

L.I.P. & Resources

2025 Leadership Forum



AGENDA

- Approaches
- Identifying Projects & Programs
- Compelling Narrative
- Focus – Why it matters
- Strategies
- Considerations
- Questions

Three-Pronged Approach

- League / Industry Partnerships
- Traditional Resource Generation
- Utilizing NFP to engage in support initiatives

League / Industry Partnerships

- National LIP Committee reconstituted
- Three main lines of operation for the committee
 - Reinforce existing sponsors/partnerships
 - Establish new sponsors/partnerships
 - Explore Industrial Technological Benefits (ITB) opportunities
- Action plan
 - Develop ACL annual report / "glossy brochure"
 - Acquire "Foundation Search" capability
 - Develop corporate engagement plan
 - Establish ITB program "connections"

Traditional Resource Generation

- Passive funding through collaboration with federal and provincial governments
- Partnerships with corporations that pay fees and provide equipment for youth participants (Jumpstart, Hortons)
- Direct national working relationships with primary service clubs and other providers of resources such as accommodations.
- Direct funding through a National Sweepstakes or other such fundraising activities where funds collected are targeted to flow top to bottom.
- Identify other government programs that support youth outside of the CAF arrangement.

Utilizing NFP to support activities

- Mission and Purpose for the NFP is already established and somewhat proven.
- ACL has a preferred status and existing boilerplate agreements to accomplish tasks.
- Pursue grants that support “proof of concept” and viability of new programs, training activities, apprenticeships and youth activities.
- Building direct relationships through the Career Expo type pathways.
Leverage those relationships to LIP activities
- Pursue companies that will support individual youth directly (CCAA)
- Provide services identified in the AIM-AA report. Expand a footprint in support of the ACL initiatives.

Utilizing NFP to support activities

WWW.YIPEE.CA

YIPEE (Youth Industry Portal for Education and Employment) is a new portal/website that was established during the project to act as both a clearinghouse and a focal point for those looking for careers in the aviation and aerospace sector.

The site offers a broad range of key information for the sector related to education, training, careers and employment. It provides links and information on the various parts of the sector and offers foundational information to the many opportunities and the paths forward.

Through the project we also promoted and hosted industry leaders from many areas of the sector in webinars geared at youth. YIPEE facilitated the registration and hosting of these career and educational sessions. We were able to engage youth with leaders from numerous occupations and professions, post secondary education, and some leading aviators such as Lt Col. Maryse Carmichael, a leader for women as a pilot in the military field and private sector and now a senior VP in the private sector.

Additional information about YIPEE is included in the Appendix.

WWW.REALSERVICESCANADA.CA

Corporation #1244708-8

REAL SERVICES CANADA was formally incorporated as federal company in October of 2020. This development was identified in the application so that the project, and services provided through AIM-AA, could be expanded and hopefully sustained once it ended.

REAL took over the operational aspects in fall of 2021 following the establishment of a Memorandum of Understanding between it and the Air Cadet League of Canada, and as allowed by the Carthy Foundation.

Some of the benefits for AIM-AA to operate under REAL during the project were:

- Able to serve youth older than those in the Air Cadet program
- Able to serve youth not in the Air Cadet program
- Able to offer services not identified in the Air Cadet League purposes
- Able to operate, manage and contract for services and programs not able to be done by the ACL

REAL continues to operate and is engaged in new initiatives with leaders in the aviation and aerospace sector.

Identifying Programs & Projects

AKA – What do we want to do?

- What exactly are the projects & programs to engage?
- Create the programs/projects we want to conduct first – go to industry to get support second.
 - “this is what we can offer – will you support it?”
 - Compelling Narrative?
- Do not waste effort reinventing the wheel. Utilize the effort and direction we have already established and tested
- Recognize Realities of the world today

Compelling Narrative “Why?”

- Canada's youth embody the promise of a brighter tomorrow, brimming with untapped potential, creativity, and resilience. As the stewards of the nation's future, their success is intrinsically tied to the prosperity and progress of the entire country. However, supporting youth is not just about addressing their immediate needs—it's about nurturing their dreams, fostering inclusivity, and creating lasting opportunities that empower them to thrive.

Compelling Narrative “Why & When”?

- Supporting youth in Canada is not merely an investment in individuals—it is a commitment to the nation’s future. By addressing systemic barriers, expanding opportunities, and nurturing resilience, we can empower young Canadians to become visionaries, leaders, and innovators. Together, we hold the key to creating a Canada where every youth has the chance to shine and contribute to a shared prosperity.
- Now is the time to act. Whether you are a policymaker, an educator, a parent, or a community member, your support can make a world of difference. Let us unite to ensure that Canada’s youth are not just uplifted but celebrated as the foundation of tomorrow’s success.

Focus – Why supporting youth matters

- Supporting Investing in young people is not an act of charity but a strategic imperative. When we support youth, we invest in innovation, social cohesion, and economic progress. By equipping young Canadians with the tools they need to succeed, we cultivate a generation of leaders, thinkers, and changemakers who will steer the country toward its full potential.
- Economic Growth: By ensuring that youth have access to education, skill development, and employment opportunities, Canada can harness their energy and creativity to drive innovation and economic resilience.

Focus – Why supporting youth matters

- Supporting Social Stability: Empowered and engaged youth contribute to a harmonious society. When young people feel heard, valued, and included, they are more likely to engage in positive social change and community-building activities.
- Global Competitiveness: The world is increasingly interconnected, and Canada's youth are its ambassadors on the global stage. Providing them with the tools to succeed ensures that they can compete and collaborate internationally.

Strategies

Enhancing Education and Skill Development

Education is the great equalizer, offering youth the foundation to pursue their dreams. However, traditional models of education need to evolve to meet the demands of a changing world.

Prioritizing Mental Health and Wellbeing

A healthy mind is essential for success, and addressing the mental health needs of young Canadians is a pressing priority.

Creating Equitable Opportunities

Equity means ensuring that every young person, regardless of their background, has the chance to succeed.

Fostering Entrepreneurial Spirit

Canada's youth are brimming with ideas, and fostering an entrepreneurial mindset can unlock their full potential.

Closing Considerations

- Most of the work building resources and funding is NOT going to accomplished by volunteers.
- Traditional sources of free services & support for youth are drying up.
- Educational systems are looking inward rather than outward to support youth.
- Current CAF model is focused on operating as a military unit, not a youth program.
- Multi-year commitment required by the entire ACL Structure.

Questions & Comments