

**Canadian Aviation Pride
Fierté en aviation canadienne**



ANNUAL REPORT

2018



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Purpose, mission and vision

Canadian Aviation Pride was founded in 2008 as an organization to bring together the LGBTQ+ aviation community in Canada and to provide social and emotional support for 'coming out' in this highly technical field of work. By connecting and encouraging our community and by raising awareness of the need for inclusion, we work to represent and support our community and therefore the Canadian aviation industry.

- Mission - To support, encourage and connect the Canadian LGBTQ+ aviation community, while raising awareness, reducing discrimination, and promoting inclusion and respect across the industry.
- Vision - A culture of inclusion in Canadian aviation, where both the LGBTQ+ community and individuals are respected, welcomed and valued.

Structure and Governance

CAP is an independent Canadian not-for-profit organization, incorporated in January 2016 under the *Canada Not-for-profit Corporations Act* and regulated by Industry Canada and the Canada Revenue Agency. The organization is not affiliated with, or a part of, any other organization.

CAP is governed by a Board of Directors operating under corporate bylaws, three of whom in 2018 were respectively Chair, Vice-Chair and Treasurer. The Board meets bi-monthly and holds an Annual General Meeting in March of each year. Its fiscal year is the calendar year.

All Directors are volunteers and receive no pay or benefits for their services. There are no employees. Directors are elected for a two-year term, with three positions reviewed at each AGM. Directors in office at the end of 2018 were as follows:

Chair	Peter Litherland, professional airline pilot
Vice-Chair	Adrian Walker, retired pilot and federal public service manager
Treasurer	Dorian Pope, professional corporate and airline pilot
Directors	George Patton, flight instructor and retired IT specialist Vera Teschow, provincial education officer and private pilot

The following committees are established: Finance, Fund Development, Communications and Membership Engagement, and an events committee. Each committee is composed of two or more Directors, one of whom is the committee Chair.

Engagement & Reach

An analysis of our subscribers shows the distribution by province and by country. We are happy to note that our subscriber base is 26% female, an increase of 1% over last year, and this reflects well on CAP's continuing emphasis on inclusion. CAP now supports the LGBTQ+ Aviation community in 14 countries worldwide.

Canada	2017	2018	Country	2017	2018
BC	31%	34%	Canada	76%	74%
AB	3%	4%	USA	21%	22%
SK	1%	0.6%	Australia		0.7%
MB	1%	0.3%	Chile		
ON	59%	50%	Denmark		
QC	3%	8%	France		0.4%
NB	1%	0.3%	Germany		
NS	1%	3%	Hong Kong		
PE		0.3%	Jamaica		
NL			Mexico		0.7%
			New Zealand		
			Uganda		
			United Kingdom		0.4%
			Zimbabwe		

Newsletter Subscribers: 541 (31 December 2018)
 Facebook page: 1091 follows
 Facebook group membership: 566 members, 1110 likes

Overall Strategy

Raising awareness has always been a key part of our mission, and we concentrate on organizing opportunities for our members to network, as well as supporting company programs that aim to achieve diversity and inclusion. For us, inclusion is an essential part of our values, and thus we support all parts of the LGBTQ+ community, and all sectors of aviation from engineers to pilots, from flight attendants to controllers, from ground staff to enthusiasts, from administrators and management to bush plane operators and flight schools.

2018 Goals

The Strategic Plan reflects changes in our operation and environment. An annual work plan was prepared to ensure that goals are translated into positive action on a consistent basis. Goals included writing a communications strategy, developing partnerships with aviation companies, and promoting the development of CAP groups in additional Canadian cities.

2018 Performance & Accomplishments

2018 has been a year of much progress for Canadian Aviation Pride (CAP). Our efforts to formalize our operation with proper guidelines and attention to our role as a federally-incorporated not-for-profit organization gave us a stability which allowed us to move forward beyond our existing social and promotional programs.

Those programs generated eight social events and six promotional booths across Canada. We successfully created a new group in Montréal in addition to the existing groups in Toronto and Vancouver, and our membership rose to 540.

At the Annual General Meeting in January we approved an action plan with specific goals for the year, and as a result were able to develop a communications plan to coordinate all existing communications and clearly define CAP's brand. We also started to develop partnerships with aviation companies to help them develop their diversity and inclusion programs and provide input to them on LGBTQ+ issues which they experience.

As a result of this outreach, CAP received its first sponsorships which helped to support our promotional activities as well as

connections to other not-for-profit organizations. We put a focus on developing resources for aviation companies with diversity and inclusion programs, by chairing an inter-company committee to develop fact sheets on various LGBTQ+ issues, and by writing articles on the "how to" of diversity programs. We attended two different diversity and inclusion seminars, ran and published our first diversity and inclusion survey, and started an inter-agency initiative to host a youth mentoring event in 2019.

On the administrative side, in addition to our communications strategy, we developed a sponsorship guide and a policy on how we engage with other organizations. We held monthly Board of Directors meetings, produced our first annual report (2017) and completed the required income tax and not-for-profit federal filings.

We look forward to 2019 and a new action plan, with a focus on marketing the CAP brand and continued service to both our members and the aviation industry in Canada.





2018 Highlights

Social Events

- Montréal – 3 events: Pub night, Pride party, year-end party
- Toronto – 3 events: 2 pub nights, year-end party
- Vancouver – 3 events: Fireworks potluck, Pride party, year-end party

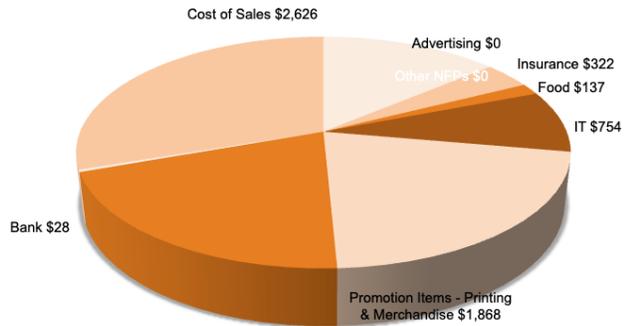
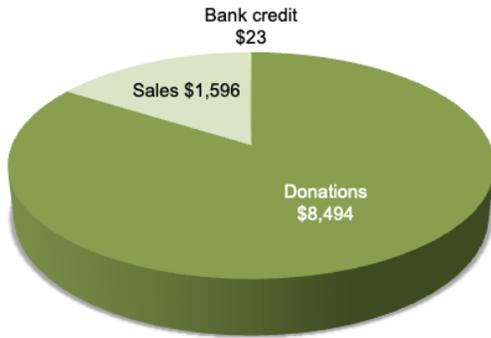
Booths

- Pride – Vancouver, Montréal & Toronto
- Careers expo – Toronto
- Airport events – Waterloo & Kitchener

Diversity & Inclusion

- Attended two D&I conferences
- Chaired joint resource development committee
- Developed 2 Fact/Tip sheet resources
- Wrote 7 D&I articles
- Conducted D&I survey of membership

2018 Financial Statements



Revenues

Donations	\$8,493
Sales	\$1,595
Bank credit	\$23
Total Revenues	\$10,112

Expenses

Promotion	\$1,203
Advertising	\$0
Insurance	\$322
Food	\$137
IT	\$754
Printing	\$1,868
Assets	\$1,761
Bank	\$28
Cost of Sales	\$2,625
Other NFPs	\$0
Total Expenses	\$8,719

Assets

Bank Account cash	\$9,614
End year Inventory	\$5,822
Equipment	\$2,159
Total Assets	\$17,596

Liabilities

Accounts Payable	\$0
Accrued Expenses	\$0
Restricted Funds	\$0
Total Liabilities	\$0

Net Assets **\$17,596**

Funding

The major sources of funds in 2018 have been the sale of logo merchandise at booths, and donations from Sponsors and from Directors. Having now all of the necessary equipment with which to operate, we were able to reduce the reliance on Directors' donations.

Long-range Plans

The Strategic Plan prioritized our goals to show short, medium and long-term goals and the strategies for achieving them, and each year has specific action plans to guide our progress.

The goals of becoming a registered charity and of offering scholarships are long term goals whose feasibility depends on a sound degree of organization, accountability and the engagement of additional volunteers.

2019 Plans

2018 marked our tenth anniversary as an organization. This milestone was celebrated throughout the year, and represented by an anniversary logo emphasizing our Canadian roots.

Our focus in 2019, in addition to events, will be the completion of formalizing our organizational programs and procedures, and in particular we will develop a membership program and fund-raising program.

We will continue to partner with aviation company diversity programs and provide advice, training ideas and resources to advance programs which benefit the LGBTQ+ aviation community. Companies have their own internal expertise for providing diversity training, so CAP's role would be to collaborate to help make these training programs successful. We will also offer specific presentations on any requested topics.

We will promote the development of additional chapters in cities across Canada to provide local social activities, and we have a goal of identifying potential new Directors and volunteers because the success of this effort is essential to completion of many other goals.



In Conclusion

With growing outreach to Canada's aviation industry, an emphasis on diversity within our own operations, a willingness to advance the cause of other under-represented groups, and a professional approach to our own operations, we are well placed to help our community further benefit from improved societal attitudes and corporate goodwill, both of which provide encouragement that we are progressing towards LGBTQ+ rights and inclusion.

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