



For life as
you know it™

2022 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 175 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 12 million customer relationships from coast to coast to coast.

About Great-West Lifeco Inc.

Great-West Lifeco is an international financial service holding company with interests in life insurance, health insurance, retirement and investment services, asset management and reinsurance businesses. Great-West Lifeco and its companies are members of the Power Corporation group of companies and have business activities in Canada, the United States and Europe under the brands Canada Life, Empower Retirement, Putnam Investments and Irish Life, respectively.

This Public Accountability Statement relates to the Canadian operations of The Canada Life Assurance Company. It also describes the corporate social responsibility activities of GWL Realty Advisors Inc.



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

As a founding Imagine Caring Company since 1988, we have contributed more than \$235 million to Canadian communities. This includes \$11.1 million in charitable donations in 2022.



Paul Mahon

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

Jeff Macoun

President and Chief Operating Officer, Canada
Canada Life

Presidents' report

As Canada's first domestic life insurance company, we've been helping Canadians build stronger futures for 175 years. As we celebrate this milestone anniversary, we're proud to have grown with Canada, supporting Canadians and their families with a wide range of products, services and expert advice.

Since our founding in 1847, we've stood side-by-side with customers and advisors through times of change, difficulty and celebration. We've been there, offering trusted guidance along life's journeys.

Through times of challenge and opportunity, we've focused on being a strong partner for the communities where we live and work. Throughout 2022, we remained focused on what matters – the millions of customers we serve, the advisors we partner with, the employees that help us deliver and our communities where we live and work.

From the lingering effects of the COVID-19 pandemic, climate change, systemic racism, and needed action on reconciliation with Indigenous communities – the many challenges we are facing require bold, collective action. We're committed to help make progress.

On climate change, we've set an objective to achieve net zero greenhouse gas emissions by 2050. This year we were once again recognized by the Carbon Disclosure Project as a leader in managing greenhouse gas emissions and environmental impacts, risks and opportunities, and are proud to be North American's top performing insurance company.

The invasion and resulting war in Ukraine are top of mind for so many of us across Canada Life. In addition to our financial contributions to humanitarian organizations, we stood with Ukrainian newcomers, by offering job search support and personal item donations.

We remain focused on advancing diversity, equity and inclusion. One of the ways we did this was by recognizing National Day for Truth and Reconciliation. Guided by the Truth and Reconciliation Commission of Canada's Call to Action #80, we provided our employees a paid day away from work, empowering them to act toward reconciliation. In line with Call to Action #92, we continue to support our employees on their journeys of education by providing access to curated learning resources, training and Indigenous-led events.

It is because of our collective strength and commitment over the last number of years we were able to take action in the face of adversity, allowing us to grow and strengthen our brand and our business.

Thank you to our employees and advisors for their continued dedication to supporting our customers and communities. Lasting change calls for each of us to do our part.

Together we can build a more inclusive and resilient Canada and a more sustainable world. Guided by a commitment to our purpose – to improve the financial, physical and mental well-being of Canadians – we'll continue to deliver on the promises we make.



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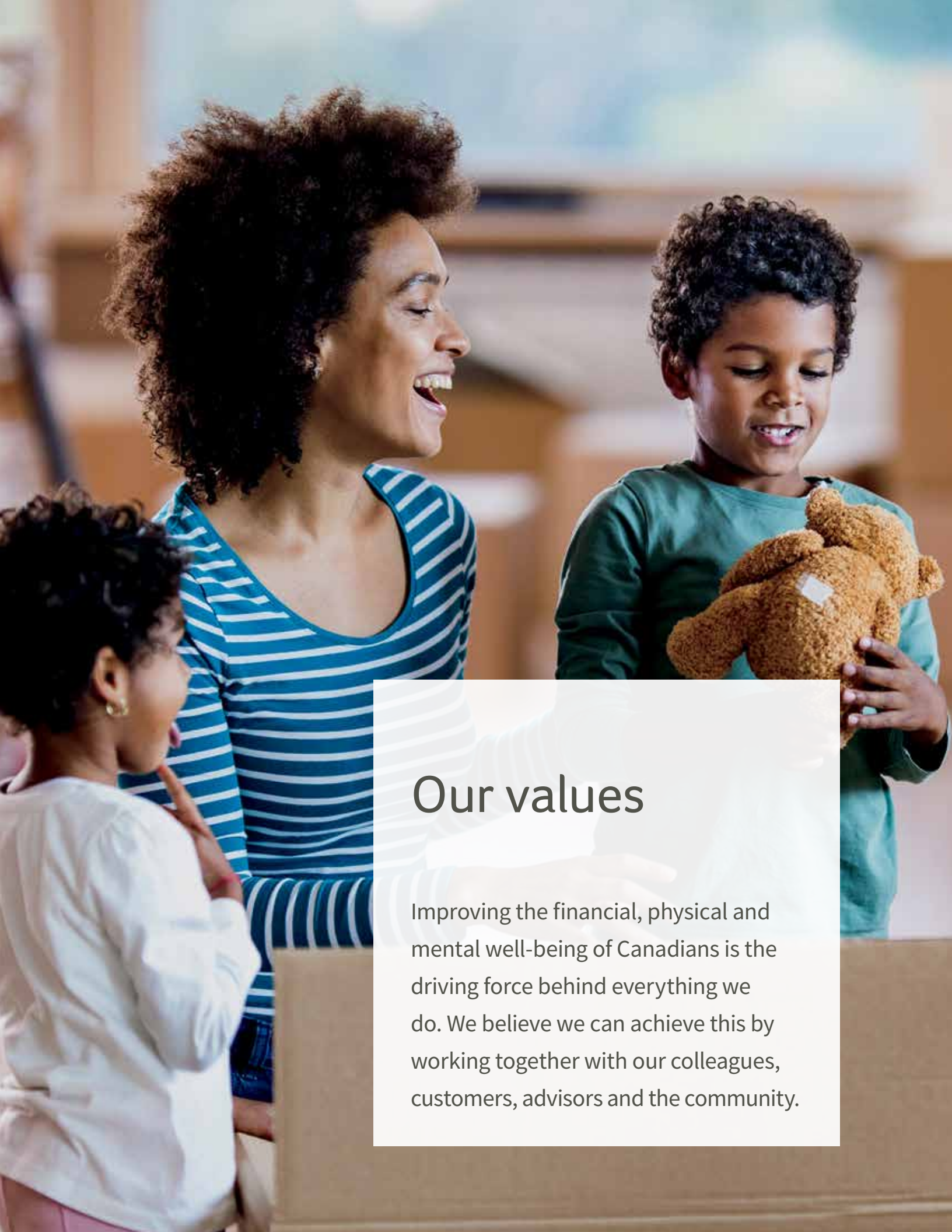
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Our values

Improving the financial, physical and mental well-being of Canadians is the driving force behind everything we do. We believe we can achieve this by 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.

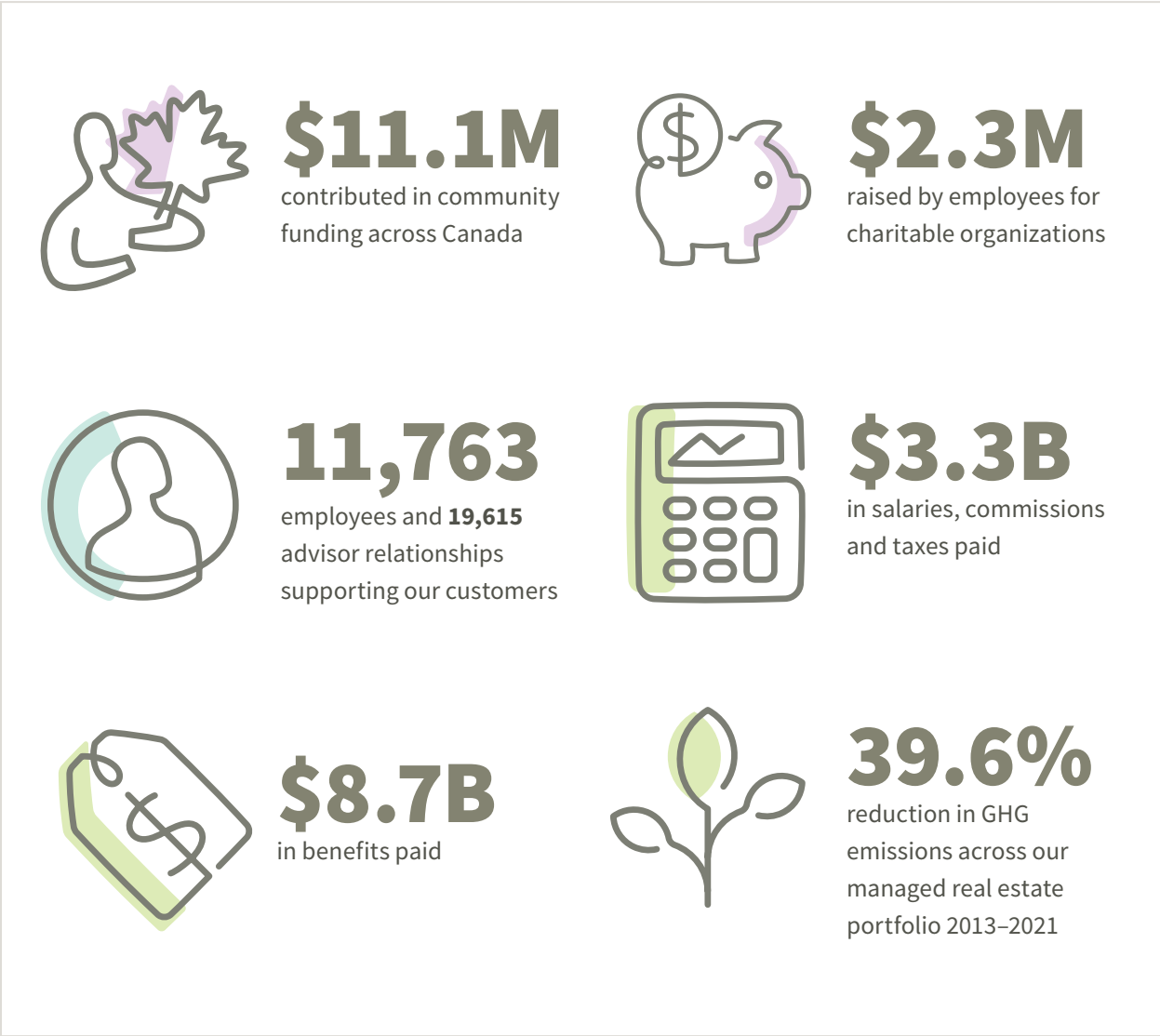
Our vision

- Customers are at the centre of what we do.



2022 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 2022.





Focus on well-being

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

Financial well-being

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

Our Group Customer division constantly enhances the way we interact with our plan members. In October, Plan Members as Customers changed its name to **Freedom Experience™**. The renaming builds on the legacy of our Freedom 55 Financial™ brand which has stood for guidance, planning and choice and has served Canadians well for many years.

Freedom Experience unites health benefits with retirement and savings solutions to deliver a holistic and personalized experience for plan members. To align with this, we changed the name of our member guides to health and wealth consultants and renamed our optional group savings and benefit products – all to help present a simplified and cohesive experience for members. Over the next year, we'll add the Freedom Experience trademarks to the products the team offers.

Collaborating to offer a modernized and secure claims process

We acquired **ClaimSecure** in 2021 and substantially enhanced our presence in the third-party administrator and third-party payor business segments. This acquisition increased the number of individuals we serve by 1.25 million, including plan members and their dependents.

In April, we launched *SecurePak*, a bundled offering that includes our insurance benefits and ClaimSecure's health and dental claims adjudication services. *SecurePak* offers plan sponsors the advantage of modernized claims processing through ClaimSecure and the security of our pooled products for plans in the small-case market.

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 teamed up with Peacehold Canada, who offers **Estate at Ease™** to our individual customer clients, a service that helps executors administer their loved one's estate. This offering is now extended to group benefit and retirement savings sponsors and their members. Estate at Ease helps executors handle matters relating to their loved one's pension, insurance, government and corporate benefits, memberships and licenses.

Meeting customers where they're at

With our Freedom Experience Health and Wealth Consultants, plan member interactions are more than just a transaction – they're a chance to connect and provide solutions that help them all along their journey.

Team members speak a variety of languages to better support customers. This spring, one of our consultants spoke with a member and recognized that English might not be their first language. The Plan Member shared that speaking in Hindi would be helpful for them.

That's when Riddhi Parikh stepped in and took that support a step further. Upon opening the member's file, Riddhi recognized by their last name that Gujarati – also Riddhi's first language – might be more appropriate. The member was delighted. By recognizing this, Riddhi was able to create an instant connection, positive experience and build trust with the member, which led to several more interactions to help identify current and future solutions to better serve them.

Making personalized advice more accessible to Canadians

We create virtual and in-person events for advisors who want access to world-class expertise to grow their practice and help even more Canadians, bringing together keynote speakers and experts to help advisors future-proof their businesses and evolve client relationships. This year, we hosted more than 130 advisor-facing events and calls with nearly 28,000 attendees, issued over 54,000 continuing education credits and presented educational content on topics like intergenerational wealth, succession planning and building more inclusive practices.

Empowering advisors and customers with digital tools

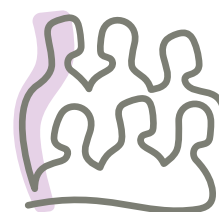
It's important to empower advisors to help their clients make informed decisions about their financial future. Advisors can now subscribe to a la carte tools within the **Canada Life™ Digital Toolkit**, which offers them access to essential tools that can

positively impact their business. This includes the launch of goals-based planning – a financial planning solution that engages clients and is integrated with our new advisor-facing digital platform, making it easy for advisors to use. Powered by **Conquest Planning**, we're dedicated to helping advisors service their clients with a tool that allows them to visualize their specific goals and clearly understand the steps they need to take to achieve them.

We launched our new customer site, **My Canada Life™**, to provide customers with easy access to insurance and investment information in one spot. Many customers have already registered and chosen to enrol in e-documents, providing the convenience of paperless statements and product information and the ability to update their contact information. Not only is this an environmentally friendly option, but it allows advisors to spend less time on clerical tasks and more time building customer relationships and helping them meet their insurance and investment needs.

Helping our communities in times of need

We're committed to being there for communities when they need it most. With IG Wealth Management, we jointly contributed to the **Canadian Red Cross** (CRC) to aid relief efforts in communities in Atlantic Canada and eastern Quebec impacted by Hurricane Fiona. As part of this support, we donated \$25,000 to the *Hurricane Fiona in Canada Appeal*. Our employees donated \$5,275 and we matched their efforts, bringing our total to just over \$35,000.



Together with affiliated companies, we collectively donated \$200,000 to CRC and helped support crisis relief efforts in Ukraine. This support directly benefitted the *Ukraine Humanitarian Crisis Appeal*, helping respond to humanitarian needs and aiding in preparedness and response efforts, both in Ukraine and surrounding countries.

In 2022, we joined CRC's *Disaster Response Alliance*. The alliance brings together leading Canadian corporations who recognize the importance of investing in disaster relief. This year, nearly 200 employees engaged to learn more by attending personal preparedness workshops on topics like natural hazard risks, making an emergency plan and building an emergency kit.



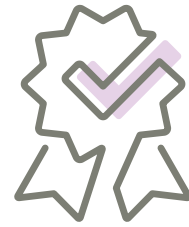
Offering Canadians sustainable and affordable investments

As we continue to evolve our wealth strategy, we're focused on designing and delivering quality, client-focused investment products and portfolio solutions, tailored to the changing needs of our customers and advisors.

Canada Life Investment Management Ltd. (CLIML) brings together leading investment managers to offer a relevant and diverse fund lineup that meets customer needs through today's changing market dynamics. CLIML is responsible for **Canada Life Mutual Funds™**. CLIML enables us to introduce new and improved investment strategies and solutions for Canadians.

As environmental, social and governance trends and capabilities continually evolve, and new investment opportunities come to market, investors expect their own fund selections to also evolve. That's why, in August, we added two new underlying funds to our **Canada Life Sustainable Portfolios** and **Canada Life Sustainable Target Date Funds**, making it easier for customers to invest in line with their values for a more sustainable world through their savings.

In October, we launched the **Canada Life Index ETF Portfolios** to complement our suite of actively managed segregated funds. These three new passively managed solutions provide customers a simple, low-cost, all-in-one portfolio, diversified across asset classes and global regions, while delivering the protection benefits offered by segregated fund policies. This launch demonstrates our ongoing commitment to offering customers various solutions to reach their unique goals.



Canada Life Community Builder Award

The Canada Life Community Builder Award aligns with Canada Life's commitment to supporting our communities and celebrates the outstanding contributions advisors make to theirs.

We award selected regional nominations with a \$500 donation to a charity of their choice, as well as three national nominations with a donation amount of \$2,500 to a charity of their choice. Nominations are based on 2022 activities within the advisor's community.

Preparing advisors for market opportunities and challenges

Expert insights and thought leadership were the driving force behind a new series of **market outlook reports and webinars**. Focused on sharing information to help prepare advisors for the opportunities and challenges in the market, we designed these reports and webinars to help inform decisions around our asset allocation. Our overall aim was to support them in building stronger portfolios and establishing reasonable expectations for risk and return with their clients.

As a companion piece to the annual *Financial Facts* brochure, which is the most comprehensive participating life insurance report in the industry, we introduced a new year-in-review report to provide a deeper dive into how our participating life insurance account assets are actively managed. This illustrates how our investment management teams are aligning to evolve our investment strategy.

Making history, then and now

As the nation's first domestic life insurance company, we've not only cared for Canadians for generations but contributed to the country's history in fascinating ways. For instance, in 1895, the company published the country's first life tables to illustrate life expectancy development. Later, during WWI, Canada Life provided life insurance policies for soldiers actively serving overseas — a feat no other company matched. The company continues to make history today, with **Canada Life Sustainable Portfolios** — a globally diversified, all-in-one investment solution for individual investors and a similar target date fund solution for group plan members — a first-of-its-kind in Canada.



Physical well-being

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

In December 2021, we announced one of the biggest benefit plan contracts ever awarded in Canada, as Canada Life was chosen to provide benefits for the **Federal Government’s Public Service Health Care Plan (PSHCP)**. This historic achievement means we’ll support the well-being of 1.5 million more Canadians, covering eligible public servants

and their dependents from coast to coast to coast. This contract has a term of up to 12 years and will be implemented on July 1, 2023.

The investments we’re making to support the Federal Government’s PSHCP will improve our capabilities and enhance the customer experience across all our health and dental plans. Over the next couple of years, customers who have group business with us will see more ways to manage their plans online – whether they’re a member, sponsor or advisor.

-  **Enrolment:** For both savings and benefits plan members, we’ll continue to shorten and simplify the enrolment process and eliminate paper forms. Members will get earlier and easier access to *My Canada Life at Work™* online benefit services – and get a better, more personalized experience when they first join their plan.
-  **Reporting:** We’re building a simplified reporting function for plan administrators and decision makers. This will help organizations understand their plans and members better and make even better decisions about their plan design.
-  **Benefits information:** For members, we’re building more robust and detailed coverage lookup and more automation so we can approve and pay claims faster.
-  **Accessibility and inclusion:** Continuing our well-established record of website accessibility, we plan to surpass current online accessibility standards, improve usability and accommodate digital uptake.
-  **Behind the scenes:** To match expectations of a growing digital culture, we’ll invest in modern architecture to ensure security and greater web accessibility.

Working to keep medications accessible and affordable for Canadians

Last year, we developed and implemented an industry-wide advocacy campaign to promote the importance of private employer benefit plans as part of the national pharmacare discussion. Since then, our industry has continued this conversation by reaching out to the **Canadian Agency for Drugs and Technology in Health** so we can help build real world evidence to support the use of rare disease drugs.

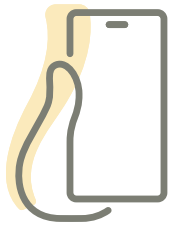
Playing our part in delivering biosimilar drug strategies

We’re committed to balancing our plan members’ health needs with plan sponsors’ cost management needs. **Biosimilars** are medications that are like their brand-name counterparts and are proven to be safe and effective. They promote positive 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.



We’ve invested nearly **\$1M** in capital projects to help develop and expand innovative care at Canada’s leading health institutions

Mental well-being



Since January 2022, we've invested nearly

\$2M

in Workplace Strategies for Mental Health and charitable contributions to mental health-related initiatives. There have been almost

2,000,000

page views and more than

650,000

visitors browsing the Workplace Strategies website's free tools and resources.

For an impressive 15 years, we've provided tools and resources for workplace mental health and psychological safety through our support of **Workplace Strategies for Mental Health** (Workplace Strategies). All the tools and resources on the site are free for everyone to access, not just clients.

Taking a break for our 15-year anniversary

Taking short breaks every day is an easy way to calm your mind and reduce workplace stress. That's why we asked employees to take a break on June 16, for their own mental health, with a free 30-minute yoga class near four of our main campuses – London, Regina, Toronto and Winnipeg. This year, Workplace Strategies celebrated 15 years of supporting the mental health and psychological safety of Canadians. To help recognize this achievement, we donated \$15,000, to the **Canadian Mental Health Association** to further support mental health for all.

Tackling burnout in the workplace

Workplace Strategies teamed up with **Mental Health Research Canada** to conduct market research on the current state of psychological health and safety in Canadian workplaces. As we approached the two-year mark of the COVID-19 pandemic, this research showed that more than one-third (35%) of all working Canadians were feeling burned out.

Released in January, the research also revealed that workers in the health and patient care sector ranked highest above the national average – with 53% of workers reporting burnout. Within that segment, nurses reported experiencing the most burnout overall – at a staggering 66%.

“As we approached another year with COVID-19, we once again faced extreme uncertainty as the pandemic rollercoaster continued, so it's not surprising that burnout is a factor in workplaces. Prevention and mitigation are so important. The good news is, there are small steps that anyone can take to begin to tackle their burnout.”

– **Mary Ann Baynton, Director of Collaboration and Strategy**



The results kicked off a series of activities by Workplace Strategies aimed at promoting resources for employers and individuals to support workplace mental health. For example, in the fall, they hosted free, full-day workshops to help build toolkits to prevent or address burnout. The *Antidote to Burnout* workshop helped employees explore what resilience means to them personally.

Helping support employees' mental health

During *Mental Health Week* in May, we shared new research showing that in the workplace, while leaders gave themselves an “A” for their support of employee mental health, the responses from employees show more work needs to be done.

We commissioned this comprehensive study, also conducted by Mental Health Research Canada, where we asked employees to rate the extent to which their leaders engaged in strategies to support psychological health and safety. The survey included a series of statements about how well employees feel their leaders manage in a psychologically safe

way, with almost two-thirds (67%) of employees agreeing that their leader effectively supports their mental health.

To help create a more psychologically safe workplace, employees and leaders can find free tools and resources to support improving their mental health and protecting psychological safety at work by visiting Workplace Strategies' website.

Managing mental health while at work

Each October, *Mental Illness Awareness Week* aims to bring to light the realities of mental illness and increase access to mental health resources for those who need them. To coincide with this important and meaningful campaign, Workplace Strategies launched a new collection of activities to help manage stressful, anxious or depressive thoughts while at work. Using evidenced-based research, they developed audio clips to help calm and recentre the mind. There are also hands-on activities, like writing exercises to help improve mood and focus.

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

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

Responsible oversight

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

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

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





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

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

Our Code rests on the following core values:

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

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

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

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

For more information on our Code, visit the 'Customer Satisfaction' section of our website.

Economic highlights

In 2022 in Canada, our companies:

- Helped families cope with loss, paying out more than **\$2.1 billion** in life insurance benefits.
- Provided income for more than **90,000** people who became disabled and could no longer work.
- Delivered more than **\$1.5 billion** of policyholder dividends through our participating life insurance products
- Paid **\$949 million** in annuity payments, helping Canadians fund their retirement with a secure income stream.
- Helped approximately **28,100** employers provide benefits plans and more than **11,400** employers offer retirement savings plans for their employees.
- Managed **\$134.1 billion** in retirement and other investment holdings for Canadians.

Employees across Canada

PROVINCE	REGULAR FULL TIME	REGULAR PART TIME	TEMP & CASUAL	2022 TOTAL
Alberta	532	8	5	545
British Columbia	540	11	17	568
Manitoba	3,282	60	60	3,402
New Brunswick	25	0	0	25
Newfoundland and Labrador	24	1	1	26
Nova Scotia	110	1	2	113
Ontario	5,868	43	136	6,047
Prince Edward Island	3	0	0	3
Quebec	852	22	8	882
Saskatchewan	527	6	8	541
Total	11,763	152	237	12,152

Impact through taxes

2022 Income, Capital and Premium (in \$ thousands)

	INCOME AND CAPITAL TAXES	PREMIUM AND OTHER TAXES *	TOTAL
Federal Government:	222,090	27,758	249,848
Provincial Governments:			
British Columbia	12,270	50,922	63,192
Alberta	7,432	59,730	67,162
Saskatchewan	3,854	19,636	23,490
Manitoba	18,843	24,412	43,255
Ontario	21,919	221,293	243,212
Quebec	4,973	82,217	87,190
New Brunswick	1,730	6,067	7,797
Nova Scotia	2,255	10,993	13,248
Prince Edward Island	540	2,745	3,285
Newfoundland and Labrador	2,056	14,356	16,412
Territories	458	3,053	3,511
Other	-	-	-
Total	298,420	523,182	821,602

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



New private debt and commercial mortgage loan fundings

January 1, 2022 to December 31, 2022

IN \$ THOUSANDS	\$0-\$24		\$25-\$99		\$100-\$249		\$250-\$499		\$500-\$999		\$1,000-\$4,999		\$5,000 & GREATER		TOTAL	
	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS	\$	# OF ACCTS
British Columbia	-	-	-	-	-	-	-	-	-	-	-	-	398,977	24	398,977	24
Alberta	-	-	-	-	-	-	-	-	-	2,660	1	75,502	5	78,162	6	
Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Manitoba	-	-	-	-	-	-	-	-	-	18,107	6	50,507	3	68,614	9	
Ontario	-	-	-	-	-	-	-	1,311	2	38,454	15	1,325,201	40	1,364,966	57	
Quebec	-	-	-	-	-	-	-	-	-	15,456	5	363,699	13	379,155	18	
New Brunswick	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nova Scotia	-	-	-	-	-	-	-	-	-	-	-	25,807	1	25,807	1	
PEI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Newfoundland & Labrador	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NWT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total	-	-	-	-	-	-	-	1,311	2	74,677	27	2,239,693	86	2,315,681	115	



Environment

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

Creating a more sustainable future

Climate change is a rapidly growing crisis with more and more extreme weather events devastating communities each year. As global citizens, we have both an opportunity and an obligation to address the impacts of climate change and create a more sustainable future for generations to come.

In an effort to protect our planet, we continue to build on the commitment of Canada Life's parent company, Great-West Lifeco, to achieve net zero greenhouse gas emissions for their operations well before 2050, and by 2050 for financed emissions. As a global financial institution, we understand that our largest opportunity to address climate change stems from the activities we enable through our loans, investments and insurance underwriting.

In the past year, we also continue to expand our offering of sustainable funds to allow customers to invest in ways that drive positive change. Read more about our sustainable and affordable investments on page **13**.

GWL Realty Advisors (GWLRA) is the wholly owned real estate management subsidiary of Canada Life. Through this relationship, GWLRA manages all our corporate head offices and investment properties. Every five years, our office properties set targets to reduce their utility consumption through GWLRA's **Sustainability Benchmarking and Conservation Program** (SBCP). Our offices remain on track to meet or exceed reduction targets set through the program.

In 2022, **GRESB** (formerly Global Real Estate Sustainability Benchmark), recognized GWLRA as a top sustainability performer among international real estate management companies. GWLRA increased its rank among the 'Diversified/Non-listed/Core' category, positioning itself within the top 5%. GWLRA maintains its '5 Star' ranking for the sixth consecutive year. In addition, the GWLRA managed Canadian Real Estate Investment Fund No. 1, also maintained its '5 Star' ranking, scoring within the top 7% in the same category.



From 2013-2021, GWLRA office and residential portfolios reduced:

GHG emissions intensity by

36%

Energy intensity by

23%

Water intensity by

35%

Waste to landfill by

21%



Managing our climate change mitigation and adaptation

Once again, Canada Life's parent company Great-West Lifeco, was recognized as a leader in managing its greenhouse gas (GHG) emissions and climate change-related risks and opportunities, receiving an 'A-' rating on CDP's Climate Change Questionnaire. Great-West Lifeco's score places it among the top life and health insurers in North America and globally.

Recognizing the urgent need for collective action to tackle the global climate crisis, GWLRA also released a commitment, in January, to achieve net-zero GHG emissions by 2050. GWLRA will work with Great-West Lifeco towards their target and will directly support the decarbonization of Canada Life's head office properties in Canada. A third-party consultant will help develop a net-zero target and roadmap, which is planned to be finalized in 2023.

To further its approach to climate change adaptation and resiliency, GWLRA formally embedded physical and climate-related risk assessments into its investment policy and acquisition due-diligence process. This change will increase awareness of the physical risks to which assets are potentially exposed prior to purchase and will inform the investment decision-making process.

Building on a portfolio-wide assessment of physical and climate-related risk exposure, GWLRA identified five assets with relatively higher risks and prioritized them for detailed vulnerability studies and in 2023 an external consultant will assess each site. The assessment will cover various physical climate-related risks, across diverse building types and will inform operational and capital recommendations aimed to equip buildings to better withstand and recover from natural and climate change-related hazards.

Driving green building standards and innovation

GWLRA pursues green building certifications, like LEED® and BOMA BEST® certifications, to verify buildings' environmental design, construction and operations. In 2022, 86% of buildings in GWLRA's eligible managed portfolio had one or more green building certifications.

All of Canada Life's head office properties have proudly achieved gold-level LEED and/or BOMA certifications. Additionally, GWLRA properties proudly received more than 20 industry awards this year, the most decorated year for the company to date, signalling a positive response to our sustainability programming and initiatives' progress and trajectory.

Recognizing GWLRA's commitment to the environment and community

The Healthcare of Ontario Pension Plan (HOOPP) awarded GWLRA with two LEAP (Leadership in Environmental Advancement Program) awards.

The *Climate Leader Award* recognizes GWLRA's work to identify and mitigate against physical climate-related risks across all GWLRA-managed assets, including HOOPP-managed assets. The *Stakeholder Engagement Innovator Award* was awarded to GWLRA for their initiatives at 2001 Robert-Bourassa Blvd. in Montréal. The property team transformed underutilized rooftop space to create rooftop gardens, which produced more than 1,000 lb. of food that was donated to a local food bank.

BOMA International, at its International Awards Gala, awarded GWLRA-managed properties two *The Outstanding Building of the Year (TOBY®)* awards. These were Canada Life's Toronto head offices, 330 University Ave. and 190 Simcoe St., which received the 'Historical Building' and 'Corporate Facility' TOBY awards, respectively.

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.

Thanks to our Group Life and Health Administration Platforms team's forward-thinking actions, we've made a simple update to reduce paper. Over the years and because of many process modernization initiatives, roughly 70% of compensation advice sheets were no longer required. By making a very simple code change to our system, we now only print needed paperwork, saving about 6,000 paper impressions monthly – that's 72,000 sheets each year.

We continue to encourage our group benefits plan sponsors to move from plastic drug cards to digital cards. Since 2018, nearly 1.2 million plan members have access to a digital drug card, reducing the number of plastic cards produced by more than 68%. This means around 750,000 plastic cards no longer need to be produced annually, helping to reduce our environmental footprint.

According to **Green Standards**, office moves and renovations send up to 10 million tonnes of corporate furniture, artwork, supplies, appliances and computers to North American landfills every year. That's why they help to keep workplace furniture and equipment out of landfills, while generating positive local community impact, through charitable donations, resale and recycling. We partner with them on our workplace projects to ensure sustainable decommissioning.

In 2022, \$46,690 of in-kind donations were made supporting 28 community organizations.

Since collaborating in 2009, we've worked on 135 projects together resulting in:

- 1,802.5 tonnes of material diverted from landfills
- 4,666 tonnes of CO₂ emissions reduced

Through our 2022 projects, we've diverted 153 tonnes from landfills, equal to:

- Reducing 437 tonnes of CO₂ emissions
- Reducing gasoline consumption by 48,899 gallons
- Growing 11,177 tree seedlings for 10 years
- Offsetting electricity use from 60 homes in one year



In 2022, our corporate offices recycled:

44

tonnes of cardboard

22

tonnes of organics (compost)

1,047

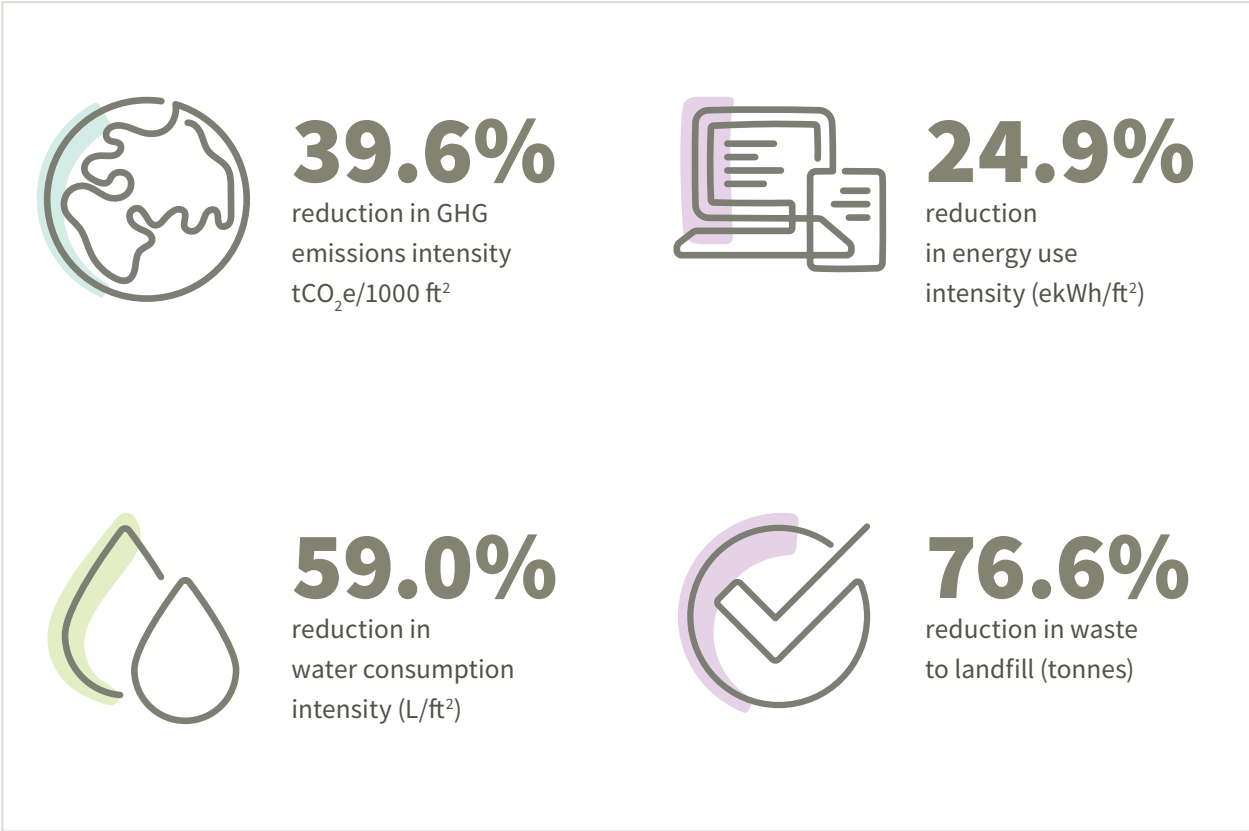
tonnes of paper

22

tonnes of other recyclables

Managing our environmental footprint

Total results from our corporate offices in Winnipeg, London, Toronto and Regina (2013-2022):



Due to the loosening of COVID-19 restrictions, occupancy in Canada Life’s main offices began to increase throughout 2022. However, with a focus on new hybrid ways of working, we continued to see reduced energy consumption, water use, waste production, and greenhouse gas emissions when compared to pre-COVID-19 operating conditions. Canada Life continues to reduce our environmental impact but does not expect to see the magnitude of reductions seen during the pandemic as employees continue to return to working in the office in larger numbers. Canada Life is deeply committed to maintaining a sharp focus on environmental sustainability performance at its owner-occupied properties.

Earth-friendly initiatives

MicroHabitat created and managed a 500 sq. ft. urban farm rooftop garden for us at 330 University Ave. in Toronto. The garden grew hundreds of edible plants, including vegetables like tomatoes, peppers, eggplants, onions, radishes, carrots, as well as herbs and flowers. Through our garden we donated nearly 300 lb. of produce to local foodbanks and 30 meals to Breakfast Club of Canada.

Microsoft and **Computers for Success Canada** encourages Canadian CEOs to help bridge the digital divide for underserved communities by donating their organization's end-of-cycle devices to the Government of Canada's *Computers for Schools Plus program*. The program, called the *CEO Pledge* also supports a sustainable solution for end-of-cycle technology. Since signing on in September 2020, we've donated nearly 2,000 laptops in Manitoba and Ontario. In addition to not producing e-waste, our donation has resulted in 1.2 million kg of sequestered carbon emissions, 627,892 kg of carbon reduction, 2.4 million kg of resource preservation and saved 377 million litres of water.

As the national sponsor for the **Nature Conservancy of Canada's Big Backyard BioBlitz**, we help provide Canadians with an opportunity to learn about the effects of climate change and sustainability. Participants in the weeklong program are encouraged to upload images of wild plants, animals and insects around their home, to be reviewed by a global network of scientists. The data collected from backyards and greenspaces across the country help inform knowledge about species and impacts of climate change, while contributing to a broader view of nature in Canada. In 2022, Canadians recorded the largest number of observations and species since the program began, with over 53,000 observations made and 5,323 species identified.



Tammy Sutherland, an employee in St. John's, spent the week telecommuting and walking for *Commuter Challenge*.

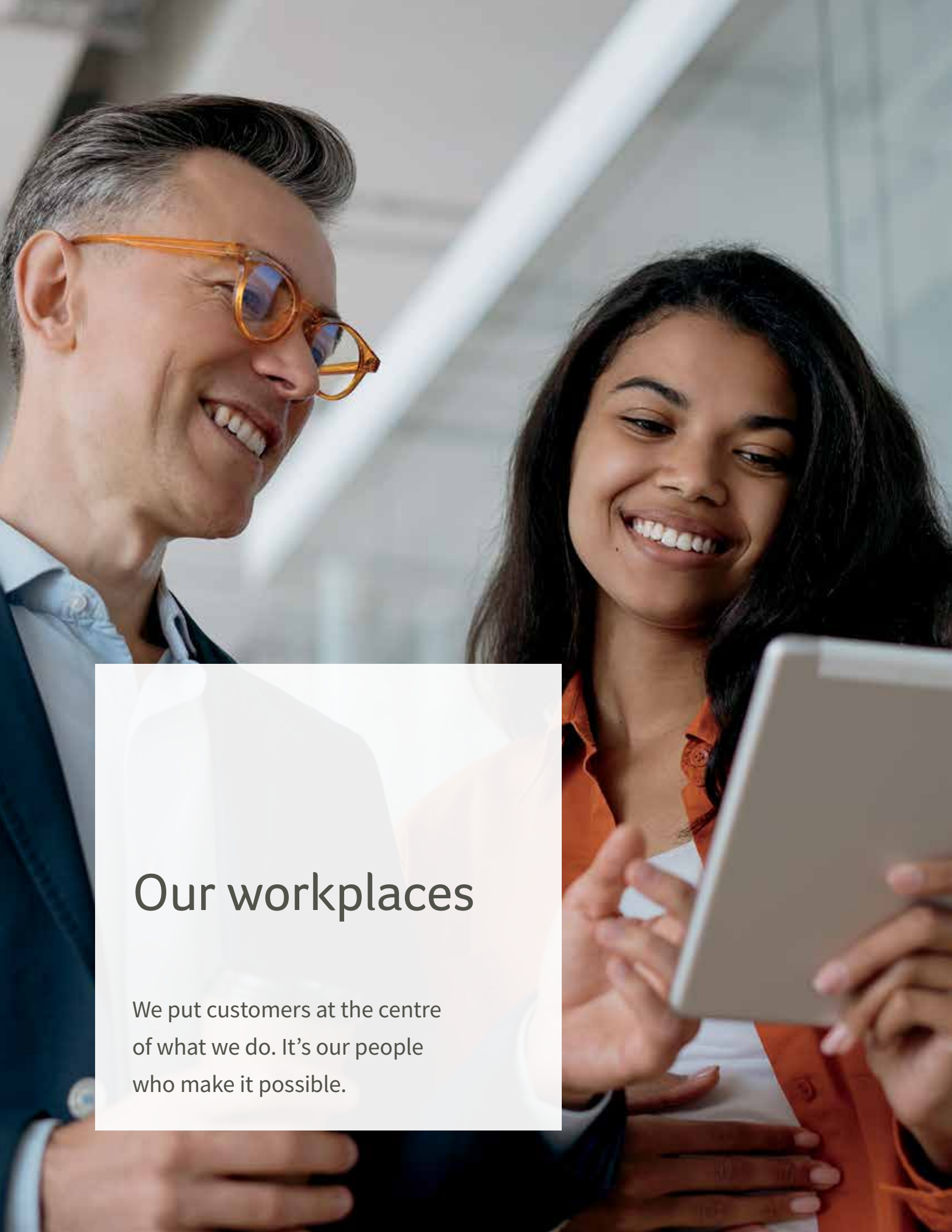
During Canadian Environment Week, our employees across Canada participated in **Green Action Centre's National Commuter Challenge**. Employees logged sustainable commutes or activities to help reduce greenhouse gas emissions (GHGs) in the places where we live and work. Together, they collectively logged more than 37,500 km and prevented nearly 8,000 kg of GHGs from entering our atmosphere.

Earth Rangers helps educate children and their families about biodiversity and climate change, inspiring them to adopt sustainable behaviours and empowering them to become directly involved in protecting animals and their habitats. In 2022, we supported *Project 2050*, a program inspired by Canada's goal of achieving net-zero emissions by 2050. The program challenges children to adopt eco-friendly habits like turning off a light, unplugging

electronics or having a meatless meal. It provides an easy and fun way for children and their families to contribute to the fight against climate change by adopting every day sustainable habits that will have a collective impact. This year, Project 2050 encouraged more than 14,000 children to log nearly 430,000 positive climate habits.

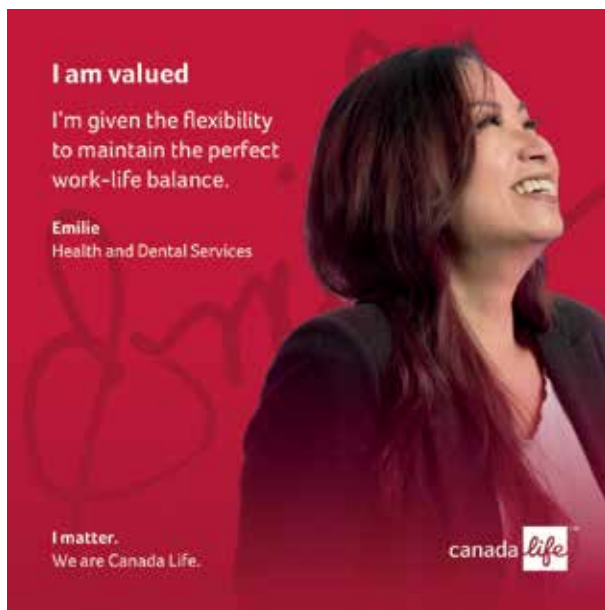
As countries around the world continue to experience intense weather linked to climate change, understanding the risks, and how we can anticipate them to increase community resilience is more important than ever.

The **International Institute for Sustainable Development (IISD)** performs coordinated research, provides advice and develops policy based on climate change. In 2022, our support of their work on climate adaptation helped provide solutions to achieve a stable climate, sustainable resources and fair economies, with a focus on driving action on risk management and climate adaptation in Canada.



Our workplaces

We put customers at the centre of what we do. It's our people who make it possible.



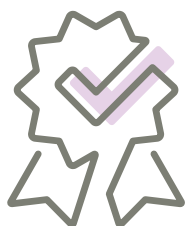
Creating a winning culture

This year, Canada Life celebrated a milestone **175th anniversary** of caring for Canadians by launching a sentimental advertising campaign that shares moments from the company’s history alongside Canadian history. Through times of change, difficulty and celebration, we’ve been there to offer trusted guidance along life’s journeys.

We’re the first insurance company ever to jump into **Brand Finance**’s top five most valuable brands in Canada. Each year, Brand Finance puts 5,000 of the biggest brands to the test and publishes nearly 100 reports, ranking brands across all sectors and countries. This year, they rated us as the fourth most valuable brand in Canada. It’s an exciting time for us as we continue to build on our strengths and capture the attention of Canadians from coast to coast.

Our **fall consumer brand campaign** continued to raise awareness of who we are and what we offer Canadians. The campaign creative leveraged videos and ads across many channels to highlight that we’re in the business of helping Canadians with sound advice throughout their lifetimes. In addition to English and French, we also ran a Chinese campaign (both Cantonese and Mandarin) and for the first time, reached the South Asian market (in English and Hinglish).

To complement the consumer brand campaign, we also launched our new **We are Canada Life** brand. This is the story of who we are as a company, and it’s told by our employees. This new creative series brings to life our promise and shares the stories of real employees. It’s foundational to who we are, our commitment to our employees, our customers and our community.



We made Forbes Canada’s Best Employers list!

In February, **Forbes** released their *Canada’s Best Employers list*. Organization rankings came after surveying more than 10,000 Canadians who work for businesses with at least 500 employees. The respondents rated how likely they’d recommend their employer to others. Corporate social responsibility, community impact and inclusive culture were key survey factors.

Embracing technology



For each ProDev registration, we donated \$5 to **Let's Talk Science**, an organization that provides free engaging science, technology, engineering and math programs to youth and educators across Canada. This year, over 1,500 participants registered for the conference – our highest number of registrations since ProDev began. This resulted in a donation of over \$7,800, adding to the more than \$500,000 that Canada Life has donated to the organization since 1999.

Each year for the past five years, technology practitioners and enthusiasts have gathered at **ProDev**, our premier professional development conference, to speak on and learn about topics ranging from technology trends and best practices to leadership, personal growth and wellness. For the first time, we opened the doors of *ProDev Café*, an exclusive in-person event for attendees. At the café, attendees got the chance to reconnect with old friends and welcome new colleagues over food and fun activities.

Last year, our technology leadership team (Technology) worked with the **Black Professionals in Tech Network** (BPTN). This year, Technology once again joined many other organizations and sponsored the *BPTN BFUTR Global Tech Summit* that took place in Toronto this fall. Team members from Technology and Canada Life Talent Acquisition hosted both a live and virtual booth that showcased Canada Life to event attendees. **Georgia Woods**, EVP and Chief Information Officer, joined other technology industry leaders as a panelist to discuss *The Power of Disruptive Technologies*.

As we prepare to provide benefits for the **Federal Government's Public Service Health Care Plan** (PSHCP), we're seizing this opportunity to modernize and enhance our Group Customer line of business. Now more than ever, we're focused on offering a seamless customer experience online or in-person – which is why we're so excited that numerous customer-facing services are undergoing some form of modernization through the PSHCP. For instance, we've adopted a Cloud-first approach and continue to evolve our automated delivery capabilities which will introduce more technology options and help speed our responses as our business, and world, evolves.



Employment stats

2,407

employees hired across Canada

2,710

employees moved to a new role

13.49%

voluntary turnover rate (not including retirements)

67%

of our workforce is female

45%

of our management is female

6,072

employees attended **148** workshops

168,445

eLearning training sessions completed by employees

1,539

learning and development submissions received

Fostering a diverse, equitable and inclusive workplace

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

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

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

We've made a lot of new strides in 2022. We've expanded our DEI learning opportunities, launched a dedicated DEI site on our intranet, invested in our employee resource groups (ERGs), and updated our recruitment and talent processes using a DEI lens. We've introduced diversity self-identification, new representation goals and diversity dashboards to measure our progress and strengthen DEI accountability.

We've also strengthened our external focus on business and community DEI actions, including evolving our Diversity Leadership Council's (DLC) mandate to spearhead the development of DEI business plans and accountability, and invest in new strategic DEI community partnerships. We're proud of the progress we've made and we're excited about our continued work and commitment to DEI – ensuring that it's reflected in who we are and what we do.

Throughout the past year, our employees engaged more than ever with our six ERGs. Membership in ERGs doubled, and they each hosted events and activities that recognized significant DEI days, attracting up to 2,300 employees.

At Canada Life, we believe an important step in fostering diversity, equity and inclusion is engaging in the necessary work of rebuilding trust and advancing reconciliation with Indigenous Peoples.

On Sept. 30, we recognized **National Day for Truth and Reconciliation**, also known as Orange Shirt Day. The day observes the tragic history and ongoing intergenerational impacts of Canadian residential schools. In line with Call to Action #80, we provided a paid day off for employees to engage in meaningful learning and reflection activities on the path towards truth and reconciliation.



We became an official supporter of the **Orange Shirt Society**. Thanks to employee purchases, for every shirt bought this year from Indigenous-owned business Dreamcatcher Productions, they sent a portion to organizations helping advance truth and reconciliation. Employee purchases helped raise just shy of \$10,000 and we matched this amount bringing the company's total contribution to \$20,000.

In the lead-up to this day, we raised a Survivors' Flag at our five main campuses, with ceremonies held in Toronto, London and Winnipeg. The flag is an expression of remembrance, meant to honour residential school survivors and all the lives and communities impacted by the residential school system in Canada.

In February, our *Black and People of Colour* ERG hosted an event to kick-start **Black History Month**. David Simmonds, Canada Life executive, welcomed Cheryl Foggo, author and documentarian, and Mark Harrison, entrepreneur, to lead a conversation around the contributions of Black Canadians. Each panelist shared lived experiences about how they've navigated the work environment, life, social justice, equality and racial issues, and uncovered opportunities to spark change and inspire others to do the same.

The *Black and People of Colour* ERG also hosted a national flagship event on microaggressions, welcoming Nadine Spencer, speaker and racial equity leader, who provided insights and advice on recognizing and responding to microaggressions.

Our *Women in Leadership* ERG celebrated **International Women's Day** with a virtual event about creating an inclusive hybrid workplace. Vandana Juneja, speaker, lawyer, and non-profit leader, provided research and insights on the actions all employees and leaders can take to overcome biases and create a culture of hybrid work that's equitable and inclusive.

In May, our *Young Professionals* ERG held its first national flagship event. During a fireside chat, speaker Swish Goswami shared his thoughts and expertise on how to create your personal brand – or story – and how to share it with your networks in a hybrid world, both in-person and virtually.



During **Pride Month**, we celebrated and acknowledged the importance of being seen, heard, accepted, and respected – for being you. From Pride events to flag raisings and parades, our *Pride @ Canada Life* ERG painted the town rainbow in support of the LGBTQ2+ community. After a two-year hiatus due to the pandemic, we walked in person at the Winnipeg and London Pride parades. They also hosted a national discussion with speaker Shelly Skinner on creating and thriving in healthy, brave and courageous spaces.

To celebrate **National Indigenous Peoples Day**, we honoured Indigenous art and culture by learning about the longstanding tradition of oral storytelling. Our *Indigenous Peoples* ERG welcomed Waubgeshig Rice, author and journalist, who shared the importance of Indigenous knowledge-sharing through storytelling, and the personal impact his upbringing and heritage has had on his career.

For **International Day of Persons with Disabilities**, our *Ability First* ERG celebrated all the ways we learn and think differently. Theo Smith, a leading advocate for neurodiversity, shared his journey and helped us define neurodiversity, how we can embrace it as a strength at work and ways we can reduce barriers to enable us to be at our best.

Well-being at work

Our commitment to supporting our employees' financial, physical and mental well-being is part of Our Promise. It's also integral to our new ways of working, where employees feel inspired, empowered and valued every day. Throughout the year we provide employees with a variety of ways to take action to help increase their well-being at work.

Choosing the approach of empathy is what this year's **Canadian Mental Health Association (CMHA) Mental Health Week** in May was all about. The CMHA encouraged Canadians to think about how we help those in need. In addition to resources and curated courses to help employees promote well-being in the workplace, Workplace Strategies for Mental Health offered a workshop called *Don't let work and life drain you – learn to recharge*.

In honour of **World Mental Health Day** in October, we asked the question: are you disconnecting for real? Taking time to disconnect from the online world is key to mental well-being and helps employees be their best selves at work and in their personal life. We provided employees with tips and resources on the impacts of social media on mental health and how to optimize workplace well-being.

In the fall, we launched focused wellness campaigns to help employees make the most of our well-being tools and resources. In November, to coincide with **Financial Literacy Month**, we hosted a financial well-being week.

Each day of the week, Sandy Yong, award winning finance writer and author of *The Money Master*, shared information and budgeting tips to help employees find financial balance.

As part of our benefits plan, employees have access to **Health Connected**, a hub for information on fitness, nutrition, sleep, medications and much more. As an incentive, if employees used Health Connected between September and December to complete a health risk assessment and/or a health skills profile assessment, they were automatically entered to win prizes in the *Your Health Connected* contest.



Educating our people

The foundation of our learning and development program is anchored in choice: we want our employees to learn and grow with us. That means offering a variety of solutions so our employees can learn what they want, when they want, so they feel empowered and can best serve the millions of customers who rely on us.

People Zone Learning allows employees to access required learning, such as regulatory or onboarding courses. It also allows them to register for optional, but beneficial internal workshops. Leaders can keep track of their employee's training schedule to ensure regulatory learning is completed on time and in accordance with industry standards. This helps us uphold our strong risk and compliance culture.

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

Employees can explore and access thousands of videos, audiobooks and courses. Whether they want to build skills for their current role or think about their next step, Percipio can help them develop to meet their goals.

Internships and co-op programs help students accelerate their careers. This year, over 200 students joined us on work placements. Program areas include actuarial sciences, accounting, auditing, investments, human resources, technology and digital strategy.

Our **Chartered Professional Accountant (CPA) training program** is one of our cornerstone professional development programs. Candidates in Winnipeg and London can work with a team of CPAs to receive valuable coaching, mentorship and study resources including an in-house exam preparation course for eligible employees pursuing the designation. This year, 44 students participated in this program.



Employees engage in the community

Volunteering provides a sense of purpose and creates connections within our communities. Committing a small amount of time and energy can make a big difference. At Canada Life, we encourage employees to volunteer within their communities and get involved with causes that are important to them and their families.

Over the past year, our workplace fundraising drives and campaigns continued to adapt to our new ways of working. With hybrid schedules, came hybrid participation, where employees could donate online or in-person at the office. No matter the opportunity, our people supported their communities in meaningful ways.

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

United Way Centraide

Our annual **United Way Centraide** workplace campaign brings our employees together to help create a lasting impact where we live and work. From Oct. 3 to 17, we raised more than \$1.9 million. To top it off, Canada Life made a corporate donation of over \$1.7 million. That means, in total, we've contributed more than \$3.6 million to United Ways across Canada this year.

National Corporate Food Drive

Every year we come together to help feed Canadians with the **National Corporate Food Drive**. This past May, our employees participated in our first-ever hybrid campaign, donating both in-person and online.

In our offices, we collected 3,173 lb. for local food banks across Canada. We raised more than \$13,000 for **Food Banks Canada** and local food banks, and with the addition of Canada Life's \$20,000 contribution, our total donation came to more than \$33,000 to help in the fight against hunger. Combined, our donations of food and funds provided the equivalent of more than 69,000 meals to nourish Canadians from coast-to-coast.



\$121,000

in community volunteer grants awarded to charitable organizations where employees volunteer

Over **\$446,000** raised by **37** corporate teams.

We augmented their efforts through corporate contributions of more than

\$290,000



Habitat for Humanity

In August, Winnipeg-based teams volunteered over five days to help build two Habitat for Humanity homes from the ground up. Despite heavy rain and sweltering heat, employees came together to work hard and have fun. For 30 years, we've proudly supported **Habitat for Humanity Manitoba** and participated in many builds and key ceremonies during that time.

Dustin Robson-Flatt, an employee in Winnipeg, not only participated in a build, but also had the honour of presenting the recipients of a Canada Life-sponsored Habitat build with the keys to their new home. "It was a phenomenal day of team building, good exercise, and on occasion a bit of adversity. Each new Habitat home is made possible by the hundreds of volunteers who give back to the community by donating their time and sweat equity."



Personal Hygiene Drive

In September, we kicked off the **Personal Hygiene Drive** to help Ukrainian newcomers stay healthy, maintain their dignity and feel welcome and secure here in Canada. We set up donation bins at our five main offices and employees donated essential items like diapers, infant formula and laundry detergent, for use by displaced Ukrainians. Some employees even donated warm seasonal clothing in anticipation of cooler days to come.

All together, we donated, packaged and delivered 76 boxes of essential items to organizations that support Ukrainian newcomers in our respective communities across Canada.



"I'm grateful to have the means to donate. Being an immigrant myself, I know it can be very hard to adjust to a new environment. These are necessities so many of us have access to and so often take for granted."

- **Demerie Perez, Canada Life employee**

Community volunteer grants and corporate teams

It was a record-breaking year for awarding **community volunteer grants** (CVGs). This year, we expanded our CVG program to recognize the many ways employees volunteer by including not only volunteer hours with registered Canadian charities, but also with community organizations and groups. From volunteering at a school, a local fundraiser or even a community support group, more volunteer hours could count towards a grant this year.

During *National Volunteer Week*, we awarded 134 CVGs across Canada, for a total of \$121,000 distributed to local charities. That's 47 more than last year and the most CVGs distributed in one year since the program began.

Caitlin Rhoda, an employee from Winnipeg, received a \$1,000 CVG for her volunteer work with the *Mama Bear Clan* through the **North Point Douglas Women's Centre**. Volunteers patrol the streets of north Winnipeg promoting safety and reducing violence by providing the community with compassionate support.



In addition to individual volunteer opportunities, our employees also participated in numerous **corporate team** events across Canada, and we augmented their fundraising efforts up to \$10,000 per event. All together, our corporate teams raised over \$446,000, with more than half of the 37 teams raising the full \$10,000 for their cause. For their efforts, we contributed over \$290,000 to charities that are meaningful to our employees for a total contribution of over \$736,000.

Julie Beliveau, an employee in Montréal, is a team captain for **24H Tremblant**, a fundraising event aimed to improve the lives of sick children in Montréal. About five years ago, some employees came together and created a corporate team called Canada Vie Team Chill. Now, every year in December, they go to Mont Tremblant to participate in the event – running or walking as a team for 24 hours – even when it reaches -30 C. Read a full list of our corporate teams on pages **58-59**.



Community volunteer day

The **community volunteer day** (CVD) is a paid, personal day employees can use to volunteer with a community organization of their choice. This year, employees across Canada continued to volunteer with food banks, school groups, blood banks, animal rescues, shelters, healthcare organizations, and many more causes that they care about.

In London, **Sofie Coolman** and her team used their CVDs to support the **Ronald McDonald House Charities Southwestern Ontario**, by purchasing, preparing and serving dinner to the entire house over two days. Now, in their fourth year, they consider it an annual team tradition.



Several employees also chose to use their CVD to volunteer at food banks across the country. **Matt Snare** and the Wealth Management team volunteered at **Second Harvest Toronto** and helped sort an incredible 2,770 lb. of fresh potatoes for distribution to agency partners. Meanwhile, **Joyce Gacutan**, used her CVD with a few of her colleagues, volunteering at **Harvest Manitoba**, in Winnipeg, where they helped sort through boxes of bread, canned goods, cereals, coffee, tea, hygiene products and more.

Hockey Helps the Homeless

We're the national founding sponsor of **Hockey Helps the Homeless** (HHTH), an organization that raises money and awareness for homeless support agencies through hockey tournaments across the country. All net proceeds raised stay local. To do this, HHTH has partnered with over 50 agencies across Canada to ensure the funds are invested strategically in the community where they were raised.

From January to December, we doubled our participation with nearly 200 employees and advisors participating either as players on the ice or volunteering at events. All together, we participated in 10 events across Canada and raised over \$193,000. Five of the Canada Life teams received a \$10,000 corporate match through our corporate teams program. For 2023, we aim to have all our teams qualify and receive a corporate team match.



Seasonal gift

In honour of Giving Tuesday on Nov. 29, we recognized our employees' continued generosity. Through this year's **Seasonal gift**, we awarded eight Canadian charities with \$10,000 – one for each province or region where our employees live and an additional contribution in Ontario to reflect our large employee presence in the province.

We asked our employees to nominate a charity they're passionate about. From shelters to food recovery centres to animal rescues, we received hundreds of worthy nominations. We narrowed down the list to three finalists in each region and asked employees to help select the recipients.

We gifted an additional \$10,000 to the region with the most internal employee engagement per capita — the Atlantic region! We've awarded the gift to **Phoenix Youth Programs**. Located in Halifax, they're dedicated to supporting youth aged 11 to 24, their families and communities.

New this year, we also contributed \$2,500 to four charities in northern communities, for a total of \$10,000. The recipients were **Yukon Food for Learning, Women's Transition Home, YMCA NWT, and Qajuqturvik Community Food Centre**.

Our employees selected the following charities as recipients:

- **CityReach Care Society**, serves thousands of vulnerable individuals, children and families

across Vancouver, helping meet tangible needs through food security initiatives.

- **Alberta Children's Hospital Foundation**, provides funding for child health programs, specialized life-saving equipment and advanced pediatric research and education.
- **Souls Harbour Rescue Mission Inc.**, supports people facing poverty and addiction by offering emergency help, like food, clothing and shelter in Saskatchewan.
- **Main Street Project Inc.**, works with individuals in Manitoba to support positive changes and transition them toward stable, permanent housing.
- **Ark Aid Street Mission Inc.**, provides tools, services, and basic needs to help people in London experiencing homelessness.
- **The Children's Book Bank and Literacy Foundation**, provides free books and literacy support to children and families in high-needs neighbourhoods across the Greater Toronto Area.
- **Resilience Montréal**, is a day shelter offering food, a place to sleep, clean clothes and support to anyone who needs it.
- **Community Care Network Society (Parker Street Food Bank)**, distributes free food, furniture and clothing to families in need in Halifax and the area.

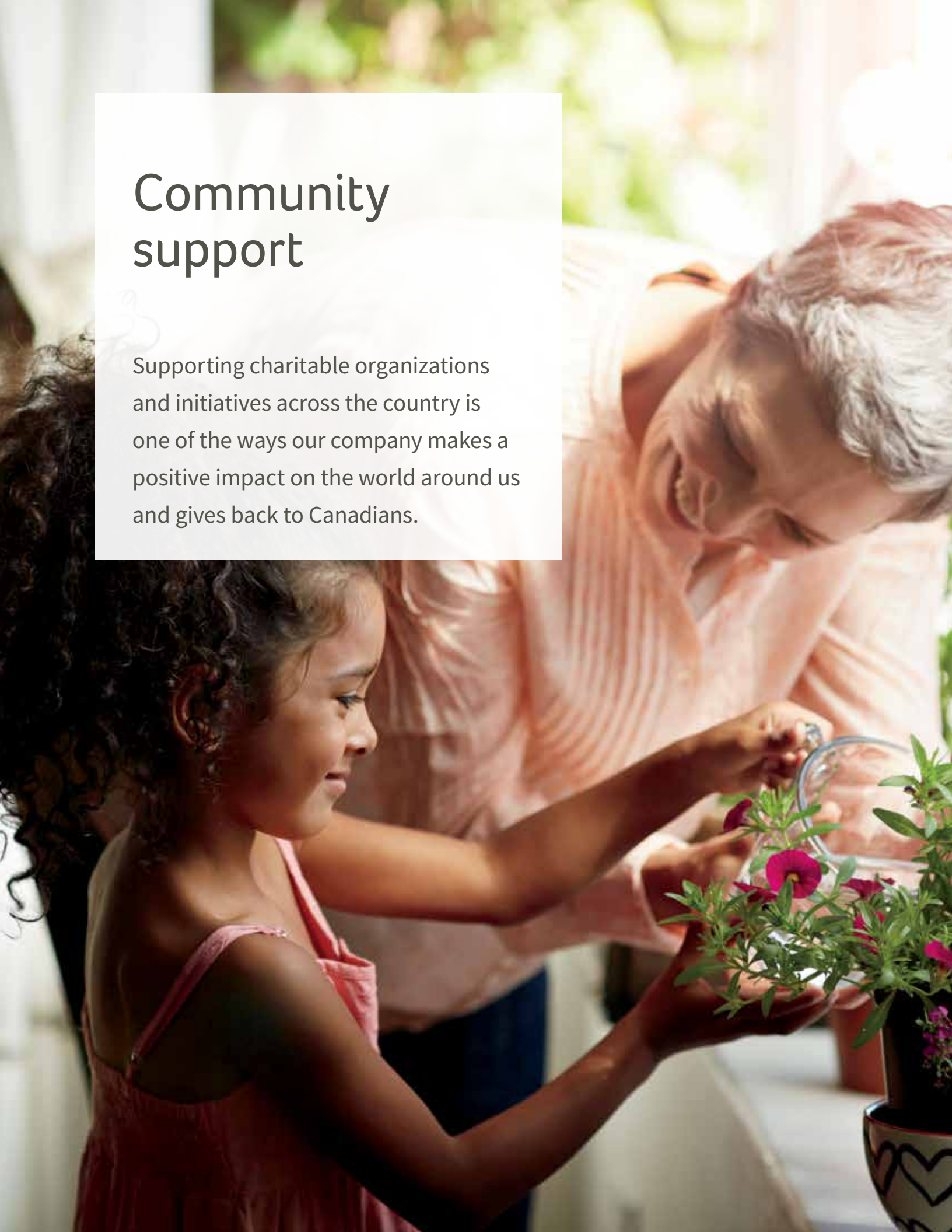


For **Naomi Rouleau**, a Canada Life employee, her nomination and vote for **CityReach Care Society**, in British Columbia, had a lot of history behind it.

“For 10 years, I've delivered *Boxes of Love* to families at Christmastime. The boxes include items needed for a Christmas meal, wrapped children's toys, stocking stuffers and more. Over 100 volunteers put these free, loving care packages together every year to provide to low-income families. I believe our actions speak louder than words, so supporting families in my community is a powerful way to help create a world I want to see – one where everyone matters and is loved. When I deliver the boxes, the welcome I receive is what makes this so rewarding. When we serve the world around us, we receive so much more than we give.”

Community support

Supporting charitable organizations and initiatives across the country is one of the ways our company makes a positive impact on the world around us and gives back to Canadians.



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

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

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



Strengthening the charitable and non-profit sector

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

This year, once again, saw few charities operating as usual. According to a recent Statistics Canada survey, most charities reported the demand for services continued to rise, while only 25% of organizations say their capacity to meet demand had increased. That's why it's critical we help ensure the sector has the necessary tools and resources to meet the needs of the Canadians that rely on them.

Helping support emerging needs

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

Imagine Canada's *Gateways to Organizational Excellence Program* supports re-engineering the *Standards accreditation program* until 2023 to meet the non-profit sector's emerging needs related to governance, operations and transparency. Imagine Canada originally launched the program in 2012, offering a Canada-wide set of shared standards for charities and non-profits designed to strengthen their capacity.

In 2021, Imagine Canada began revamping the program to better assist organizations to strive for improvement, recognition, and value for their efforts. These updates will positively affect organizational operations by addressing post-pandemic challenges and new operating realities.

Our support will help create seamless digital access for organizations, launch new and revitalized tools, and enhance communications efforts. This will help promote thriving communities, fueled by strong

non-profit infrastructure and engagement. Following completion, the program will be a vehicle for sector dialogue and leadership around best practices and how the sector should and can adapt to change.

Supporting re-engagement and recovery in the volunteer sector

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

Through charities, non-profits and community organizations, volunteers in Canada provide essential front-line services to vulnerable groups. A recent report by Volunteer Canada showed that in 2022, two-thirds of organizations saw a decline in volunteers returning, even though 32% of charities face demands for their programs and services that exceed their capacity to deliver.

To strengthen recovery within the sector, the *National Volunteer Re-engagement and Recovery Program* supports volunteer centres and non-profit organizations in re-engaging volunteers and rebuilding volunteer engagement infrastructure. Emerging issues include how the sector can re-engage volunteers safely, how to rebuild volunteer engagement infrastructure and how to embrace and support formal and informal volunteering. This program will provide these organizations with access to tools and resources to do so.

Advancing well-being across Canada

As Canada and the world evolves, we need to rapidly shift systems, including funding models, to address global challenges like inequality, climate change and uncertain economies. Power, resources and decision-making need to shift to those who know what is best for their communities to make advancements that make a difference.

Community Foundations of Canada (CFC), the national leadership organization for Canada's more than 200 local community foundations, connects communities that have deep community knowledge, and works with the network to quickly offer resources to advance community well-being in the face of challenge.

The CFC's *Advancing Wellbeing Across Canada* initiative is a cross-sector approach to supporting learning opportunities and gatherings focused on transforming philanthropy. With our support in 2022, CFC launched 25 learning opportunities, which shared practical tools on ways social impact leaders can transform and prepare for change. These opportunities, delivered through webinars, and collaborative and experiential learning, focused on topics like gender equality, trust-based philanthropy, equity and diversity, and climate change. The program's goal is to provide a strong knowledge base, coupled with practical implementation strategies about topics that have a significant impact on both participants and the communities they serve.

CFC participated in and hosted transformational gatherings, which explored frameworks and tools to advance well-being, alongside community foundations and stakeholders. Our commitment also supported a new program that engages young people through sharing their experiences. Three youth transformation fellows, from equity-deserving communities, brought an innovative lens to the program and contributed to an intergenerational collaboration crucial to advancing a sustainable future, through storytelling.



James W. Burns leadership Institute

Former president and CEO of Great-West Life and President of Power Financial, James W. Burns, was dedicated to making a positive impact in his community.

Since 2017, Canada Life, along with Power Financial, has supported **The James W. Burns Leadership Institute** (Institute) at the **University of Manitoba**.

The program is open to post-secondary, undergraduate and graduate students from all schools across Manitoba and from all disciplines. They work to provide students with the opportunity to develop the knowledge and skills needed to become future leaders, positively impacting our communities across Manitoba, Canada and globally.

The Institute also operates the *President's student leadership program*, a post-secondary leadership development program open to a selected cohort of students each year. Through its first five years, over 110 students from diverse backgrounds and disciplines have participated in the program and are equipped to make a positive impact in their communities and beyond.



Unlocking potential through learning

Canadian youth have unlimited potential and great aspirations, but not all will have the opportunity to act on their ambitions. At **Pathways to Education**, they aim to break the cycle of poverty through education, by providing the necessary resources and network for youth in low-income communities to graduate from high school and build a foundation for a successful future.

For more than 16 years, our longstanding support has helped advance innovation in program delivery and the program has grown from one community located in Toronto to 31 locations across Canada, impacting more than 19,000 students. More recently, our support for *Preparing Youth for Tomorrow* helps students prepare for life after high school through career exploration experiences and mentorship opportunities that equip youth with skills for the modern workplace.

Workplace literacy skills are necessary to be successful at work and manage job demands in a healthy and productive way. Increasing these essential skills helps provide a foundation for lifelong learning. **ABC Life Literacy** aims to strengthen organizations that promote adult learning by

developing and supporting the use of high-quality introductory learning materials and resources written in clear language.

We're the founding sponsor for *Up Skills for Work Online*, which helps adult learners improve their skills through the free, online delivery of accessible workplace literacy and essential skills training. In 2022, our funding helped adapt the program curriculum to be reflective and responsive to the needs of learners living with diverse abilities and various intellectual, verbal, physical, and non-physical capabilities.

Forging positive financial futures

Chartered Professional Accountants Canada (CPA Canada) offers one of Canada's most comprehensive financial literacy programs, delivering unbiased information in plain language to Canadians of all ages. They offer free resources, tools, and virtual sessions to anyone seeking a better grasp on their finances. More than 7,000 CPA Canada volunteers – including many Canada Life employees – deliver free financial literacy sessions throughout the country. In 2022, more than 240,000 people attended virtual sessions or in-person sessions, downloaded podcasts or accessed to a program webinar.

In 2014, we became the national development sponsor for CPA Canada's *Financial Literacy Program*, which supports the development and delivery



of unbiased financial literacy education and information to Canadians of all ages. In 2022, our funding supported community growth and volunteer engagement by employing dedicated resources to promote in-community programs and activate new CPA volunteers, while targeting groups most affected by the pandemic.

In November, we sponsored day one of CPA Canada's virtual financial literacy conference, *Money and the World* where representatives from Canada Life participated on a panel about the importance of financial security. We also sponsored this year's

Mastering Money financial literacy in-person conference and co-presented, *Money and Mental Health*, which talked about the added stressors of financial worries to mental health.

This year, CPA Canada held over 1,300 financial literacy sessions across the country. This is part of their ongoing efforts to provide Canadians with no-cost and accessible financial literacy that builds the knowledge and confidence needed to make smart financial choices and help accomplish their life goals.



Teach For Canada

According to Indigenous Services Canada, there are gaps in the quality of Indigenous education compared to other Canadian schools. They indicate that only 44% of First Nations living on reserve, aged 18-24 have a high school diploma, compared to 88% for other Canadians.

In remote and northern communities, educators can play an essential role that goes beyond classroom learning, but they may not have access to the proper resources or support.



Teach for Canada's First Nations partners are in remote regions without immediate access to centralized mental health resources. Teach for Canada helps better equip these educators, by investing in healthy and supportive school ecosystems and building an important foundation for teacher retention and student recovery.

Our support contributed to:

55

new educators with trauma-informed and suicide prevention training

150

educators with access to personal, professional and peer support networks to address trauma, depression, and anxiety

More than

3,000

First Nations youth with committed educators who can provide support for mental health challenges

Encouraging diverse voices and perspectives

Through a joint initiative with Power Corporation of Canada and IGM Financial, we're helping advance public policy and accelerate diversity in leadership at **Ivey Business School at Western University**.

Since 2002, the *Lawrence National Centre for Policy and Management* (Lawrence Centre) has worked to bridge the gap between academia, business and government to enhance Canada's global competitiveness.

Our funding provides internship opportunities to support the Lawrence Centre's research initiatives and a new fellow funded by Power Corporation. Until 2029, we plan to support up to 24 interns, with preference given to students who self-identify as women or members of equity-deserving groups, to help bring more diverse voices and perspectives to public policy work. By supporting interns from these communities, we hope to encourage and support them to pursue careers in policymaking where they can affect long-term change at the policy

and systemic levels. For more examples of support for diversity, equity and inclusion initiatives, read pages **31-32**.

Removing barriers to mental well-being for youth

UNITY Charity (Unity) helps create healthier communities by introducing hip-hop art forms to promote resilience and well-being among underserved youth. Their free programs empower young people with the confidence and skills needed for success so they may achieve their full potential.

We support their *ENGAGE Program* which provides weekly after-school workshops for youth aged 12 to 24 with an opportunity to connect with mental health support systems. These school and community-based programs are open to all, but target and reach underserved youth. This high impact series teaches the historical and technical elements of hip-hop art forms, while building transferable skills, creating relationships, and accessing resources that help improve resilience.



In 2022, the program reached more than 3,000 youth across Canada. Over 80% of participants reported positive outcomes like being a part of a community, bouncing back after challenges, gaining communication skills, feeling more confident to achieve their goals, and feeling less stressed.

Unity is providing safer spaces for youth to express themselves through hip-hop art forms to create an environment for youth to powerfully build their individual and internal resilience to better face the daily challenges that life brings.

Investing in better health outcomes

We're a long-time supporter of the **Canadian Institute for Advanced Research (CIFAR)**, a Canadian-based global research organization, whose programs assemble researchers from around the world to advance knowledge and change. In 2022, CIFAR welcomed us to their *Benefactors' Circle* in recognition of our extraordinary philanthropic commitment to giving.

For more than two decades, we've supported CIFAR's work to create societal impact through knowledge mobilization activities related to physical and mental health well-being. CIFAR, through its unique series of workshops and roundtable events, aims to ensure that influencers in industry, government, and health care are always kept up to date on the latest program findings. In turn, practitioners also have the chance to help inform CIFAR programs about pressing challenges and priority issues faced by their organizations and communities.

This year, we contributed \$2.3 million to nearly 100 health and mental health projects that address major, complex and often inter-connected health concerns affecting Canadians. We know how important healthcare is, so supporting the development and expansion of innovative and essential care at local hospitals is one of our top priorities. That's why nearly \$1 million of our total investment was in capital projects from coast to coast; read pages **48-55** to learn more.



According to the BC Coroners Service, toxic illicit drugs killed at least 2,220 British Columbians in 2021. In Metro Vancouver, battling this devastating overdose epidemic is difficult because substance abuse resources are far apart and hard to navigate. That's why the **VGH & UBC Hospital Foundation** is opening the new *Withdrawal Management Centre (WMC)* to create approachable and comprehensive care, all in one place, so no one falls through the cracks. We're helping support the centre's development and construction, which will be the largest drug addiction recovery centre with integrated care in the province.

Vancouver Art Gallery

brings young, curious minds and diverse artists together to share knowledge and inspire creativity in a fun and interactive way. With our support of their education and public programs, they bring communities together to experiment and celebrate one another's unique ways of expression. The gallery also offers accessible virtual programs like *Art at Home* and *Art Connects*. Both programs feature guests from various arts communities to share cultural knowledge, practices and histories.

The Truth and Reconciliation Commission's report outlines several calls to action under education, which includes providing culturally-appropriate and accessible programming that addresses gaps between Indigenous and non-Indigenous learners. With our support of *Indigenous programming*, **Junior Achievement British Columbia** (JABC)



builds relationships with First Nations communities, working with them to adapt programs and engage volunteers to deliver the programs.

Magnetic Resonance Imaging (MRI) enhances patient care by providing advanced and clear imaging of all areas of the body, which can result in quicker diagnosis. Our support of **Kelowna General Hospital Foundation** (KGH Foundation) has helped fund a new 3T MRI. This innovative MRI incorporates better signal strength and provides vivid images, ideal for brain or small joint analysis. The new

machine has already enhanced patient quality, privacy and safety, reduced wait times and addressed growing population needs.

A multi-phase, multi-year transformation of Royal Columbian Hospital will create a state-of-the-art facility that provides uncompromising care and remarkable

patient experiences in a health region with a growing population. Our contribution to the **Royal Columbian Hospital Foundation**, and their *Phase 2: Acute Care Tower*, supports a larger emergency department, more operating rooms, more capacity in private rooms, new technology and upgraded clinical space. These improvements will help meet the community's growing needs and benefit patients from many communities throughout the province.

As a leader in youth engagement and volunteerism in Calgary, **Youth Central** provides youth-focused and empowered programming. Through *Youth Volunteer Corps of Calgary*, they provide meaningful, team-based volunteer opportunities to young people aged 12 to 18. The programs help create belonging among peer groups, while also promoting social inclusion within their communities. Our funding supports training youth team leaders who manage volunteers involved in community projects – giving them the opportunity to gain leadership skills while giving back to the community and creating stronger community identity.

One of the largest comprehensive cancer centres in North America is almost complete. Set to open in 2024, the new *Calgary Cancer Centre* will include 1.3 million sq. ft. of innovative cancer care, research and education. Since 2019, our funding for the **Alberta Cancer**

Foundation has supported the centre’s construction, redevelopment and expansion. The centre aims to decrease cancer by advancing excellence in the field, improving heart and lung outcomes and ensuring patients can undergo quick and efficient cancer treatment.

Theatre is an incredible, ever-changing platform that helps expand horizons. In Edmonton, **The Citadel Theatre’s** *Students Club* deals with relevant topics that challenge participants to think critically about their place in the world. We’ve supported this program since 2006, helping to provide teenagers

with diverse, enriching and quality theatre experiences to help broaden their minds and deepen their understanding of complex social issues. The hope is for participants to use their experience to help shape their outlook toward the performing arts and their communities.

Museums serve a critical role in educating society, through programs and cultural engagement. *The Indigenous Engagement and Reconciliation Strategy* at the **Glenbow Museum** in Calgary aims to facilitate conversations about the historical

practices of museums and their impacts on Indigenous communities. As a long-time museum supporter, our most recent contribution focuses on this important initiative. Learnings will drive the development of Indigenous-focused educational programs that will help build knowledge, relationships and a path forward.



Start2Finish enhances physical and traditional literacy for low-income children through an innovative, sustainable after-school program called *The Running and Reading Club*. We’ve supported the program since 2015, helping address the need for enhanced reading skills and increased physical activity among school-aged children who experienced poverty and lack mentorship. While resuming in-person programs, the virtual program continues to allow for an increase in sessions and enables greater outcomes among participants.

Saskatchewan Polytechnic's Learner Pathways for Indigenous Empowerment program supports Indigenous students throughout their entire academic journey by encouraging knowledge and skill development, building confidence, celebrating success, and growing connections with fellow students and Indigenous mentors. The program empowers Indigenous students to complete their post-secondary education, helping reduce the gap in attainment rates between Indigenous and non-Indigenous learners, and positively impacting social and economic outcomes for Indigenous learners and their families. Our funding helps a community liaison focus on recruiting Indigenous students, connecting with their communities and acting as the point person at reserve and high Indigenous population schools.



In Regina, The **Mackenzie Art Gallery** is an immersive centre for art focused on visitors, artists, Indigenous culture and diversity. With a mission to engage people in transformative world experiences through art, they believe art advances knowledge and understanding of the world around us. We support *Studio Sundays*, held both in-person and online. This allows families to connect with artwork and the artists that created them, with hands-on workshops for every age. Studio Sunday workshops enrich children's lives through activities that foster critical thinking, motor skills, intergenerational communication, and realizing a creative vision.

Curiosity in science, technology, engineering and mathematics (STEM) is the catalyst for many experiences in a person's life. From their first understandings of themselves and the ecosystem around them to their future aspirations in the workforce and their contributions to this world. At the **Saskatchewan Science Centre**, our funding supports *Go! Science*, which offers interactive STEM programming for schools and community groups throughout Saskatchewan. The learning workshops inspire the cultivation of advanced learning skills like creativity, collaboration, critical thinking, and communication.

Supporting access to sports to improve physical health and develop team building and leadership skills is what **KidSport Saskatchewan** is all about. Their programs aim to provide equal access to participation in

all sports and ensure that children facing obstacles can have healthy opportunities. When kids have access to sports it can help them improve in school, become stronger leaders, create safer communities, ignite inclusivity and fuel healthy habits for life. With the help of our funding, *Give the Gift of Sport* provides low-income families with financial help to register children aged 5 to 18 years into sport programs.

At **West Central Women’s Resource Centre** in Winnipeg, everyone can have a safe space to heal and rebuild their lives. They support women and gender-diverse people in getting the help they need – whether that means having someone to talk to, developing a safety plan, building confidence, accessing legal rights or obtaining social services. Our contribution supports their expansion capital campaign, which seeks to build transitional housing for families leaving gender-based violence situations and to expand their existing drop-in centre so more women can be accommodated safely.

Victoria General Hospital has the second-largest mental health program in Winnipeg and the health region’s largest program focused on adult and geriatric mental health. Supporting the **Victoria General Hospital Foundation**, through their *Mental Health Assessment Unit Capital Campaign*, our donation supports a dedicated space within urgent care to provide those most vulnerable with specialized mental health assessments and care. This new unit will be the first integrated space of its kind in Manitoba and provides a safe, healing environment that feels more like a home than a hospital.

Ká Ní Káníchiik delivers effective, Indigenous-designed and led programs that help individuals and families heal, learn, and succeed. For 20 years, they’ve helped more than 20,000 Indigenous people change their lives, benefitting thousands more in their families and communities. Our contribution to

their *Expansion Capital Campaign* allowed them to expand their existing facility and increase program capacity to help twice as many Indigenous children, youth, women, men, and families heal, learn, and succeed.

Students across Manitoba with intellectual disabilities learn how to build confidence in sports with **Special Olympics Manitoba’s Schools Program**. Our funding helps students train and compete in various sports as a member of their school athletics program. The program assists participants in

improving physical fitness while building self-esteem through participation in sports – laying the foundation for an active healthy lifestyle.

Through *FortWhyte Farms, Growing Youth, Food and Community, FortWhyte Alive* bridges communities, creates learning and employment

opportunities for youth, and grows healthy food for our community. With the help of our donation, the program engages marginalized youth in innovative, sustainable urban agriculture projects. The hands-on training in sustainable urban-based agriculture, helps them develop practical skills, giving them access to new and improved sources of income and a sense of hope, purpose and self-reliance.



First-generation university students often don't have networks or contacts with lived experience to help guide them through the transition from school to career. At **York University**, the *Advancing YU* program enables underrepresented students to learn from others like them, whom they might not have access to otherwise. We support the program's two streams, *Advancing Black Students* and *Advancing Women*, which match students with alumni mentors who are leaders in their respective fields. This unique mentoring program empowers third- and fourth-year liberal arts and professional studies students to build professional skills, expand their networks and take advantage of the university's many professional support services.

Our contribution to **Brescia University College** goes toward the *Lead With Us* campaign which supports the development of the *Diversity in Leadership* diploma and certificate programs to advance women in leadership and systems change, with a particular focus on providing access to equity-deserving students through outreach and financial support. Established in 2022, the *Diversity in Leadership* program is a keystone of the new *Centre for Leadership*. The Centre will be a nationally-recognized hub to develop authentic leaders who choose to practice sustainable, inclusive and socially responsible leadership in their workplaces, businesses and organizations.

A new study from the Alzheimer Society of Canada reports that almost 600,000 Canadians are living with dementia and that number is expected to grow to nearly 1 million by the end of the decade. **Alzheimer Society Southwest Partners** offers a wide range of programs and services designed for individuals with dementia and/or memory concerns and their support systems. We support



The Social, which offers engagement, stimulation, and socialization for participants with dementia, while also providing respite for their care partner. The activities focus on stimulating the six domains of well-being, including cognitive, emotional, social, spiritual, vocational, and physical. Due to the success of last year's pilot in London, the program will expand to Woodstock, Tillsonburg, and St. Thomas to support families and individuals living with dementia in their communities.

According to the **Thunder Bay Regional Health Sciences Centre Foundation**, northwestern Ontario has the highest rate of heart disease in Canada with almost one out of every two deaths in the region directly related to the disease. Currently, the Thunder Bay Regional Health Sciences Centre provides advanced care to dozens of Northern and Indigenous communities. With such a large service area, cardiac equipment and services are essential. With our support of the *Our Hearts at Home Cardiovascular Surgery Campaign*,

Ontario's newest cardiovascular surgical program is accessible to Northwestern Ontarians suffering from cardiovascular disease. Our contribution helps ensure patients receive the care they need in their home community, avoiding the expense, stress and risks of extensive travel, and keeping them close to their friends and family for support.

Children who have received a life-limiting diagnosis have very different care and support needs than adults who require palliative care. That's why **Dr. Bob Kemp Hospice** is leading the way to build a new hospice in the Hamilton area focused on children. The homelike facility will embrace children, families, and caregivers throughout their journey by providing a comfortable, supportive second home filled with love and the appropriate resources. Our contribution to the *Caring Together With Love* Campaign supports the construction of the children's hospice that will serve the communities of Hamilton, Halton, Niagara, Kitchener-Waterloo, Wellington and Brantford, providing specialized and integrated services in pediatric palliative care.

As Canada's national natural history museum, the **Canadian Museum of Nature** is both educational and scientific. It's a vibrant organization composed of world-renowned research scientists, specialists and museum professionals – all working together to increase knowledge and understanding of the natural world. Research projects, data and artifact sharing create environmental awareness and document climate change. Our support for *Nature after 5* helps provide free museum access on Thursday nights, welcoming more than 40,000 people each year.

ReForest London enhances environmental and human health by inspiring, educating and empowering Londoners to plant and care for trees and to be part of a sustainability-focused future. In addition to our ongoing support of ReForest programs, our recent capital contribution will support the city's first environmental centre, driving sustainability in our community. Located next to London's largest environmentally significant area, *Westminster Ponds Centre* will bring together organizations focused on climate action to create sustainable communities and economies through programming, services and education. It will also provide the environmental sector with a common home, facilitating collaboration toward our shared vision of a greener, more sustainable city.



Art therapy uses the creative process to improve mental and emotional well-being. Its positive impact can ease anxiety, stress and depression, all while boosting self-esteem and improving social skills.

The **Montréal Children’s Hospital Foundation** has seen these benefits with its *Pediatric Psychiatry Music Therapy program*. The past several years amplified mental health challenges faced by young patients, especially those affected by limited social interaction, depression or suicidal thoughts. Our support has helped the hospital offer more music therapy sessions, including the creation of group sessions to help increase social bonding.

Teens and young adults benefit from art therapy with **Opéra de Montréal’s Educational and Social Action program**. Youth experiencing mental health issues participate in the creative process of producing a mini-opera inspired by existing work.

Becoming an artist can help develop self-expression, interpersonal skills and social reintegration.

The Montréal Museum of Fine Arts Foundation (MMFA) sees a positive impact with its *Art Therapy and Health program*. Created in collaboration with health professionals and the academic community, they offer innovative projects adapted to the needs of diverse communities. We’ve supported MMFA for more than 26 years. Since 2019, our support has also helped develop *Art Hive*, the program’s collaborative art therapy space.



Café de la Maison ronde, operated by **Groupe Communautaire l’Itinéraire**, is the only Indigenous café in Montréal. The organization provides support to at-risk Indigenous adults to foster employability, food security and reconciliation. Over the past year, several Canada Life employees had the opportunity to volunteer at the café and help sell magazines during a fundraising campaign. These experiences helped contribute to a greater understanding of their community and the challenges faced by its most vulnerable.

Sentier Urbain’s Apprentice Gardener program, help young people aged 18 to 30, who experience mental health or addiction issues and face isolation, food insecurity and employment barriers. With our support, the program provides various work placements in horticulture, vegetable gardening and the environment. The experience helps participants create a structured lifestyle, positive habits, self-esteem and empowerment.

Our donation to **Les Grands Ballets Canadiens de Montréal’s Nutcracker Fund for Children and Educational Matinee program** supports inclusion for unprivileged children and those experiencing physical or mental health issues by allowing them to attend a free performance of *The Nutcracker*. As a long-time program supporter, we direct several tickets to children in pediatric palliative care, giving them the opportunity to see the ballet and also receive a special visit from two dancers before the show.

Construction is underway on a new mental health and addictions emergency and short-stay unit at Queen Elizabeth Hospital on Prince Edward Island. A first-of-its-kind in Atlantic Canada, it's part of a plan to build a more resilient mental health and addictions service in the province. Our support of the **Queen Elizabeth Hospital Foundation's** *Mental Health and Addictions Ignition Fund* will contribute to new equipment for the space. This state-of-the-art facility will make it easier and more convenient for Islanders seeking urgent mental health support.

Robotic-assisted surgery is the latest development in minimally invasive surgery. Through the **Saint John Regional Hospital Foundation**, we support *The Give Campaign*, which aims to buy the province's first surgical robot and fund a program to use it at Horizon's Saint John Regional Hospital. Robotics innovation is revolutionizing the operating room and setting the stage for surgical program excellence. Surgeons access the best tools and patients can receive the best possible outcomes.

At **Burin Peninsula Health Care**, in Newfoundland, our support provides an operating room monitor for laparoscopic surgery, which enhances access to services, especially for women in early cancer screening and diagnoses. Currently, women on the Burin Peninsula can receive local cancer screening, but the type of equipment used is limiting. So, many travel across the province for



more testing. Enhancing healthcare for rural and remote communities means fewer people will bear the financial and mental strain of traveling long distances to receive medical care.

In Nova Scotia, **Brigadoon Village** delivers year-round camp programming to children and youth living with health conditions or life challenges. The camp provides innovative programs together with experiential learning and guidance. This gives participants the chance to learn, play and grow in a medically-supported environment. We're supporting the *Shine On!* campaign to help expand and modernize the camp's facilities and spaces. The upgrades will accommodate more campers and provide more functional space for medical personnel who support the kids.

Neptune Theatre Foundation helps students deepen their understanding

of complex social issues by exploring production themes through talkbacks and classroom programs. Each spring, Neptune takes two productions into schools across Nova Scotia for students to see live professional theatre. We support the *2022-23 School Tour* as they return to live productions with digital options. Experiencing performance up close inspires youth, creating future audiences and artists, bringing culture into a community while generating connection.

Sponsorships

Reaching Canadians in their communities

Connection is a core value that Canada Life champions. One of the important ways we share that value with Canadians is through thoughtful and meaningful choice of community sponsorships, rooted where we live and work.

Celebrating diversity at the Canada Life Centre

In 2021, we announced a new long-term partnership with **True North Sports + Entertainment** as the official venue naming partner of **Canada Life Centre™**, home of the Winnipeg Jets and Manitoba Moose. Throughout the last year, we leveraged our relationship to further support employees and community groups in meaningful ways that highlight our commitment to fostering diversity and supporting our communities.

On International Women's Day, the Winnipeg Jets hosted a *Women in Hockey 'Changing the Game'* virtual panel, featuring Canada Life employee, Sherry Shindruk. The panel included women who positively impact the hockey community through their work in and around the sport.

On this day, we were also the official game sponsor of the **Winnipeg Jets Gender Equality Night**. The *Women in Leadership* ERG attended the game to help #breakthebias, which was the 2022 campaign theme.

In April, the *Indigenous Peoples* ERG hosted members from the Winnipeg Indigenous Friendship Centre for a Winnipeg Jets game. The evening was the fourth annual **Winnipeg Aboriginal Sport Achievement Centre** (WASAC) promotional game. WASAC is a not-for-profit charitable organization that embraces the pride of Winnipeg's Indigenous youth and families and helps to remove barriers for thousands of children and youth annually through sport, culture and recreation.

In November, to celebrate Diabetes Awareness Month, **Diabetes Canada** joined us for a Manitoba Moose game. We provided 100 complimentary tickets to the game for their volunteers, employees and families from across Manitoba who are impacted by diabetes. We also presented Diabetes Canada with a \$50,000 cheque donation at the game in support of their national nutrition strategy.

We've supported Diabetes Canada for more than three decades and have donated a total of \$1.2 million nationally since the start of our relationship. As well, 27 employees recently participated in *Lace up to End Diabetes* and raised \$7,000, matched by Canada Life for a total of \$14,000 for Diabetes Canada.

In December, we hosted **Harvest Manitoba** volunteers in our Canada Life suite as thank you for their commitment to the community.

Supporting Ukraine newcomers

Many Canada Life employees have ties and connections to Ukraine, so it's important to show support however we can. At our Winnipeg office, we offered direct support to Ukrainian newcomers in their search for jobs by providing one-on-one career counselling services like resume reviews.

Additionally, Canada Life, along with IG Wealth Management and Power Corporation of Canada, contributed \$60,000 to support Ukrainian refugees coming to Canada. We provided this support to **Ukrainian Congress of Canada** (UCC)'s Manitoba chapter to target the immediate resettlement efforts of Ukrainian citizens in Winnipeg and surrounding communities. This support was in addition to an earlier donation for the **Canadian Red Cross' Ukraine Humanitarian Crisis Appeal**. Read more about our support for the Canadian Red Cross on page **12**.

Building a brighter future

Although priorities may differ across Canada, we'd like to think that one priority all Canadians have in common is the desire to continually build a stronger and brighter Canada. We supported the **Business Council of Manitoba's 2022 Chair's Dinner**. Held in Winnipeg, the event aims to discuss how we can build a more constructive and effective future for Canada. The Business Council of Manitoba consists of a diverse group of leaders from companies who are committed to Manitoba's economic growth and community development. This group researches and advocates innovative positions on selected issues that affect the future health of Manitoba.

Canada Life Vanier Cup

In November, we were the title sponsor of the **2022 Vanier Cup** – the 57th edition of the U SPORTS football championship which was hosted by Western University in London. As part of our support, we helped establish a student-athlete legacy award that will be given to a student who identifies as Black, Indigenous, or racialized. This new award builds on our recent joint \$2 million gift in support of equity, diversity, and inclusion initiatives across the university's faculties and affiliated colleges. We also sponsored the *Road to the Vanier Cup*, including the *U SPORTS Football Top 10* and the *U SPORTS Football Players of the Week* awards.

First-ever Jets Jersey Patch Partner

This year, we built on our partnership with True North Sports + Entertainment. Beginning in the 2022-23 NHL season, the Winnipeg Jets proudly display a Canada Life patch, positioned on the upper right hand chest area of the home and away jerseys, as part of a multi-year jersey patch partnership. This first-of-its-kind arrangement deepens our already strong relationship with True North Sports + Entertainment, both on the ice and in support of our communities.



“It is only fitting that the Winnipeg Jets jersey patch represents a Canadian organization with as much local connection and history as our team itself, and that values community in the way that we strive to do at True North.”

– **Norva Riddell, Sr. Vice President,
Partnerships & Premium Service
with True North Sports + Entertainment**

Appendix

Corporate teams 2022

Prairies

CancerCare Manitoba

Challenge for Life 2.0

Heroic Feet of Canada Life



Cerebral Palsy Association of Manitoba

Cerebral Palsy Bike Race

Canada Life #1

Canada Life #2

Crohn's & Colitis Canada

Gutsy Walk, Manitoba

Canada Life Gut Busters

Crohn's & Colitis Canada

Gutsy Walk, Regina

Canada Life Regina

Diabetes Canada

Lace Up to End Diabetes

Canada Life Community Champions

Ducks Unlimited Canada

Canada Life Ride to the Lake

Canada Life

Lake Winnipeg Foundation

Bike to the Beach

Canada Life

Multiple Sclerosis Society of Canada,

Manitoba Division

MS Bike, Manitoba

The Greatful Tread of Canada Life

The Terry Fox Foundation

Terry Fox Run, Calgary

Team Galen/Canada Life

Ontario

Big Brothers Big Sisters of London & Area

Bake for Kids' Sake

Canada Life Sweet Dreams



Brain Tumour Foundation of Canada

Brain Tumour Walk

Canada Life Cranium Crusaders

CAMH Foundation

Sunrise Challenge

Canada Life Re*Connects

Childcan

One Run 100km Virtual Run

Canada Life

Community Living London

22nd Annual Community in Motion:

The Serious(ly) Fun Run

Canada Life Community



Crohn's & Colitis Canada

Gusty Walk

Canada Life's Got Guts (Strathroy)

Canada Life (Toronto)

Family Service Thames Valley

Hike for Happiness

Canada Life Hikes for Happiness

Foundation for Gene and Cell Therapy

Jesse's Journey: Walk to Defeat Duchenne

Canada Life for Coley's Crew

Hockey Helps the Homeless

Waterloo Tournament

Canada Life

Indwell Community Homes

That Dam Hill Race

Canada Life Home Builders

London Health Sciences Foundation

Annual Walk of Champions

Canada Life Pirates of the Cure-abbean

London Health Sciences Foundation

London Run for Ovarian Cancer

Canada Life Team Tina

The Leukemia & Lymphoma Society of Canada

Light the Night Walk, London

Canada Life Lights

Maryvale

Tim Horton's Night Run

Simard & Associates for Canada Life

Mission Services of London

Coldest Night of the Year

Canada Life Freedom Walkers

Movember Canada

Movember, London

The Canada Life Moustache Club

Multiple Sclerosis Society of Canada – Ontario
Division

MS Bike Tour

Canada Life Cycles

SARI Therapeutic Riding

Bowling for Ponies

Canada Life Shetland Strikers

Terry Fox Foundation

Terry Fox Run – Grimsby

Canada Life Ontario Central West

Terry Fox Run – London

Team Canada Life

Thames Valley Children's Centre

Canada Life Forest City Road Races

Canada Life Road Racers

Windsor Essex Community Foundation

Play for a Cure

Breadth/Orion for Canada Life

Quebec

Fondation des maladies du Cœur du Québec

Ride for Heart

Equipe Canada Vie

Terry Fox Foundation

Terry Fox Run – Montréal

Canada Life Team Health and Ability

Tremblant 24H Foundation

24H Tremblant

Canada Vie: Team Chill – The Chill Awakens

Atlantic Canada

Hockey Helps the Homeless

Halifax Tournament

Canada Life Foundations/Advisor Solutions NS



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