

2023

# Elevate Aviation Annual Report

August 1, 2022 - July 31, 2023  
Edmonton, Alberta



# Who We Are

Elevate Aviation is a nonprofit organization based out of Edmonton, Alberta, operating across Canada in pursuit of our mission.

**Mission:** Elevate Aviation provides a platform for women and underrepresented groups to thrive and succeed through careers in aviation.

**Vision:** To be a primary provider of aviation career support, working alongside industry professionals to promote equity, diversity, and inclusion in the workplace.

## **Elevate Aviation Programs:**

- Inspire
- Cross Country Tour
- Bursaries
- Mentorship
- Allies in the Workplace
- Elevate Aviation Learning Centre





## **Thank you to our Sponsors and Partners**

As we reflect on our journey and the milestones we've achieved together this year, we are filled with gratitude for the support and generosity of our sponsors and advocates. Your commitment to diversifying the aviation workforce and addressing the shortage of skilled professionals has played a pivotal role in advancing our mission. Your belief in our cause assists us in creating opportunities for women and underrepresented groups, paving the way for a more inclusive aviation industry.

With the support of our funders, sponsors, and partners, we provide essential programs and resources that equip people with the skills needed to excel in aviation careers. Your dedication to breaking down barriers and fostering inclusion in our field will make a lasting impact.

Business  
Updates





# Elevate Aviation Learning Centre

In September 2022, we completed leasehold improvements and moved into the Elevate Aviation Learning Centre facility located at 3731 52 Ave E, Edmonton International Airport, Alberta. This was a significant event, as we now had the opportunity to establish a fully functional learning and office space. The Women's Essential Skills Training (WEST) program became the inaugural program in the facility and quickly grew to include several more programs.

# Board of Directors

The organization is structured as follows:

The Board of Directors governs the bylaws of the organization, an Advisory Committee provides guidance and support on business issues and advises on best practices, and the Senior Leadership Team manages the day to day operation.

The Officers/Directors of the organization at the end of the fiscal are:

- Kendra Kincade
- Laura Sinclair
- Tracey Course

# Advisory Committee

The Advisory Committee members at the end of the fiscal are:

- Kendra Kincade
- Dr. Tarek Sardana
- Koleya Karrington
- Z. Shawn Bhojani
- Chelsey Quirk
- Rod Friesen
- Tracey Course
- Celidh Hemmati

The Board of Directors and Advisory Committee will be undergoing an overhaul in the next fiscal to increase effectiveness and act as an independent governing body.

# Senior Leadership Team

The Senior Leadership Team directs the day-to-day operation of the company. The Senior Leadership Team members at the end of the fiscal are:

- Kendra Kincade, Chief Executive Officer
- Laura Sinclair, Chief Operating Officer / Chief Financial Officer
- Nova Andrews, Vice President of Workforce and Corporate Transformation
- Christine Merrick, Director of Elevate Aviation Learning Centre
- Emily Reiman, Director of Diversity, Equity, and Inclusion
- Maegan Extross, Director of Mentorship and Volunteers (maternity leave fill for Sophia Wells)
- Chelsey Wright, Director of Risk Management
- Dina Jammaz, Director of Community Engagement and Indigenous Partnerships
- Colonel Margaret Jacula, Director of Military Relations

Staff members are hired to manage programs, facilitate classes, and complete administrative tasks required to advance our mission and fulfill contracts with funders. The fiscal year began with 10 employees at Elevate Aviation and expanded to 20 staff members by July 31, 2023.

Ambassadors, Community Leads, and Mentor Leads manage volunteers on a national scale attending events, recruiting members, and raising awareness of Elevate Aviation's programs.



Elevate Aviation

# Programs and Initiatives





## Women Who **Inspire**

### **Let's Inspire One Another**

Inspire provides awareness about careers in aviation and a network of support for women across Canada. Each year, women apply or are nominated to be featured in this program. The selection committee review each application and chooses eight to ten women to showcase at the Inspire gala.

The women travel to Edmonton for a weekend of headshots, interviews, and networking in preparation for the Inspire Gala in the fall.

Inspire is a cocktail-style event where we raise funds for our programs while showcasing the selected women in the aviation industry.

# Inspire 2022

Following a two-year hiatus due to the pandemic, Inspire returned! In October 2022, our annual gala took place at the Art Gallery of Alberta in Edmonton, AB where we hosted 70 VIPs for dinner and more than 250 guests at the main gala event.

After all expenses, we raised a total of **\$22,499.18**. Every dollar raised goes back into our organization, allowing us to advance our mission to provide a platform for women and underrepresented groups to thrive and succeed through careers in aviation.





# 2022 Inspire Features

- **Jessalyn Teed** - B737 First Officer / Senior Multi-Crew Instructor, Sunwing Airlines and Waterloo Wellington Flight Centre
- **Cathy Press** – CEO and Owner of Chinook Helicopters (1982) Ltd.
- **Melissa Swain** – Air Traffic Controller, NAV CANADA
- **Jessica Burns** – Professor of Aircraft Maintenance, Centennial College
- **Samantha Grover** – Data Scientist, WestJet
- **Marcia Strang** – Corporate Trainer, Vancouver Airport Authority
- **Cassandra Hepp** – Maintenance Controller, Flair Airlines
- **Nour Utayim** – First Officer Pilot, Air Inuit
- **Sarah Price** – ATM Solutions Planning Coordinator, NAV CANADA
- **Major Natasha Roy** – Deputy Commanding Officer, Aerospace and Telecommunications Engineering Support Squadron, Royal Canadian Airforce



# Cross Country Tour

## One City At A Time

The Cross Country Tour visits many cities across Canada! In our full-day events, youth aged 12-18 spend the morning hearing from women employed in a variety of aviation careers such as pilots, flight attendants, air traffic controllers, Royal Canadian Air Force, airport operations, and aircraft mechanics.

Following lunch, groups get a behind-the-scenes tour of local aviation facilities including the airport, air traffic control tower, aircraft hangar, and flight school (this varies by location).



# 2023 Cross Country Tour



Meet our Co-Leads for 2023. These women play a leading role in the organization of the Elevate Aviation Cross Country Tour - Thanks Senior Leadership Team Director - Emily Reiman and Military Ambassador - Jackie Zacher!

This year, we visited a total of 21 cities, spreading knowledge and instilling aspirations in youth across Canada. In 2024 we plan to increase this number, striving to visit 30+ cities in order to reach as many youth as possible



Bienvenue Elevate Aviation !  
Welcome Elevate Aviation!

Le 17 mars 2023 / March 17,



Quality Education  
Northern Experience





## Support Through **Bursaries**

### **Giving Back In More Ways Than One**

A career in aviation means extensive training, which can be very costly. Understanding the financial challenge, Elevate Aviation has developed several programs to help fund aviation career training. Women who show exceptional potential and a need for financial assistance throughout the training process may apply for the bursary program. Elevate Aviation offers the following bursaries:

- **YEG “We’ll Move You”** – Offered in partnership with the Edmonton International Airport, this bursary is intended for women in the Edmonton Metro Region who are interested in entering any of the diverse careers available in aviation.
- **Rene Cutforth Pilot Bursary** – In memory of Rene Cutforth, a mentor, friend, and long-time volunteer for Elevate Aviation, this bursary assists female pilots in paying for their training.
- **Aircraft Maintenance Engineer Bursary** – This bursary is available to women enrolled in an Aircraft Maintenance Engineering post secondary program or those who wish to pursue a career in the aircraft service or maintenance field.

# 2022 Bursary Recipients

Each year, bursary applications are open from November 1 – November 30, after which time our bursary selection committee carefully review and assess each application. There are many factors that are considered including demonstrated financial need, passion for aviation, and community involvement.

In 2022, A total of \$4,050 was awarded to six successful applicants.

- Afrah Khan, 17 – Aviation Management Diploma student at MacEwan University in Edmonton, AB. Winner of our YEG “We’ll Move You” Bursary
- Alea McLaren, 31 – AME student at BCIT, winner of our AME bursary
- Terra Samson, 30 – Student Helicopter pilot in Whistler, BC. Winner of our Rene Cutforth Bursary
- Harman Bagary, 19 – CPL student in Brampton, ON. Winner of our Rene Cutforth Bursary
- Leanna Krushelniski, 37 – CPL student in Calgary, AB. Winner of our Rene Cutforth Bursary
- Lauren Hannan, 18 – PPL student in Etobicoke, ON. Winner of our Rene Cutforth Bursary







# Mentorship Program

## Mentorship Matters

At Elevate Aviation, we understand the importance of having the support and guidance of someone who has been through the application and new employee position in aviation and understands what you will go through on your path to a successful career. We match mentees with mentors through our network of people all over Canada. The program also allows peer to peer mentorship and mentorship for those who are exploring leadership roles within the industry.

After analysis of the systems and processes the team takes in mentor matching, this rapidly growing program is high priority for further development and restructuring in 2024.



# Allies In The **Workplace**



## **Empowering Diversity, Equity & Inclusion**

This program is designed to help aviation organizations create an inclusive culture that attracts, retains, and empowers diverse talent.

Our highly trained team evaluates the current state of DEI in your organization, providing valuable insights to guide leaders in identifying areas for improvement. We assist in developing strategic initiatives to address these gaps and offer training programs aimed at making sustainable change.

The program operates with contribution funding from Women and Gender Equality Canada's Feminist Response and Recovery program.

# Allies in the Workplace (AIW) - 2023

This fiscal year, Diversity, Equity, and Inclusion training materials were developed for Elevate Aviation by the Colbourne Institute for Inclusive Leadership and are now ready to be provided to our clients.

Additionally, our AIW team worked closely with the Winnipeg Airport Authority (WAA) to improve the state of DEI in their organization. Utilizing the Global Diversity Equity and Inclusion Benchmarking (GDEIB) tool, we were able to determine the areas of strength and where improvements could be made. With this full picture, we provided recommendations, action items, and training to ensure their policies, procedures, and culture were DEI-focused while retaining the organization's current mission and values. They implemented our recommendations, with our ongoing guidance and support.

Our AIW team was also invited to attend company Strategic Planning meetings, as well as join them at the Winnipeg Chamber of Commerce Commitment to Opportunity, Diversity, and Equity (CODE) Conference in May 2023.



A woman in a military uniform is shown in profile, speaking and gesturing with her hands. She has several small tattoos on her left hand and forearm. The background is blurred, suggesting an indoor event or conference.

**Community**

# **Involvement**

## **Speaking Engagements**

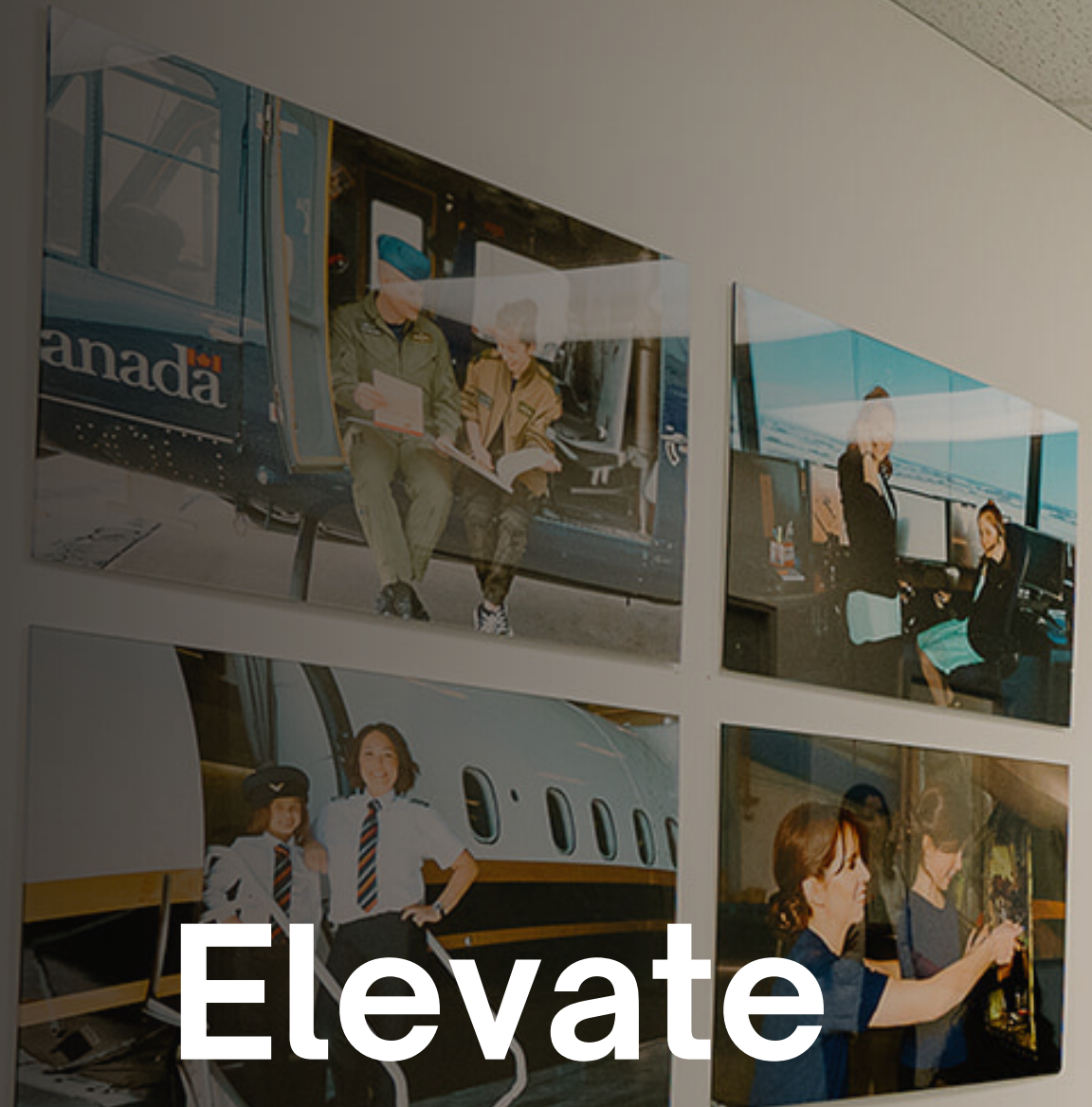
Elevate Aviation speakers are some of the most inspirational women in the industry. They are passionate about their careers and love encouraging women to follow their dreams. We customize our speakers to meet the goals of any event.

## **Royal Canadian Air Force Partnership**

Canadian military members have been actively involved with Elevate Aviation since incorporation in 2015, with a formal partnership approved by the Commander of the Royal Canadian Air Force (RCAF) in 2019. The RCAF and Elevate Aviation share the same values and recognize the importance of promoting gender balance in aviation. This program is currently led by RCAF Col Maggie Jacula, Elevate Aviation's Director, Military Relations. The RCAF joins Elevate Aviation in many of our programs such as the mentorship program, speaking engagements, Cross Country Tours, aircraft maintenance competitions, Inspire, and as guest speakers at the Elevate Aviation Learning Centre.



**ELEVATE AVIATION**



# Elevate Aviation Learning Centre



# About EALC

## **Our Mission:**

To provide the most authentic, memorable, and life-changing aviation experience possible.

## **Our Why:**

To inspire, educate, and create a safe space for women and underrepresented groups to become the best versions of themselves.

This was an incredible year for EALC. Grants from Employment and Social Development Canada and the Government of Alberta were provided to support occupational skills training programs. The grants have allowed us to secure a facility at the Edmonton International Airport, create and grow many foundational aviation training programs, well as more than double our staffing levels. EALC continues to offer programs spanning from kindergarten to career!



**Elevate Aviation**  
Learning Centre

# Junior Jets

We introduce learners aged 5-10 to the exciting world of aviation through five stimulating, imagination-based videos and interactive worksheets delivered either in-person or virtually. Kids will explore the phonetic alphabet, drones, the science of flying, thunderstorms, and more!

This program has recently been developed and we are ready to begin visiting schools!



# Aviation Career Exploration

Our Aviation Career Exploration (ACE) program is a week-long, site-based program for students ages 11–18. Students explore the world of aviation in this program which fosters active engagement through immersive activities, presentations, and hands-on workshops.

This program is currently available in Edmonton and was launched in Calgary, Alberta during the spring of 2023.

- Number of students reached this fiscal year: 255
- 2024: We will expand ACE to Winnipeg, Manitoba



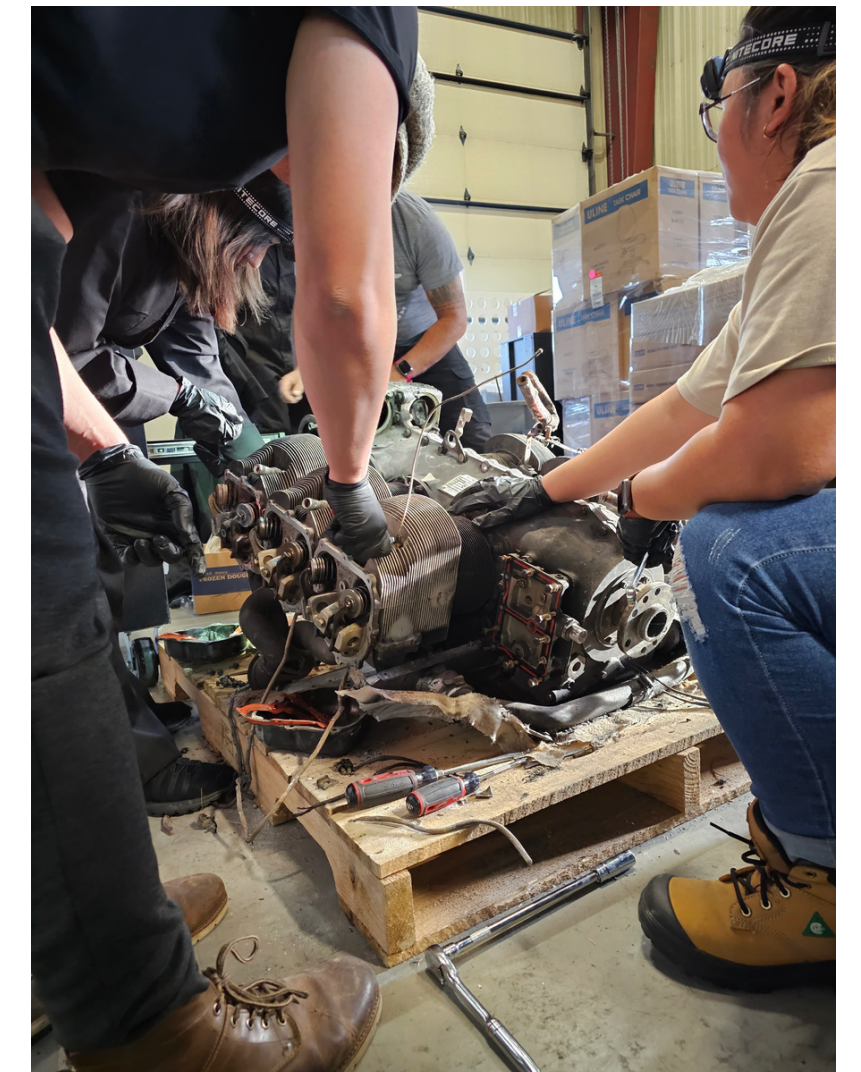


# Aviation Readiness Training (ART)

Our Aviation Readiness Training (ART) courses provide aviation industry-focused training for a variety of in-demand jobs to women and underrepresented groups. Our graduates learn skills, earn certifications, and are provided the ongoing support needed to jump-start their careers.

## The Aviation Readiness Training programs include:

- Women's Employment Skills Training (WEST)
- Foundational Aviation Skills Training (FAST)
- Aircraft Service Technician (AST)
- Aviation Pre-Check



# Women's Employment Skills Training

WEST is funded by Employment and Social Development Canada (ESDC) and as of March 2023, also supported by the Government of Alberta's Jobs, Economy, and Trade (JET) Ministry.

This 9-week course is specially tailored to empower women and provide them with a comprehensive introduction to essential careers within the aviation industry.



# Women's Employment Skills Training

This fiscal year, we have held 5 WEST cohorts with a total of 71 participants from provinces across Canada including Alberta, Saskatchewan, British Columbia, Manitoba, Quebec & Ontario:

- Alpha: Aug 29-Oct 21, 2022
- Bravo: Oct 24-Dec 23, 2022
- Charlie: Jan 29-Mar 10, 2023
- Delta: Mar 13-May 26, 2023
- Echo: May 30-July 28, 2023

As of July 31, 2023, 30 of these participants are employed and six are completing further education! Our in-house career coach continues to work with graduates as they seek job opportunities or additional training.



# Celebrating our Learners: Shandy Nickerson WEST Cohort Delta

The journey from being a recent graduate to becoming a successful aviation industry professional is often challenging, but with determination and the right opportunities, it is possible. Shandy Nickerson, a graduate of WEST Cohort Delta, shares the inspiring success story of an individual who transitioned from a job search to a fulfilling career with the assistance of our team at Elevate Aviation.

Before enrolling in the West Program, Shandy faced uncertainty about her career path: "Before WEST, I was just trying to survive. I didn't have a job or a career field where I felt like I belonged."

Throughout the WEST program, Shandy encountered numerous challenges and frequently stepped outside her comfort zone. Despite the difficulties, she remained determined: "Public speaking was difficult, I kept pushing and then I realized it's not what you think. You have all these fears that are built up in your mind, but then you do it and you realize it wasn't as bad as you thought. You just have to put one foot in front of the other."

# Shandy Nickerson

After graduation, Shandy reached out to Airside Flight Services, having been inspired by a visit during Aviation Career Exploration week. She secured an interview and two weeks after that Shandy began her first shift as a Customer Service Representative (CSR).

After six months in the aviation industry, Shandy is looking towards the future and has her eyes to the skies. She aspires to become a drone pilot with search and rescue operations - maybe even taking the Elevate Aviation Learning Centre's FAST program to help her get her RPAS. She is also exploring the possibility of one day becoming a helicopter pilot. Shandy's ambition and passion for aviation speak volumes about her commitment to personal and professional growth: "I can't even picture the person I was before WEST- because that person has grown and changed so much. It is amazing. You gave me the opportunity to show myself that I have the abilities already - I just needed the confidence to make the necessary moves to get there."



# Foundational Aviation Skills Training

The Foundational Aviation Skills Training (FAST) is a brand new, 4-week course designed for individuals who are new to aviation and aspire to join a specific career stream.

## Six focus streams include:

- Customer Service Agent (on-ground)
- Ramp Services (on-ground)
- Air Traffic Services (on-ground)
- Flight Attendant (on-ground)
- Private Pilot Ground School (off-ground) – offered in partnership with the Edmonton Flying Club
- RPAS Advanced Drone Licensing (off-ground)

## Upcoming Schedule:

- Off-ground: 1 (Sept 5-29, 2023)
- Off-ground: 2 (Nov 27-Dec 22, 2023)
- On-ground: 1 (Oct 10-Nov 3, 2023)
- On-ground: 2 (Jan 15-Feb 9, 2024)



# The Future of FAST

- Seven cohorts are planned for the upcoming fiscal year (August 1, 2023 – July 31, 2024)
- An Air Traffic Services (ATS) stream is in development in partnership with NAV CANADA, as part of our FAST on-ground programming, which will be available in spring 2024. This will give learners an overview of the various careers within NAV CANADA and guide them through the application process
- Intake for the Private Pilot License Ground School and RPAS streams continue to be very popular. Numbers are increasing and projected to be full for each cohort. Customer Service Agent and Flight Attendant streams are also highly subscribed



# Aircraft Service Technician (AST)

AST is another brand-new program. This 9-week course was developed for individuals new to the aviation and aerospace industry, or workers wanting to increase their understanding of the industry. Learners will spend five weeks in class and complete four weeks of on-the-job training with incredible instructors from Morningstar and Canadian North. Our first cohort is set to take place in September!

## AST Schedule:

- **First** (Sept 18-Nov 17, 2023)
- **Second** (Nov 20, 2023-Feb 2, 2024)
- **Third** (Feb 5-Apr 5, 2024)

All participants are women or from underrepresented communities. We are partnered with the Canadian Council for Aviation and Aerospace (CCAA) for the provision of this initiative.





# Aviation Pre-Check... Coming Soon!

Aviation Pre-Check - Launching in fiscal 2024! This program has been designed to equip individuals who are new to the field of aviation and provide them with a fundamental understanding of the aviation industry through a 20-hour online course.

These individuals are primarily hired into roles such as Information Technology, Human Resources, customer support, payroll, and other administrative careers.

We will work closely with our Industry Partners to support their onboarding efforts and ensure their teams are equipped with the knowledge needed to thrive in the aviation industry



# Elevate U

Elevate U provides transformative training programs designed to empower women and unleash their full potential. Our annual masterclasses offer women a platform to enhance their professional skills, participate in tailored workshops, and establish connections with other ambitious women. Taking place every spring, these masterclasses serve as an ideal avenue for women to cultivate the abilities necessary for achieving both personal and professional goals.

In 2023, we hosted our masterclass at the Hockley Valley Resort in Ontario! This Masterclass included workshops by Julie Cass, Jessie Steinberg, Lori Sly, and Mia Noblet. It was well attended by 50 women in the aviation industry. The theme “Level Up” included:

- Level up your Mind: Our mindset is key to our success. Participants discovered how some simple changes to our inner programming can create powerful results in our outer world
- Level up Your Leadership: In this workshop participants learn the top leadership strategies for today and how to be an impactful leader
- Level up your Life: We looked at the areas of life that need a little nourishment, and how we can create balance for sustainable growth, success, and JOY





Financial Updates

# Grant and Contribution Funding

# Government of Canada: Ministry of Employment, Workforce Development and Labour

**Funding Program: Adult Learning, Literacy and Essential Skills Program, Women Employment Readiness Pilot Project**

**Project: Women's Employment Skills Training and Aviation Career Exploration**

**Length of Term:** June 6, 2022, to March 31, 2024

**Allocated Funding:** \$2,283,782.00

**Activities:**

- Identify skills gaps and recruit women nationally for training in the aviation industry. Done both in-person and virtual learning models to provide and test pre-employment and skills development supports
- Targeted demographics: Indigenous, rural, racialized, and women with prolonged detachment from the labor force

Training facility based at Edmonton International Airport, with virtual training available Canada-wide.

# Province of Alberta: Ministry of Jobs Economy and Trade

**Funding Program: Non-Program Grant**

**Project: Foundational Aviation Training**

**Length of Term:** March 24, 2023 to March 31, 2025

**Allocated Funding:** \$5,000,000.00 (\$2,500,000 per year)

**Activities:**

- For training to build the aviation sector labor pool. The courses are foundational training for in-demand and entry-level occupations
- Targeted demographics: Training is open to all but with emphasis on women and other members of underrepresented groups



# Government of Canada: Minister for the Department for Women and Gender Equality (WAGE)

**Funding Program: The Women's Program - Feminist Response and Recovery**

**Project: Allies in the Workplace – Creating Change, Advancing Women, and Educating the Aviation Industry**

**Length of Term:** February 1, 2022 to March 31, 2024

**Allocated Funding:** \$460,776

- Activities: “A feminist response and recovery from the current impacts of COVID-19, through systemic change”.
- Assessment tools to effectively assess Equity Diversity and Inclusion (EDI) status of companies in the aviation industry
- Create cohesive plans for employers to implement EDI policies
- Provide training to advance gender equity in aviation
- Develop tools, policies, procedures, training programs, and succession plans that can be used universally throughout the aviation industry
- Target demographic – aviation industry companies



# Province of Alberta: Ministry of Jobs Economy and Trade

**Program: Labour Market Partnerships**

**Project: Virtual Reality Insight – Reimagine Your Future**

**Length of Term:** February 3, 2022 – February 2, 2024

**Allocated Funding:** \$217,300

**Activities:**

- The project served to increase awareness of career opportunities in aviation, visually representing career transitions through Virtual Reality and utilizing the campaign slogan “See it, Be it”
- Target Market: Women and girls in Alberta





# Revenues and Expenditures

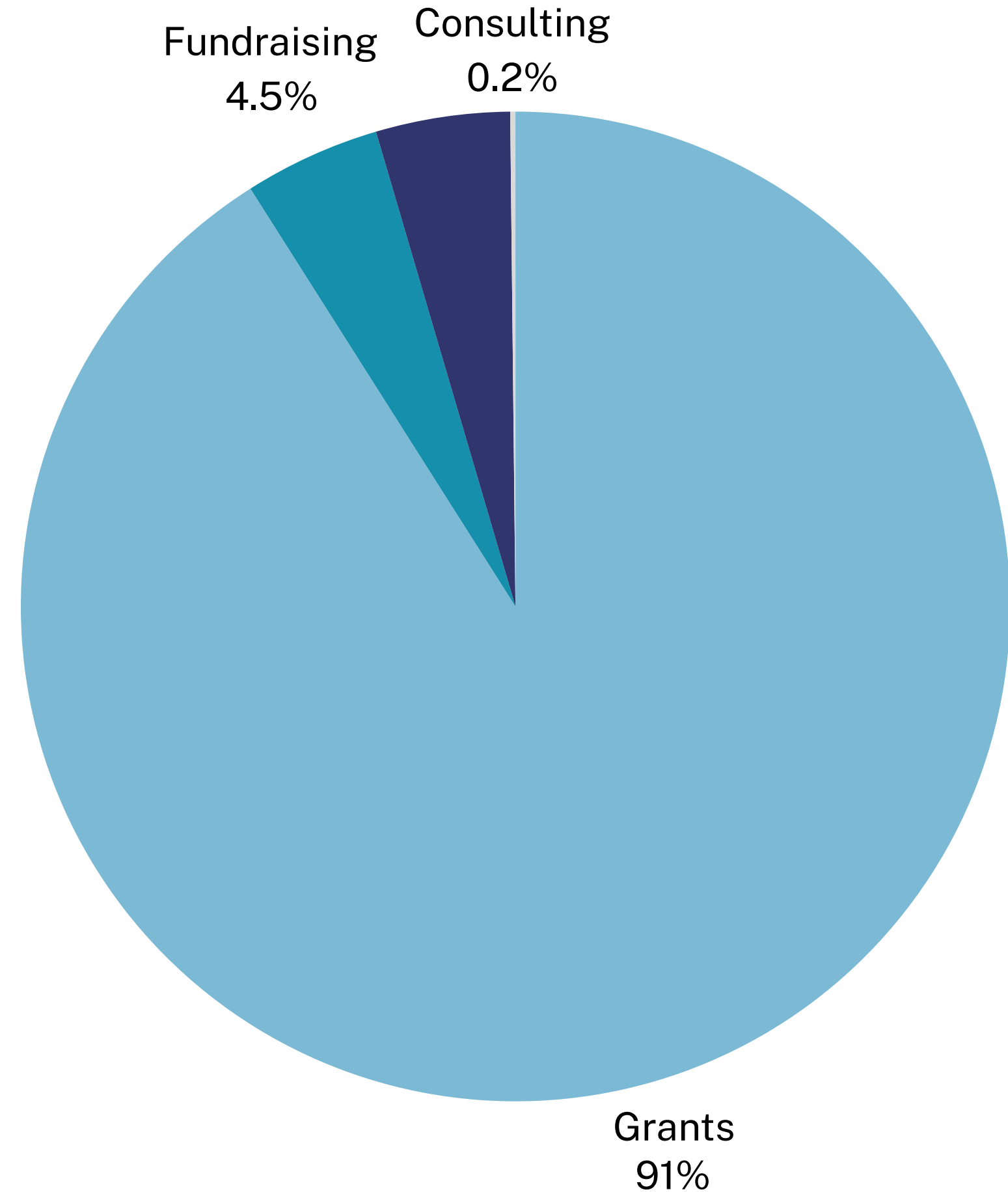


# Revenues and Expenditures

<b>Revenues</b>	<b>FY2023</b>	<b>FY2022</b>
<b>Grants</b>	\$2,097, 510	\$33,387
<b>Fundraising</b>	\$102,581	\$47,551
<b>Donations and Sponsorships</b>	\$100,970	\$56,206
<b>Consulting</b>	\$4,000	\$12,000
<b>Learning Centre</b>	N/A	\$500
	<b>\$2,305, 061</b>	<b>\$449,844</b>

# Revenue - 2023

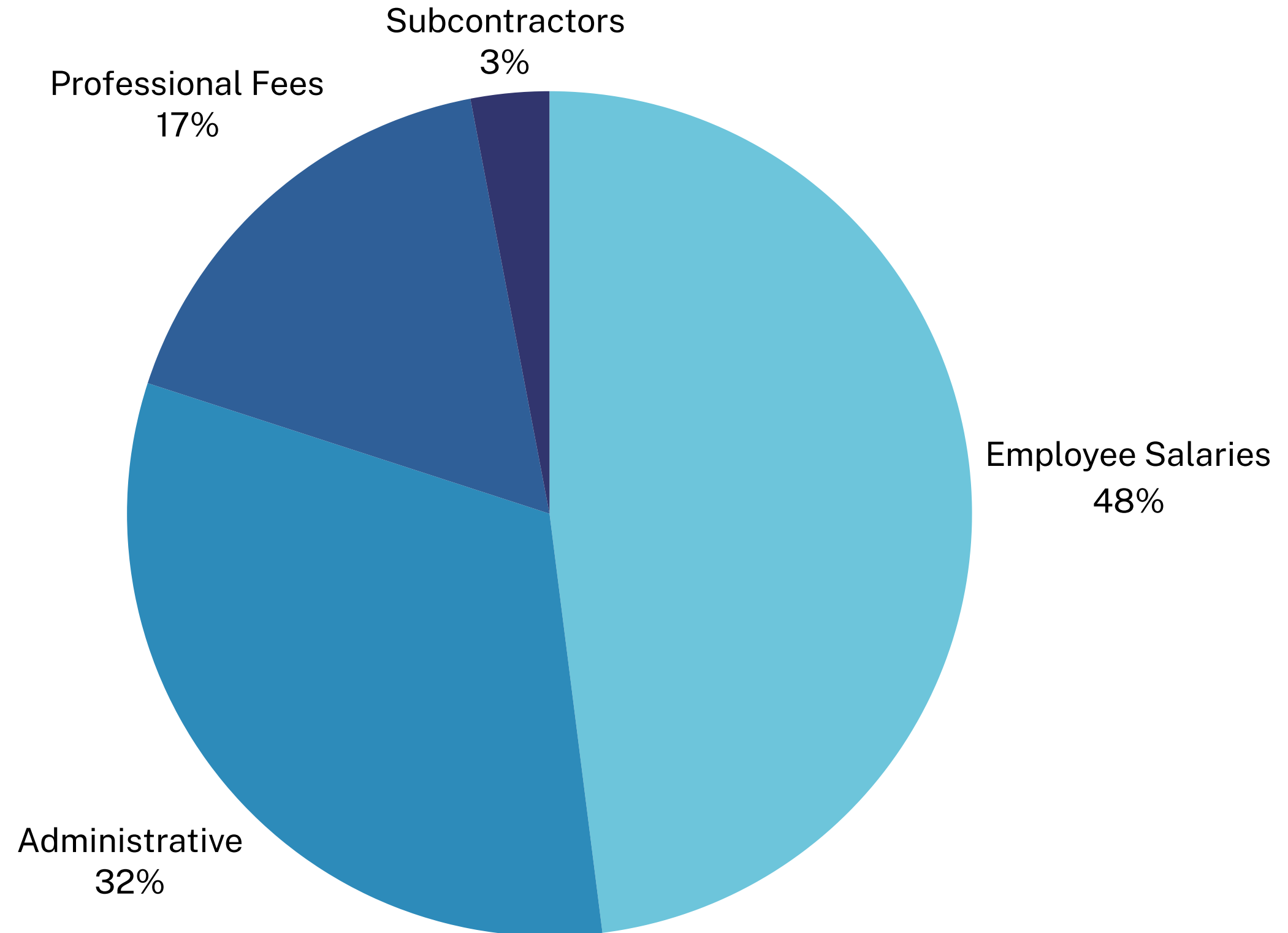
- Grants
- Donations & Sponsorships
- Fundraising
- Consulting



# Grant Expenses

<b>Grant Expenses</b>	<b>FY2023</b>	<b>FY2022</b>
<b>Employee Salaries</b>	\$1,016,300	\$148,731
<b>Administrative</b>	\$679,310	\$95,095
<b>Professional Fees</b>	\$348,977	\$88,272
<b>Sub-Contractors</b>	\$52,510	N/A
<b>Amoritization of Grant Access</b>	\$413	\$1,489
	<b>\$2,097,510</b>	<b>\$333,587</b>
<b>GROSS MARGIN</b>	<b>\$207,551</b>	<b>\$116,257</b>

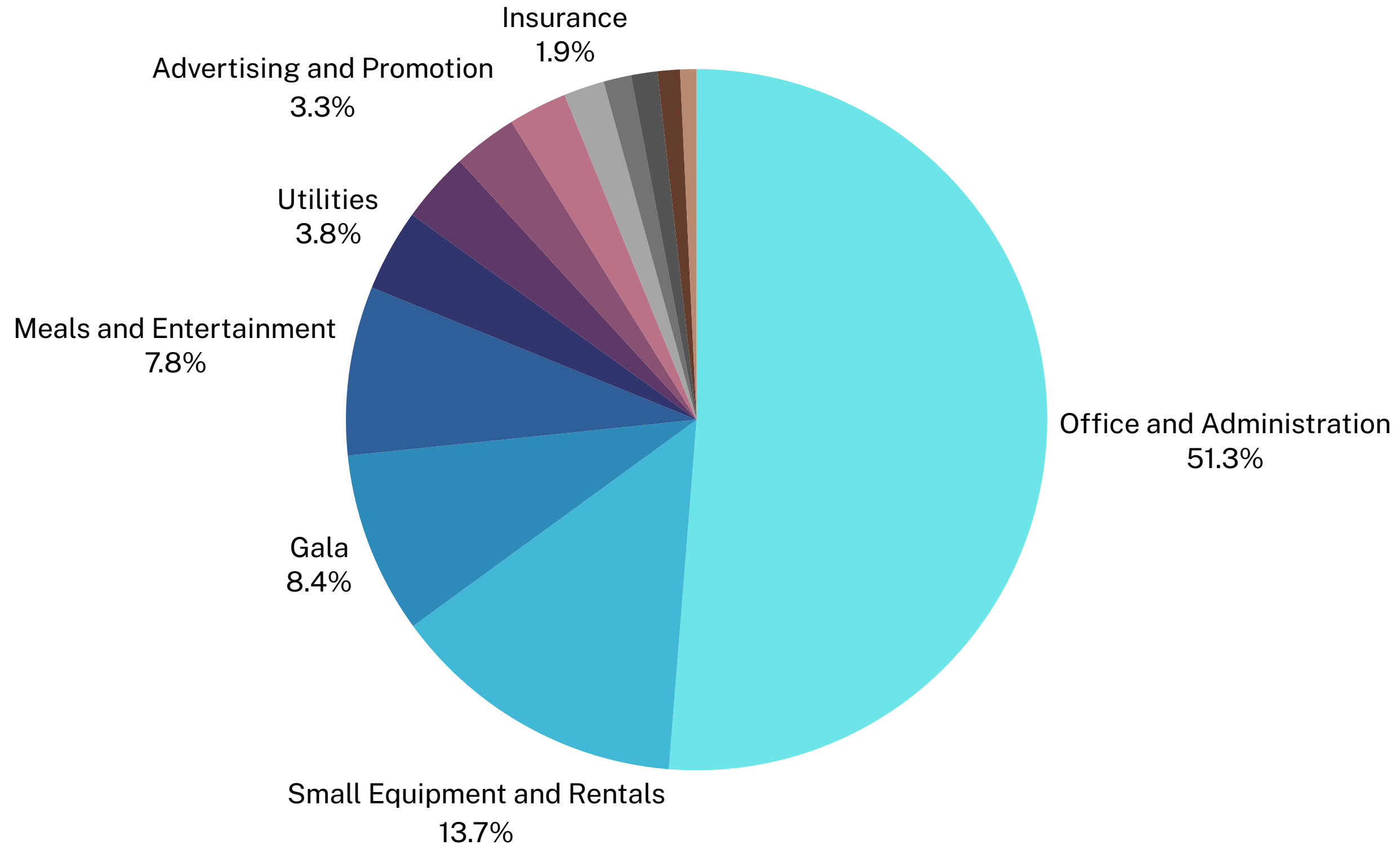
# Grant Expenses 2023



# Other Expenses

Categories	FY2023	FY2022
Office and Administrative	\$171,622	\$45,512
Small Equipment and Rentals	\$45,934	\$15,032
Gala	\$28,047	\$16,246
Meals & Entertainment	\$26,084	\$2,057
Utilities	\$12,675	\$6,391
Meals & Entertainment	\$10,910	\$11,756
Amortization	\$9,886	<b>\$2,875</b>
Meals & Entertainment	\$9,046	\$30,739
Insurance	\$6,278	\$3,709
Interest and Bank Charges	\$4,275	\$5,442
Bursary and Honorarium	\$4,050	\$3,000
Travel	\$3,456	\$26,226
Salaries and Wages	\$2,521	\$113,704
<b>TOTAL</b>	<b>\$334,784</b>	<b>\$282,869</b>
DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS	-\$127,233	-\$166,432

# Other Expenses





# Summary of Financials

This fiscal year, our organization has experienced great financial growth driven by a substantial increase in grant funding, facilitating the expansion of our initiatives and staff recruitment efforts. Fundraising income has increased by an impressive 215.73%, while donations and sponsorships nearly doubled with a 179.64% increase. The escalation in revenues enabled us to onboard multiple new staff members who are essential to our operational success. This is reflected in the significant rise in employee salaries. Additionally, subcontractors, particularly our Subject Matter Experts, became a necessary expense to support our specialized Aviation Readiness Training Programs. As we solidify our presence within the aviation community, operational growth has incurred larger costs including administrative costs, rent and utilities for our new learning center, equipment, event expenditures, and professional fees.

Our finances reflect our commitment to strategic expansion and enhanced educational service delivery while prioritizing careful management to ensure sustainable growth and operational efficiency.



# What's Next

## Expansion of Programs:

- Adapting our Mentorship Program to accommodate the high volume of participants and creating a structured plan for data collection and program evaluation
- Visiting even more cities in our annual Cross Country Tour
- Building a larger client base for Allies in the Workplace
- Developing the ATS stream to our FAST program in partnership with NAV CANADA
- Expanding ACE to Winnipeg, MB
- Begin visiting schools to promote and share our Junior Jets curriculum

## Expansion of the Elevate Aviation Learning Centre

- With the addition of our popular new programs and the recruitment of new staff, we will undoubtedly need a larger space to accommodate everyone, including more classrooms and more offices
- We plan to start this process in spring, 2024



# Summary

This fiscal year marked a significant stride forward for Elevate Aviation, demonstrating our commitment to fostering diversity and inclusion within the aviation industry. Through our multitude of programs and initiatives, we've made remarkable progress in empowering women and underrepresented groups to thrive and succeed in aviation careers.



# Highlights

- **Operational Growth:** In the fiscal year spanning from August 2022 to July 2023, Elevate Aviation has achieved substantial operational growth. We have marked a milestone with the establishment of the Elevate Aviation Learning Centre (EALC) at the Edmonton International Airport, providing a dedicated space for educational initiatives. Additionally, Elevate Aviation experienced a significant increase in staffing levels, expanding from 10-20 employees. These achievements reflect our organization's commitment to enhancing our capacity and reach.
- **Program Expansion:** Our suite of programs has expanded this year to support a wide range of aspirations within aviation. With the Women's Employment Skills Training (WEST) program serving as EALC's flagship initiative, we now offer a diverse array of programs tailored to meet the needs of our ambitious learners, including the brand-new FAST, and AST programs. Additionally, our existing programs are always expanding to reach a larger audience, including ACE and our Cross Country Tour.



# Highlights

- **Financial Growth:** This fiscal year, Elevate Aviation has undergone significant financial growth fueled by a large increase in grant funding, enabling the expansion of initiatives and recruitment of new staff. This growth was further supported by an increase in fundraising, donations, and sponsorships. The rise in revenues facilitated the hiring of essential staff members, leading to increased expenditures on salaries. Operational expansion, including the establishment of EALC and the addition of specialized programs, incurred higher costs in administration, utilities, equipment, and professional fees, reflecting our commitment to strategic growth and initiative enhancement, requiring careful management for sustainability.
- **Community Support:** Many of our achievements this year would not have been possible without the support of our sponsors, partners, volunteers and advocates. Their contributions, monetary or otherwise, have been instrumental in advancing our mission and creating opportunities for marginalized populations in the aviation industry.



# Conclusion

This annual report aims to offer transparency regarding our initiatives and finances, providing our supporters with a clear understanding of our use of their contributions. We eagerly anticipate another year of impactful work in the aviation industry and in the lives of women and underrepresented groups dedicated to pursuing careers in aviation. Thank you for your continued support.

## Website

[elevateaviation.ca](http://elevateaviation.ca)

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## Email Address

[info@elevateaviation.ca](mailto:info@elevateaviation.ca)

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