



HOPE AIR

HAUL *for* **HOPE**

PULLING for PATIENTS

A Guideline to Participating in Hope Air's Haul for Hope Challenge



Calgary | September 12 Calgary International Airport

Edmonton | September 16 Edmonton International Airport

Kelowna | September 18 KF Centre for Excellence

Vancouver | September 20 Vancouver International Airport

Toronto | September 28 Billy Bishop Toronto City Airport Airport



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Welcome To Hope Air's Haul for Hope Challenge

This September, Haul for Hope hits the tarmac in five Canadian cities. Join us and challenge your team, see your airport from a new vantage point, and provide free medical travel supports for Canadians in need. Hope Air provides travel and accommodations for Canadians in need, requiring access to medical care far from home.

Test your skills, grit and determination, with a team of 10-12 people, as you race against the clock to pull a 67,500 pound WestJet Q400 airplane for a distance of 100m. The day will be filled with fast-paced and exciting competition with your colleagues and co-workers, as you compete against other teams at your site and in your industry for the title of the Haul For Hope champions.

Register today and join us for a day of team building, team spirit and a whole lot of fun!

[**REGISTER TODAY**](#)




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How it Works

Corporate and personal teams will go head to head in friendly competition to see which team can fundraise the most. Teams are required to fundraise a minimum of \$3,500 for the opportunity to take part in this awesome challenge to pull a 67,200lb plane 100m down the runway. The team with the combined fastest pull time and total funds raised will be crowned the Haul For Hope Champions! And, with a variety of other fun games and activities for participants and their families to enjoy, there's something for everyone.

All proceeds will go toward Hope Air's commitment to ensuring all Canadians can access the healthcare they need, regardless of where they live, or if they can afford to travel. Last year alone Hope Air fulfilled nearly 25,000 travel arrangements. 2.5x more than the prior year. Demand for Hope Air's service is growing astronomically, and the time is now to show your commitment to the idea that all Canadians deserve equitable access to healthcare. And to join Hope Air in its commitment that no patient will be left behind.

Sponsorships

Haul for Hope is presented by WestJet, who is providing the aircraft for all four Western Canada sites. More important: they provide upwards of 2,000 free flights for Hope Air patients each year.

Special thanks to Porter Airlines who is providing the aircraft in Toronto, and who offers 1,000+ free flights to our patients.

For more information, email arodrigues@hopeair.ca

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How it Works

Setting up your personal fundraising page

STEP 1 - Click the link to register

STEP 2 - Customize your page and personalize your message

STEP 3 - Copy the link to your personal fundraising page

STEP 4 - Share it on social!

Hope Air staff are available at every step of the way to help with team page set up, staff registration, and more. For assistance, email egreve@hopeair.ca



How it Works

Register. Fundraise. Pull Hard. Have Fun. Make an Impact.

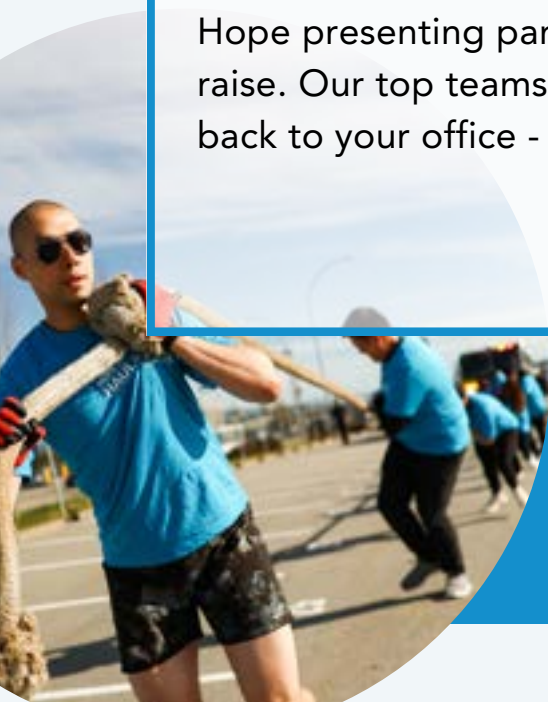
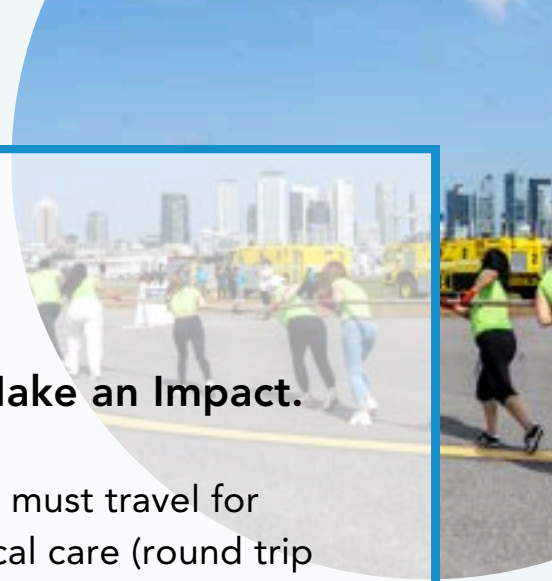
Every dollar raised has an impact on Canadians that must travel for medical care. The full-cost of a typical trip for medical care (round trip flight, accommodations, meals and rides) is roughly \$1,000 - so each \$1,000 your team raises will help one family in need.

And ... going above and beyond helps position you for success. We get it: you're here to pull the plane quicker than your competitors, but our ultimate Haul for Hope champion will be the team with the highest fundraising total and pull time combined. Our top fundraising team at each site receives 12 points. Second place receives 11. Same goes for pull speed, and best combined score wins.

IS THERE A PRIZE FOR TOP FUNDRAISERS?

Yes!

Expect great prizes for being a fundraiser. Each site will have a winner who will receive a trip for two provided by our Western Canada Haul for Hope presenting partner WestJet. Earn one entry for every \$500 you raise. Our top teams will win Haul for Hope medals and a trophy to take back to your office - speaking to strong quads, and stronger impact.



How it Works

HOW MUCH DO I NEED TO FUNDRAISE TO PARTICIPATE IN THE PLANE PULL?

Let's break it down! Your minimum team fundraising goal is \$3,500. Whether that is through a corporate gift, personal fundraising, or both you'll just need to hit a \$3,500 team target to participate.

An easy example: your team has 10 people. That's each person raising \$175, and your company matching it. $\$1,750 \times 2 = \$3,500!$

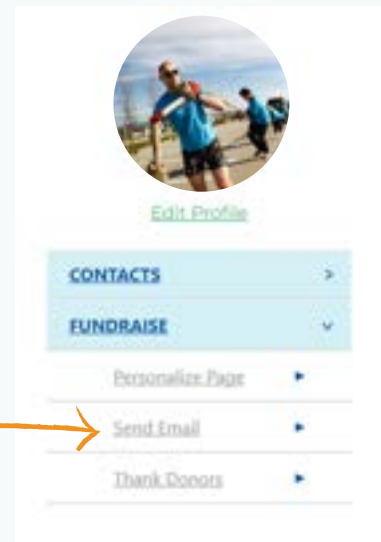
But don't stop there... every dollar you raise has an impact on Canadians that must travel for medical care. The full-cost of a typical trip for medical care (round trip flight, accommodations, meals and rides) is roughly \$1,000 - so each \$1,000 your team raises helps one family in need.



How it Works

Sharing your personal fundraising page

Your fundraising dashboard has all the tools you need to share your campaign and fundraise using Facebook, Twitter and Email. Use the templates provided to craft your message and hit send to begin.



If you are using LinkedIn or other social media platforms, we have included sample copy below to get you started. Don't forget to get the momentum going by being the first to make a donation to your campaign!

I'm taking part in Haul for Hope – a plane pull designed to test my colleagues on our grit, strength and teamwork, all in support of an important cause. Our corporate team is pulling for patients as part of the first ever Haul for Hope challenge - an event where a small group will pull a commercial aircraft 100M, competing against our own abilities and the clock.

We're fundraising to make sure that Hope Air can continue to fund life-saving travel for medical care. Your donation helps families in communities in rural Canada reach medical care in urban centers throughout the country. Hope Air provides travel and accommodations for Canadians in need, requiring access to medical care far from home. Since 1986, Hope Air has provided over 170,000+ travel arrangements for individuals, families and children across Canada.

Many of us take travel for granted. Haul for Hope is about supporting those who don't have that luxury.

And please share this page with any friends you think might be interested in giving to this worthy cause.

Fundraising Resources

Fundraising can seem daunting, but it doesn't have to be. The key to fundraising success is simple—you just need to ASK! Tell your friends, family, and network that you're hauling for hope and fundraising to make sure that Hope Air can continue to fund life-saving travel for medical care. Don't forget to check out Hope Air's [Fundraising Resources](#).

1 Show Your Commitment

Your supporters are more likely to give if they see that you have too. Lead by example and kick start your fundraising by making a \$50 donation to your own campaign. Watch as others follow your lead.

2 Matching Gift Programs

Ask your company for a contribution of \$100. And don't forget to check if your company has a matching gift program too: matching programs are a great way to double your donations.

3 Get Social

Customize your personal fundraising page with a story and photo. Post a link on Facebook, Twitter, and LinkedIn, and ask your network to please support your fundraising efforts for Hope Air's Haul for Hope.

4 A Little Help From Your Friends

Ask four friends to donate \$25 each. Send them an email from your [Fundraising Dashboard](#) to ask for support and give your friends a safe, secure, and easy way to make a credit card donation to your fundraising campaign.

5 Connect with Local Businesses

Ask two businesses that you frequent (dog walker, salon, dentist, tailor, dry cleaner, etc.) to each give \$25. That's another \$50 towards your goal!

6 Reach Out To Your Community

Connect with five people you know from your child's school, extracurricular activities, or your place of worship, and ask each to donate \$20. Now you're \$100 closer!

Team Captain Tips for Success

Team captains are key to the success any Plane Pull! As a team captain, you will recruit members to your team, coach and motivate them to achieve their fundraising goals, and play a critical role in ensuring that your team has a fulfilling and fun experience on event day.

We encourage you to familiarize yourself with your Fundraising Dashboard — and all the Haul for Hope fundraising tools on our website. Get your team excited about fundraising and be sure to recognize their successes!

Being a team captain is a great way to really make a difference! And of course, Hope Air is here to help you along the way. We have outlined some important steps for you below. Please keep in mind that the earlier you start, the more likely your team will hit your fundraising goals.

1 Register as a Team Captain

Register as a team captain. Visit [our website](#) and create a team with a fun and memorable team name and ambitious fundraising goal. Team captains must register before participants can join their team. Once you've registered and set up your team, send out a link to have colleagues, family and friends join you.

2 Personalize your Team Page

Personalize your team page and inspire others to join or donate. Log in to your [Fundraising Dashboard](#) and update your page with the following your personal and team fundraising goal, your team's connection to Hope Air or why your team is going to pull for patients, a team picture or video showing your group together and having fun.

3 Build Support at your Workplace

Encourage your senior management to support the Plane Pull by sending an endorsement message to all staff asking them to join the cause. Or try reaching out to vendors and suppliers to raise funds within your professional network.

4 Create your Fundraising Plan

After you have recruited additional team members from your corporate network, encourage your team to set up their online fundraising pages too. Together, brainstorm creative fundraising ideas and get your team inspired to make a difference for the Hope Air community! For inspiration, explore Hope Air's [Fundraising Resources](#).

5 Show your Team Spirit!

As a team captain, one of your most important roles is to make sure your team stays motivated, celebrated, and updated! Keep the lines of communication open throughout your campaign on fundraising progress, and upcoming team fundraising initiatives. This keeps your team engaged and excited about the Plane Pull!

Event Day

What to expect

Teams that earn their spot to the Haul For Hope challenge will be given detailed information ahead of event day, including their arrival time and registration details. You can expect to be onsite at the event for approx. 1 - 1.5 hours. Your team's arrival and pull time, will be provided closer to the event date.

Wear comfortable, athletic clothing as you'll be doing some endurance pulling of the a 67,200lb plane! You will be given a Haul For Hope t-shirt and specialty gloves to wear.

If anyone from your team is unable to attend, volunteers will fill in their spots to ensure each team has at least 10 people for the pull.

Please note that all team members must be over 18 years of age and pets are not permitted on site at any time.

Once you're done, you'll enjoy our hydration station, activations, and get the opportunity to take photos with the plane, volunteer pilots and their private planes, and of course, grab a team photo!



About Hope Air

Our universal healthcare system comes with a caveat: you may have to travel long distances to access the care you need. Hope Air addresses 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. For many Canadians, specialized medical care is 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 deserve. That's why we're committed to reducing the financial burden and easing the stress of getting there by providing families, from coast to coast, with free flights, accommodations and travel supports. Since 1986, Hope Air has facilitated 200,000+ travel arrangements for individuals, families and children.

Last year alone, Hope Air fulfilled 25,000 travel arrangements. We're growing Haul for Hope because demand for our services is growing so significantly – that number was 2.5x the amount of travel we supported in 2022, and demand continues to rise. We refuse to choose who deserves to access to healthcare. We believe that no patient should be left behind. And we need your help.

With your support, we remove the barriers of cost and distance for Canadians who need critical medical care. Through Haul for Hope, you're providing better health outcomes, reducing poverty (by helping our families avoid the cycle of debt that comes with significant, often recurring travel expenses) and building stronger, sustainable small, rural and remote communities across Canada.

Our vision is of a world in which every Canadian has access to the healthcare they need, despite distance or cost of travel.



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.



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Introducing our Patient Captains

At each site, our 12 teams will pull for 12 real Hope Air patients who live hundreds or even thousands of kilometres from the care they need. Through the event ramp up process and in person on event day, you'll learn about their stories and the direct impact you have on their ability to access care.

Think pulling a plane 100 metres sounds tough? Try battling cancer with 16 hour car rides to and from appointments, or raising tens of thousands of dollars to support recurring treatments. Or managing your condition without any treatment at all because you can't get there. Those are the alternatives our Hope Air patients face without your support. On event day, you'll pull for them in spirit with custom, personal touches to remind you of the importance of your efforts.

Since childhood, Sabrina has lived with chronic and worsening pain. When her symptoms reached a point that made medical travel far too challenging, Hope Air became her partner in care, helping her to reach her vital appointments. Sabrina has had six surgeries and countless procedures and her health journey is ongoing. She still travels every three months for appointments. But she has peace of mind knowing she has a way to get to her much-needed care.

In August 2020, when Atticus was just 3 years old, he was diagnosed with Myasthenia gravis- a neuromuscular disease that causes weakness and rapid fatigue of any of the muscles under your voluntary control. Atticus' diagnosis meant he and his mother, Brittney, would have to travel from Kelowna to BC Children's Hospital in Vancouver, regularly for frequent treatment and follow up visits.

"I was so relieved," says Brittney. "The first times it was flights, and I didn't know there were accommodations and then it was here is your flight, accommodation, meal vouchers and Uber voucher to and from the hospital, it was a godsend."



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Our Generous Sponsors



Haul for Hope is presented by WestJet, providing aircraft at our four Western Canada sites. WestJet has provided free flights to more than 3,000 Hope Air patients since 2007.



Special thanks to Porter Airlines who is providing the aircraft in Toronto. Porter offers hundreds of free flights to Hope Air patients each year.

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