

2024

The impact we make extends beyond a policy. Check out how we've helped enhance the resilience of Canadian businesses and the communities they serve in 2024!

Community impact care kits



Dollars invested:
~\$20K

Total kits:
1,164

Number of organizations supported:
8

Total number of volunteer hours:
981.65

Employee impact fund



- ▶ Food Banks Canada
- ▶ Harvest Manitoba
- ▶ Feed Nova Scotia



- ▶ New Collar Collective



- ▶ Holiday Helpers Canada
- ▶ Parker Street Christmas Sponsorship
- ▶ Nova Scotia Insurance Women's Association Annual Shoebox Project

Funds used:
\$13,000.00

Corporate donations & volunteering

- ▶ **Winnipeg Harvest:** \$1,000 donated and employee volunteering.

- ▶ **Vancouver Food Bank:** \$2,500 donation and employee volunteering.

- ▶ **Big Dig Sponsorship (Halifax):** Gold sponsor for the Izaak Walton Killam Foundation event, supporting emergency department redevelopment.



Internal engagement initiatives

- ▶ **Step Challenges (Calgary):** 21 participants achieved steps goals throughout the months of July and August.
- ▶ **Vancouver Sun Run:** 8 participants forming a corporate team.



Environmental stewardship donations

- ▶ **Polar Bears Canada:** \$25k donated to protect polar bear mothers and their cubs, addressing the local impacts of climate change on the landscape, wildlife, communities, and the overall cultural fabric of Canada.
- ▶ **Tree Canada - Operation ReLeaf:** \$15k donated to aid in the recovery of areas that have suffered significant tree loss due to natural disasters.

IDEA partners

- ▶ **Rainbow railroad:** Advocacy for persecuted LGBTQIA+ individuals.
- ▶ **Ki-Low-Na Friendship Society:** Support for Indigenous communities.
- ▶ **Powell Place Shelter for Women & Women's Centre of Calgary:** Promoting gender equity.
- ▶ **Shoebox Project & Dans La Rue:** Aiding vulnerable populations.
- ▶ **Homes First:** Addressing homelessness for safe, inclusive spaces.
- ▶ **ISC Group Canada:** promoting gender equality through the development and advancement of women in the insurance/reinsurance industries.
- ▶ **CABIP:** advocating for the representation, inclusion, and advancement of Black insurance professionals within the Canadian insurance industry.

