

A photograph of two women in a living room. One woman, with a shaved head and a nose ring, is wearing a blue denim jacket and smiling. The other woman, with long dark hair, is wearing a yellow top and has her arms around the first woman's shoulders. The background shows a bookshelf and a lamp.

For life as  
you know it™

2021 Public Accountability Statement

canada  life™

# Our companies

## About The Canada Life Assurance Company

Canada Life is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we've made.

As of Jan. 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, we proudly serve more than 13 million customer relationships from coast to coast to coast.

## About Great-West Lifeco

Great-West Lifeco is an international financial service holding company. Our business interests include life insurance, health insurance, retirement and investment services, asset management and reinsurance. Great-West Lifeco and our companies are members of the Power Corporation group of companies. This Public Accountability Statement relates to the Canadian operations of The Canada Life Assurance Company. It also describes the corporate social responsibility activities of GWL Realty Advisors Inc.



In Canada, as an Imagine Caring Company, we support the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada. We're proud to contribute a minimum of 1% of average pre-tax profits in support of non-profit, charitable and community organizations each year through cash, in-kind contributions and employee volunteerism.

As a founding Imagine Caring Company since 1988, we've contributed more than \$200 million to Canadian communities. This includes \$10.1 million in charitable donations in 2021.

*Certain photos published in this Public Accountability Statement were taken at various times while COVID-19 restrictions were in effect.*

# Presidents' report

As the ongoing global pandemic has continued to impact the lives of so many people, the health and safety of our customers, advisors, employees and communities have remained central to everything we do. We're proud to have had the opportunity to support them through challenges while continuing to deliver on the promises we've made.

This year put a spotlight on societal challenges that require our collective actions. These include the pandemic threatening both the health and economic well-being of so many people, the urgent need for climate action, and social injustices like systemic racism and the shameful legacy of residential schools in Canada.

We recognize that we have a responsibility to help address these challenges.

We responded during the pandemic by providing small business grants, resources and tools to address mental health impacts, and by delivering on the product and service promises our customers trust us to deliver on.

On climate change, we committed to achieve net zero greenhouse gas emissions by 2050, building on our already strong record as Canada's top performing insurance company as rated by the Carbon Disclosure Project.

We also took meaningful steps to address social injustices and the shameful legacy of residential schools that disproportionately impact Indigenous Peoples. These include advancing diversity, equity and inclusion in our workplace and our communities as signatories to the BlackNorth Initiative and the Winnipeg Indigenous Accord. We're also providing support to employee resource groups who lead the way in helping set a new tone and culture for the future we're building together.

Over the past year, we supported hundreds of community initiatives across the country. In many cases, our employees inspired us to give because of their dedication and commitment to causes close to them. Not only did we step up financially to support these initiatives, but we also provided employees with paid time off to volunteer and make a difference.

While the last year continued to test what we stand for as individuals and as a company, our strength and resiliency allowed us to capitalize on opportunities to grow and strengthen our business.

We thank our employees and advisors for the part they played in supporting our communities and for their commitment to meeting our customers' needs. We look forward to continuing to deliver on the promises we make to our customers, advisors, employees and the communities across Canada we call home.



**Paul Mahon**  
President and Chief Executive Officer  
Great-West Lifeco and Canada Life

**Jeff Macoun**  
President and Chief Operating Officer, Canada  
Canada Life

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# Our values

Improving the financial, physical and mental well-being of Canadians is the driving force behind everything we do. We believe we can do it best working together with our colleagues, customers, advisors and the community.



# Our commitment to corporate social responsibility

At Canada Life, we strive to be a socially responsible company that takes a proactive approach to ensure we make a positive impact in everything that we do.

Our customers across Canada trust us to provide for their financial security needs and to deliver on the promises we make. That trust is built on the dedication, skill and energy of our employees and advisors and their commitment to our customers and to our communities.

## **We're committed to:**

- Putting the customer first in all we do
- Acting with integrity
- Building trust and partnership
- Fostering employee engagement
- Supporting our communities
- Committing ourselves to sustainability

## **Our purpose**

To improve the financial, physical and mental well-being of Canadians.

## **Our vision**

Customers are at the centre of what we do.

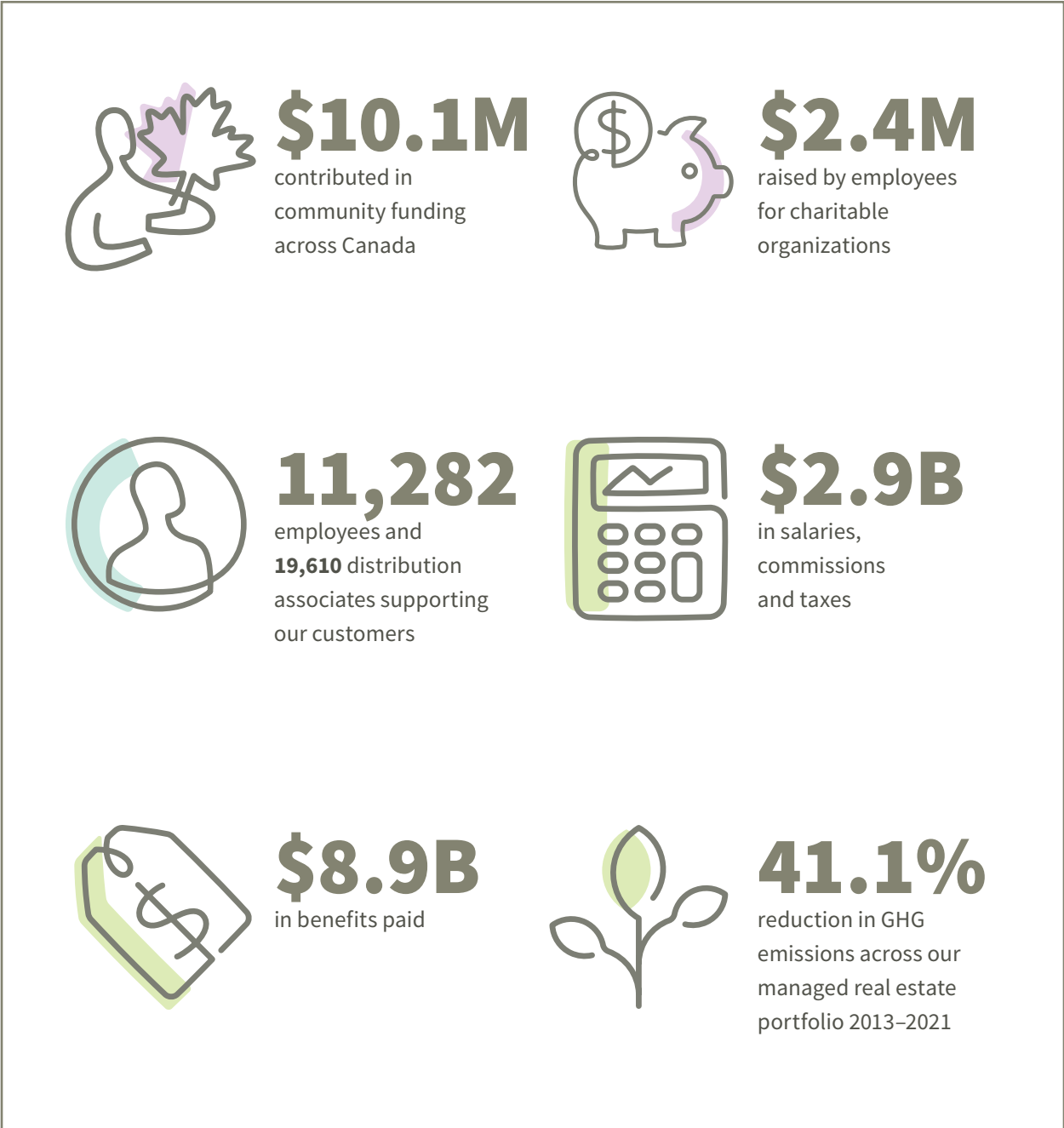






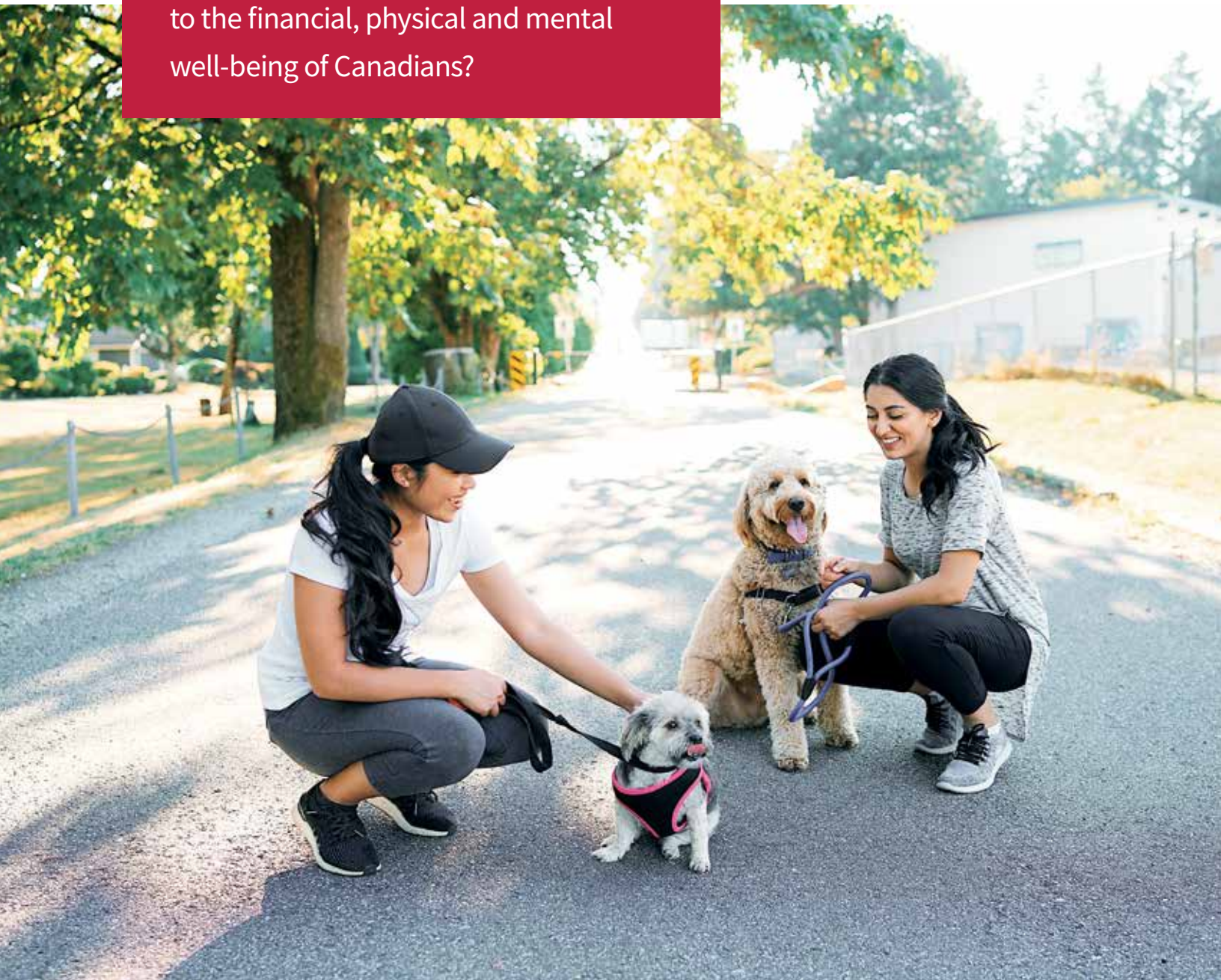
# 2021 at-a-glance

From diverse and inclusive communities and a healthy environment to financial security and support in times of need for individuals and families, here are some of the ways we contributed to the financial, physical and mental well-being of Canadians in 2021.



# Focus on well-being

Our programs and services are developed with one question in mind: will this help advance our commitment to the financial, physical and mental well-being of Canadians?



# Financial well-being

Many Canadians find it challenging to balance their short-term financial responsibilities against longer-term goals, which can cause significant stress. Through small business support, financial literacy initiatives, research and technology investments, and work with advisors and employers, we can help Canadians plan and enjoy a lifetime of financial well-being.

Our Group Customer division is enhancing the way we interact with our plan members through **Plan Members as Customers (PMAC)**. Through PMAC, our goal is to deepen plan member interactions and nurture ongoing relationships from the beginning of their participation in the plan to retirement and beyond. Member Guides provide personalized, one-on-one attention to plan members through a variety of services, such as providing them with an overview of their group plan and how they can maximize their benefit from it and explaining how they can obtain optional coverage as a complement to the plan directly from Canada Life.

## Extending our products, plans and solutions to more Canadians

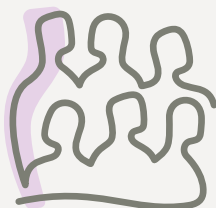
In September, we acquired **ClaimSecure**, a leading provider of health and dental claim management services, pharmacy benefits management services and a prominent player in the third-party payor space in Canada. Our acquisition of ClaimSecure will help us extend our products, plans and solutions to new

customers across Canada by offering plan designs and approaches not previously employed by Canada Life. With this acquisition, we're now the first major Canadian insurer to own and operate a pharmacy benefits manager with national claims-paying technology capabilities.

## Addressing small businesses' financial needs during COVID-19

Small businesses are the backbone of the Canadian economy and are at the heart of our communities. However, many have struggled to keep their doors open throughout the pandemic. To help address this, Canada Life launched its *Business Boost* program in 2020 and announced the winners in February. We received more than 4,000 nominations and from those, 12 small businesses received a one-time grant of \$10,000. We know this financial support made a difference at a time when it was needed most.

For example, **San Vito Coffee House**, a local coffee shop in Winnipeg, used their grant to repair and replace old equipment they otherwise wouldn't have been able to afford. **Le Camélia - Maison de répit** in Trois Rivières, Que. provided family respite services for people who have lost their autonomy or live with an intellectual disability. With our grant, they'll start a website so they can connect with more people who are on government wait lists for help with their loved ones.



## Helping our communities in times of need

We're committed to being there for communities across Canada when they need it most. Our charitable donations through the **Canadian Red Cross** to the fire and extreme weather efforts in British Columbia, as well as the pandemic crisis relief efforts in India, helped provide humanitarian assistance to those impacted by these tragedies.

We also contributed to the *Strong Together Fund* established by **London Community Foundation** to support the local Muslim community after a horrific hate crime took place. The funds were directed to the **London Muslim Mosque** and the **Muslim Resource Centre for Social Support and Integration** to support enhanced safety measures and mental health services.

### Helping Canadians save for post-secondary education

Tuition costs are rising, and many Canadians are concerned about saving for post-secondary education. In August, we surveyed more than 1,500 Canadians and found while the majority (92%) are aware of **registered education savings plans** (RESPs), less than half (49%) are currently using this savings tool. Additionally, a mere 17% claimed they're knowledgeable about the contribution limits and benefits they offer.

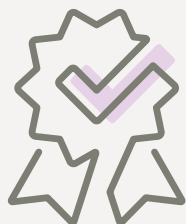
We offer products and services to help Canadians save for their educational needs, and in 2020, we were the first group insurance provider to offer an RESP as an employee benefit for plan members. In June, we made it even easier and more convenient to save. Now, members can move their RESP plans they have with other financial institutions over to a Canada Life plan. Members who already have an RESP elsewhere may discover the group advantage of generally lower fees this Canada Life™ plan can offer.

### Educating Canadians on their finances

In October, we surveyed more than 1,500 Canadians and found only 41% claim high confidence in their financial knowledge. We want to help change that by offering services like **KOHO** to our customers. With KOHO, customers get a prepaid reloadable Visa card that, unlike a traditional credit card, draws from money that's already theirs. This allows for more mindful spending and more saving.

### Making personalized advice more accessible to Canadians

At Canada Life, we're constantly evolving how we help advisors build better businesses to serve more Canadians, which is why we partnered with **Conquest Planning** (Conquest) to deliver a financial planning platform that empowers advisors to streamline the planning process and efficiently build plans to meet unique client goals. Conquest's modern and innovative digital application uses artificial intelligence and real-time collaboration to help advisors and clients work together to set, track and continuously adjust personalized goals. Equipping advisors with digital solutions allows them to spend less time manually entering data and more time with clients, making personalized advice more accessible to Canadians.



### Canada Life Community Builder Award

The Canada Life Community Builder Award aligns with Canada Life's commitment to supporting our communities and celebrates the outstanding contributions advisors make to theirs. We award selected regional nominations with a \$500 donation to a charity of choice, as well as three national nominations with a donation amount of \$2,500 to a charity of their choice. Nominations are based on 2021 activities within the advisor's community. To learn more about the 2021 winners, watch their videos on our YouTube page.



**Elevate Your Business with Canada Life** is a virtual event for top advisors who want access to world-class expertise to grow their practice and help even more Canadians. This one-of-a kind thought leadership series brings together keynote speakers and global experts to help advisors future-proof their business, evolve client relationships and invest for the decade ahead.

**Investments Live!** brought together global experts for its second virtual wealth conference in October. Advisors across the country tuned in to learn about market trends like the rise of environmental, social and governance investing, the impact of the pandemic and demographic shifts. With this event being hugely successful in 2020, we saw a clear opportunity to mirror that success by hosting **Insurance Live!** in April, a virtual event focused on participating (PAR) life insurance. With more than 4,500 people in attendance, it was the largest attended advisor event in our history.

### **Providing flexible life insurance options**

Gone are the days when customers must pick a term product based on a preset time period. We introduced **Canada Life My Term™ life insurance**, a new customizable term product that allows customers to pick the exact term length they want, between five and 50 years, to suit their unique needs. This unique and innovative solution means that if customers' needs change, their policy can change with them.

### **Offering new investment strategies and solutions for Canadians**

As we continue to evolve our wealth strategy, we're focused on designing and delivering quality, client-focused investment products and portfolio solutions, tailored to the changing needs of our customers and advisors. With this in mind, we've established our own fund management company, **Canada Life Investment Management Limited (CLIML)**, which began operations in January. CLIML is responsible for Canada Life Mutual Funds™. CLIML allows us to directly control our product shelf, enabling us to introduce new and improved investment strategies and solutions for Canadians.

We launched the new **Canada Life Sustainable Portfolios**, making it easier for Canadians to invest responsibly. Canada Life Sustainable Portfolios are globally diversified all-in-one investment solutions for individual investors and a similar target date fund solution for group plan members – a first of its kind in Canada. They look to invest in companies that demonstrate strong environmental, social and governance (ESG) practices. These solutions have a focus on identifying, measuring, and managing ESG attributes, which can help Canadians work toward their financial goals in a socially conscious way.



In November, Canada Life announced a

**\$100,000**

joint contribution to **Diabetes Canada** and **JDRF Canada** to recognize the discovery of insulin's 100th anniversary and to celebrate *National Diabetes Awareness Month*. Our contribution will help to improve the lives of those with diabetes and help accelerate the discovery of cures.

## Physical well-being

When it comes to physical well-being, our goal is to help Canadians achieve positive health outcomes while protecting the sustainability of employer-sponsored benefit plans.

In December, we announced one of the biggest benefit plan contracts ever awarded in Canada, as Canada Life was chosen to provide benefits for the Federal Government's Public Service Health Care Plan. This achievement means we'll support the well-being of 1.5 million more Canadians, covering eligible public servants and their dependents from coast to coast to coast. This contract has a term of up to 12 years and will be implemented on July 1, 2023.

### **Working to keep medications accessible and affordable for Canadians**

We work closely with government and regulators to ensure our views are considered when decisions are made about Canadians' health. At the beginning of the COVID-19 pandemic, we worked with government officials to ensure Canadian operations remained an essential service, so that our customers could continue to access the products and services they needed in a timely manner. We've also developed and implemented an industry-wide advocacy campaign to promote the importance of private employer benefit plans as part of the national pharmacare discussion.

Finding the right medication as quickly as possible is key to optimal health. In January, we broadened access to pharmacogenetic testing with **Pillcheck preferred retail pricing** available to all our health insurance customers. As of June 30, more than 10,000 unique visitors accessed the site to find out more about this new and emerging technology.

Pillcheck's platform combines DNA analysis with an online medication review by pharmacists to help ensure individuals get on the right medication and feel better, sooner. It's based on the science of pharmacogenetics which evaluates genetic variations that can impact how individuals respond to many common prescription medications. Our customers with access to the **GroupNet™** site for plan members can click through to Pillcheck for an automatic discount. Any personal information and results related to the test are maintained by Pillcheck and are not shared with Canada Life or the plan member's employer.

In March, we became the first national insurer to offer medication reviews for disability. **HumanisRx's MedCheckUp program** is available to customers who receive disability benefits and have complex or unique medication

needs. Through this program, HumanisRx pharmacists provide one-on-one support to our plan members on disability by optimizing their complex or unique drug treatment. This can help members better achieve intended health outcomes, minimize side effects, and return to work faster.

### Playing our part in the opioid crisis

Started in 2020, we continue to provide an opioid awareness and education service for group benefits plan members that are taking narcotics and their physicians. The campaign delivers free resources and information on responsible opioid use for non-cancer pain. We know that many members are dealing with chronic pain that lasts longer than three months and is a highly personal experience – no pain is the same. Living with chronic pain can become a consuming part of daily living and it's often both a physical and emotional experience for a patient.

### Improving member experience and wellness with technology

Last year, we became the first insurer in Canada to make virtual health care a standard benefit for all our group health plans with up to 400 plan members. Through Dialogue's **Consult+™** virtual health service, plan members and their dependents can access qualified medical professionals for non-urgent health conditions, medical advice, prescriptions and more. In December, Dialogue's Internet-based cognitive behavioural therapy (iCBT) was made available to all Consult+ users in Canada. Through Dialogue's iCBT, plan members can access self-led mental health support for mild to moderate depression and anxiety where and when they need it.

Last year, we introduced **portable benefits** – an innovative way for plan members to get optional life insurance, accidental death, and dismemberment and critical illness coverage. Through this online tool, plan members can get information about coverage options,



access a needs-analysis tool, view pricing details and apply for the benefits. Since these options aren't embedded in their workplace benefits plan, members can keep the coverage even after they leave their job, or their plan terminates. Portable benefits are also available for employees through My Canada Life at Work™, a platform that supports employee benefits and savings plans.

### Using effective communication to better serve our customers

Effective communication is more than just the words you use. It's also about the content you provide, the way you organize it and the way you present it visually. It's important we get it right, so our customers have the best information possible. This year, our Group Customer marketing communications team won a gold Award of Excellence for our *Portable Benefits member video* and two silver Awards of Distinction for our *Plan Member As Customer member guide video* and the *Registered Education Savings Plan campaign* at the Communicator Awards.



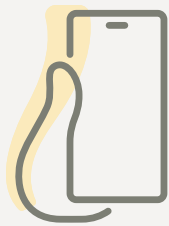
Since January 2021, we've invested almost

**\$1M**

in Workplace Strategies for Mental Health. Since their inception, we've made more than

**\$11M**

in charitable contributions to mental health-related initiatives.



More than

**762,000**

visitors have browsed Workplace Strategies' website, accessing free tools and resources.

## Mental well-being

### Addressing mental health and building resilience

#### Workplace Strategies for Mental Health, compliments of Canada Life

(Workplace Strategies) was established in 2007 as Great-West Life Centre for Mental Health in the Workplace. It was rebranded in 2019 and remains part of our commitment to the mental well-being of Canadians. Workplace Strategies offers a range of free tools and resources for employers and employees to protect psychological health and safety at work.

Throughout 2021, Workplace Strategies teamed up with **Mental Health Research Canada** to research several important topics in the mental health landscape. As an organization dedicated to the mental well-being of Canadians, it's important we understand where leaders and people managers are in their mental health education and emotional intelligence.

The first survey, completed in fall 2021, looked at feedback from more than 1,200 Canadian managers on how they felt they were protecting their employees' psychological health and safety. Many leaders struggled with being able to handle employees' emotional reactions and discussing employee goals and fears.





The second survey, completed in December 2021, collected data from more than 5,000 Canadian employers and employees including a strong representation of marginalized populations, such as BIPOC and people of the 2SLGBTQ+ community. The survey explored how vulnerable and marginalized populations experience psychological health and safety in Canadian workplaces.

While the COVID-19 pandemic continued, survival mode often kicked in, creating new mental health challenges. In May, we began Canadian Mental Health Association's *Mental Health Week* by offering a webinar for employees that explained how flourishing is part of positive psychology, and how we can flourish now and in the post-COVID future. We also offered four webinars in collaboration with Canada Life's Occupational Health consultants focused on addressing issues related to COVID-19. These quarterly webinars were posted to our Workplace Strategies YouTube channel.

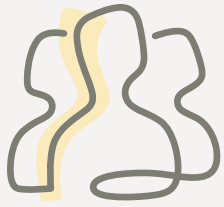
To recognize *World Mental Health Day* – a day to raise awareness about mental health – we hosted a virtual session with **Mary Ann Baynton**, Director, Collaboration and Strategy, Workplace Strategies. Baynton spoke with three inspiring entrepreneurs about how changes to the way we work affect us and how to manage the stress that comes with it.

In October, Workplace Strategies launched their **new and improved website**. Its resources are credible, evidence-based and free to all Canadians. They include materials on things like hybrid teams, trust for leaders, burnout and more. There are also many virtual workshop materials employers can pick up and use quickly and easily. Any workplace or employee can visit the site to help protect psychological safety at work.



### **Creating psychologically safe workplaces**

Psychologically safe workplaces need psychologically safe leaders. In September, we launched the updated **Psychologically Safe Leader Assessment (PSLA)** tool. This version is accessible for all Canadians and includes significant changes to the functionality of the tool, like adding an ability for administrators to upload multiple leaders at one time. Since the PSLA's original launch in 2019, nearly 3,070 organizations have created an account to use this free, confidential, and bilingual webtool, as an important step in creating a psychologically safe workplace and understanding any gaps there may be in leader and employee perceptions.



Our board provides oversight directly or through one of seven committees:

- Audit Committee
- Conduct Review Committee
- Governance and Nominating Committee
- Human Resources Committee
- Investment Committee
- Reinsurance Committee
- Risk Committee

For more information on our corporate governance practices, please refer to [canadalife.com](https://canadalife.com) > Corporate Governance.

## Operating with integrity

### Responsible oversight

Good corporate governance is important to Canada Life and our stakeholders. Good governance starts with our board of directors, which is responsible for the stewardship of Canada Life and oversight of its management, including its business plan, strategy, risk appetite and culture.

Our values, including accountability and transparency, are maintained through a set of relationships between the board and its committees, management, shareholders, policyholders and other stakeholders. This governance model supports the board in carrying out this oversight role effectively – actively engaging in setting and monitoring long-term strategic goals and business objectives. Our strong corporate governance structure is key to delivering on the promises we make to our stakeholders.

We value, nurture and leverage diversity and inclusiveness. Our board believes diversity is important to ensure the necessary range of perspectives, experience and expertise required to achieve effective stewardship and management. This is formalized through a Board and Senior Management Diversity Policy.





# Our Code of Conduct: Build trust by doing what’s right

Ultimately, trust with our customers is maintained by our people, who must act with honesty and integrity each day. Our Code of Conduct (our Code) helps direct our actions and decisions at all levels. It helps us make the most appropriate, values-based choice in each situation. Our Code also describes our company’s expectations to help our employees better understand their responsibilities and do what’s right. Together with supporting policies, procedures, and guidelines, our Code describes the legal and ethical standards we strive to uphold in all our actions.

Our Code rests on the following core values:

- Acting with integrity
- Building trust and partnership
- Putting the customer first in all we do
- Fostering employee engagement
- Supporting our corporate social responsibility

These values guide our actions and decisions to build trust and do what’s right.

Our Code is reviewed and acknowledged annually by all directors, officers, and employees of our organization globally (excluding Putnam Investments, which has its own Code of Ethics) and is complemented by a communications and awareness program. In addition to the Code, advisors and brokers must also comply with specialized codes of conduct in all their interactions on behalf of our company.

Employees are encouraged to speak up if they have questions or concerns about conduct that may violate the law, our Code, or company policies, procedures, and guidelines. A confidential ethics hotline is available for this purpose.

For more information on our Code, visit the ‘Customer satisfaction’ section of our website.

# Economic highlights

In 2021 in Canada, our companies:

- Helped families cope with loss, paying out more than **\$1.7 billion** in life insurance benefits.
- Provided income for more than **110,000** people who became disabled and could no longer work.
- Delivered more than **\$1.4 billion** of policyholder dividends through our participating life insurance products.
- Paid **\$947 million** in annuity payments, helping Canadians fund their retirement with a secure income stream.
- Helped approximately **27,800** employers provide benefits plans and more than **10,500** employers offer retirement savings plans for their employees.
- Managed more than **\$136.7 billion** in retirement and other investment holdings for Canadians.

## Employees across Canada

PROVINCE	REGULAR FULL TIME	REGULAR PART TIME	TEMP & CASUAL	TOTAL
Alberta	474	5	10	489
British Columbia	504	13	14	531
Manitoba	3,166	80	92	3,338
New Brunswick	19	0	1	20
Newfoundland and Labrador	26	0	0	26
Nova Scotia	103	2	1	106
Ontario	5,620	46	168	5,834
Prince Edward Island	4	0	0	4
Quebec	851	17	14	882
Saskatchewan	515	7	6	528
Total	11,282	170	306	11,758

## Impact through taxes

2021 Income, Capital and Premium (in \$ thousands)

	INCOME AND CAPITAL TAXES	PREMIUM AND OTHER TAXES *	TOTAL
Federal Government:	230,163	26,088	256,251
Provincial Governments:			
British Columbia	12,056	45,785	57,841
Alberta	7,315	57,348	64,663
Saskatchewan	3,433	18,354	21,787
Manitoba	17,119	24,267	41,386
Ontario	23,530	213,316	236,846
Quebec	5,368	82,583	87,951
New Brunswick	1,820	5,783	7,603
Nova Scotia	2,459	10,610	13,069
Prince Edward Island	538	2,586	3,124
Newfoundland and Labrador	2,426	14,255	16,681
Territories	466	2,742	3,208
Total	306,693	503,717	810,410

\*Other taxes includes GST/HST, provincial sales tax, business tax and property tax.



## New private debt and commercial mortgage loan fundings

Jan. 1, 2021 to Dec. 31, 2021

IN \$ THOUSANDS	\$0 - \$24		\$25 - \$99		\$100 - \$249		\$250 - \$499		\$500 - \$999		\$1,000 - \$4,999		\$5,000 & GREATER		TOTAL	
	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS
British Columbia	-	-	-	-	-	-	-	-	-	-	-	-	696,354	21	696,354	21
Alberta	-	-	-	-	-	-	-	-	-	-	-	-	210,405	5	210,405	5
Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manitoba	-	-	-	-	-	-	-	-	-	8,308	4	105,000	3	113,308	7	
Ontario	-	-	-	-	-	-	-	-	-	24,817	12	1,302,745	44	1,327,562	56	
Quebec	-	-	-	-	-	-	-	-	-	45,361	13	526,381	9	571,742	22	
New Brunswick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nova Scotia	-	-	-	-	-	-	-	-	-	-	-	12,758	1	12,758	1	
PEI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Newfoundland & Labrador	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NWT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total	-	-	-	-	-	-	-	-	-	78,486	29	2,853,643	83	2,932,129	112	

# Environment

We're committed to managing our environmental footprint to help build stronger, healthier communities across Canada. We work to limit our impact on the environment through reductions in energy and water use, waste production and the generation of greenhouse gas emissions.



# Creating a more sustainable future

Addressing the impacts of climate change is one of the greatest challenges of our generation. As global citizens, we have both an opportunity and an obligation to make immediate choices that create a more sustainable future for our children and grandchildren.

In November, Canada Life’s parent company, Great-West Lifeco, announced their commitment to achieve net zero greenhouse gas emissions well before 2050 for their operations and by 2050 for financed emissions, with interim science-based targets to be announced in 2022. As a global financial institution, we understand that our largest opportunity to address climate change stems from the activities we enable through our loans, investments and insurance underwriting.

The first step to management is measurement. We’ll set externally validated interim targets to reduce our emissions in line with climate science, positioning us to take meaningful action within the decade.

**GWL Realty Advisors** (GWLRA), Canada Life’s real estate subsidiary, manages all our corporate office properties and more than 300 additional Canadian properties. All our main corporate offices participate in GWLRA’s **Sustainability Benchmarking and Conservation Program** (SBCP), setting reduction targets for energy, water and greenhouse gas (GHG) emissions. In 2020, office properties reached their targets and are on track to meet or exceed their 2021 targets.

GWLRA was again recognized by the **Global Real Estate Sustainability Benchmark** (GRESB) for its leadership in sustainability. The company earned its seventh consecutive ‘Green Star’ and its fifth consecutive ‘5 Star’ rating and placed in the top 8% in the global ‘Diversified/Non-Listed/Core’ category. The Canadian Real Estate Investment Fund No. 1 made its fourth GRESB submission, earning a ‘5 Star’ rating and placing among the top 11% of participants globally in the ‘Diversified/Non-listed/Core’ category.



From 2013-2020, GWLRA office and residential portfolios reduced:

GHG emissions intensity by **32%**

Energy intensity by **19%**

Water intensity by **26%**

Waste to landfill by **18%**

“Transitioning towards a more carbon neutral economy demands the attention and collaboration of leaders from all sectors – business, politics, and civil society. That’s why we’re proud to be among several Canadian companies, as a contributor to Canada’s Sustainable Finance Action Council.”

—Paul Mahon, President and Chief Executive Officer, Great-West Lifeco and Canada Life

## Leading the way in climate risk management

In 2021, Great-West Lifeco attained a commendable B rating on the **CDP's** Climate Change Questionnaire for managing its GHG emissions and climate change-related risks and opportunities. Among other activities, this rating recognizes work by GWLRA and international head office property and asset management teams to reduce GHGs through cost-effective projects, like property retrofits, operational enhancements and behavioural changes.

GWLRA continued to strengthen its understanding of physical climate-related risks, which are expected to increase in frequency and magnitude over time. GWLRA completed detailed risk exposure assessments, with the support of a third-party risk

analytics provider, across its portfolio, including Canada Life's head office and investment properties. The assessments covered 20 natural and climate-related physical hazards and climate change projections for the years 2045 and 2070, under three warming scenarios, to better understand how the risk of climate-related hazards may evolve over time.

GWLRA's average risk score for its managed portfolio, across all hazards, is classified as 'low risk' (when measured against its service provider's global benchmark). Similarly, the average risk exposure score to each acute hazard assessed didn't exceed (internally established) material thresholds.

## Building green and inclusive spaces

Green building certifications are considered a best practice in the design, construction and operation of high-performance and sustainable buildings. At the end of 2021, 86% of GWLRA's eligible portfolio by floor area attained green building certifications, such as BOMA BEST or LEED.

As part of the SBPCP, GWLRA launched the **Building Owners and Managers Associations (BOMA) BEST 'Going for Gold' challenge**, where all office properties are challenged to achieve a minimum BOMA BEST 'Gold' certification by 2023. All of Canada Life's main office properties have now reached this milestone, and more than 95% of GWLRA's office properties are participating in the challenge.

**BOMA Canada**, at their National Awards Gala, honoured Canada Life's 330 University Ave. and 190 Simcoe St. with *The Outstanding Building of the Year (TOBY®)* awards in the 'Historical Building' and 'Corporate Facility' categories, respectively. Additionally, GWLRA's *Dynamic Funds Tower* took home a national TOBY in the 500,000 to one million sq. ft

category. The TOBY award recognizes excellence in building management and all facets of operations, including community involvement, sustainability, and environmental management.

**The Healthcare of Ontario Pension Plan** awarded GWLRA with the *LEAP Community Impact Award*, for the *Delta iPort project*. GWLRA was recognized for their role as the developer of Delta iPort, a distribution centre campus located in Metro Vancouver and built on land leased from the Tsawwassen First Nation.

Canada Life and GWLRA participated in the **Rick Hansen Foundation's Buildings Without Barriers Challenge**. The challenge encourages companies to create accessible spaces for all through inclusive design. Canada Life's London, Toronto, and Winnipeg main offices all attained the 'Rick Hansen Foundation Accessibility Certified' level. Each property aims to further improve its accessibility through continued site-level improvements, using the certification as a guide to inform capital and operational planning.



# Waste less. Recycle more.

We make it a priority to reduce paper usage.

As a member of the **Forest Stewardship Council (FSC)**, we're committed to using responsibly sourced paper and other forest products meeting FSC's strict environmental and social standards. This helps ensure we're protecting our people, forests and animals that call them home.

We continue to encourage our group benefits plan sponsors to move from plastic drug cards to using the GroupNet app instead. Since 2018, nearly 295,000 plan members have made the switch, reducing the number of plastic cards produced by over 33%. This means around 400,000 plastic cards no longer need to be produced annually, helping to reduce our environmental footprint.

According to **Green Standards**, office moves and renovations send up to 10 million tonnes of corporate furniture, artwork, supplies, appliances and computers to North American landfills every year.

Since collaborating in 2009, we've worked on 123 projects together resulting in:

- 1,649 tonnes of material diverted from landfills
- 4,229 tonnes of CO<sub>2</sub> emissions reduced

Through our 2021 projects, we've diverted more than 284 tonnes from landfills, equal to:

- Reducing 681 tonnes of CO<sub>2</sub>e
- Reducing gasoline consumption by 76,238 gallons
- Growing 17,462 tree seedlings for 10 years
- Offsetting electricity use from 94 homes in one year



In 2021, our corporate offices recycled:

**44**  
tonnes of cardboard

**17**  
tonnes of organics  
(compost)

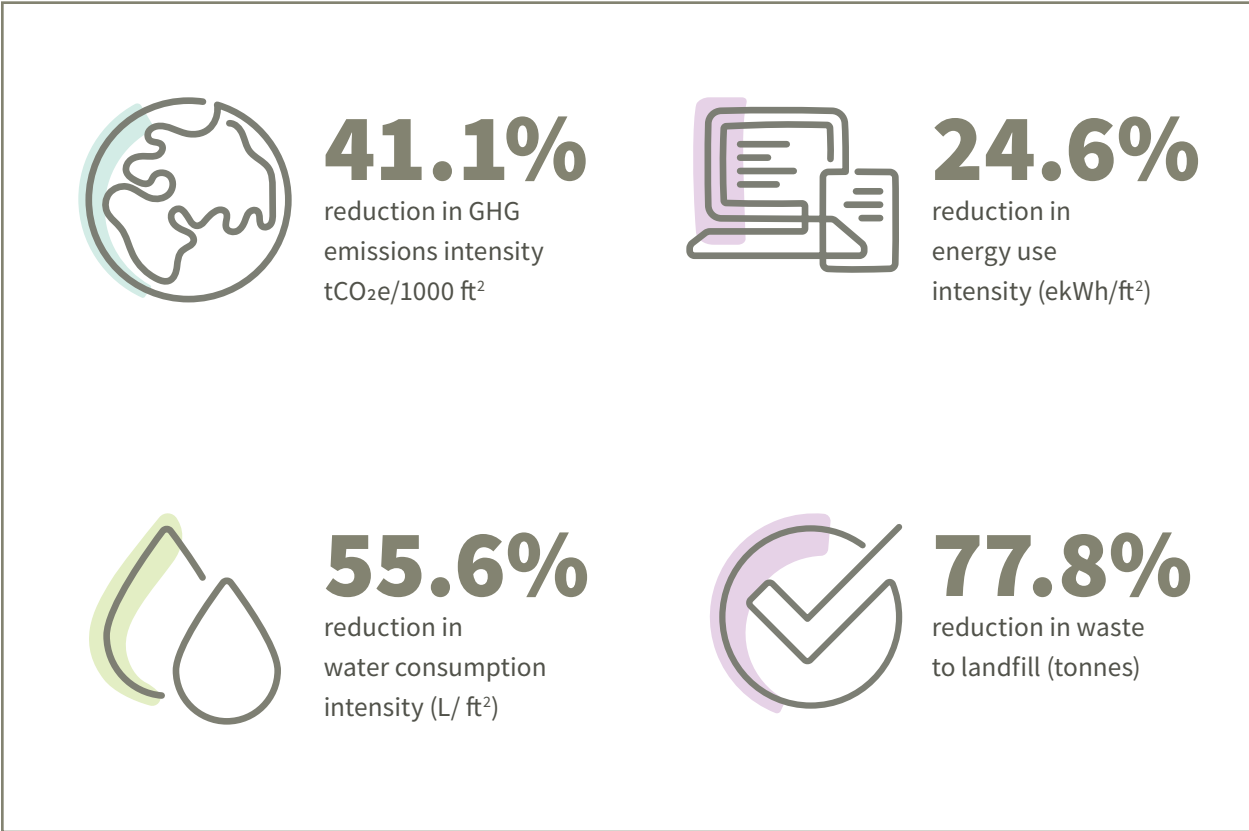
**625**  
tonnes of paper

**31**  
tonnes of other  
recyclables



# Managing our environmental footprint

Total results from our corporate offices in London, Regina, Toronto and Winnipeg (2013-2021):



*Due to COVID-19 related lockdowns, Canada Life’s main offices had minimal occupancy throughout 2020 and 2021, resulting in reduced energy consumption, water use, waste production, and greenhouse gas emissions when compared to pre-COVID-19 operating conditions. While Canada Life reduced its environmental impact in 2020-2021, building upon the substantive reductions made between 2013-2019, the expectation is that the magnitude of these reductions will likely not be sustained once employees return to the office. Canada Life is deeply committed to maintaining a sharp focus on environmental sustainability performance at its owner-occupied properties.*

## Earth-friendly initiatives

We remain committed to helping address declining bee populations. We maintain beehives on our office rooftops in London, Montreal, Toronto and Winnipeg and the bees that live there continue to pollinate community green spaces over the summer months and produce honey.

**Beeproject Apiaries** helped us harvest 84 jars of honey in Winnipeg. In Toronto, we donated 400 jars to Second Harvest, a food rescue charity with a dual mission of environmental protection and hunger relief. **Heff's Hives** maintained our two London hives, which produced 80 lb. of honey and was donated to a local charity.

New this year, **MicroHabitat** created and managed a 500 sq. ft. urban farm rooftop garden for us at 330 University Ave. in Toronto. The garden grew about 30 pots of vegetables like tomatoes, peppers, eggplants, onions, radishes, carrots, as well as herbs and flowers. Through our garden, we donated approximately 300 lb. of produce to local foodbanks. Through MicroHabitat, we also supported the Breakfast Club of Canada (BCC) – for every pot sold, a child received a free lunch from the BCC. MicroHabitat also hosted several webinars for employees to learn more about urban farming.



We're proud to have joined the *CEO Pledge*, a call to action from **Microsoft** and **Computers for Success Canada**. The *CEO Pledge* encourages Canadian CEOs to help bridge the digital divides for underserved communities by committing their organization's end-of-cycle devices to the Government of Canada's *Computers for Schools Plus program*. The *CEO Pledge* supports a secure and sustainable solution for end-of-cycle technology. Since signing on in September, we've donated 550 laptops in Manitoba with another 450 shipped to Ontario at the end of the year.

While in-person events continued to be on hold for most of 2021, **Nature Conservancy of Canada** (NCC) offered a meaningful way for Canadians nation-wide to contribute as citizen scientists through their weeklong

virtual *Big Backyard BioBlitz* from July 29 to Aug. 2. More than 6,600 participants from across Canada used the *iNaturalist mobile app*, visited their local green space and made more than 36,800 observations. Our support as the national sponsor of this series helped connect even more Canadians with nature in their own backyards.

With COVID-19 safety measures still in place, the **Earth Rangers** in-person school assembly program shifted online. We continued our support for their membership program, which offers families free, fun and environmentally themed activities and content through the *Earth Rangers mobile app*. The app features missions like *Habitat Hero*, which teaches users about animals' habitat needs by participating in activities like making a butterfly feeder, digging a toad house and building a brush pile. Our support helped Earth Rangers add more than 41,000 new members and more than 129,000 missions completed, which is a 50% increase from last year. In July, our employees completed these missions as part of the *Canada Life Green and Clean campaign*. Read more on page 36.

Since 2009, we've supported **ReForest London** as they plant, grow and sustain our urban forest by engaging the community through various initiatives. This year, a special planting with *London Clean & Green* at the Celebration Forest honoured essential and frontline workers during the pandemic. More than 3,700 free trees were given to Londoners through 29 curbside neighbourhood tree giveaways.

With multiple catastrophic events this year linked to climate change, our support for the **International Institute for Sustainable Development's** (IISD) *CREATE strategic framework* is more important than ever. CREATE has five priority focuses – climate, resources, economies, act together and engage. Our funding supports the climate priority and IISD is working to accelerate solutions for a stable climate, sustainable resources and fair economies with a focus on driving action on climate adaptation in Canada.

# Our workplaces

Customers are at the centre of what we do is our company's vision. It's our people who make it possible.



# Creating a winning culture

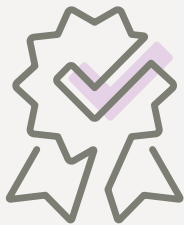
For the second consecutive year, we've been recognized as one of Canada's **Top 100 Employers**. This national competition shines a spotlight on companies that lead their industries in offering an exceptional work environment. Top 100 Employers are recognized for progressive programs and support for their employees.

High employee engagement is the outcome of a strong culture – and culture drives our performance. That's why we regularly seek out and listen to the perspectives of our employees.

In September, more than 10,000 employees (87%) responded to our annual **employee engagement survey**. We're proud of our results. At 84%, our engagement score ranked among the top quartile of companies for the second consecutive year. To continue strengthening our culture, we'll address areas of opportunity through a three-point action plan at the national, business unit and leader levels. In addition, as we plan for a new way of working with our customers at the centre of what we do, we're actively listening to our employees through frequent feedback tools that ensure our plans will support a flexible and inclusive workplace where they feel inspired, valued and empowered to make a difference.

We're committed to being there for Canadians, wherever life takes them. Building on the tagline, "For life as you know it™," our **fall mass media brand campaign** reinforced our purpose of improving the financial, physical and mental well-being of Canadians. Because of our mass media campaigns and the strong resonance with Canadians, our brand familiarity has been steadily growing, according to the Brand Health Tracker Study, by Kantar. This has allowed us to target new audiences and provide more people with access to our products and services.

As the COVID-19 pandemic continued, employees were there for our customers, advisors and each other as they provided unwavering support to millions of Canadians. As a thank you, and to ensure everyone had a chance to refresh, employees nation-wide were given July 2 as a **paid day off** for an extra-long Canada Day celebration. In addition, we added a third personal day that employees could use throughout the year to help them maintain a healthy work-life balance.



In June, **Jeff Macoun**, President and Chief Operating Officer, Canada, accepted the **Communications Champion Award** from the International Association of Business Communicators' London chapter. This award celebrates Macoun as an organizational leader who recognizes the value of communications as integral in driving business results, integrates communications as an internal strategic partner and works closely with communicators to deliver exceptional leadership communication.

# Embracing technology

Embracing technology continues to be more important than ever as we transitioned to having over 80% of employees work from home because of COVID-19 precautions in 2021. We had to rely on our digital toolkit to keep our people safe and our business running. By leveraging all that Microsoft Office 365 applications and our technology teams had to offer, we've collaborated and innovated more than ever – allowing us to continue to support millions of Canadians virtually.

We kicked off 2021 by making various tech-related enhancements that allowed our employees to stay connected whether at the office or at home and access the information they need, when they need it.

The **Zone**, our employee intranet, went mobile, allowing access any time, anywhere, on company-issued computers or mobile devices with access to corporate services.

**People Zone**, our internal employee site for personal human resources information, was enhanced and went mobile, which made managing work and employee information, performance, compensation and career development simpler and easier.

**GWL Safe app**, developed internally by our business continuity management team, consolidates our emergency plans and procedures into a single platform. Employees can use it to quickly access emergency procedures, see muster point locations, directly access the employee alert line, complete COVID-19 health screening, find links to Workplace Strategies for Mental Health resources, and more.

**ServiceNet**, a one-stop shop for employees to request IT services, also went mobile. It now allows more convenient access for service requests, reporting technology challenges or accessing self-help articles. A new Zone series, called *You got this!* was also launched to help arm employees with the knowledge they need to resolve common technology issues by themselves.

We embraced Microsoft Teams applications as our main collaboration and communication application to help us stay connected. Teams combines chats, meetings, calls and file sharing, making it a true hub for teamwork. Teams enables us to deliver and innovate faster for our customers. By deploying **audio-conferencing** to all employees, we can enjoy a more consistent meeting experience across the company.

Through Microsoft Teams live events, we can live-stream and facilitate large-scale events. With this tool, our senior leadership team connected with employees and kept them informed about pandemic plans and precautions. From employee town halls and quarterly management meetings to connecting us with and supporting advisors who serve Canadians, we embraced a fully virtual approach.

**ProDev** is our premiere professional development conference. This year, it didn't just benefit technology practitioners and enthusiasts, but also the restoration of forests and wildlife habitat across Canada. For every ProDev registration, we donated to **Tree Canada** to help plant seedlings in an area needing reforestation. In total, we donated more than \$6,700 which means nearly 1,350 trees will be planted in spring 2022.



## Employment stats

**1,765**

employees hired across Canada

**8.68%**

voluntary turnover rate (not including retirements)

**46%**

of our management is female

**144,000**

eLearning training sessions completed by employees

**2,390**

employees moved to a new role

**68%**

of our workforce is female

**12,043**

employees attended **139** workshops

**1,168**

learning and development submissions received

## Fostering a diverse, equitable and inclusive workplace

At Canada Life, we're integrating diversity, equity and inclusion into everything we do – for our people, our customers and our communities. Building a culture that's inclusive, safe and welcoming where everyone can be their best, authentic selves is a top priority for our organization.

Our multi-year diversity, equity and inclusion strategy will continue to strengthen our internal plan of action on people and culture, and expand our plans to include a forward thinking, outward looking view of diversity and inclusion at Canada Life – from our community activities, to branding, products and services.

We strive to be a company that reflects the vibrant diversity of Canadians. To make this happen, we're working on fostering an inclusive culture to attract, develop and enable the best talent at all levels of our organization. This will help us succeed and grow as a business with an inclusive customer experience, products and brand. We're also working to strengthen the diverse communities in which we live and work.

Education is key to enabling a more diverse and inclusive culture and we're committed to offering educational opportunities and resources to employees.

Bias is one of the commonalities we all have as humans. Most biases are unconscious, where we may not be aware of their impact on our actions. To help employees better identify and understand their own

unconscious biases and the unintended impacts they may have, we continued to offer **Inclusion for All training**. Open to all employees, this training provides the tools and practices to create greater inclusion at work and in our communities.

We've continued to offer **KAIROS blanket exercises**. These sessions, developed by KAIROS in collaboration with Indigenous elders, knowledge keepers and educators, cover more than 500 years of Canadian-Indigenous history. These unique, interactive sessions foster truth, respect, reconciliation and understanding of our shared history among Indigenous and non-Indigenous Peoples.

Our strong commitment to creating a diverse, inclusive culture is reinforced by the support of our Diversity Leadership Council, championed and led by senior executives including our President, and the dedication of our six employee resource groups (ERG). These six ERGs hosted multiple informative, inspirational, and uplifting events throughout the year, including:

Our inaugural **Black History Month** celebrations included a national speaker event featuring siblings Donna Walwyn, co-founder of an international real estate company, and Frank Walwyn, partner at a Toronto law firm. The two spoke about the actions we need to take to foster the growth of an inclusive environment and bring about widespread change. This event was hosted by our *Black and People of Colour* ERG.

“Creating a diverse and inclusive company to fully meet the expectations of Canadians begins with our people. We must reflect the communities we serve, while ensuring our employees feel valued and empowered to perform at their best and be their true selves.”

—Jeff Macoun, President and Chief Operating Officer, Canada



In celebration of **International Women’s Day** on March 8, our *Women in Leadership* ERG hosted a conversation with Dr. Hadiya Roderique, writer, lawyer and researcher. She shared her insights regarding the importance of creating inclusion for women, intersectionality and how to become a true ally.

To kick off **Pride month** in June, members of our *Pride@Canada Life* ERG raised a rainbow flag in the spirit of love, respect and acceptance at our main offices in London, Montreal, Regina, Toronto and Winnipeg. They also hosted a series of three national virtual events to energize and educate employees about creating an inclusive environment and being an ally through tangible actions.

In October, for **International Pronouns Day**, *Pride@Canada Life* launched *Pronouns Matter* – an awareness campaign that educated employees on the importance of sharing pronouns and respecting gender identities.

We honoured the heritage, cultures and achievements of the First Nations, Inuit and Métis peoples across Canada as we celebrated **National Indigenous Peoples Day**. Our *Indigenous Peoples* ERG hosted an engaging national virtual event with Mary Jane Brownscombe and in September, hosted a second event on **National Day for Truth and Reconciliation** with Tanya Talaga, an award-winning Ojibwe author and journalist. Both events were driven to help employees learn more about the heritage and cultures of Indigenous Peoples and how to influence positive change as we work towards truth and reconciliation and a more inclusive future.

To recognize **International Day of Persons with Disabilities** on Dec. 3, our *Ability First* ERG hosted an event with Dave Dame, Director of Accessibility at Microsoft. He shared stories and insights as an accessibility champion and change leader on how we can create a safe, inclusive, and purposeful environment to enable diversity and the diversity of thought to thrive.



## Wellness at work

We're committed to supporting our employees' financial, physical and mental well-being with a variety of programs, tools and resources.

To help support our employees and their well-being during the COVID-19 pandemic, we updated our **Lifestyles benefits program** to provide more mental health coverage for each employee and their dependents. Each employee now has \$5,000 of coverage for registered psychologists, social workers, psychotherapists and clinical counsellors. We also provided an additional \$200 to employees via their **wellness account**, which can be used toward various health and wellness tools, services and equipment.

To make it easier for both plan members and our employees to access these types of services, we introduced **My Canada Life at Work**. Acting as a single gateway to employee benefits and savings plans, this platform brings together the features of both GroupNet for Plan Members (health and dental) and GRS Access (savings).

As part of our benefits plan, employees have access to **Health Connected**, a hub for information on fitness, nutrition, sleep, medications, and much more. Health Connected has a wealth of resources to help employees stay informed about their health. As an incentive, if employees used Health Connected between August and December, they were automatically entered to win prizes in the *Your Health Connected contest*.

All employees have 24/7 access to confidential mental health counselling and information through **Lifeworks**, our employee assistance program. Employees also have access to **virtual LIFT session fitness** through Lifeworks. The program is available on employees' mobile devices and has custom-developed training sessions.

To support our employees' retirement savings and long-term financial goals, we introduced enhancements to our defined contribution pension plan. With a shared accountability approach, employees will receive increased company contributions phased in over 2022 and 2023.

Launched in 2020, **Table Talk** sessions continued strong in 2021. Featuring industry experts and Canada Life leaders, some sessions were focused on supporting leaders while others were for all employees. Five sessions were held this year with more than 5,200 employees tuning in.



# Educating our people

We're proud to have received an A+ rating the last two years in training and skill development based on our Top 100 Employers submission. The foundation for our learning and development program is anchored in choice: we want our employees to learn and grow with us. That means offering a variety of solutions so our employees can learn what they want, when they want so they feel empowered and can best serve the millions of customers who rely on us.

**People Zone Learning** allows all employees to access any required learning, like mandatory or onboarding courses, and register for our internal workshops. Leaders can also keep track of any training for their employees. This helps leaders uphold our strong risk and compliance culture and ensure their teams have completed mandatory learning on time and in accordance with regulatory standards.

In addition to providing up to \$2,000 in professional development funding each year to employees, we continue to offer **Percipio** – an intelligent and intuitive virtual classroom. There's nearly 700 pre-curated topics mapped to and based on core skills that are in

demand at leading global companies, and an increased number of learning resources available in English and French. Employees can explore and access thousands of videos, audio books and courses. Whether they want to build skills for their current role or think about their next step, Percipio can help them develop to meet their goals.

Internship and co-op programs help students accelerate their careers. This year, **129** students joined us on work placements. Programs are offered in areas like actuarial sciences, accounting, auditing, investments, human resources, technology and digital strategy.

Our **Chartered Professional Accountant (CPA)** program is one of our cornerstone professional development programs. Candidates in Winnipeg and London can work with a team of CPAs and receive valuable coaching, mentorship and study resources including an in-house exam preparation course for eligible employees pursuing the designation. This year, 49 students participated in the program.



# Employees engage in the community

Volunteering sparks change in the world by giving a little time and energy. It's a great way to build skills and make lasting connections while having fun and finding purpose. We encourage employees to connect with their communities and get involved with causes that are important to them.

Due to lasting impacts of the COVID-19 pandemic, many of our workplace fundraising drives and campaigns looked different – but we adapted. From participating in drive-thru events, to donating through online campaigns and fundraisers, our people supported their communities in meaningful ways.

We're proud to recognize our employees' efforts by providing financial support to the charities they care about, making their impact go even further. We recognize their leadership, commitment and contributions as caring members of communities across Canada.

## United Way Centraide

Our annual **United Way Centraide** workplace campaign brings our employees together to help create lasting impact where we live and work. From Sept. 27 to Oct. 11, we raised more than \$2 million. To top it off, Canada Life made a corporate donation of over \$1.7 million. That means, in total, we've contributed more than \$3.7 million to United Ways across Canada this year.

## Summer of Giving

This summer, we introduced **Canada Life Summer of Giving**. Throughout this new campaign, we offered several opportunities for employees, their families and the public to join us in helping those who need it most. Our goal was to make it easy for everyone to get involved and give back from wherever they happen to be – whether it's at home, on holidays or elsewhere. The campaign ran for two months and highlighted three ways to give back to the communities where we live and work.

## Community food drive

In July, for the first time ever, we asked Canadians to join us and contribute to the **Canada Life Community Food Drive**. Our employees and the public came together to donate physically, virtually and in-kind to help us provide the equivalent of 164,368 meals to feed Canadians from coast to coast. Together, we raised more than \$22,000 for **Food Banks Canada**.

We also hosted contactless food drive-thru events in three main office locations. By collecting physical food items and monetary donations, we fed more than 5,680 Manitobans through **Harvest Manitoba**, over 8,730 Reginaans through the **Regina Food Bank** and nearly 5,170 Londoners through the **London Food Bank**. Additionally, through our pound-for-pound matching incentive, we donated the equivalent of 5,000 lb. of food to each of these three food banks.



**\$73,600**

in community volunteer grants awarded to charitable organizations where employees volunteer

Nearly

**\$400,000**

raised by

**34**

corporate teams.

We augmented their efforts through

corporate contributions of more than

**\$270,000**





### Green and clean

From July 19 to 25, **Canada Life Green and Clean** offered employees the chance to do a good deed for the environment right in their communities. Employees and their families got involved and found new ways to enjoy nature, get outdoors and complete activities like Earth Rangers' *Habitat Hero* missions. From building creature habitats, to reducing gas emissions, to planting impressive trees, our employees made this campaign a success.

### Student success drive

In June, we kicked off the **Canada Life Student Success Drive** by asking Canadians what students in their communities needed most as they head back to the classroom, virtually or in-person. They told us that this year, students really needed mentorship support. We teamed up with United Way Centraide to ensure monetary donations were given to agencies across Canada that connect students in need with mentors that can make a difference in their lives. From Aug. 2 to 11, we virtually raised nearly \$35,000.

Several employees also volunteered their time with local United Way agencies in their area. For example, five members of our *Young Professionals Employee Resource Group* in London helped students in their community by filling backpacks for United Way Elgin Middlesex's *Best First Day* program.



“The community was in need and Canada Life encouraged me to help. Being there and seeing the number of backpacks was striking and reminded me that not every child has what they need to succeed in school, or even in life. But it was also very rewarding to know that I did something to help.”

— **Cassandra Caranci, Canada Life employee**

## Community volunteer grants and corporate teams

During *National Volunteer Week*, we awarded **community volunteer grants** (CVGs) to registered Canadian charities where our employees volunteer. This year's grant applicants dedicated more than 3,377 hours to local charities and because of their hard work, we distributed \$73,600 in CVGs across Canada.

For example, **Barb Harlow**, an employee in Calgary, volunteered with **Alberta Animal Rescue Crew Society** in Calgary as a cat caregiver and received a \$500 grant for her volunteer hours. As a board member and committee member with **SARI Therapeutic Riding**, **Jared Alger**, an employee in London, has contributed more than 100 volunteer hours in the last year alone and received a \$1,000 CVG.

In addition to individual volunteer opportunities, our employees also participated in numerous **corporate team** events across Canada, and we augmented their fundraising efforts up to \$10,000 per event. Altogether, our corporate teams raised nearly \$400,000. More than half of the 34 teams raised more than an impressive \$10,000 each for their cause. Canada Life contributed almost \$270,000 to charities that are meaningful to our employees.

Four teams participated in *Terry Fox Run* events in Calgary, Grimsby, London and Vancouver. Collectively, they raised nearly \$32,000 for the **Terry Fox Foundation** and we augmented their efforts by more than \$25,500. In Calgary, Team Galen/Canada Life team captain **Drew McNichol**, an employee in Calgary, formed the team in August 2019 in memory of his son Galen, who passed away from melanoma. The team raised nearly \$16,000 for the Terry Fox Foundation this year and we augmented their fundraising efforts with \$10,000. Read a list of our corporate teams on pages **58-59**.

## Community volunteer day

Last year, we introduced **community volunteer day** (CVD) – a paid, personal day employees can use to volunteer with a community organization of their choice. This year, employees across Canada continued

to volunteer with food banks, school groups, blood banks, animal rescues, shelters, healthcare organizations, and many more causes that they care about.

In Winnipeg, **Dianne Anderson** and **Debra Hannah** used their CVD together, volunteering with the *Winnipeg Soup Fairies*. They spent the whole day making soup, bread and cookies. With the support of **The Never Alone Cancer Foundation**, the soup is prepared at a licensed establishment and safely delivered to people affected by cancer and COVID-19.





Several employees chose to volunteer at **Alotsha Family Healing Services** (Alotsha) in London, a non-profit organization that provides Indigenous-led programming and services, before National Day for Truth and Reconciliation (also known as Orange Shirt Day) on Sept. 30. **Michelle Richardson**, an employee in London, volunteered to help the organization prepare for Orange Shirt Day. Alotsha was inundated with orange t-shirt orders from across Canada, so tasks included managing existing stock, unloading incoming stock, and packaging and mailing orders at the post office.

### Neil Squire Society

Like many employees, the Toronto Regional Sales Support and Operations (SS&O) team looked for a safe, meaningful way to give back to their community. In August, they participated in **Neil Squire Society's Makers Making Change Build-A-Thon** online event.

Neil Squire Society, an organization that uses technology to empower Canadians with physical disabilities, offered an online workshop where each team member received a build kit, equipped with all the tools needed to make an assistive device for people with physical disabilities.

In total, 11 SS&O team members virtually joined the fun. With the help of two facilitators, they built 36 assistive devices for people with disabilities, like interactive switches for computers and playing video games, pen ball holders for writing and utensil holders for eating.

### Hockey Helps the Homeless

We're the national founding sponsor of **Hockey Helps the Homeless** (HHTH), an organization which raises money and awareness for homeless support agencies through hockey tournaments across the country.

From December 2020 to March 2021, more than 500 participants including our past players, employees, family and friends rallied together across the country and took part in the virtual *Canada Life Cup*. They raised \$1.2 million during the event across eight cities.

### Supporting our communities together

Members of Canada Life's AI Accelerator team volunteered to pack up gift boxes for an annual virtual gala dinner in support of the **True North Youth Foundation** in Winnipeg.



New in 2021, the *Drop the Mitts* campaign asks Canadians to donate \$40 to receive a pair of mitts and provide a Canadian in-need with meals for a day. Since fall 2021, Canadians have donated 200 pairs which equals 800 meals. All proceeds stay local and are given to agencies based on the location mitts are purchased.

### Seasonal gift

In honour of Giving Tuesday on Nov. 30, we recognized our employees' continued generosity. Through this year's **Seasonal Gift**, we awarded eight Canadian charities with \$15,000 – one for each province or region where we work. We gave our employees a say on the recipients by asking them to nominate a charity that they were passionate about. From shelters to food recovery centres to animal rescues, we received hundreds of worthy nominations. We narrowed down the list to three finalists in each region and asked them to help select the recipients.

We gifted an additional \$15,000 to the region with the most internal employee engagement per capita – the Atlantic region! We've awarded the gift to the **Ronald McDonald House of Newfoundland and Labrador**. They offer safe, low-cost accommodations for families who have children receiving medical attention in St. John's.

Our employees selected the following charities:

- **Pony Pals Therapeutic Riding Association**, which offers a program developed specifically for children and adults who are faced with life challenges in British Columbia.
- **Calgary Women's Emergency Shelter**, which focuses on ending family violence and abuse in the lives of women, children, youth and men.
- **SOFIA House Inc.** which provides comprehensive services to women and children in Regina who have experienced domestic violence.
- **ChezRachel**, a bilingual second-stage shelter for women and children fleeing domestic violence in Manitoba.
- **Food4Kids Ontario**, which provides children with year-round access to food by distributing healthy food packages.
- **SOS Violence Conjugale**, which contributes to the safety of domestic violence victims in Quebec by offering services like bilingual, anonymous, and confidential crisis line support.
- **Adsum Association for Women and Children**, which shelters and houses marginalized individuals and families who experience poverty and homelessness in Halifax.



For **Simon Schaubroeck**, Canada Life employee, his nomination and vote for **ChezRachel**, had a very personal connection.

“My mother, Rachel, was a pioneer in this shelter's creation many years ago under the name L'Entre-temps. In 2006, she served as the executive director when she passed away suddenly at age 53. Since then, they've renamed the shelter after her to recognize the legacy she left behind. Personally, I have also tried to honour her legacy by pairing up with ChezRachel to open an endowment fund. Together, we've successfully raised more than \$100,000 and this fund, in my mother's name, will now contribute to ChezRachel each year in perpetuity. ChezRachel not only helps give life, freedom and security back to countless women and their families, but it also helped me grieve the loss of my mother, who I know is so proud that she can continue to help victims forever.”

# Community support

Supporting charitable organizations and initiatives across the country is one of the ways our company gives back to Canadians, yet it's more to us than simply writing a cheque.





## Stronger communities together

*Stronger Communities Together™* is our national corporate citizenship program. We recognize the issues facing Canadians and the communities where they live can be complex and often connected to each other, so our approach looks at all the ways we can support communities to help them reach their potential, every day. Through *Stronger Communities Together*, we're working to improve the financial, physical and mental well-being of Canadians at the national, regional and local levels.

We work with organizations who are forward-thinking and collaborative so we can better ensure our efforts create positive change for the well-being of all Canadians. We fund innovative programs that address gaps, and support diverse, under-served and vulnerable people and communities. Together, we're creating better ways of thinking about the issues communities are facing and creating new, co-ordinated and compassionate ways to fulfil our potential as a nation of possibility.

We believe by collectively addressing issues, we can build *Stronger Communities Together*. But we also understand community building takes more than simply writing a cheque. That's why we're proud our employees are connected through a shared sense of responsibility, showing their support through volunteering and workplace campaigns, as highlighted on pages **35-39**.

The pages that follow highlight just a few examples of how we're helping create positive change in communities across Canada.



## Strengthening the charitable and non-profit sector

According to Imagine Canada, the charitable and non-profit sector, which includes small community service organizations, large hospitals and universities, employs two million Canadians and supports 13 million volunteers across more than 170,000 organizations.

After more than a year since the onset of the pandemic, many charities across the country are still feeling its effects. According to a study by Imagine Canada, 56% of charities are still struggling and their recovery is at-risk. Ensuring organizations have the tools and resources needed to be resilient, stronger and better equipped to meet the needs of their clients and Canadians in general will be essential as we move forward.

### Helping support emerging needs

**Imagine Canada** works to strengthen Canadian charities and non-profits so they can better serve individuals and communities both here and around the world.

Imagine Canada's *Gateways to Organizational Excellence Program* supports the re-engineering of the Standards accreditation program over the next three years to meet the non-profit sector's emerging needs related to governance, operations and transparency. In 2012, Imagine Canada originally launched the program offering a Canada-wide set of shared standards for charities and non-profits designed to strengthen their capacity.





In 2021, with our support, Imagine Canada began a re-engineering of the program to expand the opportunities through which organizations can both begin the process of striving for betterment and be recognized and valued for their efforts. This re-engineering is tailored to Canadian independent charitable organizations representing about 8,100 organizations. Our support will create seamless digital access for applying organizations, launch new and revitalized tools and supports, and enhance communications efforts — all contributing to a program that will help more organizations across Canada develop their organizational excellence.

### **Advancing well-being across Canada**

As Canada and the world experience significant change, we need to rapidly shift systems, including funding models, to address global challenges like inequality, climate change, and building economies that work for all. Since communities won't return to their pre-pandemic normal, power, resources and decision-making need to be shifted to those who know their communities best for a just and equitable COVID-19 recovery.

**Community Foundations of Canada** (CFC), the national leadership organization for Canada's 191 local



community foundations, connects communities that have deep community knowledge, and works with the network to quickly offer resources to advance community well-being in the face of challenge.

The CFC's *Advancing Wellbeing Across Canada* initiative is a cross-sector approach in 2022 supporting learning opportunities and gatherings focused on transforming philanthropy. CFC will provide useful and timely research, practical tools and tips, and experiential learning designed for community foundations and the broader charitable sector to work better and achieve more in the context of rapidly changing systems and community needs. By supporting this initiative, we'll help advance the well-being of communities overall across Canada.

Our commitment will also support two youth fellows, from equity-seeking communities, who will bring an innovation lens and contribute to an intergenerational collaboration crucial to advancing a sustainable future.

### **Supporting reengagement and recovery**

**Volunteer Canada** provides national leadership and expertise on volunteer engagement to enhance the participation, quality, and diversity of volunteer experiences, to build strong and connected communities.

According to Statistics Canada data, more than 12 million Canadians engage in formal volunteering, with nearly two billion hours of their time given to charities, non-profits and community organizations each year. This is the equivalent of more than 863,000 full-time, year-round jobs. A survey by Volunteer Canada found that, due to the pandemic, 51% of organizations saw a decline in volunteers contacting them, even though 42% of charities are facing demands for their programs and services that exceed their capacity to deliver.

To strengthen recovery within the sector, the *National Volunteer Re-engagement and Recovery Program* supports volunteer centres and non-profit organizations in re-engaging volunteers and rebuilding volunteer engagement infrastructure. Core issues that have emerged include how and when can the sector re-engage volunteers safely, how to rebuild their volunteer engagement infrastructure and how to embrace and support formal and informal volunteering.

This program will provide non-profit and charitable organizations in Canada with access to tools and resources to support volunteer re-engagement as part of their recovery journey.

### Furthering reconciliation

For more than 30 years, Tom Jackson has produced the **Huron Carole** to acknowledge societal differences like poverty and homelessness and inspire Canadians through messages of hope and song to support agencies that serve the less fortunate during the holiday season.

Now, through its virtual format, and with our continued support as national sponsor, audiences in communities beyond urban centres, including remote and northern locations, can experience the performance and raise funds and awareness for local causes.

This year, we chose **The National Centre for Truth and Reconciliation** (NCTR) as our Canada Life event beneficiary in the spirit of hope and reconciliation.

The NCTR is a place of learning and dialogue where the truths of residential school survivors, families and communities are honoured and kept safe for future generations. Our gift is designated to the *Na-mi-quai-ni-mak (I remember them) community support fund*, to help communities acknowledge the children that never made it home. Our gift will help support small community-based projects that foster healing and remembrance related to residential schools in Canada.

### Experiences Canada

From Oct. 13-17, **Experiences Canada** hosted youth from across Canada at the *Virtual Youth Leadership Forum on Reconciliation*. They heard from elders, knowledge keepers, and community and youth leaders about inspiring work currently happening to effect change. Participants worked together to develop their own ideas and projects that address reconciliation as a priority and/or answered a Truth and Reconciliation Commission's Calls to Action.

Thanks to *Canada Life Reconciliation in Action* micro-grants, at the end of the forum, participants received funding to get their project started.



**28**  
micro-grants  
distributed  
across Canada



**8,000**  
people in anticipated  
reach through  
the projects



### Forging positive financial futures

**Chartered Professional Accountants Canada** (CPA Canada) offers one of Canada's most comprehensive financial literacy programs, delivering unbiased information in plain language to Canadians of all ages. They offer free resources, tools, and virtual sessions to anyone seeking a better grasp on their finances. More than 7,000 CPA Canada volunteers – including many Canada Life employees – deliver free financial literacy sessions through the country. In 2021, more than 205,000 people engaged with the program in various ways.

CPA Canada notes women live longer than men and are more likely to live alone at the end of their lives, earn less money over their lifetime, and have less financial knowledge and confidence in their personal financial capability.

As the national development sponsor, we focused on empowering women to take control of their finances. Through our support, we're helping develop resources focused on educating women to form practical financial decisions through the various stages of life. Canada Life has participants on the advisory committee contributing to material and strategy development and planning. In 2022, our network of *Canada Life CPA Champions* will deliver sessions in London, Toronto and Winnipeg.

In November, we sponsored the first day of CPA Canada's virtual financial literacy conference, *Mastering Money*. More than 27,000 participants and financial leaders discussed everything from managing credit to understanding why financial confidence and wellness are essential to how individuals can plan to chase their dreams.

## Advancing women and diversity in leadership

Our contribution to the *Lead with Us Campaign* supported the development of diversity in leadership programs at **Brescia University College** (Brescia) at **Western University** in London, Ont. These programs are a foundational element in the newly established *Centre for Women and Leadership at Brescia*, designed to be a nationally recognized hub for the scholarship and advancement of women's leadership.

Expected to launch in September 2022, the programs will aim to advance women in leadership and systems change, with a particular focus on attracting a diverse student population through outreach and financial support. This includes Canada Life scholarships and bursaries for students from equity-seeking communities.

To understand non-traditional students' leadership needs, a Brescia work-study student met with various diverse organizations and their leaders. This research will help inform the *Centre of Women and Leadership Advisory Council's* composition and include diverse representatives of these communities, Canada Life, business partners, non-profit organizations, government and Brescia faculty and students. As well, the advisory council will aid the development of recruitment strategies aimed at non-traditional students.

## Encouraging diverse voices and perspectives in public policy

Through a joint initiative with Power Corporation of Canada and IGM Financial, we're helping advance public policy and accelerate diversity in leadership at **Ivey Business School at Western University**. Since 2002, the *Lawrence National Centre for Policy and Management (Lawrence Centre)* has worked to bridge the gap between academia, business and government to enhance Canada's global competitiveness.

Canada Life will fund two to three student interns per year to support the Lawrence Centre's research



initiatives and a new fellow funded by Power Corporation. From 2021-2029, we'll support up to 24 interns with preference given to students who self-identify as women or members of equity-seeking groups to help bring more diverse voices and perspectives to public policy work. By supporting interns from these communities, we hope to encourage and support those students to pursue careers in policymaking where they can affect change at the policy and systemic level.

## Reducing isolation for people with disabilities

**March of Dimes Canada** (MODC) believes that no person living with disability should struggle alone and that life with disability can be as rich and engaging as anyone dares to dream. The COVID-19 pandemic has dramatically increased isolation for more than six million Canadians with disabilities, many of whom were already isolated and vulnerable. Many people with disabilities depended on in-person programs to make meaningful connections. However, the pandemic has forced many of these to be suspended indefinitely. As a result, people with disabilities are left isolated, without support and friendship.

The goal of their *Connect and Share program* is to reduce isolation for people with disabilities. This program connects a volunteer with a participant so they can engage in regular friendly, one-on-one, virtual visits, using email, phone, text and video conferencing.

Our support will help scale-up the program and launch it across Canada. By providing informal support and building inter-community connection, the program ensures that anyone with a disability, wherever they're located, through whatever device necessary, are linked. The program is expected include 100 volunteers and reach 250 people with disabilities in the first year.

### **Bringing empathy and mental health awareness to mentorship**

According to Canadian Association for Mental Health, in any given year, 1 in 5 Canadians will experience a mental health or addiction challenge. People with a mental illness face the highest degree of stigmatization in the workplace and the greatest barriers to employment.

To address this gap, **Rise**, a national organization dedicated to empowering people with mental health and addiction challenges to achieve greater social and economic inclusion through entrepreneurship, created a mentoring toolkit to ensure the success of their clients through strong mentoring relationships.

As the toolkit's presenting donor, we're supporting the development and implementation of this mental health-focused resource to promote mentoring and business success for micro entrepreneurs that have lived experience with mental health. It'll support mentors and mentees through their journey and equip both with tools in areas like goal setting, building trust, navigating difficult conversations and mindfulness.

The toolkit, which uses resources and materials from Workplace Strategies for Mental Health, is included in Rise volunteer and client onboarding packages and is available online for free.



**Kelowna General Hospital Foundation** (KGH Foundation) says strokes are the first leading cause of long-term disability in adults and the third leading cause of death in B.C. We contribute to their *Stroke Innovation Fund*, which supports projects, initiatives and equipment aimed at reducing stroke impacts for those living in the Interior Health region, including 800,000 people in rural, remote and Indigenous communities. Currently, a severe stroke patient that requires advanced treatment must be transported to Vancouver, five hours away. To help improve patient outcomes, KGH Foundation has created the *Advanced Stroke Care Unit* to reduce transportation and its associated costs, provide local treatment and help offer a more positive result for the patient.

Since 2000, we've helped the **Coast Mental Health Foundation** celebrate British Columbians who have overcome extraordinary adversity and give back to their communities through the *Courage To Come Back Awards*. Coast Mental Health Foundation, the largest provider of community-based services for people living with mental illness in B.C., hosts the annual awards to recognize people who have overcome illness, adversity, or addiction and who have 'come back' and 'give back' to their communities. Each year, funds raised at these awards support crucial and innovative programs like mental health support, food security and housing support for more than 4,500 clients affected by mental illness.

**S.U.C.C.E.S.S. Foundation** in Vancouver is dedicated to helping Canadians and newcomers achieve their full potential by offering a wide range of programs and services in more than 50 languages. As a *Bridge to*

*S.U.C.C.E.S.S. Gala sponsor*, our funding helps support various programs and services that promote the belonging, wellness, and independence of all people on their Canadian journey. Their programs and services focus on newcomer settlement, English-language training, employment and entrepreneurship, family, youth and seniors programming, health education, community development, and affordable housing.

According to **KidSport Greater Victoria**, cost keeps 1 in 3 Canadian kids out of organized sport. Our support for KidSport Victoria enables low-income families to sign their child up for recreational sports. Playing

recreational sports not only positively impacts a child's physical and social health, but it can also help prevent health issues, and teaches important goal setting and leadership skills. For young people, access to sport can help them improve in school, become stronger leaders, create safer communities,

become more inclusive and fuel healthy habits for life.

**Arts Umbrella** provides a space for youth to freely express themselves through the arts, in a safe and supportive learning environment. Their *Media Arts Bursary Fund Program* provides Vancouver youth access to arts education. Our contribution provided more than 400 children with education and mentorship from professional artist instructors and the use of state-of-the-art equipment. Students learn how to use digital media through classes in visual, applied and media arts. In 2021, Arts Umbrella served more than 10,100 young people across Metro Vancouver. More than 63% participated at little or no cost through bursaries, scholarships, and donor-funded community programs.





We continue to work towards helping create a more inclusive society. That's why we provide support to **Variety – the Children's Charity of Alberta's** *Just Like You* program. This free program introduces the concept of disability and diversity to young children, aiming to build understanding, acceptance and inclusion of individuals living with differences. Using interactive workshops led by a person with a disability themselves, *Just Like You* challenges misconceptions and provides a lens for seeing disability and diversity in a positive, affirmative way. Our support helps provide this program in elementary and junior high schools in Edmonton and Calgary.

The **Calgary Public Library Foundation** knows that children in high-risk communities often can't access the library. Our support for the *My First Bookshelf* program helps provide children in targeted communities with an age-appropriate, personalized book by mail once a month from birth to age five. The children keep the books, helping them to build an accessible home library. In 2021, more than 2,000 children received books. The Library Foundation wants to support as many children as possible in this high-demand program at a time when many families struggle to access books and learning resources.

Arts programming in schools is often underfunded and **The Citadel Theatre** in Edmonton aims to close that gap with their *Students Club* program. We've supported this program since 2006, helping to provide enriching and quality theatre experiences with an educational element to teenagers to help broaden their minds,

expand their horizons, and explore socially relevant topics. In the 2019-20 season, nearly 800 club members participated across 32 schools. Because the theatre believes in quality entertainment and art that reflects the community's diversity, recent productions shared new, Indigenous and Black perspectives.

Through a top-to-bottom renovation, **Glenbow Museum** in Calgary will transform its space into one of the most vibrant, inclusive art museums in North America. Our commitment to the *Glenbow Reimagined Campaign* will help create more space for galleries and exhibitions and provide new opportunities

for education and public programming. The Glenbow will be a dynamic cultural institution that cultivates curiosity and wonder while challenging understanding of conflict, resolution, prejudice, and progress.

Construction on Canada's largest, most ambitious and comprehensive stand-alone cancer centre is well underway. Our funding for the **Alberta Cancer Foundation** supports the redevelopment and expansion of the *Calgary Cancer Centre*, which aims to advance excellence in the field, enhance quality of life, improve heart and lung outcomes and ensure patients can undergo cancer treatment more quickly and efficiently. Opening in fall 2023, the centre will integrate cancer rehabilitation into a patient's care plan – before, during and after treatment. The cancer rehabilitation focuses on improving patients' ability to do regular activities as they integrate back into a normal routine.



A report from Indigenous Services Canada (2018) notes that Saskatchewan has one of the largest gaps in high school completion rates between Indigenous and non-Indigenous students. **Saskatchewan Polytechnic's Learner Pathways for Indigenous Empowerment (LPIE)** program supports Indigenous students throughout their entire academic journey by encouraging knowledge and skill development, building confidence, celebrating success, and growing connections with fellow students and Indigenous mentors. Our funding helps a community liaison focus on recruiting Indigenous students, connecting with their communities and acting as the first point of contact at reserve and high Indigenous population schools.



In Regina, **Common Weal**

**Community Arts'** southern programming offers interactive arts programs that engage participants in various societal issues including social isolation and racism. Their *Respond to Racism* program explores how creative practice can be used to build healthy community relationships and bridge segregated communities. The program hires BIPOC artists to help promote anti-racism action through education and creative collaboration. With our support, we're helping students become a voice for anti-racist action by exploring youth-driven performance practice as a tool for broader anti-oppressive intercommunity collaboration.

**Ignite Adult Learning Corporation** has offered education and support to at-risk adults in Regina for more than 30 years. In January, Ignite created an Indigenous advisory committee that provided programming recommendations to support

Indigenous and non-Indigenous students alike. Over the next year, they'll implement the first phase of their *Indigenous Education and Healing Program*, which will help 60 to 80 students make lasting changes and improve quality of life for themselves, their families and their communities. Our funding supports the healing and empowerment of Indigenous and non-Indigenous students through cultural programming.

Family literacy programming helps ensure children entering kindergarten are ready to learn. **READ Saskatoon** offers such programs and focuses on supporting parents and caregivers as their child's first teacher. According to READ Saskatoon, 87% of participating families increased their literacy activities at home to support their child's

emerging literacy development. With our support, READ Saskatoon plans to increase its programming and expand to communities outside of Saskatoon.

According to **Cancer Foundation of Saskatchewan**, more than half of cancer patients will receive radiation as part of their treatment and for those living in southern Saskatchewan, it's only offered in Regina. Driving long distances is often too much for a cancer patient. Hotels can be expensive and don't offer the necessary supports. *Regina Cancer Patient Lodge* supports cancer patients' long stays by offering comfortable, affordable accommodations for those who live outside the city. Last year they provided more than 3,700 nights for patients going through treatment and testing. Our support to the Lodge's renewal campaign helps fund critical updates and improvements to the building so it can support patients for years to come.

**Ká Ní Kánichik** is a trusted heart of Winnipeg's Indigenous community. They deliver effective, Indigenous-designed and led programs that help individuals and families heal, learn, and succeed. For 19 years, they've helped more than 20,000 Indigenous people change their lives, benefitting thousands more in their families and communities. Our contribution to their *Expansion Capital Campaign* will help fund a new facility, which offers expanded daycare and a unique cultural space to bring ceremony to the inner city.

### Toba Centre for Children and Youth

(Toba Centre) says more than 4,000 child abuse cases are reported in Manitoba each year. With support agencies and partners scattered throughout Winnipeg, children need to repeatedly retell their traumatic experiences when getting help. To address this gap, Toba Centre, the province's only child advocacy centre, focuses on the needs of children and youth who have experienced abuse or seen violence. They work with various agencies and partners to provide a less traumatic response. With help from our commitment to their *Toba Centre for Children and Youth Capital Campaign*, they'll build a child abuse response centre that will house critical system responses while meeting the needs of children and their families. The centre is scheduled to open in 2022.

Over the last 20 years, **Children's Hospital Foundation of Manitoba** (CHFM) has seen a large increase in patients visiting the Children's Hospital of Winnipeg for mental health assessments. The hospital has the only child and adolescent inpatient

mental health unit in Manitoba and about 45% of these patients come from rural and First Nations communities. Our commitment will help CHFM launch a new telementalhealth system, providing youth with urgent assessments, improving patient and family experiences and reducing unnecessary transfers and visits. Over a five-year period, it's estimated that at least 500 rural youth could use this service.



Our donation to **CMHA Manitoba and Winnipeg's Downtown Youth Hub** will help offer youth mental health and addictions services, primary care, peer support, and other social services in a single, easy to access location. Targeting youth ages 12 to 29 and their

families, the Hub will set the standard for excellence in integrated care and will reflect the community by including culturally relevant resources. The Hub will focus on the needs and goals of Indigenous, 2SLGBTQ+ and racialized youth who face barriers to accessing services elsewhere.

Our joint gift with Power Corporation of Canada helped the **Bruce Oake Memorial Foundation's Bruce Oake Recovery Centre** open its doors and begin taking clients in summer 2021. This long term, live-in facility is one of the most advanced recovery and treatment centres in Canada, aiming to help adult males achieve lifelong recovery from drug and alcohol addictions. With a capacity for 50 clients, the facility offers dorm-style rooms with shared areas and amenities, spaces for group counselling sessions and individual meetings, and offices for support staff.

According to the Mental Health Commission of Canada, mental illness affects about 1.2 million Canadian children and youth. By age 25, that number rises to 7.5 million. Youth who need mental health services as they're entering the adult mental health system are often not well supported, with less than 20% receiving appropriate treatment.

The *First Episode Mood and Anxiety Program* (FEMAP) fills this gap for youth between 16 to 25, providing comprehensive services like specialized counselling and therapy sessions. Since the pandemic's start, FEMAP has seen a 100% increase in youth seeking its services. Our contribution to **London Health Sciences Foundation** will help FEMAP expand to a second location to reduce wait times and help more young people get well sooner.

For the last decade, we've played an integral role in developing **The Royal Ottawa Foundation for Mental Health's Brain Imaging Centre** (BIC) by supporting their *Institute of Mental Health Research*. Our support for the BIC was divided between depression research and a new initiative called *Translation of Research into Care* (TRIC), a grant that supports interdisciplinary research projects to improve patient outcomes. With the help of our commitment, scientists, doctors and staff work together to help ensure that those struggling with mental illness and substance use receive the care they need, when and where they need it. Advancements in depression research include life-changing repetitive transcranial magnetic stimulation treatment and demonstrating the significant and prolonged effects of ketamine.

During the COVID-19 pandemic, **Joseph Brant Hospital Foundation** in Burlington saw rising levels of anxiety, depression, substance use and worsening of chronic mental illnesses. To help address this, we contributed to their *Prioritizing Health through Acute*

*Stabilization and Transition* (PHAST) program, which offers a timely, centralized response to patients aged 16 and older, during mental health crisis, and provides options for ongoing care outside a hospital. Through PHAST, patients and families have rapid access to interdisciplinary assessment and stabilizing interventions to help them manage the crisis and transition to longer-term treatments and supports.

Transitioning from the streets or shelter to independent living can be challenging for young people and can result in a cyclical return to shelter. **oneROOF Youth Services** in Kitchener provides safety and support to youth experiencing or at-risk of homelessness due to factors like lack of education, lack of job history and mental health and addictions struggles. They provide shelter, 24/7 support and onsite access to agencies that help youth break the cycle of homelessness, addiction, and under-employment and create a solid foundation into adulthood. Our commitment to their *Youth Housing Capital Project* supports the shelter's expansion to 44 units and beds.

We've supported **SickKids Foundation** since the hospital was established in 1965. Our contribution to their *SickKids VS Limits Campaign* will help build a new hospital to serve the needs of more than 150,000 patients and their families every year for many years to come. This historic fundraising campaign will reimagine the campus, smooth the path between research and clinical application and build a more seamless health system.

SickKids is one of the province's largest mental healthcare providers for children, seeing more than 63,000 patient and family visits each year. According to the Mental Health Commission of Canada, in the last decade, there has been a 60% increase in the number of child and youth hospitalizations for mental health

issues. The new mental health inpatient unit will nearly double the mental health inpatient unit capacity and allow SickKids to provide holistic care to patients with the most severe disorders in the province.

In November, six teams of St. Michael's Hospital's all-star scientists battled it out on *Angels Den* for a chance to win research grants totaling \$500,000. They pitched their breakthrough projects to three celebrity judges, a panel of more than 60 jurors and a large online audience. Our contribution to **St. Michael's Hospital Foundation** in Toronto supported the *Canada Life People's Choice Award*, won by Dr. Aaron Nauth and PhD candidate Ikran Ali for their work of injecting supercharged stem cells into bones to help speed healing.



In North Bay, **Canadore College's** *The Village* is a health and wellness facility with a ground-breaking approach to educating the next generation of Canada's health professionals. It blends Indigenous, Eastern and Western practices, and offers student-led clinics, custom classrooms and a traditional Indigenous ceremony space. Through our support for *The Village Capital Campaign*, we're helping foster a collaborative spirit that enhances community-based services while inspiring a new ideal for holistic care and healing across all life stages. This includes initiatives, like *The Village Collective Impact Project*, which develops new models of healthy aging and inclusion efforts to improve life outcomes.

The arts can be a powerful way to strengthen communities and effect social change. As a signature supporter of the **London Arts Council (LAC)**, we're helping create equitable access to jobs, revitalize neighbourhoods, improve physical and mental well-being and engage all ages and abilities within the community. LAC is committed to confronting systemic racism and inequity. Through initiatives like *Building Allyship*, they've conducted listening sessions to hear from BIPOC arts communities on how to address systemic barriers and improve equitable participation through mentorship and professional development opportunities.

**The Lighthouse, Children and Families** in Montreal offers extensive pediatric palliative care services and support to children and their families through a compassionate, collaborative and innovative approach. This year, we built on our previous support with a joint donation with Power Corporation of Canada and IG Wealth Management to the *Centre of Excellence* capital campaign. With our commitment, The Lighthouse will streamline services to better support families who face these unthinkable realities. The Lighthouse aims to be more present in the often too short life trajectory these children face, helping develop best practices in the province's pediatric palliative care.



Photo credit: Justine Latour

**Fondation de l'Institut universitaire de cardiologie et de pneumologie de Québec** in Quebec City supports the growing cardiovascular, respiratory, and obesity-related health care needs of more than two million people. Our gift to the *Give Someone a Second Chance at Life* campaign helps expand prevention and rehabilitation services across the province. They're renovating their *Pavillon de prevention des maladies cardiaques* to become a centre of excellence in the field, while remaining accessible to at-risk populations, or those living with chronic diseases. It serves more than 5,700 patients each year throughout Quebec and New Brunswick and offers live videoconferences for remote patients .

Through our commitment to **Theatre du Nouveau Monde** in Montreal, we supported programs that help people with mental health struggles overcome fears, isolation, and fight against stigmatization. Their

*Inclusive Theatre Program* offers art therapy activities that create and explore living art. Due to theatre closures, this year's final performance was recorded and shared online, along with commentary from the participants on their experience and the impact it made on their lives. Through a supplementary documentary, participants discussed the project and its many benefits, but also helped raise awareness.

**Groupe Communautaire l'Itinéraire** operates *Café de la Maison ronde*, the only Indigenous café in Montreal. The organization provides support to economically and socially vulnerable adults. Our gift to the *Roundhouse Cafe Employability and*

*Food Security Program* helped the café extend its program year-round. The program builds relationships through daily interactions between non-Indigenous and Indigenous people, encourages reconciliation by promoting social diversity and helps reduce discrimination and prejudice. The café has more than 17,500 customers and gives food support to more than 800 Indigenous people.

We've supported the **McCord Museum Foundation's** *School Visits Accessibility Program* for 18 years. This program helps students from different backgrounds discover historical facts, cultural objects, art and current issues. Despite in-person closures, the museum still reached more than 16,000 students online during the 2020-21 school year. By offering virtual programs, the museum developed new collaborations and engaged in new remote communities with programs that raise awareness on Indigenous Peoples' current realities and histories.

In 2020, IWK Health in Halifax admitted more than 380 children to the pediatric intensive care unit (PICU), with approximately 80% of admissions coming from outside the Halifax area. To help ease stress families face during this challenging time, we supported the **IWK Foundation's PICU redevelopment**, which provides individual rooms, offering privacy, confidentiality, and improved infection control for the area's most critically ill children. The new PICU space offers some of the comforts and conveniences of home, while helping remove added financial burdens, such as providing free accommodations and meals, so families can focus on their child's health and well-being. Because of the PICU redevelopment, more than 130 patients have already received lifesaving care close to home.



Since Dartmouth General Hospital in Nova Scotia underwent their most significant transformation in their more than 40-year history, they've experienced a 70% increase in surgeries. We supported the **Dartmouth General Hospital Foundation's Above and Beyond Capital Campaign** which redeveloped their existing site and realigned acute care delivery for residents across Halifax and beyond. The new site features increased inpatient bed capacity and a new *Outpatient Centre and Endoscopy Clinic* with expanded outpatient services. When COVID-19 put elective surgeries on hold, the operation department team converted operating suites into COVID-19 and non-COVID-19 rooms for emergency surgeries, avoiding any cross contamination. When elective surgeries resumed, the hospital responded quicker to the backlog created by COVID-19 because of the new operating rooms built during their expansion.

*Daffodil Place* in St. John's offers a home away from home for people with cancer. Our contribution to the **Canadian Cancer Society – Atlantic** helps provide patients with more affordable rates to stay there, helping to relieve the financial burden of their diagnosis and providing a stress-free environment where they can focus on getting well. The 24-room facility for patients and their caregivers who must

travel for treatments offers all the amenities of home, transportation to and from medical appointments, a comfortable room and other supportive care services. During the COVID-19 pandemic, people living with cancer have faced further

challenges due to compromised immune systems. As a result, *Daffodil Place* closed its doors to plan and implement new safety protocols. It reopened in July and has continued to provide safe and affordable accommodations ever since.

In New Brunswick, the **Town of Riverview** needs a new recreational complex to replace their aging, existing facility which isn't sustainably designed and contributes negatively to their carbon footprint. Our commitment to the *Riverview Recreation Complex (RRC)* will help construct a modern facility offering active recreation zones and gathering spaces for various community meetings, events and activities. The convenient location will make it a favourable spot for community members of all ages, abilities, ethnicities, and genders to gather. The RRC will engage more than 20 community groups, 5,000 seniors, and 3,400 youth every year across various activities that foster mental and physical well-being. The facility is expected to open in 2024.

# Sponsorships

## Reaching Canadians in their communities

Our communities shape who we are. That's why we're proud to sponsor programs in cities and towns across Canada because we believe that the stronger the community, the stronger the people that come from it.

### A week to save lives

Every minute of every day, someone in Canada needs blood, and even amidst a global pandemic, this need doesn't stop. We partnered with **Canadian Blood Services** (CBS) and **Héma-Québec** to address this need and created the *Canada Life Week to Save Lives* – a national call to action for Canadians to make a difference in their communities by donating blood or plasma from Jan. 18 to 24. During the week-long campaign, nearly 17,000 people across Canada made an appointment to donate blood or plasma. In total, CBS and Héma-Québec collected more than 4,100 units of plasma and almost 11,700 units of blood, exceeding their weekly blood collection targets.

### #BeAHero

Each year, hundreds of patients in Canada need a stem cell transplant to save their life — many of whom face challenges finding a matching donor. We teamed



up with CBS for their #BeAHero campaign, encouraging Canadians between the ages of 17 to 35 to join the stem cell registry and “be a hero” to patients in need of a matching donor. Not everyone who registers will be matched but every new registrant brings

hope to patients in need of a stem cell transplant. Currently, 50% of cheek swab kits don't get returned to CBS. As the presenting sponsor of the campaign, Canada Life donated \$10 for every cheek swab kit returned, for a total of \$15,000, to encourage those who register to send back their kits.



### Saving lives takes teamwork

We partnered with CBS and **Hockey Gives Blood** as presenting sponsor of the *Hockey Gives Blood Player Ambassador Program* for the 2020-2021 hockey season to help inspire the next generation of donors to join Canada's Lifeline. This program supports young hockey players as they promote the ongoing need

“We're so thankful to Canada Life for stepping up to the plate during a difficult time. To all those who donated, please know your contribution will make a difference for those who need it most in your community.”

– Ron Vezina, Vice-President, Public Affairs,  
Canadian Blood Services





for blood, stem cells, and organ and tissue donations. Many of the players are donors themselves and share the goal of inspiring the next generation of donors, supporting Canadian communities, and helping to save lives.

### **Honouring the legacy of Dayna Brons**

Dayna Brons was the athletic therapist for the Humboldt Broncos and a regular blood donor. To honour her legacy, Hockey Gives Blood recognizes an individual from Canada's hockey community who exhibits outstanding dedication towards patients who rely on blood and stem cell products in Canada. Each year, the *Dayna Brons Honorary Award* and bursary of \$5,000 is presented to a Hockey Gives Blood player ambassador. We're proud to fund the *Dayna Brons Honorary Award bursary*, which was awarded to Braden Haché, a defenseman with the Kingston Frontenacs. A native of Newmarket, Ont., Haché is himself a blood donor and potential donor on Canada's stem cell registry and is an advocate for organ and tissue donation.

### **Canada Life Centre: home to the Winnipeg Jets**

Our brand is strengthened by all we do as a company. It goes well beyond the name – it is about how we serve our customers and advisors, the products we

manufacture, the role we play in communities, and who we are as an employer.

A key part of our business strategy is to strengthen our brand in the Canadian market. In 2021, we announced a new long-term strategic relationship with **True North Sports + Entertainment** that would introduce the Canada Life brand to millions of Canadians across Canada. On July 1, the home of the Winnipeg Jets and Manitoba Moose officially became **Canada Life Centre™**. This sponsorship is a major move forward for our company – it will help us drive brand awareness from coast to coast to coast, and we see the naming of Canada Life Centre as a very prominent way we can do that.

Something that makes this partnership unique is True North Sports + Entertainment shares many of the same values we do at Canada Life – like helping our communities. We're both connected by a shared sense of responsibility to give back and help build stronger communities, especially in the places where we live and work. By teaming up, we believe we can do more for the community and help bring awareness and support to a range of community events and programs. We want to ensure our efforts create positive change for the well-being of all Canadians. This agreement is one way we can maintain our strong presence in the Winnipeg community and help bring awareness and support to a range of community events and programs.

# Appendix

## Corporate teams 2021

### West Coast

The Terry Fox Foundation

*Terry Fox Run, Vancouver*

Canada Life Vancouver

### Prairies

CancerCare Manitoba

*Challenge for Life 2.0*

Heroic Feet of Canada Life

Cerebral Palsy Association of Manitoba

*Cerebral Palsy Bike Race*

Canada Life #1

Canada Life #2

Crohn's & Colitis Canada

*Gutsy Walk, Manitoba*

Canada Life Gut Busters

Ducks Unlimited Canada

*Canada Life Ride to the Lake*

Canada Life



Lake Winnipeg Foundation

*Bike to the Beach*

Canada Life

Multiple Sclerosis Society of Canada, Manitoba Division

*MS Bike, Manitoba*

The Greatful Tread of Canada Life

The Terry Fox Foundation

*Terry Fox Run, Calgary*

Team Galen/Canada Life

### Ontario

Big Brothers Big Sisters of London & Area

*Bake for Kids' Sake*

Canada Life Bakes

Brain Tumour Foundation of Canada

*Brain Tumour Walk*

Canada Life Cranium Crusaders

CAMH Foundation

*Sunrise Challenge*

Team Canada Life – Pixel Perfect

Canada Life Re\*Connects

Childcan

*One Run 100km Virtual Run*

Canada Life

Community Living London

*20th Annual Community in Motion: The Serious(ly) Fun Run*

Canada Life Community

Crohn's & Colitis Canada

*Gutsy Walk*

Canada Life's Got Guts, (Strathroy)



Family Service Thames Valley

*Hike for Happiness*

Canada Life Hikes for Happiness

Foundation for Gene and Cell Therapy  
*Jesse's Journey: Walk to Defeat Duchenne*  
Canada Life for Coley's Crew

Indwell Community Homes  
*That Dam Hill Race*  
Canada Life Home Builders

London Health Sciences Foundation  
*Annual Walk of Champions*  
Canada Life Pirates of the Cure-abbean

London Health Sciences Foundation  
*London Run for Ovarian Cancer*  
Canada Life Team Tina

The Leukemia & Lymphoma Society of Canada  
*Light the Night Walk, London*  
Canada Life Lights

Make-A-Wish Southwestern Ontario  
*Go Blue! Go Bald!*  
Canada Life Wishmakers

Maryvale  
*Tim Horton's Night Run*  
Simard & Associates for Canada Life

Mission Services of London  
*Coldest Night of the Year*  
Canada Life Freedom Walkers

Movember Canada  
*Movember, London*  
The Canada Life Moustache Club

Multiple Sclerosis Society of Canada – Ontario Division  
*MS Bike Tour*  
Canada Life Cycles

Royal Ottawa Foundation for Mental Health  
*Shoppers LOVE YOU Run for Women*  
Canada Life Savers

SARI Therapeutic Riding  
*Bowling for Ponies March Challenge*  
Canada Life Alley Appaloosas

Terry Fox Foundation  
*Terry Fox Run – Grimsby*  
Canada Life #1  
*Terry Fox Run – London*  
Canada Life #2

Thames Valley Children's Centre  
*Canada Life Forest City Road Races*  
Canada Life Road Racers

## Quebec

Shriners Hospital for Children  
*Wonder Race*  
Canada Life



Tremblant 24H Foundation  
*24H Tremblant*  
Canada Vie: Team Chill – The Chill Awakens



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