



For life as
you know it™

2020 Public Accountability Statement

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 January 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 services 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 GLC Asset Management Group Ltd. and 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 one per cent 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 have contributed more than \$200 million to Canadian communities. This includes \$11.3 million in contributions in 2020.

Presidents' report

Over the past year, we've faced unprecedented challenge and change. The global COVID-19 pandemic is an international health crisis with significant economic and societal impacts including how we live, work and support each other.

Despite the pandemic's challenges, many people – especially healthcare staff and frontline workers – are keeping our communities safe and ensuring we can access essential goods and services. We are truly grateful for their selfless commitment. Likewise, we're grateful for the commitment that our employees and advisors showed to support our customers during this difficult time.

At Canada Life, we recognized that we had to play a part in supporting our communities during this crisis. That's why we focused on tangible support to quickly reach those most in need, from funding for supplies and personal protective equipment for frontline healthcare workers, to amplifying support for food banks around the country. This support was in addition to the hundreds of charitable initiatives we support annually across Canada. We also supported individual customers and small businesses with loan, mortgage and premium deferrals as they faced a temporary loss of income due to restrictions aimed at stopping the spread of the virus.

2020 was also marked by events that awakened our collective social consciousness to systemic racial injustices that exist in our institutions and society as a whole. As an organization, we re-affirmed our commitment to fostering diversity and inclusion in our workplace and in our communities. Joining 200 other Canadian companies, we signed on to the BlackNorth Initiative as a first step towards positive change – and acknowledge that much more work still needs to be done. Additionally, we remain committed to advancing the process of Canadian reconciliation between Indigenous and non-Indigenous peoples.

Amid many significant changes to the way we work, we maintained our strong commitment to environmental sustainability and continued to take a balanced approach to everything we do. We were once again acknowledged as a leader in environmental sustainability. While a majority of our employees worked remotely throughout the year, we continued to take concrete actions to operate sustainably and reduce our impact on the environment.

Despite a challenging year, our accomplishments are due to the strength and resiliency of our people. We thank our employees and advisors for the part they played in supporting our communities and for their commitment to meeting our customers' needs in 2020. On behalf of Canada Life, we look forward to continuing to deliver on the promises we make to our customers, Canadians and the communities we serve.



Paul Mahon
President and
Chief Executive Officer

Jeff Macoun
President and
Chief Operating Officer, Canada

Certain photos published in this Public Accountability Statement were taken prior to COVID-19 restrictions being in effect.

Helping Canadians navigate the COVID-19 pandemic

As we move forward as the new Canada Life, our employees, individuals, families, businesses and community organizations continue to count on us to keep the promises we make – and that hasn't changed throughout the COVID-19 pandemic.

From providing donations to local food banks and supporting frontline workers and small businesses

in Canada, to helping customers weather financial or personal challenges, we're tangibly assisting in this time of crisis.

Throughout this Public Accountability Statement, we'll highlight the ways we've supported our employees and communities in 2020 as we work through the ongoing COVID-19 pandemic together.



Helping flatten the curve and keeping our employees safe

We're working to protect the health and safety of all our employees while continuing to meet customers' needs. That's why at the onset of the COVID-19 pandemic, we quickly transitioned a large majority of our employee base to work from home within weeks. For employees required to be in the office, health and safety has been our top priority. We required daily health screening, ensured workspaces were clean and safe and followed all health guidelines. All employees received an additional two days off in the summer, increased health benefit coverage and support for home-office supplies and equipment. Employees stayed connected virtually via Microsoft Teams and audio-conferencing – with the number of virtual meetings increasing over 600% by the end of 2020.



Responding to employees' and customers' concerns

We were already well-prepared to respond quickly to employees' and customers' concerns. Advisors embraced digital tools like SimpleProtect™, a digital life insurance application, enabling them to help customers without having to meet face-to-face. We also continued to update our market volatility toolkit so advisors could support clients through market cycles with articles, fund spotlights, videos and more. We ramped up our contact centre teams, simplified application processes and approved several virtual paramedical programs to help customers with non-emergent issues. Read more about our support for advisors on page 14.

Cutting premiums to provide immediate relief

To help support employer customers who faced financial hardship when non-essential businesses were mandated to close, we cut individual and group health insurance premiums for 26,000 small- and medium-sized businesses. This kept \$80 million in their pockets during the two and a half months the program was in place.

Supporting crisis relief efforts in our communities

Together, with IGM Financial and Power Corporation of Canada, we jointly contributed \$1 million to support crisis relief efforts in our communities. The funding supported local and national food banks as they struggled to cope with increased demand. It also provided resources to address the pressing needs of vulnerable people and small businesses across Canada. Additionally, in many cases, we shifted our existing community support to give organizations more flexibility to address new or additional needs resulting from the pandemic. Read more about our community support, starting on page 38.



Fostering resilience in the business community

We know small- and medium-sized businesses are a core part of the Canadian economy and the communities they call home. We know many of them faced challenges because of COVID-19 and that's why we supported the Canadian Chamber of Commerce to set up the *Canadian Business Resilience Network (CBRN)*, which is aimed at helping Canadian businesses persevere during the pandemic. This resource featured videos, blog posts, tools and other information business owners could use to help navigate the business impact during these times.

Giving small businesses a boost

In order to help those small businesses that struggled to keep their doors open to the public, we launched *Business Boost* and provided 12 small businesses across Canada with a one-time grant of \$10,000. Recipients like Samson Management in Maskwacis, Alta., Evelyn by Nicole Snoebelen in London, Ont., and Le Camélia – Maison de répit in Trois-Rivières, Que. will receive much needed support.



Standing with frontline workers

We contributed to *The Frontline Fund* in support of the fight against COVID-19. The funding helped arm healthcare workers – who worked tirelessly to keep us all safe and healthy – with the support, supplies and research funding they need during the COVID-19 pandemic.

Lighting up our buildings to honour frontline workers

In April, we lit up our buildings in London, Toronto and Winnipeg red at night to show support for frontline workers. The red lights signified our thanks to these individuals, who risked their lives every day to help others and keep our communities functioning as we navigated the pandemic.

What you'll find inside

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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.





2020 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 2020.



\$11.3M

contributed in
community funding
across Canada



\$2.2M

raised by employees
for charitable
organizations



11,680

employees and
19,783 distribution
associates supporting
our customers



\$3B

in salaries,
commissions
and taxes



\$9.3B

in benefits paid



26.2%

reduction in GHG
emissions across our
corporate offices 2013–2020



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

It can be a challenge for many Canadians to balance short-term financial responsibilities against longer-term goals, which can impact their mental health. Through charitable contributions to financial literacy initiatives, research and technology investments, and work with financial planners, advisors and employers, we can help Canadians plan and enjoy a lifetime of financial well-being.

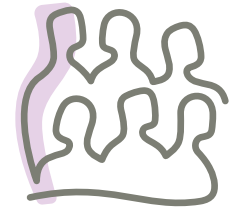
The Financial Planning Standards Council says that 65% of Canadians don't feel they're worthy of an advisor. Our Group Customer division is changing the way we interact with our plan members through **Plan Members as Customers (PMAC)**. Our goal is to deepen plan member interactions and nurture ongoing relationships from the beginning of their plan to retirement and beyond. Through PMAC, we can connect the dots between how plan members are saving and spending their money and taking care of themselves. 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 it, and explaining how they can obtain optional coverage outside the plan directly from Canada Life.

Addressing financial needs during COVID-19

We provided options and flexibility for customers experiencing financial hardship as a result of COVID-19. For instance, customers were able to **defer their premium payments** for up to 90 days without interest, or, for term, some universal life insurance and some critical illness insurance policies. They were able to **reduce their coverage** by up to 50% – with lower premiums – and request to return to original coverage and premium amounts without underwriting within 90 days.

We also adjusted our practices, including how to handle term renewals, extending the deadline for group conversions from one to two months. We also temporarily adjusted our threshold for accelerated life, and non-registered non-spousal wealth claims, enabling us to pay more claims faster with minimal requirements.

Early in the pandemic, we announced **mortgage support measures** for those directly affected by the pandemic. Customers that had trouble making payments could be eligible for special measures including payment deferrals for up to six months. We worked with customers on a case-by-case basis to provide flexible solutions to help them manage challenges like childcare, pay disruption, or illness from COVID-19.



Helping our communities in times of need

We're committed to being there for communities across Canada when they need it most. Our financial gifts to the *Fort McMurray & Area Flood Fund* and the *Stronger Together Nova Scotia Fund* through the **Canadian Red Cross** helped provide humanitarian assistance to those impacted by flooding in Alberta and for the families and communities who were impacted by the Nova Scotia tragedy.

Supporting advisors

COVID-19 restrictions made it difficult for advisors to conduct business and serve their clients. We worked hard to make this process as smooth as possible. With the **SimpleProtect™** application process, clients can complete online applications for many term, participating life insurance and critical illness insurance products in as little as 10 minutes. We also introduced digital signatures, e-contracts and relaxed medical evidence requirements to expand the range of applications we were able to underwrite without vitals or fluids. This will allow more Canadians to access the products and services they need, from the comfort of their homes.

We also adjusted our resources and communications approach with advisors across Canada. We created an online landing page with COVID-19 specific materials, virtual advisor programs and events, a market volatility toolkit and more. We also hosted regular calls where they could receive updates and hear from experts across the company.

To modernize how we attract new advisors to Canada Life, we gathered feedback to understand what they need to grow, boost their productivity and ensure long term success. With this, we'll attract talent that fits the future of our profession, modernize support and development programs, support a **strategic teaming process** to help advisors unlock their potential, provide industry leading practice management resources and solve succession gaps for affiliated firms.

We offer leading-edge solutions with a digital-first mindset as part of our company's ongoing evolution. To do this well, we evolved our wealth and insurance distribution into two organizations – **insurance distribution** and **wealth distribution**. These changes will allow us to deepen our expertise and enhance the services and support we deliver to advisors and their clients. To further improve our wholesaling capability,

we introduced new **inside sales teams** to support both our wealth and insurance businesses.

We're working to optimize insurance options by rapidly delivering product enhancements. Through SimpleProtect™, our advisors can now submit applications for **juvenile insurance** for customers under 18 for both participating life insurance up to \$250,000 plus a guaranteed insurability option, and for critical illness insurance for amounts up to \$25,000 as well as business-owned policies.

We've introduced the **Financial Solutions Centre (FSC)** – an alternative service model designed for smaller wealth accounts. The FSC helps advisors and clients grow so advisors can focus on growing their business and improving their productivity, while clients can receive a consistent experience and tailored advice to help meet their financial needs. Sponsored by our Advisory Network, the FSC works with advisors to identify clients that would be a good fit.

Strengthening and evolving our wealth business to better serve our customers

In May, nine new **global-oriented segregated funds** joined our already strong individual wealth product shelf. These new funds give clients the chance to capitalize on global opportunities and to further diversify their portfolios. We've partnered with some of the world's leading investment managers to oversee these funds.

In September, we welcomed the new **Canada Life™ Mutual Funds™** shelf into our individual wealth product offering. The shelf features 18 new mutual funds and rebrands the existing Quadrus Group of Funds, creating a curated selection of competitive investment strategies across a range of managers, asset classes and styles – including Canadian, U.S. and global equity, fixed-income and balanced funds, and sophisticated asset allocation strategies. This

milestone ensures Canada Life's segregated fund and mutual fund platforms are more closely aligned, with over 90% overlap, making it easier to do business with us. Advisors now have greater flexibility and choice when building investment portfolios to meet their client's unique financial needs. The newly branded mutual fund shelf and new mutual funds are important steps in elevating and enhancing our wealth business to better support customers.

In November, we launched the new Canada Life **Risk-Managed Portfolios** that allow investors to participate in the markets while protecting and growing their hard-earned money through periods of market volatility. These three new portfolios use sophisticated portfolio construction techniques by combining risk management and growth strategies to meet the investor's objective. Each portfolio incorporates a mix of underlying funds and key investment strategies aiming to achieve the investor's outcomes by balancing risk mitigation, growth and income.

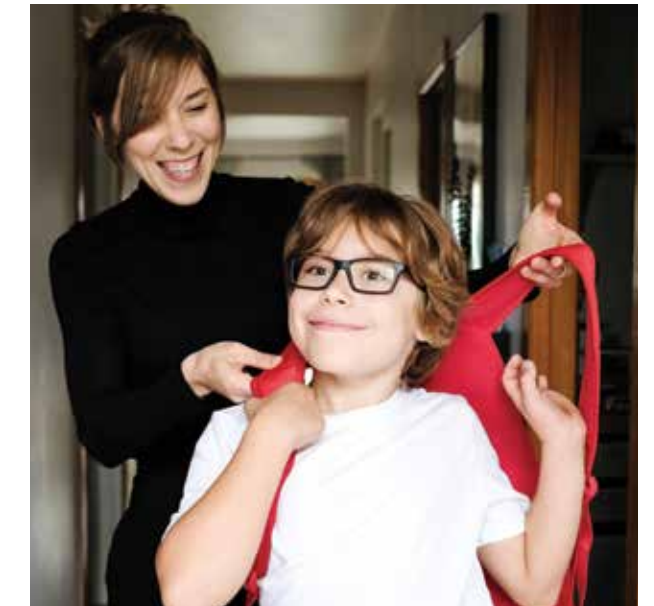
In August, Great-West Lifeco announced an agreement to sell its Canadian subsidiary, **GLC Asset Management Group Ltd. (GLC)**, to Mackenzie Financial Corporation (Mackenzie).

As we continue to evolve our wealth strategy, this transaction will allow us to focus on designing and delivering quality, client-focused investment products and portfolio solutions, tailored to the changing needs of our customers and advisors. With a greatly enhanced scale and expertise, combining the GLC and Mackenzie asset management teams will give Canada Life access to new and industry-leading investment management capabilities, which will support strong distribution channels in both our Individual and Group businesses. This transaction closed on Dec. 31.

In addition, as a result of the transaction, Canada Life established its own fund management company, **Canada Life Investment Management Limited (CLIML)**. CLIML will begin operations in January 2021 and assume responsibilities for the Canada Life Mutual Funds and other Canada Life branded investment funds. This will allow us to directly control our product shelf and its pricing, and through CLIML, we'll introduce new and improved investment strategies and solutions, leveraging the capabilities of hand-picked third-party fund managers from around the globe.

Helping Canadians save for post-secondary education

Tuition costs are rising, and many Canadians are concerned about saving for post-secondary education. That's why we're proud to be the first group insurance provider to offer a **registered education savings plan** as an employee benefit for plan members, to help Canadians save for their post-secondary education.



Physical well-being



\$2.4M

contributed to
128 health-focused
initiatives

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.

Technology improves member experience and wellness

In March, 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, customers and their dependents can access qualified professionals who can diagnose non-urgent conditions, give medical advice and write a prescription. Plan members can get the care they need, when and where they need it.

Virtually all Canada Life group health benefits plan members have access to **Health Connected**®, a mobile-friendly health and wellness platform that draws on strategic features to encourage participants to take charge of their health. Plan members can sync their fitness trackers, organize their health records, learn about health-related topics or products and more.

Flexible benefits have traditionally been more difficult for employers to administer, communicate and deliver, as they're designed to allow employees to customize their plans for the coverage they value most. In February, we announced that we'll offer League's **Health Benefits Experience** platform alongside our GroupNet services. This gives employers who provide flexible or modular flex health benefit plans more choice in how they administer and deliver their benefit plans.

In December, we launched **portable benefits** – an innovative way for plan members to get optional life insurance, accidental death, and dismemberment and critical illness coverage. Through our online tool, customers can get information about coverage options, access a needs-analysis tool, view pricing details and apply for the benefits. Since these options are not embedded in their workplace benefits plan, members can keep the coverage even after they leave their job, or their plan terminates.

Our group benefits plan members can now access contextualized personalized notifications through their GroupNet™ for plan members mobile app. Through **Flybits**, members who choose to allow notifications can learn more about their benefits and save time and money. For instance, they can receive reminders to use their wellness account, sign up for direct deposit, download their benefits card to their mobile device and more.

Proactive and responsive support for plan members

We've implemented various measures to ensure customers have the support they need during challenging times. These measures include **increasing out-of-country trip limits** and extensions for members who tried to come home from travel but faced challenges. We also waived short-term disability waiting periods to support quarantine efforts and extending this coverage to 60 days for laid-off plan members. We also provided a **COVID-19 self-assessment tool** through Chloe, a virtual healthcare assistant offered by Dialogue.

We're advocating for the interests of our customers, advisors, and the industry with our governments and regulators. During COVID-19, we worked to have life and health insurers designated as an essential service so benefit support could continue without interruption. We're also supporting the federal government's reforms to lower drug prices and helped protect access to workplace benefit coverage.

Making medication affordable and accessible for all

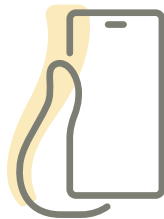
We're committed to balancing our plan members' health needs with plan sponsors' cost management needs. **Biosimilars** are medications that are similar to their brand-name counterparts and have been proven to be safe and effective. They promote health outcomes at a lower cost while helping to make drug plans more sustainable. We'll review each biosimilar that enters the market and apply strategies supported by clinical evidence to promote cost savings for plan sponsors and members, while considering their experience.



Mental well-being



Since its inception, we've invested over **\$13M** in Workplace Strategies for Mental Health and made more than **\$11M** in charitable contributions to mental health-related initiatives.



More than **780,000** visitors have browsed Workplace Strategies' website, accessing free tools and resources.

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.

Organizational psychology research shows that taking a break can help people make better decisions, stay focused, retain information and be more creative. That's why Workplace Strategies created **Break Box** – a practical, enjoyable box of activities and resources designed to help support mental health at work and home. In August, we teamed up with the Canadian Chamber of Commerce to send boxes to over 200 Canadian businesses and not-for-profits.



During the initial stages of physical distancing, **Mary Ann Baynton**, Director, Collaboration and Strategy, Workplace Strategies, led a webinar with the Canadian Chamber of Commerce on building resilience when stressors are high. This session was delivered to individuals from over 300 businesses and local chambers from across Canada.

To further support Canadians during the pandemic, Workplace Strategies posted a series of COVID-19 videos to their YouTube channel addressing a variety of topics on viewers' minds. Through a free "May the 4th Be With You" webinar, Baynton discussed how to cope with fear and anxiety.

As an organization dedicated to the mental well-being of Canadians, it's important that we help Canadians work through the unique challenges COVID-19 has created. That's why we supported the launch of Morneau Shepell's new free app called **WellCan**. WellCan is an online hub of mental health services and information that provides Canadians with the support they need, when they need it.

Coping with stress in post-secondary education

Workplace Strategies is helping support wellness for post-secondary students, staff and faculty with **Mindful Campuses**. Through this program, post-secondary institutions can apply to receive a grant to help with on campus or virtual activities. All applicants receive a digital tool kit, which includes Workplace Strategies' *Plan for resilience* for staff and faculty and *From surviving to thriving* for students. We also provided a facilitator guide and slide presentation to help with program delivery.

Creating psychologically safe workplaces

Mindful Employer Canada inspires and supports organizations in creating productive, inclusive, innovative and ambitious workplaces. Canada Life's support helped transform their *Mindful Leader certification program* into an online course. Their training includes practical and psychologically safe leadership strategies that feature many Workplace Strategies resources.

Helping beneficiaries administer an estate

When a loved one passes away, it can be overwhelming to manage paperwork during this time of profound grief and sadness. To help relieve some of the burden, we now offer a service called **Estate at Ease™**, an offering from Peacehold Canada that helps executors administer their loved one's estate. Estate at Ease helps beneficiaries handle matters relating to their loved one's pension, insurance, government and corporate benefits, memberships and licenses.





Operating with integrity



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

Responsible oversight

Good corporate governance is important – to Canada Life, our shareholders, our policyholders, our employees and the communities in which we operate. 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.

The foundation of Canada Life’s sound corporate governance is our corporate culture. Our ethical values and environment of accountability and transparency are established and 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 our commitment to provide consistent returns for our shareholders and policyholders and to deliver on the promises we make to our customers.

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.

For more information on our corporate governance practices, please refer to canadalife.com > Corporate Governance.

Doing what’s right: Our code of conduct

Our people must act with honesty and integrity every day to build trust with our customers. Our Code of Conduct (our code) describes our company’s core values including putting the customer first, acting with integrity and building trust and partnership. The 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 is reviewed and acknowledged each year by all directors, officers and employees of our organization. We also conduct a communication and awareness program annually to help employees increase their knowledge of our code and its application in day-to-day activities. Advisors and brokers must also comply with specialized Codes of Conduct in all their interactions on behalf of our company.

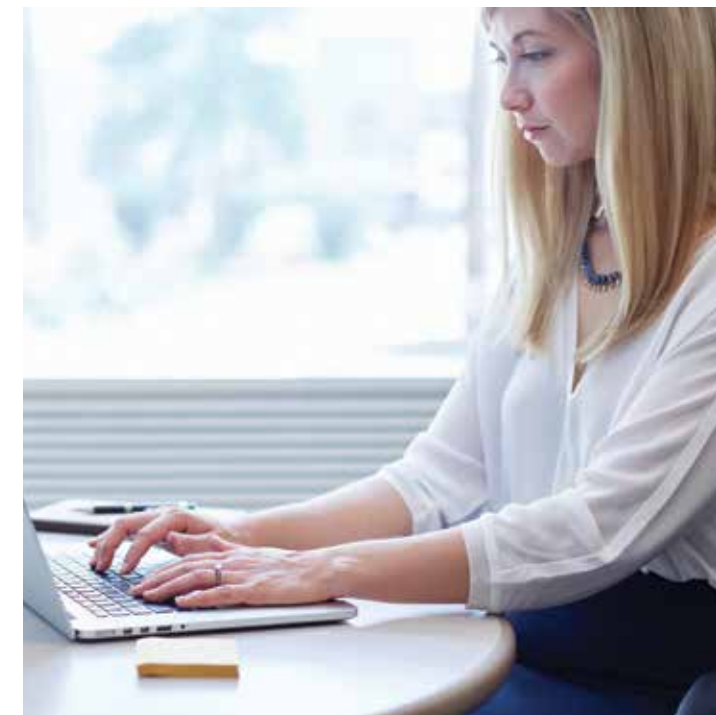
Employees are encouraged to speak up if they have questions or concerns about conduct that may violate the law, our code, or company policies, procedures and guidelines. A confidential ethics hotline is available so employees can bring forward situations they believe are wrong or may violate our code.

For more information on our code, visit the 'Customer Satisfaction' section of our websites.



Topics covered by our Code include:

- Our core values
- Doing what’s right, speaking up and addressing concerns
- Putting our customers first
- Managing risk, stewardship, steadfast integrity and combatting crime
- Fostering employee engagement
- Creating sustainable community impact



Economic highlights

In 2020 in Canada, our companies:

- Helped families cope with loss, paying out more than **\$2.6 billion** in life insurance benefits.
- Provided income for over **82,000** people who became disabled and could no longer work.
- Delivered over **\$1 billion** of policyholder dividends through our participating life insurance products.
- Paid **\$912 million** in annuity payments, helping Canadians fund their retirement with a secure income stream.
- Helped approximately **27,000** employers provide benefits plans and more than **9,000** employers offer retirement savings plans for their employees.
- Managed over **\$124.3 billion** in retirement and other investment holdings for Canadians.

Employees across Canada

PROVINCE	REGULAR FULL TIME	REGULAR PART TIME	TEMP & CASUAL	2020 TOTAL
British Columbia	464	13	21	498
Alberta	459	12	11	482
Saskatchewan	555	7	8	570
Manitoba	3,124	96	108	3,328
Ontario	5,499	53	178	5,730
Quebec	875	19	20	914
New Brunswick	19	0	1	20
Nova Scotia	102	2	0	104
Prince Edward Island	4	0	0	4
Newfoundland and Labrador	30	0	0	30
Total	11,131	202	347	11,680

Impact through taxes

2020 Income, Capital and Premium (in \$ thousands)

	INCOME AND CAPITAL TAXES	PREMIUM AND OTHER TAXES [*]	TOTAL
Federal Government:	250,412	43,166	293,578
Provincial Governments:			
British Columbia	17,736	42,676	60,412
Alberta	10,668	56,449	67,117
Saskatchewan	4,373	18,241	22,614
Manitoba	6,153	25,404	31,557
Ontario	24,671	212,030	236,701
Quebec	7,420	85,028	92,448
New Brunswick	2,999	6,279	9,278
Nova Scotia	3,702	11,591	15,293
Prince Edward Island	701	2,669	3,370
Newfoundland and Labrador	2,574	15,739	18,313
Territories	414	2,070	2,484
Other	-	-	-
Total	331,823	521,342	853,165

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



New private debt and commercial mortgage loan fundings

January 1, 2020 to December 31, 2020

IN \$ THOUSANDS	\$0-\$24 # OF ACCTS	\$25-\$99 # OF ACCTS	\$100-249 # OF ACCTS	\$250-499 # OF ACCTS	\$500-999 # OF ACCTS	\$1,000-\$4,999 # OF ACCTS	\$5,000 & GREATER # OF ACCTS	TOTAL # OF ACCTS
British Columbia	-	-	-	-	-	24,478	9	432,738
Alberta	-	-	-	-	-	-	3	98,000
Saskatchewan	-	-	-	-	-	3,200	2	75,115
Manitoba	-	-	-	-	-	1,404	4	113,504
Ontario	-	-	-	-	-	26,214	8	1,494,113
Quebec	-	-	-	-	-	3,500	13	402,388
New Brunswick	-	-	-	-	-	-	2	38,100
Nova Scotia	-	-	-	-	-	-	-	-
Prince Edward Island	-	-	-	-	-	-	-	-
Newfoundland and Labrador	-	-	-	-	-	-	-	-
Territories	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	58,796	20	2,653,958



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 (GHG) emissions.

Leading the way in sustainability

It's up to us to effectively manage our environmental footprint and to actively find ways to reduce our impact. It's not just the right thing to do – it's the smart thing to do.

GWL Realty Advisors (GWLRA), Canada Life's real estate subsidiary, manages all our corporate campuses and over 300 additional Canadian properties. All our main corporate offices participate in GWLRA's **Sustainability Benchmarking and Conservation Program (SBCP)**. In 2018, GWLRA's office portfolio surpassed its five year reduction targets for energy, water and GHG emissions, with a savings of about \$8.9 million. In 2019, their office properties reached their targets and are on track to meet or exceed their 2020 targets.

Once again, Canada Life's parent company Great-West Lifeco was recognized as a leader in managing its GHG emissions and climate change-related risks and opportunities, placing on the **CDPs** (formerly the Carbon Disclosure Project) Climate Change "A List" and in the top 5% globally of more than 9,500 assessed companies. Among other activities, this status recognizes work by GWLRA and international head office property and asset management teams to reduce GHGs through realistic and cost-effective projects, like property retrofits, operational enhancements and behavioural changes.

In May, Great-West Lifeco became an official supporter of the **Financial Stability Board's (FSB) Task Force on Climate-related Financial Disclosures (TCFD)** recommendations. The TCFD is a voluntary global best practice framework for climate-related financial disclosures, currently supported by more than 1,900 companies, representing over USD \$12 trillion in market capitalization and responsible for \$150 trillion worth of assets.

In 2020, GWLRA was recognized by the **Global Real Estate Sustainability Benchmark (GRESB)** for its leadership in sustainability. The company earned its sixth consecutive 'Green Star' and fourth consecutive '5 Star' ratings and placed in the top 9% in the 'Global Diversified' category. Moreover, Great-West Life Canadian Real Estate Investment Fund No. 1 (CREIF) made its third GRESB submission, ranking in the 'Global Diversified' category's top 11%.

GRESB also named CREIF the *Regional Development Sector Leader* in the *North America/Diversified/Office/Residential/Non-Listed* category, recognizing one of GWLRA's core competencies in sustainable property development.

EverWest, GWLRA's real estate management subsidiary in the US, made their inaugural submission to GRESB this year for their US Property Fund.



From 2013–2019, GWLRA office and residential portfolios reduced:

GHG emissions intensity by **19.5%**

Energy intensity by **9.5%**

Water intensity by **14.2%**

Waste to landfill by **4.9%**

Adapting to the COVID-19 pandemic

GWLRA's main priority is the health and safety of their employees, service providers, and the tenants and residents in their buildings. They're dedicated to supporting essential service operations at their properties and ensuring safety measures continue to meet or exceed government guidelines.

In July, GWLRA announced they would help eligible tenants participate in the **Canada Emergency Commercial Rent Assistance program**. GWLRA knows small businesses are the backbone of our economy and they're committed to helping eligible tenants access government support wherever possible.

Certified green (buildings)

Green building rankings and certifications are considered best-practice standards for the design, construction and operation of high-performance and sustainable buildings. At the end of 2020, 92% of GWLRA's eligible portfolio by floor area has green building certifications, such as BOMA BEST or LEED.

As part of the SBCP, 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 over 90% of GWLRA's office properties are participating in the challenge.

BOMA BC honoured both GWLRA's *Kent Corporate Centre* and *Millstream Village* buildings with *The Outstanding Building of the Year (TOBY®) Award*. The 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 Sustainability Innovator – Technology Award* for the *Vancouver Centre project*. The award recognized the installation of an innovative condensing water cooling system that will help save almost 30 million litres of water a year.

Our Canada Life main office properties continue to pursue **FitWel certification**, which shows our commitment to employee health and well-being. Last year, our Winnipeg and Toronto main offices received this and it's now being explored in London and Regina.



“Sustainability is one of our core values at Great-West Lifeco, and now more than ever, we're focused on finding new and innovative ways to minimize our environmental impact.”

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

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.

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 146 projects together resulting in:

- 1,343 tonnes of material diverted from landfills; and
- 3,548 tonnes of CO₂ emissions reduced.

Through our 2020 projects, we've diverted 3.9 tonnes from landfills, equal to:

- Reducing 32 tonnes of CO₂e
- Reducing gasoline consumption by 3,608 gallons;
- Growing 825 tree seedlings for 7 years; and
- Offsetting electricity use from 4 homes in one year.



In 2020, our corporate offices recycled:

51
tonnes of cardboard

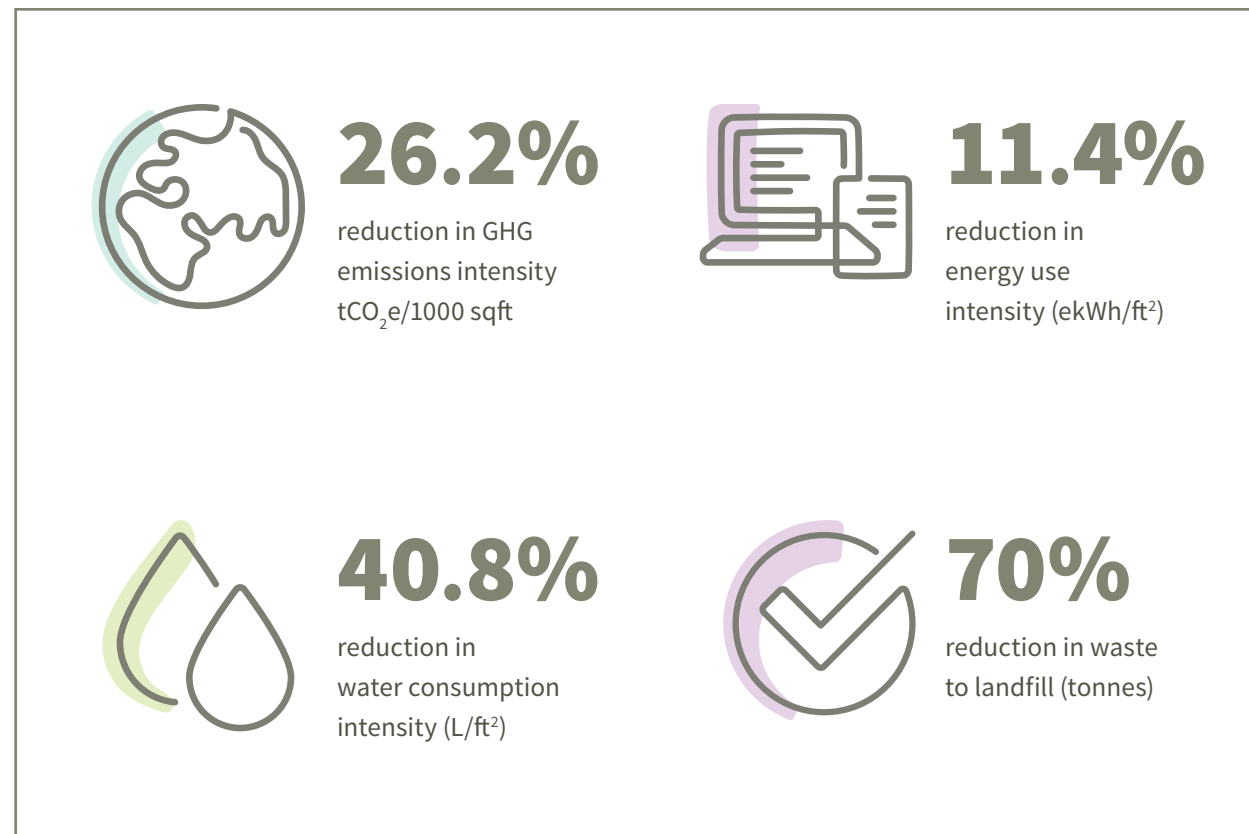
35
tonnes of organics
(compost)

709
tonnes of paper



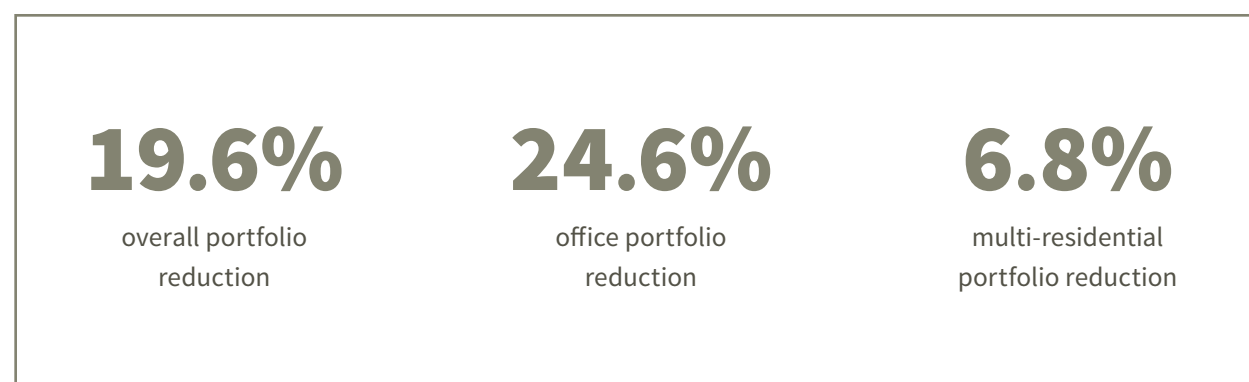
Managing our environmental footprint

Total results from our corporate offices in Winnipeg, London, Toronto and Regina (2013–2020):



GWL Realty Advisors Real Estate Portfolio

GHG emissions intensity (tCO₂e/ft², 2013–2019):



Due to COVID-19-related lockdowns, Canada Life’s head offices had minimal occupancy from March to December 2020, which substantively contributed to the large decrease in energy, water, waste, and greenhouse gas emissions. While Canada Life reduced its environmental impact in 2020, building upon the reductions it made between 2013–2019, the expectation is that the magnitude of these reductions will not be fully sustained past 2021, as lockdowns gradually ease. However, Canada Life is highly committed to continuing to manage its environmental performance and is striving for higher efficiencies across its owner-occupied corporate properties.

Earth-friendly initiatives

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

BeeProject Apiaries helped us harvest 90 jars of honey in Winnipeg. In Toronto, we donated our 159 lb. harvest to local food banks, as honey is a much-needed item. **Heff’s Hives** maintained our two London hives and we continued our BEE-TV livestream for those working in the office. The bees produced 80 lb. of honey, which will be donated to a local charity. We’re also exploring options for **virtual roof top tours** to offer even more employees the opportunity to learn about the fascinating world of bees.

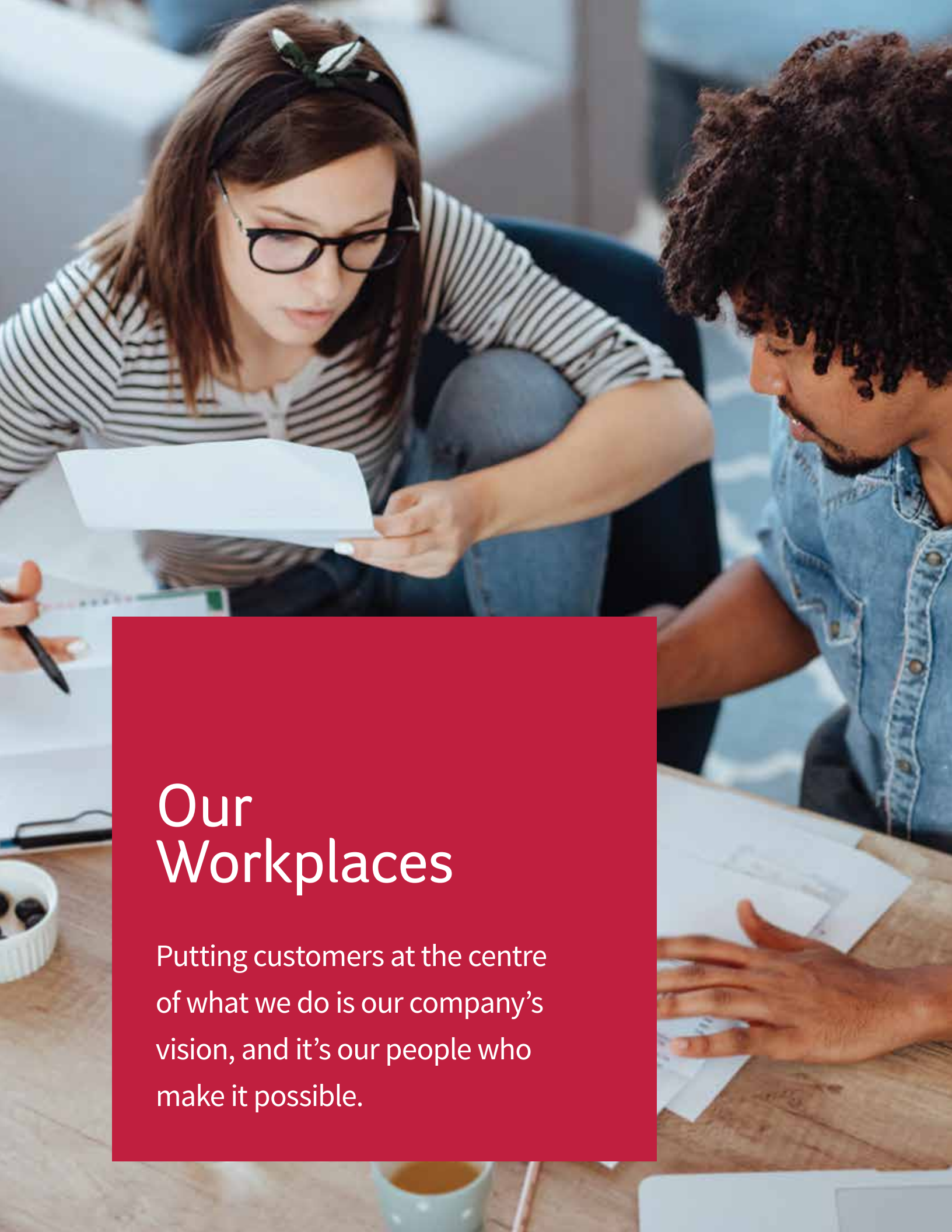
While in-person events were on hold, **Nature Conservancy of Canada (NCC)** offered volunteers a meaningful way to connect with each other through their weeklong virtual *Big Backyard BioBlitz* in August. Participants across Canada used the *iNaturalist mobile app*, visited their local green space and made as many observations as possible. Our support as the National Sponsor of NCC’s *Conservation Volunteers program* connected even more Canadians with nature in their own backyards.

With COVID-19 safety measures in place, **Earth Rangers** discontinued their in-person school assembly program but launched a unique and immersive virtual experience. We redirected our support to their *membership program*, which offers families free, fun and environmentally themed activities and content through their new *Earth Rangers mobile app*. This approach saw a 73% increase in members, causing them to ramp up development and communications to keep families informed. The mobile app features missions like *Live Love Local*, which teaches users how they can lower their carbon footprint. More than 1,200 members having completed this mission to date. In August, Earth Rangers also offered live sessions to families across Canada through *Canada Life Summer Camps*. Read more on page 37.



“I enjoyed learning about carbon footprints and how even the simplest choices can help animals and the environment.”

—Ranger Aki, Earth Rangers participant



Our Workplaces

Putting customers at the centre of what we do is our company's vision, and it's our people who make it possible.

Coming together as the new Canada Life

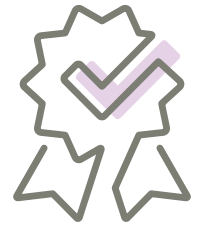
In January, we celebrated the official amalgamation of Great-West Life, London Life and Canada Life as the new Canada Life. We asked employees to add their signature to banners printed with our purpose statement: To improve the financial, physical and mental well-being of Canadians. Our purpose is the driving force behind everything we do. And we do it best by working together. Once all employees across Canada have signed them, the banners will be displayed in our offices as symbols of our strength.

As we came together during the COVID-19 pandemic, employees were flexible, adaptable, creative and resilient 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 two paid **Canada Life Days** on July 2 and 3 as an extra-long Canada Day celebration.

As we moved to one brand, we launched our first-ever national **mass media brand campaign** to reintroduce ourselves and show the public who we are as the new Canada Life. Centered around the tagline "For life as you know it," the campaign focused on Canadians' needs and lifestyles and how we can help them achieve their unique goals. In May, we also launched a campaign that highlighted how our strong relationships with leaders in various fields help Canadians access guidance and expert advice.

For the first time as the new Canada Life, 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, innovative programs and support for their employees. We were also named one of Manitoba's Top Employers, recognizing our company as a leader in our industry and a great place to work in the province.

With a new brand comes new signage. Throughout the year, **new and improved Canada Life signage** popped up at our main office locations, both inside and out. You'll spot new signs in London, Montreal, Regina, Toronto and Winnipeg.



In September, we accepted the silver HR Team of the Year Award in Finance/ Insurance at the virtual Canadian HR Awards. This award recognizes how we tackled unique challenges and supported employees during the COVID-19 pandemic through various internal initiatives.



In May, Brand Finance recognized us as the fastest growing brand in Canada and the fastest growing insurance brand in the world. In their Global Top 100 Insurer Report, they featured us in their Brand Spotlight, discussing our journey to become the new Canada Life and how we make a difference in our communities.

Embracing technology



1,230

employees hired across Canada

1,939

employees moved to a new role

4.23%

voluntary turnover rate (not including retirements)

68%

of our workforce is female

46%

of our management is female

3,792

employees attended 157 workshops

161,823

training sessions completed by employees

2,800

learning and development applications approved

Embracing technology was more important than ever as we transitioned to having over 95% of employees work from home when COVID-19 began. We had to rely on our digital toolkit to keep our people safe and our business running.

By leveraging all that **Microsoft Office365** 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 started 2020 by diving further into **Yammer** – an informal networking space for our employees. With physical distancing limiting in-person interactions, these communities have created helpful spaces to share ideas, stay informed, ask questions, solve problems and come together as colleagues.

As we continue to provide support for new tools and technologies, challenges are inevitable. With this in mind, we launched the **Tech TiPLine**, aimed to help arm employees with the knowledge they need to resolve common technology issues by themselves.

We embraced **Microsoft Teams** 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 regular COVID-19 updates to employee town halls and quarterly management meetings, we embraced a fully virtual approach.



Fostering a diverse and inclusive workplace

Creating a diverse and inclusive company to fully meet the expectations of Canadians begins with our people. We believe we must reflect the communities we serve. We must ensure our employees feel valued and supported for who they are, so that everyone has the chance to excel.

We have more to learn and do to fully achieve this goal. We've learned from other organizations and we've looked to our employees for fresh insights. In the winter, we began a series of guided and confidential **sharing and discovery sessions** with diverse groups of employees. Seniors leaders listened closely at these sessions and will use employee feedback to help guide future plans.

We know leadership is key. And we're continuing to evolve our leadership development through education and resources that address unconscious biases in our decision-making and management practices. We've invested in more opportunities for leaders at all levels to complete our **Inclusion for All training** and gave our executive leaders additional in-depth learning sessions.

We've realigned our **Diversity Leadership Council (DLC)** to ensure that this senior leadership team is best positioned to influence and drive a diversity and inclusion mindset throughout our business.

DLC champions also mentor and support our employee resource groups in their efforts to recognize and celebrate national and global initiatives. This year's highlights include:

Canada Life employees took a stand against bullying on February 26, **Pink Shirt Day**, by wearing pink to work, sharing photos online and signing the Canada Life pledge to stand up against bullying.

In celebration of **International Women's Day** on March 8, our *Women in Leadership* group hosted a conversation with Christine Elliot, Ontario's Deputy Premier and Minister of Health. We heard her thoughts on how we can help challenge stereotypes, fight biases, broaden perceptions and celebrate women's achievements.

To kick off Pride month in June, members of our **Pride @ Canada Life** group raised a rainbow flag in the spirit of togetherness, community and acceptance at our head offices in London, Regina, Toronto, and Winnipeg. We also made history with our first-ever virtual Pride parade float, which was shared in the virtual World Pride Parade.



In June, we launched a new employee resource group to focus on the issues of Black people and people of colour. We signed the **Black North Initiative** pledge, which includes a commitment to invest at least 3% of corporate donations and sponsorships to promote investment and economic opportunities in the Black community by 2025.

We commemorated the heritage, cultures and achievements of the First Nations, Inuit and Métis peoples across Canada on June 21, as we celebrated **National Indigenous Peoples Day**. Our *Indigenous Peoples* group raised a 22-foot tipi at our Winnipeg office and hosted an inspiring virtual event to recognize *Orange Shirt Day*, a day to honour survivors of residential schools, their families and communities.

To recognize **International Day of Persons with Disabilities** on December 3, our *Ability First* group hosted a series of panel discussions and presentations, focusing on mental, physical and intellectual disabilities and how they can affect daily life.

Wellness at work

We're committed to providing opportunities for our employees to focus on their financial, physical and mental well-being.

We know COVID-19 caused new and unexpected stress, while also impacting employees' ability to access many of their healthcare providers. To address this, we updated our **Lifestyles benefits program** to provide more benefits coverage. On July 1, we began an interim six-month benefit period with a full year of benefit maximums. We also included another three-month long-term disability premium waiver later in the year. In December, we updated our **Lifestyles savings plans** to allow employees to enrol or change their plan and start saving at any time – not just once a year.

Mental health disorders affect 1 in 4 people, according to the World Health Organization. To recognize **World Mental Health Day** – a day to raise awareness about mental health – our *Ability First* group hosted a virtual session with **Mary Ann Baynton**, Director, Collaboration and Strategy, Workplace Strategies for Mental Health. Baynton offered useful strategies to prevent and manage workplace-related mental health issues.

While physical distancing was necessary to flatten the curve and save lives, it also created new mental health challenges. In May, we kicked off Canadian Mental Health Association's **Mental Health Week** by offering a

webinar for employees that offered tips and strategies for managing stressful situations.

With the quick transition to remote work, we provided employees with a \$100 stipend to support the potential need for increased WiFi capability or other bills. To help ensure employees have a comfortable work-from-home environment throughout 2020, they could claim up to \$250 tax-free toward home office equipment.

With finances at the forefront for many, we wanted to help our people make 'cents' of our pension and savings plans. We hosted **virtual financial wellness education sessions**. These helped employees understand our defined contribution pension plans, as well as other company-sponsored savings plans and how they can help improve their financial health and well-being.

To set employees up for success in their workspaces, either at home or in the office, we redesigned our *ergonomics program* with helpful and accessible new tools. Our *Get Comfortable with Ergonomics* video, quick tips infographic and self-assessment checklist help employees identify potential concerns to create a healthy workspace.

Educating our people

We're focused on offering employees the tools and resources they need to feel empowered and best serve the millions of customers who rely on us.

In addition to providing \$2,000 in professional development funding each year to employees, we launched **Percipio** – an intelligent and intuitive learning portal that offers countless development courses. Whether employees want to build skills for their current role or think about their next step, our learning platform can help them develop for today and tomorrow.

Internship and co-op programs help students accelerate their careers. This year, **156** 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 student programs. Students in Winnipeg and London can work with a team of CPAs and receive valuable mentorship and coaching in their studies and career. 12 students participated this year.

Engaging employees in the community

Volunteering is an opportunity to spark change in the world by giving a little of your 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.

Many of our workplace fundraising drives and campaigns looked different this year as we adapted to the COVID-19 pandemic. From participating in virtual runs and bake-offs for charity, to donating through online campaigns and fundraisers, our people were quick to adjust to this new landscape while continuing to support their communities in meaningful ways.

We're proud to recognize our employees' efforts by providing financial support to the charities they care about to help increase the impact of their collective efforts. 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. This year, we went virtual with interactive employee fundraising activities on a national scale. From November 2 to 20, we raised more than \$1.8 million – our highest total to date! Combined with our \$1.76 million in corporate donations, we collectively donated over \$3.6 million to United Way Centraides across Canada.

To kick off the campaign, we created a video to highlight what United Way Centraide means to our employees. This way, employees were still able to get involved in a year where in-person events were cancelled.



\$105,500

in community volunteer grants awarded to charitable organizations where employees volunteer

\$297,000

raised by 36 corporate teams. We augmented their efforts through corporate contributions of more than

\$230,000





National sock drive

In January, as part of our amalgamation celebration, our employees participated in our first-ever **national sock drive**. They collected and donated more than 13,500 pairs of socks for charities fighting homelessness in London, Montreal, Regina, Toronto and Winnipeg, and other cities across Canada.

Community volunteer grants and Corporate teams

During *National Volunteer Week*, we awarded 112 **community volunteer grants** for a total of \$105,500 to registered Canadian charities where our employees volunteer. Our employees also participated in numerous **corporate team** events across Canada and we matched their fundraising efforts up to \$10,000 per event. Altogether, our corporate teams raised \$297,000. Nearly half of the 36 teams raised an impressive \$10,000 each for their cause. In all, we contributed more than \$500,000 to charities that are meaningful to our employees.

This year, many charities had to reimagine how they host their annual fundraising events. Most events went virtual – which increased accessibility, allowing teams across Canada to participate together in the same event. Two **Canada Life corporate teams**, *Canada Life BC* in Vancouver and *Canada Life Lights* in London, participated in *Light The Night's* virtual event in support of The Leukemia and Lymphoma Society of Canada. Collectively, our teams raised close to \$9,000, which we matched. Read a list of our corporate teams on pages **56–58**.

Community volunteer day

In January, we introduced **community volunteer day** – a new paid, personal day employees can use to volunteer with a community organization of their choice. Employees volunteered with food banks, school groups, animal rescues, shelters, healthcare organizations, and many more causes that they care about.



Virtual food drive

We're proud to share that our first-ever **virtual food drive** was a resounding success. We challenged our employees to donate enough funds to feed 50,000 Canadians. They rose to the challenge and we exceeded our goal by donating more than \$53,000, which is the equivalent of more than 100,000 meals to feed Canadians in need (based on estimates from Food Banks Canada).

Virtual school supply drive

Although our annual **school supply drive** worked differently this year, our people stepped up in a big way. In total, we donated more than \$32,000 to help set students up for success during this challenging school year. That's the equivalent of about 437 filled backpacks, according to a recent report from Deloitte. We worked with United Way Centraide to get the most needed school supplies to local organizations across Canada to support students with their back-to-school needs.

With such an unpredictable school year, many students had trouble accessing the technology and internet they needed to keep up. To help them start the school year off right, we made a \$25,000 donation to **Pathways to Education's Disconnected Youth campaign**, which provides low-income high school students with technology and internet access.

Canada Life summer camps

We teamed up with 30 community organizations across Canada to provide access to a virtual summer camp experience. Throughout July and August, we shared a full week's worth of events geared towards children in Grades JK to 8. From virtual museum tours to science experiments to hands-on cooking experiences, these fun and engaging activities helped families learn throughout their summer vacation. On Thursdays in August, we featured live sessions with Earth Rangers, Chartered Professional Accountants of Canada and Let's Talk Science.





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 that 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 that communities are facing and creating new, coordinated and compassionate ways to fulfil our potential as a nation of possibility.

We believe that by collectively addressing issues, we can build *Stronger Communities Together*. But we also understand that 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 **35–37**.

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



We won the CNA Canada Award for Excellence in Philanthropy and Community Service at the 2020 Insurance Business Canada Awards. This award recognizes our outstanding use of time, leadership, financial support and the significant impact we've made on our communities and causes.





Building resiliency in times of crisis

We have always believed that expert advice matters. For over 170 years, Canadians have relied on our promise to support their financial, physical and mental well-being with expert advice.

We know the right guidance and advice can make a huge impact in someone's life. Charitable organizations are trusted partners in meeting the needs of Canadians when and where they need it the most. That's why both our company and our employees support organizations across the country – to help them do just that.

Today, it's important that we listen to and support the experts leading the way in our fight against COVID-19 (and our recovery after). And it's why we're lending a helping hand by using our capabilities and resources to be a part of the solution.

Providing strategic guidance to charities and non-profits

Imagine Canada's mission is to strengthen Canadian charities and non-profits so they can better serve individuals and communities both in Canada and

around the world. We proudly supported their *Building a Resilient Future for Canadian Charities* project, which, beginning in early 2021, will feature a new self-assessment tool designed to help all Canadian charities and non-profit organizations examine their organizational competencies related to risk, accountability and crisis preparedness.

The self-assessment will explore respondents' confidence levels in various relevant operating policies, practices and procedures in an online survey format. Once complete, users will receive a custom report based on their answers. The report will include section-by-section results, question and answer details, strategic insights and links to relevant resources.

The project draws on Imagine Canada's strength as a reliable source of relevant information, research, standards and resources to inform sector leaders, stakeholders and policy makers. In the early days of the pandemic, sector organizations looked to Imagine Canada as a leader for support and this work will continue that momentum.

Connecting Canadians with guidance and expertise

We believe all Canadians deserve help when they need it and that the right guidance can make all the difference in their lives.

Chartered Professional Accountants Canada (CPA Canada) develops and delivers unbiased financial literacy education and information to Canadians of varying ages. We've provided CPA Canada with over \$1 million in support since becoming their *Financial Literacy Program National Development Sponsor* in 2014. Through this program, more than 7,000 passionate CPA Canada volunteers – including many of our employees – deliver free sessions that help Canadians, from children to seniors, make informed decisions and achieve their financial goals.

This year, to address needs created by the COVID-19 pandemic, we supported *Wellness in a Time of Crisis & The Road Ahead*, a new program to help Canadian workers survive the immediate challenges of COVID-19 and adapt to changing circumstances. In times of crises, Canadians look to experts as a trusted source to deliver information that is timely and relevant to their situation. The program provided straightforward information, distilled jargon and helped Canadians formulate a plan to move forward. The series also featured resources from *Workplace Strategies for Mental Health* to provide Canadians with practical hands-on tips on managing their well-being. More than 102,000 people attended or downloaded resources from the series.

Overall, in 2020, CPA Canada held over 750 sessions, with more than 183,000 Canadians attending workshops and experienced more than 162,000 downloads of their digital resources. CPA Canada continues to adapt existing financial literacy program resources for virtual delivery to ensure Canadians continue to have access to financial literacy tools and resources.

Supporting Canadians' mental health

Crisis Services Canada (CSC) supports Canadians with suicide specific mental health-related concerns through their text and phone helpline, *Canadian Suicide Prevention Service (CSPS)*.

Distress centres across Canada serve as gatekeepers for the healthcare system. In 2020, they reported that demand for mental health, emotional and crisis support increased at an alarming rate. CSC saw these numbers rise every day and reported that there was a more than 50% increase in call volume, 30% of which was related to COVID-19.

CSC worked to alleviate anxieties, fears and concerns related to the COVID-19 pandemic before they escalated into more serious issues. This was critical to not only support individuals in need and help save lives but also to reduce the strain on medical and first-responder emergency services.

For one distress helpline in Nova Scotia, the daily call average rose from 25 to 700. With our support toward an emergency back-up hub of remote voice responders, CSC is better able to address this rising need across Canada.



Fostering diverse, inclusive communities

Volunteer Canada provides national leadership and expertise on volunteer engagement to increase participation, quality and diversity of volunteer experiences, in collaboration with more than 200 local volunteer centres.

We believe donating time and talent is a mutually beneficial gift – not only does it help a good cause and society, but it also provides personal benefits by helping individuals develop skills and experience, explore educational and career paths and connect socially or spiritually with their community.

Volunteer Canada notes volunteer contributions and experience benefit many, especially marginalized populations, who may feel excluded or unwelcome. To address the need for volunteers and diversity, we supported Volunteer Canada’s new national research project connecting newcomers, seniors, LGBTQ2+ people, at-risk youth and people with disabilities with volunteering opportunities to help build diverse, inclusive communities.

In June, in response to the Black Lives Matter movement, Volunteer Canada added a systemic racism component to the project. The program will help develop new tools to support more inclusive programs and encourage volunteering among these groups. The toolkit and research will launch in early 2021.

A long-standing issue in the volunteer sector has been the lack of diversity among employees, volunteers and those in leadership positions. With our support, Volunteer Canada is exploring ways to better equip themselves and the volunteer sector to take action

that is respectful, meaningful and impactful. Volunteer Canada knows it begins with listening, and that standing up, standing with and standing for something doesn’t mean much until we act.

Enhancing education in remote Indigenous communities

Connected North fosters student engagement and enhanced education outcomes in remote Indigenous communities. They provide five offerings: virtual experts and field trips, virtual career fairs, cultural exchange, teacher capacity building and network academy, to more than 100 partner schools.

With our support, Connected North has started offering programming at Nisichawayasihk Neyo Ohtinwak Collegiate in Nelson House, Man., and other schools will follow. In the 2019–2020 school year, students completed 13 sessions prior to COVID-19 school closures. This core programming provides important, engaging educational content that can help increase students’ feelings of empowerment in school and in life.

Due to school closures resulting from COVID-19, Connected North launched *Connected North@Home* to continue to serve students from their partner communities and elsewhere across Canada wherever possible with Indigenous-led programming. Connected North content partners offered students access, while at home, to hundreds of virtual learning experiences with museums, zoos, artists, storytellers and other organizations. Connected North continues to work with their educational content partners to record and post live sessions for digital distribution through their video library and social media channels – available

anytime, anywhere, to anyone. This new platform facilitated more than 10,000 student and family interactions across Canada.



Advancing the process of reconciliation

Circles for Reconciliation works to establish trusting, meaningful relationships between Indigenous and non-Indigenous peoples.

Together, with Power Corporation of Canada, we announced support to help the project expand nationally to build meaningful relationships between Indigenous and non-Indigenous people and advance the process of reconciliation into more than 60 communities across Canada.

Through small gatherings of an equal number of Indigenous and non-Indigenous people, participants are led by trained facilitators to begin fostering respectful relationships, which the Truth and Reconciliation Commission, through their Calls to Action, stress are the basis of reconciliation. The Calls to Action work to re-address the legacy of residential schools and advance the process of Canadian reconciliation. As an early signatory of the *Winnipeg Indigenous Accord*, Canada Life is committed to advancing Call to Action 92 – Business and Reconciliation, in part by supporting initiatives like Circles for Reconciliation.

Normally, participants physically sit in a circle, providing greater opportunities for consensus and respect of traditional Indigenous values and customs. Due to COVID-19, participants meet virtually in a circle online, broadening participation to more communities across Canada.



“We know volunteering helps create a sense of belonging while building the cultural competencies of organizations to better serve diverse populations.”

—Paula Speevak, Chief Executive Officer, Volunteer Canada

Helping Canadians who need it most during the holiday season

2020 was a particularly tough year and many Canadians and the charities they work with struggled. According to recent research from the Angus Reid Institute, 2 in 5 Canadians had to reduce their charitable donations in 2020 – meaning charities had a harder time supporting Canadians who need their services the most.

Every year, during the holiday season, we present a charity of our employees’ choice, with a \$50,000 **Seasonal Gift**. But because this year was so unique, we did things a bit differently. We awarded six gifts of \$10,000 to reach more communities where we live and work. We asked charitable organizations to apply and tell us how the gift would help them address their clients’ needs during this challenging time. Our employees then voted on which organizations they wanted to receive the gift.

Our employees selected the following charities:

- **SARA for Women Society**, which supports women and children experiencing domestic violence in British Columbia
- **The Sunshine Foundation of Canada**, which supports children who live with severe disabilities.
- **Mères avec pouvoir**, which offers programs that help single mothers in Montreal balance multiple demands like school, work and family obligations.
- **Carmichael Outreach Inc.**, which helps individuals in Regina experiencing poverty and homelessness.
- **Honouring Indigenous Peoples (HIP) Charitable Corporation**, which provides essential supplies like food, clothing, hygiene supplies and more to remote Indigenous communities.
- **1JustCity**, which supports community services and programming for low-income neighbourhoods in Winnipeg.

“Having a child with a disability, I have firsthand experience of how limiting their lives can be. The Sunshine Foundation provides opportunities that these kids may not otherwise get, and helps kids feel like they belong, which is so very important to build confidence and self-esteem.”

—Bev Wray Green, Canada Life employee, voted for The Sunshine Foundation of Canada

Hockey Helps the Homeless

When **Hockey Helps the Homeless** was faced with the decision to cancel some of their tournaments outright due to COVID-19 or continue to fundraise in support of their mission, they chose to continue the fight. Though we were unable to lace up our skates and participate physically for these four tournaments, we came together to participate in the first-ever *Canada Life Cup*.



British Columbia

498 employees
\$52.0M in payroll

According to **Vancouver Art Gallery**, art has the power to help us come together as a community through enriching and creative experiences. That's why they launched *Art At Home*, a new series of digital programs designed to inspire families to get creative at home. Targeted at youth ages 6 to 16, *Art At Home* features a different artist's life story told in an informative and educational way on a monthly basis. As the program's lead sponsor, we helped the gallery foster a safe environment online that promotes creativity and helps families with intergenerational learning about art and artists from the exhibitions. To address educational needs that reflect Vancouver's multicultural community, the Gallery offers diverse learning supports on a variety of cultural perspectives, like Inuit culture, Japanese histories and Truth and Reconciliation. Between April and September, more than 900 people participated in the program virtually.



Coast Mental Health Foundation is the largest community-based services provider for people living with mental illness in British Columbia. We supported their *Courage to Come Back Month*, which shifted online this year. In July, the campaign raised funds to support Coast Mental Health programs that provide housing, employment support and services to over 4,500 clients affected by mental illness. During the campaign, five

British Columbians who have overcome extraordinary adversity and give back to their own communities were celebrated at the *Courage to Come Back Awards*. The awards reached more than 255,000 people virtually.

Patients from across British Columbia come to St. Paul's Hospital to receive urgent and specialized care. St. Paul's is a provincial leader in heart, lung and kidney care, and treatment for mental health and substance use. The current facility is working to address the needs of the province's growing and aging population and during the pandemic, the needs grew even greater. Our commitment to the **St. Paul's Hospital Foundation** will help them construct a brand-new hospital at the *Jim Pattison Medical Centre*. Opening in 2026, the new facility will continue to be a full-service hospital, providing inpatient, outpatient and specialized care services. With a commitment to reconciliation, St. Paul's strives to be the Indigenous hospital of choice and the new facility will take further steps to incorporate Indigenous principles to provide culturally appropriate care.

Earlier this year, **Junior Achievement of British Columbia** (JABC) moved their programs online, making it possible for close to 1,000 students to directly enroll during the last part of the 2019–2020 school year – even if their teacher hadn't arranged for their participation. We're a provincial sponsor for their *Economics for Success* program, which helps students in Grade 8 to 10 plan an educational and career pathway, gain a stronger sense of self and discover how to use their strengths to succeed in the future. Students prepare to enter the workforce by mapping career clusters, considering post-secondary options, creating a personal budget and developing strategies to achieve their goals. By the program's end, students will discover which career path best suits their needs and how to get there. During the 2019–2020 school year, JABC reached more than 40,000 students through 1,450 programs.

Alberta

482 employees
\$44.2M in payroll



According to the 2016 census from Statistics Canada, there are more than 90,000 children under the age of 5 in Calgary. The **Calgary Public Library** knows that children in high-risk communities often can't access the library. Parents and caregivers might not have the time or means to get to a library, and many don't know how vital these early years are to literacy development. Our support for the new *My First Bookshelf* program provides children in targeted communities with an age-appropriate, personalized book by mail once a month from birth to age 5. The children keep the books, building an accessible home library.

With our support, **Southern Alberta Institute of Technology (SAIT)** in Calgary launched their *Exploratory Programs* pilot. These programs provide at-risk students with hands-on training to help them achieve their goals, like earning their final high school credits, gaining basic life skills, securing gainful employment, attending post-secondary and becoming leaders in various industries. These include fields like metal trades, emergency medical response, digital technology and more. In 2020, SAIT shifted many of these programs to be available online during the pandemic.

In Edmonton, **The Citadel Theatre's** student program provides under-represented and marginalized students with access to theatre programming. Several schools in the area are unable to participate due to ticket prices, transportation cost, or travel time, but the student program makes it possible to engage with more students by removing these barriers. COVID-19 presented an opportunity for the theatre to expand their reach even further while they couldn't host groups in person. With our support as educational streaming sponsor, they're recording performances and allowing schools to access them virtually. For the first time, Citadel will produce a series of additional enrichment videos that speak to community, feminism, empowerment and Indigenous issues, while using different elements to further enhance learning and knowledge.

Our long-time commitment to **Youth Central Society** helps foster a community of volunteers in Calgary, even during the pandemic, when programming transitioned online. Through the *Youth Volunteer Corps*, the organization provides meaningful, team-based volunteer opportunities to young people ages 12 to 18. Virtual volunteer opportunities have included reading to children, creating letters and art for seniors, creating thank yous for frontline workers and posting online advocacy pieces for organizations that need donations. These opportunities foster civic engagement, empower growth, broaden experiences and connections and provide valuable skills to prepare youth for employment and education. In 2019–2020, 718 youth volunteered more than 22,000 hours to 380 projects with over 90 partner organizations.

Saskatchewan

570 employees
\$55.1M in payroll

Regina's Breast Assessment Centre performs an average of 4,800 breast exams and 600 biopsies each year. Our support for **Hospitals of Regina Foundation** will assist in replacing and upgrading old technology with new 3D mammography technology, helping better detect smaller tumours in dense breasts. The newer technology will improve the chances of an early diagnosis, which in turn means a better chance at survival for women with breast cancer.

The National Seniors Council's Report on the Social Isolation of Seniors (2013–2014) says social isolation among seniors is a serious public health concern and studies show that the lack of a supportive social network is linked to a 60 per cent increase in the risk of dementia and cognitive decline. Our contribution to **Common Weal Community Arts'** southern programming helped fund initiatives like *Hello in There*, which supports seniors' social participation through storytelling and memory-sharing. This program created opportunities for family, volunteers and community members to reflect upon the wisdom, stories and unique perspectives of older adults.



Research in the University of Regina Child and Family Poverty in Saskatchewan Report (2019) shows that, in Saskatchewan, more than 72,000 children under the age of 18 live in poverty, equalling 1 in 4 households living below the poverty line. **Creative Kids** helps these youth experience creative expression and participate in programs that foster self-esteem, learning potential, focus and the chance to be successful. Our support helped reduce financial barriers for Saskatchewan youth, allowing them to participate in arts programming and other cultural activities. To date, more than 9,500 kids in over 230 communities across the province have explored their creative dreams with Creative Kids.

Since 2001, our support for **Ignite Adult Learning Corporation** in Regina has helped students gain academic, employment and personal skills that can help them find and keep meaningful work and continue their education. Ignite is committed to empowering at-risk and marginalized adults, ages 19 to 30, to build a prosperous and fulfilling future. Ignite says 70 per cent of their graduates move directly into the workforce or post-secondary education and build positive and productive futures for themselves, their families and their communities. The organization transitioned their students to remote and virtual programming during the COVID-19 pandemic.

According to **READ Saskatoon**, nearly one-third of children aren't prepared for school on the first day of kindergarten. To address this need, their family literacy programs focus on supporting parents and caregivers as their child's first teacher. These programs are developed on the foundations of emerging literacies and results are carefully monitored to show families are learning and growing together. With our support, READ Saskatoon plans to increase its programming and expand to communities outside of Saskatoon.

Manitoba

3,328 employees
\$372.7M in payroll



Our long-time support for the **Winnipeg Art Gallery** (WAG) has helped bring innovative and unique art spaces and exhibits to the city. This includes our support of the new Inuit Art Centre, called Qaumajuq, scheduled to open in 2021, which houses and displays one of the largest collections of Inuit art in Canada and offers related workshops and programming.

Now, through *Canada Life Free Sundays@WAG*, we're looking to make those spaces and exhibits more accessible to the public. With our support, the WAG offered free admission to the general public on the second Sunday of each month, so individuals and families could visit the gallery and participate in interactive activities. The first three *Free Sundays* of 2020 welcomed a total of 6,000 people. The WAG changed its guidelines for *Free Sundays* to reflect COVID-19 safety requirements, allowing the public to attend and engage with the gallery and its programming safely during the pandemic. They also offered two days of early access with free gallery admission for frontline workers.

St. Boniface Hospital Foundation's patient-centred video monitoring is a centralized, remote patient audio and video observation system that monitors high-risk patients. This new, innovative hospital technology is expected to allow for a 30% to 50% reduction in falls, resulting in a lower cost per patient and increased patient recovery. Through our support for the Foundation's *150th Anniversary campaign*, we're helping improve patient experiences and recovery, including both their physical and mental well-being, along with easing emotional distress for family and caregivers.

Participating in **CancerCare Manitoba Foundation's** *Challenge for Life* is our way of supporting cancer research and treatment and is also one way our employees show their support for the cause. This year's event went completely virtual in August. Participants were challenged to get creative at home or outside and complete their challenge safely while physically distancing. With our contribution, more than \$1 million was raised to support programs and research like clinical trials, research trainees, community oncology and smoking cessation programs.

With virtual reality, remote monitoring, and other technology, seniors and others will be able to get the medical care they need at home. Through a collaboration between **Health Sciences Centre Foundation** and **University of Manitoba**, Manitoba researchers are learning how to best apply communications and remote monitoring technology through the *Technology for Assisted Living Program*. With our support, this program will find ways to use technology to improve health outcomes. This includes looking at how telepresence robots can help seniors with cognitive impairment or mobility challenges stay at home for longer, how remote sensors can assess a patient's mobility while recovering from surgery, how video can be used to treat people who live far from the Health Sciences Centre, how people can be diagnosed and monitored from home and other possibilities.

Ontario

5,730 **\$663.1M**
employees in payroll

Innovation Village at **Fanshawe College** in London is more than just a space – it’s a commitment to provide every student in every program with a *Signature Innovative Learning Experience*. The village will give them the opportunity to gain essential technical and human skills that will prepare them for the changing work world. We supported the London Campus’s renovation into a physical and virtual hub where students will discover one-stop support and learning opportunities through innovative spaces and cutting-edge equipment. Fanshawe offers a variety of programs to 43,000 students each year. By specializing in the art of experiential learning, the College blends academic study with hands-on learning so that graduates have the skills employers are looking for.

At **Lakehead University** in Thunder Bay, the *Canada Life Ingenuity Community Room* allows students and community partners to join in an innovative and collaborative incubator space that supports innovation and integrative business and entrepreneurial education. With a focus on regional and national economic development, students use community resources and mentors to solve complex issues and affect positive social change in a professional working environment. The physical space opened in September 2019. In the fall, virtual events included sessions on ideation, business plan writing, market research and registering your own business.

Our commitment to equity, diversity and inclusion in leadership supports the creation of a new *Diversity in Leadership Diploma* and a *Diversity in Leadership Certificate* at Canada’s only women’s university. In consultation with diverse community representatives, educators at **Brescia University College** in London will develop programs that will give students practical

tools to tackle unconscious bias, identify and address organizational structural barriers and develop leadership skills. A significant portion of our gift will go towards scholarships and bursaries to support accessibility for non-traditional students, particularly women who are Indigenous, racialized, mature, immigrants, minorities, transgender and non-binary.

Angels Den is a medical research competition in support of **St. Michael’s Hospital** in Toronto. Six teams of the hospital’s scientists battled it out on *Angels Den Virtual* for a chance to win prizes totaling nearly \$500,000. They pitched their breakthrough projects to three celebrity judges, a panel of over 50 jurors and an online audience of thousands – including many of our employees. Our contribution supported the People’s Choice Award-winning project *Smart Garments: AI Therapy For Your Muscles* by Dr. Jane Batt. This was a unique way for us to support research that has the potential for broad social impact across Canada, while giving our employees, advisors and customers the opportunity to be a part of advancing scientific breakthroughs – from the comfort of their homes.

Our new commitment to **Indwell’s Hope and Homes in London Capital Campaign** will help create *Embassy Commons*, an affordable housing community on London’s Dundas Street. This second Indwell community in London will feature 75 affordable apartments and provide a supportive environment to transform lives. According to resources from the Canadian Mental Health Association, lack of permanent, supportive and affordable housing can create harmful cycles of hospitalization, shelter visits and unnecessary institutional stays for people who have low, fixed incomes and live with a mental health disability. Indwell provides on-site staff that includes nurses and support workers to help reduce impact on emergency and medical services. The new housing community is expected to open in 2022.

In Ottawa, we’re providing complimentary access to the **Canadian Museum of Nature** on Thursday evenings. Through *Nature After 5*, we’re helping Canadians connect with nature by removing financial barriers and providing access for all, including lower-income families and individuals and new Canadians. More than 42,000 people visited the museum through the program this year. Due to restricted hours during COVID-19, our support now allows free admission during the last hour of the day, three times a week.

Prior to COVID-19, we helped students attend music, theatre and dance performances and receive classroom resources through the **National Arts Centre’s** student matinee program. In Ottawa, more than 25,000 students and their teachers participate each year, with attendance prioritized to schools in communities with more new Canadians and multicultural student bodies. Because of COVID-19, we pivoted our support to *The Virtual Canadian Orchestra Field Trip Series*, which is a partnership with different

orchestras in cities like Toronto, Vancouver and Montreal. This program, for students grades 4 to 8, features a pre-recorded performance with a live host engaging in discussions with experts, artists and the audience while exploring themes like climate crisis, social justice and innovation in arts.

Thrive™ is an innovative adult day program created by **Abilities Centre Durham** for individuals over the age of 18 with developmental disabilities. Since 2018, we’ve supported the expansion of this program to help remove physical, intellectual, economic, psychological and social barriers that often prevent young adults with developmental disabilities from enjoying a rich community life. *Thrive™* helps participants successfully transition into community life and reach goals like education, employment or independent living. All activities provide opportunities to learn new skills, meet new friends, enhance self-esteem and optimize personal growth.



Quebec

914 employees
\$92.6M in payroll

Encouraging diversity and open dialogue and giving a voice to under-represented communities are important ways to address racism and inclusion. Our long-time support for **Centauro Theatre** helped launch their new initiative, *Artistic Diversity Discussion at Centauro*. This initiative will focus on how arts can move the conversation regarding racism and representation and will engage everyone from artists to the audience through many virtual events, discussions and other theatrical related developments. Through this engagement, the initiative's goal is to develop more ways to de-stigmatize and celebrate diversity on and off the stage.

Montreal Children's Hospital is working to address children's increasing mental health needs. We supported their music therapy program, which uses music to maintain or improve the quality of life of children, adolescents and their families by promoting the expression of feelings, helping increase quality of life in the hospital, facilitating communication and supporting development. Music acts as a medium for processing emotions, trauma and grief, and can also be used as a regulating or calming agent for anxiety or dysregulation.

At **Share the Warmth**, we supported their youth programs, including tutoring, music programs and the *Boîte à Lunch* program, which shifted online while physical locations were closed. These youth programs foster stimulating, healthy and creative environments, encourage perseverance at school, help improve social skills and encourage peer discussions. From mid-March to mid-July, *Boîte à Lunch* produced and delivered more than 3,900 food boxes reaching over 9,000 people during COVID-19 closures.



Offering therapy based on compassion, acceptance and mindfulness can create a calming environment that helps participants practice being in an anxiety-inducing setting with a therapist at their side. **Institut universitaire en santé mentale** launched their *Virtual Therapy for Young People* project to evaluate the effectiveness of virtual reality as a therapy intervention tool. We supported this pilot project which aims to help adolescents and young adults who are too socially anxious to participate in group therapy by giving them access to virtual reality therapy as an alternative. Preliminary results show a decrease in social anxiety, general anxiety and depressive symptoms, while participants' sense of well-being has increased.

As a long-time presenting sponsor of **Orchestre Symphonique de Montréal's** (OSM) youth concert series we helped more than 12,300 students and teachers attend in-person concerts and symphonic matinees over the 2019–2020 season. In-class workshops led by OSM's instructors prepared students for their symphonic outing, with more than 150 classes in 31 different schools participating. OSM made online concerts and resources available for youth to still participate during the pandemic.

Atlantic Canada

158 employees
\$15.4M in payroll

Dartmouth General Hospital in Nova Scotia is undergoing their most significant transformation in their 42-year history. We supported the **Dartmouth General Hospital Foundation's** *Above and Beyond Capital Campaign* which will redevelop their existing site and realign acute care delivery for residents across Halifax and beyond. The new site will feature increased inpatient bed capacity and a new *Outpatient Centre and Endoscopy Clinic* to significantly expand outpatient services. Additionally, a new surgical centre will allow more surgical procedures to be performed – expanding from 5,000 surgeries annually to 8,500. Other expected outcomes for the new facility include decreased wait times for primary joint replacement surgeries, new intensive and immediate care units, additional inpatient and outpatient beds, a new endoscopy procedure room, enhanced privacy and comfort for patients receiving diagnostic imaging services and eight new and modern operating theatres. The facility is scheduled to open in 2021.

In Newfoundland, *Daffodil Place* provides a home away from home for people facing cancer. Our contribution to the **Canadian Cancer Society – Atlantic** helps provide patients with more affordable rates to stay there, relieving 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 to St. John's for treatments offers all the amenities of home, including cooked meals, transportation to and from medical appointments, a comfortable room and other supportive care services. Since opening in 2009, more than 6,000 people living with cancer from over 440 communities have stayed at *Daffodil Place* for 71,456 nights.

The **Janeway Children's Health and Rehabilitation Centre** in Halifax is the province's only full-service health centre dedicated to pediatrics, providing care to approximately 100,000 residents, ages 18 years and under. Our financial contribution will help replace 30-year-old cribs with the latest advancements in critical care cribs. These will provide children with a complete environment that can interact seamlessly with other intensive care unit technology, like mechanical ventilators, invasive monitoring equipment, intravenous pumps and tubing. With this technology, babies can be more easily moved between departments for necessary tests or surgeries. These cribs also provide more space for clinicians to monitor and observe children and are adjustable to suit the needs of babies and healthcare professionals.

Neptune Theatre Foundation helps students in Atlantic Canada deepen their understanding of complex social issues by exploring production themes through attendance, talkbacks and classroom programming. Since productions and school tours have been postponed this year, the theatre provided their *Neptune at Home* content to students and with our support, they're bringing their theatre school videos into classrooms. These interactive and engaging videos help promote theatre to a wider and younger audience, while exploring creative thinking and fostering an interest in the performing arts.



Sponsorships

Reaching Canadians in their communities

We take pride in reaching Canadians in communities from coast to coast. We support the financial, physical and mental well-being of Canadians through our shared passions and interests.

We're proud to have been the presenting sponsor for 24h Tremblant, 24h BLUE MTN, and title sponsor of the Canada Life Series – a new event created in collaboration with the Mackenzie Tour – PGA TOUR Canada for players residing in Canada during the pandemic. We were also an official sponsor of the Canadian Hockey League (CHL).

Supporting players. Supporting communities.

At Canada Life, we believe in helping Canadians reach their full potential. When the 2020 Mackenzie Tour – PGA Tour Canada season was cancelled because of COVID-19, we decided to help find another way to support aspiring golfers while contributing to charity.

That's why we announced the **Canada Life Series**. This Canadian-only field, four-event series offered professional and elite amateur Canadian golfers the opportunity to compete at a high level and continue working towards their goals. It also gave them the opportunity to earn conditional status, up to six starts on the Mackenzie Tour in 2021 and a playing spot in the 2021 RBC Canadian Open.

Canada Life Series tournaments took place at Bear Mountain Golf & Tennis Resort Community in Langford, B.C., in August and at TPC Toronto at Osprey Valley in Caledon, Ont., in September.

In addition to aspiring golfers, these tournaments supported children's causes in each region. Through *Canada Life Birdies for Kids*, we donated \$5 for every birdie made and \$20 for every eagle made over the course of the golf series.

In Langford, the tournament proceeds supported **Canucks Autism Network (CAN)**, who provide programs for individuals with autism and their families. *Canada Life Birdies for Kids* raised more than \$8,400 for CAN, which we topped up to make a \$20,000 donation. The proceeds from the Caledon tournaments were directed to **Start2Finish**, an organization focused on literacy and physical activity among children experiencing poverty. We've supported their *Running and Reading Clubs Program* for five years and our support has helped them expand to several new locations in Ontario, Saskatchewan, Alberta and British Columbia. *Canada Life Birdies for Kids* raised more than \$10,000 for Start2Finish, we then augmented to make a \$20,000 donation.

Taking a shot to help save a life

Canada Life believes in supporting the communities where we do business. That's why we were in local rinks across the country through our alliance with the **Canadian Hockey League (CHL)** to celebrate the game that unites us all. This sponsorship increases our presence and involvement in 37 communities across Canada.

But, it's not just about hockey. We're also proud to continue our collaboration with **Canadian Blood Services (CBS)** and **Hockey Gives Blood** to educate the hockey community about the importance of blood and stem cell donation. In eight communities across Canada, we invited local CBS donors and recipients to join us on the ice to celebrate the communities where we live and work.

These special participants had the opportunity to shoot a puck during the hockey game and if they scored a goal, we'd donate \$1,000 to CBS in their honour. Even if they missed, we'd still donate \$500. When the hockey seasons were cancelled due to COVID-19, we donated \$1,000 in the remaining communities.

Additionally, at a Saskatoon Blades game in March, we presented a \$100,000 donation supporting CBS's *NextGen Lifeline program*. As the program's national founding supporter, we're honoured to play a part in supporting the next generation of blood donors and future champions of the cause across the country.



Hitting the slopes for a great cause

Whether it's on the slopes or in everyday life, Canada Life is committed to helping Canadians reach their potential. That's why we joined the action at **24h BLUE MTN** in February – an event we've proudly sponsored since its launch in 2018.

24h BLUE MTN is a weekend relay race event in The Blue Mountains, Ont., where teams ski, snowboard, walk, or run for 24 hours in support of two charities –

Special Olympics Ontario and **Collingwood General & Marine Hospital Foundation**. Many of our employees participated and enjoyed a great weekend of outdoor fun, food, music and prizes. This year, 41 teams raised more than \$153,000 for the charities.

Virtually supporting children's charities

Even though we couldn't be at Mont Tremblant in Quebec this year for **24h Tremblant**, we still committed to supporting children's charities and Canadians in the communities where we live and work.

24h Tremblant adapted to a 24-hour virtual relay race format in support of three children's charity foundations – **the Fondation Charles-Bruneau, the CHEO Foundation** and **the Fondation Tremblant**.

Normally teams would participate by either walking/running, skiing or snowboarding in Mont Tremblant. This year, participants could choose any sporting activity that they could do remotely – alone or safely with a team.

As a long-time supporter of the event, and to encourage donations, we committed to matching donations made by all participants. In November, participants raised \$150,000 for the event, which totals more than \$300,000 with our matching gift.

“Every minute of every day, someone in Canada needs blood. We're proud to continue our long-standing relationship with Canadian Blood Services and at the same time, offer these young people a chance to make a meaningful contribution to a cause they care about so deeply.”

—Jeff Macoun, President and Chief Operating Officer, Canada

Appendix

Corporate Teams 2020

West Coast

The Leukemia and Lymphoma Society of Canada –
BC/Yukon Region

Light the Night, Vancouver

Canada Life BC

The Terry Fox Foundation

Terry Fox Run, Vancouver

Canada Life Vancouver

Prairies



CancerCare Manitoba

Challenge for Life 2.0

Heroic Feet of Canada Life



CancerCare Manitoba

Techapalooza

Canada Life Mad About This Life

Cerebral Palsy Association of Manitoba

Cerebral Palsy Bike Race

Canada Life #1 and #2

Crohn's & Colitis Canada

Gutsy Walk

Canada Life Gut Busters

Ducks Unlimited Canada

Canada Life Ride to the Lake

Canada Life

Multiple Sclerosis Society of Canada, Manitoba Division

MS Biking to the Viking

The Greatful Tread of Canada Life

Ontario

Big Brothers Big Sisters of London & Area

Bake for Kids' Sake

Canada Life

Brain Tumour Foundation of Canada

Brain Tumour Walk

Canada Life Cranium Crusaders

ChildCan

ONERUN 100km Virtual Journey

Canada Life Crimson Tide

Canada Life Splinters

Children's Health Foundation

KMs 4 Kids' Cancer

Canada Life KMs 4 Kids' Cancer

Community Living London

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

Canada Life Community

Crohn's & Colitis Canada

Gusty Walk

Canada Life's Got Guts (Strathroy)

Family Service Thames Valley

Hike for Happiness

Canada Life Hikes for Happiness

Indwell

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 –

Greater Toronto Area Chapter

Light the Night Walk, London

TT's 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

Royal Ottawa Foundation for Mental Health

Shoppers LOVE YOU Run for Women

Canada Life Savers

SARI Therapeutic Riding

Bowling for Ponies

Canada Life Alley Appaloosas

SickKids Foundation

Icwave Beach Volleyball

Canada Life Bump to Thrill



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

The Princess Margaret Cancer Foundation

Road Hockey to Conquer Cancer

Freedom 55 Financial – Canada Life #1, #2, #3

World Wildlife Fund Canada

CN Tower Climb

Canada Life Reinsurance

Quebec

Canadian Cancer Society

CIBC Run for the Cure

Canada Vie – Montreal

Atlantic

Make-A-Wish Foundation

Family Feud Fun Night

Canada Life PEI

“I’ve participated in volunteering in my community in the past but always made up time or volunteered on evenings or weekends. Many organizations need volunteers for events during the week, so I’m very fortunate Canada Life provides this opportunity, which allows me to volunteer with Children’s Wish Foundation.”

—Shelley Viscount-Piercey, Canada Life employee, discussing Community Volunteer Day





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