



**AIR CANADA
FOUNDATION**

Impact Report

2022



Helping kids spread their wings

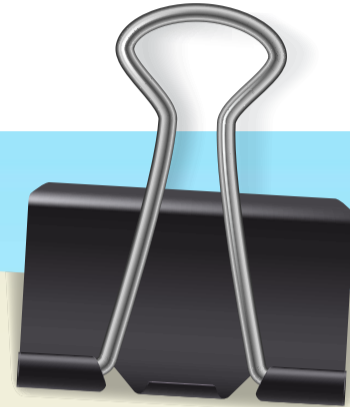


This report highlights the impact the Air Canada Foundation made across communities in 2022, including through its partnerships, fundraising and employee engagement initiatives.

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A message from Michael



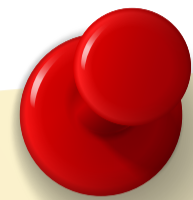
A milestone year for the Air Canada Foundation, 2022 marked 10 years of impact in our communities from coast to coast to coast. Over the past decade, the Air Canada Foundation has continually provided support to hundreds of Canadian charities, connecting children to medical care, alleviating child poverty and helping children fulfill their dreams. The Foundation has also offered continued contributions to major health-related causes that benefit Canadians and has been actively engaged in providing international humanitarian relief as the need arises. 2022 was no different, as Air Canada, Aeroplan, the Foundation and our employees came together to back various causes through fundraising efforts, volunteering initiatives and our various assets as an airline.

I am grateful to employees, retirees, volunteers, customers and all our partners for their commitment and dedication since the launch of the Foundation, which remain integral to Air Canada's community programs. We will continue to enable opportunities for employees to get involved and welcome even more partners and customers to join us. Let's keep working together to increase our impact and improve the lives of children and families.

— Michael Rousseau, President and CEO, Air Canada



A message from Priscille



In 2022, the Air Canada Foundation commemorated a decade of making a difference in improving children's health and well-being. We are deeply grateful to those who continue to make our work possible.

Achievements over the past 10 years include the donation of more than \$12 million in financial grants to Canadian-registered charities that support our mission. We also gifted more than 11,000 airline tickets to charitable organizations to support fundraising activities or program development and enabled more than 9,000 flights to make children's dreams come true. But our unending support is needed and we aim to do even more in our mission of helping kids spread their wings.

Throughout the year we worked diligently with our partners to meet the growing needs of Canadians and other communities around the world, recovering from the challenges brought on by the pandemic.

The crisis in Ukraine loomed large and was the focus of our humanitarian assistance in 2022. The Air Canada Foundation, Air Canada, Aeroplan and its members, and other donors partnered to provide humanitarian assistance to Ukrainians.

In July we celebrated the generosity and support of our partners and champions at our 10th annual charity golf tournament, our largest fundraising event. We hosted almost 300 guests and raised \$1.1 million net.

This report gives readers a more detailed account of the Air Canada Foundation's impact of 2022. With the unwavering support and generosity of Air Canada, its employees and our partners, the Foundation made a positive difference in the lives of thousands of children across Canada.

We look forward to helping more kids spread their wings, providing more healing and more opportunity for them in the years to come.

— Priscille Leblanc, Chair of the Air Canada Foundation



The Air Canada Foundation at a glance

Our structure

The Air Canada Foundation was conceived to enhance Air Canada’s ongoing commitment to children and youth, humanitarian relief and health causes.

The Air Canada Foundation team, which is composed of qualified Air Canada employees, collaborates with various Air Canada departments and committees to offer employees opportunities to contribute to the Foundation’s mission. These include volunteering and feedback activities as well as humanitarian relief.

The Air Canada Foundation is guided by our Board of Directors that provides guidance and support to the Foundation team as it carries out its mission.



Priscille
Leblanc



Arielle
Meloul-
Wechsler



Amos
Kazzaz



Louise-
Hélène
Sénécal



Peggy
Zafiris

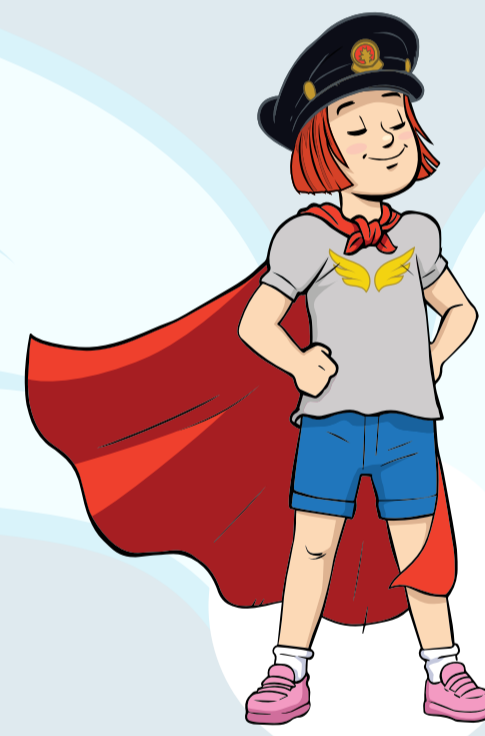
Mission

Through its programs or other initiatives, the Air Canada Foundation provides financial or fundraising support to Canadian-registered charities that are focused on improving children’s health and well-being. We help kids spread their wings through our three pillars:



Wings of Health

Supporting pediatric hospitals, health organizations, medical transportation and treatment



Wings of Protection

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



Wings to Dream

Supporting wish-granting for seriously ill, physically challenged and impoverished children

Commemorating 10 years of the Air Canada Foundation

Since the beginning, Air Canada has been involved in and supporting local communities across Canada, but the Air Canada Foundation was created in 2012.



[Air Canada Foundation:
10th anniversary](#)

2012

Air Canada's Community Investments Program evolves into a registered charity, the Air Canada Foundation, following the 2010 earthquake in Haiti.



2014

Air Canada and the Foundation help transport a teenager who plays sledge hockey to Sochi for a once-in-a-lifetime experience at the Paralympic Games.



2016

The first Wanderlux fundraising event is launched, in partnership with the Herbie Fund at SickKids Foundation, to support the health and well-being of children in Canada and abroad.



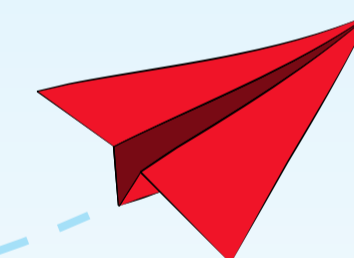
2018

The Foundation celebrates its 25-year partnership with Children's Miracle Network (including via Air Canada's Community Investments Program before 2012) and the inaugural Sweat for a Good Cause employee-led fundraising event is held.



2020

\$2.4 million is disbursed in financial grants — a record-breaking year.



2013

Hospital Transportation Program celebrates 10 years of helping sick children access medical care away from home.



The first edition of Shooting for the Stars with Breakfast Club of Canada and Carey Price takes off, providing Indigenous youth from remote communities with an unforgettable experience in Montréal.

2017

The Wings of Courage Program expands to Shriners Hospital for Children.



2019

The first Open Skies for Autism event takes place, which aims to ease anxieties around the process of flying for individuals who are on the Autism spectrum.



2020–present

Close to 2.2 million meals are served and over 2.8 million kg of GHGs are diverted from landfill through food rescue efforts with Second Harvest Canada.

The path to funding in 2022

The path to funding the mission of the Foundation is no simple feat. Like many journeys, it has many facets.

Funding the Foundation

As an independent charitable organization, the Air Canada Foundation is responsible for fundraising its revenue that supports the ongoing work of its programs and partnerships. Thanks to the generosity of our Air Canada community, we raised \$1.4 million and 2.92 million Aeroplan points in 2022.

Golf
\$1.1M net

Every Bit
Counts Program
\$9,169.21

Employee giving
(not including golf)
\$59,413

Corporate donations
to the Foundation
(not including golf)
\$21,055

Individual
donations
\$60,476.67



10th Annual Air Canada Foundation Golf Tournament

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 suppliers and partners for an exciting day with a great cause.

In 2022, the 10th edition of the event welcomed nearly 300 guests with the support of 100 sponsors and numerous Air Canada retirees and employee volunteers. Thanks to everyone's efforts, we successfully raised \$1.1 million net to support charitable organizations that are dedicated to the health and well-being of children and youth in Canada.

The lemonade stand, a coveted tradition of the tournament, was run by Léa-Jade and Coralie, Air Canada Foundation ambassadors, and raised an impressive \$10,000.

To help celebrate the milestone event and 10th anniversary of the Air Canada Foundation, special guest Gregory Charles, one of Quebec's most talented artists, performed for the Foundation's invitees. Marie-Philip Poulin, three-time Olympic gold medallist in women's hockey, was in attendance as well.



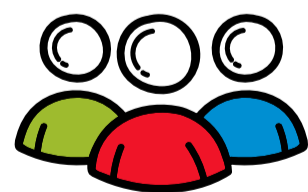
Aeroplan Points Matching Week for the Air Canada Foundation

Every year, Aeroplan runs a Points Matching campaign in support of the Air Canada Foundation during which all points donated are matched by Aeroplan (up to 500,000 points). All Aeroplan points raised through the Aeroplan Member Donation Program are redistributed to 15 pediatric hospitals through the Foundation's Hospital Transportation Program.

In 2022, Aeroplan and its members donated more than 910,000 points to help connect sick children with medical care that is not available in their home communities through the Hospital Transportation Program.



In 2023,
the Points
Matching week
will take place
Oct. 2–8



410,385 points

donated by **Aeroplan Members**



500,000 points

donated by **Aeroplan**

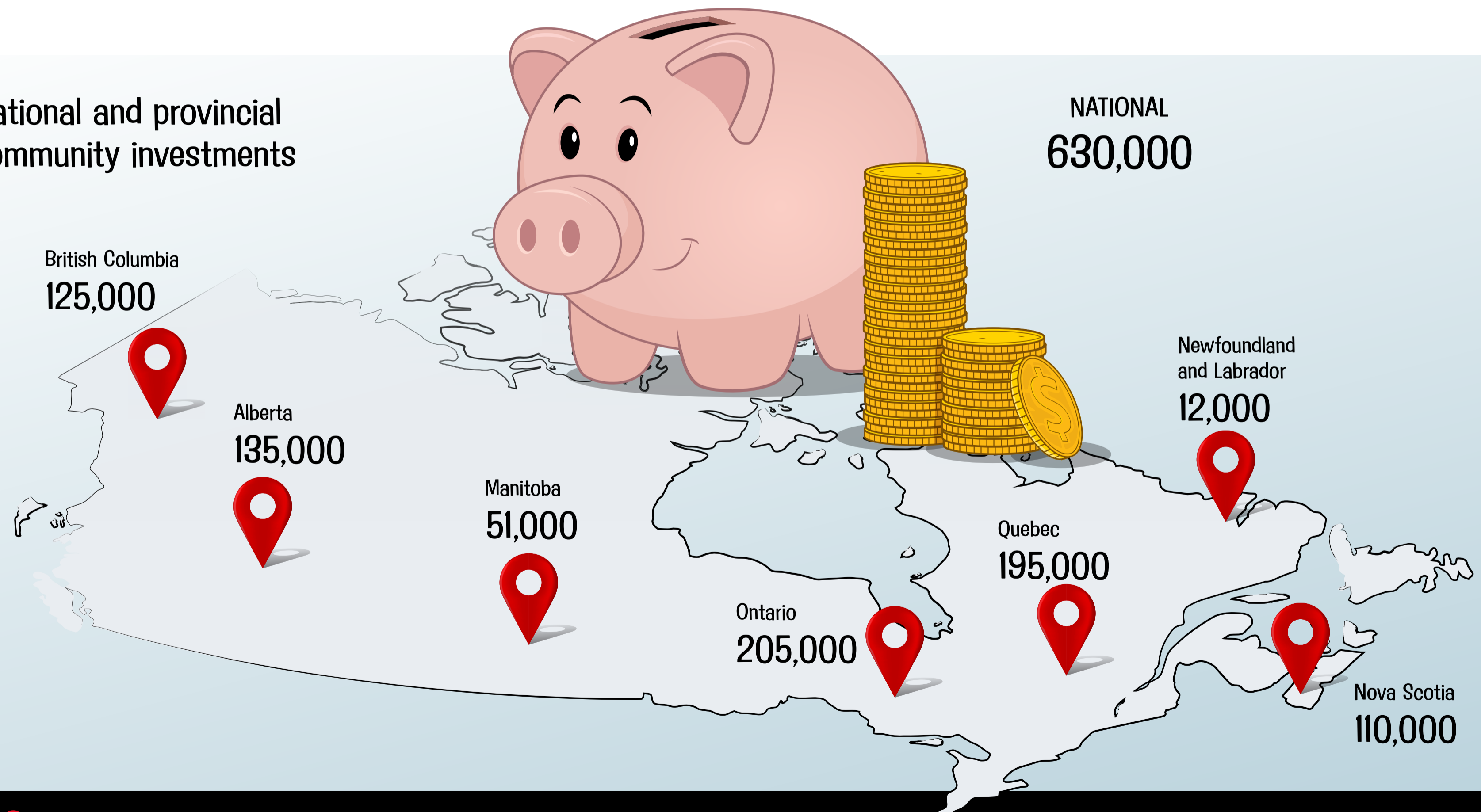
Our impact in 2022



Dollars invested in the community

In 2022, the Air Canada Foundation donated \$1.6 million to 41 organizations that help children spread their wings.

National and provincial community investments



By the numbers

179 kids
helped
with
226
flights

via the Hospital
Transportation
Program



31 dreams
realized

fondation pour l'enfance
starlight
children's foundation canada

Sunshine
THE AAFS FOUNDATION SINCE 1987



1,500
Tickets
donated



\$1.6 million
donated to
41 organizations

Meals provided

2,300
children



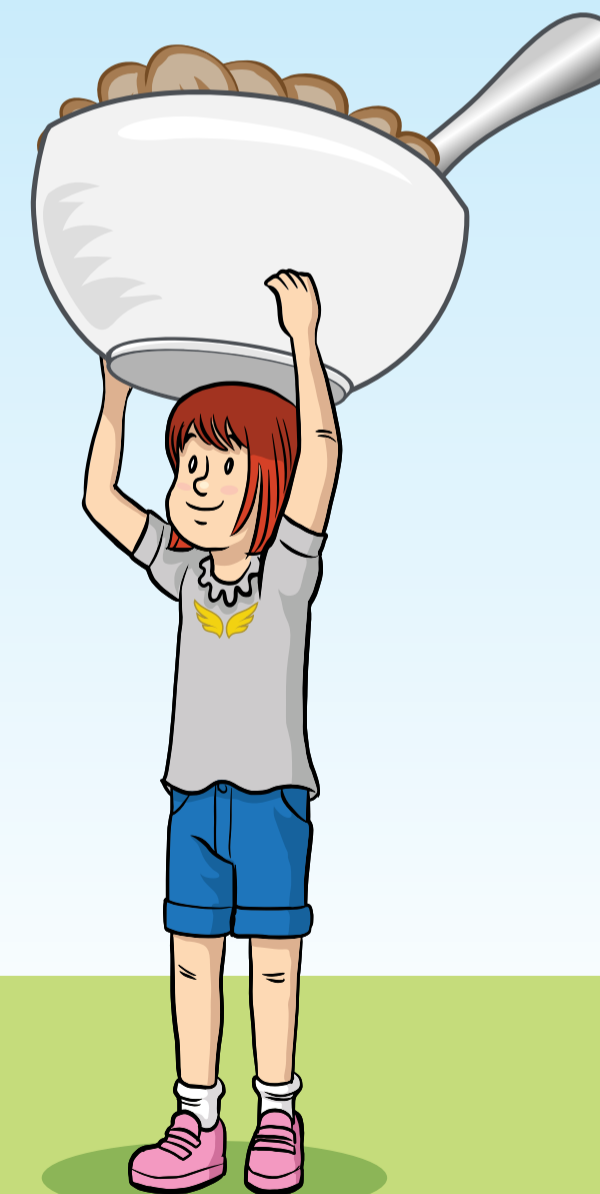
+

175,000
food packs



+

79,500
meals



233
pallets shipped
in partnership with
Air Canada Cargo,
transporting
65,240
food packs
for Food Banks
Canada's After the
Bell Program



Connecting children to medical care

Every year, the Air Canada Foundation supports charitable organizations that are focused on improving the health and well-being of children and youth. The following are examples of the impact created in 2022.

“

“What could be more important than helping all children reach their full potential? It all begins with the healthy development of mind and body for children of all abilities and backgrounds, including those with special health care needs.”

– Priscille Leblanc, Chair of the Air Canada Foundation



Hospital Transportation Program



**AIR CANADA
FOUNDATION**

HOSPITAL TRANSPORTATION
PROGRAM

Established in 2003, the Hospital Transportation Program helps connect children to the medical care they need away from home. The contribution of millions of Aeroplan points to 15 pediatric hospitals countrywide gives young patients and an accompanying parent access to medical care that is not offered in their community.

This is just one way the Air Canada Foundation and its partnership with the Aeroplan Member Donation Program is making a real difference in the lives of families across Canada.



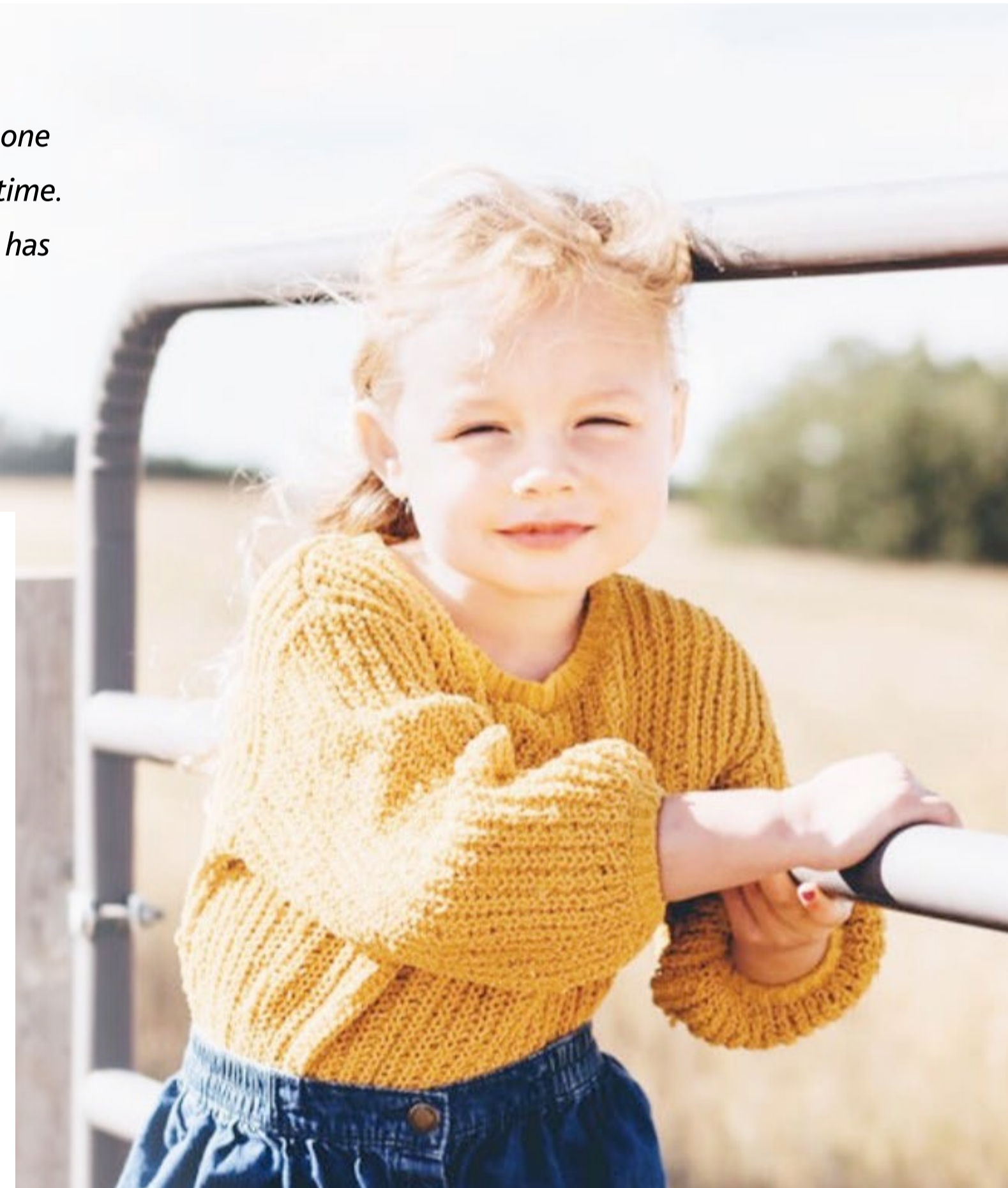
"We have been using the program for one year and have taken six flights in that time. We so appreciate how the Foundation has helped our family."

– Tarren, mother of Kenna, age six
(Jim Pattison Children's Hospital patient)



"As a volunteer in the Hospital Transportation Program at BC Children's Hospital, I booked 62 families with the Air Canada Foundation in 2022. This program changes the lives of many families at the most difficult point in their life."

– Elinore Delf, BC Children's Hospital
Foundation volunteer



Alberta Lung Association



The Alberta Lung Association is a leader in respiratory health, connecting, advocating for and engaging community members to support better lung health for all. In 2022, funds from the Air Canada Foundation supported the Pediatric CPAP Program. Through this program, Alberta Lung provides sleep apnea equipment to families to move their hospital-bound children back home where they belong. This critical program helps remove the financial burden for families who cannot afford to purchase their child's continuous positive airway pressure (CPAP) equipment.



Connor's journey

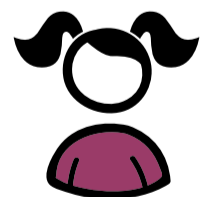
Connor was born with seven heart defects. After four open-heart operations and six pacemaker surgeries, Connor is winning the fight. Still, as he grows, more complications develop. Most recently, he was diagnosed with sleep apnea, a critical disorder that can cause a person to stop breathing while they sleep. It is a common complication of many disorders.



The solution was a continuous positive airway pressure (CPAP) machine, which delivers a steady stream of oxygen through a mask and a tube. This prevents airways from collapsing during sleep. Connor's parents weren't sure how they would afford a CPAP machine. With the support of the Air Canada Foundation, Connor is one of multiple patients and their families who were assisted through this program.



\$30,000
awarded



13 children
supported

Fondation de la recherche pédiatrique



The Air Canada Foundation is proud to support the Fondation de la recherche pédiatrique ("Pediatric Research Foundation"), formerly Fondation des étoiles, each year with airline ticket donations that are used for fundraising activities. In 2022, tickets were raffled off during the Encan des vins de Montréal (Montréal Wine Auction) and Encan des vins de Sherbrooke (Sherbrooke Wine Auction) events, raising funds for programs that support the health and well-being of children.



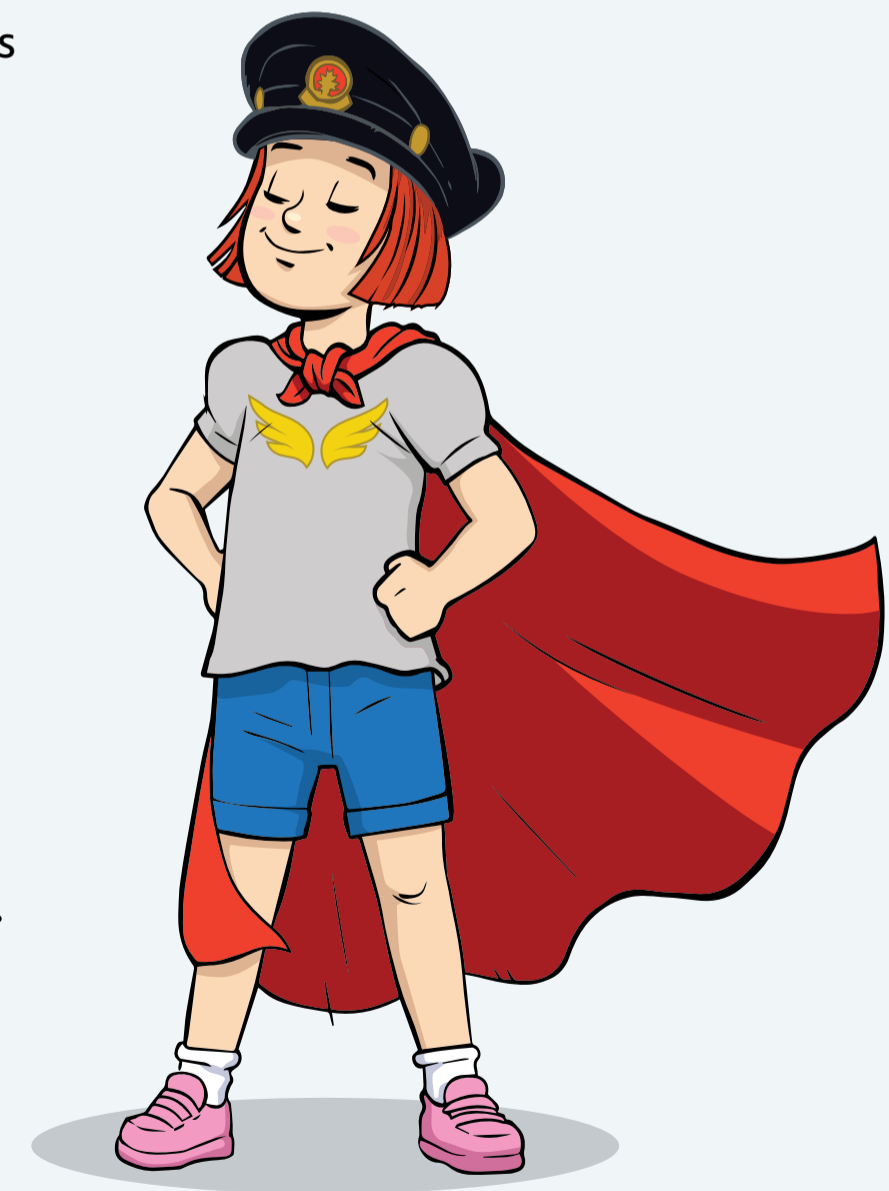
airline tickets

awarded annually to support
fundraising activities

From tickets to hope

The Air Canada Foundation has offered invaluable support to the Pediatric Research Foundation for 18 years. Every year, two wine auctions are held to collect funds for pediatric research. Air Canada tickets are used to raise funds through draws.

In 2022, \$45,000 was raised through Air Canada tickets, \$10,000 of which helped finance five scientific pediatric projects with a research focus on cardiology, neonatology, neurodevelopment, infectious diseases and metabolic health.



Providing protection and helping kids to feel safe

Every year, the Air Canada Foundation supports charitable organizations that protect kids in need and help them feel safe in our communities. The following are examples of the impact created in 2022.



"We're safeguarding childhood, protecting children from the mental, physical, social and emotional toll that results from an absence of basic necessities. How can a child learn, play and grow if something as essential as food to eat is not a sure thing?"

– Kirstin Beardsley, CEO, Food Banks Canada



Food Banks Canada



In 2022, funds were donated to Food Banks Canada to support its After the Bell Program, which tackles food insecurity during the summer months when kids can't access in-school meal programs. After the Bell provides healthy, kid-friendly food packs to food banks across Canada that help keep kids' growing bodies healthy and strong.

In addition to providing cash donations, since June 2021, the Air Canada Foundation has been working with Air Canada Cargo to transport non-perishable food items to and from Halifax, St. John's, Ottawa, Winnipeg, Montréal and Québec City in support of Food Banks Canada. Food kits were delivered to Iqaluit in partnership with Air Inuit in 2021 and 2022 as well.

With this support, Food Banks Canada delivered 175,000 child-friendly food packs in the summer of 2022, including oatmeal, cereal, cracker, hummus, shelf-stable milk and fresh fruits and vegetables, to more than **190 communities** from coast to coast to coast.



\$100,000
awarded

Program supported:
After the Bell



**33.1% of food bank users
are children and yet
children only represent
20% of the population**



Food bank – Bridges to Hope (Nfld.)

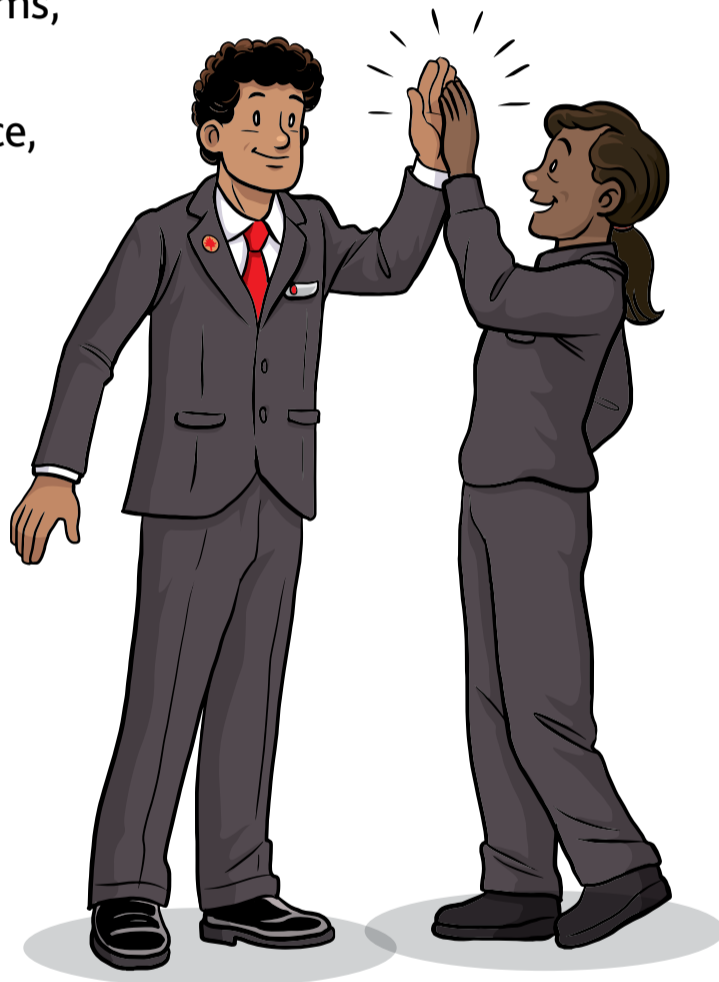


"I moved here from Ukraine with my three children and never used a food bank before. I do my best to try to feed my children healthy food and was worried that the food bank would not have any, so I was really surprised and happy to see the After the Bell packs. My children received them three times over the summer months when I really needed help."

– Food bank user

Choices for Youth

The Outreach and Youth Engagement Program supports youth in need, providing personal care items, access to communication, medical and legal assistance, hot meals, counselling services and more.



\$10,000
awarded

Program supported:

**Outreach and Youth
Engagement**



“

"I think the youth would be lost without Choices. I think Choices is a daily choice for them and an area where they feel safe, which is super important. It has all kinds of tools and programs they can use to get direction. Choices gives the youth hope and avenues for a better future. It's very heartwarming to see the youth interact with, and enjoy the company of, Choices' counselors, knowing that life will be better."

– Monique, volunteer

Igniting hope and making dreams come true

Every child deserves to dream. The Air Canada Foundation continues to prioritize efforts to ignite hope for children that face adversity in Canada. Whether it's financial or medical challenges, we believe creating moments of hope is what inspires children to see past their adversities and continue fighting for their future.

“

"A dream offers the gift of distraction. It untangles despair and makes any mountain a hill. A dream is where hope begins."

– Brian Bringolf, CEO Starlight Children's Foundation



Starlight Children's Foundation®



Starlight Children's Foundation® Canada does what no medicine can do: create priceless smiles and memories for seriously ill children and their families. For over 30 years, Starlight Canada has been spreading joy to sick kids across the country through a unique blend of hospital-to-home programs, designed for the whole family. In 2022, the Air Canada Foundation helped provide a needed distraction for children in hospital with the funding of Nintendo Switch Handhelds and provided transportation for children to help make once-in-a-lifetime wishes come true.



\$50,000
awarded



60 airline tickets
for wish granting

Program supported:

Starlight Once In A Lifetime Wishes

Emily's dream

A lover of animals and travelling, nine-year-old Emily lives with Rett syndrome. Though non-verbal with no mobility in her hands and legs, Emily refuses to let her condition stop her from dreaming big, so she turned to Starlight Children's Foundation® Canada for support. With the help of the Air Canada Foundation, what once was a dream became a magical reality for this young girl: Emily's "Starlight Once In A Lifetime Wish" to visit Walt Disney World® Resort in Florida was granted.



"[It was] The happiest week of our lives. Emily smiled more in that week than the whole year combined."

– Emily's mother

Fondation Dr Clown

Support from the Air Canada Foundation enables the Fondation Dr Clown to fund therapeutic clown visits to the main pediatric hospitals in Quebec — a welcome distraction for children facing illness.



Nathalie Choquette Photographie



\$50,000
awarded

Program supported:

**Therapeutic
clown program**



"At the outpatient hemato-oncology clinic, Dr. OK and Dr. Guy Môve make a new friend, J, who is about three to four years old. As soon as J sees them, from the end of the hallway, she is drawn like a magnet to the Dr. Clowns. A little later, a nurse comes to ask the Dr. Clowns to support J. Armed with his ukulele, Dr. Guy Môve begins to sing the alphabet. The distraction works, the pick-line shot only hurts for three seconds."

– Michel Gionet, alias Dr. Guy Môve



Marie-Eve Doyon Photographie

The Sunshine Foundation of Canada



The Sunshine Foundation of Canada makes dreams come true for children living with severe physical disabilities. In 2022, the Air Canada Foundation's support for the Sunshine Foundation of Canada was used to fulfill three non-travel related wishes.



"It was so lovely to see Corbett being celebrated on his Dream Day [...] He felt so loved and overwhelmingly cared about by people who don't know him. To have a life that will certainly have its challenges made easier is a truly appreciated gesture. He wanted to keep the card that was enclosed, so it's framed beside his desk. Thank you for making this dream, and how it made him feel, unforgettable."

– Corbett's mother



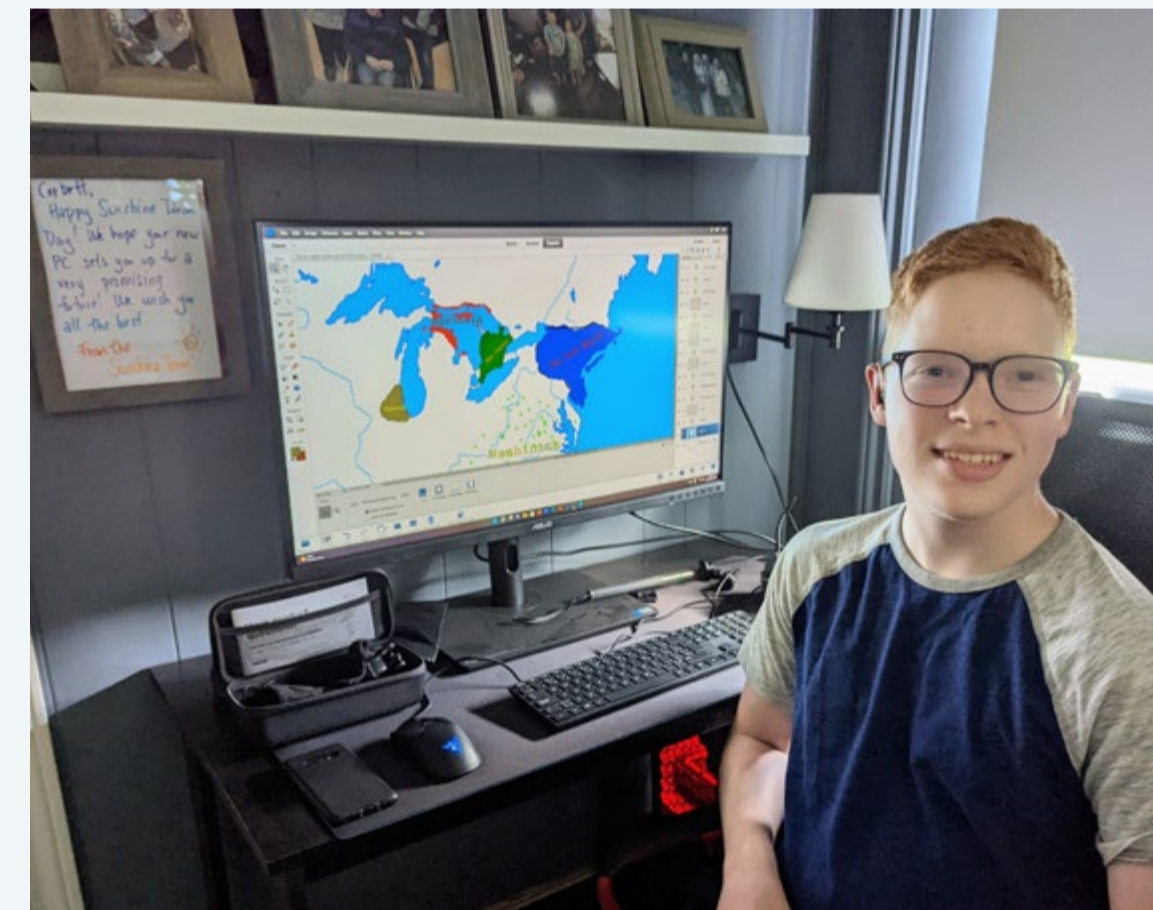
\$16,500
awarded

Program supported:

Wish granting

Corbett's dream

Corbett, one of three triplet brothers, lives with cerebral palsy. He and his brothers love filming videos together, but the technology he had available did not have proper editing capabilities. His Sunshine Dream was to receive a new computer that would enable him to edit photos and videos and learn to code. With the support of the Air Canada Foundation, Corbett received a brand-new personal computer, complete with accessories, software licences and a GoPro camera to help him make better videos with his brothers. He has already been learning new skills like Photoshop, used his GoPro on a trip with his dad and has coded his own video game.



Employees in action

In 2022, more than 550 Air Canada employees participated in volunteer activities through the Air Canada Foundation. Volunteer opportunities covered various initiatives including packing events in support of humanitarian relief, building comfort kits for the Children's Aid Foundation and cleaning up shorelines of communities across Canada. We're proud to share two examples of how employees came together to make a difference in our communities.

Colorful Communities

More than 75 volunteers participated in a Colorful Communities® event in partnership with PPG Industries, painting the classrooms, offices and hallways of Variety Village in Scarborough, Ont. The project brought new life to the much-valued inclusive and family-friendly fitness, sports and life skills facility that is dedicated to people of all abilities.

Sweat for a Good Cause

Around 150 Air Canada employees, family and friends participated in the third edition of "Sweat for Good Cause," an employee-led fundraising event, spearheaded by **Paulina Kaye Gonzales**, Talent Marketer. The event combines a day of fitness and fun with raising funds to support the Health and well-being of children and youth through the Air Canada Foundation.



Andrew Monia Photography

Humanitarian support

“We connect Canada and the world. It's a privilege, but it's also a responsibility in times of crisis. We're proud to be in a position to help, especially with partners like GlobalMedic, Airlink and the Canadian Red Cross.”

– Michael Rousseau, President and CEO, Air Canada

EMPLOYEE ENGAGEMENT



More than

150 employees

involved in **humanitarian engagement opportunities**

DOLLARS DONATED



Air Canada Foundation and
Air Canada employees donated

\$210,000

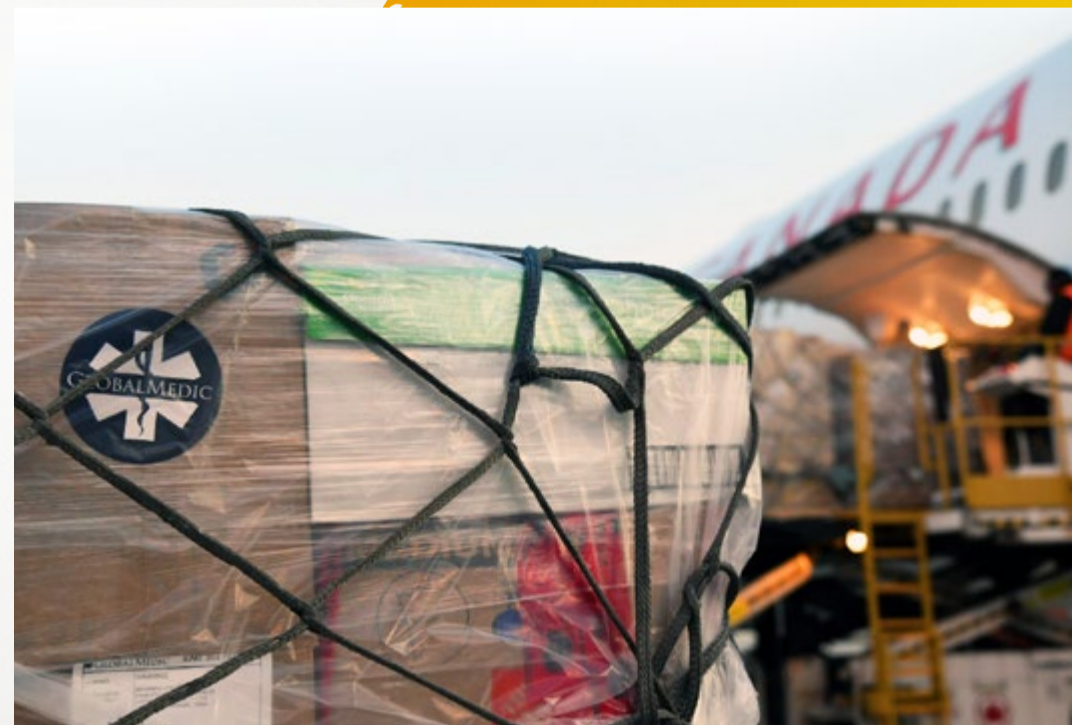
for **humanitarian appeals**



Supporting Ukrainians

When violence erupted in February 2022, Canadians and communities worldwide began stepping up and mobilizing support for those affected by the crisis in Ukraine, including populations that had been displaced. Air Canada, the Air Canada Foundation, Aeroplan, Aeroplan Members and private donors like the Shapiro Foundation came together, working closely with employees and humanitarian partners to provide support where needed.

Between the Air Canada Foundation, Air Canada and Aeroplan, a myriad of campaigns and initiatives were supported through financial contributions, Aeroplan points donations, employee volunteering and the transportation of emergency kits and other goods.



Supporting Ukrainians | Flooding in Atlantic Canada

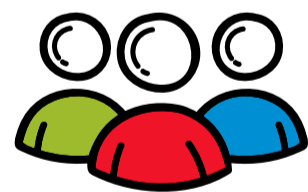
“

"In Ukraine and surrounding countries, your funding has allowed the provision of shelter, health care and winterization needs. The Air Canada Foundation's co-ordination of employee fundraising has further allowed Red Cross the flexibility to more rapidly respond, in the most effective way, to emergencies or emerging humanitarian needs at home and anywhere in the world."

– Tom Scinto, Associate Director, Corporate Partnerships
at Canadian Red Cross



Working with our Aeroplan
humanitarian partner Miles4Migrants,
2,952 Ukrainian evacuees from
89 cities arrived safely in Canada.



+67M
Aeroplan
points

donated by
Aeroplan Members



100M
Aeroplan
points

donated by
Aeroplan



50M
Aeroplan
points

donated by **the**
Shapiro Foundation



“

"In response to the crisis in Ukraine, we were honoured to partner with the Air Canada Foundation and the Government of Canada to establish the Ukraine to Canada Program, which enabled thousands of Ukrainians to fly to safety in Canada, at no cost to travellers."

– Ed Shapiro, Trustee of The Shapiro Foundation

Our efforts

MARCH

Transportation of **rapid response teams** to scale up operations in Europe to **help arriving Ukrainian families**

Air Canada Cargo operated **humanitarian special cargo flights** **in collaboration with Airlink** and other humanitarian partners, transporting medical equipment for Ukrainians arriving in Poland and other neighbouring countries

More than **\$170,000 donated** by Air Canada employees and the Air Canada Foundation to the **Canadian Red Cross’ Ukraine Humanitarian Crisis Appeal**

Air Canada announced a **\$10 donation for every booking** made on aircanada.com to support Ukraine relief aid, with a **total commitment of up to \$250,000**

\$23,747 donated **by employees**

\$76,253 given **by the Air Canada Foundation**

APRIL

6,400 emergency family food kits were packed and transported to Frankfurt for onward connection to Ukraine **thanks to 100 Air Canada employee volunteers, in collaboration with GlobalMedic and Airlink**

JULY TO DECEMBER

8,000 kilograms of aid was moved weekly into Ukraine **from key European hubs** through humanitarian special cargo flights operated by Air Canada Cargo

YEAR-ROUND

With Priority Worldwide and Airlink, Air Canada Cargo carried **160,000 kilograms of food supplies** through Vancouver and Calgary to Frankfurt **for distribution in Ukraine**



Flooding in Atlantic Canada

When post-tropical storm Fiona hit Atlantic Canada, it caused unprecedented damage, displacing vulnerable families and leaving many in need of essential items. Air Canada and the Air Canada Foundation worked with humanitarian partners to respond to the crisis. In addition to donating \$50,000 to the Canadian Red Cross Hurricane Fiona in Canada Appeal, the Air Canada Foundation provided tickets to Airlink for the transportation of first response teams including Team Rubicon and Burnaby Search and Rescue. Clean-up kits were also packed and transported in partnership with [GlobalMedic](#) to support families as they returned home to start rebuilding and get their lives back on track.

“With critical and ongoing investments, the Air Canada Foundation, as a Disaster Response Alliance member, continues to power the Canadian Red Cross with strong infrastructure, trained volunteers and essential supplies to keep communities strong whenever an emergency strikes. This past year, Red Cross responded to an ever-growing number of emergencies ranging from personal disasters, such as house fires, to a torrential rain disaster that affected over 120,000 people in Atlantic Canada. The Air Canada Foundation’s support following hurricane Fiona has allowed Red Cross to distribute financial assistance to over 88,000 households that were evacuated from their homes, the provision of psychosocial support and emergency supplies to assist people through their recovery journey.

– Tom Scinto, Associate Director, Corporate Partnerships at Canadian Red Cross



A milestone year for the Air Canada Foundation, 2022 marked 10 years of impact in communities across Canada and around the globe. With the support of employees, retirees, volunteers and our community, the Air Canada Foundation continues to fulfill its mission in helping kids spread their wings 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!

The important work of the Air Canada Foundation would not be possible without its valued partners and supporters.



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

