



# Delivering for Canadians

## 2018

**PUBLIC  
ACCOUNTABILITY  
STATEMENT**

THE  
**Great-West Life**  
ASSURANCE COMPANY

London  
**Life**

 **Canada Life**

canada  <sup>TM</sup>

## Our Companies

### GREAT-WEST LIFE

Great-West Life is a leading Canadian insurer, focused on improving the financial, physical and mental well-being of Canadians. For more than 125 years, our customers across Canada have trusted us to provide for their financial security needs and deliver on the promises we have made. Together with our subsidiaries London Life and Canada Life, we serve the financial security needs of more than 13 million people across Canada. To learn more, visit [www.greatwestlife.com](http://www.greatwestlife.com).

### LONDON LIFE

London Life provides financial solutions for Canadians at any stage of life through the Freedom 55 Financial™ division and its network of financial security advisors. For more than 140 years, our customers across Canada have trusted us to provide for their financial security needs and deliver on the promises we have made. In addition to domestic businesses, London Life participates in international reinsurance markets through a branch in Barbados and our London Reinsurance Group subsidiary. To learn more, visit [www.londonlife.com](http://www.londonlife.com).

### CANADA LIFE

Canada Life, Canada's first domestic life insurance company, serves customers in Canada, the United Kingdom, Isle of Man and Germany, and in Ireland through Irish Life, a subsidiary of Canada Life. For more than 170 years, our customers across Canada have trusted us to provide for their financial security needs and to deliver on the promises we have made. Canada Life, operating through branches and subsidiaries in the United States, Barbados and Ireland, is also a leading provider of reinsurance solutions for life insurers in the U.S. and in Europe. To learn more, visit [www.canadalife.com](http://www.canadalife.com).

### GREAT-WEST LIFE CO

Great-West Lifeco is an international financial services holding company. Our business interests include life insurance, health insurance, retirement and investment services, asset management and reinsurance. Great-West Lifeco and our companies are members of the Power Financial Corporation group of companies.

This Public Accountability Statement relates to the Canadian operations of The Great-West Life Assurance Company and its subsidiaries, London Life Insurance Company and The Canada Life Assurance Company; and to Canada Life Financial Corporation and The Canada Life Insurance Company of Canada. It also describes the corporate social responsibility activities of GLC Asset Management Group Ltd. and GWL Realty Advisors Inc.



In Canada, as an Imagine Caring Company, we support the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada. We contribute a minimum of one per cent of average pre-tax profits in support of non-profit, charitable and community organizations each year.

As an Imagine Caring Company for more than three decades, we have contributed more than \$200 million to Canadian communities. This includes \$13.3 million in contributions in 2018.

## Presidents' Report

Our purpose is to improve the financial, physical and mental well-being of Canadians. It's the driving force behind everything we do, and we believe we can do it best working together with our colleagues, customers, advisors and the community.

Our success comes from building relationships. As you read through our 2018 Public Accountability Statement, we expect you'll gain a better understanding of our key priorities over the past year and how we've supported the communities where we live and work. From providing financial support for more than 700 community initiatives, to being recognized as a leader in sustainability, our aim is to positively impact the world around us.

Our employees are truly our greatest strength and our biggest asset. In the coming pages, you'll see the ways we're investing in and supporting them. You'll also see how they've made positive change in their communities.

By combining the amazing community and volunteer spirit of our people with the financial strength of our companies, we're creating stronger communities across the country.

As we move forward under the new Canada Life, individuals, families, businesses and organizations can continue to count on us to keep the promises we make.

Our accomplishments in 2018 were possible thanks to the support of many people and organizations. We hope this report inspires you to collaborate with those around you to help build stronger communities, wherever you live across Canada.



**Paul Mahon**  
President and  
Chief Executive Officer



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

# What You'll Find Inside



## WELCOME

- 2 Our companies
- 3 Presidents' report
- 4 What you'll find inside
- 6 Our values
- 8 2018 at a glance

## FOCUS ON WELL-BEING

- 11 Mental well-being
  - The Great-West Life Centre for Mental Health in the Workplace
  - McMaster University's Great-West Life Centre for Mental Health in the Workplace Post-Doctoral Fellowship
  - Mindful Leader certification program
  - Mindset Award
- 12 Physical well-being
  - FreeStyle Libre
  - SMART drug plan
  - Best Doctors' Script service
  - GeneYouIn's Pillcheck program
  - LifeWorks by Morneau Shepell
  - GroupNet™ for Plan Members
- 13 Financial well-being
  - Chartered Professional Accountants of Canada
  - Post-secondary flexible savings pilot program
  - Benefits information sessions
  - Canadian Life and Health Insurance Association

- 14 Economic highlights
  - Canadian Business Growth Fund
  - Responsible approach to investment
- 16 Operating with integrity
  - Responsible oversight
  - Doing what's right: Our code of conduct

## ENVIRONMENT

- 19 Industry Leading Carbon Management
- 19 Real estate, real green
- 20 Green building certifications
- 21 Reduce, Reuse, Recycle
- 22 Earth-friendly initiatives
- 23 Managing our environmental footprint

## OUR WORKPLACES

- 24 Learning through new ways of working
  - Digital labs
  - New office spaces
  - Digital Workplace Program
  - TechZone
- 26 Creating a more diverse and inclusive workplace
  - Diversity Leadership Council
  - Pride celebrations
  - National Indigenous Peoples Day
  - International Day of Persons with Disabilities
  - Women in Leadership groups

- 27 Staying well at work
  - Changes to our employee' Lifestyles benefits
  - Dialogue
  - National mental health initiatives
  - Canadian Blood Services
- 29 Educating our people
  - Learning Hub
  - Workshops and programs for people leaders
  - Internship and co-op programs
  - Career Streams and Compensation Framework
- 30 Engaging employees in the community
  - United Way
  - Volunteer Grants and Corporate Teams
  - National Corporate Food Drive
  - Commuter Challenge
  - School Supply Drive

## COMMUNITY SUPPORT

- 34 Advancing mental well-being
  - Great-West Life Centre for Mental Health in the Workplace (the Centre)
  - Canadian Mental Health Association
  - True Patriot Love Foundation and Veteran's Transition Network
  - Kids Help Phone
- 38 Promoting health & wellness
  - Canadian Blood Services
  - Parachute
  - Diabetes Canada
  - Canadian Foundation for AIDS Research
  - Fondation Tremplin Santé

- 40 Preparing future leaders
  - Teach for Canada
  - Connected North
  - Pathways to Education
  - Indspire
  - Ivey Connects Community Internship Program
  - York University
  - Let's Talk Science
- 42 Strengthening communities
  - Imagine Canada
  - United Way Centraide
  - Hockey Helps the Homeless

## COMMUNITY SUPPORT - REGIONAL PROJECT EXAMPLES

- 44 British Columbia
- 45 Alberta
- 46 Saskatchewan
- 47 Manitoba
- 48 Ontario
- 50 Quebec
- 51 Atlantic Canada

## APPENDIX

- 52 2018 Team Events



# Our Values

At Great-West Life, London Life and Canada Life, we're focused on improving the financial, physical and mental well-being of Canadians.

## Our commitment to corporate social responsibility

Our companies have long histories and deep roots in our communities.

Over many decades, individuals, families, businesses and organizations have been able to count on us to deliver on the promises we make. We strive to be a socially responsible company that takes a proactive approach to ensuring 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 financial security 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.

# 2018

## at-a-glance

From vibrant communities and a healthy environment to financial security and protection against loss for individuals and families, here are some of the ways we contributed in 2018 to the financial, physical and mental well-being of Canadians.

### \$13.3M

contributed in community funding across Canada



### \$2.2M

raised by employees for charity



### 700+

education, health and wellness, arts, social services and community development initiatives



### 17.7%

reduction in GHG emissions across our managed real estate portfolio 2013-2017



### 11,500

employees & 21,800 distribution associates supporting our customers



### \$2.9B

in salaries, commissions and taxes



### \$9.3B

in benefits paid



# Focus on well-being

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

## Mental well-being

### MENTAL HEALTH IN THE WORKPLACE

The **Great-West Life Centre for Mental Health in the Workplace** (the Centre) was established in 2007 as part of our commitment to the mental health of Canadians. Through the Centre, we focus on delivering a range of mental health initiatives aimed at different life stages of Canadians.

To date, we've invested over \$11.5 million in the Centre and mental health-related initiatives, and more than 180,000 web users access the Centre's online free tools and resources every year. In addition, we've made more than \$5.5 million in charitable contributions to projects aligned with the Centre.

Through the Centre's website, *WorkplaceStrategiesforMentalHealth.com*, we provide free resources and approaches to foster psychological health and safety in the workplace and respond to mental health issues at work, including an entire section about the *National Standard of Canada for Psychological Health and Safety in the Workplace* (the Standard).

### INVESTING IN EVIDENCE-BASED RESEARCH

A 2013 Statistics Canada report states that 50 per cent of all mental health disorders have begun by age 14, and 75 per cent have become apparent by age 25. **McMaster University's Great-West Life Centre for Mental Health in the Workplace Post-Doctoral Fellowship** has engaged a young researcher specializing in mental health and resilience for a two-year pilot (2018–2020) of two

separate initiatives, one aimed at helping these at-risk groups and another helping students transitioning from school to the workplace.

**The fostering lifelong resilience with students programs** aimed at the 18–25 at-risk age group will seek to reduce risk factors and equip participants with lifelong skills to manage mental health.

**The solutions for better work-life balance program** will explore mental health challenges caused by work-family stress and produce evidence-based research to help generate solutions.

### MINDFUL LEADER CERTIFICATION PROGRAM

**Mindful Leader** is a new, national, hands-on certification program developed by Mindful Employer Canada, with support from the Centre. It's designed to teach leaders how to resolve workplace issues in a confident, competent and psychologically safe way. Those who achieve the Mindful Leader certification will be better able to help organizations meet the requirements of the Standard.

### SHINING A MEDIA SPOTLIGHT ON WORKPLACE MENTAL HEALTH

In 2014, the Centre approached the Canadian Journalism Forum on Violence and Trauma about establishing the **Mindset Award** to recognize journalists who excel in reporting on mental health issues in the workplace. The 2018 first-place prize went to Omar Mouallem, for his BuzzFeed news feature detailing how shift work, grueling hours, substance abuse and isolation are taking their toll on Alberta's migrant oil workers.

• The **Mood Disorders Association of Manitoba** presented **Mary Ann Baynton**, Program Director for the Centre, with a **Helping Hand Heart Award** in recognition of her leadership role in helping develop the Standard.



## Physical well-being

When it comes to physical well-being, our dual bottom line is to help plan members achieve intended health outcomes while protecting the sustainability of our employer-sponsored benefits plans.

We've reduced out-of-pocket costs for eligible plan members living with diabetes by including coverage for flash glucose monitors like the **FreeStyle Libre**, as well as continuous glucose monitoring devices that provide readings all day.

### GETTING SMART ABOUT DRUG COSTS

Our **SMART drug plan** review process is founded on **Pharmacoeconomics**, which helps ensure new or existing drugs offer effective, cost- and coverage-proportionate health benefits. Often, new drugs are more expensive than established drugs and may not offer better health outcomes. That's why we're tackling increasing drug costs on many fronts, such as by negotiating prices directly with the manufacturer.

### GETTING HELP SOONER

We're pleased to be the first insurer to provide **Best Doctors'** new **Script service**. People living with Crohn's disease, psoriasis, lupus or rheumatoid arthritis can confidentially obtain a clinical review of their condition to ensure they have the right treatment plan. The service truly combines the

advanced analytics power of our claims data with an expert medical review to bring transformative services to plan members.

### GETTING IT RIGHT THE FIRST TIME

Everyone responds differently to medication, and according to personalized medicine company **GeneYouIn**, up to 50 per cent of adverse reactions to medication are genetic. We're continuing with the *GeneYouIn Pillcheck program*, a voluntary trial from 2017, which looks promising to create more effective, less expensive targeted treatments than the traditional medical "trial and error" approach.

### INCREASING ACCESS TO EFFECTIVE TREATMENTS

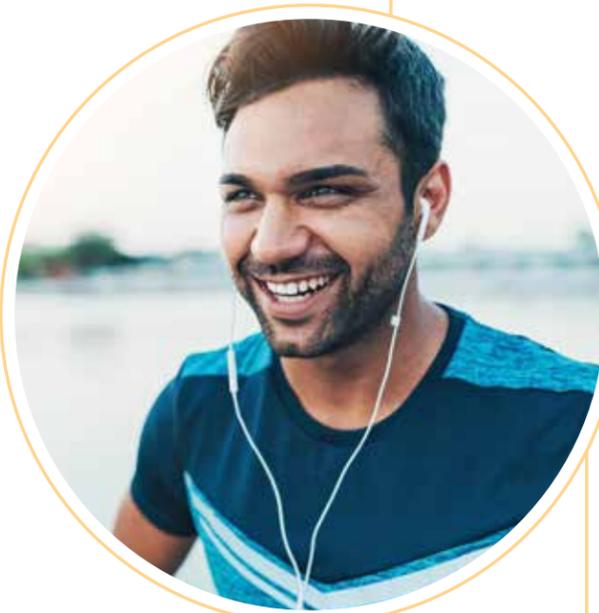
We're the first Canadian national insurer offering **LifeWorks by Morneau Shepell**. An Internet-based Cognitive Behavioural Therapy platform, it allows eligible members to access mental health care in English or French at any time using a laptop or smartphone. Dedicated therapists provide expertise and tailor programs individually.

### INCREASING CONVENIENCE

Thanks to enhancements to **GroupNet™ for Plan Members**, it's faster and easier than ever for plan members to submit a claim or access benefits information using their phone, tablet or desktop.



**\$3.6M**  
to 245 health-focused initiatives.



## Financial well-being

Many Canadians are challenged to balance immediate financial responsibilities against longer-term financial goals, which can cause significant stress and even impact mental health. Through our charitable contributions to financial literacy initiatives, investments in research and innovative technologies, as well as our work with financial planners, advisors and employers, we can help Canadians plan effectively for a lifetime of financial well-being.

### IMPROVING FINANCIAL LITERACY

The **Chartered Professional Accountants of Canada** (CPA Canada) financial literacy program provides Canadians, from school-aged children to seniors, with the knowledge they need to make informed financial decisions and to help position them financially to achieve their individual life goals. Since becoming the *Financial Literacy Program* National Development Sponsor in 2014, we've provided almost \$1 million in charitable support.

### INTRODUCING FINANCIAL FLEXIBILITY

Many graduates delay long-term financial goals as they focus on paying down student loan debt. Our first-in-Canada *flexible retirement savings program* is aimed at helping graduates do both, and we're pleased to welcome **Indigo** as the first national employer in Canada to offer this program to their employees.

### INFORMING CUSTOMERS OF THEIR BENEFITS

Our national service and education teams conduct hundreds of

information sessions annually. They educate plan members about the benefits available to them through their employer-sponsored health and retirement savings plans. They also facilitate access to industry-leading tools, services and products to help support plan members' physical, financial and mental well-being.

### ALIGNING INVESTMENTS WITH PRIORITIES

We're piloting a new, goals-based investing tool that advisors can use with their customers to help ensure investments align with the individual's financial and lifestyle goals. Working with an advisor, clients will be able to benchmark and monitor the progress of their overall investment plan, specifically with regards to the targeted level of return and corresponding risk they need to be willing to accept, on average, to achieve their goals. A digital client portal will also be available, providing customers with easy-to-understand, real-time reporting on their portfolio's performance and their progress towards their financial goals.

### FIGHTING FRAUD

The cost of health and benefits fraud is shared by all plan sponsors, plan members and insurers. To help raise the level of consumer education and awareness around health and dental benefits fraud, we collaborated with the **Canadian Life and Health Insurance Association** (CLHIA) and its members on a national public awareness campaign: *Fraud = Fraud*. Its goals are to help Canadians understand the consequences of fraud, and to recognize, reject and report suspected fraud.



In 2018 CPA Canada reported more than **75,000** Canadians accessed digital resources and 2,280 no-fee workshops in 35 financial literacy programs, including five new ones.

## Economic highlights

In 2018 in Canada, our companies:

- Helped families financially cope with loss, paying out more than \$2.5 billion in life insurance benefits.
- Provided income for over 79,000 people who became disabled and could no longer work.
- Made \$916 million of annuity payments, helping Canadians fund their retirement with a secure income stream.
- Helped over 30,000 employers provide benefits plans and over 9,100 employers offer retirement savings plans for their employees.
- Touched the lives of 13 million people across Canada through our products and services.



### EMPLOYMENT ACROSS CANADA

PROVINCE	REGULAR FULL TIME	REGULAR PART TIME	TEMP & CASUAL	2018 TOTAL
British Columbia	455	7	14	476
Alberta	435	9	9	453
Saskatchewan	561	9	21	591
Manitoba	3,135	103	132	3,370
Ontario	5,245	65	238	5,548
Quebec	903	25	35	963
New Brunswick	20	1	0	21
Nova Scotia	108	1	4	113
Prince Edward Island	3	0	0	3
Newfoundland and Labrador	30	0	0	30
<b>Total</b>	<b>10,895</b>	<b>220</b>	<b>453</b>	<b>11,568</b>

### IMPACT THROUGH TAXES

2018 Income, Capital and Premium (in \$ thousands)

	INCOME AND CAPITAL TAXES	PREMIUM AND OTHER TAXES*	TOTAL
Federal Government:	179,921	38,030	217,951
Provincial Governments:			
British Columbia	9,314	41,679	50,993
Alberta	6,317	56,672	62,989
Saskatchewan	2,098	17,976	20,074
Manitoba	5,532	26,105	31,637
Ontario	31,912	196,055	227,967
Quebec	11,500	83,702	95,202
New Brunswick	1,951	6,404	8,355
Nova Scotia	2,436	11,388	13,824
Prince Edward Island	408	2,624	3,032
Newfoundland and Labrador	748	17,290	18,038
North West Territories	98	2,099	2,197
<b>Total</b>	<b>252,235</b>	<b>500,024</b>	<b>752,259</b>

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

### NEW PRIVATE DEBT & COMMERCIAL MORTGAGE LOAN FUNDINGS

January 1, 2018 to December 31, 2018

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					
British Columbia	-	-	-	-	-	3,000	1	702,438
Alberta	-	-	-	-	-	-	8	379,022
Saskatchewan	-	-	-	-	-	-	1	13,000
Manitoba	-	-	-	-	-	8,662	2	85,670
Ontario	-	-	-	-	-	75,607	32	2,069,772
Quebec	-	-	-	-	-	-	17	442,826
New Brunswick	-	-	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-	1	9,576
Prince Edward Island	-	-	-	-	-	-	1	20,000
Newfoundland and Labrador	-	-	-	-	-	-	-	-
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>87,269</b>	<b>35</b>	<b>3,722,304</b>

### CANADIAN BUSINESS GROWTH FUND

We're proud to be a founding investor of the newly launched **Canadian Business Growth Fund** (CBGF) aimed at fostering innovation. Funded by Canada's leading banks and insurance companies, CBGF will invest in Canadian entrepreneurs and provide businesses with the capital they need to grow domestically and globally. An advisory network has also been created to provide mentorship to help these businesses to achieve their full growth potential and write the next generation of Canadian business success stories.

### RESPONSIBLE APPROACH TO INVESTMENT

Responsible Investment (RI) aims to incorporate environmental, social and governance (ESG) factors

into investment decisions. Our Canadian asset management subsidiary, GLC Asset Management Group Ltd., has been a signatory to United Nations Principles of Responsible Investing (UN PRI) since 2016. GLC formally incorporates ESG analysis to identify both risks and opportunities to enhance long-term returns for investors as an additional, rather than alternative, tool within GLC's well established and disciplined investment processes.

GLC has also joined the Responsible Investment Association (RIA), to help support their work in promoting RI literacy as well as their advocacy efforts to shift public policy and regulation towards frameworks that are more conducive to responsible investing.

**“Responsible investing not only has the potential to drive stronger financial returns for investors; its benefits extend to all Canadians through positive social and environmental impacts.”**

– Ron Hanson, President and Chief Investment Officer, GLC Asset Management Group Ltd.

# Operating with integrity

## RESPONSIBLE OVERSIGHT

Our Boards of Directors oversee management of the diverse businesses of Great-West Life, London Life and Canada Life. Our Directors are knowledgeable about the affairs of our group of companies, which allows them to offer insight at both the holding company and operating company levels.

Our governance structure is supported by a robust oversight framework independent of our business operations. Under this framework, our Risk Management, Compliance, Financial, Actuarial and Internal Audit oversight functions provide independent validation of our business processes and policies. These functions report directly to the relevant Board committees on oversight matters. Internal reviews of their mandate and effectiveness are conducted annually.

Our strong corporate governance structure is key to our commitment to provide consistent returns for our shareholders and policyholders, and to deliver on the promises we make to our customers.

Our Boards believe diversity is important to ensure the necessary range of perspectives, experience and expertise required to achieve effective stewardship and management. This is formalized through a Board and Senior Management Diversity Policy.

For more information on our corporate governance practices, including the independence of Directors, please refer to [greatwestlifeco.com](http://greatwestlifeco.com) > Who we are > Corporate Governance.



**Our Boards provide oversight directly or through one of seven committees:**

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

## DOING WHAT'S RIGHT: OUR CODE OF CONDUCT

Ultimately, trust with our customers is maintained by our people, who must act with honesty and integrity each day. Our Code of Conduct (our Code) describes our companies' core values and expectations to help our employees better understand their responsibilities and do what's right. Together with supporting policies and guidelines, our Code describes the legal and ethical standards we strive to uphold in all our actions.

Our Code must be reviewed and acknowledged each year by all Board members and employees of our organization. We also run an annual communication and

online training program that helps employees increase their level of knowledge about our Code and its application in day-to-day business. Advisors and brokers must also comply with specialized Codes of Conduct in all their interactions on behalf of our companies.

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

For more information on our Code, visit the 'Consumer Information' section of our websites.



**Topics covered by our Code include:**

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



## Industry-Leading Carbon Management

As part of our management philosophy, we're committed to respecting the environment and taking a balanced and environmentally sustainable approach to operations. This includes understanding and proactively addressing the potential impacts climate change may have on our business.

Once again, Great-West Lifeco was recognized as a leader in carbon management, receiving an A- ranking from the Carbon Disclosure Project (CDP).

Engaging with the CDP reflects our commitment to reporting high-quality GHG emissions data and reducing our impact across our global operations. In 2018, we demonstrated significant progress

towards achieving our medium- and long-term GHG emissions reduction targets for our Canadian properties. Throughout the year, our property and asset management teams worked collaboratively toward these goals, implementing realistic and economically feasible projects to reduce our carbon footprint, such as building equipment retrofits and operational enhancements.



## Real estate, real green

**GWL Realty Advisors (GWLRA)**, our real estate subsidiary, manages all our corporate campuses in addition to a portfolio of more than 300 Canadian properties. These buildings are more than just bricks and mortar – they're vibrant workplaces, community hubs, retail spaces and multi-residential homes. They're at the heart of communities all across Canada and we believe strongly that they should be sustainable, efficient and healthy.

Each year, we strive to improve the environmental performance of our properties. In 2018, this meant our corporate offices made reductions in energy, water, waste, and greenhouse gas emissions, relative to our 2013 baseline. All of our corporate head offices participate in GWLRA's *Sustainability Benchmarking and Conservation Program*, in which property teams set out five-year reduction targets and use industry benchmarks and regional averages to gauge performance.

These efforts have helped property teams reduce our environmental footprint across three core areas:

- **Energy efficiency:** Our properties undergo comprehensive energy audits every five years, to assess the energy performance of our buildings and identify improvement opportunities. The conservation projects we implement touch most aspects of a building's systems, including ventilation, heating, cooling, automation and controls systems, building envelope and lighting.
- **Water efficiency:** We undertake numerous water conservation projects, including the installation of low-flow fixtures, automatic water sensors, smart irrigation technologies and cooling tower upgrades.
- **Waste minimization:** We regularly conduct waste audits at our properties, tracking major waste streams and identifying waste management practices that promote prevention, reduction, reuse and recycling.

# Environment

We're committed to managing our environmental footprint for stronger, healthier communities across Canada. We work to limit our impact on the environment through reductions in energy, water, waste and greenhouse gas (GHG) emissions.

## Green building certifications

In 2018, GWLRA was once again recognized as a leader in sustainability by the **Global Real Estate Sustainability Benchmark** (GRESB), earning its fourth consecutive Green Star ranking. GWLRA placed among the top seven per cent of firms worldwide and received our second consecutive '5 star' rating – the highest available.

GRESB is the world's leading benchmark for understanding the sustainability performance of real estate companies. Their annual assessment considers the environmental, social and governance (ESG) activities of property companies and funds from around the globe, which included a record 903 participants in 2018.

Each year, we strive to increase our GRESB score by continuously improving the sustainability of our real estate portfolio. Since our first submission in 2015, our score has increased 16 per cent. Within Canada, we're currently among the top three participants in the Global Diversified category.

Our Canadian Real Estate Investment Fund No. 1 also made its inaugural GRESB submission in 2018. The Fund landed among the top five participants in Canada (overall) and placed fifth in the Global Diversified category out of 196 submissions.

Green building rankings and certifications such as BOMA BEST® and LEED® are considered the best-practice standards for the design, construction and operation of high-performance and sustainable buildings. In 2018, we marked a historic milestone with all of our corporate head offices being BOMA BEST® Gold certified. This achievement followed the Gold certification of Canada Life Place in Regina.

Throughout the year, GWL Realty Advisors continued to pursue green building certifications for all eligible properties. To date, 92 per cent of GWLRA's eligible portfolio by floor area is BOMA BEST® or LEED® certified, covering more than 300 buildings across Canada.

We were also recognized at both national and regional levels for our sustainability-focused property management practices. In 2018, five awards were presented to properties managed by GWLRA. These awards include the BOMA Certificate of Excellence (5000 Yonge St., Toronto), CREST Race2Reduce Award (33 Yonge St., Toronto) and the Don Smith Commercial Building Award (London Life Head Office).



In Winnipeg, our **Building Blocks on Balmoral at Great-West Life** childcare centre earned LEED® Platinum certification, making it the only daycare in Canada and the first of our buildings to earn this level of certification.

Once vacant, the historic Milner House was transformed into a childcare facility that's helping address real demand for childcare in downtown Winnipeg. This certification stands as a testament to adaptive reuse in taking a century old building and transforming it into a leading example of sustainability.

In addition, we were awarded the **Heritage Conservation Award from Heritage Winnipeg** for the restoration and revitalization of the Milner House, which recognizes excellence in specific projects to protect, conserve and reuse structures of high historic or architectural value.

## Reduce, Reuse, Recycle

We continue to look for opportunities to reduce our paper usage. This includes using digital alternatives in place of internal reports and documents we provide to our customers and advisors.

In our **Group Benefits** area, we continue to encourage customers to transition to electronic documents. In 2018, almost 80 per cent of our plan members (over 1.1 million plan members) were signed up to receive direct deposits instead of paper cheques. Our **GroupNet** online services team is transitioning to paperless claims, working towards having every health and dental claim type submitted online.

Another great example is a paper-reduction strategy from our **Living Benefits Client Service** team. The grassroots initiative reduced local printing by 50 per cent in 2018 by systematically reviewing their printing habits and looking for alternatives, especially leveraging technology in the workplace.

As a member of the **Forest Stewardship Council** (FSC), we're committed to using responsibly sourced paper and other forest products that meet FSC's

strict environmental and social standards. This helps ensure we're protecting our forests, as well as the people and animals who call them home.

According to **Green Standards**, office moves and renovations send up to 10 million tonnes of the corporate interior – furniture, appliances, computers, artwork, supplies – to North American landfills each year. Since partnering with them in 2009, we've worked on 92 projects together, resulting in:

- 960 tons of material diverted from landfills; and
- 2,590 tonnes of CO<sub>2</sub> emissions reduced.

Through our 2018 projects, we've diverted 186 tons of material from landfills, equal to:

- Reducing gasoline consumption by 36,643 gallons;
- Growing 8,376 tree seedlings for 10 years; and
- Offsetting electricity use from 45 homes in one year.



In 2018, our corporate head offices recycled:

**76**  
tonnes of cardboard

**105**  
tonnes of organics (compost)

**1,030**  
tonnes of paper



## Earth-friendly initiatives

Sweet new colleagues were buzzing around our corporate head offices in Toronto and Winnipeg. We installed beehives on the rooftops to help boost declining honey bee populations, which are important pollinators for local greenspaces and food production. We teamed up with local beekeeping firms to maintain the hives – **Beeproject Apiaries** in Winnipeg and **Alvéole** in Toronto. Each hive contains as many as 50,000 honey bees and will produce up to 25 kilograms of honey each year. We believe it's important that our offices integrate with their natural environment and support the overall health and well-being of the local community.

In 2018, we renewed our commitment as National Sponsor of the **Nature Conservancy of Canada (NCC) Conservation Volunteers Program**. Our charitable support helps the ongoing development and delivery of volunteer and education training programs that connect Canadians of all ages with nature while engaging them in protecting our country's species and natural habitats.

Each year, the program reaches about 2,700 volunteers across the country. These individuals donate the equivalent of over 1,250 work days combined. From pulling invasive plant species to

surveying waterfowl, building boardwalks and cleaning up coastlines, these volunteers are dedicated to helping NCC's on-the-ground conservation efforts and making a positive impact on nature.

On March 24, we joined more than 180 countries and territories around the world by participating in **Earth Hour**, a global movement initiated by the **World Wildlife Fund**. We turned off all non-essential electricity in most of our offices across Canada to show our commitment to environmental sustainability.

To celebrate **Earth Week** (April 22–28), our offices across Canada held week-long employee campaigns to raise awareness around the importance of creating a more sustainable world. Internal teams and external vendors were invited to speak to employees about the importance of simple, everyday actions, such as recycling, composting and energy conservation.



## Managing our environmental footprint

Total results from our corporate offices in Winnipeg, London, Toronto and Regina.



**-16.6% CHANGE**

GHG emissions intensity  
tCO<sub>2</sub>e/1000 sqft  
(2013–2018)



**-9.5% CHANGE**

Water Consumption  
1,000,000 x L  
(2013–2018)



**0.1% INCREASE\***

Energy intensity  
ekWH/sqft  
(2013–2018)



**-49% CHANGE**

Landfill Waste  
tonnes  
(2013–2018)

### GWL REALTY ADVISORS REAL ESTATE PORTFOLIO 2013–2018

GHG Emissions Intensity

**17.7%**  
overall portfolio  
reduction

**22.3%**  
office portfolio  
reduction

**9.3%**  
multi-residential portfolio  
reduction

\* Great-West Life's energy consumption increased year-over-year due to inclement weather conditions (i.e., a higher proportion of heating degree days) experienced at corporate campus locations, as well as the continued expansion of GWL's Data Centre operations.



# Our Workplaces

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

## Learning through new ways of working

We challenged ourselves to take a more agile approach to projects and initiatives across the companies last year. To deliver on our purpose and better serve customers, we introduced new technology and tools, in addition to processes and products to increase employee collaboration.

As part of this approach, we launched **digital labs** – employee working groups from different business areas to tackle special, time-sensitive projects. Thanks to our digital labs across Canada, we can test solutions with advisors and customers and incorporate feedback as we go. It's an innovative way to embrace collaboration, remove hierarchy and deliver solutions faster.

Several teams in Vancouver and Montreal relocated to new office spaces that were built to increase collaboration. Equipped with state-of-the-art technology, the new spaces allow employees to work where and how it makes the most sense for them.

A company-wide **Digital Workplace Program** upgraded computer software, allowing employees to work from anywhere, with anyone, on any device, creating a flexible and productive work environment. We also opened **TechZone**, IT hubs at our offices in London, Toronto and Winnipeg, staffed with experts to help answer questions and provide tips to employees.



From coast to coast, our employees are our greatest strength and proudest achievement. In 2018, we became an increasingly welcoming workplace by investing in professional development and career growth for our employees and announcing major enhancements to employee technology, health and wellness services.



**2,209**  
employees hired  
across Canada

**3,232**  
employees moved  
into a new role

**8.92%**  
voluntary turnover rate  
(not including retirements)

**69%**  
of our workforce  
is female

**46%**  
of our management  
is female

**2,810**  
employees attended  
102 workshops

**49,344**  
completed employee  
eLearning training sessions

**3,371**  
employee continuing  
education applications  
approved



## Creating a more diverse and inclusive workplace

We're committed to furthering our diversity and inclusion commitment. This includes enhancing equality and inclusivity across all areas of the companies along with valuing, nurturing and leveraging diversity in all we do.

In 2018, we introduced our **Diversity Leadership Council** (DLC). A diverse group of senior leaders across our various lines of business and corporate functions, they work to accelerate and embed diversity and inclusion efforts in our business and organizational priorities. The DLC currently focuses on five key areas: Women in Leadership, Indigenous People, Young Professionals, LGBTQ2+ and Persons with Disabilities.

We were proud to support LGBTQ2+ communities in **Pride** celebrations in our Canadian head office locations. We also raised Pride flags at our offices in London, Toronto and Winnipeg and participated in the London and Winnipeg parades. In Toronto, we worked with Mackenzie Investments to host Inclusion as a Competitive Advantage – a powerful and engaging talk on the competitive advantage of promoting diversity and inclusion in employment.

On **National Indigenous Peoples Day** (June 21), Stefan Kristjanson, our former President and Chief Operating Officer in Canada, announced the progress we've made on our commitment to the calls to action for indigenous truth and reconciliation, as well as toward company goals for the year ahead, including:

- working with **AMIK Professional Indigenous Engagement** Services to promote a diverse workforce, including increasing the representation and advancement of Indigenous employees;
- implementing new training initiatives to foster a more inclusive workplace culture, including a workshop in unconscious bias at our Canadian Senior Leadership Forum; and
- providing charitable contributions to Indigenous community programs, including **Indspire's Building Brighter Futures Fund** and the *Promoting Life Skills in Aboriginal Youth* program.

The announcement followed the signing of the Winnipeg Indigenous Accord in 2017, where we committed to fostering a culture and workplace in which Indigenous Peoples and all employees can contribute to their fullest potential.

We also celebrated **International Day of Persons with Disabilities** in December. Employees shared personal messages in support of empowering persons with disabilities and the importance of ensuring inclusiveness and equality.



Companies worldwide increasingly find themselves in conversation about gender equality and inclusivity in the workplace. To celebrate International Women's Day, our **Women in Leadership** groups organized an event in Toronto that was live-streamed to London and Winnipeg. Paul Mahon, our President and Chief Executive Officer, Stefan Kristjanson, our former President and Chief Operating Officer in Canada and Arshil Jamal, our President and Chief Operating Officer in Europe, spoke about our commitment to gender-balance and broaden diversity and inclusion. Guest

speaker Tanya van Biesen, Executive Director of Catalyst Canada, discussed inclusiveness and diversity's importance in driving business and customer outcomes.

*#PressforProgress* was the 2018 theme for International Women's Day. It encouraged a strong call-to-action to think, act and be gender-inclusive, both individually and collectively.

Over the past year, our Women in Leadership groups held local activities for all employees, including networking events, presentations and a speaker series with senior leaders from the companies.

## Staying well at work

Improving the financial, physical and mental well-being of Canadians, including customers and employees, is our commitment and guide. We invest in our people through comprehensive programs spanning wellness, benefits and health and safety.

In 2018, we made it easier for employees to take a proactive approach to their well-being by making changes to our employees' **Lifestyles** benefits. One major change was increasing the maximum coverage for psychologist/social worker support services for both employees and their dependents. To support employees' growing families we enhanced maternity and parental leaves, as well as removed prescription deductibles and added paramedical practitioners.

In November, we gave employees access to healthcare professionals on the go through a

pilot with **Dialogue**, a virtual healthcare provider. Dialogue allows employees to chat with healthcare professionals by text, phone or video, renew prescriptions for themselves and their family members, and be referred to see a specialist in person.

In support of **Mental Health Week** (May 7–13), employees helped spread the word about mental health. Many joined the conversation on social media using the **Canadian Mental Health Association's #GetLoud** hashtag. The Great-West Life Centre for Mental Health in the Workplace also shared daily resources and tips on mental health topics.

**#GetLoud**

**“ As one of Winnipeg’s largest and enduring institutions, Great-West Life has demonstrated strong community leadership by becoming one of the initial signatories to the Accord. The commitments and progress they’ve made in support of reconciliation are an inspiration for other businesses.”**

– Brian Bowman, Mayor of Winnipeg

On **World Mental Health Day** (October 10), our London Life office was illuminated purple in support of mental health awareness and the Amanda Todd Legacy. Our participation in the *#LightUpPurple* campaign was a powerful and highly visible addition to our activities and resources already supporting mental health and promoting awareness.

Throughout the year, we collaborated with Mary Ann Baynton, Program Director for the Great-West Life Centre for Mental Health in the Workplace (the Centre), on a series of presentations to our employees. Presentations focused on what the Centre is and does, and topics like how to deal with work anxiety and stress or with a troubled co-worker and more. Participants

were also connected with self-assessment mental wellness quizzes, linking to the Centre resources for more support.

According to **Canadian Blood Services**, half of all Canadians will either need blood in their lifetime, or know someone who will. In 2018, employees across the country donated 879 units of blood as part of our **Partners for Life** campaign.

In addition, to recognize National Blood Donor Week (June 11–17), we participated in the Canadian Blood Services' *#MissingType* campaign. We encouraged employees coast-to-coast to take selfies using designated signs and remove the O's, A's and B's from what they had written, to draw attention to the need for more blood donors.



In June, we completed a new **bike pavilion**, open year-round, for our Winnipeg employees who cycle to work. It provides secure, covered bike storage for up to 162 bikes and is equipped with a tune-up station for employees to service their bikes.



## Educating our people

We encourage employees to invest in their careers. In addition to covering up to \$2,000 annually per employee for relevant continuing education, we launched a new Learning Management System and new learning intranet site – the **Learning Hub** – in 2018. These platforms give employees greater control in their development, and provide curated learning paths for employees and leaders. These paths tap into key skills, like communication, resiliency and productivity, that can help employees grow.

Throughout the year, we also introduced workshops and programs for people leaders, to help them create positive employee experiences for their teams and drive success for our organization.

This included leadership coaching workshops, quarterly webinars, onboarding programs specific to new leaders and inclusion workshops to help leaders identify and employ strategies to shift default unconscious behaviours and biases into conscious inclusive actions.

**Internship and co-op programs** are available to post-secondary students regularly throughout the year. They're a chance for students to accelerate their careers and put their skills and enthusiasm to good use. Programs are offered in several areas of the companies, including accounting and auditing, actuarial, human resources, investment and technology and digital strategy. As of December, 107 students were with us on work placements.

While completing their co-op and internship work, students also have access to mentorship programs. Through a *Chartered Professional Accountant (CPA) Student Training Program* in Winnipeg and London, students work closely with accounting professionals who help guide, counsel and support their CPA development. As of December, 32 students completed or were working towards their CPA designation.

We introduced a new compensation framework in 2018 to recognize and pay people for the value of the work they perform, and support talent and career development in the companies. The **Career Streams and Compensation Framework** includes a contemporary job evaluation process, career level structure and simplified approach to salary ranges. The new **Annual Bonus Program** provides a consistent approach to bonus compensation, with targets tied to our new career levels. Bonuses in the new program will be linked to personal objectives and business results.



## Engaging employees in the community

Volunteering is an opportunity to spark change in the world by simply giving a little bit of time. It's a great way to build skills and make lasting connections while having fun and finding purpose.

Our employees are encouraged to give their time and expertise to a range of causes that help address many regional and local community priorities. Throughout the year, we support their participation in charitable fundraising team events such as runs, walks and bike rides, and encourage them to get hands-on with charity builds, our workplace drives, internal campaigns and more.

We proudly recognize the volunteer and fundraising efforts of our employees by providing financial support that adds to the impact of their collective and individual efforts. We recognize their leadership and commitment as ambassadors of our organization and caring members of communities across Canada, and encourage them to renew their commitment each year.

### UNITED WAY

Our companies' annual *United Way workplace campaign* is our largest employee engagement activity. The campaign runs for two weeks in November, and includes activities and events in our head office locations, as well as many field offices. In each location, a committee of volunteer employees coordinates all logistics, hosts events and helps ensure the campaign's ongoing success. In 2018, our employees contributed more than \$1.5 million to *United Way Centraide* across the country.



**“ I read about Great-West Life sponsoring Kids Help Phone and decided to volunteer. I want all youth to have a someone they can turn to in a time of difficulty or crisis.”**

– Nancy Martin, an employee in London, who signed up to become a volunteer crisis responder as part of a five-month Kids Help Phone pilot in Manitoba (see pg. 37 for more about our support).



The campaign truly makes a difference in the lives of Canadians, yet it's just one of the many ways we work with United Way. Every year, we select one employee from four of our major centres (London, Montreal, Toronto and Winnipeg) to participate in the *United Way Sponsored Employee Program*. This program provides selected employees an opportunity to make a meaningful impact in their community, while also receiving professional development outside the office. Selected employees are granted a 16-week leave from their current position to temporarily join the United Way's campaign staff.

While at the United Way, sponsored employees assist committees to plan and implement their campaigns, help coordinate and participate in presentations, and monitor account activities to help ensure success. They also develop skills in project management, time management, team building and customer relations that can be brought back to the office and applied to their roles when they return.

Another United Way opportunity for employees is the *Day of Caring* program, which gives employees in our five major centres the chance to participate in a variety of hands-on volunteer projects within the community. In 2018, this included sorting food donations, yard clean-up and reading to school-aged children at various United Way agencies across Canada. Our annual participation in United Way Day of Caring projects provides employees an opportunity to learn more about services in their own communities, while seeing first-hand how United Way agencies contribute to community development, renewal and pride.

Visit the Community Support section on page 42 for more information about United Way.



**“ The Day of Caring projects serve as a great reminder that each one of us has the ability to make a difference in our community when we work together as a team. Opportunities such as these allow individuals to gain a broader perspective and take away life-lessons that simply can't be learned while working in the office.”**

– Harrison Hall, Assistant Manager, Insurance New Business, Individual Customer

**VOLUNTEER GRANTS AND CORPORATE TEAMS**

During Canada's National Volunteer Week (April 15–21), we awarded 87 community volunteer grants for a total of \$81,000 to registered Canadian charities where our employees volunteer. Our employees also participated in numerous community-based fundraising events across Canada. Sixty-three corporate teams raised over \$538,000 in 2018, with 21 of them raising more than \$10,000.

For example, Team Great-West Life in Winnipeg has participated in the **Cerebral Palsy Association of Manitoba's** Stationary Bike Race for close to two decades, and raised an impressive \$33,475 in 2018 alone. We augmented their efforts – and the efforts of all corporate teams – with an additional \$399,000. For a complete list of our corporate teams, see page 52.

**NATIONAL CORPORATE FOOD DRIVE**

Employees coast-to-coast collected 63,667 pounds of food during our *National Corporate Food Drive* (May 7–18), donating over 54,761 food items to foodbanks across Canada.

Participating teams challenged themselves to fun and friendly competition with the spirit of giving in

mind. One Winnipeg team challenged themselves to only collect jars of peanut butter whereas a team in London held a child-themed drive in honour of a fellow colleague expecting a baby.

**COMMUTER CHALLENGE**

During Canadian Environment Week (June 3–9), employees in our major centres participated in the *National Commuter Challenge* and found alternative ways to commute, including cycling, jogging, walking, riding the bus, carpooling or telecommuting. Employees logged 27,595 environmentally friendly kilometres.

**DOORS OPEN LONDON AND TORONTO**

Every year, we work with **Doors Open Toronto** and **Doors Open London** and open our doors to our communities in these cities. In Toronto, over 5,000 visitors had access to the lobby, the Hugh C. Baker room and the 17th floor observation room. They learned about the history of the building through videos, historical documents and photos. In London, visitors



experienced the storied origins of Richmond Row through video, audio, rare photographs and live storytelling.

**VOLUNTEERS ON CANADA DAY**

Some things really do take a village, and the *Canada Day @ The Forks* event in Winnipeg was no exception. More than 25 employees volunteered to greet families, staff numerous activity stations, and host an evening rooftop reception.

**SCHOOL SUPPLY DRIVE**

2018 was our most successful *School Supply Drive* (August 13–22) to date. In total, employees across Canada collected 991 backpacks filled with supplies, plus 86 boxes of extra items to provide students the tools they need for a successful start to the school year – a 21 per cent increase over our 2017 total.

**ENGAGING EMPLOYEES IN GIVING**

Recognizing the impact giving can have, especially during the holiday season, we asked our employees to help us choose a charity to receive our annual holiday donation. Over 2,000 employees participated in selecting **Be a Santa to a Senior Canada** to receive our gift. Be a Santa to a Senior works with local community organizations to identify seniors who may not otherwise receive gifts during the holiday season, finds out what they need, and asks communities to pitch in to make it happen. Former President and COO Stefan Kristjanson, along with several of our employees, presented the donation at our Winnipeg head office in December. A week later, employees delivered and presented gifts to older adults in the community.



Awarded **\$81,000** in Community Volunteer Grants to charitable organizations where our employees volunteer

**63** corporate teams raised over **\$538,000**

We augmented their efforts with an additional **\$399,000**





# Community Support

Supporting charitable organizations and initiatives across the country is one of the ways our companies give back to Canadians, yet it's more to us than simply writing a cheque. We also engage our employees in volunteering opportunities, workplace campaigns and corporate donations so we're all connected by a shared sense of responsibility to give back and help build stronger communities.

Our goal is to make a positive impact on the world around us and elevate our corporate giving to ensure our support is reaching Canadians from coast-to-coast.

*Stronger Communities Together™* is our national program for corporate citizenship. It's through this framework that we address key issues and trends at the national, regional and local levels. The issues we support are often complex and interrelated, so our approach spans five major pillars: education, health and wellness, arts and culture, social services and community development.

Our companies' purpose – to improve the financial, physical and mental well-being of Canadians – also drives our decisions for community support. Through the organizations and initiatives we support, our pillars of giving and company purpose make a difference in our communities.

Overall, our goal through *Stronger Communities Together™* is to support organizations that apply innovative and collaborative efforts in addressing emerging or longer-term issues. Together, we're creating lasting, positive change for Canadians. Following are examples of our community support at national and regional levels.



## Advancing mental well-being

As a large employer and a leading provider of group benefits in Canada, we see firsthand the significant impact mental health issues can have on the incidence of disability, absences, presenteeism and productivity. For this reason, we believe that by supporting mental health projects and programs, we're also supporting the success of our communities.

In 2007, our company created the **Great-West Life Centre for Mental Health in the Workplace** (the Centre) – a leading source of free, practical online tools, resources and programs designed to help employers improve psychological health and safety in the workplace. The Centre is a leader in mental health, and

we look for opportunities where our corporate donations and Centre resources can make the maximum impact.

The **Canadian Mental Health Association** (CMHA) is a longstanding organization dedicated to supporting the mental health of Canadians. In 2018, they celebrated their 100th anniversary. We've worked with CMHA since 2012 as National Development Sponsor of the *Workforce Mental Health Collaborative* – a suite of services, delivered by CMHA National across Canada to help build healthier workplaces. The Collaborative is also a channel we leverage to share the Centre's free tools and resources.



In October at CMHA's annual conference, we received one of five Century Changemaker Awards recognizing extraordinary contributions to mental health in Canada. We're the recipient in the Workplace Mental Health category as a progressive champion for psychologically healthy workplaces and an industry leader.

What started a century ago as the vision of Dr. Clarence Hincks to help improve the mental well-being of Canadians has today become a vital organization and champion of mental health in communities across Canada.

CMHA recognizes the importance of reducing stigma and providing humane care for people suffering from mental illness. They bring 100 years of experience to the table, and regularly work with service providers, front-line workers, researchers, funders, policy makers and people with lived experience of mental health problems to develop new programs, resources and support networks for Canadians.

According to the Department of National Defence and Canadian Armed Forces, 1,000 members of the Canadian Armed Forces are medically released every year. Many fall through the cracks and don't receive adequate support as they transition back to civilian life.



**True Patriot Love Foundation** (TPL) is a national charity providing Canadian military and veteran families with the support they need and hope they deserve in times of both peace and conflict. This support includes over 750 community-based programs

across Canada that have helped change military families' lives.

One program is the *Veteran's Transition Network* (VTN) – a unique, research-based program addressing the transition and mental health of military veterans through week-long workshops and group therapy supervised by clinicians and psychologists. According to a 2017 VTN program study conducted by the University of British Columbia, participant results continue to show decreases in depression, suicidal thoughts, drinking and related problems, as well as increases in self-esteem.

We've proudly supported VTN since 2015, and extended our funding for three years to support women's programming. TPL has identified that military women require a specific, customized program because they face unique challenges such as sexual trauma, chain of command difficulty and negativity associated with being a minority group. The 2018 program was delivered in Quebec, which TPL has estimated has the second-highest population of female veterans per capita.

In Canada, a 24-hour crisis hotline for young people is now just a text away thanks to **Kids Help Phone** a leader in the mental health space offering kids, teens and young adults a critical lifeline. With our support, they launched the first-ever free crisis texting service for young Canadians in February 2018. Crisis Text Line powered by Kids Help Phone

allows children and teens to text with a trained crisis responder wherever they are, whenever they need.

Recognizing the need for this communication channel and its importance to youth mental health, we became the project's first corporate donor in Manitoba. The English pilot in Manitoba facilitated 13,000 text conversations over six months. The results illustrated how in-demand this service was, along with the need to expand it across Canada in English and French.

The service was launched nationwide by year's end. We were proud to be one of the founding donors that made the expansion possible. We will continue to support Kids Help Phone over the next five years as they work to improve youth emotional health and well-being through innovative solutions and support in moments of crisis or need.

Learn more about how we're supporting mental health initiatives (page 11).

**“ By helping to launch Crisis Text Line powered by Kids Help Phone in February 2018, Great-West Life is giving young people in distress someone they can text, and somewhere they can turn in any moment of crisis - in the way they prefer to communicate. Their investment helps ensure that when a young person asks for help by text - anywhere, anytime - they'll get an answer.”**

– Susan Hallsworth, Associate Vice President, Philanthropy & Partnerships, Kids Help Phone

**“ Women continue to be underrepresented in the military and face unique challenges related to their service. True Patriot Love Foundation is grateful to Great-West Life for joining us in supporting female veterans through their generous donation to the Veterans Transition Network, which will help address these challenges for women transitioning to civilian life.”**

– Nick Booth, MVO, CEO, True Patriot Love Foundation



## Promoting health & wellness

In 2018, we provided over \$3.6 million in support of 245 health-focused initiatives and projects

across Canada to help organizations purchase life-saving healthcare equipment, build and renovate hospitals, make it easier for patients and loved ones to be together and launch education and awareness programs.

### Canadian Blood Services

(CBS) is a not-for-profit, charitable organization whose mission is to manage the

blood and blood products supply for Canadians. In an average calendar year, they process approximately 840,000 units of blood that are administered to thousands of patients. To ensure blood or blood product is regularly screened, processed and accessible to those who need it, CBS recruits and collects blood, plasma and platelet donations at over 13,000 donation events every year.

The need for blood donors is unlikely to change, which is why we're supporting their *NextGen Lifeline Program*. This program recruits youth blood donors and builds engagement with CBS by developing committees on university and college campuses in major Canadian cities. Youth committees aim to host three on-campus

recruitment events during the school year, promoting blood and stem cell donation. The goal is to cultivate lifelong blood donations to sustain the supply required to meet the needs of Canadians.

We have earned the distinction of National Partner thanks to our support of the NextGen Lifeline Program and our annual employee blood donor campaign. Learn more about our employee campaign on page 28.

**Parachute** is an organization dedicated to creating a safer Canada by preventing serious and fatal injuries through evidence-based solutions and education. We share Parachute's desire for Canadians to work, play and live safely.

Our most recent commitment supports *Brain Waves* – a free, informative and fun half-day neuroscience presentation for grade 4–6 students. This interactive program turns participants into explorers learning the intricacies of our brains and how we need to protect them.

The presentation includes a concussion module, which is especially relevant because concussions in sport are now recognized by the government as a public health issue due to their potential short- and long-term consequences.

Currently, Brain Waves is delivered face-to-face at 23 sites across Canada by volunteers. In 2017,

more than 14,000 students in over 500 classrooms participated. Our support will help Parachute develop Brain Waves into an online platform to expand their reach to more youth to reduce the impact of concussion-related injuries.

**Diabetes Canada** is working to discover a cure for diabetes while helping those affected live healthy lives. Canada census data from 2016 shows high-risk groups comprise approximately 20 per cent of the population. As a provider of Canadian life and health insurance, we also see this trend through claims data. That's why we're an exclusive corporate funder of the Diabetes Canada High-Risk Population Strategy Development project.

Our current support focuses on the first phase of the three-phase project, and engages stakeholders – including healthcare professionals, community health centres, family health teams, and people affected by diabetes – in conversations about the resources needed to help reduce type 2 diabetes diagnoses among high-risk groups. The goal is to identify gaps where support is needed, and what tools and resources could

be provided to promote improved health outcomes.

Learn about the addition of continuous glucose monitors to our employee benefit plans on page 12.

**Canadian Foundation for AIDS Research** (CANFAR) is dedicated to funding all aspects of HIV research, from prevention, testing, treatment and stigma to the search for a cure. Their 2014 research indicates HIV rates are twice the national average in vulnerable communities across Canada, specifically in Saskatchewan and Manitoba. As well, one out of every hundred street-involved youth is HIV positive – five times higher than the national rate.

By sponsoring CANFAR's *One and All* program, we're helping to raise awareness across the country and reaching at-risk youth in Saskatchewan and Manitoba – educating and empowering them to become leaders and decision-makers in their health outcomes, with the goal of preventing and reducing new HIV infections.

At a special event in Montreal in October, Monique Maynard, President, Quebec Affairs & Executive Vice-President Chief Actuary Canada, announced our renewed commitment to **Fondation Tremplin Santé** with two special guests: Freedom 55-sponsored Paralympic athlete Aurélie Rivard and Olympic athlete Damian Warner.

Fondation Tremplin Santé is dedicated to helping young Canadians adopt physically active lifestyles and good eating habits so they can grow up healthy. In 2018, their programs reached 120,000 young people and their parents in Quebec. With our support, they're taking the program national, with plans to add additional programming in Quebec and Ontario as well as expand into New Brunswick, Alberta and Saskatchewan.



## Preparing future leaders

In 2018, 18 per cent of our funding focused on education. This included support of leadership programs like the **University of Manitoba Institute for Leadership Development**, literacy initiatives with **ABC Life Literacy Canada**, and work with organizations such as **Promoting Life Skills in Aboriginal Youth** and **Pathways to Education** to set youth up for academic success.

Today's youth are tomorrow's leaders. We believe in helping youth achieve academic success, which is why our approach spans the education continuum – from preparing teachers and classrooms, to supporting students to complete high-school and creating post-secondary opportunities, and engaging students as volunteers and leaders. The goal is to help where the need is greatest or where gaps exist in education resources.

Many First Nations communities don't have the same education opportunities as the rest of the country. According to **Teach for Canada's** research, three in five students on reserves don't finish high school. Teachers struggle as well, and some arrive in remote communities without the preparation and support to succeed in the classroom. Together, these two challenges produce an education gap between First Nations and non-First Nations communities.

Teach for Canada is working to fill this gap. They engage with First Nations leaders, educators and others to recruit and select teachers who are provided three weeks of community-focused summer preparation and ongoing support to thrive in a northern First Nation.

The program has been successful in Northern Ontario with nearly 100 teachers working in 19 First Nations communities. This history of success encouraged us to fund the program's expansion into Manitoba in 2019. The goal is to impact more than 2,000 students in 10 Manitoba First Nations communities over the next three years.

Our support for northern community students also includes **Connected North** – a program using technology to deliver immersive and interactive youth engagement services to remote, underserved communities. Connected North delivers lessons to students through live webinar-style sessions with subject matter experts and educational institutions such as museums and galleries – with curriculum-linked content.

The program also uses technology to connect students with Indigenous role models, mentors and leaders from across the country that they otherwise wouldn't be able to



In 2018, 18 per cent of our funding was focused on education. This included support of leadership programs like the **University of Manitoba Institute for Leadership Development**, literacy initiatives through our ongoing relationship with **ABC Life Literacy Canada**, and working with organizations like **Promoting Life Skills in Aboriginal Youth** and **Pathways to Education** to set youth up for future academic success.



access. The overall goal is to deepen students' interest and learning commitment while providing access to materials and resources previously out of reach. With our help, Connected North will continue its work in Ontario schools and expand into Manitoba in 2019.

We continue to support **Pathways to Education** as Lead Innovation Sponsor to help students complete high school. Pathways provides a comprehensive set of academic, financial, social and one-on-one supports to vulnerable and at-risk youth in programs across Canada. The results have been groundbreaking. According to Pathways' 2011–2017 results, graduation rates have improved by an average of up to 85 per cent across communities where the program is offered.

Addressing gaps in post-secondary education is why in 2018 we announced a new five-year commitment to **Indspire's**

*Building Brighter Futures Fund* – a program providing Indigenous students with bursaries and scholarships to complete post-secondary education. Indspire is a national, Indigenous-led registered charity investing in Indigenous peoples' education for the long-term benefit of these individuals, their families and communities, and Canada. We're proud to be a long-time supporter of Indspire.

Internships provide post-secondary students an opportunity to gain meaningful work experience and put the skills they've obtained at school into practice. Our approach takes this a step further and provides valuable support to charitable and non-profit organizations in the community.

We helped launch the *Ivey Connects Community Internship Program* in 2005 to provide internship experiences to benefit students, non-profit organizations and the broader community.



The 25th annual Indspire Awards were hosted in Winnipeg in March. The awards are among the highest honours bestowed upon Indigenous leaders and achievers, as they recognize individuals making positive contributions to the Indigenous community. We sponsored the Youth Laureate Awards and its three exceptional recipients – Dr. Donna May Kimmaliardjuk, Tracie Léost, and Ashley Callingbull. President and CEO Paul Mahon had the honour of recognizing these 2018 winners.



**“Great-West Life has believed in and supported Indigenous education through Indspire for 20 years. The company demonstrated incredible leadership in 1999, when making their first donation to support Indigenous post-secondary students. Since then, Great-West has helped hundreds of First Nation, Inuit and Métis students realize their education dreams and make a positive impact in their communities.”**

– Cindy Ball, CFRE, Vice President, Development, Indspire

With our support, the **Ivey Business School at Western University** provides students with grants to work for community organizations in London and Toronto during spring and summer. This successful initiative enabled 57 non-profit internships in London and Toronto to date, and we're expanding our support to a similar program in the Faculty of Liberal Arts and Professional Studies at **York University** in 2019.

Together, our funding of both internship programs will provide opportunities for 20 post-secondary students in Toronto and London to experience the non-profit sector in 2019. These innovative

## Strengthening communities

**Imagine Canada's** cause is Canada's charitable sector. Imagine Canada works alongside other charities and with governments, the private sector and individuals in the community to ensure a strong charitable sector.

For more than three decades, we've been an Imagine Caring Company and followed their principles of corporate citizenship and benchmarks for community investment. This includes contributing at least one per cent of average pre-tax profits in support of communities annually. During this time, we've contributed over \$200 million to help strengthen communities.

In addition to our Caring Company commitment, we're the Founding and Presenting Sponsor of the *Imagine Canada Standards Program*. The Standards

programs meet a need for students and their communities. We're proud to be a leader of both initiatives.

We're a long-time supporter of **Let's Talk Science's** program engaging university students as volunteers to bring STEM (science, technology, engineering and mathematics) education into middle school classrooms. Post-secondary students experience teaching, playing a leadership role and volunteering to improve students' science literacy and in both cases, their employability and confidence increases.

Program helps Canadian charities and non-profits improve their practices in five foundational areas: board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement. More than 200 organizations in Canada are accredited through this program, strengthening not only the individual organization, but the sector.

For many years, **United Way Centraide** has been our workplace giving charity-of-choice because we believe in the power of collective action. As a network of over 80 local United Ways serving more than 5,000 communities, United Way puts donations to work where they're needed most. Locally and nationally, United Way's goal is to create



opportunities for a better life for everyone – moving people from poverty to possibility, helping kids be all they can be, and building strong and healthy communities.

In 2018 alone, our employees donated more than \$1.56 million to United Way, and our companies provided an additional \$1.75 million, for a total of over \$3.3 million. We're confident our corporate and employee donations are creating lasting change in communities from coast to coast.

Visit the Our Workplaces section on page 30 for more information about United Way.



**“ Thanks to Great-West Life, we host over 250 corporate sponsors, 1,000 volunteers, 3,000 players (and fundraisers) and 15,000 donors annually. All of this has been made possible because Great-West Life believes, as we do, that no Canadian should sleep without the comfort of a warm bed or wonder where their next meal will come from. We're very grateful to be a recipient of their support and generosity and count it as an absolute privilege to partner with such a community-oriented organization.”**

– Ryan Baillie, Executive Director, Hockey Helps the Homeless



**Thanks a million, United Way!** We've been proud supporters of United Way since 1965. On June 14, we were honoured for the 19th consecutive year with the Thanks a Million! Award at United Way Winnipeg's Annual General Meeting. This national award recognizes organizations that have raised \$1 million or more for United Way. We continue to be one of just two companies in Manitoba to earn this honour.



## British Columbia

Art galleries provide an opportunity for individuals at any age to experience different cultures, periods in time and ways of life. This

is why we're lead sponsor of the **Vancouver Art Gallery Weekly Family Programs**. Our funding helps children and their families explore, interpret and engage in the gallery's innovative exhibitions through hands-on, memorable learning experiences. Every Sunday, admission is free for children 12 and under, making the program accessible to all. The art gallery reaches 128,000 people through its educational programs each year.

In Victoria, we're supporting the re-scripting and expansion of nine exhibits in the **Royal British Columbia Museum's** First Peoples Gallery. The renewal includes an opportunity for the 200 First Nations groups in B.C. to convey their history authentically and in their own words. The updated exhibits will help ensure Indigenous stories and interpretations, both old and new, co-exist and complement each other in a modern, unique and engaging way, while drawing visitors into the conversation to help them better understand the impact of each artifact or story.

**S.U.C.C.E.S.S.** acts as a prominent voice for new Canadians at every stage of their experience by providing a comprehensive range of programs and services to help them overcome language and cultural barriers, achieve self-reliance and contribute fully to society. As Platinum Sponsor of the *Bridge to S.U.C.C.E.S.S. Gala*, we're supporting essential programs for youth, women, families and seniors, helping make initiatives like settlement

services, career mentoring, student placement and youth employment programming more accessible.

Based in Kelowna, **Start Fresh** trains vulnerable members of the community to grow, prepare and cook healthy food. Through the *Culinary Arts and Farm Education* program, people affected by mental health issues and related circumstances get hands-on training that can help them find and maintain meaningful employment. Our funding helped purchase supplies and new equipment for the Start Fresh Farm, a half-acre of donated farmland used as a teaching space to help grow local, healthy food.

**Royal Columbian Hospital Foundation** is a regional referral centre serving approximately one in three B.C. residents, including 4,000 patients per year dealing with mental health and substance abuse issues. We're helping support their new *Mental Health and Substance Use Wellness Centre* – part of the first phase in their hospital redevelopment project.

The vision for the new centre is to shift the way mental health services are delivered to put the patient at the centre of what they do. This means ensuring every aspect of a patient's treatment is working to better that individual. The project includes wider hallways to provide more personal space, private accommodations, access to calming shared spaces, and a community balcony. Upon completion in 2020, this new facility is expected to serve 40 per cent more patients per year.



## Alberta

453

employees

\$37.6M

in payroll

In today's tech-oriented world, the demand for science, technology, engineering and mathematics (STEM) skills keeps growing. We're supporting the **Edmonton Space and Science Foundation** as they re-imagine and expand several exhibits in the Telus World of

Science museum. The updates will focus on STEM with a uniquely Alberta perspective, to educate, inspire and help make cutting-edge science accessible to the community. The Zeidler Dome is one example of a space that has been transformed. It is now a state-of-the-art digital visualization theatre where audiences can visit the outer edges of the universe or the inside of an atom.

For Albertan youth living in Indigenous communities, choosing to complete high school often means having to leave their homes. A 2014 Alberta Education report states this contributes to a high school drop-out rate almost twice that of non-Indigenous students throughout the province. We're supporting **Experiences Canada's** multi-year student exchange pilot program between Indigenous and non-Indigenous communities. The aim is to foster stronger, more meaningful connections between students and their exchange families, to connect communities, and to help make Indigenous youth feel more comfortable continuing their education.

One-third of Canadian children don't participate in recreational sports, largely due to the associated costs. **KidSport** works to help remove the financial barriers that can hold kids back from this experience. Our funding helps support kids

in areas of the province where there currently isn't a KidSport chapter, or where there's higher than usual demand. Through the organization's programming, kids not only become more physically active, but can also gain self-confidence and learn lifelong skills like how to set goals. This, in turn, helps shape them into more well-rounded community members.

The **Southern Alberta Institute of Technology** engages youth in trades, technology and business career training to help address growing gaps in the Canadian workforce. Our funding supports the organization's *Exploratory Programs*. This new pilot project provides at-risk youth with hands-on, industry-relevant training that can help them secure gainful employment, attend post-secondary studies and become leaders in the metal trades, emergency medical responder and digital technology industries.

**STARS** air ambulance service provides critical emergency care to people in remote and rural settings. We're providing funding to replace their current *Computer Aided Dispatch* systems and enhance protocols for emergency requests. The updated system will help their 24-hour Emergency Link Centre support calls throughout Alberta and Saskatchewan and provide STARS paramedic crews with the vital information they need to locate and begin to care for patients more quickly.





## Saskatchewan

Part of our company's commitment to community includes supporting projects that focus on the health and well-being of Canadians. This includes support for those experiencing mental health issues.

**591**  
employees

**\$51.8M**  
in payroll

**Saskatchewan Hospital** is the only mental health facility of its kind in the province. We're supporting their *New Beginnings* campaign to help expand and update their psychiatric rehabilitation treatment facility. The goals of the new facility are to enhance in-patient quality of life and help them reclaim their independence and reintegrate into the community.

According to the **Royal University Hospital Foundation (RUH)**, 9,000 people came to the RUH emergency room in 2017 because of mental health or addiction issues. Of those patients, 10 per cent left without receiving care – the highest number in the country. This illustrates a need for a specific space dedicated to helping these patients, which is why we supported the Foundation's *GREATER Campaign*. The campaign raised funds to construct a new mental health assessment and short-stay unit at the RUH in Saskatoon. The unit includes seven private assessment rooms to specifically treat mental health emergencies, providing a more suitable environment for patients to receive the help they need.

Our continued support for **Start2Finish** Running & Reading Clubs in many provinces, including Saskatchewan, helps address the need for enhanced physical activity, literacy and mentorship among children from low-income communities. Start2Finish conducts regular

research to measure the effectiveness of their programming, and some of their findings have shown improvements in grade levels and increases in aerobic capacity.

Helping young, at-risk adults in Regina gain the education, experience and skills they need to achieve employment or further post-secondary training is why we continue to support **Ignite**. Ignite has a 75 per cent graduation rate, with 70 per cent of graduates moving directly into post-secondary studies or the workforce.

Through the *Hello In There* program, **Common Weal Community Arts Inc.** invites senior citizens to share their personal narratives and memories through artist-led artmaking and storytelling workshops. Our support has helped the organization bring young people into workshops to act as witnesses to the seniors' memories and personal stories.

This program has proven beneficial for all participants. The older adults benefit physically and mentally, by maintaining their physical strength and coordination while participating in a larger community. Youth participants benefit, not only by developing healthy attitudes toward aging, but also through a strengthened sense of community and social responsibility.



## Manitoba

**3,370**  
employees  
**\$342.3M**  
in payroll

The **Health Sciences Centre (HSC)** is the province's largest healthcare facility and the major referral centre for complex health problems – including cancer diagnosis and treatment – for residents of Manitoba, Northwestern Ontario and Nunavut. Our funds support HSC's development of a new *Thoracic Endoscopy Clinic* to help improve diagnosis, treatment and care for those with lung and esophageal cancers – which, according to a 2017 Canadian Cancer Society report, are on the rise in patients of all ages throughout Canada. Once completed, the clinic will allow for additional procedures and treatments, helping patients receive faster, more accurate diagnoses.

A model for compassionate care, the **Misericordia Health Centre (MHC)** offers a diverse range of healthcare programs, including an Eye Care Centre, Sleep Disorder Centre and 100-bed personal care home. Our support of the *Horticulture Therapy Program* will help MHC refurbish their outdoor community garden and build a gazebo, install safety curbs for wheelchairs, purchase perennials for a self-sustaining garden and develop a butterfly garden. The program's purpose is to support an aging population physically, mentally and emotionally.

**FortWhyte Alive** is one of Canada's premier, privately operated outdoor education and recreation facilities, with over 400 acres of woodlands, wetlands, grasslands and lakes. We're proud to be the primary funder of the *FortWhyte Farms Growing Youth, Food & Community Program*. It provides marginalized youth ages 14–18 from

inner-city schools and youth agencies with the opportunity to spend time in nature while receiving hands-on training and experience with innovative, sustainable agriculture projects. Since its inception in 2003, 765 youth have participated in the *Primary Training Program* and 155 have found work through the *Summer Employment Program*.

Stories help us make sense of the world. They're essential to how we relate to one another and our environment, as well as how we teach, learn and progress as a society. As Manitoba's largest heritage centre, the **Manitoba Museum** has been an integral part of the province since 1970. Our support of the *Bringing Our Stories Forward* campaign will help expand and renew five of the museum's major galleries, which will be enjoyed by more than 300,000 visitors each year.

Located at the junction of the Red and Assiniboine Rivers, **The Forks** has been a meeting place for over 6,000 years. Today, it welcomes over four million visitors annually. In 2018, we embarked on a three-year commitment as Presenting Sponsor of Canada Day @ The Forks – the biggest single-day event held on the site. Between 70–80,000 people visit throughout the day to participate in attractions that include musical performances, family activities, interactive art exhibits and, of course, a fireworks display.

Along with sponsoring the event, we invited three community organizations we support – Sport Manitoba, KidsFringe and Manitoba Theatre for Young People – to set up activities on-site and share information about their programming with visitors.





## Ontario

In Ontario, we're providing strong support to several organizations as they help more people in the region access the mental health programs they need to be well.

**5,548**  
employees  
**\$591M**  
in payroll

The first of these organizations is **St. Joseph's Health Care Foundation**. Our funding began in 2014 with a contribution to the development of two specialized mental health facilities. Now finished, the new *Mental Health Care Building at Parkwood Institute* helps individuals with serious mental illness get the treatment and rehabilitation they need to regain independence. The *Southwest Centre for Forensic Mental Health Care* helps those with a mental illness who've had contact with the criminal justice system recover and reintegrate into their communities.

Our funding also supported the *Transition Age Project*, a program spearheaded by **London Health Sciences Centre** and facilitated through the Cornerstone Counselling program at **Youth Opportunities Unlimited (YOU)**. The program provides a mental health walk-in clinic for young people ages 16–25, which helps fill a gap in the mental health services that currently exist for people who “age out” of children’s mental health programs.

In Ottawa, we continue to support the **Royal Ottawa Foundation for Mental Health's PET-MRI Brain Imaging Technology** project, dedicated to mental health and neuroscience research. The PET-MRI is a state-of-the-art machine transforming the way patients with mental illness are diagnosed, treated and monitored for progress. It works by scanning the brain, and then studying the result for abnormalities to better understand patients’ brain activity. This allows researchers to share the findings with medical doctors, to help

them diagnose, treat and monitor people suffering from a mental illness. Currently, there are more than 20 studies and research projects underway to learn how using the findings from the PET-MRI will improve patient care.

Our commitment to health-focused organizations in Ontario isn't limited to mental health initiatives. The **Toronto Rehab Institute Foundation** *Where Incredible Happens Campaign* supports the largest redevelopment of the Rumsey Cardiac Centre in its 50-year history. Our support is focused on the revitalization of the Rumsey Cardiac Centre's lobby, and will improve patient comfort, privacy, accessibility and functional use of space, with state-of-the-art technology to better serve patients. Additionally, our funding supports research in the *Cardiovascular Prevention and Rehabilitation Program*, which works to prevent injury by developing more effective industrial designs to make streets, homes and workplaces safer.

North Bay, Ontario, is a main health service centre for the region. It attracts Indigenous and aging populations from remote northern communities that lack access to specialized healthcare. There's a need for educated medical professionals to be trained in, and then remain in, the region. *The Village at Canadore College* is an example of innovation and education coming together to address that need.

The Village is a ground-breaking approach to collaborative training unique in Canada and



seamlessly blends teaching, learning, living and research. It's aimed at educating the next generation of health and wellness professionals through a live-in, immersion environment. The Village is also open to students' families, to either use the services or reside on location while their family member completes their studies.

Our funding supports this “immersion environment,” where students use all aspects of Village life as part of their learning experience. They attend on-site classes covering Western, Eastern and Indigenous health, wellness and medicine. They also learn through hands-on, real-life experience in student-led community clinics including health clinics, a dental hygiene clinic, a safe mobility clinic, practical nursing and respiratory therapy areas, and more.

An example of our support of the Arts in Ontario includes **Leave out Violence**. They use media-arts – like photography, video production, creative writing and digital storytelling – to help Toronto youth who've experienced violence and trauma. Our support is aimed at the *Media Arts Program*, which will empower 60 youth in two under-served Toronto neighbourhoods to use their own experiences to address difficult

subjects. The program provides teens a safe outlet to prevent violence, manage stress and promote mental well-being.

Our support for **Reach for Inclusion (REACH)** is an example of how we're working with organizations geared toward assisting youth with special needs by advocating for and empowering those youth, and their families. Through training, education, and one-on-one support, REACH works with community organizations to ensure all children and youth can participate in physical activities, regardless of ability. Our support will help them expand to address the growing need for inclusive and integrated recreational activities for children with physical and developmental disabilities throughout Ontario.

In September, **Museum London** officially opened the doors to its newly renovated Centre at the Forks. The goal was to create a more inviting space for visitors and better connect the museum with the surrounding environment (the forks of the Thames River). Our contribution benefits the *Creative Learning Centre* within this renovated space, where Museum London's education programming, also funded by our companies, is delivered.

In October, Jeff Macoun, President and Chief Operating Officer, announced our funding for the Youth Opportunities Unlimited (YOU) *New Addition* campaign at an employee lunch at the YOU Made It Café – another YOU program. The campaign will create housing in downtown London for young moms, supporting their physical and mental health and personal development.





## Quebec

The **Fondation de l'Institut universitaire en santé mentale de Montréal** is using technology to investigate alternative forms of treatment for certain conditions.

with intellectual disabilities or autism, and their families. Located on West Island, the new facility – the Kizmet Centre – will include classrooms, multi-purpose spaces, a kitchen and gym. Their services will provide families with social activities and access to health services so parents can help their young children get the best start in life and learn to live productively with their disability.

**Fondation Ressources Jeunesse** operates a service centre for improving the employability of young people aged 18–35. We support the *Job Integration Program*, which offers services to help youth succeed in today's job market. In 2018, the organization helped over 1,000 people, 90 per cent of whom are newcomers to Canada.

For more than 15 years, we've supported the **McCord Museum Foundation** and their *School Visits Program*. During the 2017–2018 school year, the program provided 15,000 students of diverse backgrounds, age groups and socioeconomic statuses with access to educational experiences that deepen their knowledge of and encourage thoughtful discussion on history and culture. The goal is to inspire them – through learning – to be more engaged in their community.

Our support of the Fondation's new *Thérapie de réalité virtuelle pour les jeunes/Virtual reality therapy for young people* program will help researchers investigate how virtual reality intervention can help individuals with social anxiety. Today, the recommended treatment is cognitive-behaviour group therapy. Although this may be effective, people need to be able to attend the group to participate – which in many cases only intensifies their anxiety.

During the two-year project, researchers will test the virtual reality program with people ages 18–35 who have severe social anxiety. This project is one example of the many ways the Fondation is helping improve the lives of Montrealers with mental illness and facilitate their reintegration as active community members.

In Montreal, we're also supporting the **West Island Association for the Intellectually Handicapped** as they build a new, larger facility to provide services, support and leadership programs for children

963 employees

\$85.8M in payroll



## Atlantic Canada

167 employees  
\$14.3M in payroll

**Stella's Circle** is a social service organization in St. John's working to address poverty through emergency shelters and affordable housing, counselling services, and employment training and opportunities. Our support of the *Changing Lives Capital Campaign* went toward the development of their Employment Training Centre, which helped 547 participants in 2018.

The organization has been recognized both nationally and internationally for their work and unique programming. Their *Hungry Heart Café* offers training to help people enter the food service industry as cooks, servers or kitchen staff. The *Trades Helper* program allows participants to gain practical experience in construction trades. *Clean Start* provides on-the-job training for office maintenance with over 11,650 hours worked.

The **March of Dimes Learning Independence for Future Empowerment (LIFE)** program aims to help young people who have a physical disability and are transitioning into adulthood, by providing a learning environment to expand their social and professional skills and increase their independence. The program is geared toward people aged 18–30, a pivotal time to gain social and professional skills that promote long-term independence, personal empowerment and community participation. We support the LIFE program, which helps participants learn how to be responsible for their own care, obtain skills to get a job or volunteer, and become more physically active.

Our support of **Theatre New Brunswick Young Company Division** helps bring regular classroom learning to the stage, sparks imagination and encourages children to look at the world creatively. The theatre group performs up to 100 shows at New Brunswick schools annually, reaching approximately 40,000 students ages 5–18. Teachers receive study guides, so they can work with students before and after the production. Unique in the province, the program's overall goals are to make the arts accessible to youth – including in remote communities – while encouraging a lifelong love of theatre.

Since 1853, the YMCA has promoted positive values that build individuals' spirit, mind and body. Their mandate is to provide programs that create strong, healthy communities and benefit the people they connect every day.

We're supporting the **YMCA of Greater Halifax/Dartmouth Centre of Community Capital Campaign**, to help build a new facility to accommodate a growing community. The new space, which opens in Fall 2019, will feature modern and fully accessible health, fitness and recreational program space, as well as programs designed to help improve the health and well-being of over 6,500 community members.



# Appendix

## Corporate Team Events 2018

### WEST COAST

Canadian Cancer Society of BC & Yukon  
*Daffodil Dash, Vancouver*  
Freedom 55 Financial

Heart and Stroke Foundation of BC & Yukon  
*Big Bike Corporate Challenge*  
Living the Great-West Life!  
Great-West Life Healthy Hearts

### PRAIRIES

CancerCare Manitoba Foundation Inc.  
*Challenge for Life 2.0*  
Heroic Feet of Great-West life

CancerCare Manitoba Foundation Inc.  
*Manitoba Dragon Boat Festival*  
Great-West Life Dragon Hearts

CancerCare Manitoba Foundation Inc.  
*Techapalooza*  
Great-West Life Annie Linux

Children's Rehabilitation Foundation  
*Cruisin' Down the Crescent*  
Great-West Life Marvelous

Crohn's and Colitis Foundation of Canada –  
MB, SK, Nunavut Region  
*Gutsy Walk for Crohn's and Colitis, Winnipeg*  
Great-West Life Strollin' for the Colon

Heart and Stroke Foundation of Manitoba  
*Heart & Stroke Big Bike, Winnipeg*  
Great-West Life Stroke Busters  
Freedom 55 Financial Fighters

Juvenile Diabetes Research Foundation –  
Winnipeg Chapter  
*Sun Life Walk to Cure Diabetes, Winnipeg*  
Team Great-West Life Miguel's Quest

KidSport Saskatchewan  
*Fun & Fitness Corporate Challenge-Regina*  
Great-West Life

The Movement Centre of Manitoba Inc.  
*Winn\$tock*  
Great-West Life

Multiple Sclerosis Society of Canada –  
Manitoba Division  
*MS Bike Tour – Biking to the Viking*  
The Grateful Tread of Great-West Life

Ovarian Cancer Canada – National Office  
and Ontario Regional Office  
*Walk of Hope, Winnipeg*  
Great-West Life Horn of Hope

The Cerebral Palsy Association of Manitoba  
*Stationary Bike Race*  
Great-West Life

The Winnipeg Humane Society  
*Paws in Motion*  
Great-West Life Pledges 4 Paws

United Way of Winnipeg  
*Plane Pull*  
Great-West Life

### ONTARIO

ALS Canada, London Chapter  
*Walk for ALS, London*  
London Life Walks for ALS

Alzheimer's Society London and Middlesex  
*Walk for Alzheimer's*  
London Life Walks

Autism Ontario London  
*Bowling for Autism*  
London Life Pinpals for Autism

Big Brothers Big Sisters of London & Area  
*Bowl for Kids' Sake*  
London Life Bowling Thunder

Brain Tumour Foundation of Canada  
*Brain Tumour Walk*  
London Life Be-Leaf-ers

Childcan  
*10,000 Paces for 10,000 Faces*  
Great-West Life – Team Ella Jean

Community Living London  
*Community in Motion: The Serious(ly) Fun Run*  
Living at London Life

Corporate Challenge London  
*Corporate Challenge*  
London Life #LIFEGOALS

Crohn's and Colitis Foundation  
*Gutsy Walk for Crohn's and Colitis, Strathroy*  
London Life's Got Guts

Family Service Thames Valley  
*Hike for Happiness*  
London Life Hike for Happiness

Habitat for Humanity Heartland Ontario  
*Women's Build*  
Great-West Life

Heart and Stroke Foundation of Ontario  
*Heart & Stroke Big Bike*  
Freedom 55 Financial, Durham and Peterborough  
Canada Life, Toronto  
Great-West Life Advisor Team, Toronto  
Great-West Life TGSO Downtown  
Canada Life Bike Away YOLO

Heart and Stroke Foundation of Ontario  
*Manulife Ride for Heart*  
Great-West Life

Juvenile Diabetes Research Foundation  
of Canada – London Chapter  
*Ride to Cure Diabetes*  
Freedom 55 Financial

Kids Help Phone  
*Walk so Kids Can Talk*  
Freedom 55 Financial, Windsor

The Leukemia & Lymphoma Society of Canada –  
Greater Toronto Area Chapter  
*Light the Night Walk, London*  
London Life Lights – Team Tracey

London Health Sciences Foundation  
*Walk of Champions for Myeloma Research*  
London Life's Pirates of the Cure-abbean

London Humane Society  
*Bark in the Park Festival Dog Walk-a-thon*  
London Life Krazy K9s

Make-A-Wish Foundation of Southwestern Ontario  
*Go Blue! Go Bald! Charity Head Shave*  
London Life Wishmakers

Maryvale  
*Tim Horton's Night Run*  
Simard & Associates for Freedom 55 Financial

Mission Services of London  
*Coldest Night of the Year*  
Freedom 55 Financial Freedom Walkers

Movember Canada  
*Movember, London*  
The Great-West Life Moustache Club

Multiple Sclerosis Society of Canada – Ontario  
Division, Southwestern Ontario Fund Raising Office  
*MS Walk, London*

Buddies for Life – Team London Life

Multiple Sclerosis Society of Canada – Ontario  
Division, Southwestern Ontario Fund Raising Office  
*MS Bike Tour, Grand Bend to London*  
London Life Cycles

Niagara's Cancer Care Run Foundation  
*Rankin Cancer Run*  
Freedom 55 Financial Warriors

Ronald McDonald House of Southwestern Ontario  
*Bowl-a-Thon*  
Freedom 55 Financial

Run for Ovarian Cancer  
*Run for Ovarian Cancer*  
London Life Team Tina

SARI Therapeutic Riding  
*Bowling for Ponies*  
London Life Alley Appaloosas

SickKids Foundation  
*Icewave Peel Halton Corporate Challenge for SickKids*  
Canada Life Bump to Thrill

SickKids Foundation  
*Heatwave for SickKids*  
Canada Life Bump to Thrill

Thames Valley Children's Centre  
*Forest City Road Races*  
London Life Head Office

The Princess Margaret Hospital Foundation  
*Road Hockey to Conquer Cancer*  
Freedom 55 Financial

The Princess Margaret Hospital Foundation  
*Enbridge Ride to Conquer Cancer*  
Team Great-West Life

The Terry Fox Foundation Ontario  
*Terry Fox Run, Grimsby*  
Freedom 55 Financial

The Terry Fox Foundation Ontario  
*Terry Fox Run, London*  
London Life

VON Middlesex-Elgin  
*Great Community Run, Walk 'n' Roll*  
London Life

#### QUEBEC

Fondation Hôpital Pierre-Boucher  
*Défi des Pères Noël*  
Carpe diem London Life

La Fondation du Grand défi Pierre Lavoie  
*Le Grand défi Pierre Lavoie*  
La Great-West

McGill Cancer Centre and Institut  
du cancer de Montréal  
*Defi Corporatif Canderel*  
Great-West Life Rebels/Rebelles de la Great-West

Shriners Hospitals for Children  
*Wonder Race*  
Freedom 55 Financial / Financiere Liberte 55

Tremblant 24h Foundation  
*Tremblant 24h of Skiing, Montréal*  
Freedom 55 Financial

#### ATLANTIC

Heart and Stroke Foundation of New Brunswick  
*Heart & Stroke Big Bike, Moncton*  
Freedom 55 Financial

Queen Elizabeth II Health Sciences  
Centre Foundation  
*Ride for Cancer, Nova Scotia*  
Freedom 55 Financial





**“ Our purpose is to improve the financial, physical and mental well-being of Canadians. It’s the driving force behind everything we do, and we believe we can do it best working together with our colleagues, customers, advisors and the community.”**



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