

# Our people's contributions



**Building a brighter tomorrow starts where we live and work.** At Sun Life, we are exceptionally proud of our dedicated volunteers – employees and advisors who give their time, talent, energy and money to help brighten the future for individuals and families everywhere. In 2010 in Canada, our people volunteered more than 35,500 hours of their personal time for 225 charities and organizations in their communities. We also highlight some of the volunteer activities of our employees and advisors outside of Canada in the International contributions section of this report, beginning on page 21.

## OUR VOLUNTEER PROGRAM

Sun Life's volunteer program in Canada recognizes the efforts of employees and advisors who volunteer at least 50 hours each year for a charity or

humanitarian cause. Those who qualify receive a \$500 cheque for the charity of their choice. In 2010, 334 volunteers received \$167,000 for their chosen charities. In addition, a Volunteer of

the Year award honours extraordinary effort. In 2010, our Volunteer of the Year and three runners-up received additional cheques totalling \$19,000.

## National Volunteer of the Year



### Rauni Naud, Castlegar, British Columbia

Rauni Naud's tireless efforts volunteering for several different charities, including the United Way, have earned her Sun Life's Volunteer of the Year award. The story of her accomplishments takes place in the small city of Castlegar, B.C., whose United Way chapter had very little presence until our determined financial advisor decided to take charge. Last year, as president, she donated more than 500 hours for this organization, establishing its importance within the community, recruiting new members and planning and organizing a wide range of charitable events. She also supported other charities and community causes. Here are some highlights of her exceptional philanthropic efforts:

- In addition to the 500 hours dedicated to revitalizing the United Way chapter in Castlegar and serving as its president, Rauni also volunteered 250 hours to other worthy charities – amassing an amazing total of 750 hours of personal time given to support people and organizations in her community.
- Her outstanding United Way fundraising efforts generated the most successful charitable event ever in the history of the Castlegar chapter.
- She also collected pledges for the Castlegar Cancer Society's annual community run.
- As president of the Parent Grad Committee at Castlegar's Stanley Humphries Secondary School, Rauni spearheaded fundraising efforts to pay for school graduation photos and event entertainment, rather than having these expenses deducted from the school budget.
- Together with Rauni's leadership, the Parent Grad Committee mounted the highly successful Dry Grad program – a fun-filled, all-night-long “one last time to be kids” alcohol-free graduation event featuring games, music, dancing, food and entertainment.

Rauni is an Advisor at the Kootenay Financial Centre. Her \$10,000 award will go to the Castlegar chapter of the United Way.

*“Rauni's remarkable ability to put forth creative fundraising ideas has brought a new and exciting direction for all of the administration and board members. She has driven all of us to keep this worthy, non-profit organization alive, and we could not have done it without her.”*

– Sandra Venn, Executive Director, United Way

## Volunteer finalists



### Audrey Chiang, Mississauga, Ontario

- Audrey serves as Chair of the Mississauga Board of Chinese Professionals and Businesses Association (CPB). In this role she volunteered more than 400 hours managing this association's various philanthropic projects.
- Under Audrey's direction, the CPB has provided more than \$1 million in donations to support organizations throughout the Greater Toronto Area. These include Credit Valley Hospital, Trillium Health Centre, the Yee Hong Centre for Geriatric Care, the University of Toronto at Mississauga and the Chinese Cultural Centre of Greater Toronto.
- Audrey's dedication to helping others extends beyond Canada's borders. She spearheaded donation drives for the victims of the Szechuan earthquake in China and the Morakot typhoon in Taiwan.
- Audrey is an Advisor at the Scarborough Financial Centre. Her \$3,000 award will go to the Trillium Health Centre.

*"Time and time again Audrey Chiang has demonstrated her commitment to our community. She is actively engaged in supporting numerous charities, including the Trillium Health Centre. We are fortunate to have such a dedicated volunteer leader as Audrey in Mississauga."*

— Steve Hoscheit, President and CEO,  
Trillium Health Centre Foundation

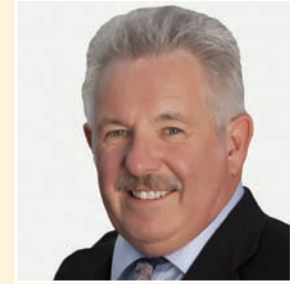


### John Maisey, Moncton, New Brunswick

- John volunteered 470 hours to several different organizations, generating some amazing results for children, youth and charitable causes in the Moncton area .
- Three hundred of these volunteer hours were donated to the Boys & Girls Club of Moncton. John serves on the club's Board of Directors.
- During the past three years of his leadership, John has been instrumental in raising \$2.3 million for a much-needed new facility and in providing 1,100 Moncton children better access to nutrition, education, music, fitness and sports.
- John has also contributed 100 hours of fundraising assistance to the Dieppe Commandos Jr. A Hockey club, 50 hours to the Kiwanis Club of Moncton and 20 hours to fundraising efforts for the victims of the Haiti earthquake.
- John is an Advisor at the Moncton Financial Centre. His \$3,000 award will go to the Boys & Girls Club of Moncton.

*"John has been a huge asset to the Boys & Girls Club of Moncton and to his community by volunteering several hours every week. His enthusiasm and vigour is simply amazing and greatly appreciated by all those who have worked with him."*

— Daniel LeBlanc, Executive Director,  
Boys & Girls Club of Moncton



### Joseph Sask, Grande Prairie, Alberta

- Joseph volunteered 300 hours for the Wolverines Wheelchair Sports Association, working as manager, coach and equipment coordinator.
- He also serves as secretary of the Board of Directors for the association.
- Joseph is the representative for Wheelchair Basketball Alberta, and coordinates local league tournaments.
- A do-it-all volunteer, Joseph routinely volunteers for monthly fundraisers, supports the staff, repairs equipment and drives players, coaches, fans and volunteers to the games.
- For several years, Joseph's extraordinary devotion to fundraising events and tournaments has helped the Wolverines' programs to survive and thrive.
- Joseph is an Advisor at the Grande Prairie Financial Centre. His \$3,000 award will go to the Wolverines Wheelchair Sports Association.

*"The Wolverines Wheelchair Sports Association would not be able to operate without Joe's extensive contribution. Joe has been and continues to be a driving force in directing the Wolverines' progress and helping to develop and improve programs."*

— Mark Wilson, Vice-President,  
Wolverines Wheelchair Sports Association

## MATCHING GIFTS PROGRAM

Each year, Sun Life matches employees and advisors' personal donations to their favourite eligible charities, up to \$500. In 2010, our employees made 1,459 donations to 489 registered charities for a total of \$311,160. Of this amount, \$227,938 was matched by the Company.

## UNITED WAY/CENTRAIDE

As a major supporter of United Way/Centraide campaigns across Canada, Sun Life encourages employees in all of our offices to organize local campaigns for the benefit of their home communities. The Company also matches each employee and advisor donation, up to \$500.

In 2010, \$734,414 raised by our people went to United Way agencies across Canada. (This figure is included in the \$1,242,893 combined donation cited on page 15 of this report.)

## Other volunteer highlights

### CANADIAN BREAST CANCER FOUNDATION "RUN FOR THE CURE"



Some of Sun Life's Run for the Cure participants from event locations across Canada (L to R): Vancouver, Toronto, Pickering, Montreal.

Sun Life's 2010 Run for the Cure volunteers "picked up the pace" in both numbers of participants and money raised. Since Sun Life began participating as a company in the Run for the Cure, we have had an objective to raise at least \$100,000 annually. At the end of our seventh consecutive year, we have surpassed that objective, as the Sun Life team has raised more than \$840,000 in seven years. Our 2010 national contingent included 495 Sun Life employees, family members and friends. Encouraged and inspired by their tireless team captains, they ran, rallied and raised money for the cause, and, together with our Company's contribution, raised \$120,000 for the work of the Canadian Breast Cancer Foundation.

### Sun Life statistics "by the numbers"

- 7: Number of consecutive years our Waterloo, Ontario team has won the Corporate Spirit Award for the most money raised in that city.
- 14: Number of sites where the run was staged, including new locations in Ontario, Quebec, and Prince Edward Island.
- 495: Number of Sun Life employees, friends and family members across Canada who joined in the 2010 Run.
- 3,200: Dollars raised by the Toronto bake sale.
- 11,229: Dollars raised by Wendy Garner of Waterloo.
- 14,850: Dollars donated by the Company in 2010.
- 105,000: Dollars raised by Sun Life employees in 2010.
- 840,000: Dollars raised by Sun Life employees over the past seven years.

### SEVEN YEARS OF STRENGTH AND DETERMINATION – WENDY GARNER HEADS FOR A HUNDRED THOUSAND

Our amazing Wendy Garner, a Customer Service Representative in Waterloo, Ontario, is not only a breast cancer survivor and a champion fundraiser, she is an inspiration to everyone at Sun Life. In the 2010 Run, Wendy triumphed again, running with her team for the seventh consecutive year and raising \$11,229, bringing her seven-year total to more than \$82,600. Wendy's goal is to raise a total of \$100,000 for the fight against breast cancer before she retires.



Waterloo's Wendy Garner, survivor, champion, role model.