

Social services

Reaching out to those who need our help. At Sun Life, we have a long history of giving back to our communities in many ways, both as a company and through the actions of our employees. In 2010, we were proud to contribute more than \$2.7 million to help others. Of that amount, more than \$1.4 million was distributed in Canada. This financial aid was augmented by thousands of hours of employees and advisors' volunteer efforts. Highlights of their contributions can be found on pages 18 to 20.



YWCA WOMEN OF DISTINCTION AWARDS - Y DE FEMMES, MONTREAL



The 2010 Women of Distinction (L to R): Simone Tardif (accepting on behalf of the Hon. Claire L'Heureux-Dubé); Francine Ducharme; Michèle Stanton-Jean; Jocelyne Robert; Denise Cornellier; Lise Watier; Joannie Rochette; Sylvie Mercier (President of the Board of Directors, YWCA Montreal); Djemila Benhabib; Léa Clermont-Dion. **Absent:** Nathalie Bondil and Ana Maria Seifert.

The YWCA Women of Distinction Awards celebrate the excellence of women from all professions and all walks of life who have raised the bar for leadership, accomplishment and community service. Each is a role model and inspiration to other women and girls. We were proud to support YWCA Montreal's Women of Distinction Awards, "Y de Femmes," for the eighth consecutive year, and have committed funding to be the Presenting Sponsor of this prestigious event in 2011. The 2010 awards ceremony recognized the contributions of 11 outstanding women: Djemila Benhabib for Communications; Nathalie Bondil for Arts and Culture; Léa Clermont-Dion, Young Woman of Distinction; Denise Cornellier for Entrepreneurship; Francine Ducharme for Science and Health; The Hon. Claire L'Heureux-Dubé, Pioneer; Jocelyne Robert for Education; Joannie Rochette for Sports and Wellness; Ana Maria Seifert for Community Service; Michèle Stanton-Jean for Advancement of Women; and Lise Watier for Business and Professions.

SECOND HARVEST, TORONTO, ONTARIO



Second Harvest is a charitable organization that works to ease the ever-present issue of hunger in Toronto. Every morning, Second Harvest dispatches a fleet of refrigerated trucks to grocery stores, food manufacturers

and distributors to collect donated, high-quality perishable foods such as fruits, vegetables, dairy products, frozen foods and meats that would otherwise be wasted. Second Harvest then delivers this fresh food to social service agencies that provide badly needed meals to children, seniors on fixed incomes, women fleeing domestic abuse, homeless people, psychiatric patients and thousands of others who have fallen on hard times.

Almost 6 million pounds of food is delivered in this way each year. Sun Life has been a long-standing supporter of Second Harvest through our sponsorship of Toronto Taste, an extraordinary culinary festival at which top chefs prepare and share their finest creations. The 2010 Toronto Taste event was so successful, it generated enough money to deliver more than 500,000 meals for hungry children and families in the Toronto area.

UNITED WAY/CENTRAIDE



Sun Life has supported United Way/Centraide agencies across Canada for 69 years. By

donating to local campaigns, we know that the money raised remains in the community, building a brighter tomorrow for the people who most need our help. In 2010, 69 United Way/Centraide agencies received a total of \$1,242,893 from Sun Life – made up of corporate donations and the personal giving of our employees and advisors across Canada. For the eighth consecutive year, we received the "Thanks a Million" award from United Way/Centraide in recognition of our efforts in generating more than \$1 million in donations.

Please see our International Contributions section beginning on page 21 of this report for examples of Sun Life's social services support outside of Canada.