



IMPACT REPORT

2019

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A MESSAGE
FROM CALIN

At Air Canada, we know that it is not enough to do well as an airline. We believe that it is also by doing good, and by fully participating in the communities we serve, that our airline truly thrives. The Air Canada Foundation is one way we do this. Over the years, Air Canada and the Air Canada Foundation have made a direct impact in local communities across Canada through a unique combination of grants to children’s hospitals, fundraising support, in-kind and Aeroplan Miles donations, and 2019 was no different. With a mission focused on the health and well-being of children and youth in Canada and abroad, the Air Canada Foundation supported 315 charitable organizations and 396 fundraisers. The Foundation also worked with the Canadian Red Cross and GlobalMedic to provide humanitarian relief for natural disasters impacting Canada and the Caribbean.

In 2019, the Air Canada Foundation raised more than \$2 million net, a record-breaking number to be distributed to charitable organizations dedicated to the health and well-being of children and youth in Canada. Aeroplan Members also donated over 10 million Aeroplan miles towards the Hospital Transportation Program which helps children access the medical care they need away from home. We remain committed to communities across Canada and helping children and families through the work of the Air Canada Foundation. It is with sincerest gratitude that we acknowledge our partners, employees and supporters in all they do each and every day to help make a difference in thousands of lives across the country.

— Calin Rovinescu, President and CEO, Air Canada





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A MESSAGE FROM PRISCILLE

2019 was another successful year for the Air Canada Foundation. It was a year full of change, growth and relationship building. We welcomed new volunteers, gained new partnerships and renewed commitments to long time partners. We are proud of the partners we work with and the impact they make in their communities. It is through these partnerships that we can do more for the health and well-being of children and youth.

It is also through our supporters that we are able to continue the work that we do. The annual Air Canada Foundation golf tournament alone raised a record-breaking \$1.2 million net in 2019. The Every Bit Counts program, the collection of loose change of any denomination on board and in Maple Leaf Lounges, also raised over \$406,000 in 2019. Through this report, you will learn that funds raised help cover the costs of medical equipment and support the needs and wishes of children through a variety of programs.

With the unwavering support and generosity of Air Canada, its employees and our partners, the Foundation has made a positive difference in the lives of thousands of children across Canada. To each of you, we extend a heartfelt thank you on behalf of all the children and families whose lives are touched by the Foundation. We look forward to seeing even more positive impact, more healing, and more opportunity in the years to come.

— Priscille LeBlanc, Chair of the Air Canada Foundation



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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.

Our mission



Connecting children
to medical care



Alleviating
child poverty



Helping children
fulfill their dreams

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.



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



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THE FOUNDATION IN NUMBERS

2019

396



FUNDRAISING
initiatives
supported

\$2,244,481

raised



\$2,000,000
disbursed

315

CHARITIES
supported

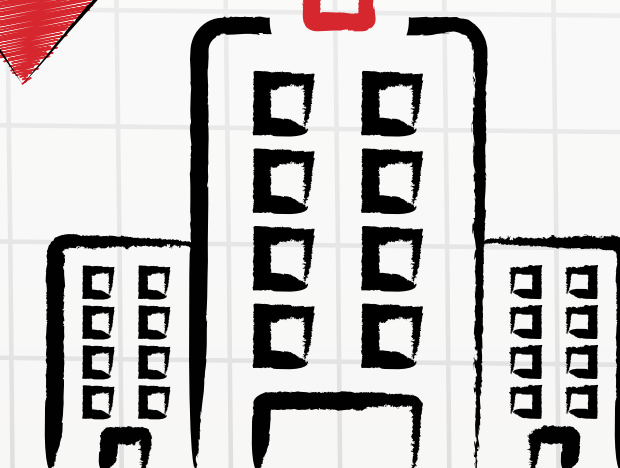
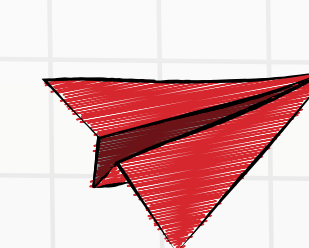


HOSPITAL
TRANSPORTATION
PROGRAM



348

FLIGHTS provided



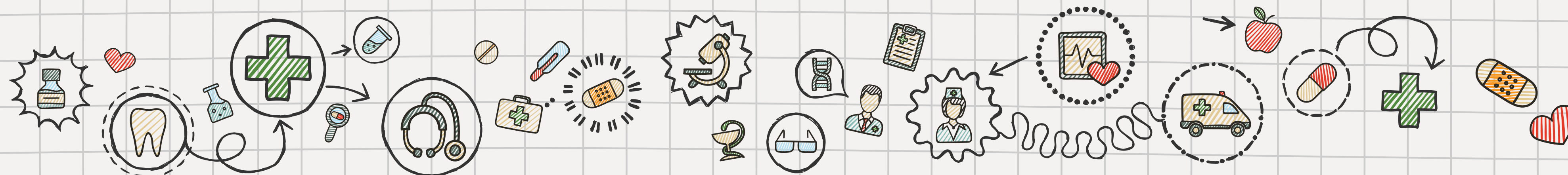
OVER 220 KIDS
helped

1,211 WISHES
granted



13,150,000

aeroplan MILES
donated





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OUR FUNDRAISERS



The Air Canada Foundation works diligently throughout the year to raise funds through events, its on board collection program, financial donations, and Aeroplan Mile donations.



Golf

The annual Air Canada Foundation Golf Tournament is the Foundation's largest fundraising event. Hosted in the Greater Montreal Area, the tournament brings together Air Canada's largest partners for an exciting day with a great cause. In 2019, the 8th annual golf tournament raised a record breaking \$1.2 million net, which will allow the Foundation to help charities expand their horizons.

\$1.2M
NET RAISED



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Wanderluxe

At the fourth annual Wanderluxe Gala, held in Toronto in association with SickKids Hospital, over \$850,000 net was raised for the Air Canada Foundation and Herbie Fund, a not-for-profit organization that makes treatments possible to the children who need them from around the world.



\$851,039
NET RAISED

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.

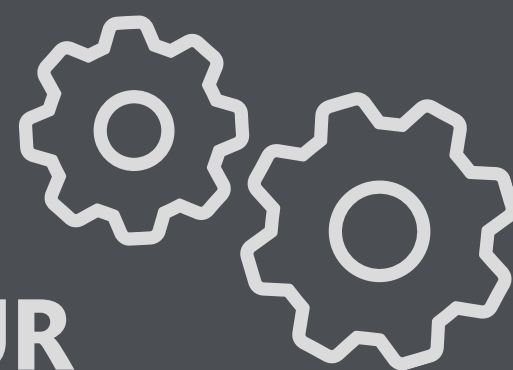
In 2019, over \$406,000 was raised for the Children's Miracle Network. The funds were equally divided between the 14 member hospitals across the country to respond to their most urgent needs ranging from purchasing medical equipment to funding well-being programs.



\$406,458
RAISED



AIR CANADA
FOUNDATION



OUR PROGRAMS

The Air Canada Foundation is committed to giving back to children and communities through various programs and partnerships. Our financial support helps provide pediatric hospitals with the equipment they need and supports some of their programs. Aeroplan Miles donations fund our Hospital Transportation Program. By providing airline tickets to more than 275 charities throughout the year, we also help them in their fundraising goals.

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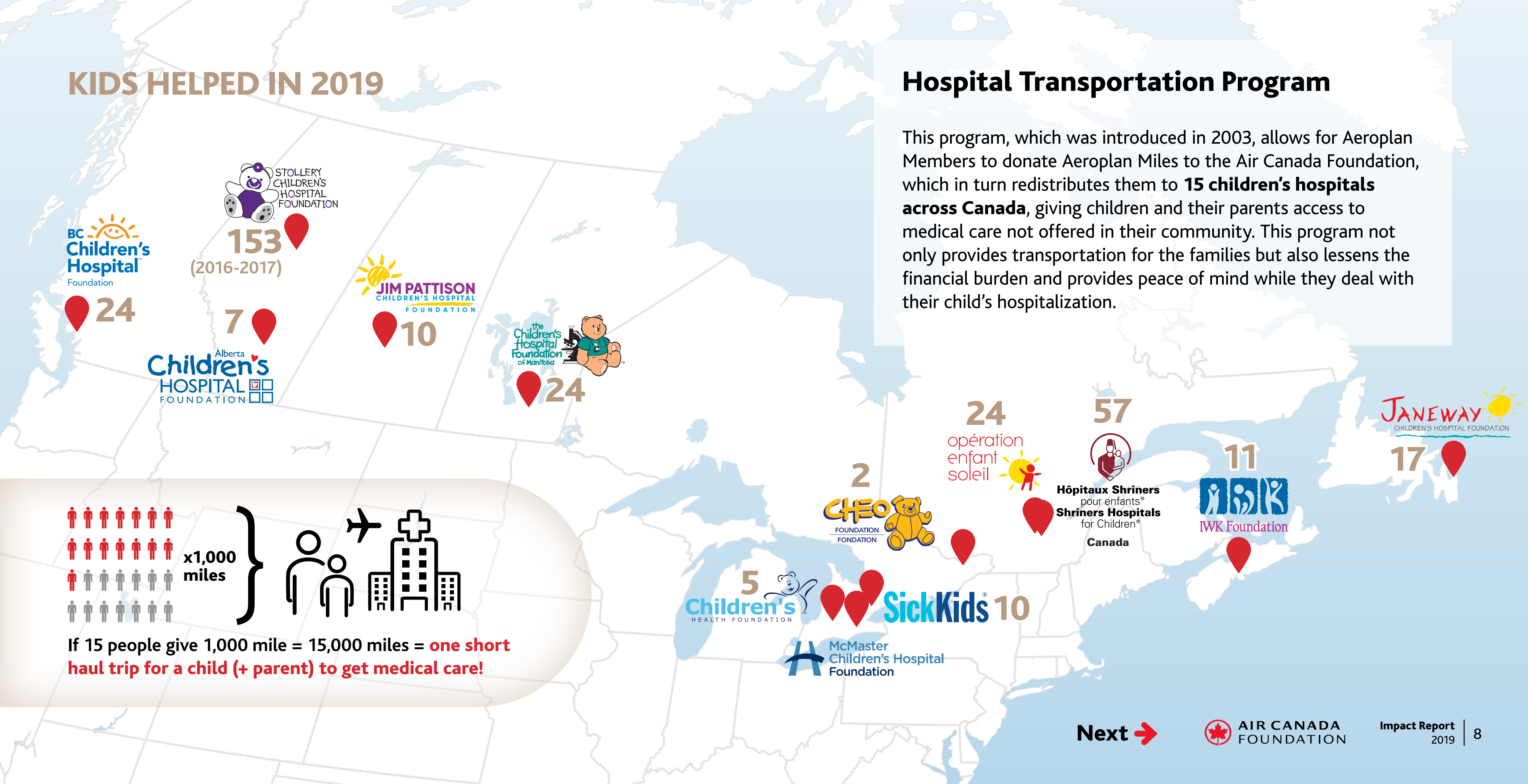
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KIDS HELPED IN 2019



Hospital Transportation Program

This program, which was introduced in 2003, allows for Aeroplan Members to donate Aeroplan Miles 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.



If 15 people give 1,000 mile = 15,000 miles = **one short haul trip for a child (+ parent) to get medical care!**

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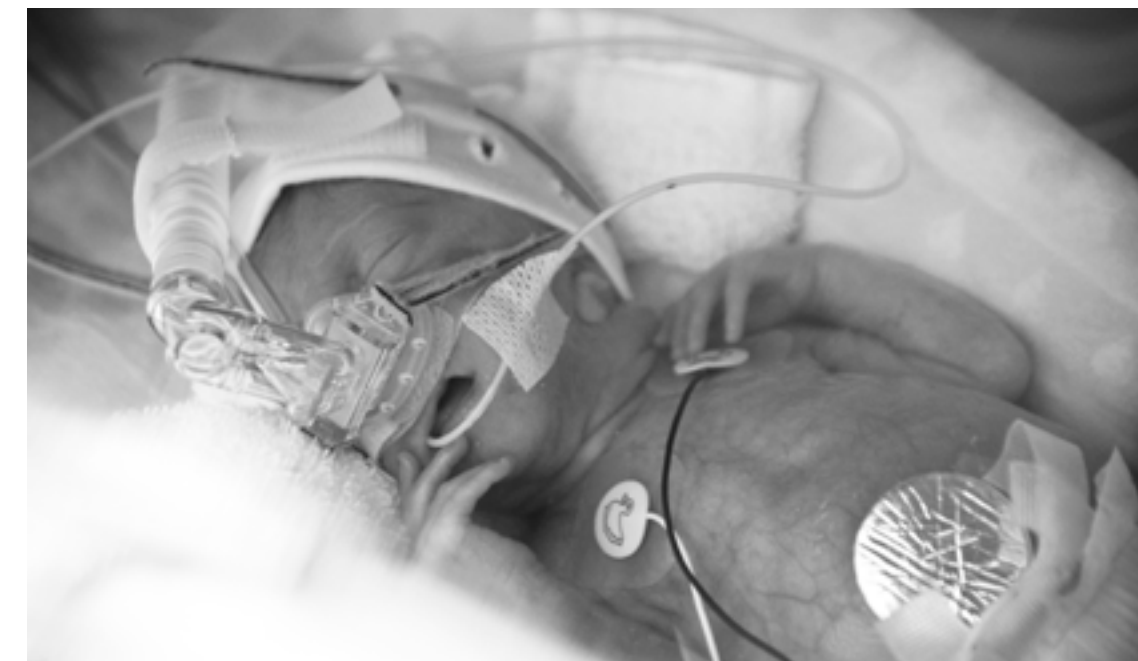
Hospital Transportation Program



FEATURED STORY: BECKETT, 2 YEARS OLD

Beckett, from Swift Current, Saskatchewan, was diagnosed with infant acute lymphoblastic leukemia at just two months old. Without access to the necessary care in Saskatoon, Beckett had to receive specialized treatment in Toronto. "Beckett has had 807 doses of chemo, 16 surgeries, 31 blood transfusions, and spent 189 days in hospital. We had to, and still have to, travel, and to have the Hospital Transportation program in place to get him to where he needs to be is the greatest gift," said Beckett's mom, Kelley. The Hospital Transportation Program continues to help Beckett with his follow-up treatments.

Learn more about Beckett [here](#).



Mile Matching Week Campaign

While mile donations take place throughout the year, every December we host our Mile Matching Week where all miles donated are matched up to 500,000 by Aeroplan. We had a very successful campaign in 2019, raising a total of 6.8 million miles during the week, helping us raise a grand total of nearly 11 million miles throughout the year.



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Closest to the Pin

To support charity golf tournaments, the Air Canada Foundation offers the Closest to the Pin program. In 2019, it supported 70 charities across the country. Through this program, selected charities are able to give golfers the opportunity to test their skills, through an activity provided by the Air Canada Foundation. The golfer who gets closest to the pin will be entered in a draw. At the end of the year, three lucky winners are selected to win flight passes.





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Wings of Courage

The Wings of Courage program was founded over 10 years ago. 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. We are delighted that this program grew in 2019, with the addition of a program in Ottawa and in a second location in Toronto.



More than **35 visits**
across Canada in 2019

“Where did you park your plane when you came to the hospital today?”





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Air Canada Fan Flight

The Air Canada Fan Flight program provides a once-in-a-lifetime experience for hockey and basketball fans. It rewards and celebrates deserving children who are making a mark in their community. The Air Canada Fan Flight team works with partners to select deserving children for each Canadian NHL and NBA team. These children are given the opportunity to attend their favourite team game locally, where they are surprised with the opportunity to follow their team on an away game.



#ACFANFLIGHT
#VOLDEFANAC

Flight/Vol
AC2020

Date
13MAR

Gate/Porte
20

Seat/Siège
20A

From/De
YVR

Destination
DEN

Boarding Time/Heure d'embarquement
GAME DAY • JOUR DE MATCH

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MEET SOME OF OUR 2019 MARK MAKERS



TORONTO: BROCK CHESSELL

At the age of only 13, Brock has had to undergo 16 rounds of chemotherapy and a liver transplant to fight his stage 4 liver cancer (Hepatoblastoma). His goal throughout his treatments was to return to his passion, hockey, which he did a mere 10 weeks post-transplant.

Brock is an advocate for pediatric cancer research and organ donation. He has spoken about his experience at various SickKids events and strives to show people how to live healthy and happy lives despite facing an illness.

Away game: Sunrise, FL

CALGARY: ISAIAH KURTH AND ADAM HAYMAN

Isaiah and Adam have Autism Spectrum disorder and initially met through the Autism Friendship Society (AFS). Joining the HEROS Hockey program, they became best friends and grew as leaders in the community. They constantly challenge each other, with hockey being a great driver for their personal growth.

Away game: Los Angeles, CA



EDMONTON: NAOKA NEUMANN

Naoka lived the first half of her life in the Northwest Territories, before moving to Edmonton at the age of 7. The transition was difficult, and she had a hard time fitting in with her peers. However, through hockey and participating in multiple activities, her leadership skills blossomed. Today, she seeks out new players so she can encourage them and make them feel welcome, so no one experiences what she did when she was the new kid after her move.

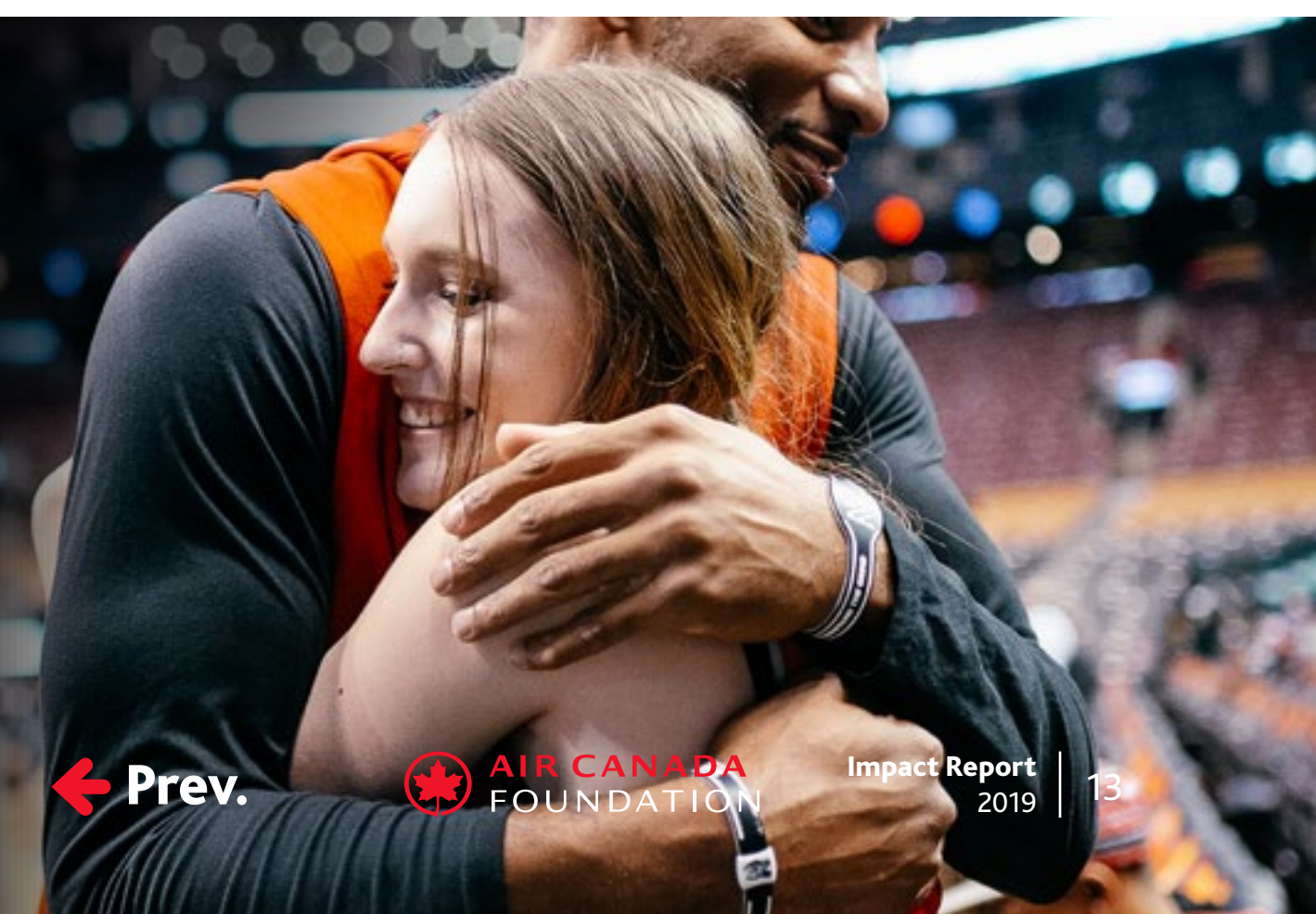
Away game: Las Vegas, NV



TORONTO: ERIN KENDAL

Erin, born and raised in Toronto, is a bright 16-year-old and an avid basketball fan. Though she has struggled with mental health issues, she does not want this to define her. Erin founded the Safer Girl charity—a non-profit aimed at making girls feel safe in their communities. She also helps run events, speaking publicly on mental health and awareness.

Away game: New York, NY



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OUR PARTNERS

Although we support hundreds of charities every year, over time, we have developed some longstanding and solid partnerships with many. Here are their stories.

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**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.

We are pleased to announce that in 2019, over \$2 million in financial and in-kind support went towards the CMN pediatric hospitals across Canada. 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.

Our Hospital Partners

With the Air Canada Foundation's funding, our hospital partners were able to purchase necessary equipment and fund certain programs.

BC CHILDREN'S HOSPITAL

Transport Ventilator for Pediatric Intensive Care Unit (PICU): helping roughly 350 children per year, the latest model featuring the most advanced technology available to assist children who cannot breathe on their own. It can be used for long periods of time without causing further damage to delicate lung tissue, resulting in fewer long-term complications as the child grows.

MEET CASEY

Casey Dyck was born on January 29, 2016, a calm and healthy baby boy. Within a few weeks, he seemed to have caught his older brother's cold. He grew fussy, had a temperature and was congested. At one month old, he was taken to the local hospital to check on his symptoms and was soon transferred to the BC Children's Hospital. As soon as they put him in the car seat, he went white, he was having respiratory failure that was leading to cardiac arrest. "We were told, 'your boy is very, very sick.' He had gone a long time without oxygen and they had expected severe brain damage." said Casey's mother, Whitney.

His parents, Whitney and Dave, never

expected the news they received, that their baby boy was very sick. "In the beginning, caregivers were saying 'we'll take this hour by hour', then they said 'day by day.'" recalls Dave. At BC Children's, Casey was placed on a ventilator. The life-saving machine helped loosen the mucus that clogged his airways and kept his lungs inflated. The ventilator had the effect of injecting about 300 breaths per minute into his body, which allowed his tiny lungs to rest and heal. After 14 days on the ventilator, Whitney and Dave finally had the news they prayed for, the hospital's intensivist, Dr. Sandy Pitfield had found no abnormality in Casey's brain function and Casey. The ventilator was a crucial element in Casey's recovery.



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ALBERTA CHILDREN'S HOSPITAL

Extracorporeal Life Support (ECLS): uses bypass technology to keep a child's heart and lungs working until vital organs can heal. It is a complex procedure that involves a full team of specialists, including a surgeon, cardiologist, anesthesiologist, pulmonologist and doctors and nurses who specialize in pediatric intensive care.

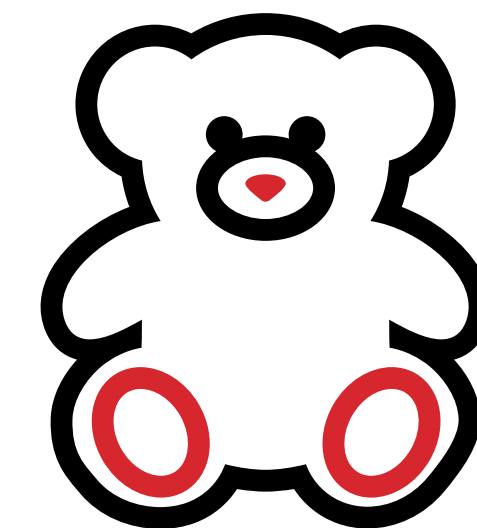


JIM PATTISON CHILDREN'S HOSPITAL

Family Consult Room in the Pediatric Outpatients at the new Jim Pattison Children's Hospital: this Room where patients and their families can meet with the child's medical care team to review diagnostic results, discuss medical findings and/or talk about treatment options.

STOLLERY CHILDREN'S HOSPITAL

Awasisak Indigenous Health Program: it addresses the unique needs of Indigenous children and families in a hospital setting, providing cultural support, information on access to services and guidance through both inpatient and outpatient programs. Awasisak means "many children" in Cree.



THE CHILDREN'S HOSPITAL OF MANITOBA

Two long-term care trilogy ventilators with back-up systems: life support equipment essential for the survival of newborns. The portable ventilators allow fragile children to be cared for at home rather than in hospital for long periods of time.



CHILDREN'S HEALTH FOUNDATION

Polysomnography machine: it features EEG electrodes, electrocardiography, a video camera, monitoring equipment and software to interpret the acquired data to address the shortage of academic pediatric sleep labs in Ontario.

THE MONTREAL CHILDREN'S HOSPITAL

The ExtraCorporal Membrane Oxygenation (ECMO) Bed for PICU: a life support method used to oxygenate the blood in newborn babies with lung failure. It is designed for babies and toddlers, aged 0-3, in critical state.

JANEWAY CHILDREN'S HOSPITAL

Cardiac System upgrade for their equipment.



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SICKKIDS HOSPITAL

The Air Canada Foundation is a Groundbreaking partner of the new hospital being built in Toronto through their SickKids VS Limits Campaign.



IWK

Family Sleep Room for PICU: a state-of-the-art room vital to the family-centred approach to care providing teams with the ability to better meet patient families who are under tremendous stress helping to care for their children while allowing families to be with their child day and night. READY FALL 2020.

With the Air Canada Foundation's support, families of patient's like Avery Mitton, who spent six weeks in the Pediatric Intensive Care Unit fight to stay alive, will have a newly renovated and comfortable Family Sleep Room to access!

McMASTERS CHILDREN'S HOSPITAL

Life Saving Ventilator: a breathing machine that delivers warmed and humidified air to a baby's lungs through an endotracheal tube or non-invasively through a mask or nose prongs, estimated to help 350 patients per year. The air pressure, amount of oxygen and number of breaths per minute can be regulated to meet each baby's specific needs.



CHU STE-JUSTINE

Bye-Bye Allergies - Oral Immunotherapy Clinic: a three-year program to develop and maintain the knowledge transfer for allergists. With this program, hundreds of children with severe food allergies now benefit from revolutionary oral immunotherapy treatment. To date, the treatment has been tolerated by patients and the success rate exceeds 90%.



CHILDREN'S HOSPITAL OF EASTERN ONTARIO (CHEO)

Recreation Therapy Program: aimed to meet the needs of children and youth, who have physical and/or developmental disabilities. This program supports an average of 70 patients per year.



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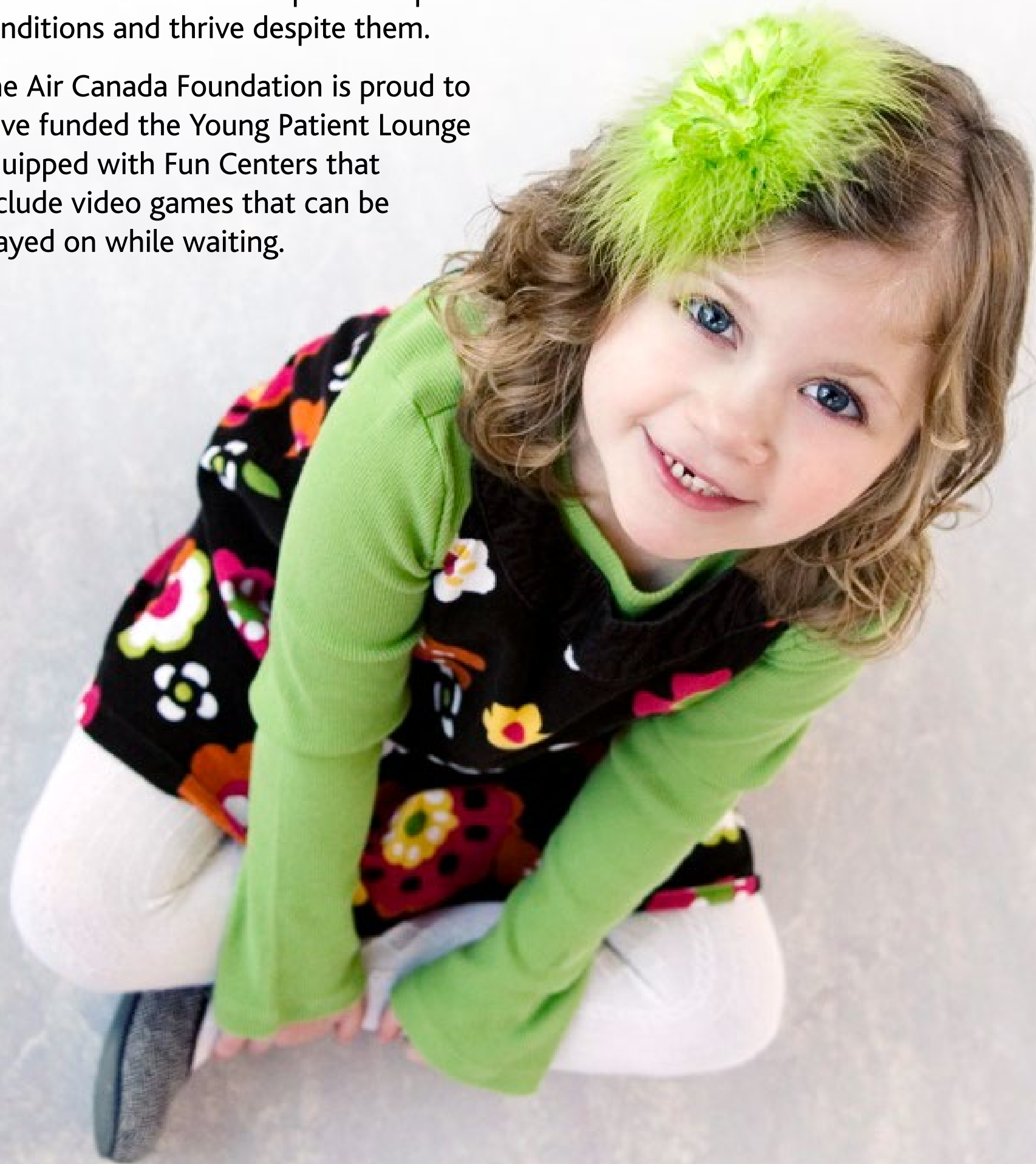
Thank you



Shriners Hospitals
for Children®

Shriners Hospital for Children Canada is an acute care centre providing pediatric orthopedic specialized care for rare and complex metabolic disorders. At Shriners, children and their families are helped to cope with their conditions and thrive despite them.

The Air Canada Foundation is proud to have funded the Young Patient Lounge equipped with Fun Centers that include video games that can be played on while waiting.



THE TERRY FOX
FOUNDATION

Seeing children suffering from cancer when he was being treated himself broke Terry Fox's heart and inspired his Marathon of Hope. Now, those efforts have fueled a unique initiative to give kids and young people with hard-to-treat cancers a chance to live when there are few, if any, treatment options left. The Air Canada Foundation is proud to support Terry Fox PROFYLE which has demonstrated that tailoring treatments for individual patients through more precise analysis of their cancers can change outcomes.



**CHILDREN'S
AID FOUNDATION**
OF CANADA

The Children's Aid Foundation of Canada is the country's leading charity dedicated to improving the lives of children and youth in the child welfare system. The Foundation is proud to partner with the Children's Aid Foundation of Canada and directly impact this economically disadvantaged population of at-risk children and youth involved in the child welfare system and provide emergency health funding.



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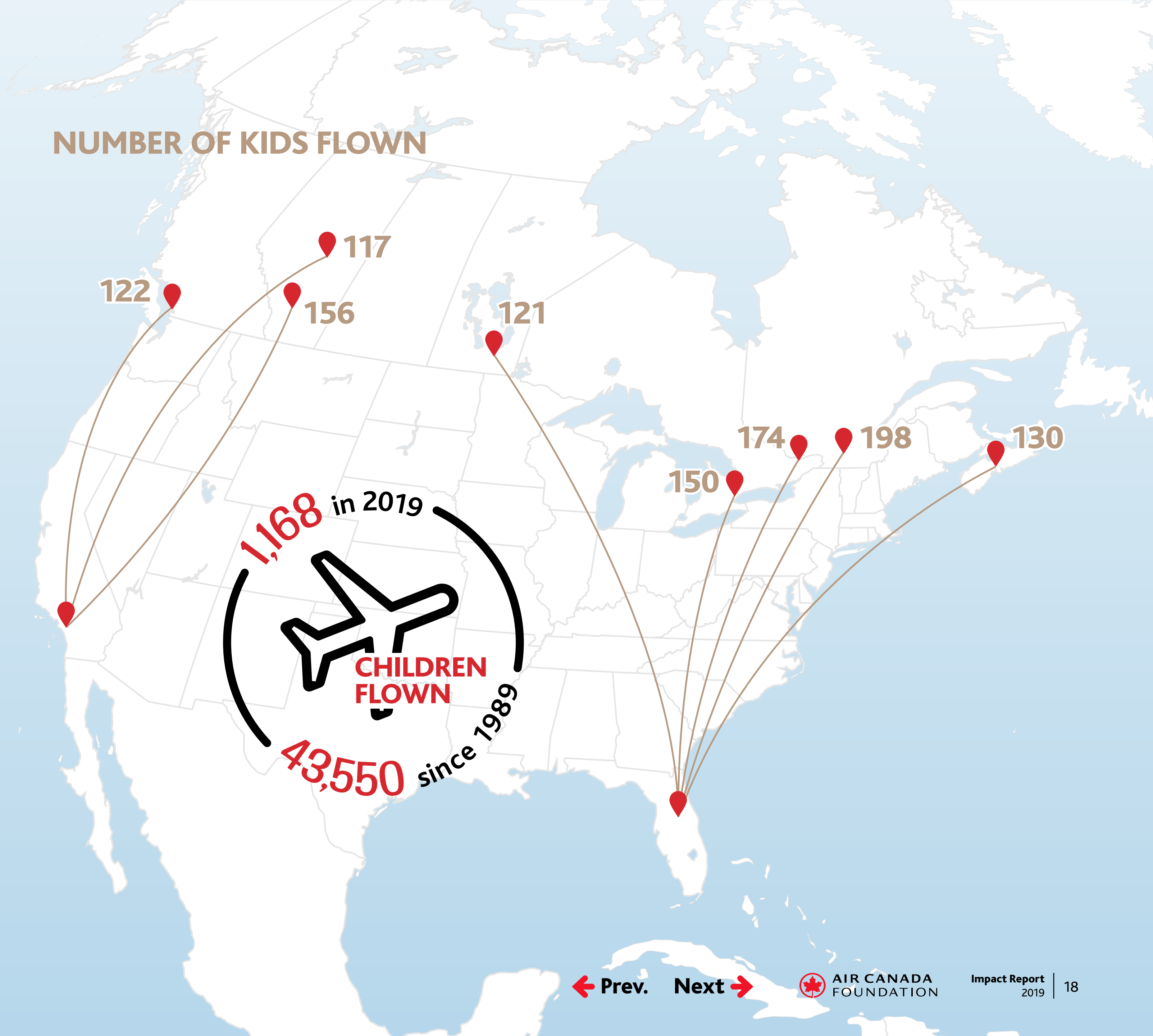


In 1989, several Air Canada employees in Toronto planned a trip of a lifetime for 70 kids facing medical, mental, physical, social or emotional challenges and with Air Canada, flew them to Walt Disney World® in Florida. Since then, volunteers and donors have come together each year to cover all the expenses, as well as souvenirs and gifts.

The Air Canada Foundation is thrilled to work alongside these employees. Air Canada, as the exclusive carrier, has been supporting Dreams Take Flight for that very special trip since the beginning.

Watch a video [here](#) to learn more about their special day.

NUMBER OF KIDS FLOWN





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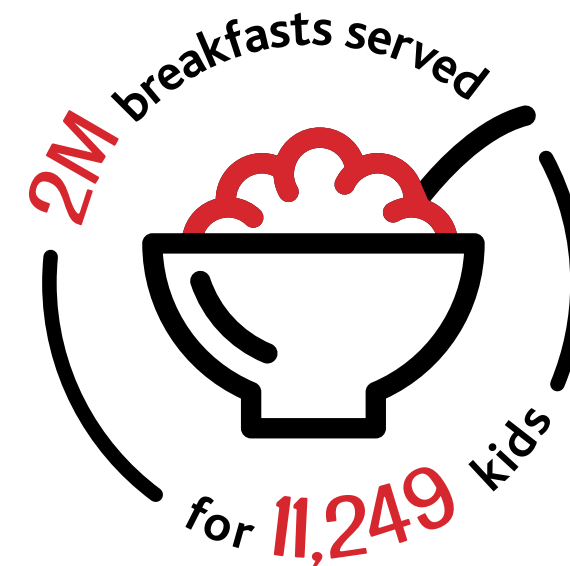
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The Air Canada Foundation supports Breakfast Club of Canada, a charitable organization that provides school breakfast programs across the country, with funding for new or existing programs, equipment, and training to ensure that every child starts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

In 2019, the Air Canada Foundation funded the opening of two urgently needed Indigenous breakfast programs in the Northwest Territories and Yukon and sustained three breakfast programs in remote schools by covering the costs of food purchases and kitchen equipment.



SHOOTING FOR THE STARS

A three-day event with our partner, Breakfast Club of Canada, whereby three children from Indigenous communities in northern British Columbia come to Montreal for a life-changing experience and the chance to meet Carey Price. For this exciting adventure, children involved in their local school breakfast programs are selected and flown from northern British Columbia to Montreal. With the help of Carey and Angela Price, Breakfast Club of Canada Ambassadors, and the Air Canada Foundation, the children get to explore Montreal, watch the Montreal Canadiens morning practice and skate with Carey Price. To finish off the remarkable few days, the children get to attend a Montreal Canadiens game in the Air Canada suite.





Starlight provides an impressive 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.

In 2019, through the Air Canada Foundation funding, we were able to send 20 children on their dream trips! To date, over 3,000 flights have been issued for wish trips.



FUN CENTERS

We are also proud to partner with Starlight to provide 10 hospital across Canada with Fun Centers. These centers include various video games that allow children to be entertained and distracted while waiting in hospitals. On average, there are 6 children that use these per day, which translates to over 21,000 uses per year!

MEET CHARLOTTE, 8 YEARS OLD

Charlotte's wish was to see the animals in Costa Rica. Living with a rare blood disorder, the travel dates for Charlotte's family needed to be carefully picked to fit around her blood transfusions. However, thanks to the determination of Starlight Canada the Air Canada Foundation, no obstacle would stand between Charlotte and all the animals waiting for her in Costa Rica! The family of 4 were off on their adventure from Ontario to Costa Rica.

Start to finish, Charlotte and her family had the trip of a lifetime, where thoughts of scary needles were the last thing on their minds! From ziplining, to meeting all the animals, to horseback riding, the whole week was full of adventure and brought the family even closer together.

"It is often hard to remember to laugh, have fun, plan dedicated family time together and be adventurous when you are caring for someone with a long-term illness. Your gift to our family allowed us to do all those things," Charlotte's mom said. "This trip brought us closer together doing something we would not have otherwise planned or even thought of. It's probably the greatest gift we didn't even know we needed."





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It has been proven that clown therapy helps the children with their chemo treatment and aftermath. The Dr. Clown performers see about 15,000 patients per year. We believe every child should have the chance to smile and forget their most difficult challenges, even if only for a short period. We are proud to help a program focusing on making children laugh!





EMPLOYEES IN ACTION

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

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MERAV RICHTER Open Skies for Autism

In 2019, the inaugural Open Skies for Autism event took place in Toronto. An event initiated by Air Canada Flight Attendant, Merav Richter, Open Skies for Autism brought the Air Canada Foundation and Toronto Pearson International Airport together to welcome more than 100 children and adults with autism, and their families, from Jake's House and Autism Ontario, for a simulated airport and pre-flight experience. The day helped to prepare customers in advance of future travel by introducing them to the people and processes they can expect, with the goal of making their future travels a positive and comfortable experience. Participants began their journey by checking in for their Air Canada flight before proceeding through security screening, making their way to their gate, and boarding an aircraft where they received in-flight safety training and entertainment from volunteer Air Canada flight attendants before taxiing around the airport.



PAULINA KAYE GONZALES Sweat for a Good Cause

For the second consecutive year, Paulina Kaye Gonzales, Air Canada In-Flight Service Training Specialist, hosted "Sweat for a Good Cause", an event in her community to get friends and family fit while having fun and raising funds for the Air Canada Foundation.



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Thank you

HUGO DESROCHERS Vol d'un survivant à l'autre

Taking flight as one brave survivor after another, with support from the Air Canada Foundation, 35 children with cancer enjoyed a day of fun flying over Québec City in a private seaplane. Air Canada pilot and event organizer Hugo Desrochers said: "Nothing can match the energy these children gave me that day. It was truly the most beautiful gift of the year!"



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.



CHRISTOPHER CULLEN Holiday Toy Drive

Christopher Cullen, Station Attendant, organized a Holiday Toy Drive in support of a local women's shelter. Interval House of Ottawa's mission is to provide a house for women fleeing abuse, and their dependents, so they can have a place to be safe and build a life free from violence.

Christopher led the toy drive by promoting the initiative, providing necessary material, collecting toys, special gifts, baby products and cash donations, and arranging a drop off just before Christmas time. The Air Canada Foundation provided gifts such as noise-cancelling headsets, plush toys, air diffusers for children, and baby wipes.

23 kids benefited from this great initiative that we are so proud to support.



AIR CANADA
FOUNDATION

Message from Calin

Message from Priscille

The Foundation
at a glance

The Foundation
in numbers

Our fundraisers

Our programs

Our partners

Employees in action

ACF online

Thank you

ACF
ONLINE!



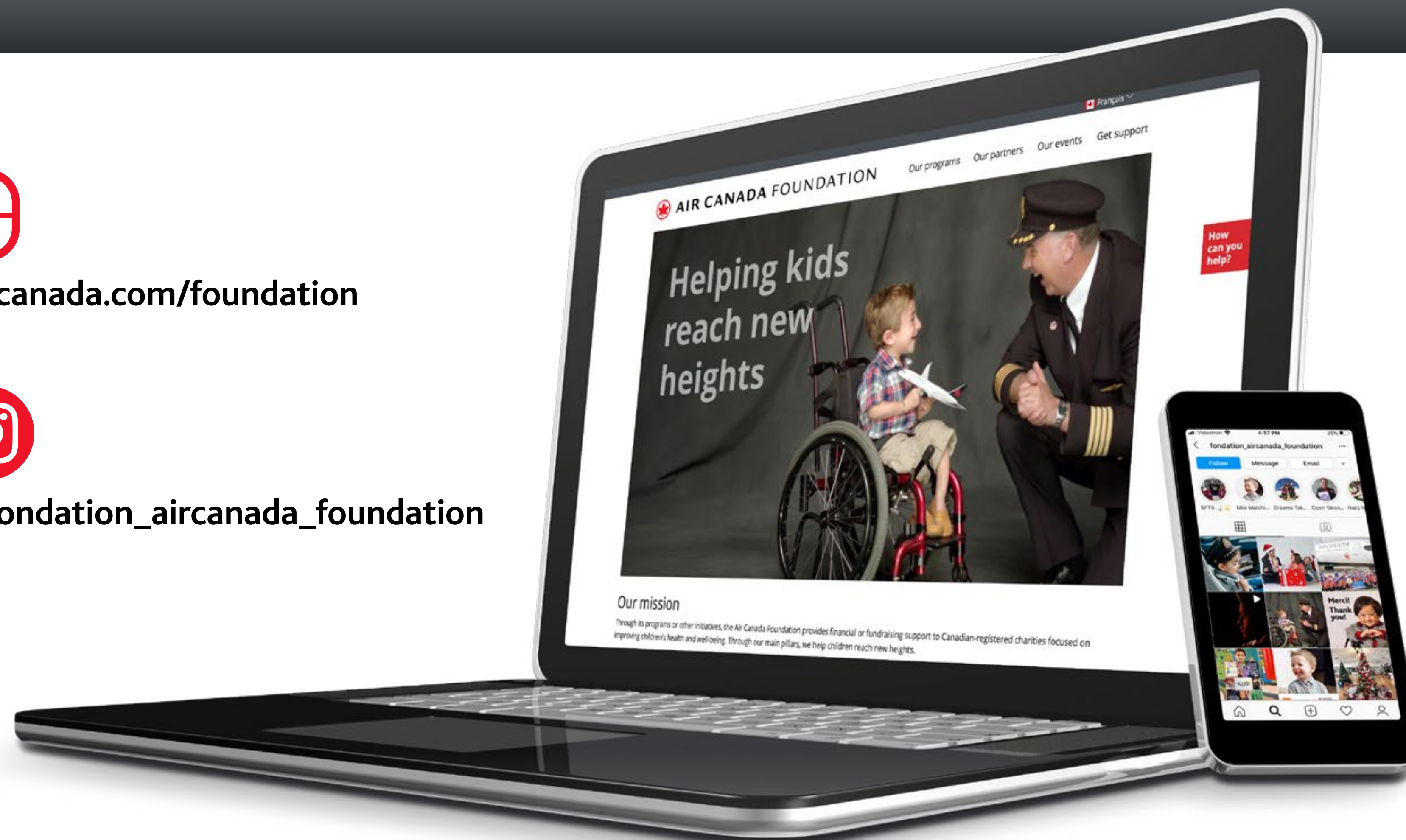
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From all the children
who have benefitted
from the support of the
Air Canada Foundation,
THANK YOU!

