

Toronto Pearson

# RUNWAY RUN 2019



SPONSORSHIP REPORT



Toronto Pearson

Propeller  Project

Toronto Pearson. Investing in Communities.

# THANK YOU!



## **Thank you for supporting the 2019 Toronto Pearson Runway Run!**

Your generosity helped us to deliver a fantastic event. We wanted to share the experience of the day with you and are thrilled to profile our community partners.

## **Runways, airplanes, runners and walkers make this a unique event.**

At 7 a.m. on a brisk morning on September 21, 2,200 spirited runners and walkers arrived at Toronto Pearson's Airfield Maintenance Facility to participate in the iconic Toronto Pearson Runway Run. They would soon take over one of the busiest runways in North America and raise more than \$100,000 for the Propeller Project, Toronto Pearson's Community Investment Program. After a fun welcome and an energizing warm-up, runners and walkers completed 5k and 2k courses while sweating, huffing and selfieing alongside aircraft parked on runway 06L/24R. Meanwhile, other airplanes could be seen in the distance taxiing from the terminals and taking off, providing a surreal backdrop for an unforgettable running experience.

# RUNWAY RUN



## **Women, men, children, friends and families... everyone loves this event!**

This unique behind-the-scenes event provides access to the people that contribute to the safe operation of the airport and has become a mainstay in people's calendars. Twelve years and running, this event has raised over \$1 million since 2007 for the Propeller Project, which funds community-building initiatives in neighbourhoods around the airport and across the GTA. Women, men, children and seniors participated, showing good will and a love for all things airport related. The event sold out a month prior to registration closing, making it our fastest year selling out.

## **Sponsors, volunteers and community partners deliver this event.**

Over 250 community and employee volunteers, 26 sponsors and dozens of community partners showed their support for this sold-out event, from ensuring a warm welcome at reception, cheering and marshalling participants along the tarmac, to providing medals of participation and enthusiastic high-fives at the finish line. Sponsors and partners took an active role in enhancing the participant experience with cool activations. On display were aircraft such as Air Canada's A321 and FedEx let participants tour their cargo aircraft!

For even more family fun, our Propeller Project partner organizations MABELLEarts and Ecosource offered hands-on and educational activities. ACCESS Employment and Windmill Microlending joined in the fun by participating in the race with teams of their own. The generosity of our sponsors, volunteers and community partners created a safe and fun atmosphere for all who participated and helped establish a sense of community around a shared purpose: to be a good neighbour.



# PROPELLER PROJECT

## An investment in strong and vibrant communities

Runway Run is Toronto Pearson's largest fundraiser supporting Propeller Project, our signature community investment program. The program has a long history of providing funding and support to local organizations that help communities thrive.

The Propeller Project addresses the issue of underemployment rates in neighbourhoods surrounding the airport, the second largest employment zone in Canada. It supports programs that help local area residents gain the skills, connections and opportunities needed to be meaningfully employed, and local non-profit organizations focused on strategic initiatives that include research, advocacy and programming in the employment sector.

We were delighted that many of our Propeller Project partners were able to attend this year's Runway Run, as runners, walkers and organizers of several family-friendly activities that enhanced the event experience. You can learn more about these organizations below, and read remarks from several who participated in this year's event.



# OUR PARTNERS

**Ecosource** is an innovative environmental organization specializing in fun, hands-on programs that focus on how each of us can change our daily habits to become better environmental citizens. Their work began in Mississauga in 1979 and has expanded throughout the Region of Peel and beyond to promote waste reduction, urban agriculture, sustainability education, nature connection, and youth leadership.

Ecosource has been a Propeller Project partner since 2017. In the last two years, we have provided \$50,000 in funding to the Applewood cultivators program. This initiative supports skill-building among young adults with physical and intellectual exceptionalities who are preparing for independent living.

*"Ecosource's Applewood Cultivators program is made possible by the generous support of the Propeller Project and provides skill-building and work experiences for young adults with physical and intellectual exceptionalities who are preparing for independent living. By facilitating Kids Zone activities at in the Runway Run, Ecosource was able to directly connect with the broader GTAA family of supporters and share with them how their contributions impact the community through our Applewood Cultivators program. Through hands-on activities for children and families at the Runway Run, our staff was able to foster a new generation of environmental community ambassadors who now know more about the importance of local food and diverting waste from the landfill."*

**Britt McKee, Ecosource**

**ACCES Employment** helps bridge the gap to meaningful employment for members of the local community. Our support of ACCES Employment is something we are proud to stand behind, and we're excited to help continue to bring this vital support to communities surrounding the airport.

*"We are pleased to acknowledge the generous support of the Propeller Project for the Speed Mentoring® program at ACCES Employment. We are very excited that Pearson includes us in the Runway Run fundraiser for the Propeller Project. The event is truly a one-of-a-kind experience. Running on the runway at Pearson representing ACCES Employment provides a great team building experience and an opportunity to engage with our sponsor."*

**Catherine Wilding, ACCES Employment**

**MABELLEarts** is an award-winning community arts organization in Central Etobicoke. Since 2007, MABELLEarts has worked with over 100 professional artists and over 4,000 community members of all ages and backgrounds to create performances, workshops and events that unlock the creative potential of neglected public spaces. Recently, MABELLEarts has taken a leading role in developing programs geared toward providing unemployed and underemployed newcomers in the Mabelle community with opportunities to take part in micro-business and community leadership skills training.

*"Our artist team thoroughly enjoyed bringing our Earth City playbuild table to Runway Run. We were blown away by the energy and positivity of the event, and were touched to see so many runners and volunteers supporting The Propeller Project with such a sense of celebration. The Propeller Project supports the mentorship, training and employment of our local MABELLE Leaders, who engage thousands of people of all ages and backgrounds in artistic programs and events that counter isolation and foster integration in our communities. It meant a lot to us to play and build with the people who support us!"*

**Elizabeth Rucker, Mabellearts**



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Toronto Pearson

# **RUNWAY** **RUN2019**



**Thank you again for your support during this year's Runway Run.** As you can see from the description of the day, the photos and feedback provided from our partner organizations, the legacy of the Runway Run lasts far longer than one day. We look forward to working in partnership with you again next year.

