

Health



Building a brighter tomorrow requires strong support for health and wellness – today. As a company with a long-term view toward the future, we commit a major portion of our philanthropy budget to proactive and preventive health programs – helping to build healthier futures wherever we do business around the world. In 2010, our financial contributions totalled more than \$4 million. Of this amount, \$3.3 million went to support Canadian foundations, hospitals, health centres, university research programs and family care organizations at the national, regional and community levels.

Addressing mental health issues across all ages and stages of life – three examples of our support

Mental health issues can strike anyone at any time. It has been estimated that one in five people, including children and adolescents, will experience a diagnosable psychiatric disorder at some point in their lifetime,¹ and mental illnesses of all types are estimated to cost the Canadian economy \$51 billion every year.²

At Sun Life, we know that building healthier futures requires substantial and ongoing support for proactive and progressive programs that will successfully challenge and overcome these alarming statistics. Over the years, we have provided funding to help raise awareness of mental illness, conduct research, educate students and teachers, and develop innovative treatment options.

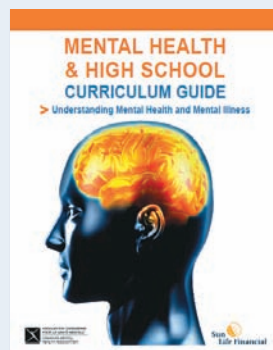
FONDATION LES PETITS TRÉSORS (LITTLE TREASURES FOUNDATION) – MONTREAL, QUEBEC



Sun Life supports the *Fondation les petits trésors* program, which helps to improve children’s mental health through better lifestyle choices. Working with more than 4,000 children each year, the foundation seeks alternatives to hospitalization and/or medication through its *Healthy Living Habits* program, which promotes physical activity and healthy eating as a way to achieve improved mental, as well as physical, health. Research has revealed that medication in children can generate unwanted effects such as weight gain and low self esteem, which in turn can cause a young person

to refuse treatment. Conversely, a consistent focus on physical activity and healthy nutrition has been found to have a positive effect as the children achieve success. In some cases, this program has allowed doctors to reduce the dosage of a child’s medication or occasionally to stop it altogether.

SUN LIFE FINANCIAL CHAIR IN ADOLESCENT MENTAL HEALTH – HALIFAX, NOVA SCOTIA



The Sun Life Financial Chair in Adolescent Mental Health is a partnership between Sun Life, Dalhousie University and IWK Health Centre. Since the completion of our \$1 million establishing endowment, we have continued to provide additional funding – \$200,000 was donated in 2010 for special projects and initiatives

of the Chair, some of which are listed below. Now functioning as an authoritative resource for all aspects of adolescent mental health, the Chair is held by Dr. Stanley Kutcher, an internationally recognized leader in childhood and adolescent mental health research, advocacy, training and policy development.

The Chair and his team have created a wealth of resource material that provides information on youth mental illness, including:

- an award-winning website, teenmentalhealth.org, dedicated to helping teens understand mental illness by effectively translating and passing on scientific knowledge about the conditions they may be facing;
- the publication *Transitions: A Student Reality Check*, written to inform first-year university students about the social and emotional challenges they face as they transition from high school to the post-secondary environment; and

¹ Health Canada, A Report on Mental Illnesses in Canada, Ottawa, Canada, 2002. Available at: www.phac-aspc.gc.ca/publicat/miic-mmac/
² “A New Population-Based Measure of the Economic Burden of Mental Illness in Canada,” *Chronic Diseases in Canada* (2008; 28[3]: 92-98).

- a recent national initiative, the *Canadian Mental Health and High School Curriculum Guide*, produced with the Canadian Mental Health Association. This first-ever guide, three years in development, trains teachers to expand their understanding of mental health issues and share this knowledge with their students.

“Addressing mental health problems early in life increases the chances for people to get well and stay well through adulthood. Obviously, this has a profound effect on the lives of individuals and families on both a social and an economic perspective.”

– Dr. Stanley Kutcher,
Sun Life Financial Chair
in Adolescent Mental Health

ROYAL OTTAWA MENTAL HEALTH CENTRE – OTTAWA, ONTARIO



The Women’s Mental Health Program at the Royal Ottawa Mental Health Centre is founded on four basic findings:

Women experience mental illness differently than men.

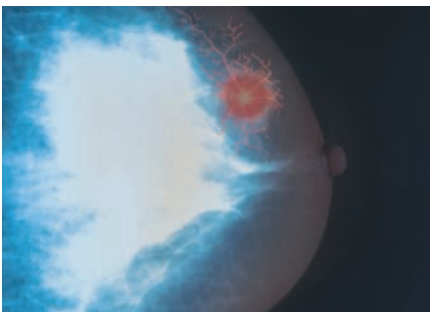
Women and men are physiologically different.

Women’s traditional social responsibilities can impact or be impacted by mental illness.

Gender affects a person’s mental health profile.

The importance of understanding the biological and psychological differences between men and women, and developing and implementing gender-based care is a vital focus of The Women’s Mental Health Program at the Royal Ottawa Mental Health Centre. To support this important program, in 2010, Sun Life donated \$100,000 to help fund the development and launch of the Women’s Mental Health Education Series. The objective of the series is to promote early detection of mental health problems and provide guidance in seeking care, accessing resources, developing coping skills and dealing with family needs. The series will raise awareness of the importance of women’s mental health through lectures, seminars, conferences, public information events, web-based information and the publication of a handbook on women’s mental health.

ALBERTA CANCER FOUNDATION



The Alberta Cancer Foundation is the charity responsible for supporting all 17 Alberta Health Services cancer centres across the province. Sun Life’s donation of \$50,000, which will be matched by a private donor, supports the Permanent Seed Breast Implant Brachytherapy Program at Calgary’s Tom Baker Cancer Centre. Brachytherapy is a single-day treatment that involves implanting a very small radioactive seed (about the size of a grain of rice) into the patient’s breast, providing localized,

“on-site” radiation. This procedure has been successful in treating a number of cancers, including prostate and cervical. Now, its use for breast cancer will add another option to currently available treatments. The advantages of brachytherapy are several: the procedure is completed in one day, as opposed to weeks of conventional radiation; fewer staff resources are required; adjacent organs are spared radiation effects; and painful side effects are reduced or averted.

CANADIAN PUBLIC HEALTH ASSOCIATION

The Canadian Public Health Association (CPHA) celebrated its 100th anniversary in 2010. Sun Life marked this important milestone by recognizing the organization’s influence and leadership in public health in Canada.

The CPHA began as a small group of doctors concerned with controlling tuberculosis, vaccinating against smallpox and working to improve the poor housing conditions of the era. During its first 100 years, the CPHA has grown to become the voice of public health in Canada, and has formed links with the international public health community. Its mission and reason for being are founded on universal and equitable access to the best possible standards of health for all.



CHILDREN'S AID FOUNDATION

The Children's Aid Foundation is committed to protecting and caring for abused, neglected, abandoned and high-risk children and youth. But these children often have health needs that go beyond the basics – needs that are complex and costly. To meet that challenge, in 2005, we worked with the Children's Aid Foundation to establish the Sun Life Financial Health and Well-Being Fund for Children's Aid Society branches in Toronto. In 2007, the fund was extended to other cities across Canada – Vancouver, Halifax and Kitchener-Waterloo. After all other funding sources are exhausted, the Sun Life Financial Health and Well-Being Fund helps finance preventive health care, as well as extraordinary needs such as eyeglasses, hearing aids, asthma inhalers, dental care, orthodontia, vision care, physiotherapy, chiropractics and the various medical needs of children with physical disabilities. In 2010, our donation of \$100,000 to the fund helped to provide much-needed health care to 280 children and young people across Canada.

CHILDREN'S REHABILITATION FOUNDATION, WINNIPEG, MANITOBA



The Children's Rehabilitation Foundation is the fundraising arm for Winnipeg's Rehabilitation Centre for Children (RCC). The RCC works with disabled children across Manitoba, Nunavut, and parts of Saskatchewan and northwest Ontario, to enable them to live with independence in their own homes, schools and communities. Sun Life's

2010 donation of \$28,250 helped fund two specialized summer camps that give children with disabilities new opportunities to exercise, socialize and simply have fun.

ORBIS CANADA



The ORBIS Flying Eye Hospital is a fully-equipped ophthalmic surgery, treatment centre and teaching hospital on board a refurbished aircraft, flown by volunteer pilots and staffed by dedicated eye care professionals who volunteer their time and expertise to bring the gift of sight to patients in developing countries around the world. Sun Life has been a long-standing supporter of ORBIS and its valuable work. In addition to performing sight-saving surgery on thousands of patients – many of them children with complex ocular conditions – ORBIS surgeons, ophthalmologists, anesthesiologists and medical technologists also spend a substantial amount of time instructing local doctors in the latest ophthalmic surgery techniques. In this way, ORBIS is able to leave behind a legacy of ongoing care.



Our 2010 gift of \$75,000 was directed to ORBIS for their work in India – specifically, to the ORBIS India Childhood Blindness Initiative. Our funding allows the organization to continue its work with the medical community in India, and will establish the remaining 23 of 50 well-equipped pediatric eye care centres across the country by the year 2015.

THE AL AND MALKA GREEN ARTISTS' HEALTH CENTRE, TORONTO WESTERN HOSPITAL AND TAFELMUSIK – AN INNOVATIVE PARTNERSHIP



In 2010, Sun Life had the unique opportunity to support two of our key areas of focus, health and the arts, with a single sponsorship. We donated \$100,000 as Centre Stage Sponsor for 2010 and 2011, of *An Artists' Affair: Celebrating the Partnership of Arts and Health*, a gala fundraising event to benefit the Al and Malka Green Artists' Health Centre, the Toronto Western Hospital and Tafelmusik. The Artists' Health Centre at Toronto Western Hospital offers conventional and alternative occupationally related health care to professional creative and performing artists. It also provides supplemental funding to eligible artists. As well, the Centre conducts research and provides education and outreach programs to the arts community in the Greater Toronto Area.

Toronto Western Hospital offers innovative, patient-focused care and vital emergency services to more than 40,000 people annually, as well as diverse programs tailored to the many communities it serves. Tafelmusik is Canada's award-winning, world-



Photo: Cylla von Tiedemann

The Tafelmusik Baroque Orchestra ensemble.

renowned baroque orchestra whose musicians are recognized specialists in historical performance, presenting 16th and 17th century music on authentic period instruments or on accurate replicas faithful in design to the originals.

All three organizations are dedicated to the health, well-being and success of Toronto's arts community. Their joining forces in 2010 to present the first *An Artists' Affair* event gave shape to that dedication, and showed what can be accomplished with a collaborative partnership between health and the arts – a partnership that Sun Life is proud to support as Centre Stage Sponsor for 2010 and 2011.

TIMMINS AND DISTRICT REGIONAL HOSPITAL (T&DH) – TIMMINS, ONTARIO



T&DH is a fully accredited, 161-bed teaching hospital serving thousands of residents of northern Ontario. In addition to its full range of medical, surgical, critical care, maternity,

neonatal, pediatric and mental health services, the hospital will now provide comprehensive ophthalmological services as well. Sun Life's donation of \$80,000 will enable the hospital to offer new treatments such as cataract, retinal and glaucoma surgeries, laser procedures and eye injury management. Importantly, residents of Timmins and surrounding northern districts will no longer have to travel long distances to receive specialized ophthalmological care – they will now be able to access these vital services at their local hospital.

Sun Life International Response Fund



Sun Life has been a financial supporter of the Canadian Red Cross since 1927, and in 2005 established the Sun Life Financial International Response Fund – a reserve of money that enables the Red Cross to respond immediately to international disaster relief efforts. Whether it involves earthquakes, typhoons, hurricanes, volcanic eruptions or tsunamis, the Canadian Red Cross first-response units can be on the ground, often within hours, bringing critically needed humanitarian aid to the stricken area.

Of paramount importance in the Red Cross relief efforts is restoring and protecting the health of victims caught in the devastation of a sudden-onset

disaster. Along with the basics of life – food, shelter and sanitation – the Red Cross provides medical and surgical care for the injured, clean drinking water to stave off waterborne diseases, mosquito netting to protect against malaria, emotional support for survivors and assistance in locating lost family members.

In 2010, Sun Life donated a total of \$314,507 to the Canadian Red Cross – \$269,507 went to the International Response Fund for disaster relief efforts in Haiti, the earthquake in Chile, the floods in Pakistan and the Mount Merapi volcanic eruption in Indonesia. A further \$45,000 was directed to relief efforts for Hurricane Igor in

Newfoundland and floods in eastern Canada.

“The first hours after a sudden-onset disaster, whether it’s an earthquake, a volcanic eruption or a tsunami, is where we have the maximum impact. So having the capacity to draw on existing financial resources from the moment we need them makes a huge difference on the ground.”

– J.P. Taschereau, Senior Manager, Emergency Response, International Operations, Canadian Red Cross

WELLSPRING CANCER SUPPORT CENTRE

WELLSPRING

CANCER EXERCISE

AT WELLSPRING WESTERKIRK HOUSE
GENEROUSLY SUPPORTED BY SUN LIFE FINANCIAL

Founded in 1992, Wellspring is a network of centres providing high-quality cancer support, education and coping skills to a growing number of individuals, family members and professional caregivers across Canada. Wellspring programs are free of charge and open to individuals (and their caregivers) who are coping with any type of cancer, at any stage. They include individual and group support, coping skills, expressive therapies, educational workshops and presentations. In 2010, Sun Life's donation of \$50,000 toward a total three-year commitment of \$150,000 established The Sun Life Financial Cancer Exercise Program in the new 11,000 square foot facility at the Wellspring Cancer Support Centre, located on the campus of Toronto's Sunnybrook Health Sciences Centre. Recent medical research clearly indicates that exercise can be an important component in cancer recovery,³ and has even been credited



with a reduction in the level of fatigue, depression and anxiety, as well as lessening the side effects of treatment.⁴

Nova Scotia College of Art and Design (NSCAD) University



As a company that supports proactive and preventive health initiatives – including those that relate to our aging population – in 2010 we were proud to commit \$100,000 over two years to establish the Sun Life Financial Chair in Design for Health and Aging. The Chair is held by Professor Glen Hougan, an industrial and product designer with a background in cultural ergonomics and a strong interest in addressing the societal shifts associated with aging. Our investment in the Chair in Design for Health and Aging will further Professor Hougan's work – to design and develop products that will improve the safety, mobility and coping skills of older adults and help them better interact with their living environments.

“Sun Life's support allows me to explore the role design can play in addressing health issues and the fundamental societal shift associated with an aging population.”

– Professor Glen Hougan,
Sun Life Financial Chair in Design for
Health and Aging at NSCAD University

UNIVERSITY OF BRITISH COLUMBIA



Men and women have different attitudes toward health issues, and the risk factors for some diseases vary widely between the genders. These are some examples:

- Canadian men experience on average 11 years of poor health and disability prior to death, and often wait too long before seeking medical attention.
- Cancer and diabetes are more prevalent in men than in women.
- Heart disease is more fatal in men and strikes at a younger average age.
- Cardiovascular disease is the leading cause of death for Canadian women.
- Alzheimer's disease strikes twice as many women as men.
- Eating disorders are more common among women.

To educate men and women about these differences, and enable them to assess their various risks for themselves, Sun Life donated \$150,000 to fund a two-year project at the University of British Columbia – the Gender-Based Health Optimization through Online Self Risk Assessment program. Three prominent researchers at the University of British Columbia will develop an online self-assessment program that can analyze the user's medical factors, family history, symptoms and other gender-related information to produce a personal risk profile, and make recommendations that include consulting a physician.

³ Cairney, Richard, "Study recommends exercise for cancer patients." *University of Alberta Express News*, September 30, 2002, and March 19, 2009.

⁴ Canadian Cancer Society, "Exercise can help you cope with side effects." Available at: [www.cancer.ca/Canada-wide/About cancer/Coping with cancer/Exercise can help you cope with side effects.aspx?sc_lang=en](http://www.cancer.ca/Canada-wide/About%20cancer/Coping%20with%20cancer/Exercise%20can%20help%20you%20cope%20with%20side%20effects.aspx?sc_lang=en)