concluded having raised \$135,000 that was redistributed to Canadian charities that focus on the health and well-being of children and youth.



"[The mailbox] kind of followed us around as we moved, but it was never used. Maybe it was destined for Air Canada as it is in the airline's old colours. Carl would be very pleased to know that it will go toward this worthwhile initiative from the Air Canada Foundation. He always said flying wasn't a job, but his passion. Flying is where his heart was from a very young age and knowing that this mailbox will be destined for another aviation enthusiast is a very fitting way to honour him,"

– Tanya Gitto.

Travel at Home Campaign

AEROPLAN 

Another innovative campaign that helped to support our communities in 2020 was the Travel at Home Campaign. Through this member engagement campaign, Aeroplan Members were encouraged to support charitable organizations by donating their Aeroplan points, providing another outlet to help support those in need. The campaign supported a variety of non-profits including those focused on food security, humanitarian efforts and mental health.

The first phase of its charitable component enabled members to earn status by donating to three organizations centred on first response including GlobalMedic, Médecins Sans Frontières/Doctors without Borders and Second Harvest. The second phase of the campaign encouraged members to donate points to mental health organizations. Aeroplan joined them by donating one million points to the Centre for Addiction and Mental Health (CAMH).

The last phase of the campaign encouraged members to donate points (alongside Aeroplan) to charities focused on food security including Air Canada Foundation partners Breakfast Club of Canada and La Table des Chefs.

Throughout this campaign, over 80 million points were donated.

In addition to developing new and innovative ways to fundraise, Air Canada and the Air Canada Foundation also worked to come up with creative solutions to reduce waste, give back to communities, and address the growing concern of food security as a result of the COVID-19 pandemic.



Food Security

Food Rescue with Second Harvest

Throughout the COVID-19 pandemic, food security has been a growing concern for many Canadians. To ensure the food aboard its aircraft was not sent to landfill, Air Canada and the Air Canada Foundation initiated a food rescue effort across Canada in partnership with Second Harvest. In total, since beginning its food rescue efforts in March of 2020, Air Canada has donated more than 950,000 kg of food which represents more than 2.1 million meals.

These efforts supported more than 88 frontline social service organizations across eight provinces and averted approximately 2.6M kg of GHGs from the avoidance of new food production, processing or retailing, as estimated by Second Harvest.



Food Banks Canada

Since June 2021, the Air Canada Foundation and Air Canada Cargo have also been supporting Food Banks Canada and its After the Bell program for children. During the summer, families who rely on school food programs often need a helping hand to bridge the gap until September. Teaming up with the Air Canada Foundation to elevate the partnership with Food Banks Canada and support more children, Air Canada Cargo transported non-perishable food items to and from Halifax, Sudbury, Thunder Bay, Ottawa, Montréal, and Québec City. In total, Food Banks Canada delivered 150,000 child-friendly food packs, including oatmeal, cereal, crackers, hummus, shelf-stable milk and fresh fruits and vegetables to more than 160 communities coast to coast.



Hospital Transportation Program | Children's Miracle Network | Starlight Children's Foundation | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | **Food Security** | Other Donations

Breakfast Club of Canada

The Air Canada Foundation supports Breakfast Club of Canada, a charitable organization that provides school breakfast programs across the country, with funding for new or existing programs, equipment, and training to ensure that every child starts their day with a nutritious breakfast in a safe and secure environment.

In 2021, the Air Canada Foundation and Breakfast Club of Canada (BCC) celebrated **15 years of partnership**. The Foundation also furthered its support with a donation of \$50,000 to BCC's Back to School campaign. A founding partner to help BBC expand its operations outside of Québec, the Air Canada Foundation has proudly invested over \$1.2 million to help BCC serve more than two million breakfasts to more than 11,000 students. The partnership has also helped to establish school breakfast programs for 1,500 Indigenous students from high-need communities in Alberta and Manitoba.

The Air Canada Foundation also partners with Breakfast Club of Canada for the annual Shooting for the Stars event where three to four Indigenous youth from British Columbia are chosen to enjoy a trip to Montréal to meet Montréal Canadiens goaltender Carey Price. Children are selected from communities where Price played hockey as a youth. Prior to the pandemic, Kameron, Kimora and Trey were welcomed to Montréal in February of 2020 for the experience of a lifetime during the 6th edition of Shooting for the Stars. The youth explored the city, joined Carey for a skate, and cheered on their hockey hero at a Montréal Canadiens' home game.



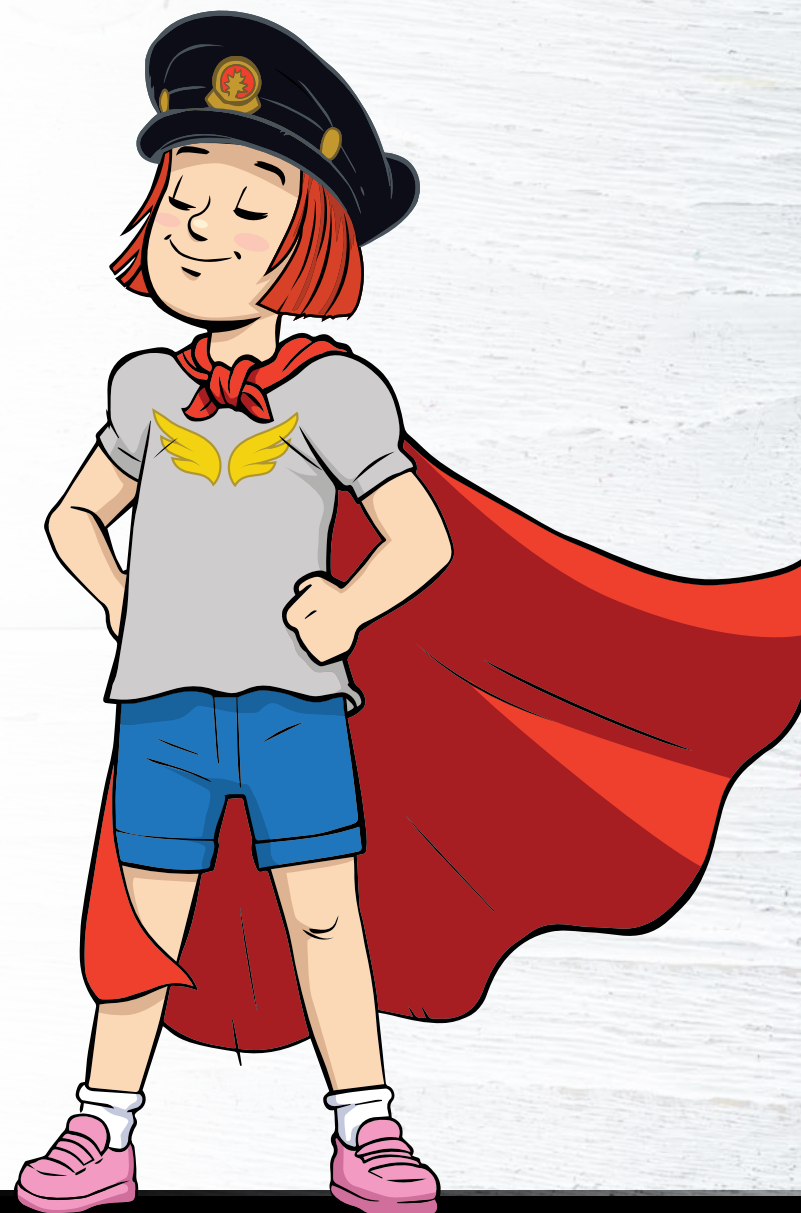
Hospital Transportation Program | Children's Miracle Network | Starlight Children's Foundation | Big Bear Child & Youth Advocacy Centre (CYAC) | Adapting to meet the needs of Canadians | Air Canada Foundation Gift of Travel Auction | Travel at Home Campaign | **Food Security** | Other Donations

Regina Food for Learning

Regina Food for Learning (RFFL) is a non-profit organization that partners with the community to provide nourishing food to children in schools. In 2021, a donation was made by the Air Canada Foundation to purchase high-quality, nutritious foods for at-risk children and youth in their program.

Hope for the Nations

In 2021, the Air Canada Foundation also donated funds to support Hope for the Nations' two initiatives: Food for Thought Backpack Program and Food for Thought Garden Project. Under the Backpack program, children who are the most vulnerable receive food on weekends to ensure they are fed. The Garden project provides fresh produce for children who are most at risk.



Other Donations

The Air Canada Foundation also helped to facilitate donations through Air Canada, reducing waste and helping to meet the needs of communities across the country.

In 2020, sixty-one catering carts were lent to eight senior living communities in Ontario and Québec to help with efficient meal distribution for seniors.

With the devastating rise in opioid-related overdoses and deaths in Canada, the Air Canada Foundation helped to facilitate the donation of 50 Narcan kits, which are used for the emergency treatment of a known or suspected opioid overdose, to three organizations serving homeless youth in Canada: Covenant House (Toronto), Dans la Rue (Montréal) and Directions Youth Services (Vancouver).



Throughout 2020 and 2021, there was urgent need for essential goods and humanitarian support as the COVID-19 pandemic and natural disasters impacted communities around the world. Through its partnerships, Air Canada and the Air Canada Foundation jumped into action to support relief efforts and facilitate the transportation of essential items both across Canada and around the world.



Australia Fires

Early in 2020, Australia was devastated by the worst fires seen in years, with at least 25 lives lost and the destruction of a million hectares of land, displacing thousands of people and affecting wildlife.

The Air Canada Foundation organized an employee fundraising campaign through CanadaHelps for the Canadian Red Cross Australia Fires Appeal. This campaign raised over \$6,000. With a \$25,000 donation from the Air Canada Foundation, a total of \$31,193.50 was raised in support of this appeal.



Delivery of Essential Goods

In October 2020, Air Canada Cargo and the Air Canada Foundation brought Drone Delivery Canada Corp (DDC), the Pontiac Group, GlobalMedic and generous donors together to implement DDC's drone delivery solution for the Beausoleil First Nation Community in Ontario.

The Sparrow drone solution has helped to ensure reliable and cost-efficient transportation of COVID-19 related goods such as personal protective equipment (PPE), hygiene and test kits and swabs from the mainland to Christian Island while limiting person-to-person contact.

Alongside humanitarian partner GlobalMedic, in 2020, Air Canada also supported charitable shipments throughout Canada, resulting in the transportation of:



**3,540
HYGIENE KITS**
to support
community
organizations



2,754 KG OF FOOD
to support food banks



200 CLEAN-UP KITS
to distribute to families affected by
the flooding in Fort McMurray



120+ HEALTH CARE
worker appreciation kits



Support to Lebanon

In August 2020, an explosion struck Lebanon's capital of Beirut in a catastrophe that deepened a pre-existing humanitarian crisis amidst the COVID-19 pandemic. Jumping into action, Air Canada employees banded together to generously raise donations for the Lebanon Humanitarian Needs Appeal, an initiative launched by the Canadian Red Cross, a humanitarian partner of Air Canada. More than \$17,300 was raised in just three weeks.



COVID-19 Relief in India

When news broke of the massive surge in India's COVID-19 cases, a group of Air Canada employees started a fundraising campaign to support the Canadian Red Cross India COVID-19 Appeal. The Air Canada Foundation matched employee donations up to a certain amount. A total of \$15,000 was donated to the Canadian Red Cross. Air Canada also operated a cargo-only flight with 40 tons of essential supplies from Toronto to Delhi in support of India relief efforts, in collaboration with the Toronto Business Development Centre and the Government of Ontario. The freight included equipment such as oxygen cylinders, oxygen generators and PPE, providing urgent medical supplies to the Indian population which has been severely hit by the COVID-19 pandemic. Air Canada also carried 100 ventilators donated by the Saskatchewan Government.



British Columbia and Ontario Forest Fires

In 2021, Air Canada and the Air Canada Foundation partnered with Airlink to provide travel to Team Rubicon Canada volunteers. The flights transported approximately 30 volunteers to British Columbia to help local families with clean-up and recovery operations after wildfires in Lytton.

Volunteers flew into Kamloops Airport over several weeks to assist community members in removing and disposing of damaged infrastructure, collecting personal belongings from ashes, and preparing homes for rebuilding. In support of the Canadian Red Cross which worked alongside provincial, local, and Indigenous leaders to support individuals, families and communities impacted by the 2021 B.C. Fires, the Air Canada Foundation supported a fundraising appeal by the Canadian Red Cross. Funds raised through this appeal were used towards emergency response for current events as well as other potential fire emergencies during the 2021 fire season.



Haiti Earthquake

Following the devastating 7.2-magnitude earthquake that struck Haiti in August 2021, Air Canada Cargo transported over 2,500 KG of emergency flood kits to Punta Cana to support relief efforts. The Canadian Red Cross launched a Haiti Earthquake Appeal, following which the Air Canada Foundation initiated an employee fundraiser to support the appeal and matched all employee donations. Employees also had the possibility to donate Shine points, part of Air Canada's employee engagement and recognition platform, to support the Canadian Red Cross.



British Columbia Floods and Extreme Weather

With the devastating impact of flooding and extreme weather in British Columbia in November and December 2021, the Air Canada Foundation initiated a match campaign to support the Canadian Red Cross British Columbia Floods and Extreme Weather Appeal. More than \$10,000 was raised by supporters and employees. The Foundation donated an additional \$50,000. In addition to the match campaign, organized by the Air Canada Foundation, employees were invited to donate their Shine points to the Canadian Red Cross. Through its relationship with Airlinck, the Air Canada Foundation also donated airline tickets to Team Rubicon Canada, an organization that serves communities by mobilizing veterans, enabling them to perform muck-and-gut services and debris removal for impacted communities.



Team Rubicon volunteer enroute to respond to the BC floods in November 2021



The Air Canada Foundation is proud to support Air Canada employees in their charitable and volunteering initiatives and maintained this support over the course of 2020 and 2021.



Volunteer Involvement Program

Through the Volunteer Involvement Program, Air Canada employees are supported in their community engagement. The Air Canada Foundation supports fundraising activities by charitable organizations for which Air Canada employees volunteer.

Wings of Courage

The Wings of Courage program was founded over 10 years ago and is one way Air Canada employees connect with our communities. Every month, volunteer pilots visit a children's hospital or a women's shelter in uniform to read stories, participate in activities and answer the children's important questions. To finish off the day, Honorary Pilot certificates and medals are handed out to the children in recognition of their courage.

To adapt to the restrictions of hospitals throughout the pandemic, some employees volunteered to connect virtually with hospitalized children. Employees shared engaging videos for children, including a behind-the-scenes look at life as a pilot, language lessons with Air Canada language instructors, a brief overview on how to transport animals with Air Canada Cargo and more.



Employees in Action

Air Canada encourages employees to volunteer and get involved in their communities. Through giving back and lending a helping hand, together we can accomplish more.

In 2020 and 2021, over 300 employees helped their local communities across the country for various causes. Opportunities to volunteer were created for employees who wanted to give back including:

- Nine Air Canada recruiters volunteered with the Canadian Red Cross to recruit 400+ medical support staff for the Centre intégré universitaire de santé et de services sociaux in the West Island of Montréal.
- Air Canada employees volunteered to support the Canadian Red Cross's efforts to help provinces in their fight against COVID-19, by working as emergency care workers in long-term care homes.
- In collaboration with the City of Montréal, the Canadian Red Cross distributed food parcels to homeless and vulnerable individuals on the island. Six Air Canada employees volunteered to distribute the food at one of the four sites in Montréal.
- In collaboration with GlobalMedic, Air Canada employees generously offered their time to pick up and deliver hygiene kits that were transported by Air Canada Cargo to support communities in Montréal, Chilliwack, Québec City and Halifax.



Missing Maps

In 2020, multiple Air Canada teams participated in exercises to map areas with insufficient geographic data to help Doctors without Borders. More than 85 employees participated in four different virtual Missing Maps events. The collaborative efforts of these volunteers help first responders have more information to make valuable decisions regarding relief efforts, and ultimately save lives.



Holidays

A time that was particularly difficult for many Canadians during the pandemic was the holiday season. In both 2020 and 2021, Air Canada employees across the country were provided with opportunities to give back to their local community through volunteer and engagement initiatives:

- Employees and their family members enthusiastically came together to provide gifts for children in need through Opération Père Noël, a Québec-based charity. Thanks to the 150 generous participants in 2020 and the more than 180 in 2021, 433 children received special gifts during the holiday seasons.
- Vancouver-based employees assembled Christmas Backpacks full of brand-new gifts for youth experiencing homelessness, in collaboration with Covenant House Vancouver.
- Employees in Toronto rallied as a group to raise donations for Second Harvest's Turkey Drive. The goal of the Turkey Drive was to provide 8,000 turkeys to help nourish people who have been hit hard by the pandemic.
- Air Canada Foundation ambassadors in New Brunswick volunteered with the Saint John Y to sell Christmas Trees, raising funds for part of the Strong Communities fund, SJ Newcomer Center Scholarship fund, and Emergency Support fund.



In 2021, the Air Canada Foundation also launched its first-ever Reverse Advent Calendar. Employees and social media followers were invited to engage with their local community from the comfort of their home. From December 1 to December 19, participants had to place one non-perishable item, as illustrated in the Reverse Advent Calendar, in a box and donate the offerings to their local food bank.

Celebrating Community Heroes

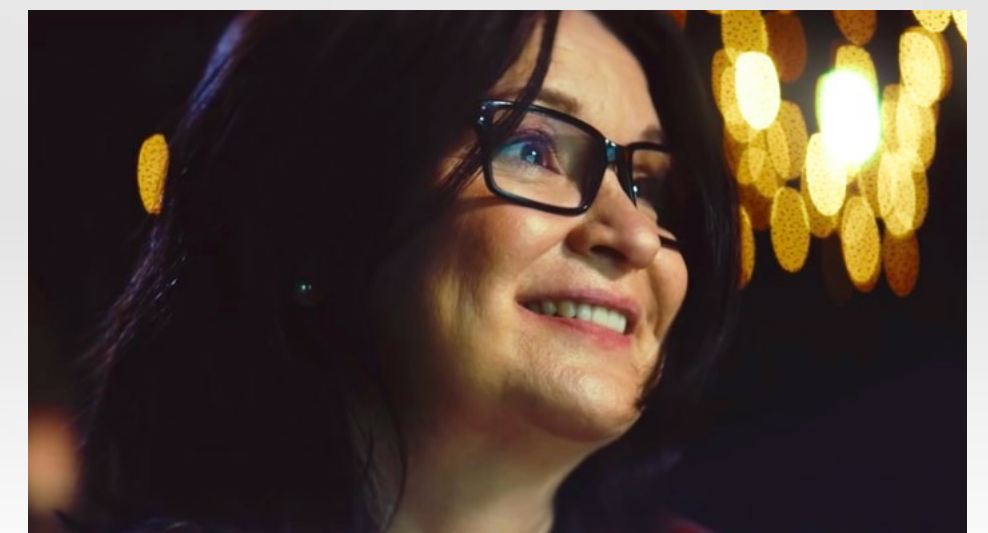
Despite the severe impact from the pandemic, the Air Canada Foundation wanted to continue to recognize community heroes and fundraise for our communities. In the spirit of the holiday season, Air Canada and the Air Canada Foundation came together to recognize community heroes who have made an impact in their local communities.



Gift of Travel Campaign

Through the Gift of Travel campaign in 2020, Air Canada celebrated the actions of community heroes who made a memorable impact, helping their fellow Canadians during the COVID-19 pandemic. In the spirit of the holiday season, Air Canada celebrated four inspiring Canadians who are making a real difference in their communities. In addition to rewarding them with the gift of travel, Air Canada recognized these exceptional individuals by sharing their acts of devotion and kindness with the world and making a \$5,000 donation to a charity of their choice through the Air Canada Foundation. The recipients of the donations were Breakfast Club of Canada, Doctors without Borders, GlobalMedic and Shriners Hospitals for Children – Canada.

See the Gift of Travel campaign video [here](#).



Air Canada also recognized exceptional employees who have given back to their communities.

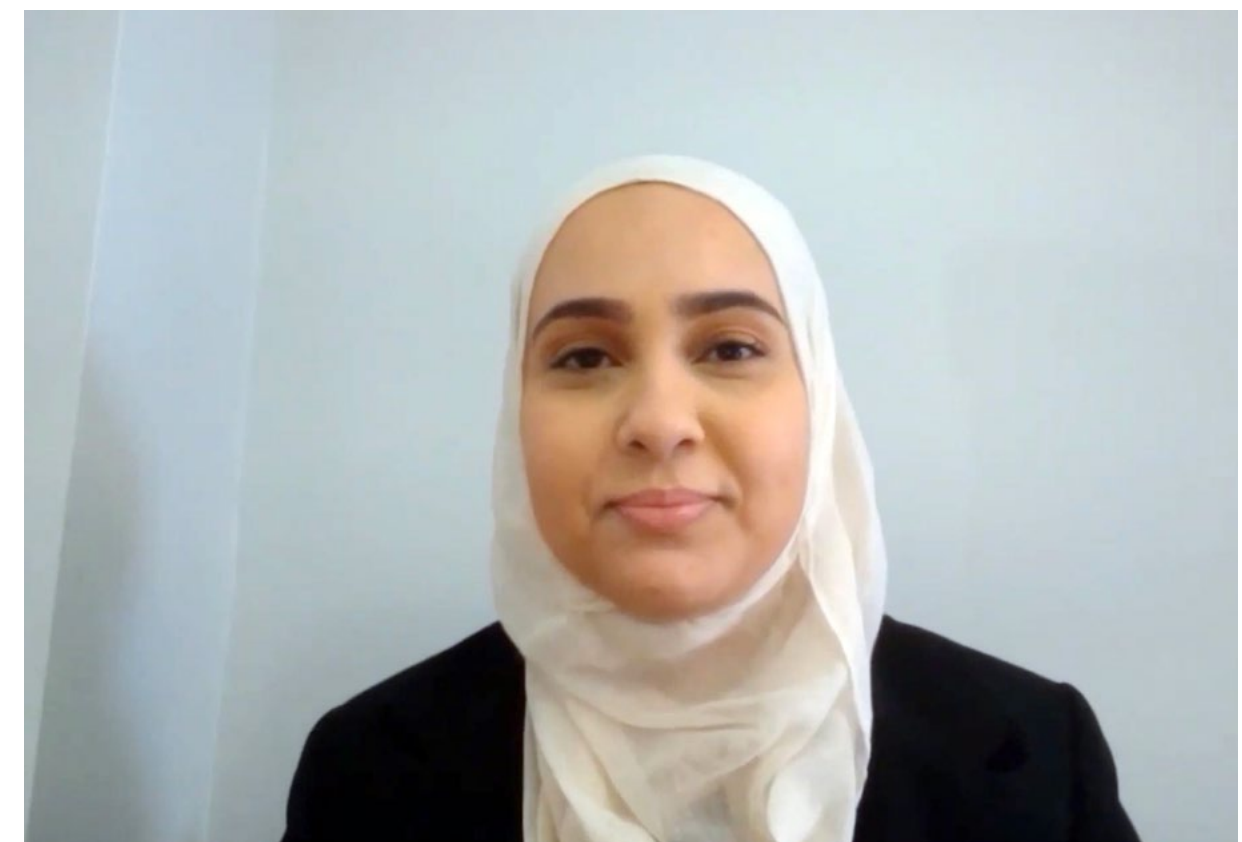
BERNARD TAVERNIER

Manager, General Operations at Station Terminal Operations Control, has been with Air Canada for 23 years and has been regularly volunteering with the Air Canada Foundation for the past decade. As a father of two, he feels for the children and parents navigating illness and has become involved in Rally for Kids and other Foundation initiatives. One of the roles he has taken on is as Lumpy Bumpy, donning a blow-up airplane worn as a costume that always makes children of all ages laugh.



AMEENA YOUSSEF

Talent Acquisition Partner, has been working at Air Canada for nearly three years as part of the Talent Recruitment department. In her role, she works with different business groups to help recruit the best talent for their teams. By April, the first wave of the COVID-19 pandemic had taken root in the province of Québec. The elderly were particularly vulnerable with outbreaks in long-term care facilities. In response, the government mobilized several resources, including asking the Red Cross Canada to step in and help manage the recruitment and training of those willing to step in and help. The Red Cross reached out to the Air Canada Foundation to see if there was a possibility of asking off-duty employees for their support. Many employees, including Ameena, answered the call.



Although 2020 and 2021 presented great challenges as a result of the COVID-19 pandemic, the Air Canada Foundation and its partners came together to identify new ways of fundraising and helping Canadians in need. With the support of employees, retirees, volunteers and our community, the Air Canada Foundation continued to fulfill its mission in helping kids spread their wings.

The Air Canada Foundation is proud to be celebrating 10 years of impact and looks forward to continuing this work, making meaningful connections and changing lives in the years to come.

On behalf of all the children and families who have benefitted from the support of the Air Canada Foundation, THANK YOU!



For more information about the Air Canada Foundation, its programs and partners, visit aircanada.com/foundation.

For more updates, follow us on Instagram @[fondation_aircanada_foundation](https://www.instagram.com/fondation_aircanada_foundation).

DONATE NOW

