



# Impact Report

2023





This report highlights the impact the Air Canada Foundation made across communities in 2023, including through its partnerships, fundraising and employee engagement initiatives.



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# A message from Michael

For more than a decade, the Air Canada Foundation has supported hundreds of charitable organizations that help sick children access medical care, provide protection to children in vulnerable communities and ignite hope in those who need it most by making their dreams come true. In 2023, we deepened this commitment to our communities through meaningful partnerships, collaborative integrations and greater employee engagement.

We saw remarkable outcomes, such as the record-breaking 67.7 million Aeroplan points raised during the annual Points Matching campaign with Aeroplan to help connect sick kids to medical care away from home. It was the most successful points matching campaign in the two-decade history of the Hospital Transportation Program. We thank our Aeroplan partners who came together to amplify the generosity of our Aeroplan Members and help make this possible.

We also saw about 1,100 Air Canada employees volunteer their time to give back through causes they feel passionate about in our communities from coast to coast to coast. From packing food hampers and emergency kits to building bicycles and serving meals through breakfast programs, our employees made a difference in the lives of thousands of children and their families. The success

of the annual Air Canada Foundation Golf Tournament, which raised an impressive \$1.3 million (net) in 2023, was due to the dedication and commitment of Air Canada’s employees and suppliers. The event even showcased our employees’ artistic talents during a concert and a show in the evening.

The Air Canada Foundation remains an integral part of Air Canada and its community investments. I extend a heartfelt thanks to all customers, charitable partners, employees, retirees and volunteers who continue to support the mission of the Foundation. Thanks to your partnership and generosity, the Air Canada Foundation continues its mission of helping children spread their wings.

We will continue to invest in these opportunities in 2024 and look forward to seeing more collaboration, employee engagement and meaningful partnerships so that we can make an even more positive impact on the lives of those in our communities across Canada.

**Michael Rousseau**  
President and CEO, Air Canada





# A message from Priscille

In 2023, the Air Canada Foundation, with the ongoing support of many altruistic volunteers and donors, partnered with communities and charitable organizations to better the quality of life for thousands of children across Canada. We reached significant milestones, raising close to \$1.3 million (net) through our annual golf tournament and an astounding 67.7 million Aeroplan points during Aeroplan’s Points Matching Week. More than \$1.3 million, 24 million Aeroplan points and 2,000 airline tickets were donated to organizations across Canada in support of children in need of a helping hand.

In 2023, we resumed the onboard Every Bit Counts program, enabling customers to donate loose change of any denomination to the Air Canada Foundation, and facilitated online donations to the program on aircanada.com. Air Canada customers’ generous donations to Every Bit Counts have allowed us to provide

nourishing breakfasts to children in First Nations communities in Western and Northern Canada through our long-term partnership with Breakfast Club of Canada. The Hospital Transportation Program, which goes straight to the heart of what the Air Canada Foundation is about, celebrated two decades of transporting thousands of children to facilities offering medical care not available in their communities.

This report gives readers a more detailed account of the Air Canada Foundation’s impact in 2023. We thank Air Canada, its employees and customers and our partners for their continued support and look forward to helping even more kids spread their wings in 2024.

**Priscille LeBlanc**  
Chair of the Air Canada Foundation





# The Air Canada Foundation at a glance

## Our mission

The Air Canada Foundation provides financial or fundraising support to Canadian-registered charities that seek to improve children’s health and well-being.





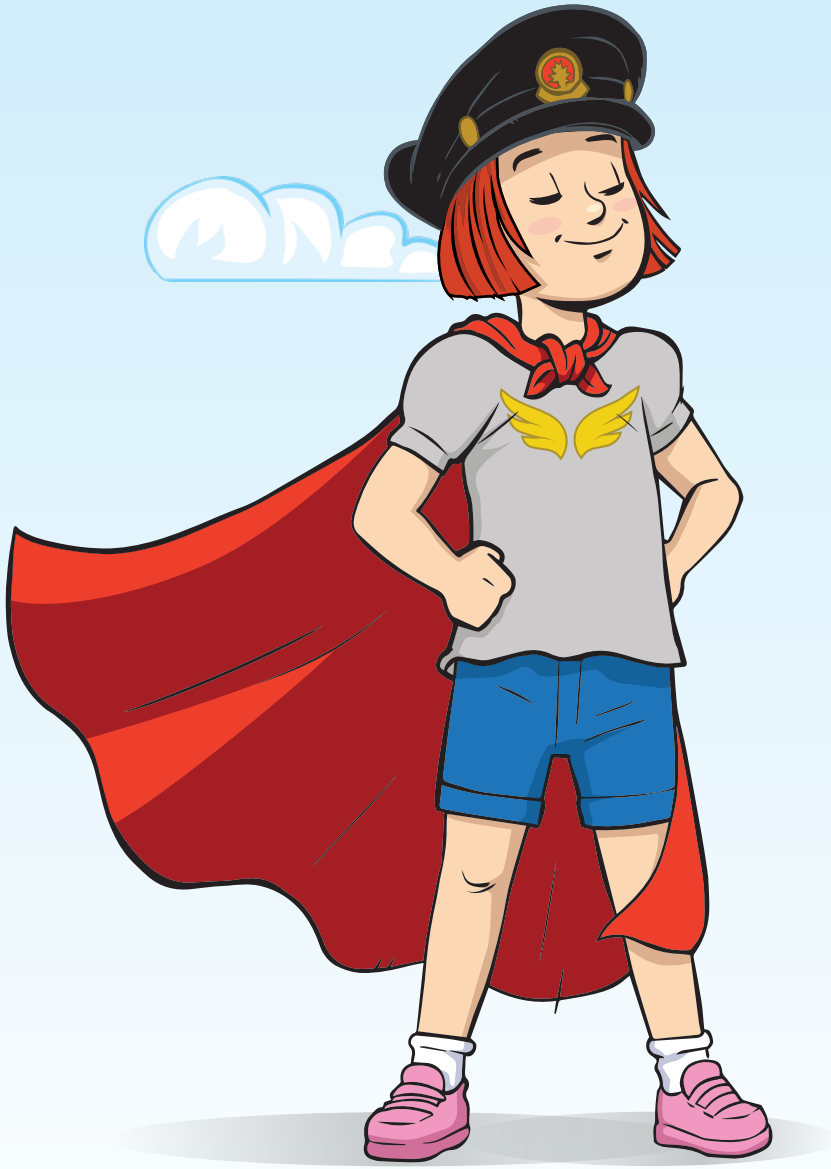
# Our pillars

We help kids spread their wings through:



## Health

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



## Protection

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



## Dreams

Supporting programs that provide hope and resiliency for seriously ill, impoverished children and persons with disabilities.



# Our structure

## About us

The Air Canada Foundation was conceived to extend the commitment Air Canada employees, customers and stakeholders have for children and youth, humanitarian relief and health causes. It is composed of qualified Air Canada employees and collaborates with various Air Canada departments and committees to offer employees opportunities to contribute to the Foundation’s mission. These initiatives include volunteering, feedback activities and humanitarian relief.



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



Priscille LeBlanc



Louise-Hélène Sénécal



Arielle Meloul-Wechsler



Panagiota (Peggy) Zafiris



Amos Kazzaz



Funding the Foundation | Air Canada Foundation Golf Tournament | Aeroplan Points Matching Week

# The path to funding in 2023





# 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 its partnerships. Thanks to the generosity of our Air Canada community, we raised \$1.7 million and 80 million Aeroplan points in 2023.

## Air Canada Foundation Golf Tournament

**\$1.3M**

The annual Air Canada Foundation Golf Tournament is the Foundation's largest fundraising event.



## Every Bit Counts commitment of

**\$176,000**

The Every Bit Counts program offers passengers on board Air Canada flights, in Maple Leaf Lounges and via the internet the opportunity to donate loose change of any currency.

## Aeroplan points

**81M**

Aeroplan points are generously donated to support the Air Canada Foundation's Hospital Transportation Program.

## Employee fundraising and payroll donations

**\$61,000**

Air Canada employees show their generosity each year through employee-organized fundraisers and the payroll donation program.

## Individual donations

**\$49,000**

Generous donors are responsible for this tally.





# Annual Air Canada Foundation Golf Tournament

In 2023, the 11<sup>th</sup> edition of the Air Canada Foundation Golf Tournament welcomed about 400 guests with the support of 100 sponsors and numerous Air Canada retirees and employee volunteers. Hosted in the Greater Montréal Area, the tournament is the Foundation's biggest fundraising event and brings together Air Canada's largest suppliers and partners for an exciting day with a great cause: to support the health and well-being of kids across Canada.

Thanks to everyone's efforts, we raised a record-breaking amount of nearly \$1.3 million (net). Air Canada Foundation ambassadors Liam and Nolan, representing Starlight Children's Foundation Canada, a partner of the Air Canada Foundation, ran the highly coveted lemonade stand and raised an impressive \$13,500.

The success of this year's event would not have been possible without the 61 dedicated Air Canada employees who managed and hosted the tournament, including the evening's entertainment.





# Aeroplan Points Matching Week

In 2023, the Aeroplan Points Matching Week, in support of the Air Canada Foundation, was a tremendous success, with 67.7 million points donated by Aeroplan Members and Aeroplan partners TD, CIBC and the Avis Budget Group. It was the most successful matching campaign in the history of the award-winning program.

Though Aeroplan points can be donated year-round to the Air Canada Foundation, points go further during annual matching weeks, with Aeroplan matching donations up to 500,000 points. All points raised for the Air Canada Foundation are redistributed to 15 pediatric hospitals and Hope Air through the Foundation's Hospital Transportation Program, which helps connect sick children to medical care not available in their communities.





Dollars invested in the community | By the numbers

# Our impact in 2023





# Dollars granted to the community

In 2023, more than \$1.3 million was invested in the community or donated to organizations that help children spread their wings.





# By the numbers

214 kids helped

with

308 flights

via the Hospital  
Transportation Program

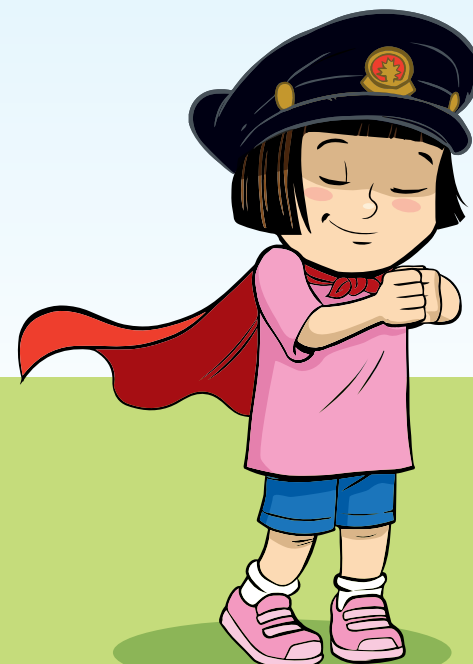


1,044 dreams realized

fondation pour l'enfance  
**starlight**  
children's foundation canada



**Sunshine**  
DREAMS FOR KIDS SINCE 1987



2,089  
tickets donated



383,827 meals provided

175,754

**second  
harvest**

+

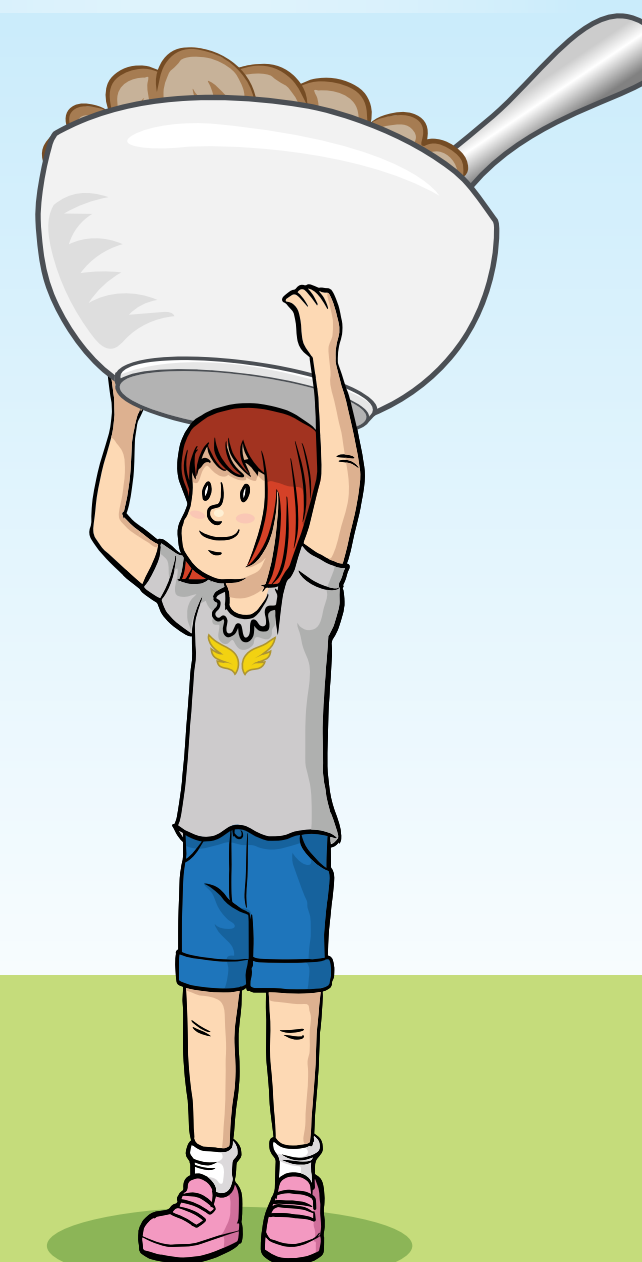
185,000

Food Banks  
Canada  Banques alimentaires  
Canada

+

23,072

**WCK.** WEST COAST KIDS  
CANCER FOUNDATION





Hospital Transportation Program | Fondation Jeunes en Tête | West Coast Kids Cancer Foundation

# Improving children's health and well-being



Photo: Patrick Palmer



# Hospital Transportation Program

In 2023, the Air Canada Foundation Hospital Transportation Program celebrated a milestone anniversary: 20 years.

Under the program, and with the generous contribution of millions of Aeroplan points by Aeroplan Members to Hope Air and 15 pediatric hospitals countrywide, young patients and an accompanying parent access 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.

In 2023, however, the Foundation was faced with a challenge: the Hospital Transportation Program was using points at a faster rate than could be replenished. Recognizing that the program's current operations might not be sustainable, it was time to innovate.

[Key Aeroplan partners TD, CIBC and the Avis Budget Group stepped in to amplify the generosity of Aeroplan Member donations.](#) In total, a record-breaking 67.7 million points was raised for the Hospital Transportation Program. The 2023 campaign exemplified how the community can come together for the greater good and in support of a common cause.



*Roughly 700 families will be supported with easier access to hospital care thanks to Aeroplan Members and the kind generosity of the Avis Budget Group, TD, CIBC and Aeroplan."*

**Adam Starkman**  
President and CEO of  
Canada's Children's  
Hospital Foundation



HOSPITAL TRANSPORTATION  
PROGRAM **20** years



# Fondation Jeunes en Tête

Fondation Jeunes en Tête offers free workshops in schools across Quebec to raise awareness about mental health and depression and to break down barriers to mental wellness among young people. By equipping teens, their parents and school staff with online tools, students are empowered to get help both for themselves and for others. In the period 2022–23, 201 young people consulted mental health resources. Out of these consultations, 137 youths sought help for themselves, 64 sought help for a loved one and 179 school students received treatment.

## Programs supported:

- Mental Health Basics workshop
- Partners for Life workshop

FONDATION  
JEUNES  
EN TÊTE



GRANTED  
\$10,000





# West Coast Kids Cancer Foundation

The West Coast Kids Cancer Foundation supports families across British Columbia who are dealing with childhood cancer and blood disorders. Family-focused programs are provided at no cost to help kids, siblings, parents and caregivers at every stage of their experience.

Under its Food Support Program, nutritious meals and healthy snacks are readily available on the oncology/hematology floor at BC Children's Hospital and in homes across the province, providing temporary food relief to families whose child is admitted or receiving treatment.

James Howey, Manager, Global Accounts at Air Canada, and his daughter, Luci, were among the employees who volunteered at the Food Support Program in 2023 by sorting, ticketing and packing food items for families. Volunteering was an opportunity for them to give back after their family was first introduced to the WCK meals and snacks that were available to them when Luci, then 14 years old, was admitted to the oncology floor at BC Children's Hospital in July 2022.

## Program supported:

- Food Support Program



*It made a world of difference to my wife and I having the option for a nourishing meal after long and stressful days being at the hospital and managing our daughter's care. Not enough can be said about the positive impact of the WCK Food Program and the burden it lifts for families in the moment when much more important issues are at hand."*

**James Howey**  
Manager, Global  
Accounts



**WCK.**  
WEST COAST KIDS  
CANCER FOUNDATION



**GRANTED**  
**\$80,000**



Children's Aid Foundation of Canada | Joy Smith Foundation | Breakfast Club of Canada

# Protecting childhood and helping kids feel safe





# Children's Aid Foundation of Canada

According to the Children's Aid Foundation of Canada, all children and youth should have access to services and items that are necessary to nurture their healthy development and overall well-being.

The National Health and Well-Being Program of Children's Aid Foundation of Canada addresses the most urgent health needs of children and youth served by child welfare organizations. Its statistics show that 82% of kids in care are diagnosed with special needs, including physical, cognitive, emotional, behavioural and social difficulties, many of which require specialized care. This funding fills the gaps in basic government-funded health care and in the necessary preventive and specialized support that vulnerable children and families desperately need.

## Program supported:

- National Health and Well-being Program

### Meet Winona\*

Winona was accessing counselling sessions with a therapist that she had developed a good relationship with. She applied for continued funding but her request was unfortunately denied. Through the Health and Well-Being Fund, she could access counselling over the holiday period when she was experiencing a lot of isolation, anxiety and depression.

\*Name and photo altered for privacy.



**GRANTED**  
**\$100,000**



# Joy Smith Foundation

The Joy Smith Foundation is Canada's leading authority on the prevention and intervention of human trafficking. Through its Intervention Program for Survivors of Human Trafficking, survivors can begin healing and recovering. The program covers a variety of subject areas with such topics as trauma-related behaviours, PTSD, Stockholm syndrome, addictions and mental health. Ultimately, survivors reintegrate into their own family setting or support network and become contributing members of their community.

In addition to supporting Joy Smith's Intervention Program, the Air Canada Foundation provided tickets in 2023 to return home victims of human trafficking, in co-ordination with law enforcement involved in the case.

## Program supported:

- Intervention Program for Survivors of Human Trafficking



GRANTED  
**\$50,000**





# Breakfast Club of Canada

Breakfast Club of Canada is dedicated to giving children a chance to reach their full potential by starting every school day with nutritious food. It reaches more than 420,000 children in over 3,000 school nutrition programs across the country.

All funds raised through the Air Canada Foundation's Every Bit Counts Program were donated to Breakfast Club of Canada in 2023. The funds reinforce school nutrition programs, including through food donations, equipment and the provision of support and training.

Since the beginning of its partnership, the Air Canada Foundation has helped provide breakfast to thousands of kids. More recently, the Foundation helped set up school nutrition programs in Alberta, Manitoba and Nunavut, ensuring food security for children from all backgrounds.

## Program supported:

- Breakfast programs in Indigenous communities



COMMITMENT OF  
**\$176,000**



*At a time when inflation rates are at an all-time high, it is crucial to continue to serve nutritious breakfasts to children, and we are grateful for the Air Canada Foundation's unwavering commitment toward this important cause."*

**Tommy Kulczyk**  
President and Chief  
Executive Officer  
at Breakfast Club of  
Canada



Dreams Take Flight Canada | Starlight Children's Foundation® Canada x Rocky Mountaineer | Air Canada Fan Flight

# Igniting hope and making dreams come true





# Dreams Take Flight Canada

In 2023, Air Canada and Dreams Takes Flight Canada returned to the skies for the first time since 2019 with once-in-a-lifetime flights to help more than 1,000 children make magical memories at a theme park in Florida or California.

Eight flights departed from Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montréal and Halifax over the course of the year.

Created in 1989, Dreams Take Flight Canada is a charity primarily composed of current and retired Air Canada employees and retirees who volunteer to make these journeys a reality. Over the past 30 years, Air Canada, as the exclusive carrier and now through the Air Canada Foundation, has flown more than 40,000 children on Dreams Take Flight trips.

By generously donating their time, pilots, flight attendants, maintenance engineers and numerous other employees on the ground and behind the scenes offer children facing mental, physical or social adversity the chance to take a break from their everyday life to make memories and see new possibilities.

“

*The children on our flights come from various difficult backgrounds. Some have experienced many doctor's appointments, hospital visits, deaths of family members, in and out of foster homes, looking after their siblings, just to name a few. While they get to experience a day at one of Earth's amazing places with Dreams Take Flight, it allows them to be a kid for the day. They often start the day shy and full of worries. At the park, the volunteers see them blossom. We see them smile as they meet their favourite characters, laugh at the thrill of a roller-coaster ride and create magical memories that will last a lifetime. For volunteers, seeing the change in these kids is why many of our volunteers return each year. It's to give the kids exactly what they deserve, a day to get away to have fun and leave all their worries behind them,”*

**Angela Guy**

*President of Dreams Take Flight Ottawa*





# Starlight Children's Foundation® Canada x Rocky Mountaineer

In the fall of 2023, the Air Canada Foundation, Starlight Children's Foundation® Canada and Rocky Mountaineer came together for a third consecutive year to provide the trip of a lifetime to deserving families across the country.

Children facing mental, physical and social adversities travelled with their families from across Canada on board Air Canada flights to Calgary, Alta., where they embarked on a two-day train trip to Vancouver, B.C. from Banff, Alta. The train journey, donated by Aeroplan partner Rocky Mountaineer, gave the Starlight families the opportunity to make unforgettable memories together during a time when they needed it most and the chance to connect with other families facing similar hardships.

Joined by Starlight Canada's resident superhero, Captain Starlight, the families enjoyed endless onboard entertainment, including sing-a-longs, trivia games, caricature portraits and more, in addition to scenic views of some of Canada's most iconic landscapes.

“

*Honestly for us, this was a once-in-a-lifetime opportunity to come out West and be together on this trip. Travel is so expensive, so for organizations like the Air Canada Foundation to partner with Starlight, they're making dreams come true for families, allowing them to travel and experience new things together that they couldn't otherwise experience.”*

*Sophie's mom, Jenny*



## Meet Sophie

Sophie, 12, is from Doaktown, N.B., and lives with hydrocephalus and mild cerebral palsy. Although Sophie now has a shunt to help manage her diagnosis and keep fluid from her brain flowing in the right direction, there is regrettably still an 80 per cent failure rate for this treatment. A lover of singing and animals, Sophie and her family were able to let go of their worries on the Rocky Mountaineer and instead create precious memories to look back on.



# Air Canada Fan Flight

In 2023, the Air Canada Foundation partnered with the Air Canada Fan Flight Program, Starlight Children's Foundation® Canada and HEROS Hockey (Hockey Reaching Out Society) to select eight deserving children across the country to take part in a memorable adventure.

Every year, Fan Flight rewards deserving sports fans in Canada with unique experiences. As the country's flag carrier, Air Canada takes enormous pride in supporting the country's teams and in recognizing Canadian sports fans for their unwavering support to our teams.

*"I think Piper really teaches me and other people that you don't have to be like everybody else to be equal and worthy of the same things."*

*Brynn  
Piper's older sister,  
age 15.*

## Meet Piper

Piper, 13, has been a part of the SuperHEROS program with HEROS Hockey for four seasons. Living with cerebral palsy and global development delays means she spends much of her days in a wheelchair or using a walker to get around. She is the first SuperHEROS player, and one of the first girls in North America, to use a Kaye Trainer to take part in hockey. The Kaye Trainer is a suspension walker that allows her to play hockey in an upright position. Piper shows us that muscular and brain conditions are not barriers to playing the game.

In November 2023, Piper was awarded the Fan Flight experience while watching her favourite hockey team play a game. Piper and her family will go on a trip-of-a-lifetime to New York City in 2024 to make unforgettable memories, cheering on their favourite team in the "Big Apple."





Autism Aviation Day | Campfire Circle | Packing events | Visits to children's hospitals | Holiday initiatives

# Employees in action

2023 represented a year of being together again — in person with colleagues, partners and communities. With nearly 1,100 Air Canada employees participating in volunteer activities through the Air Canada Foundation, many of our charitable partners contributed to providing engagement opportunities from coast to coast to coast.



# Autism Aviation Day

In April 2023, the Air Canada Foundation and Air Canada employees partnered with Victoria International Airport to welcome over 50 individuals from the Canucks Autism Network community for Autism Aviation Day. The event provided an opportunity for children and youth on the autism spectrum to rehearse the entire pre-flight process with their families in a safe and supportive environment. The simulated experience included checking in, passing through security and boarding an Air Canada aircraft.

These rehearsals help increase predictability while decreasing stress, making travel more accessible for individuals on the autism spectrum and their families.





# Campfire Circle

In April 2023, Air Canada employees volunteered with Campfire Circle, formerly Camp Ooch & Camp Trillium, preparing materials to be used in camp programming across Ontario pediatric oncology hospitals. Materials included slime kits, signature Camp braids and "bling" that serve as accessories and badges of honour for a child's milestones or accomplishments.

Campfire Circle finds ways, both planned and unexpected, to bring smiles to the faces of kids and families affected by childhood cancer.

Year-round community, in-hospital and overnight camp programs deliver fun and foster friendship and a sense of community at any stage of a childhood cancer journey.





# Packing events

Throughout the year, Air Canada employees volunteered with organizations like GlobalMedic and Food Banks Canada to pack emergency food kits and hampers for vulnerable communities across Canada and around the world.

**In May 2023**, over 130 employees volunteered at the Montréal HQ, packing more than 10,000 bags of food through GlobalMedic's McAntony's Menu program that delivers bulk foods to food banks, shelters and community support organizations. Some 11,570 pounds of green lentils and peas were donated to Share the Warmth, a local charitable organization that helps Montréalers in need in the southwest and Verdun areas.





# Visits to children's hospitals

In **October 2023**, eight Air Canada employees visited Montréal's CHU Sainte-Justine Hospital to spend time with young patients and their families to bring friendship, joy and laughter.

In the span of a few hours, they handed out postcards, pins, drawing materials and medals of courage to several children. They also took the time to learn about each patient, eliciting smiles and many high-fives.



“

*My role in the company is to have an impact during our flights. To be able to do that on the ground instead of in the air today, in a very different environment, is very special.”*

**Eric Brian Razon Trinidad**  
Flight Attendant



# Holiday initiatives

During the holiday season, more than 600 Air Canada employees from various teams partnered with the Air Canada Foundation to give back to our communities.



**150**  
bicycles built  
for distribution during the  
holiday season to children  
in vulnerable communities  
across the GTA



**2,780 kg**  
food sorted and  
distributed  
through the Welcome  
Hall Mission



**76**  
shoeboxes filled  
with essential and small  
luxuries items for women  
experiencing or at risk of  
experiencing homelessness

**4**  
holiday hampers  
packed  
with essential items  
for at-risk youth



**100**  
cards written  
to be distributed to senior  
citizens experiencing social  
isolation and loneliness



Türkiye and Syria | Canada Wildfires | Morocco | Middle East

# Humanitarian support





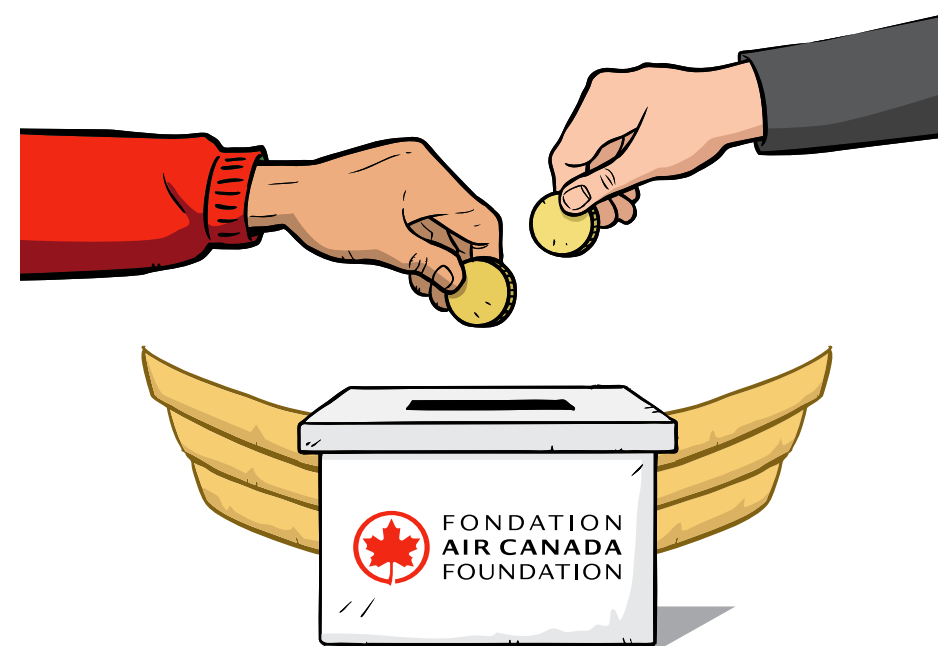
## FEBRUARY

# Türkiye and Syria

On February 6, 2023, a devastating 7.4-magnitude earthquake struck Türkiye and northwest Syria. Additional earthquakes and corresponding aftershocks followed. The Canadian Red Cross, a humanitarian partner of Air Canada, launched the Earthquake in Türkiye and Syria Appeal in support of the International Red Cross and Red Crescent Movement. The Air Canada Foundation launched a fundraiser in support of the Earthquake in Türkiye and Syria Appeal through which all donations were matched. Funds provided emergency relief and help to those impacted by the earthquakes, including resiliency and preparedness activities to surrounding areas.

Thanks to funds raised through the Canadian Red Cross appeal, the Turkish Red Crescent's personnel and volunteers distributed 425 million meals, provided health care services to 47,100 people, supported 452,400 people with cash support and provided psychological support to 173,500 people. Additionally, Syrian Arab Red Crescent, as the lead humanitarian responder in Syria, provided over 12 million humanitarian services, 1.5 million medical services and 5.4 million disaster management services, including services to more than 200 shelters.

All employee donations  
**MATCHED!**



## SUMMER

# Canada wildfires

Summer 2023 brought unprecedented wildfires, affecting several provinces across Canada. The Air Canada Foundation worked with the Canadian Red Cross to help those impacted by fires across the country, donating tickets to Team Rubicon Canada, in collaboration with Airlink, to send 75 volunteers to assist with recovery from wildfires. The Foundation also launched an employee fundraising initiative, matching all donations. Donations offered much-needed assistance to those most impacted in affected areas with immediate and ongoing relief, recovery and resilience efforts in response to the wildfires, as well as supporting community preparedness and risk reduction for future all-hazard disaster events.





## September

# Morocco

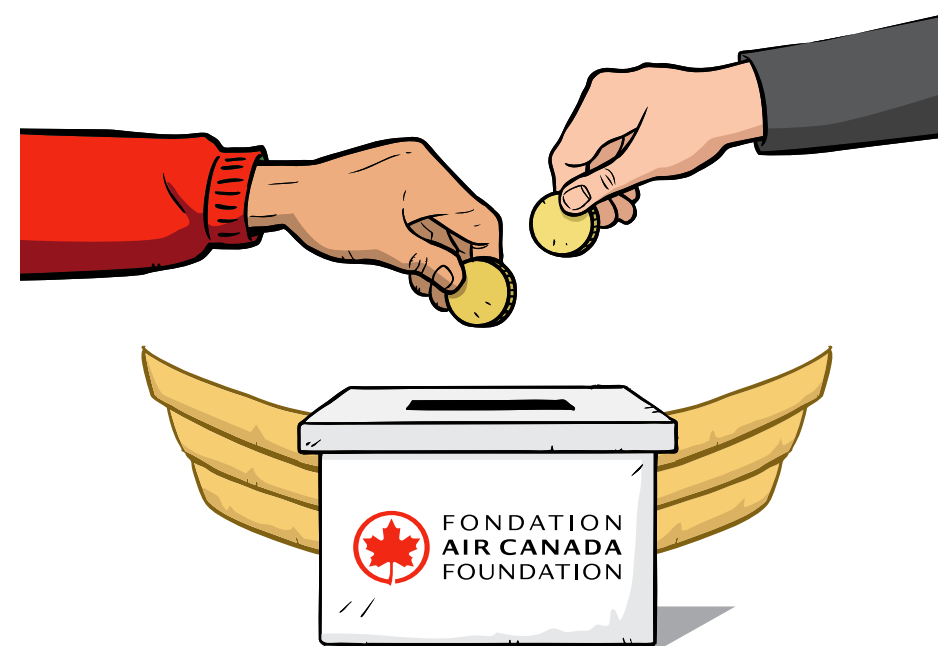
A devastating 6.8-magnitude earthquake struck Morocco on September 8. The earthquake hit Morocco's High Atlas Mountain range and was the strongest to hit the country's centre in more than a century. Its epicentre was not far from Marrakech, with the impact reaching as far north as Casablanca, damaging towns and villages near the base of the Atlas Mountains.

The Canadian Red Cross, in support of the International Red Cross and Red Crescent Movement, launched the Morocco Earthquake Appeal for immediate emergency relief to help those impacted by the earthquake including resiliency and preparedness activities to surrounding areas.

An Air Canada employee fundraiser was launched in support of the appeal with donations being matched by the Air Canada Foundation.

With the support of the Air Canada Foundation, GlobalMedic Rapid Response Team (RRT) members were able to travel to Morocco within the 48 hours following the earthquake allowing them to launch an immediate response to support affected families. Since the initial response, a total of 20 team members travelled to Morocco. By having personnel on the ground, GlobalMedic can continue responding to the needs in Morocco and is an integral part in ensuring they are providing the right aid to the right people at the right time. Access to clean water, sanitation and hygiene items, medical care, shelter and food were identified as priorities.

All employee donations  
**MATCHED!**



## October

# Middle East

When violence erupted in October 2023, the Canadian Red Cross launched the Middle East Humanitarian Crisis Appeal to support humanitarian assistance and provide relief to local civilians. Once again, Air Canada employees gained the opportunity to contribute to the appeal through an internal fundraiser with all donations matched by the Air Canada Foundation.

The Canadian Red Cross supports the work of Magen David Adom (MDA - Israel's National Society) and the Palestine Red Crescent Society (PRCS), as members of the International Red Cross and Red Crescent Movement. MDA mobilized all available resources and provided emergency medical services, operated three advanced medical posts, offered psychosocial support to those impacted and provided information to the public on safety. PRCS operated their ambulance centres and two hospitals in Gaza at their highest capacity. Their teams provided first aid and evacuated the sick and wounded through their emergency medical services (EMS). They also provided shelter services, mental health and psychosocial support and distributed emergency supplies.

All humanitarian efforts of the Canadian Red Cross are guided by their seven fundamental principles: humanity, neutrality, impartiality, independence, voluntary service, unity and universality.



THANK YOU!

We sincerely thank all who contributed to the year's success and welcome you to join us as we look to help even more kids spread their wings in the years to come.

