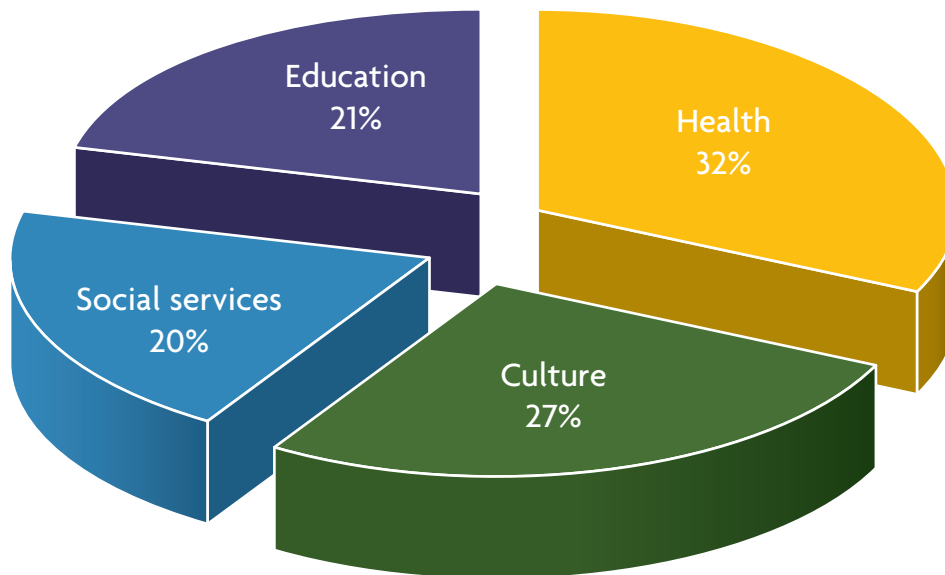


# Profile of giving

Sun Life Financial's 2010 worldwide philanthropic support\*



**Total funding** **\$13,149,346**

■ Health  
\$4,219,833

■ Culture  
\$3,517,758

■ Education  
\$2,707,208

■ Social services  
\$2,704,547

\* Includes matching gifts and corporate donations from our joint venture partners. Excludes employees and advisors' personal giving.

## In Canada

Of the total funding, \$9,224,525 was distributed in Canada as follows:

\$3,454,022 went to support cultural programs; \$3,350,436 to health initiatives; \$1,487,560 to social service organizations, and \$932,507 to various levels of education.

A further \$476,609 was paid out in sponsorships of cultural and community initiatives across Canada.

**Total corporate donations and sponsorships in Canada: \$9,701,134**