

# Highlights of 2010

At Sun Life, *Building a brighter tomorrow* means making a commitment to build a financially stronger, healthier world in which individuals and families can look to the future with confidence. A world like that is built one contribution at a time – one change, one improvement, one breakthrough at a time – until all our individual actions form the kind of world we want for the future. Here are a few examples:

## **We launched a national strategy on financial literacy**

During 2010, our Chief Executive Officer (CEO) led the government-appointed Task Force on Financial Literacy in its development of a national strategy to strengthen the financial literacy of Canadians – a year-long endeavour that engaged the participation of stakeholders from all parts of the country. The task force recommendations, 30 in all, were presented to the Minister of Finance in December.

## **We invested in both physical and mental wellness**

Our long-standing support for proactive and preventive health and wellness initiatives included addressing the importance of mental health issues at all ages and stages of life. We supported a program that studied the relationship between activity and nutrition and mental health problems in children, continued our support for issues of adolescent mental health, and funded a new gender-based education program in women's mental health.

## **We helped make higher education an achievable dream**

In the United States, we provided funding to help hard-working, dedicated high school students overcome financial, social and cultural hurdles and go on to higher education. In Canada, our scholarships helped accomplished Aboriginal students achieve their goal of attending university or college.

## **We took our cultural heritage across the country**

In September 2010, Canadians from coast to coast to coast came out to watch, wonder and participate in the first-ever pan-Canadian celebration of the wide range of arts that showcase our cultural uniqueness.

## **We earned more green credentials**

In 2010, we invested approximately \$270 million in clean and renewable energy projects across Canada. We expanded sustainability practices in our businesses, implemented environmental advancements in our new buildings, and achieved a LEED® EB-O&M Gold\* designation for the renovations to our global headquarters in Toronto.

®LEED is a registered trade-mark of the U.S. Green Building Council.

\*LEED stands for Leadership in Energy and Environmental Design. EB-O&M stands for Existing Buildings Operations and Maintenance.

## Awards and recognition

Over the past decade, Sun Life has been honoured with a range of awards for our corporate social responsibility and business practices. During 2010, we were proud to receive increased recognition. We were:

- ranked fifth in the *2010 Globe and Mail Report on Corporate Social Responsibility*;
- selected by Corporate Knights as one of the 2010 Best 50 Corporate Citizens in Canada;
- listed for the 10th consecutive year in the FTSE4Good Index, which provides investors with a list of companies that meet globally recognized corporate responsibility standards;
- named a member of the Dow Jones Sustainability Index North America for 2010-2011;
- selected as one of the 50 Most Socially Responsible Corporations in Canada, in *The Jantzi-Maclean's Corporate Social Responsibility Report 2010*;
- the only life insurance company in North America to be named in the 2011 Global 100 Most Sustainable Corporations in the World;
- ranked fifth out of more than 180 corporations in *The Globe and Mail's Board Games Corporate Governance Ranking* for 2010; and
- ranked 12th among Canada's Most Reputable Companies according to the Reputation Institute.