



# Community Impact Report

2024





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## 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 in nearly 200 communities across Canada and in the USA.
- Empower our employees to be the voice of Westland in their communities.
- Work with our local communities to prepare for the impact of climate change.
- Foster long-term community well-being by supporting partners who make our communities stronger.
- Prioritize inclusive engagement and sustainable impact.





*At Westland, we're committed to building a truly inclusive community – one where everyone belongs, from our employees to our clients.*

## Message from Jamie Lyons

President & CEO

At Westland, being part of our family means embracing a shared commitment to care for each other, our clients, and our communities with empathy and integrity.

Since our inception in 1980, Westland has proudly supported the communities where we live and work. In 2024, we were more committed than ever to making a positive impact through meaningful actions in the following areas:

- Wellness and mental health
- Climate action and environmental sustainability
- Diversity, equity, and inclusion (DEI)
- Housing and food security

In today's world, the importance of these actions can't be overstated. At Westland, we're committed to building a truly inclusive community – one where everyone belongs and feels supported, from our employees to our clients. Inclusion isn't just a priority; it's woven into the fabric of our organization

and guides our actions and decisions. This commitment extends beyond our organization and into the communities we serve. As a company proud of our Canadian roots, we also recognize the strength that comes from embracing our country's diversity and supporting the people and businesses that drive our nation forward. Whether it's helping Canadian families protect what matters most, supporting local businesses, or giving back to the communities we call home, we're dedicated to being there for Canada – today and for generations to come.

In 2024, we've also seen the effects of climate change continue to challenge our communities, with wildfires, floods, and storms becoming more frequent and severe. This year, we reevaluated our community strategy to better address the ongoing impacts of climate change and the critical role the insurance industry plays in education and risk mitigation. By refining our approach, we aim to drive greater awareness and meaningful action in the communities we serve.





## Notable contributions:

As an organization, we invested in projects and programs that make a positive difference in our communities across Canada. In 2024, we introduced paid volunteer time and made several important contributions that aligned with our Amplifying Communities strategy:



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.



Started a new partnership with Canadian Centre for Diversity and Inclusion (CCDI), whose mission is to help the individuals and organizations they work with be inclusive, and free of prejudice and discrimination.



Continued our active membership with CABIP (Canadian Association of Black Insurance Professionals), which aims to increase opportunities for Black insurance professionals. Introduced paid volunteer time for all employees.



Continued our partnership 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 \$19,000 to support kids and families affected by Juvenile Arthritis and other rheumatic diseases.



Hosted a virtual Kairos Blanket Exercise for employees, an interactive and educational activity designed to help participants understand the historical and contemporary relationships between Indigenous and non-Indigenous peoples in Canada.



Introduced paid volunteer time for all Westland employees, to support and promote volunteerism. The policy allows employees to take time off from work to participate in volunteer activities that are important to them and their communities while receiving their regular pay.

Westland employees across Canada have demonstrated their unwavering dedication by actively participating in community events, offering their time and skills, and championing causes that resonate with them and are important to the communities where they live and work. **Collectively, they volunteered over 3,400 hours in 2024, which is the equivalent of nearly 500 full workdays and over \$119,000 in employee pay. Our teams supported over 330 community-based initiatives and provided almost \$350,000 in financial support through donation and sponsorship.** For more information, visit the impact section of this report.

As we look ahead, I'm inspired by the passion and commitment of our Westland family. Their tireless efforts are making a difference in our communities and have set the stage for enduring positive change. Our strong local ties shape our identity, and our efforts to foster sustainable and inclusive communities are only increasing. Keep reading to explore the stories and partnerships that have defined our impact in 2024.

Jamie Lyons





## Community Impact

January 1 – December 31, 2024

## British Columbia



**\$110,429**

in total sponsorships  
and donations

**66**

supported events and  
community initiatives

**1,512**

employees

From organizing food drives and local donations to sponsoring the Vancouver Folk Music Festival, our Westland BC teams showed their heart for giving back to their communities in 2024. Here are some of the highlights from the year:

- Organized a province-wide food drive in partnership with local grocers, community food banks, and the Salvation Army. The event raised over \$10,000 in cash donations and collected 6,199 lbs. of food to support local communities.
- Sponsored the Vancouver Folk Music Festival, supporting 980 volunteers for the three-day event. The festival celebrates both traditional and contemporary folk and roots music, creating a welcoming space for music lovers to connect and discover diverse sounds and cultures.
- Volunteered at the Surrey Food Bank to help hand out food to over 250 families. The Surrey Food Bank ensures families in Surrey and North Delta have access to nutritious food, connects clients with resources to achieve self-sufficiency, and engages the community to create a network of support.







- Donated \$2,500 to Backpack Buddies, matched by Northbridge's donation matching program for a total of \$5,000. Backpack Buddies provides nutritious meals and snacks to children facing food insecurity on weekends, working closely with schools to discreetly get food to kids who need it most. They deliver food every Friday to over 6,000 children across 73 communities in BC, ensuring kids have reliable access to nutritious food on weekends.
- Supported the Surrey Firefighters' Senior Girls High School Basketball Classic, which they've been the annual presenting sponsor of since 2001. The Surrey Fire Fighters' Charitable Society focuses on supporting children, youth, and families in Surrey by addressing gaps in essential services and resources, partnering with local charities to maximize its impact.
- Coordinated a \$1,000 donation to Wilma's Transition House. Each year, Westland BC supports this organization in various ways. This year, they also assembled holiday hampers to be distributed before Christmas. Wilma's Transition Society has been dedicated to assisting women and children in transitioning from abusive and violent domestic environments to positive, independent, and non-violent lifestyles for over 30 years.
- Supported the BCHL 2024 All-Star Weekend with a sponsorship worth \$25,000, where employees gave away jerseys, handed out swag, and attended the executive meeting to support the BCHL insurance policy and future business opportunities. The BCHL aims to be the premier Junior A hockey league in North America, focusing on player development, integrity, competitiveness, and community engagement.

#### Surrey Fire Fighters' Charitable Society:

*"Westland Insurance's steadfast support of the Surrey Firefighters' Senior Girls High School Basketball Classic has played a key role in making this event a cornerstone of community pride and youth empowerment. Their generosity creates opportunities for young athletes to showcase their talents while uniting the community in celebration of sportsmanship and camaraderie. Additionally, their commitment extends to providing bursaries to these athletes, supporting their pursuit of post-secondary education, and helping them achieve success both on and off the court. We are deeply grateful for Westland Insurance's dedication to making a lasting, positive impact through this cherished tradition."*

Dylan Van Rooyen | President  
Surrey Charitable Firefighters Society





## Community Impact

January 1 – December 31, 2024

## Alberta



**\$83,307**  
in total sponsorships  
and donations

.....

**105**  
supported events and  
community initiatives

.....

**551**  
employees

.....

Westland Alberta was a community giving role model in 2024, working to support and engage local communities across the region through a variety of initiatives focused on food security, health, and diversity and inclusion. Here are some of the highlights from the year:

- Donated \$3,000 in partnership with Intact Insurance to the Root Cellar Food & Wellness Hub, which is the Medicine Hat & District Food Bank. This grant was made possible through Intact's Better Communities Fund Emergency Food Pantry Project, supporting their mission and critical work in addressing food insecurity.
- Sponsored the Cassie + Friends Run/Walk event in Edmonton. This event had over 130 participants and raised over \$19,000. The team contributed by fundraising, running, giving away swag at the booth, and cheering on the kids and families as they raced together towards a pain-free future for kids. Westland has been a proud sponsor since 2009 and a national partner since 2022 of Cassie + Friends in Canada as they grow and advocate for children living with pediatric rheumatic diseases.





- Volunteered at and sponsored the Red Deer Ride for Dad event, which supports the Prostate Cancer Fight Foundation. The event and organization are committed to connecting the community, as well as helping save lives and improving the quality of life for men and their families living with the disease
- Sponsored the Global Roots concert series, hosted by artsPlace in Canmore and operated by the registered charity Canadian Mountain Arts Foundation. The Global Roots Concert Series includes a variety of performers from around the world and attracts a broad cross section of Canmore residents and visitors. Northbridge matched Westland's \$3,000 donation so they could contribute \$6,000 total to the Community Arts Hub, whose work celebrates inclusivity, diversity, equity, and accessibility.
- Sponsored the Bear Creek Folk Festival, a family-friendly, inclusive, and accessible three-day music festival in Grande Prairie. The Alberta team was able to support the festival's goal of saving 15,000+ water bottles and saving 3.21kg of CO2 emissions by using solar power to run one of the main stages.
- Participated in the Pattison Media Come Together Christmas Campaign as official drop-off locations. The branches collected a significant number of items and donated \$3,000 raised from an internal fundraiser. The Come Together Christmas Campaign collects unwrapped toys, gifts, personal hygiene items and non-perishable food for 20+ not-for-profit organizations across the Peace Region.



#### Bear Creek Folks Festival team:

*"Bear Creek Folk Music Festival relies on the support of many. From our 700+ volunteer family, through our dedicated audience, to our incredible sponsors like Westland, we are humbled by how much this festival means to so many people. We are grateful to Westland Insurance for their sponsorship and ongoing support! We are incredibly honoured to have jointly created such an amazing event that uplifts so many in our community."*



## Community Impact

January 1 – December 31, 2024

# Saskatchewan



**\$43,116**

in total sponsorships  
and donations

.....

**71**

supported events and  
community initiatives

.....

**228**

employees

.....

In 2024, our Saskatchewan teams showed up for their community by organizing and supporting a variety of impactful projects, including fundraising for non-profits, gathering clothing donations, and supporting their local food banks. Notable initiatives include:

- Hosted a Car Seat Clinic in Regina in collaboration with SGI. A skilled technician reviewed car seat installations and provided valuable insights to ensure each seat was safely and accurately fitted. This event engaged local families and provided the resource to ensure proper car seat installation for peace of mind on the road.
- Contributed \$3,000 in partnership with Intact Insurance to the Food Banks of Saskatchewan through the Better Communities fund. Food Banks of Saskatchewan is a provincial network that supports and strengthens food banks across the province to better serve those experiencing hunger and food insecurity. Supporting our communities is at the heart of Westland's mission, and addressing food insecurity is a key pillar in our commitment to making a positive impact.
- Launched a warm clothing donation drive, with bins set up at each branch to collect new and gently used winter clothing. All donations stay within the community, supporting local charities and helping neighbors in need this winter season. This initiative provides essential winter clothing to those in need, ensuring warmth and comfort during the harsh Saskatchewan winters. By keeping donations within the community, it directly supports local charities and strengthens the bond between neighbors, fostering a spirit of care and compassion.





- Supported the Ehrlo Sport Venture Cookie Classic fundraiser. Proceeds from the Tim Hortons Holiday Smile Cookie initiative directly benefit local youth, providing access to sports and recreational programs through Ehrlo Sport Venture and Tim Hortons Foundation Camps. Ehrlo Sport Venture Program (Sport Venture) works to provide youth and families access to a variety of recreational programs.
- Showed their support at the Blue Goose Curling Bonspiel in Regina, an insurance industry event where the Westland team claimed the coveted first place spot. Blue Goose Regina Pond is a group of current and former insurance professionals committed to giving back to their community, fostering strong connections with peers, and proudly representing the insurance industry. The group raises funds to support SaskAbilities and contributes to various event.





## Community Impact

January 1 – December 31, 2024

## Manitoba



**\$11,693**

in total sponsorships  
and donations

**36**

supported events and  
community initiatives

**243**

employees

The Westland Manitoba team was an active and caring participant in their community in 2024, giving back through 36 impactful initiatives and events across the province. Here are some of the highlights of the year:

- Volunteered at Harvest Manitoba, working on tasks that ranged from packaging fresh produce to organizing canned goods, all with the goal of assembling food bins for local food banks in need. Harvest collects and shares 13 million pounds of healthy and nutritious food to hungry Manitobans every year. With this food, they prepare Harvest Hampers in their Winnipeg Warehouse, which are then distributed to feed more than 100,000 Manitobans every month.
- Supported Harvest Manitoba by donating \$5,000 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.





- Donated \$500 toward and volunteered at the Home for Dinner Program for Ronald McDonald House Charities (RMHC), alongside Red River Mutual Insurance. They collaborated with RMHC Manitoba staff to prepare and serve dinner. Ronald McDonald House serves as a comforting home away from home for families from rural Manitoba and other provinces whose children require treatment at nearby hospitals.
- Participated in the Winnipeg School Division career expo. The expo provided an opportunity to educate students and community members on a career in insurance and the pathway to work at Westland. Employees had the opportunity to share insights about Westland and highlight the rewarding career opportunities available in the insurance industry. This annual event brings Winnipeg School Division students together with the community, providing them an opportunity to explore and consider pathways that will shape their future aspirations.
- Sponsored and volunteered at a Portage Terriers game where they engaged with fans, distributed promotional items, and hosted an exciting contest, giving attendees a chance to win a team-signed jersey. The Portage Terriers are a Junior A hockey team located in Portage la Prairie, Manitoba, and compete in the Manitoba Junior Hockey League.
- Hosted a Client Appreciation BBQ to celebrate and thank the Brandon, Manitoba community after the consolidation of Westland Brandon branches. The event was a success, with the team warmly welcoming everyone for a delicious lunch that included hotdogs, chips, and drinks. The BBQ strengthened relationships with clients and reinforced Westland's commitment to the community.





## Community Impact

January 1 – December 31, 2024

## Quebec



**\$5,000**

in total sponsorships  
and donations

**1**

supported events and  
community initiatives

**67**

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, 2024

## Ontario



**\$75,000**

in total sponsorships  
and donations

**54**

supported events and  
community initiatives

**486**

employees

The Ontario teams eagerly supported and volunteered at initiatives that make a positive difference in the local community, including the Thunder Bay Pride Festival and the Ontario Humane Society. Here are some of the highlights of the year:

- Donated \$2,000 to Halton Women's Place to help provide shelter and crisis services for physically and emotionally abused women and their dependent children. This organization provides a gateway to safety, support, and a future without abuse for women and their children.
- Participated in the Thunder Bay Pride Festival, which was part of a full month of pride-themed fun and festivities. The Thunder Bay Pride Festival is an annual celebration of the 2SLGBTQIA+ community in Thunder Bay, Ontario. It's a vibrant and inclusive event designed to celebrate diversity, promote equality, and raise awareness.
- Organized a \$1,372 donation towards the Humane Society, which promotes the humane treatment of animals, provide shelter for abandoned or abused pets, and facilitates the adoption of these animals to loving homes.
- Sponsored the 2024 Ontario Winter Games and actively participated in the event, attending pre-ceremony activities, setting up a booth, and handing out medals.
- Partnered with the Ontario Hockey League throughout the 2023 – 2024 season and showcased a monthly community player(s) with the Barrie Colts, Brantford Bulldogs, and the Peterborough Petes. This partnership highlighted OHL players and their community involvement in their respective cities through blog posts and social media highlights.





## Community Impact

January 1 – December 31, 2024

## Atlantic Canada



**\$8,651**

in total sponsorships  
and donations

**6**

supported events and  
community initiatives

**198**

employees

In 2024, our Atlantic team was proud to support Cassie + Friends in their incredible efforts to improve the lives of children with juvenile arthritis. Together, they made a difference with staff and their family members joining in the walk in the Halifax area.

The Atlantic team also had the incredible opportunity to participate in a Charlottetown Islanders junior hockey game day in PEI, bringing together staff, clients, and family members for a fun and active community event. The team was on the concourse, engaging with fans and handing out swag to over 3,500 people, creating an energetic and welcoming atmosphere. It was a fantastic opportunity to connect with the local community and share our passion with Islanders fans of all ages.





## Volunteer spotlight

Steve Green, a Commercial Account Executive from Ontario, is Westland's 2024 Volunteer Spotlight!

Steve is an avid volunteer and his dedication to his community truly goes above and beyond. Steve is a director for the local Boys and Girls Club since 2019, is a Program Coach for the Timbits Sports Program that provides sports opportunities for kids aged four to eight, has been a director with Kawartha Haliburton Crime Stoppers for four years, and is now the Chair of Victim Services for Kawartha. In May, Steve was awarded at an official ceremony for his long term and outstanding volunteerism with Victim Services.

Steve's passion for helping people runs deep. He can often be found researching and securing housing for people in his community. Despite often working long days for Westland, during his downtime he organizes dinner events for local fundraisers and takes on the bulk of the meal prep and cooking himself.

Steve's heart for his community makes him a natural fit for a client-facing role at Westland. Steve has a great knowledge base to assess a client's need for coverage and offers expert advice. Two years ago, Steve was the recipient of the Readers' Choice Award for Insurance Broker of the Year, issued from Kawartha Lakes.



### Steve Green

Commercial Account Executive

*"A lifelong member of our community, Steve has made a lasting impact both professionally and through his extensive volunteer work. His leadership and commitment have strengthened our ability to serve victims of crime and tragic circumstances, making a profound impact on our organization and the broader community. It is with great appreciation that we recognize Steve for his outstanding contributions and dedicated service to KHVS."*

– John Hagarty  
Executive Director,  
Kawartha Haliburton Victim Services

*"We applaud Steve for his efforts and commitment to building a strong, healthy, and safe community. This commitment is reflected in his ongoing contributions to many nonprofit organizations, including his participation on the local BGC Kawartha and Victims Services Boards. It's also evident in the client experience he delivers in his role as a trusted advisor to local farm and business owners as a valued member of our Commercial team."*

– Emily Avery-Graves  
Director, Middle Market Sales  
Westland Insurance







## Amplifying Belonging:

### Diversity, equity, and inclusion at Westland

#youbelonghere

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 2024, we:

- **Won the 5-Star Diversity, Equity, and Inclusion (DEI) award** for the third 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.
- **Added more members to our Employee Resource Groups (ERGs)** and launched a fourth group, the Newcomers to Canada ERG. Our ERGs 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 third annual Diversity, Equity, Inclusion survey** that provides a benchmark to measure where we are today and where we can improve moving forward.
- **Expanded membership capacity in our Diversity Council** due to increased interest in making an impact as part of the DEIB program.
- **Started a new partnership with Canadian Centre for Diversity and Inclusion (CCDI)** whose mission is to help the individuals and organizations they work with be inclusive, and free of prejudice and discrimination. We also attended the CCDI Unconference, bringing back learnings to the Diversity Council.
- **Launched a new course called Amplifying Belonging: Introduction to DEIB 101.** This course is open to all employees and aims to foster a more inclusive workplace by educating participants on the importance of diversity, equity, inclusion, and belonging (DEIB).
- **Hosted the virtual Kairos Blanket Exercise for employees**, an interactive and educational activity designed to help participants understand the historical and contemporary relationships between Indigenous and non-Indigenous peoples in Canada.
- **Were honoured as an Excellence Awardee for Excellence in Diversity and Inclusion** from the Canada HR Awards.

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.





## Environmental responsibility at Westland

2024 was another historic year for climate-related events in Canada. Rocked by devastating storms, floods, and wildfires, we were once again faced with the undeniable need for greater 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. To address this, we:

- Enhanced our Community Impact Program to more effectively address the impacts of climate change.
- Conducted employee focus groups to ensure employee alignment with the Community Impact Program.
- Created Community Partner Guidelines to ensure community partners are aligned with Westland's values.
- Were intentional about choosing our vendors based on where they're located in Canada, which helped decrease our carbon footprint from deliveries through reducing travel time and emissions.

We acknowledge that the journey toward sustainability is ongoing and that we have opportunities for growth.

We also took strides toward softening our ecological footprint through the following partnerships:

### Nature Force

Westland continues to be 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.

### Canada Post

We launched a Canada Post corporate account for our branches to access across Canada, which offers convenient ground shipping. Ground shipping is carbon neutral, and we encourage our branches to use this whenever possible.

### Record Express

We set up many of our branches with Record Express for their shredding needs. Record Express is a 100% Canadian-owned company that embraces DEI and partners with industry leading companies to ensure all waste is recycled and reused responsibly.

### ICS Courier

ICS Courier is our first choice for trackable business-to-business courier items. Not only are they a Canadian company, but they're committed to exploring alternatives to fuel and have electric and propane vehicles in the fleet. ICS continues to improve driver tools for route optimization and all shipping materials are 100% recycled.





## 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



**Fresh air retreat:** Our rooftop deck offers a serene escape for employees seeking a breath of fresh air.



**Transit-friendly location:** Our office is strategically situated near a key SkyTrain hub, promoting public transit use.



**Smart amenities:** Our office is surrounded by amenities that reduce the need for car errands, minimizing time spent on the road.



**Recycling and composting:** Recycling and green bins on every floor facilitate responsible waste disposal.



**Electric car charging stations:** We support the transition to electric vehicles with ample charging areas.

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](https://westlandinsurance.ca) or following us on social.

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

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

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