

# Building a brighter tomorrow



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## A MESSAGE FROM THE CEO

At Sun Life, 2010 was a year of renewed focus and learning across our corporate responsibility portfolio. We increased support within our key priorities of health and wellness, culture, and financial literacy. We witnessed exciting changes in the fields of preventive medicine, mental health, proactive wellness initiatives and programs for children and youth. Importantly, we learned a great deal from the impact of the global financial crisis from which most, but not all, countries are emerging.

Financial literacy has come to the fore internationally as an economic imperative. As we work to help people in all our markets achieve a secure and confident future for themselves and their families, strengthened financial literacy will enable them to be more resilient for whatever the future holds. On that note, 2010 marked a major step toward that goal. As Chair of Canada’s Task Force on Financial Literacy, I had the singular opportunity to lead a dedicated team in the consultation for, and preparation of, Canada’s first national strategy on financial literacy, which was submitted to the Minister of Finance in December. Along with my fellow task force members, I look forward to seeing our government implement many of the 30 recommendations contained in our report. I invite you to read a more complete description of the national strategy on financial literacy on page 16.

We also invested more than \$4 million in health and wellness-related causes. This financial support helped to advance important research into the physical mobility needs of an aging population, as well as mental health programs for children, adolescents and women. We supported a wellness program based on illness prevention through self-assessment, helped to fund a new, technologically advanced treatment option for breast cancer, and worked with our corporate clients to counter the economic impact of absenteeism.

Access to the arts enriches the societies in which we live, work and do business. In 2010, we increased our support for arts and culture with our *Making the Arts More Accessible* program, through which we help to break down social, physical and financial barriers to the performing arts, museums, galleries and other cultural venues that are often inaccessible for individuals and families of modest means. As a founding visionary of Culture Days, we were proud to see thousands of Canadians have the opportunity to come face-to-face with artists, performers and musicians in a coast-to-coast-to-coast celebration of the arts.

In this report, you will also see an expanded sustainability section, including improvements to our environmental programs and strategies for upgrades to the real estate assets that we own and manage. We also describe our achievement of a new best-in-class environmental designation for the renovation of our global headquarters.

The activities mentioned above, and many others you will find in this Public Accountability Statement for 2010, are some of the ways we are **Building a brighter tomorrow**.

A handwritten signature in blue ink that reads "D.A. Stewart". The signature is fluid and cursive, written in a professional style.

Donald A. Stewart  
Chief Executive Officer