



HOPE AIR



**GIVE HOPE
WINGS**

Give Hope Wings Impact Report 2023



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About Hope Air

At Hope Air we're not an airline, we're a lifeline. We address the consequences of poverty and distance when accessing care. For many Canadians facing serious health issues, getting the care they need isn't as easy as you'd expect. Vital medical appointments and treatments are often far from home. How do patients get there in a timely way? How do they afford the travel costs? These are things that those suffering from an illness shouldn't have to worry about when they're trying to focus on their health.

At Hope Air, we believe that all Canadians should have access to the healthcare they need, regardless of where you live or if you can't afford to travel. This is why we're committed to easing the stress of getting there by providing families, from coast to coast, with free flights and accommodations.

Since 1986, Hope Air has facilitated 170,000+ travel arrangements for individuals, families and children. Hope Air bridges the distance between home and hospital, connecting Canadians to healthcare. With travel supports; Hope Air removes the barriers of cost and distance for Canadians who need critical medical care. With your support, we remove the barriers of cost and distance for Canadians who need critical medical care. To learn more about Hope Air, click here: www.hopeair.ca.



Our Mission: To provide Canadians in financial need with free travel and accommodations for medical care far from home.

Our Vision: A world in which every Canadian has access to the healthcare they need, despite distance or cost of travel.

Better Health. Reduced Poverty. Stronger Communities.

These are the over-arching themes that enabled Hope Air to facilitate **10,251 travel arrangements in 2022** for families in need, travelling long distance to reach important medical care. As detailed in the stories that follow, Hope Air programs reached **420 communities across Canada**, helping patients travel to our best hospitals for diagnosis, treatment and care. Through our dedicated community of donors, partners and volunteers, Hope Air responded to a significant increase in demand for help, expanding our services to now include airline, hotel, ground transportation and meals. We help our patients navigate the current challenges in our healthcare system, with compassion, empathy and care.

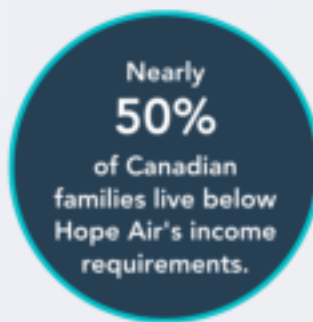


Unmet, Urgent Need

For the 70 per cent of Canada that lives in an urban centre, the issues of distance and cost related to accessing care are invisible. And yet, for those that struggle with the challenges of distance and cost the issues are all too real. And the scale is enormous.

A 2018 study commissioned by Hope Air and executed by Grant Thornton suggested

as many as 137,388 return flights per year may be necessary to fully meet the need of eligible Canadians who must travel for medical care.



Prior to the pandemic, the number of travel arrangements Hope Air was facilitating increased consistently every year, as higher numbers of Canadians in medical and financial need learned about the services that we provide. We know that there are many more who are not aware of the alternative to financial and emotional strain or foregoing treatment that Hope Air provides and continue to grow awareness through hospital and referral partners. **More than 8 Million people have applied for COVID-19 benefits, amplifying concerns over income security.**



- Founded in 1986, Hope Air has provided more than 170,000 travel arrangements
- Hope Air provided 10,251 travel arrangements in 2022 - a 51% increase from 2021
- 21% of our patients are children and youth (0-18 years)

About Give Hope Wings

To date, Give Hope Wings has raised more than \$2.3 Million to help fund travel for vital medical care.

Give Hope Wings was founded in 2017 by Dave McElroy who came to Hope Air with a vision of giving back through his lifelong passion: flight. The first flight took place in 2018 when three pilots: Dave, Harold Fast and Russ Airey left Canada to circumnavigate South America. In recent years expeditions have focused on exploring more familiar terrain and connecting with communities across Canada that experience the need to travel for medical care firsthand.

Past expeditions include Patagonia, Northwest (Alaska), Sault to Saguenay, Boundary Bay to Hudson Bay, and Canada Coast to Coast.

In 2022, the expedition flew across Canada for the first time: from Victoria to St. John's and ending in Montreal, the 20+ route stops provide a unique opportunity to explore new cities and stunning Canadian landscapes.

The 2023 Expedition featured three unique expeditions focused on Western Canada, Prairies, and Eastern Canada. With stops in large urban airports; Hope Air patient communities; and hallmark aviation communities.

This year's Give Hope Wings Expedition raised \$433,300 donations and fundraising and \$31,700 sponsorship, for a grand total of \$465,000 and counting for Canadians from coast to coast who must travel to vital medical care.



Who we help

Jeremy, from Abbotsford, British Columbia had his world changed when he started experiencing multiple tonic clonic seizures and was diagnosed with epilepsy. For five years, Jeremy was experiencing tonic clonic seizures at any given moment, robbing him of starting his engineering career.

Jeremy was referred to the Epilepsy Clinic at the Foothills Medical Centre in Calgary, but was told at the time that it may be years before he would receive a call confirming his appointment. When Jeremy received a call that an appointment was available he'd need to travel to Calgary from Abbotsford, BC to prepare for surgery in just two days. Jeremy and his wife Shonagh were frantic – not taking the appointment might mean returning to the bottom of the wait list, and spending years waiting for intervention.

Looking for answers, Shonagh started asking around if there was anything available to support their travel. Soon, she found Hope Air. Hope Air was able to provide flights and accommodation for Jeremy and Shonagh. Jeremy shared his journey at the Give Hope Wings launch in Pitt Meadows three weeks after his successful brain surgery.

Reed from Calgary, Alberta and his mother Courtney have travelled from Calgary to Edmonton for eight surgeries for double inlet left ventricle (DILV), meaning half a heart. When Courtney was 18 weeks doctors told her Reed would need open-heart surgeries, but the specialists were in Edmonton – a three-hour drive away.

At five days old, Reed had his first surgery and after returning home, they needed to return for regular appointments and surgeries. Courtney had planned to drive but treacherous winter road conditions forced them to stop and miss an appointment. Courtney knew she needed a safer way to get to Reed appointments.

Hope Air has been able to provide Reed and Courtney with flights to Reed's appointments, ensuring they no longer miss important treatments and follow up.



The 2023 Volunteer Committee

Give Hope Wings would not exist without the dedicated support and leadership of volunteers. Together, they recruited almost 40 pilot and passenger participants- raising over half a million dollars. Please get to know our 2023 volunteer committee/Hope Airforce:



Rupert Robin (Chief Expedition Captain)

Rupert began his flying career in 2017 earning his EASA Private Pilot License in Shoreham, UK. As a member of the West London Flying Club (White Waltham) where he flew Piper PA-28 Cherokee aircraft. In 2019, Rupert migrated to Canada and received his Canadian Private Pilot License and flew a Cessna 177 to Nelson, BC and purchased his SR22 aircraft in 2020. Rupert is heavily involved in the aviation community as a volunteer with Air Cadets in Nelson, Chair of NADAS, non-profit, maintenance and ops at Nelson Airport (CZNL), Angel Flight pilot with Angel Flight East Kootenay, member of Trail and Nelson Flying Clubs, and member of the BC Aviation Council. Rupert flew in his first Give Hope Wings Expedition in 2022 as a Coast to Coast participant.



Steve Drinkwater (Expedition Captain)

Steve obtained his first pilot license in 1990, flying helicopters. He later added a fixed wing private license in 1993 and a multi rating in 1998. Steve owned and operated a small flight school/FBO in British Columbia's Okanagan Valley from 1995 to 2002. After taking a break from aviation in 2002, he resumed flying in 2015 and purchased his current aircraft, a Piper Cherokee, in 2018. Within a year of that purchase, he joined two other pilots for the second Give Hope Wings Expedition to Northern Canada and Alaska. 2019 was also the year he joined the Hope Air Advisory Board. Steve has since been an organizer and participant in the 2021 Give Hope Wings Boundary Bay to Hudson Bay Expedition and the 2022 Give Hope Wings Coast to Coast Expedition. Steve is the editor and publisher of Canadian Aviator magazine.



Ed Johnston (Expedition Captain)

President of the Board for Brantford Flying Club, Ed, earned his Private Pilot License in 1976 through the Air Cadets and his Commercial Pilot License in 2004. In 2005 he became the proud aircraft owner, a CGKVK. With these credentials, Ed has immersed himself in the aviation community. He has flown hundreds of Kids across many events- Young Eagles/ Girls Take Flight/Discover Aviation, been an active COPA member (since 2002). In 2015 he joined the Hope Air community as a Volunteer Pilot and flew his first mission in 2016. As a member of the Hope Air Advisory Council and Pilot Review Committee, Ed understands firsthand the challenges patients face when accessing healthcare. After obtaining his Instrument Rating in 2022. Ed took part in his first Give Hope Wings Expedition.

The 2023 Volunteer Committee



John Thompson (Expedition Captain):

Like many 'flying families' as a kid John would go flying with his father on Saturday mornings; that's where he got passion for aviation. In 1987, John received Private Pilot License, then checked out on a tailwheel Bellanca Scout. He has since received both his multi-rating and instrument rating. In 2015 he received his Seaplane Rating and purchased an American Champion Scout (8GCBC) amphib. CGWGT and Cessna 337. John joined the Hope Air community in 2018 as a Volunteer Pilot and is always looking for ways to fundraise and get involved. He has been an active member in the aviation community as a past COPA 203 executive, FlightFest event steering committee member, participant in COPA for Kids/Discovery Aviation, participant in Oshkosh EAA (Experimental Aircraft Association).



Doug McNair (Expedition Captain)

Doug credits his father for his early interest in aviation, attending many airshows and museums. He obtained his private pilot license while working in Edmonton for a summer between university terms, but then his career and family obligations put flying on hold. In 2013 Doug joined the Regina Flying Club and started flying again and obtained a night rating. He purchased and flew 600 hours in a Cherokee Warrior airplane around Canada, the U.S. and the Caribbean. In 2017 he obtained an instrument flight rating and purchased a Cirrus SR22T airplane in 2018, which he has flown it extensively in Canada and the U.S., both on personal and business trips.

Doug served as president of the Regina Flying Club from 2018 to 2023, becoming past president in 2023. He is a volunteer pilot for Hope Air and a member of the Canadian Aircraft Owners Association.

Sponsors

Langley  **Sportsplex**

HDI

Coastal GasLink

 **TC Energy**



ODLUM BROWN
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 **Bearskin Airlines**
A DIVISION OF PERIMETER AVIATION

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Sponsor Spotlight

Langley Sportsplex

Through the month of June, Presenting Sponsor Langley Sportsplex graciously matched each Give Hope Wings donation, up to \$200,000 to have twice the impact. **With their support, \$70,000 of donations from Give Hope Wings participants was matched.**



Your Engagement

Editable page for Jenn



Expedition Details

Over the course of 18 days, our pilot fundraisers visited 26 patient communities across Canada. Stops included Prince George, Calgary, Pitt Meadows, Terrace, Winnipeg, Regina, Sudbury, Goderich and Kingston.



The Give Hope Wings East Expedition

The Eastern route began in Goderich and ended in Kingston, Ontario.

The group flew up the Bruce Peninsula to Sault Ste. Marie, then east through Ottawa to the Maritimes. A day of sightseeing was planned in PEI, and then the group overflew Maine on a direct route back to Kingston, from where they returned to home base. Along the way the fleet incurred obstacles of smoke and ice and were unable to make it to PEI. Despite having to divert their route, the group rallied together in to celebrate the expedition and their efforts along the way.

This was a total of 2,086nm, about 21 hours at 100K.



The Give Hope Wings Prairies Expedition

The Prairies route began and ended in Regina.

The group flew east to Winnipeg, north to Thompson, then west to Fort McMurray then back via Lethbridge. This was a total of 2,245nm, about 23 hours at 100K.



The Give Hope Wings Wester Expedition

The Western route began and ended in Pitt Meadows.

The group flew to the north tip of Vancouver Island, optionally to Haida Gwaii, just into the south edge of Yukon at Watson Lake, into Alberta at Grand Prairie, then back through central British Columbia. A full day of sight-seeing was enjoyed at Penticton before returning.

This was a total of 2,245nm, about 23 hours at 100 kt.



Our New Mascot: Jet the Bear

A new addition to this year's Give Hope Wings, Jet The Bear, was a huge success. He was introduced at our Annual General Meeting and Impact Celebration, where we kicked off a naming rights competition over social media. Jet travelled the entire Give Hope Wings expedition alongside our pilot fundraisers, greeting patient families and Hope Air supporters along the way.



Youth Giving Back - Fundraising Spotlight

This year Hope Air and Give Hope Wings aimed to recruit fundraisers in community event stops to help rally the community. Owen, a 13-year-old from Charlottetown, Prince Edward Island, registered and raised over \$1,300. Dedicated to helping others with a love for aviation, when Owen and his mother Cynthia saw the call to fundraise for Hope Air's Give Hope Wings expedition, Owen knew he had to get involved with a cause that paired his two passions.

Despite the expedition rerouting due to smoke and ice, Owen's passion for supporting Hope Air garnered local media attention for his efforts.



Photo from Dave Stewart, Saltwire News

Media Strategy

- Enhanced overall awareness to increase funds for the 'Give Hope Wings' expedition,
- Media strategy focused on stops with community events and rallies
- Used human elements of the program with a primary focus on our pilots and the patients of Hope Air to tell rich and compelling stories.
- Give Hope Wings expedition, pilot and patient stories to showcase why Hope Air is critical to Canadians.

Results

- Number of news stories: 23
- Estimated reach: 11,945,500
- Hyper local media outlets that covered Hope Air included (but not limited to) Goderich, Kingston, Prince George, Brandon and Prince Albert

National Media Pickup

- GLOBAL TV Regina and Northern Ontario
- CTV Regina and Saskatoon



Social Media Promotion

Give Hope Wings promotion began in January with paid ads targeting the pilot community and ads targeting community stops to garner interest within the community and gain fundraisers. The below metrics reflect paid efforts:



Hope Air facilitated social media promotion of the Give Hope Wings expedition through the whole month of June while the expedition ran as well as posts before the expedition began and afterwards. The below metrics reflect engagement in throughout the month of June.



Glen Powell, host of the YouTube channel Glen and Friends Cooking (591,000 subscribers) discovered the Give Hope Wings Expedition through a recruitment ad and joined the Eastern route. Glenn made a Youtube video discussing his participation in the expedition, which gained 29,000 views and supported Glen's fundraiser, raising \$27,000. Glenn also documented the Eastern route on his aviation channel, glenshanger (19,600 subscribers).

Video from the Glen And Friends Cooking channel outlining Glen's involvement while making a cookie recipe:



One of three videos from Glens Hanger following part of his Give Hope Wings journey:



Stay tuned for our route map and fundraising plans to be announced in early 2024.

Questions or want to get involved? Please contact Jon Collins or Jennifer Starr

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