



# **NIEUPORT AVIATION 2020**

## **COMMUNITY ENGAGEMENT REPORT**

"We are a business that exists not only to deliver a remarkable passenger experience and positive economic benefits to the Greater Toronto Area, but also to support and drive real positive changes in our local community."

**Neil Pakey, CEO, Nieuport Aviation**



**Neil Pakey,**  
**CEO, Nieuport Aviation**

"We compile this report every year, looking back at 12 months of contributions that supported the vitality and sustainability of our community. Likewise, at the time of writing, we now need to look forward to a new era we are cautiously stepping into. While there is a light at the end of the tunnel, we understand that the impacts of the COVID-19 pandemic will be felt long after the dust has settled on an international and multi-industrial scale.

2020 proved to be an especially difficult year for the travel and tourism industry. It brought systemic changes to the way our industries operate and how our passengers travel and communicate. We have seen existential changes in the way we carry out our day-to-day lives and although we hope that some of the old "normal" will return, many things will not. This may lead to a fundamental shift in the way organizations carry out stakeholder management and community engagements in the future.

At Nieuport Aviation, we have been working hard to ensure our passenger terminal at Billy Bishop Toronto City Airport remains safe and secure for travel. In addition, we are pledging our ongoing commitment to support local communities during our economic recovery. Now is the moment for our communities to come together and support one another as we work our way through these turbulent times. As we look forward to 2021, we see a world that will need more energy and support from businesses and organizations – more kindness, more contributions, and more collaboration.

In 2020, the Nieuport team participated in a variety of community initiatives and continued to grow partnerships with local non-profit organizations that support the needs of those living and working in the vicinity of the Airport. Our investments, donations, and volunteer work supported the homeless, at-risk youth, and Canadian Veterans to name just a few. The following report provides a summary of community initiatives that took place in 2020. We are eager to build on our previous successes and strive to continue maintaining our position as a strong community partner and good neighbor to the Toronto Waterfront in 2021 and beyond."



## Seeds of Hope Foundation - Concord Adex Survivors Fund

In April of 2020, Nieuport donated \$5,000 to become a Diamond sponsor of the Concord Adex Survivors fund, which was created to help survivors of human trafficking rebuild their lives with the aid of financial counseling services and housing support. The Concord Adex Survivor's Fund is managed by the Seeds of Hope Foundation, a registered Canadian charity focused on building self-sustaining communities that create the conditions to enable individuals who are at a crossroads in their lives to develop their livelihood, learning and creative potential.

*"Having seen tens of thousands of dollars flow through their hands to their trafficker, Survivors are forced to rebuild their lives with little access to financial support. They should not be forced to live in unsafe housing nor rebuild their lives without support. Unprotected in their past we have the ability to protect Survivors and I am thankful to Concord Adex and Nieuport Aviation for their leadership in this initiative. Thank you as well to the many corporate and professional associations who have quickly answered this call."* **Stephen F. Miller – Chair, Project Recover Oversight Committee**

Nieuport's Marketing and Community Engagement Lead also chairs the Survivor's Fund Scholarship Committee, a group established to distribute funds to survivors for post-secondary and vocational education programs. The committee meets bi-weekly to volunteer their time in order to empower and enable survivors of human trafficking as they travel along the pathway to success.

# NICK NURSE FOUNDATION



In March of 2020, CEO Neil Pakey attended the Nick Nurse Foundation Gala Dinner to support the launch of the Nick Nurse Foundation, a charitable organization committed to improving the lives of children and young adults through music, sports, and literacy. Held at Hotel X Toronto, the evening included special performances from some of Nick Nurse's favourite artists, including Daniel Caesar, Arkells and Jon Vinyl.

# SWIM DRINK FISH



Connecting people with water

SwimDrinkFish is a non-profit organization working to connect people with water since 2001. They use citizen science and communications technology to inspire those who want to learn more about their local waters and how best to safeguard them.

In May of 2020, Nieuport supported SwimDrinkFish with a monetary donation and participated in a virtual webinar to learn about the importance of clean lakes and swimmable waters in Ontario and across Canada.

Employees volunteered their time to learn about the Lake Ontario Waterkeeper Toronto Hub which tests water quality at Lake Ontario sites in the inner harbour and other parts of Toronto's Waterfront. SwimDrinkFish also educated Nieuport staff about the Gassy online app, which allows local community members to become citizen scientists by helping SwimDrinkFish track various items floating in local waterbodies.

Nieuport looks forward to supporting SwimDrinkFish with their active initiatives in 2021.



## WHAT NEXT?

### Streamlining U.S. travel at Billy Bishop Airport to keep our economy moving

AÉROPORT DE TORONTO  
**BILLY BISHOP**  
 TORONTO CITY AIRPORT



TORONTO  
 REGION  
 BOARD OF TRADE



WORLD TRADE CENTRE  
 TORONTO

## TORONTO REGION BOARD OF TRADE

In November of 2020, Nieuport sponsored a virtual Transportation Summit hosted by the Toronto Region Board of Trade. The Summit, part of the Recovery Summit Series, brought together leaders from across the public and private sectors to discuss the recovery of our region, its transportation networks, and talent pipeline. The event also examined in length, the long-term recovery plan of Toronto's transportation sector.

Nieuport took part in the event by hosting a breakout session titled "Streamlining U.S. Travel at Billy Bishop Toronto City Airport to Keep our Economy Moving". CEO Neil Pakey was joined by Ron Pellerine, General Manager, Metro Toronto Convention Centre and Carlos Ozores, Principal and Americas Consulting Lead, ICF's Aviation practice to discuss the upcoming U.S. Customs Border Patrol Pre-Clearance facility at Billy Bishop Airport and the Airport's impact on the recovery of Toronto's visitor economy.

Nieuport maintains a strong partnership with the Toronto Region Board of Trade, focusing on infrastructure, transportation, and bringing passengers, travellers, and workers back to the downtown core.



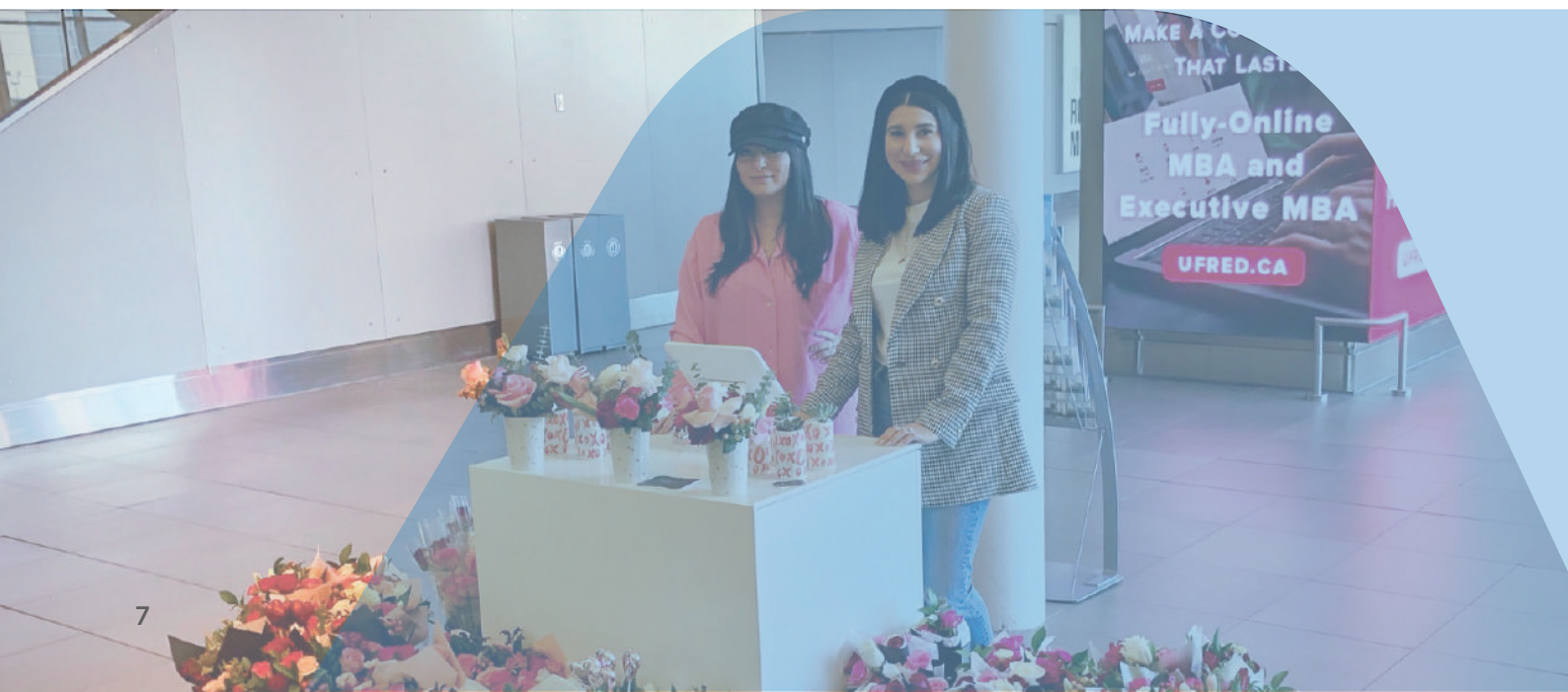
## SUPPORT LOCAL BUSINESS

### AIRPORT POP-UPS

In 2020, Nieuport supported local businesses by partnering with local retail stores to host pop-up shops at the Airport.

As the preferred downtown airport for Toronto's movers and shakers (including business, government, technology, arts, media, and entrepreneurs), Nieuport's airport terminal presents a unique opportunity for brands to connect with an influential audience as they travel through departures and arrivals in a comfortable and relaxed environment. Mary's Brigadeiro and Flowerly were two of the airport pop-ups hosted in 2020, allowing arriving and departing passengers to purchase handmade chocolates and assorted bouquets of flowers for their families, friends, and loved ones.

Nieuport looks forward to growing a wide range of partnerships with local businesses throughout the GTA in the future, allowing these businesses to connect with passengers, gain brand exposure, and drive enhanced revenue.





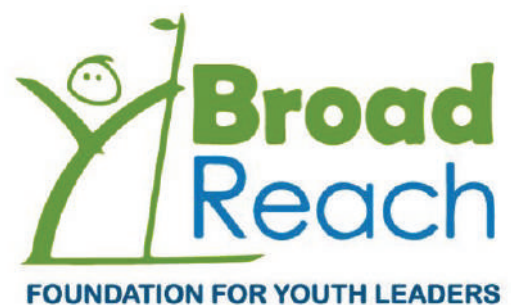
# SUPPORT OUR TROOPS CAMPAIGN

In 2019, Nieuport became a member of The Airway of Heroes through the Art Easel Program; an initiative to support Canadian Troops through the sale of art pieces in airports across Canada.

In 2020, Nieuport continued to support the Art Easel Program, allowing passengers travelling through the Airport to bid on Canadian works of art prominently displayed throughout the Airport. Within our terminal, the works of art can be found in the front atrium and within each departure lounge. All funds raised from the sale of artwork go directly to Support our Troops, an official charitable cause of the Canadian Armed Forces. Since its implementation at Billy Bishop Toronto City Airport, over \$10,000 has been raised for the cause to date.







## **Broadreach Foundation for Youth Leaders**

A close neighbor of the Airport, the BroadReach Foundation for Youth Leaders is a charitable organization that strives to provide at-risk youth with the opportunity to learn leadership skills through the art of sailing along Lake Ontario's waterfront.

In 2018, Nieuport became an official sponsor of their Summer Afloat program which gave youth aged 13-25 the opportunity they would not otherwise have had to learn skills of confidence, teamwork, responsibility, and positive work ethic through sailing. In 2020 Nieuport continued supporting the BroadReach Foundation and looks forward to a continued partnership in 2021.

## **FUTURE LEADERSHIP FOR YOUTH (FLY) PROGRAM**

In 2019, Nieuport implemented the Future Leadership for Youth (FLY) Program as part of its community outreach and engagement mandate. The FLY Program aims to attract young talent to work within the airport sector and provides education along with networking opportunities for youth in the career field of aviation. The program promotes the passenger terminal as a key customer-facing infrastructure asset vital to Toronto's tourism industry that offers a range of interesting, challenging, and fulfilling career opportunities.





In 2020, Nieuport partnered with Seneca College and Centennial College to continue providing students and youth with educational days promoting travel, tourism, and aviation.

In February, CEO Neil Pakey spoke to Centennial College students enrolled in the Transportation; Air Flights and Fares course providing an in-depth exploration of the aviation industry including airport and terminal operations at Billy Bishop Toronto City Airport. Nieuport also hosted a virtual airport tour for Seneca College Building Environmental Systems Class 1 certification students, exploring the important facility and environmental management systems and providing a virtual Q&A session live from Toronto City Airport. Both events were a great success with lots of positive feedback received from students.

Nieuport looks forward to hosting more events in partnership with the FLY Program with various regional educational institutions in the future.





## DAILY BREAD FOOD BANK

In 2020, Nieuport continued to support the Daily Bread Food Bank with a charitable donation during the Thanksgiving holiday. The contribution was matched by the Spratt Foundation, which stepped forward with a \$100,000 matching grant allowing individuals and organizations to double their contribution to Daily Bread's charitable fund. The Daily Bread Food Bank has been instrumental in responding to COVID-19 in the Greater Toronto Area, ensuring those experiencing food insecurity have access to healthy and nutritious meals as they travel down the road to recovery.



## 2020 VIRTUAL ALS PLANE PULL

In 2019, Nieuport teamed up with corporate partners SSP Canada, The Hudson Group, ASP and Bee-Clean by entering a team of 12 dedicated employees into the annual 2019 ALS Plane Pull event. "The Terminalators" pulled a 37,000-pound plane for 100 metres in order to help raise money and increase awareness for the fight against ALS, finishing with a final pull time of 1 minute 12 seconds.

In 2020, the event was moved into a virtual space due to restrictions from the COVID-19 pandemic. Nieuport participated in a variety of weekly challenges and events in order to support fundraising efforts for the ALS Society of Canada, and also sponsored the virtual silent auction. Nieuport staff walked, biked and ran over 500km for the "how far will you go" portion of the campaign, and received the "team spirit award" for their overall efforts to the cause.



## Team Terminalators Success Bragging Rights:

- Team Terminalators won the "Team Spirit" award for incredible team engagement and participation!
- Over 1,500 push-ups in Skills Competition
  - 110 push-ups from Team Terminalators
- All teams went the distance with a combined 4,200 kms
  - Terminalators contributed an impressive 529.88 kms
- Together, the event raised over \$100,000!



The ALS Society of Canada provides individuals suffering from or affected by ALS with the resources they need to help make day-to-day life with ALS less overwhelming and more manageable. With Nieuport's sponsorship, the ALS Society of Canada continues to provide support and services for families living with ALS, fund high-quality research that offers the most promise to slow down the progression of ALS, and advocate for policy that will have a meaningful impact on people living with ALS today and in the future.



## THANK YOU TO OUR SPONSORS



## GET SOCIAL



#ALSPlanePull



@ALSCanada





## ROYAL CANADIAN LEGION POPPY FUND

In November of 2020, Nieuport continued their annual tradition of partnering with the Royal Canadian Legion in support of the Royal Canadian Legion Poppy Fund. In previous years, Nieuport distributed poppy boxes within the passenger terminal lounges to raise donations in support of veterans and their families during the month of Remembrance Day. Although unable to fundraise at the Airport due to restrictions required by the COVID-19 pandemic, Nieuport matched the previous year's fundraising total with a charitable donation made directly to the Royal Canadian Legion.



## SICK KIDS PARTNERSHIP

Since 2015, SickKids and Nieuport Aviation have partnered together to raise funds in the Nieuport Passenger Terminal in support of the SickKids Foundation. Throughout 2020, Nieuport continued this partnership which has raised over \$4M in donations and acquired 5,000 monthly donors over the past six years. This unique relationship has allowed SickKids the opportunity to reach a new audience and to share the vision of building a new SickKids. Thousands of patients come to SickKids each year from across Canada, the U.S. and around the world to receive the best care possible. With the support of Nieuport's passenger donors, SickKids continues to fund the fight for childhood health.

## ST. JOHNS AMBULANCE DOG THERAPY PROGRAM



Nieuport and Billy Bishop Toronto City Airport are proud to continue our partnership with the St. Johns Ambulance Dog Therapy Program. In 2020, Pablo, the 3 legged therapy dog, visited the Airport Terminal once per week to provide passengers and airport staff with smiles and stress relief. Nieuport looks forward to welcoming Pablo back to Billy Bishop Airport in 2021.



## GET IN TOUCH



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