

# International contributions

**Making a world of difference.** As an international financial services organization with offices and business partnerships around the world, Sun Life's philanthropic support does not stop at Canada's borders. In 2010 our international operations contributed more than \$3,448,000 to health, social services, education, disaster relief and environmental programs in their communities.



## United States

Our U.S. office, based in Wellesley Hills, Massachusetts, is well known for its long-standing support of community causes in the Greater Boston area, and in 2010, embarked on a groundbreaking educational awards initiative. Sun Life U.S. donated a total of US\$1,782,000 to a range of charitable causes – an amount that was augmented by employees' personal donations and dedicated volunteer fundraising.

### THE SUN LIFE RISING STAR AWARDS



Across the United States, non-profit organizations are working to ensure that young people in their communities do not become part of the alarming high school dropout statistics. As a company with a strong belief in both educational and financial literacy as necessities for a successful and secure future, in 2010,

we launched The Sun Life Rising Star Awards program. This program provides scholarship funding for high school students who have remained committed to completing that phase of their education despite social, financial and cultural obstacles. Through the Sun Life Rising Star Awards program, we provide US\$50,000 in grants to a range of non-profit organizations, which in turn each nominate a high school student who has overcome the odds and stayed in school. Winning students each receive a US\$5,000 scholarship toward their post-secondary education.

In 2010, we invested US\$1,210,000 in our Sun Life Rising Star Awards, with grants to 22 non-profit organizations and scholarships to 22 deserving students from Boston, Philadelphia, New York, Detroit, Miami/South Florida, Seattle and San Diego. The organizations, along with their winning students, were also given the opportunity to network and exchange success stories at the Sun Life Rising Star Awards National Summit, which will take place in 2011.



Three of our 2010 Sun Life Rising Star Award winners (L to R): Latrice Brown with her mother, San Diego, California; Bikram Subba, Burien, Washington; Christophanie Julien with Cheryl Opper, founder and director, School on Wheels, Brockton, Massachusetts.

### EVERYBODY WINS! POWER LUNCH PROGRAM



Two of our Power Lunch volunteers: Sun Life's Armen Apelian (top) reading with Jeyson Lopez and Jim Klopper (below) working with Pablo Vazquez.

Everybody Wins! is a national program in the United States dedicated to improving children's literacy by generating a love for reading and improving skills among low-income elementary students. On the same day each week, several Sun Life volunteers forgo their lunch breaks to travel to a nearby elementary school for a "power lunch" – an hour of one-on-one reading with a student who needs their mentorship and guidance. Evaluation of the program has shown that Power Lunch students improve their reading skills and attitudes, increase reading confidence and score higher on standardized tests.

# MFS Investment Management\*

## THE PAN-MASSACHUSETTS CHALLENGE (PMC)



For 12 years, MFS Investment Management (MFS) has been a major supporter of the Pan-Massachusetts Challenge, an annual bike marathon that raises more money than any other athletic fundraising event in the United States. Every dollar raised goes to Boston's renowned Dana-Farber Cancer Institute. Each year, MFS employees sign up for the gruelling 192-mile (307 km) ride through 46 Massachusetts towns. In 2010, 50 riders hit the road, raising US\$294,000 along the way. Combined with the Company's donation of US\$150,000, MFS was able to present Dana-Farber with a cheque for US\$444,000. This brings the MFS cumulative total to date to more than US\$6 million to support the work of this outstanding institution.



**Fourteen-month-old Aejay Jensen from Bermuda, the MFS "pedal partner" for the 2010 Pan-Massachusetts Challenge.**

Each year for the PMC, MFS is paired with a "pedal partner," a young cancer patient being treated at the Jimmy Fund Clinic, a special pediatric division of Dana-Farber. In 2010, MFS's pedal partner was 14-month-old Aejay Jensen from Bermuda, who had been diagnosed with a life-threatening neuroblastoma. Aejay received treatment for almost a year in Boston, and returns periodically to the Clinic.

## CITY YEAR SPONSORSHIP



City Year is a national service-based organization that brings young people together as corps members who will spend a year as tutors, mentors and role models to help children stay in school and on track. Corps members work with their student groups to help transform schools, enhance communities and inspire learning. In doing so during their City Year, they develop leadership and community service skills they can use for a lifetime.

In 2010, MFS was once again a proud City Year sponsor, funding a team of corps members working with children at the Dennis C. Haley School in Boston's Roslindale area. MFS's US\$225,000 gift to City Year also helped support its annual fundraiser that generated more than US\$400,000 for educational and leadership development programs.

## HORIZONS FOR HOMELESS CHILDREN

With its US\$225,000 donation in 2010, MFS began its third year as a sponsor of Horizons for Homeless Children. This independent, non-profit organization is dedicated exclusively to serving homeless children and their families. Its mission is to improve the lives of these children by providing opportunities for early education and play that all children need.

In 2010, MFS added to its financial support by recruiting employees to work with the children in the centres, serve dinner for homeless families at their annual Festival of Light holiday celebration, and organize winter coat and Christmas toy drives for hundreds of disadvantaged children.

## JUMPSTART



MFS has been a major sponsor of Jumpstart for several years, and in 2010 continued its support with a US\$225,000 sponsorship of the School Readiness for All program in Boston's inner city neighbourhoods. Jumpstart's mandate is to help build language, literacy and social skills in preschool-age children from low income backgrounds. School Readiness for All identifies four-year-olds in those communities who are at risk of being unprepared to perform at grade level when they enter school, and provides literacy and social skills training through a network of Jumpstart college volunteers. MFS employees contribute to the Jumpstart program in three ways: serving as guest readers to young children at city schools; organizing a Back-to-School Supply Drive at the end of the summer; and participating in Jumpstart's annual Read for the Record event held in the fall.

## MFS EMPLOYEES CONTRIBUTE IN MANY OTHER WAYS

In addition to their involvement in the programs featured above, during 2010 MFS employees generously supported hundreds of other non-profit organizations – contributing thousands of personal dollars through the Company's Matching Gift program, and through its Direct Donation program, which allows employees to make systematic donations throughout the year via payroll deductions.

\* MFS stands for Massachusetts Financial Services Company, which is the legal name of the company doing business as MFS Investment Management, a principal subsidiary of Sun Life Financial Inc.

# United Kingdom

## BRIGHTER LIFE COMMUNITY PROGRAMME (BLCP)



In 2010, our U.K. office, headquartered in Basingstoke, England, launched The Brighter Life Community Programme to apply Sun Life's global philanthropy values at the local level. The BLCP funds charities and community groups located in Hampshire and Gloucestershire, the two counties where the Sun Life employees are based. The BLCP had a very successful first year, building on strong existing relationships with charitable groups in the local communities, while developing new ones for the future.

In 2010, the BLCP donated \$171,000 to support many health initiatives, both mental and physical in nature. Some of the many examples included respite breaks for families supporting a disabled child, support for individuals with disabilities and help for children who have been disadvantaged or excluded from society through bereavement. The BLCP also supported arts, culture and education initiatives throughout Hampshire and Gloucestershire.

# ASIA

## Hong Kong

### SUN LIFE SHINING ACTION



Principal Leung Kee-cheong, (left) with Sun Life's Eugene Lundrigan and a group of happy students in the newly renovated Sun Life Room at the Fresh Fish Traders' School.

Sun Life Shining Action is the name of our volunteer group made up of Sun Life Hong Kong employees, advisors and clients. These community champions help and support a wide range of charities and organizations in Hong Kong.

In 2010, our Sun Life Shining Action group chose to partner with the Fresh Fish Traders' School, a co-ed primary school whose students are new migrants from China. Fresh Fish Traders' School was established 41 years ago and its facilities needed renovations to provide an environment more conducive to learning.



Commemorative plaque marking "The Sun Life Room" English language classroom.

Sun Life Shining Action developed a program to help the school rebuild its library. This program involved not only Sun Life employees and advisors, it was extended to include participation from the general public. Those involved were encouraged to donate used primary English story books to the school. We collected more than 4,100 used English books which will help students at Fresh Fish Traders' School improve their English language skills. As a token of thanks, the school named their English Teaching Room, The Sun Life Room.

### OUR NINTH "CARING COMPANY" AWARD



Once again, our Sun Life Hong Kong operation was awarded a "Caring Company" award from the Hong Kong Council of Social Service

for the outstanding efforts of our volunteers, caring for the environment, employee relations and overall charitable and community giving.



# China

Sun Life operates in China through our joint venture, Sun Life Everbright (SLEB). Our partners are dedicated supporters of their communities throughout China, especially in the areas of education, environment and health. Following are some highlights of their activities during 2010.

## THE SUN LIFE EVERBRIGHT WALK CAMPAIGN



Clockwise from top left: Graphic design for the SLEB Walk Campaign; a family at the Beijing Land Carnival; a happy scene at the Tianjin Land Carnival.

The “SLEB Walk” was Sun Life Everbright’s major social benefit campaign in 2010. The campaign aimed to promote low-carbon activities and greener, healthier lifestyles. It was launched in July with government support provided by the State General Administration of Sport, and media coverage by the *21st Century Business Herald*.

The SLEB Walk Campaign adopted a many-faceted approach to engaging the public and building involvement in its environmental message.

- A SLEB Walk Club was formed to attract the public to join, and by becoming “members,” committing to follow the mission and vision of the campaign, including heightened awareness of healthy activities.
- A dedicated campaign website was launched to recruit and interact with SLEB Club members. The website offered game modules, prizes and downloadable desktop software such as: a SLEB calorie counter; reminders from the Walk Bear mascot to take exercise breaks; the latest information on environmental protection and health care; and notices of Club activities.
- “Land Carnivals” – specially laid out walking routes – were organized to attract Club members in Tianjin, Beijing and Nanjing. Visitors had the opportunity to participate in games, win prizes, and sign up to become Club members.

### The SLEB Walk Campaign results “by the numbers”

- 700,000: Number of individuals who visited the campaign website.
- 220,000: Number of times the online calorie counter was downloaded.
- 80,000: Number of people who registered online to become Club members.
- 65,000: Number of people attracted to the Land Carnivals.
- 11,000: Number of people who participated directly in the Carnival games.
- 5,800: Number of gifts awarded at the games.
- 5,337: Number of people who filled in Club applications at the Carnivals.

### PUBLIC RECOGNITION

The SLEB Walk Campaign earned extensive public recognition for its social benefits, public engagement and positive influence, as shown in three awards received late in 2010:

**The Best Low-Carbon Action for Insurance Companies**, awarded by sohu.com in its annual online poll of financial companies’ performances.

**2010 Cultural Influence Innovation Award**, from the Fifth Insurance Industry Innovation Awards judging board.

**2010 Best Social Service Practice**, awarded by the 21st Century News Group.

### GREEN CHINA CAMPAIGN

For the third consecutive year, SLEB continued its commitment to the Green China Campaign – an environmental program that has pledged to plant 4,000 trees over a five-year span. In 2010, SLEB, its employees and customers planted approximately 700 trees in and around several of the country’s largest cities. SLEB also joined in the global “Earth Hour” for the third year. On March 27, 2010, all SLEB offices turned off lights and non-essential electrical appliances for one hour to support the program.

### DISASTER RELIEF AND OTHER COMMUNITY SUPPORT

In 2010, SLEB donated more than \$166,000 to various causes throughout China, including humanitarian aid for the April earthquake victims in Yushu County in Qinghai province; poverty relief efforts for Xinhua county in Hunan province; disaster relief for Zhouqu county in Gansu province, which was stricken by torrential landslides in August; and reforestation efforts along the Yangzi River to restore its ecological environment.

# India

Our joint venture in India, Birla Sun Life Insurance (BSLI), makes substantial corporate donations and continually supports its communities through sponsorships of national organizations and charities. Here are a few examples.

## THE TERRY FOX RUN



**Judith Fox-Alder, sister of the late Terry Fox and International Director, Terry Fox Foundation, with a young cancer patient at the 2010 Mumbai Run.**

The Terry Fox Run is a series of annual events organized by the Terry Fox Foundation around the world. Founded to honour the memory of the young Canadian who created worldwide empathy for the cause of cancer, the Terry Fox Run raises millions of dollars worldwide. Each run, in each city, supports local cancer research and treatment facilities. In Mumbai, India, BSLI is one of the main sponsors of the Run, with proceeds going to the Tata Memorial Hospital, India's national centre for cancer research. In 2010, India's tenth Terry Fox Run attracted approximately 5,000 runners, including hundreds of school children and several popular Indian celebrities who, along with BSLI, support the Tata Memorial Hospital's advancements in cancer research and treatment. The 2010 Mumbai Run was honoured by the presence of Judith Fox-Alder, sister of the late Terry Fox. Ms. Fox-Alder is the International Director of the Terry Fox Foundation, which is headquartered in Chilliwack, British Columbia.

## GO GREEN



**The Mumbai Bandra-Worli Sea Link, evening.**

BSLI has a Go Green initiative in place to promote paperless business throughout the organization, thus saving hundreds of trees and generally taking action to better the environment. In September 2010, through its Go Green initiative, BSLI launched a tree planting drive at the INS Trata site, a naval base on the Worli side of the Bandra-Worli Sea Link in Mumbai. BSLI has committed to plant 10 coconut saplings for every 100 customers who register to receive their statements online. In addition to reducing the consumption of paper, the tree planting will improve the ecological condition of what is presently a rocky, barren location.



## OTHER ACTIVITIES

- Partnered with the Save the Children Foundation in its efforts to bring lasting changes for marginalized children in four key areas: survival, protection education, responding to emergencies and disaster management.
- Sponsored the Banyan Tree organization's "Teen Prahar" – a music festival that showcases upcoming young Indian musicians.
- Partnered with Give India – a voluntary payroll deduction program that enables employees to support a cause of their choice at more than 140 organizations.

# Indonesia

## SUN BRIGHT FOR EDUCATION



**Mr. Bert Paterson, Country Manager, Sun Life Financial Group Indonesia, with teachers and elementary school students in Bandung, West Java.**



**Mr. Paterson presenting a scholarship to a Padjadjaran University student.**

For several years, our Sun Life operation in Jakarta, PT. Sun Life Financial Indonesia (SLF Indonesia), has focused on education for young people through its Sun Bright for Education program. In 2010, the Company made donations in the form of educational support materials, including library and text books, computers, musical instruments and sports equipment – together valued at \$17,000. These were donated to six state elementary schools in six major cities in Indonesia – Bandung, Jakarta, Yogyakarta, Surabaya, Denpasar and Medan. In addition, the Company provided \$28,000 in scholarships to 62 students in six state universities.

## SUN BRIGHT FOR HUMANITARIAN AID

Beyond its focus on education, our Sun Bright program also reaches out to thousands of Indonesians affected by natural disasters. In June 2010, Sun Life Financial Group Indonesia (which

operates through three companies, PT. Sun Life Financial Indonesia, PT. CIMB Sun Life and PT. Sun Life Indonesia Services), came to the aid of students and teachers at a school in Padang who were left without educational supplies or equipment in the wake of the 2009 Sumatra earthquake.

Later in 2010, after a massive eruption of Mount Merapi in Central Java, Sun Life Financial Group Indonesia again stepped forward to help. Sun Life employees and advisors raised donations for the disaster victims and delivered clothing, food and hygiene kits needed by refugees located near the Sun Life offices in Yogyakarta.



**Vivien Kusumowardhani (back row, white blouse), President Director, CIMB Sun Life, with Headmistress and students of Karet Tengsin 16 Public Elementary School.**

### CSL CARE

PT. CIMB Sun Life (CIMB Sun Life) – a joint venture of Sun Life Financial Inc. and CIG Berhad (a subsidiary of Malaysian-based CIMB Group), launched its corporate social responsibility program under the umbrella name CSL Care. During 2010, CIMB Sun Life, through its CSL Care program, renovated a library in Karet Tengsin 16 Elementary School – a public school in the neighbourhood where CIMB Sun Life’s Jakarta office is located. The Company also donated computers and books, and provided volunteers to teach basic computer skills to the

elementary students. In another area of education, CSL Care also launched a three-month internship program for final year students of the School of Risks and Insurance Management.

## Philippines

### THE KNOWLEDGE CHANNEL PROJECT



**Students at the Oscar M. Lopez Dayap Elementary School listen as Sun Life announces its educational partnership with the Knowledge Channel.**

The Sun Life Financial Philippines Foundation, in partnership with successful business enterprises and other like-minded foundations, develops and initiates programs that have a profound impact on issues of great importance to the Philippines people. These include the health and well-being of children and youth; enhancements to the Philippines educational system; the rehabilitation of the environment; and speedy response to humanitarian disasters.

One of our Foundation’s major endeavours in 2010 was a collaboration with the Knowledge Channel Foundation of the Lopez Group of Companies. The Knowledge Channel network is committed to improving the quality of education for young Filipinos (a cause consistent with our own mandate), by making available both visual and audio modes of teaching –

in this case, by producing mathematics and sciences courses to be aired on the Knowledge Channel, available nationwide via cable television.



**Screen shots from an animation/live action episode of *K-High Math*.**

We were pleased and proud to support this exciting initiative. In 2010, we produced 20 program episodes covering integrated elementary algebra and science for first-year high school students, together with corresponding online course material.

Produced in a live-action/animation format – a first for the Knowledge Channel – *K-High Math* and *K-High Science* began airing in August 2010. Approximately 500,000 students in 350 schools experienced the direct benefit of in-class viewing of the episodes, while a further 2.7 million students nationwide were able to access the series on the Knowledge Channel. Sun Life Financial Philippines Foundation will continue to support ongoing development of this unique learning experience as the future unfolds.