Westland Insurance

Coverage that goes further



Community Impact Report

2025





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Our values

We believe in being:

- ✓ **Enterprising** – Bold, ambitious and proactive.
- ✓ **Expert** – Striving for excellence, continuous learning, and high standards.
- ✓ **Caring** – Genuine support and empathy for people, clients and communities.
- ✓ **Collaborative** – Team-focused, valuing diverse perspectives to drive shared success.

Amplifying Communities

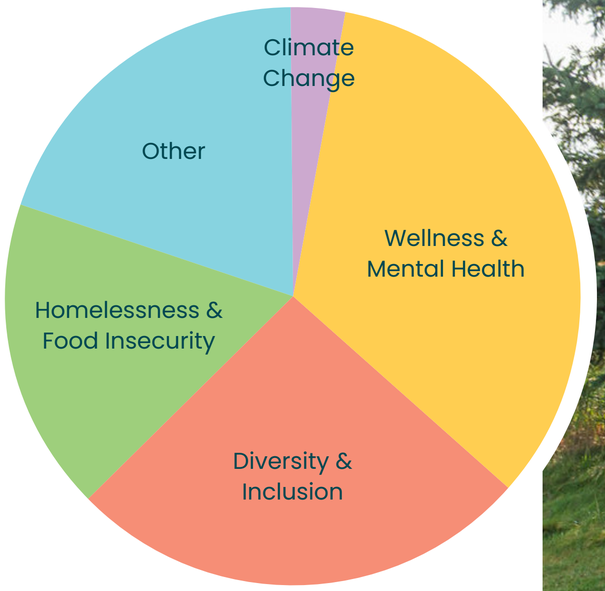
At Westland, our community vision is to be an authentic and invested community member. We:

- 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.









- Climate change: 9
- Wellness & Mental Health: 94
- Diversity & Inclusion: 73
- Homelessness & Food Insecurity: 49
- Other: 55

Message from Jamie Lyons
President & CEO

2025 has reminded us just how essential connection is.

At Westland, we want to connect more people and communities across Canada with “more Westland”, whether through community support or our advisory services. This guides our purpose: we empower people and businesses with confidence for the future in the face of uncertainty – driven by expertise, care and a collaborative spirit.

Across the country this year, everyone felt the effects of a challenging economy, and the demand for support for charities and not-for-profits grew in ways that couldn’t be ignored. This environment shaped our community focus in 2025. As a Canadian organization, our identity is deeply tied to the people and businesses who make up this country. That connection informs how we show up: whether it’s supporting programs that assist families, contributing to initiatives that create stability for local businesses, or working alongside community partners who are dedicated to improving the lives of Canadians, Indigenous populations, and newcomers.

This year also brought ongoing attention to the effects of climate change across Canada. While not as destructive in terms of insured values as 2024’s record breaking level, wildfires and flooding continued impacting regions from coast to coast, reinforcing the urgency of building resilience and greater risk mitigation.

These events highlighted the important role our industry plays in helping Canadians navigate uncertainty, understand their exposure, and make informed decisions that protect their homes, businesses and communities.

“As a Canadian organization, our identity is deeply tied to the people and businesses that make up this country.”



Climate considerations are becoming increasingly integral to how we shape our community strategy, and they will continue to influence the partnerships we support. The work that we do to help Canadians and their communities navigate a complex and uncertain world – including addressing social, economic and protection gaps – is more important today than it has ever been.

One of the most important aspects of our work this year was being purposeful in how we directed our community investments. Through our Amplifying Communities program, we concentrated on initiatives that respond directly to the issues most affecting the places where we live and work:

- Climate Change
- Wellness & Mental Health
- Diversity & Inclusion
- Homelessness & Food Insecurity

This intentional approach helped ensure our efforts were aligned with both immediate priorities and long-term community outcomes.

What stood out throughout the year was the level of involvement from employees across the country. **Collectively, Westland employees volunteered over 3,400 hours, equivalent to almost 450 workdays, supported 280 initiatives, and contributed over $700,000 in donations.**

Thank you to everyone who helped bring these community initiatives to life. Your dedication continues to inspire me, and I'm proud of Westland employees' unwavering commitment to giving back to their communities.

Looking ahead, our focus on thoughtful giving will continue to reflect the kind of presence we strive to have in the communities we serve. With our employees, clients, and partners, we'll build relationships and support work that creates lasting outcomes across Canada, bringing more Westland to even more Canadians.



Jamie Lyons

*Collectively, Westland employees volunteered over **3,400 hours**, equivalent to almost **450 workdays**, supported **280 initiatives**, and contributed over **$700,000 in donations.***

Highlights

These highlights reflect our shared dedication to being present in the communities we serve. This year's impact was shaped by several key initiatives and partnerships:

Cassie + Friends: We deepened our longstanding partnership with Cassie + Friends, having been a proud sponsor since 2009 and a national partner since 2022. We contributed $68,000 to the organization this year and acted as a Core Presenting Partner for their runs for awareness regarding juvenile arthritis across the country.

Canadian Centre for Diversity and Inclusion (CCDI): We continued our partnership from last year with the CCDI, where employees engaged in CCDI's learning opportunities, including the Knowledge Repository, webinars, the UnConference and Community of Practice events.

Canadian Parks and Wilderness Society (CPAWS): On Giving Tuesday, Westland partnered with the Canadian Parks and Wilderness Society (CPAWS) to protect Canada's parks, forests, waters and wildlife. With Westland's $25,000 matching gift, the one-day total reached $157,579.07, helping advance conservation efforts across the country.

Urban Native Youth Association and Water First: Westland contributed to the Urban Native Youth Association and Water First, supporting Indigenous youth leadership and water science education. Additionally, branches across the country supported local National Day for Truth and Reconciliation events and donated to Indigenous-led initiatives in their communities.

MentorAbility: We partnered with MentorAbility to support disability inclusion. Westland employees volunteered as mentors for job seekers with disabilities through short-term sessions, providing insight, guidance, and meaningful professional support.

We introduced a multi-year DEIB Strategic Plan (2025–2029), which includes *Reconciliation as a dedicated pillar*, underscoring our commitment to Indigenous inclusion and relationship-building.

Impact by province

January 1 - December 31, 2025

$170,692 in donations

84 supported events and community initiatives

1,584 employees

Climate Change: 3

Wellness & Mental Health: 3

Diversity & Inclusion: 16

Homelessness & Food Insecurity: 16

British Columbia

From strengthening food access across BC to supporting literacy, inclusive play, and environmental sustainability, our Westland teams across the province continued to demonstrate their commitment to community care throughout 2025. Below are some of the year's highlights:

- Supported 34 Food Bank branches across the province, helping deliver essential food and supplies to families experiencing food insecurity. Through this work, our teams contributed over $21,000 to hunger-relief efforts across multiple regions.
- Contributed $2,500 to the Surrey Public Library, helping expand literacy programs, resource access, and inclusive community programming for Surrey and White Rock residents. This support helps create welcoming spaces where people can learn and connect.
- Provided $2,500 to the Salt Spring Elementary School for the building of an inclusive playground, helping create an accessible play space where children of all abilities can play safely. The initiative strengthens community wellness by providing a shared area for families to gather.
- Donated $2,000 to the Surrey Food Bank Society for the Backpack Buddies program in partnership with Intact Communities. This contribution helped provide weekend meals for children in Surrey, funding the equivalent of 80 backpacks, each costing $25 per child per weekend.



Surrey Public Library:

"Thanks to the generosity of Westland Insurance, the Library has been able to offer more programs and services that truly change lives. Their partnership strengthens our ability to serve where the need is greatest, making a lasting difference for everyone who relies on the Library each and every day. Westland Insurance is not just supporting a Library but investing in the vibrant community they serve."

Surinder Bhogal
Chief Librarian, Surrey Libraries

British Columbia *(continued)*

- Supported the Special Olympics BC – Law Enforcement Torch Run (Prince George) with a $1,500 contribution, celebrating athletic inclusion and community pride. A Westland representative joined the run, contributing to an event that raised $7,110 in total.
- Donated $1,000 to Recovery Kidz, helping provide holiday gifts to children whose parents are in addiction treatment. This support helps reduce stress for families during the holiday season and ensures children feel acknowledged.
- Participated in two Vancouver-area cleanups, including a shoreline cleanup along the downtown seawall led by the Arbutus and Vancouver branches. These efforts helped protect local ecosystems while fostering environmental stewardship.
- Joined an Ocean Wise beach cleanup, supported by a $5,000 donation, contributing to cleaner shorelines and reinforcing our commitment to environmental care.





Ocean Wise:

"The Westland Insurance team brought great energy to our Crab Park cleanup. With 25 volunteers, we removed 57 kg of litter, including 1,337 cigarette butts, from 2 km of shoreline. Your team's time and support genuinely helped brighten up the shoreline and keep more waste out of the ocean."

Katia Corral Quijada
Shoreline Cleanup Specialist, Ocean Wise

Impact by province

January 1 - December 31, 2025

$82,401 in donations

39 supported events and community initiatives

542 employees

Climate Change: 1

Wellness & Mental Health: 20

Diversity & Inclusion: 14

Homelessness & Food Insecurity: 4

Alberta

In 2025, Westland teams across Alberta continued to show what local commitment looks like: championing causes that strengthen families, create opportunities for young people, and support the well-being of communities across the province. Here are some highlights:

- Joined team Cassie + Friends in Calgary and Edmonton for their annual run events, donating $4,000 in support. Every step and every dollar raised helps kids and families affected by juvenile arthritis and other rheumatic diseases. Westland has been a proud sponsor of Cassie + Friends in Canada since 2009 and a national partner since 2022, and we value their championing of research, education, connection and support.
- Continued our support of the Volunteer Lethbridge non-profit organization by providing a $5,000 donation towards their project for National Volunteer Week. The donation supported building 500 gift bundles made from locally sourced items around Lethbridge and southern Alberta to recognize the amazing volunteers who give their time and talents to the community.
- Assisted in revamping the Innisfail Libraries Children's Reading Area by providing a $5,000 contribution. Additionally, the Insurance Brokers Association of Alberta (IBAA) provided a Community Grant for an additional $3,000 donation. By supporting a space dedicated to learning and early development, we're investing directly in the well-being of families and future generations.
- Supported the Aspire Child Development Centre in Red Deer by donating $500 to their annual fundraiser gala event, where proceeds went to support children with diverse needs in central Alberta. This year marked their 40th year of operation as an organization which aims to make a lasting difference in the lives of children and families.





Alberta *(continued)*

- The Grande Prairie team participated in the local Corporate Challenge community fundraising initiative where the purpose of the event is to build stronger teams, network with other local businesses and give back to the community. Westland donated $3,250 and proceeds went to two local charitable organizations. One was Bandaged Paws Animal Rescue Association, a non-profit in the northern Alberta region focused on animal rescue and rehoming. The second was Kev's Kids Society which organizes funds to support children needing necessary medical expenses or life-improving equipment.

- Continued our partnership with the Calgary Humane Society (CHS) through event and community engagement, as well as volunteer support. Westland donated $2,700 towards the CHS Annual Fundraising Gala and the Dog Jog fundraising event. The CHS also offers group volunteering days, and helped us organize this for our Calgary staff. These experiences offered our team a deeper understanding of the tremendous commitment CHS staff and volunteers bring to their work every single day.





Calgary Humane Society:

"Thank you for Westland Insurance's generous sponsorship of Dog Jog and Cocktails for Critters, and for making space for your team to volunteer at Calgary Humane Society. We know time is one of the most valuable gifts, and your willingness to give it speaks volumes about your commitment to the community. By investing both resources and hands-on time, Westland Insurance helps bring comfort and compassion to vulnerable animals and saves lives every day. Your team's presence and compassion not only drives this mission forward but also creates meaningful connections that amplify the impact of our mission —making events possible, raising awareness, and ensuring brighter futures for pets in need. We couldn't do this work without you, thank you for your loyal investment!"

Kaleigh Goehringer
Director of Philanthropy, Calgary Humane Society

Impact by province

January 1 - December 31, 2025

$41,231 in donations

78 supported events and community initiatives

232 employees

Wellness & Mental Health: 26

Diversity & Inclusion: 23

Homelessness & Food Insecurity: 10

Saskatchewan

Across Saskatchewan, our teams continue to show their commitment to the communities they're part of. Whether supporting local events, contributing to important community programs or lending their time where it's needed most, our employees are helping make a positive, practical impact close to home.

- Supported Hope Ministries in Moose Jaw, where our team volunteered three hours of their time and contributed $500 to help individuals and families facing food and housing insecurity. From warm meals to safe shelter during extreme weather, Hope Ministries is a lifeline for many in the community. Our team's hands-on support helped strengthen the essential services so many rely on.
- Hosted a Regina Car Seat Clinic in partnership with SGI, helping families travel safely and confidently. A certified technician reviewed installations, answered questions, and ensured each seat was properly fitted. Through conversations with local families, the clinic helped reinforce the importance of child passenger safety and offered peace of mind to parents and caregivers.
- Donated $5,000 to SIGN Yorkton to support their vocational employment program, one of 24 programs supporting the local community. Westland's contribution directly helps provide coaching, training resources, and community work placements.



SIGN:

"By donating to SIGN Vocational Employment, Westland Insurance is supporting more than just short-term work. It gives people hope, purpose, and a pathway to long-term inclusion and independence. This contribution helps transform lives, strengthen our community and build opportunities which, to those the program assists, may have previously been seen as beyond their reach."

Andrew Sedley
CEO, SIGN

Saskatchewan *(continued)*

- Supported the Saskatchewan Polytechnic Faculty of Business Case Competition in Moose Jaw, where team members from across the province came together to help facilitate a hands-on learning experience for hundreds of students and educators. Westland's support helped strengthen opportunities for youth and contribute to a brighter future for Saskatchewan communities.
- Supported the Health Foundation Radiothon in Yorkton through a $500 donation, assisting in their efforts to expand local cancer treatment services at the Yorkton Regional Hospital. Our team's involvement contributed to improving access to care for individuals and families across the region.



Saskatchewan Polytechnic:

"The Business Diploma Case Competition provides high school students with opportunities to generate ideas to a real-time problem that an organization is facing and then present their solutions, in a time sensitive, competitive environment. This unique experience helps students build their creative thinking, problem solving, teamwork, and communication skills, as well as their confidence. Further, the event provides students with opportunities to learn more about potential educational and career paths, such as the insurance specialty in the Business Diploma program at Sask Polytech. The support of Westland Insurance helped make this learning and development opportunity available to students across the province. Thank you, Westland Insurance, for partnering with us to invest in Saskatchewan's youth!"

Stephen Kirzinger
Program Head - Business Development,
Saskatchewan Polytechnic

Impact by province

January 1 - December 31, 2025

$43,699 in donations

28 supported events and community initiatives

225 employees

Wellness & Mental Health: 7

Diversity & Inclusion: 5

Homelessness & Food Insecurity: 6

Other: 10

Manitoba

Our Manitoba team continued to step up for organizations that build stronger, healthier and more resilient communities. With a focus on food security, health supports, emergency response and inclusive community programming, the team contributed both time and resources to drive meaningful impact across the province:

- Contributed $12,000 to Harvest Manitoba in partnership with Intact Insurance and their Community Impact Partnership program: the Better Communities Fund. The Westland team also volunteered 80 hours, equivalent to more than 11 full workdays, for Harvest Manitoba to help sort donations, organize canned goods and assemble food bins for local food banks. Harvest Manitoba collects and distributes 13 million pounds of nutritious food every year, preparing Harvest Hampers in their Winnipeg warehouse to feed more than 100,000 Manitobans each month. The team's efforts helped ensure food packages reached families relying on this essential support in a timely manner.
- Donated $1,000 to the Canadian Red Cross to support Manitobans affected by widespread wildfires, which was matched by the Insurance Brokers Association of Manitoba. The donation helped the Red Cross provide emergency lodging, food, personal services, emotional well-being support and essential supplies during a challenging time.



Harvest Manitoba:

"Volunteers are central to our work at Harvest Manitoba, and contributions like Westland Insurance's make a true impact for our neighbours in need. Their time and dedication helped us keep food moving to the 50,000 Manitobans who rely on a food bank every month. Support like this strengthens our ability to serve our community when it matters most."

Kelly McArthur
Senior Manager of Philanthropy,
Harvest Manitoba

Manitoba *(continued)*

- Backed the South Central Cancer Resource (SCCR) Stronger Together Fashion Show, helping SCCR raise more than $75,000 in 2025. Westland's support helped SCCR continue aiding individuals with cancer and their families across South Central Manitoba by providing transportation, information, head coverings, services, education and resources throughout their cancer journey.
- Participated in Eden Health Care Services' Light Up the Night initiative in Winkler, supporting their mission to provide recovery-oriented mental health services across Manitoba. Eden offers acute psychiatric care, community programs and supportive housing throughout Manitoba. The Westland team's involvement helped strengthen local mental health resources and promote hope and healing for individuals across the region.
- In partnership with the Portage Rotary Club, our Portage la Prairie team rolled up their sleeves to weed and tidy the gardens around the Island Park duck pond, a spot many local families and visitors enjoy year-round.





Impact by province

January 1 - December 31, 2025

2 supported events

55 employees

66.5 volunteer hours

Diversity & Inclusion: 1

Wellness & Mental Health: 1

Quebec

Our Quebec Globalex team participated in the Northern Super League (NSL) playoff game held in Montreal and contributed to community engagement, brand visibility and local fan support. Employees distributed branded swag to attendees, increasing positive brand association throughout the stadium. They also hosted a signed jersey giveaway, which attracted significant interest and interaction.

The event provided an excellent opportunity for employees to represent the organization in a high-energy environment.

Employees also volunteered their time at Palliaco, supporting their mission to improve the quality of life for people with cancer, patients receiving end-of-life care and family caregivers through compassionate, in-home support. One of our employees also dedicated their time at La Samaritaine de Mont-Tremblanc, a non-profit that responds to urgent community needs and helps individuals work toward their full potential.









Impact by province

January 1 - December 31, 2025

$98,643 in donations

42 supported events and community initiatives

556 employees

Climate Change: 3

Wellness & Mental Health: 9

Diversity & Inclusion: 10

Homelessness & Food Insecurity: 12

Other: 8

Ontario

Our Ontario teams continued to show up for organizations that strengthen their communities, focusing on food security, inclusion and youth empowerment. Through key partnerships and grants, the team helped drive meaningful impact across the province. Highlights from the year include:

- Empowered Food4Kids with a $5,000 grant from Heartland and a $50,000 grant from Commonwell, helping expand their nutrition programs for children experiencing food insecurity. Food4Kids provides nutritious, ready-to-eat food to children who have limited or no access to food at home on weekends and during school breaks. The teams' support enabled the organization to deliver more food packages directly to children who rely on these programs for consistent nourishment.
- Donated $2,500 to the Easter Seals Celebrity Hockey Classic Series, an annual fundraising event that brings together players and NHL alumni to raise money for children, youth, and adults living with disabilities. The Celebrity Hockey Classic Series helps fund essential Easter Seals programs, including accessible camps and life skills training. The Ontario team's contribution helped Easter Seals continue creating inclusive opportunities that build confidence.



Food4Kids:

"The Westland Insurance team consistently show up to volunteer with enthusiasm and compassion to pack food bags for hundreds of children in Muskoka. Their support strengthens our ability to reach more children and deliver food bags that directly impact their health and ability to learn.

The dedication of Westland Insurance reflects a genuine investment in the well-being of Muskoka families. Their efforts create stability for children experiencing food insecurity and demonstrate what community partnership truly looks like."

Kristie Shaver
Communications Manager, Food4Kids

Ontario *(continued)*

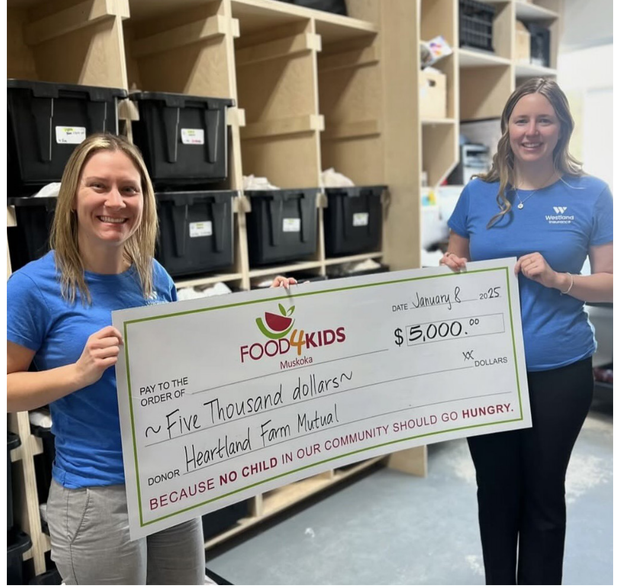
- Contributed $5,000 to Second Harvest, supporting its work as Canada's largest food rescue organization. This donation provided the equivalent of 15,150 meals to Canadians facing food insecurity, diverted an estimated 51,288 pounds of greenhouse gases from landfills, and helped conserve approximately 9,810,598 liters of water. Second Harvest rescues unsold food from across the supply chain and redistributes it to nonprofits nationwide, improving access to nutrition while reducing environmental impact.

- Provided $20,000 in support to the Marner Assist Foundation, helping advance its mission to support children and youth facing social and economic barriers. The foundation strengthens access to food security, mental wellness initiatives, and inclusive community programming that empowers young people to reach their full potential. The contribution supported initiatives that build opportunities for youth who need it most, with involvement throughout the year in events such as Sink the Stigma and the annual Holiday Drive.

Second Harvest:

"Westland Insurance has made a tangible impact in the fight against hunger. Their generous $5,000 donation will provide 15,150 meals to Canadians in need and prevent more than 51,000 pounds of greenhouse gases from entering the atmosphere. When the Westland team joined us in July to sort rescued food, it demonstrated that their commitment goes beyond financial support and extends to hands-on action! We're so grateful for their ongoing partnership."

Lori Nikkel
CEO, Second Harvest







Impact by province

January 1 - December 31, 2025

$25,214 in donations

6 supported events and community initiatives

179 employees

Climate Change: 2

Wellness & Mental Health: 1

Diversity & Inclusion: 2

Homelessness & Food Insecurity: 1

Atlantic Canada

In 2025, our Atlantic team continued to deepen its community connections through meaningful partnerships that create lasting impact. This year, they supported **Hope Blooms**, contributing $2,000 toward programs that transform donated flowers into heartfelt bouquets for individuals experiencing loneliness, illness or hardship.

The Atlantic team's support helped fuel Hope Blooms' bouquet delivery program and community garden initiative, bringing volunteers and community members together to nurture belonging and reduce isolation: all while promoting environmental sustainability through repurposed blooms.

The team also contributed to **Adsum Association for Women and Children** with a $10,000 grant through the Intact Insurance Community Impact Partnership Program, helping to sustain their vital housing and support services for women, children, and gender-diverse individuals. Their work is deeply aligned with Westland's commitment to housing security and inclusion.



Adsum Association for Women and Children:

"We are honoured to receive continued support from Westland Insurance and Intact's Community Impact Fund. You are helping us to rebuild people's lives from crisis to stability."

Kathy McNab
Fund Development Officer,
Adsum Association for Women and Children

Community Impact

January 1 - December 31, 2025

$35,000 in donations

2 supported events and community initiatives

61 employees

Diversity & Inclusion: 2

Front Row

This year, Front Row Insurance Brokers (Front Row), a leading provider of specialized insurance solutions for the film and entertainment industry and a subsidiary of Westland Insurance, strengthened its commitment to creative communities by investing in organizations that elevate emerging artists. Here are some highlights:

- Contributed a $25,000 matching donation to the Banff Centre Mountain Film and Book Festival's 50 for 50 campaign, launched to mark the festival's 50th anniversary and raise $50,000 for the Banff Centre's Artist Fund. The 50 for 50 campaign was established to remove financial barriers for emerging filmmakers and storytellers through scholarships and arts programming.
- Donated $10,000 to Reelworld to help advance equity in Canada's screen industries, which provides training, mentorship, funding access and distribution pathways for Black, Indigenous and People of Colour (BIPOC) creators.



Volunteer spotlight

Cathy King, *Branch Manager*

Cathy's dedication to community giving shines through her long-standing leadership with Walk & Roll for Muscular Dystrophy, an annual event that brings people together in support of those living with neuromuscular disorders. Her journey with Muscular Dystrophy fundraising began alongside her father, a firefighter, and has continued for nearly 40 years. Each year, she walks in full firefighting gear and a breathing apparatus, carrying every step for those who cannot walk or breathe for themselves. She also walks in loving memory of her best friend, whose initials she carries on her helmet and whose photo accompanies her on every walk. What started at age 13 with a danceathon has grown into a lifelong mission: one that has included countless walks, tournaments, auctions and community events, all dedicated to supporting this cause.

This year, she proudly met her fundraising goal: raising $5,000 to support individuals and families living with neuromuscular disorders, bringing her total contributions since 2014 to over $100,000. As an organizer and advocate, she not only helps raise critical funds but also builds awareness and inclusion through every event she leads.

Her commitment to connection and care directly reflects the values she brings to her role at Westland, creating meaningful relationships and supporting others with empathy and integrity. Whether she's organizing an event, encouraging colleagues to get involved or simply showing up with a smile, Cathy reminds us that leadership is about people and the difference we can make together.



"Cathy's remarkable commitment and dedication to the community are truly empowering and make a profound impact on all of us. Cathy always brings an infectious amount of laughter, smiles and energy to everything she does. Her love and kindness shines through in every action she takes, making her an invaluable member to our community and team. Cathy makes a difference every day by being her authentic, beautiful self. She shows us all that kindness is powerful and makes a difference in the world."

Lyndie Kendall
Regional Sales Manager, Westland Insurance

"Cathy represents the very best of what it means to be part of Muscular Dystrophy Canada. As a long-standing volunteer and passionate fundraiser for our Walk and Roll for Muscular Dystrophy Canada, Cathy has dedicated countless hours to raising awareness and vital funds to support individuals and families affected by neuromuscular disorders. Cathy's compassion, energy, and generosity inspires us all. Cathy never seeks recognition but leads with heart and a deep commitment to making life better for others. Because of Cathy, Muscular Dystrophy Canada is better, stronger, more connected, and filled with hope for the future."

Stacey Lintern
CEO, Muscular Dystrophy Canada

Testimonials from our Volunteer Recognition Program winners

Manish Jain

Westland's commitment to community giving has not only inspired me, but it has also reshaped the way I show up in the world. Being part of an organization that genuinely invests in local causes has pushed me to think beyond the workplace and ask myself how I can make a meaningful difference in people's lives. What began as simple moments of helping gradually became a personal mission to be present wherever my community needs me.

One of the most meaningful parts of this journey has been serving as an Emergency Response Team member with the Canadian Red Cross. Supporting individuals during crises - when they're at their most vulnerable - has taught me what compassion in action truly looks like. These experiences remind me that even a small gesture of support can give someone hope when they need it most.

My volunteering has also brought me into some of Saskatoon's most energetic events. Whether I'm assisting at the Nutrien Fireworks Festival, cheering on participants at AmeriCup or helping bring holiday joy during the Santa Parade, these moments have connected me with countless people and stories. There's something powerful about events that bring an entire community together, and being part of that energy keeps me coming back year after year.

Creativity and culture are also close to my heart. As the weekly radio host of "Sangeet Mala" on CFCR 90.5 FM, I get to share music, celebrate artists and keep cultural traditions alive through storytelling. And for the past three years, I've proudly served as a juror for the Saskatchewan International Film Festival: an opportunity that has allowed me to support filmmakers, champion diverse voices, and stay engaged with the arts community in a meaningful way.

My commitment to giving back has also grown into leadership roles. I currently serve as a board member for the India–Canada Cultural Association Saskatoon and the Immigration Advisory Table Saskatoon, where I help promote cultural understanding, support newcomers, and contribute to initiatives that strengthen our city's social fabric.

Every one of these experiences - whether responding to emergencies or celebrating cultural traditions - has shaped me. They've taught me the value of showing up, of listening, of giving time without expecting anything in return. Most importantly, they've reinforced how deeply rewarding community involvement can be. Westland's strong belief in giving back didn't just motivate me — it helped me discover a part of myself that thrives on helping others. And as I continue this journey, I look forward to finding even more opportunities to support the people and communities who make Saskatoon such a vibrant place to call home.



Ann Lanouette

I live in a rural community, with the nearest city about an hour away, and I love to sew.

In my spare time, I join a group of ladies at the Mennonite Central Committee, where we sew blankets to be sent across Canada and overseas to people in need. At home, I just finished sewing 100 fabric Christmas bags for a food bank in Winnipeg and am currently making small items for Operation Christmas Child boxes that will be delivered this year.

Each January, I look forward to sewing book bags and receiving blankets for the children's hospital, it's one of my favourite projects.

There are fewer and fewer of us who sew these days, and the organizations that receive these handmade donations are always so grateful. This work truly "feeds my soul". I've been very blessed in my life, and I'll always find ways to give back when I can.



Westland's Value Days have helped me deepen that sense of purpose. Any day I get to sew and donate my creations is a good day! I feel extremely fortunate to have a job that supports giving back to the community.

Jelyne Eugenio



Westland's commitment to giving back has profoundly shaped my own approach to volunteering. With Westland's support, I've been able to contribute to meaningful initiatives that strengthen our community. This includes supporting the Salt Spring Elementary playground project – helping to create an inclusive space where children, families, and neighbours can gather – and participating in Indigenous People's Weekend, where we donated and collaborated with friends from Penelakut Island (Métis) to build a 20-foot teepee with the Salt Spring community.

In a personal capacity, I've also worked with Island Women Against Violence to raise funds for the expansion of the transition house, helping to provide ongoing safety and support for women, children and islanders affected by poverty, violence and abuse. Additionally, I've supported affordable housing projects for Salt Spring residents.

The example that Westland sets remind me that generosity and engagement are core to who we are: both at work and beyond.



Hailey Till

Westland inspires me to get involved in volunteering by offering Value Days. The last two years I've volunteered at the Edge to Edge Half Marathon. This year, our team came together to make the event a truly fun and meaningful experience for both the community and us. We had a big crew of Westland employees handing out water and Powerade, cheering on the runners and sharing words of encouragement along the route. I appreciate that Westland provides these hours to give back to the community.

Having a meaningful role at Westland gives me a deep sense of pride and security, which inspires me to stay engaged and give back to my community. My manager, Sarah, is great at recognizing our hard work and the positive things we do at work and in our lives. That encouragement recently motivated me to join the local elementary school's parent advisory council.

This year, I also volunteered at our town fair, Ukee Days, helping with point of sale at the beer garden, and in previous years, I've supported the kids' area and parade. I currently volunteer as a Girl Guide leader, where I've taken the kids camping in Tofino, walked with them in the Whale Festival parade and even travelled with them to Vancouver Science World by ferry, bus and train. I also started an initiative to collect Halloween candy for families who may not be able to afford to participate, helping fill treat gaps at community events like the Army and Navy Halloween Kids Party. At our office, we collect bottles and donate the proceeds to a community member who supports the local food bank.

These are some of the many ways I volunteer and get involved in my community. Thank you for the encouragement and inspiration, Westland!

Jessica Harrison

Volunteering has always been something I've enjoyed, but I really appreciate working for a company that encourages us to get involved and give back in ways that matter to us personally. Whether it's helping at local fundraisers or lending a hand for community projects here in Picture Butte, it's a great feeling to know we're supported in making a difference where we live. It's one of my favourite things about working at Westland.



Amplifying Belonging

Diversity, equity, inclusion and belonging at Westland

At Westland, we continue to champion a caring workplace where every voice is valued, and every person feels they belong. Our commitment to diversity, equity, inclusion, and belonging (DEIB) is woven into the fabric of our culture and drives us to remove barriers, foster growth, and create a welcoming environment for all.

2025 highlights:

- **Recognized again as a 5-Star DEI Employer**
  For the fourth consecutive year, Westland was recognized as a 5-Star Diversity, Equity, and Inclusion Employer, this time by Canadian HR Reporter. This award evaluates organizations across Canada on their DEIB programs and measurable progress, focusing on lived experience and outcomes.
- **Named one of Canada's Best Places to Work**
  Westland was honoured by HR Director Canada for its culture of care, inclusion and purpose. This recognition reflects our broader commitment to creating a high-performing, inclusive workplace.
- **Excellence Awardee for Diversity and Inclusion**
  For the second year, Westland was honoured by the Canada HR Awards for our DEIB efforts.
- **Introduced a multi-year DEIB strategic plan (2025–2029)**
  This plan includes reconciliation as a standalone pillar, reinforcing our commitment to Indigenous inclusion and education.
- **Expanded Diversity Council and launched subcommittees**
  The Diversity Council welcomed 22 members and launched subcommittees focused on People Practices, Education & Enablement, Reconciliation, and Community Impact. These groups are instrumental in embedding DEIB into Westland's strategy and operations.
- **Fourth annual diversity, inclusion & belonging survey**
  All ratings improved, showing progress in employee experience and inclusion.
- **Launched new Employee Resource Groups (ERGs)**
  We introduced three new ERGs: Newcomers to Canada, Men's Mental Health and Climate Champions. These groups provide safe spaces for connection, advocacy and education. We currently have six ERGs.
- **Amplify Belonging 101 training expansion**
  Participation in our foundational DEIB training increased significantly. The course is now continuing education (CE)-eligible in BC, AB, MB, and ON for insurance licensing. This formal recognition highlights the value of DEIB competence as a core skill for insurance professionals, supporting regulatory compliance and inclusive culture.
- **Released inclusive communications guide**
  This guide supports inclusive, respectful and psychologically safe communication in meetings and daily interactions.



- **Launched Amplify Mentorship program**
  This structured, internal program matches mentors and mentees to support growth, confidence and belonging.

- **DEIB education sessions across the organization**
  Led by the DEIB Working Group, Diversity Council and ERG leaders, these sessions sparked dialogue and empowered teams to take positive action.

- **Joined MentorAbility**
  Employees mentored job seekers with disabilities in short-term sessions, gaining insight and making meaningful contributions.

- **Strengthened Canadian Centre for Diversity and Inclusion (CCDI) partnership**
  Employees accessed CCDI's Knowledge Repository, webinars and attended events like the UnConference and Community of Practice.

- **Immigration support program**
  We supported employees with work permit renewals and permanent residency applications. This helped 11 team members strengthen their long-term connection to Canada and Westland.

- **Refreshed careers page**
  Our new site page shares how Westland fosters belonging, possibility and opportunity for our employees at every stage of their career. It features employee stories, interview tips and resources to help candidates feel accommodated, confident and informed.

Reconciliation initiatives:

- **Donations to Indigenous causes**
  Donated to Urban Native Youth Association and Water First to support Indigenous youth and education. Supported local National Day for Truth and Reconciliation events and donated to Indigenous organizations across branches.

- **Indigenous Broker Development Program**
  Received a grant from the Indigenous Broker Development Program to recruit, train and retain Indigenous candidates in the insurance industry.

- **Virtual learning series**
  Hosted a three-part virtual learning series by the National Centre for Truth and Reconciliation. These sessions were designed to deepen our understanding of the lived experiences of Indigenous Peoples in Canada.

- **Dedicated Truth and Reconciliation resources**
  Launched a dedicated Truth and Reconciliation resource page on our intranet to create a space to support learning, celebrate the rich history and contributions of Indigenous communities across Canada and inspire meaningful allyship. We also shared personal reflections from our executives and discussion guides to encourage contemplation and team conversations.

- **Paint the Town Orange**
  For a second year, commissioned window art by Saulteaux-Cree artist Annie Beach at the Portage la Prairie office as part of the "Paint the Town Orange" project. This project raises awareness for the National Day for Truth and Reconciliation.

Our focus remains on amplifying belonging, driving equity and celebrating diversity. We invite every member of the Westland family to join us in creating a culture where everyone feels seen, heard, and valued.

#youbelonghere

Meet our Employee Resource Groups (ERGs)

Climate Champions

The Climate Champions ERG was established in April 2025 to promote environmental and sustainability actions across Westland. Our aim is to inspire our coworkers to take meaningful action for sustainability and the environment through engaging, informative education.

Achievements:

- Joined Ocean Wise's Shoreline Champions movement and cleaned up nearly 2 km of shoreline, removing 1,300 cigarette butts, 332 plastic pieces, 114 food wrappers, and larger items such as a car seat, muffler, plant basket and DVD.



Diverse Abilities

The Diverse Abilities ERG, founded in 2023, was established to create a space where employees of all abilities can come together to celebrate diversity, share experiences, and help build a more inclusive workplace. Our ERG inspires, empowers, and educates employees to achieve their best.

Achievements:

- Hosted coffee chats to review training materials focused on the Accessibility for Ontarians with Disabilities Act and the Manitobans with Disability Act, providing employees with practical guidance on respectfully interacting with customers or coworkers with disabilities.
- Partnered with MentorAbility as a corporate partner and enrolled employees in the program to connect them with mentees.
- Hosted a Canucks Autism Network (CAN) webinar on Autism in the Workplace, promoting inclusive practices for employees with autism.
- Provide training on communication tips and tricks for supporting neurodiverse employees.

Westland Insurance
DIVERSE ABILITIES



Indigenous

Established in 2023, the Indigenous Employee Resource Group (IERG) is a safe and supportive space open to all employees who identify as Indigenous (First Nations, Métis, or Inuit) or as allies of Indigenous Peoples. The IERG is a voluntary, employee-led group that supports Westland's efforts toward decolonization and Indigenization, while fostering Indigenous inclusion and education through mentoring, networking, and training opportunities.

Achievements:

- Hosted learning events and sharing circles - Organized a smudge and sharing circle in collaboration with Ma Mawi Chi Itata Centre: to honour those we have lost and as a meaningful reminder of the ongoing need for healing, awareness and community support.
- Supported community initiatives – Assisted efforts such as the Walk for Wenjack and other reconciliation-focused events, contributing both volunteer time and financial support.
- Launched an internal Truth and Reconciliation page – In collaboration with our Diversity Council, the page was launched to enhance employee understanding of Indigenous history, terminology and allyship practices through storytelling and shared resources.
- National Indigenous People's Day – Hosted a guided dream catcher workshop to share the significance of dream catchers and celebrate National Indigenous People's Day.

Men's Mental Health

The Men's Mental Health ERG was established in August 2025 to support the mental and emotional wellbeing of individuals who identify as men by providing a safe and judgement-free space for conversation, awareness, learning and growth. The goal is to promote resilience, vulnerability, and connection through education and peer support.

Achievements:

- Launched and sustained an ongoing mental health awareness campaign – Shared monthly content across internal channels, with focused peak campaigns during "Movember" (November).



- For Movember, we arranged a Lunch & Learn with a registered therapist and offered several ways employees could participate such as sharing a mustache selfie and filling out a short survey about how they support their mental health, to displaying a printable button at their desks to show their support.

Newcomers to Canada

Officially launched on 1 April 2025, the Newcomers to Canada ERG is committed to amplifying the voices and perspectives of newcomers and cultivating unity, belonging and empowerment. We strive to celebrate the rich diversity within our organization through shared experiences, education, and advocacy, all in the service of creating an inclusive workplace for everyone.

Achievements:

- Celebrated culture: We hosted a vibrant Culture Shareback event, creating space for storytelling, connection and learning from one another's diverse backgrounds.
- Expert support: We invited an immigration specialist to provide valuable insights and guidance, helping our team better support newcomers to Canada.
- Policy enhancement: We strengthened our immigration process at Westland to ensure it's more inclusive and responsive to the needs of our people.



Pride

The Pride ERG was created in 2023 to promote awareness, inclusion and support for folks who identify with or support the 2SLGBTQIA+ community. Through education, advocacy and networking, we create a safe, supportive space for employees and allies to connect and share experiences across Westland.

Achievements:

- Launched Dear Debi, an advice column for diversity, equity, inclusion and belonging (DEIB) questions featured in the company magazine, creating an open channel for questions and fostering cross-ERG collaboration.
- Hosted a panel discussion: "How can we better understand and support our 2SLGBTQIA+ employees and clients?", sparking meaningful conversation about inclusion.
- Introduced Westland Pride Stickers, available at no cost for branches nationwide to promote visibility and allyship.
- Ran a "Proud About Pride" contest, encouraging creative Pride Month displays and engagement across branches.



Environmental responsibility at Westland

2025 brought another wave of climate-related challenges across Canada, from an intense wildfire season to destructive flooding and severe storms. As a national insurance broker, we see firsthand how these events affect the communities we serve. This year, we're deepening our commitment to reducing our environmental impact while supporting stronger climate resilience:

- We continue to prioritize vendors whose operations align with our environmental standards. Across all vendor selections, we consider where partners are located within Canada to reduce shipping and travel distances. We also review each vendor organization's DEI and ESG commitments to ensure our partnerships reflect the values we expect from ourselves.
    - ICS Courier remains our preferred partner for trackable business-to-business deliveries, not only as a Canadian company, but as one actively investing in low-emission alternatives including electric vehicles. ICS continues to improve driver tools for route optimization, and all shipping materials are 100% recycled.
    - Through our Canada Post corporate account, branches across the country have access to convenient ground-shipping services — a carbon-neutral option we actively encourage teams to use whenever possible.
    - We've streamlined the companies we use for our shredding and storage services as more of our branches embrace online access to MyWestland, an online portal where our clients can access their insurance documents, send messages, make payments and report claims. This shift reduces our printing needs and allows us to partner more intentionally with local vendors for storage and shredding compliance.
    - In 2025, we launched two new client guides: a Wildfire Preparedness & Recovery Guide and a Storm-Proofing Your Business Guide — to help Canadians better prepare for wildfire season and unpredictable winter weather. These resources offer actionable checklists: from creating emergency kits and defensible space plans, to protecting inventory.



Leading by example: Our eco-friendly headquarters

Our Head Office serves as a model for environmental responsibility, where we focus on initiatives that promote sustainable practices.

Bike-friendly commuting: Free bike lockers make it easier for employees to choose cycling as a sustainable way to get to work.

Electric vehicle support: Ample charging stations encourage employee transition to electric cars.

Rooftop retreat: Our rooftop deck provides a peaceful outdoor space for employees to relax and enjoy fresh air.

Recycling and composting: Every floor is equipped with recycling and green bins to make responsible waste disposal simple.

Transit-accessible location: Located near a major SkyTrain hub, our office encourages the use of public transit over driving.

Looking ahead

We recognize that sustainability is a continuous journey, and we're committed to advancing our efforts year over year. Looking ahead, we're laying the groundwork for measurable sustainability goals that will guide Westland's environmental journey in the years to come:

- We're planning to engage leading climate experts to deliver employee sessions on practical, environmentally responsible workplace practices.
- We'll continue to encourage clients to transition to our digital platform, MyWestland to reduce paper usage, while fostering friendly branch competition to see which team can drive the most sign-ups.



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

@westlandinsurance | facebook.com/westland.insurance.canada | linkedin.com/company/westlandinsurance