



Community Impact Report

2023



TABLE OF CONTENTS

- Amplifying Communities overview. 2
- Message from Jamie Lyons, Westland’s President & CEO. 3
- Impact by province
 - British Columbia 5
 - Alberta 7
 - Saskatchewan. 9
 - Manitoba 10
 - Ontario 11
 - Quebec 13
 - Atlantic Canada 14
- Volunteer spotlight 15
- Diversity, equity, inclusion, and belonging at Westland 16
- Environmental responsibility 17

Amplifying Communities



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 over 190 communities across Canada and in the USA.
- Direct our contributions to causes important to clients and employees to keep their communities strong.

Message from Jamie Lyons

President & CEO



We believe that being part of the Westland family means more than just sharing a name. It means caring for each other, our clients, and our communities with empathy and integrity.

For over 40 years, Westland has been a proud supporter of the communities where we live and work. In 2023, we continued to deliver on our purpose as an organization by taking meaningful action in the following areas:

- Diversity, equity, and inclusion (DEI)
- Wellness and mental health
- Housing and food insecurity
- Local community volunteer programs
- Climate action and environmental sustainability

As Canadians, we witnessed and felt the devastating effects of climate change on our communities through a record-breaking year of wildfires, floods, and storms. We also faced the ongoing challenges of the pandemic, which exacerbated social and economic inequalities. In addition to supporting our clients individually through these significant insurance events, our community strategy worked to address these issues at both local and national levels.

Notable contributions



Sponsored Nature Force initiatives in partnership with Ducks Unlimited.

We've contributed \$50,000 annually since 2021, supporting their efforts to protect and conserve Canada's wetlands.



Continued active membership with Insurance Supper Club (ISC), an organization that champions equal representation and career development for women in insurance.

Partnered with Cassie + Friends.

Westland has been a proud sponsor since 2009 and a national partner since 2022. This year at an event in Edmonton, Westland teams helped fundraise over \$33,000 to support kids and families affected by Juvenile Arthritis and other rheumatic diseases.



Continued to work with Adsum House in Atlantic Canada to build 25 affordable, sustainable homes that consume at least 80 percent less energy than code-built homes.



Started a new partnership with Canadian Association of Black Insurance Professionals (CABIP) to increase opportunities for Black insurance professionals.



Donated to and proudly participated in the Vancouver Pride Festival, one of the largest Pride events in Canada. Teams across Westland also participated in Pride events across the country.



Provided a virtual tour of a former residential school in September for the **National Day for Truth and Reconciliation**. Donations were also made to **Dilico Anishinabek Family Care** in Northwestern Ontario, the **Aboriginal Mother Centre Society** in BC, and the **National Indigenous Residential School Museum of Canada, Inc.**, in Keshkeemaquah, MB.

Westland employees across Canada showed their generosity and strong community spirit by volunteering at events, donating their time, and giving to causes close to their hearts. Our teams supported over 350 community-based initiatives and provided almost \$1 million in financial support through donation and sponsorship. For more information, visit the impact section of this report.

I'm immensely proud of the efforts and achievements of Westland employees towards strengthening their communities and laying

the groundwork for lasting positive change. Our local roots define who we are, and our dedication to nurturing sustainable and inclusive communities is stronger than ever. Read on to discover the stories and partnerships that shaped our impact in 2023.

Jamie Lyons

Community impact

January 1 – December 31, 2023

British Columbia



Total sponsorships
and donations:

\$309,053

97

supported events
and community
initiatives

1,480

employees

From volunteering at beach cleanups and Pride parades to hosting free basketball camps for youth, our Westland BC teams were enthusiastic about making a difference in their local communities.

Here are some of the highlights from the year:

- Partnered with the Vancouver Bandits for the Indigenous Celebration Night game. Volunteers handed out swag, cheered on the teams, and gave away two jerseys designed by a local Indigenous artist.
- Sponsored the BC Care Providers Association (BCCPA). The BCCPA is the leading voice for B.C.'s continuing care sector and supports more than 19,000 seniors annually in long-term care and assisted living settings and 6,500 independent living residents.
- Partnered with the Vancouver Bandits to support the Indigenous Basketball Collective with free youth basketball camps. The Collective was created to increase opportunities for Indigenous players, coaches, and others to participate in basketball training camps, competitions, workshops and more. Fifteen volunteers from Westland Insurance donated a total of 30 hours to support the camps and help coaches run drills and activities with local youth.



- Cleaned up local beaches in Ucluelet and Delta/Tsawwassen to give back to the communities. The volunteers bagged garbage and loaded up debris to recycle.
- Donated \$8,500 to the Big Brothers of Greater Vancouver Foundation, which collaborates with local communities to enable impactful mentoring relationships where children and youth can discover their power and potential.
- Supported local Pride organizations across BC by participating in parades and volunteering at events.
- Supported the British Columbia Hockey League's (BCHL) All Star Top Prospects Event with a sponsorship worth over \$26,000.
- Sponsored the Canada Indian Education Society, which works towards equality and inclusion through healthcare and education for underserved communities in Canada and India.
- Supported the Surrey Fire Fighter's Charitable Society. The Society works to fulfill needs that are not met in the community, with special focus on Surrey's children, youth, and families.

The Centre for Child Development of the Lower Mainland

The Centre for Child Development of the Lower Mainland serves more than 5,700 children with disabilities and support needs. We are grateful to Westland Insurance for its leadership in corporate philanthropy, giving back to the community by supporting The Centre through its recent generous donation of \$50,000 and its pledge of ongoing support!

— Gerard Bremault, CEO

Community impact

January 1 – December 31, 2023

Alberta



Total sponsorships
and donations:

\$181,505

110
supported events
and community
initiatives

433
employees



In 2023, Westland Alberta worked to engage local communities across the province through a variety of initiatives focused on community building, diversity and inclusion, and health and wellness. Here are some of the highlights from the year:

- Partnered with Chrysalis, an Alberta Society for Citizens with Disabilities. The Chrysalis mission is to provide personalized services to empower individuals with disabilities to accomplish their employment, volunteer, and recreational goals. Our Edmonton – Laurier Heights branch took pride in sharing their experience with Chrysalis and in being a ‘Story Sponsor’ for the event, which offered the opportunity to be included in a video that was shared at the Gala. The Gala had over 300 people in attendance and Chrysalis was able to reach their fundraising goal of \$40,000.
- Donated \$25,000 towards a new mental health triage exam room at Misericordia Hospital in Edmonton.
- Participated as a Passport Pursuit Presenting Partner for the annual GlobalFest in Calgary for the second year in a row. GlobalFest closely aligns with Westland’s values of community giving and diversity, equity, and inclusion. The event offers enrichment and connection among community members while enhancing Alberta’s reputation as an international destination. GlobalFest is also dedicated to facilitating discussions around racism, discrimination, oppression, and justice through forums and educational programming.
- Sponsored and volunteered at the Style Experience FIS Big Air World Cup in Edmonton. The event emphasizes the connection between the Edmonton community and the Indigenous Peoples residing in the region. Westland was a sponsor for the Edmonton and Indigenous youth programming, with nearly 500 school kids attending the training day.
- Sponsored the Canadian Mountain Arts Foundation “Family Sunday artsPlay” in Canmore for 24 weeks. Every Sunday, artsPlace in Canmore was full of free, fun art-making activities and workshops where attendees could enjoy time together as a family.

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.

Community impact

January 1 – December 31, 2023

Saskatchewan



Our Saskatchewan teams showed their enthusiasm and generosity in 2023 by participating in various community activities, including agricultural initiatives, fundraising for non-profits, sporting events, and festivals. Notable initiatives include:

- Raised funds for the local chapters of Big Brothers and Big Sisters in Yorkton and North Battleford. Teams from each branch participated in Bowl for Kids' Sake, having a fun time bowling in support of Big Brother Big Sister mentoring programs in their communities.
- Year-round volunteering efforts from the Meadow Lake branch team to support KidSport, whose mission is to ensure all children have the opportunity to participate in sports. The team volunteered to cook community dinners and participated in golf tournaments to raise money for the cause.
- Supported 4-H Canada programs. 4-H Canada champions agricultural initiatives and community engagement for young people, providing experiential learning opportunities.
- Organized an event to promote car seat safety with SGI CANADA. The Saskatoon Brighton office team volunteered and were joined by a facilitator from SGI who conducted thorough reviews of car seat placements in vehicles. This initiative aimed to improve travel safety for families by emphasizing the importance of proper car seat installation and use.

Total sponsorships and donations:

\$44,485

73

supported events and community initiatives

233

employees



Community impact

January 1 – December 31, 2023

Westland Manitoba was a community giving superstar in 2023, supporting 27 initiatives and events across the province. Here are some of the highlights of the year:

- Participated in two build days with Habitat for Humanity. Habitat for Humanity builds homes for deserving families and has a long-standing presence in Winnipeg. Our volunteers were proud to participate in helping bring a home to life for deserving families.
- Supported Harvest Manitoba by donating \$10,000 in partnership with Intact Insurance as part of their Better Communities Program. This program is dedicated to creating safer, healthier, and happier communities across Canada by supporting local organizations that make a difference.
- Sponsored the Festival du Voyageur, an annual 10-day winter festival held in Winnipeg. Taking place each February in Winnipeg's French quarter, Saint-Boniface, it's Western Canada's largest winter festival. The sponsorship supported the Snow Symposium, featuring snow sculptures by global artists.
- Participated in numerous smaller initiatives supporting sports teams, school programs, and community festivals.

Habitat for Humanity Manitoba

Westland Insurance's donation over the past several years has provided a far-reaching impact in our Manitoba community. Your investment of \$50,000 equals \$225,000 in social benefits over the next 25 years, profoundly changing a family's life.

— Michele Happy, Fundraising Manager

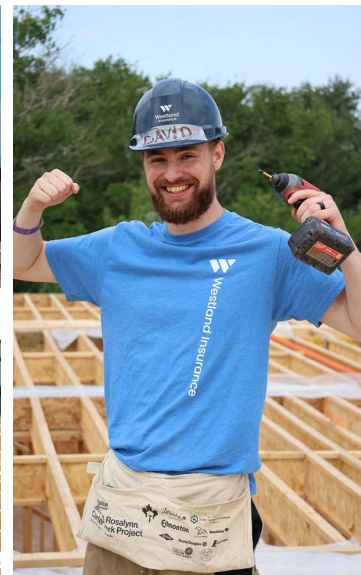
Manitoba

Total sponsorships and donations:

\$68,070

27 supported events and community initiatives

279 employees



Community impact

January 1 – December 31, 2023

Ontario



Total sponsorships
and donations:

\$106,483

48

supported events
and community
initiatives

513

employees

In Ontario, our teams across the province were eager to give back by supporting and volunteering for organizations making a difference in the local community, like Habitat for Humanity and Second Harvest. Here are some of the highlights of the year:

- Participated in the Westland Insurance food drive. The Fort Frances team contributed 255 pounds of food to The Salvation Army Christmas Hamper program.
- Supported the regional launch of Food4Kids Muskoka Ontario. Food4Kids steps in to provide meals for each child in an at-risk household when they're not in school.
- Participated in a variety of Pride parades across Ontario.



- Volunteered for the Second Harvest Truck Pull in downtown Toronto. Second Harvest is the largest food rescue organization in Canada, taking excess food destined for landfills and providing it to those who need it.
- Supported events put on by Habitat for Humanity, an organization dedicated to constructing houses for deserving families.
- Supported the Forum Italia Non-Profit Housing Corporation, which provides affordable housing and community support services to seniors and families in the Peel Region.
- Participated in IG Wealth Management's Alzheimer's Walk to raise funds for people living with dementia and those that care for them in Ontario.



Community impact

January 1 – December 31, 2023

Quebec



Total sponsorships and donations:

\$9,500

3 supported events and community initiatives

50 employees

The Quebec Globalex team supported the Grand Challenge Pierre Lavoie, which helps promote healthy living and research for a variety of diseases that affect children. One of our Globalex leaders participated, cycling 1,000 km as part of a team over several days. Together they collected a significant amount of donations, which



they then donated to an elementary school. The aim was to raise awareness of the importance of physical activity and healthy lifestyle habits from an early age.



Community impact

January 1 – December 31, 2023

Atlantic Canada



Total sponsorships
and donations:

\$13,250

3
supported events
and community
initiatives

186
employees

In 2023, our Atlantic team proudly sponsored Adsum's Sunflower project for the second year in a row. 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.

The Atlantic team also supported Royal Nova Scotia International Tattoo, an entertainment community that celebrates the heritage of Canadians' contributions to national and international peace and stability through family-friendly shows and concerts.



Volunteer spotlight

Raylene Dufour, a Compensation Analyst in our People & Performance department, is Westland's 2023 Volunteer Spotlight!

Raylene's family has been involved in giving back to the community for the last 42 years and supporting their community is a top priority for them.

Through their community involvement, they focus on helping single parents furnish their homes by picking up and distributing used household items. They also help women from transition homes, single moms and dads on income assistance, new immigrant families, and other families in need.

Raylene often volunteers her time on the weekends to help sort and categorize donations and assists in promoting the charity's work.



Raylene Dufour

Compensation Analyst, People & Performance

The work Raylene does with her family charity allows the charity to continue supporting single parents by distributing used household items. Not only is she instrumental to her family's charity, but also to our People & Performance team where she leads our compensation programs. Our team wouldn't be the same without Raylene and her expertise.

— Laila Lee, Director of People & Performance Operations



Amplifying Belonging:

Diversity, equity, inclusion, and belonging 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 2023, we:

- **Won the 5-Star Diversity, Equity, and Inclusion (DEI) award** for the second year in a row 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.
- **Launched our Employee Resource Groups (ERGs)**, which provide an opportunity for people from equity-deserving groups to come together based on shared characteristics, interests, and experiences. In addition to being a safe space to discuss and center a group's experience, ERGs engage in activities that benefit their participants and the business.
- **Completed our second annual Diversity, Equity, Inclusion survey** that provides a benchmark to measure where we are today, and where we can improve moving forward.
- **Expanded membership in our Diversity Council** due to increased interest in making an impact as part of the DEIB program.
- **Provided a virtual tour of a former residential school** through the Woodland Cultural Centre to recognize the ongoing legacy of Canada's residential school system.
- **Launched our pilot mentorship program, Amplify Mentorship**, to provide equitable access to mentorship opportunities at Westland. Amplify Mentorship came out of our Diversity Council and is designed to focus on individual growth, skills enhancement, career development, and fostering leadership abilities.
- **Introduced a holistic approach to meeting legislated requirements** and providing employees with flexibility through paid Values Days. Paid Values Days allow employees to observe significant days based on their personal choice.
- **Enhanced our benefits coverage**, including increases to mental health practitioners, fertility treatments, gender affirmation benefits, and adding dietician services.

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.

#youbelonghere

Environmental responsibility at Westland

2023 was a watershed moment for climate-related events in Canada. From devastating wildfires to unprecedented floods, our nation faced challenges that underscore the urgent need for environmental stewardship.

As a national insurance broker, we recognize our role in safeguarding communities and understand the dual responsibility we bear: to minimize negative impact on the environment while maximizing positive change. In this year's report, we're introducing a new section outlining our progress in environmental responsibility.

We acknowledge that the journey toward sustainability is ongoing and that we have opportunities for growth. In 2023, we took some preliminary but meaningful strides toward softening our ecological footprint through the following partnerships:

Nature Force



Westland is a proud sponsor of the Nature Force initiatives in partnership with Ducks Unlimited. We've contributed \$50,000 annually since 2021, supporting their efforts to protect and conserve Canada's wetlands.

Trees4Travel



Corporate Traveler partners with Trees4Travel, an award-winning environmental company. Together, we fast-track our employees toward net-zero goals through carbon-positive travel. For every journey taken, employees contribute to reducing CO2 emissions and restoring biodiversity in developing countries. Simultaneously, they provide vital support and income to local communities.

Corporate Traveler



Our partnership with Corporate Traveler (CT) has been instrumental in aligning our business travel practices with environmental consciousness. Through CT's global agreement with Thrust Carbon, we empower employees to track and measure their carbon footprint. This collaboration enables us to offer more environmentally friendly travel options, ensuring that every journey counts.

Melon



In 2023, we introduced Melon – an online tool that revolutionized booking and reporting for our employees who travel. Beyond convenience, Melon boasts a robust CO2 reporting dashboard. Employees can now view emissions data for flights, hotels, and car rentals throughout their booking journey. Armed with knowledge, they can make informed choices that contribute to a greener planet.

A greener Head Office

If environmental responsibility begins at home, then our Head Office is where we concentrate our efforts and lead by example. Here are some highlights:

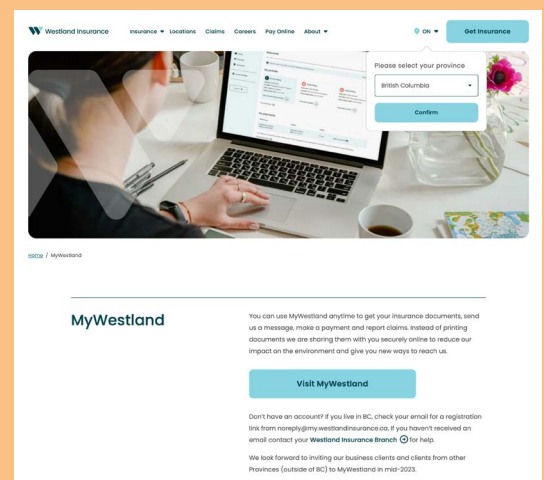
- **Bike lockers for all:** We encourage sustainable commuting by providing free bike lockers.
- **Transit-friendly location:** Our office is strategically situated near a key SkyTrain hub, promoting public transit use.
- **Recycling and composting:** Recycling and green bins on every floor facilitate responsible waste disposal.
- **Fresh air retreat:** Our rooftop deck offers a serene escape for employees seeking a breath of fresh air.
- **Electric car charging stations:** We support the transition to electric vehicles with ample charging areas.
- **Smart amenities:** Our office is surrounded by amenities that reduce the need for car errands, minimizing time spent on the road.



Other initiatives

MyWestland: We're excited to continue the launch of MyWestland, a digital platform that allows documents to be sent electronically to help reduce our printing and postal impact. MyWestland is currently available for our clients in BC, Alberta, Saskatchewan, and Manitoba.

Biodegradable plastic use: In government auto provinces, we use biodegradable plastics for our auto document pouches.





This work is just the beginning. As we move forward, we're committed to finding even more ways to lessen our ecological burden and leave a legacy of care and respect for our planet.



Find out more about our community efforts by visiting westlandinsurance.ca or following us on social.

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

 [facebook.com/westland.insurance.canada](https://www.facebook.com/westland.insurance.canada)

 [linkedin.com/company/westlandinsurance](https://www.linkedin.com/company/westlandinsurance)