



# Community Impact Report

2022



## At Westland, our community vision is to be an authentic and invested community member. We:

- Invest in the longevity of Canadian communities by providing local employment opportunities.
- Empower our employees to be the voice of Westland in their communities.
- Direct our contributions to causes important to clients and employees to keep their communities strong.



## **The Nature Force: National**

At Westland, we want to build a sustainable business for the future, and this means considering the part that our organization plays in combating climate change. We're facing a global climate crisis and we're committed to doing our part. Partnering with Nature Force and other like-minded insurers to take actions that help protect our local communities from the effects of climate change is something we're extremely proud of.

*Cari Watson, SVP, Marketing & Client Experience, Westland Insurance*

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## Message from Jamie Lyons

President & CEO



*I'm deeply inspired by the dedication and hard work of Westland employees towards creating positive and lasting social and environmental impacts.*

When someone joins Westland – either as a client or an employee – we say they're part of the Westland family. To us, this means that we take care of each other, our clients, and our communities with equal commitment.

Since being founded in 1980, Westland's commitment to supporting the vitality of the communities where our clients and employees live has spanned over four decades. I'm proud to say that in 2022 we began an intentional shift towards being an even more purpose driven organization. We did this by focusing on action in the following areas:

- Homelessness and food insecurity
- Diversity, equity, and inclusion (DEI)
- Wellness and mental health
- Environmental initiatives
- Local community volunteer programs

By focusing on these areas, we're building a business for the future – and I firmly believe we can't think of the future without considering our actions now. Like many Canadians, I've spent a lot of time thinking about the tremendous challenges facing our communities and how these impact our clients' insurance needs, including the pandemic and climate change. Our community strategy considers how these crises affect our communities at both local and national levels.

In 2022, Westland employees across Canada participated in events, volunteered their time, and made donations to causes important to them. As an organization, we focused on dedicating funds to support projects and programs that positively contribute to the fabric of our communities across Canada.

## Notable contributions:

In 2022, we made several important contributions that aligned with our Amplifying Communities strategy:

- Partnered with others in the insurance industry to fund **The Nature Force**, an action-oriented climate resilience initiative.
- Worked with Adsum House in Atlantic Canada to build 25 affordable, sustainable homes that consume at least 80 percent less energy than code-built homes.
- Launched Westland's diversity, equity, and inclusion program, Amplifying Belonging. For more information on DEI at Westland, see the Amplifying Belonging section of this report.
- To support Reconciliation, we're deepening our work to better understand and meet the needs of our Indigenous clients and community members. To recognize the National Day for Truth and Reconciliation, we donated to the kâniyâsihk Culture Camp, an organization dedicated to teaching Indigenous youths and preserving Cree culture.
- Donated \$100,000 to support humanitarian efforts in Ukraine.
- Donated \$25,000 to the Red Cross of Canada to support people across Eastern Canada who were impacted by tropical storm Fiona.
- Westland donated to and proudly supported the Vancouver Pride Festival, one of the largest Pride events in Canada. Employees marched in the parade and Westland sponsored the Queer History Panel.
- Opened our new Head Office in Surrey, BC. Over 50 art selections were chosen from Canadian artists, with significant representation from Indigenous artists and artists from the 2SLGBTQIA+ community.

Across Canada, our teams supported over 300 community-based initiatives and provided \$1 million in financial support through donation and sponsorship. For more information, visit the impact section of this report.

By acting now, we're not only securing the long-term sustainability of our business, but also laying the foundation for future generations to thrive in strong, supportive communities. I'm deeply inspired by the dedication and hard work of Westland employees towards creating positive and lasting social and

environmental impacts. Our local roots make us who we are, and we're more committed than ever to promoting sustainable and inclusive communities.

Read on to learn more about the projects and partnerships that defined our impact in 2022.



Jamie Lyons

# British Columbia

Total sponsorships  
and donations:

**\$270,674**

**76**

Supported events and  
community initiatives

Total number of  
BC employees:

**1,296**



In 2022, Westland BC worked to engage local communities across British Columbia through a variety of initiatives focused on health and wellness, food insecurity, and diversity and inclusion.

- Participated in the Coldest Night of the Year, a walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness.
- Volunteered and collected food donation and baby basics for BC food banks.
- Launched a partnership with the Vancouver Bandits basketball team to be the game-presenting sponsor for Star Wars Night. This partnership involved participating in 87 events that included parades, charitable events, and 34 school visits to promote youth sporting programs.
- Partnered with the BC Lions to support their Team Up to End Racism program. This program had Lions team members visit 20 schools throughout the Lower Mainland to educate youth on confronting racism and embracing diversity and inclusion.

### **Fraser Health Authority: Lower Mainland, BC**

Westland Insurance Group has had an enormous impact on the delivery of healthcare in the Fraser Health Authority, Canada's largest health system. The company boldly invested in the region's first 3T MRI which brought new diagnostic services to 1.8 million people. This technology shortened wait lists and improved the diagnosis of everything from heart disease to cancer. Westland takes a partnership approach to giving. They select projects that bring new and needed health services to people and ensure that every dollar they invest is matched at least one to one by other agencies and governments. This partnership approach brings tremendous value to rapidly growing communities. Westland has also invested in youth mental health. Their upstream, preventative approach sets children and teens up for success with their life and vocational goals.

### **Cause We Care: BC**

Cause We Care Foundation is proud to have Westland Insurance on board once again as a key partner in our Holiday Care Package campaign to support single mother-led families in the Lower Mainland. The generosity Westland has shown through their Amplifying Communities initiative, both with their financial contribution and with the donation of their employees' time to pack and deliver these care packages, has had a significant impact on the families we serve. Their support helps to lift the spirits of a family, reduce their stress, improve their mental health and sense of belonging, and offer financial relief during a critical time of year. Cause We Care thanks Westland Insurance for honouring the strength of these single mother-led families and providing them with a sense of belonging to a community that cares about them.

**Shannon Newman-Bennett, Executive Director**



# Alberta

Total sponsorships  
and donations:

**\$107,200**

**107**

Supported events and  
community initiatives

Total number of  
AB employees:

**336**





From local parades and cooking dinner for veterans to supporting important community programs, our Alberta teams were eager to lend a hand in 2022.

- Westland sponsored two large community events: Globalfest in Calgary and the FIS Big Air World Cup in Edmonton. These two events hosted over 80,000 attendees and brought people from across Alberta together.
- Globalfest is an annual celebration of Calgary's multi-cultural communities, featuring pavilions, performances, international food, children's programming, and fireworks from around the world. The goal of the event is to provide access to different cultural experiences to Albertans, fostering greater acceptance of our diversity and promoting greater inclusion.
- The FIS Big Air Snowboard World Cup event centred around Indigenous community involvement in several ways. The visuals of the event were created by Indigenous artists, and Indigenous groups were invited to attend the event. Our sponsorship covered the cost of 12 buses to transport local Indigenous groups and children to Commonwealth Stadium on Friday.



## Covenant Foundation: Alberta

We are tremendously grateful for Westland Insurance's support for a purpose-built exam room in the mental health unit at the Misericordia Community Hospital's new emergency department opening in fall 2023. This generous gift will help ensure patients experiencing a mental health emergency receive the best care possible in a space designed with their safety, dignity and comfort in mind. Thank you, Westland Insurance, for supporting us as we continue to invest in transforming health care across Alberta and create vibrant communities of health and healing.

# Saskatchewan

Total sponsorships  
and donations:

**\$73,978**

**70+**

Supported events and  
community initiatives

Total number of  
SK employees:

**148**

Our branches across Saskatchewan supported many initiatives in 2022, including investing in community housing and community services, agricultural initiatives, curling, and hockey events.

Team members from across the province volunteered at numerous events, including:

- Community nights in support of KidSport
- Big Brothers and Big Sisters
- Community healthcare and youth initiatives
- Food donation drives for local Food Banks







### **kâniyâsihk Culture Camp: Saskatchewan**

Dearest Westland, it is with great pleasure that I write to you on behalf of kâniyâsihk Culture Camp. There are a lot of times you think the hard work of the camp staff and teachers goes unnoticed until you connect with one person and communities like we have with Westland. It is with a sincere thank you for your donation. A gift like this goes a long way.

*êkosi pitamâ, Dr. Kevin wâsakâyâsiw Lewis*



# Manitoba

Total sponsorships and donations:

**\$78,928**

**35**

Supported events and community initiatives

Total number of MB employees:

**174**



In Manitoba, our teams across the province supported over 20 community initiatives.

Our employees:

- Volunteered at community hockey nights
- Hosted a Winnipeg Blue Bombers tailgate event

Westland donated \$100 to Habitat to Humanity for every Winnipeg Blue Bomber touchdown scored during the regular season. In total, this led to a **\$5,900 donation** in 2022.

# Ontario

Total sponsorships and donations: <b>\$215,986</b>	<b>44</b> Supported events and community initiatives	Total number of ON employees: <b>312</b>
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In 2022, our Ontario teams were active in communities across the province.

- National Truck League, a Westland Company, collected 400 pairs of socks, gloves, and toques for Mission Services of London’s Warming Hands and Hearts campaign.
- We supported Treat Accessibly, an initiative that helps make tick-or-treating accessible and inclusive. Treat Accessibly holds neighborhood events where children can gather to enjoy Halloween, and Westland provided a photo booth at every event.
- Our Ontario team also took part in Pink in the Rink in Milton, where they supported the Milton Menace hockey team on their Night for Breast Cancer.
- They supported multiple events held by Riverside Health Care in Fort Frances, including a smoke alarm initiative, backpacks for kids, and support for the Fort Frances Community Garden. They also supported the Family Safety Night in Red Lake.
- Our Thunder Bay team took part in a variety of Indigenous community events, including the Dare to Dream Day by Dilico Anishinabek Family Care, the Fighting Walleye Orange Wave hockey game, and a Reconciliation walk.





# Atlantic Canada

Total sponsorships and donations: <b>\$46,140</b>	<b>1</b> Supported events and community initiatives	Total number of ATL employees: <b>91</b>
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In 2022, our Atlantic team proudly sponsored Adsum’s Sunflower project. This initiative helped create 25 affordable, sustainable homes that consume at least 80 percent less energy than code-built homes.

Adsum for Women & Children provides shelter for and houses as many as 170 people each day and more than 350 people per year. Their goal is to build safe and affordable homes while providing ongoing services for stable housing, food, clothing, and connection.





**Adsum for Women & Children: Halifax, NS**

We were thrilled to have Westland Insurance support our new build, The Sunflower, with a \$50,000 donation split over 2 years. We're happy to share that the Sunflower opened in September 2022 and the 25 apartments house more than 50 women and children at affordable rent. This beautiful new community provides safe and stable forever homes thanks to your support.

Here is a picture by one of our resident children proud of their new home.



## Volunteer spotlight

An insurance advisor at our Portage La Prairie branch, David goes above and beyond in his commitment to volunteering. He spends his weekends and some evenings and holidays at his local thrift shop, where he used to work as Office Manager and Volunteer Coordinator.

His experience in marketing and volunteer acquisition has helped the store attract new staff, and his work on their social media and storefront presentation has improved their visibility and success.

David also sits on the Board of Directors for the local United Way, where he volunteers his time at events and helps make a difference in people's lives.

**David Kanne, Insurance Advisor**  
Portage La Prairie Manitoba

*David enjoys his work at both MCC and the United Way. He loves to be a part of our community and always looks for opportunities that will allow him to help others and make an impact in people's lives.*

David's Branch Manager, Kim Nikkel



#youbelonghere

# Amplifying Belonging:

## Diversity, equity, and inclusion at Westland

At Westland, we believe that supporting people and respecting them for the voice they add to the conversation is paramount. We're committed to being a leader in building a diverse, equitable, and inclusive organization. We're dedicated to identifying and removing barriers so everyone can grow their potential. We take action to create a culture where all people belong.

In 2022, we:

- Won the [5-Star Diversity, Equity, and Inclusion \(DEI\)](#) award from Insurance Business Magazine. This award recognizes insurance companies that have made significant strides in creating a culture of inclusivity and equity for all employees.
- Formalized Westland's inclusivity statement. This statement helps guide our actions to ensure fair and equitable treatment of employees and clients.
- Completed our first annual Diversity, Equity, and Inclusion survey that provided us a benchmark to measure where we are today, and where we can improve moving forward.
- Launched our Diversity Council. This council is made up of employees from across Canada who help provide feedback for and inform our diversity, equity, and inclusion strategy.
- Established a policy that all locations display an inclusivity decal on the front door to show that all clients are welcome.
- Completed diversity, equity, and inclusion training with all our senior leaders and executives.
- Hosted a learning session for all employees on September 30, the National Day for Truth and Reconciliation with Dr. Janice Makokis, an Indigenous legal scholar, rights advocate, and consultant.

We're working to build Westland's diversity, equity, and inclusion program into a position of leadership across all industries and these important milestones are only the beginning of our DEI journey.






Find out more about our community efforts by visiting [westlandinsurance.ca](https://westlandinsurance.ca) or following us on social.

 [@westlandinsurance](https://www.instagram.com/westlandinsurance)

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