

Health

Empowering our communities by building healthier futures. In 2008, Sun Life Financial continued its commitment to health-related programs that empowered Canada's world-class hospitals, health sciences centres, institutions and organizations to develop and implement advancements to their programs, thus improving lives in the communities they serve. Our financial contributions to a wide range of these important causes totalled more than \$2.6 million and accounted for 48 per cent of our total giving in Canada. Following are some examples of that support:

SUNNYBROOK HEALTH SCIENCES CENTRE



The Women & Babies Program at Sunnybrook Health Sciences Centre is an extraordinary initiative dedicated to births, high-risk pregnancies and critically ill newborns. Construction is underway to expand the current obstetric and newborn unit into the most advanced facility of its

kind in the province – five times larger than its present size. When completed in 2010, the new unit at Sunnybrook will accommodate more than 4,000 births every year, and will house a leading-edge neonatal intensive care unit that will provide lifesaving care for premature babies – some of whom weigh less than three pounds.

In 2008, we were pleased to partner with the Sunnybrook Foundation as the presenters of ONE NIGHT LIVE™*, a fundraising concert in support of this vital program. Four leading international vocal artists – Bryan Adams, Josh Groban, Sarah McLachlan and Jann Arden – performed together for the first time on the stage of Toronto's Air Canada Centre in aid of this cause. Our sponsorship of the event in turn helped raise \$12 million toward the Sunnybrook building fund and its Women & Babies Program.



Concertgoers entering the ONE NIGHT LIVE™ concert, presented by Sun Life Financial



An unforgettable night at Toronto's Air Canada Centre

*ONE NIGHT LIVE™ is a registered Canadian trademark of Sunnybrook Health Sciences Centre

CHILDREN'S HOSPITAL, LONDON

The Children's Hospital at London Health Sciences Centre serves as the paediatric referral centre for a geographic region of close to two million people in southwestern Ontario. Each year, the hospital cares for hundreds of children with life-limiting illnesses who need specialized palliative care to enhance the quality of life left to them. In the past, the delivery of palliative care was less formalized and structured. It was often practised, but without a dedicated health care professional who could ensure the consistency of care these children need, as well as provide training and resources for other staff.

Recently, Children's Hospital has established a significantly enhanced palliative care service that is designed to provide the specialized model of care needed. To assist in that endeavour, in 2008 Sun Life donated \$100,000 to help in the hiring of an Advance Practice Nurse to implement and oversee the service. Comprehensive training will cover a wide range of support and counsel for families, as well as the development of a consultative team network to ease the transition from hospital into the community should a family prefer to have their child live out his or her life at home.

CHILDREN'S AID FOUNDATION

In 2005, Sun Life worked with the Children's Aid Foundation to establish the Sun Life Financial Health and Well-Being Fund to help serve the needs of children in the care of the Children's Aid in Toronto. Since that time, the Fund has been extended to other cities across Canada. The health needs of abused, neglected, abandoned and high-risk children and youth in the care of Children's Aid agencies are complex and costly. After all other funding sources are exhausted, the Sun Life Financial Health and Well-Being Fund helps finance preventive health care and extraordinary needs such as hearing aids, dental care, vision care, physiotherapy and equipment for medically handicapped children. We are proud that our 2008 donation of \$100,000 continued the extended reach of the Fund to 375 children across Canada.

BRANTFORD GENERAL HOSPITAL



Patient safety is taken to the next level with the implementation of the Bedside Medication Verification (BMV) program at Brantford General Hospital, the first hospital in Ontario to implement this innovative technology. With the BMV program, every patient's wristband will display a barcode which can be read by a handheld scanner connected to a portable computer system which in turn interfaces with the patient's electronic records. The system not only instantly provides all patient information at the bedside, it also cross-references information on medication dosages and medical instructions, and immediately signals an alert to allergies, or potential problems with other therapies. In 2008, Sun Life donated \$100,000 to support the implementation of this important technological advance in patient safety.

IWK HEALTH CENTRE / DALHOUSIE UNIVERSITY

Dr. Stanley Kutcher, Sun Life Financial Chair in Adolescent Mental Health, is an internationally renowned expert in adolescent mental health, and has been a tireless proponent for awareness, understanding and treatment of the range of mental health issues facing our young people today. Now, with a donation of \$80,000 from Sun Life and in partnership with the Economic Roundtable, Cushman & Wakefield LePage and Ontario's Provincial Centre of Excellence in Children's Mental Health, Dr. Kutcher will embark on a research project to identify how children's mental health issues impact their parents. The effect of these problems on the parents' day-to-day performance at work cannot be overstated, yet it is an issue that is not being effectively addressed. Dr. Kutcher's research and subsequent findings are expected to contribute greatly to the bank of knowledge on this subject.

CANADA'S NATIONAL BALLET SCHOOL



In an example of Sun Life's support of both the arts and health, our 2008 commitment of \$75,000 to Canada's National Ballet School fosters both: dance and nutrition.

This donation established the Sun Life Financial Nutrition Program, which is incorporated into the students' training and development curriculum. It addresses the health and wellness of the students, and educates them on how critically important nutrition is to their well-being, performance and protecting their bodies from injury. One of the key components of the Nutrition Program is the book, *A Dancer's Guide to Healthy Eating*, which educates dancers on the value of proper nutrition as they embark on the physically demanding career of dance.

HEART AND STROKE FOUNDATION OF ONTARIO

The Heart and Stroke Foundation's mission is to reduce the risk of premature death and disability from heart disease and stroke by raising funds for research and health promotion.

More than 40,000 Canadian lives are lost each year due to cardiac arrest. Defibrillation improves survival rates by up to 30 per cent if applied within the first few minutes of an attack. An Automated External Defibrillator (AED) is a machine that monitors heart rhythms to determine if the heart is in fibrillation (beating rapidly or irregularly). If required, the unit can then deliver an electric shock to the heart to re-establish normal heart rhythm, in most cases. The Heart and Stroke Foundation is working diligently to ensure widespread access to AEDs in homes and workplaces, as well as public areas.



Sun Life's donation of \$84,000 to the Heart and Stroke Foundation's *Restart a Heart, Restart a Life Campaign* will fund 24 additional AEDs as well as the training of up to 192 people in Kitchener-Waterloo, Cambridge and surrounding areas. This will make Waterloo Region the first in Ontario to have all of the required AEDs throughout their community.

THE CANADIAN HEARING SOCIETY AND THE HEARING FOUNDATION OF CANADA

In 2008, Sun Life provided support for two eminent hearing causes – one dedicated to caring for those already hearing impaired, the other dedicated to early detection and prevention. Our gift of \$150,000 (\$75,000 to each organization) demonstrated our commitment to the full spectrum of hearing loss issues.

Our gift to The Canadian Hearing Society renewed our Lead Sponsorship in the Society's *Doctor Referral Program*, now in Phase Three, which provides pocket-sized portable hearing screeners to physicians. These screeners, particularly useful in remote areas, help the primary care physician to assess the need to refer their patient to an audiologist. Since the inception of the program, the number of screeners distributed to doctors has increased from 700 in Phases One and Two, to 2,000 screeners in Phase Three.



The Hearing Foundation of Canada is a national organization committed to eliminating hearing loss through early diagnosis and intervention. Three babies in every 1,000 are born with some degree of hearing loss, which is typically not detected until the age of two or three. A simple screening at birth can detect whether a baby has a potential hearing loss and may need a referral for further testing. Sun Life's \$75,000 donation continued its sponsorship of the *Baby's Communication Checklist* – a guideline chart to help parents monitor their baby's speech and hearing development. In 2008, 200,000 copies of this guideline were distributed to hospitals, delivery rooms, doctors' offices, midwives, parents' groups and other stakeholders.

AIDS ORGANIZATIONS

In 2008, Sun Life directed funding to a number of organizations dedicated to the ongoing battle against HIV/AIDS. In total, we allocated almost \$155,000 to the following AIDS-related causes:

- **Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria.** This is a coalition of more than 220 companies united to keep the fight against HIV/AIDS, tuberculosis and malaria a global priority. Sun Life contributed more than \$32,000 to the Coalition and provided an additional \$7,700 in support of a special study on the increase of HIV/AIDS in Canada's Aboriginal population.
- **Casey House.** Now more than 20 years in operation, Casey House provides a continuum of supportive and palliative care in a residential setting – a comforting hospice for those living with HIV/AIDS. Our gift of \$25,000 supports the Child Care and Home Hospice program for female HIV/AIDS patients.
- **Fife House.** Fife House provides access to secure and affordable housing for people living with HIV/AIDS, and provides 75 per cent of such supportive housing in the Greater Toronto Area. Our donation of \$15,000 as Presenting Sponsor of the Fife House fundraiser *Performers for Life* generated over \$56,000 for the organization.
- **Canadian Foundation for AIDS Research (CANFAR).** CANFAR is a well-respected national foundation whose goal is to raise awareness of HIV/AIDS, and generate funds for research. CANFAR finances research at hospitals, universities, health facilities, research institutes and community service organizations across Canada. To date, CANFAR has raised more than \$15 million in research funding. Sun Life provided \$25,000 to support the annual fundraiser *Bloor Street Entertains* – an event that raised more than \$500,000 to fund critical research into the prevention and treatment of HIV/AIDS.
- **World Vision Canada.** This 55-year-old organization provides humanitarian relief and development work in close to 100 countries around the world. World Vision Canada has partnered with the Philip Aziz Centre in Toronto to provide home hospice care for people living with HIV/AIDS, cancer and other life-threatening diseases. Our gift of \$50,000 went to support the Respite Project, which works with parents living with HIV/AIDS, providing counselling, recreational activities and referrals, as well as childcare services for parents while they undergo treatments.

MONTREAL GENERAL HOSPITAL

Sun Life's donation of \$100,000 on a total commitment of \$200,000 to the Montreal General Hospital, will establish the Sun Life Financial Centre for Health Outcomes and Economics Research in Cancer and Trauma Care. This Centre will focus on identifying patterns of incidence, delivery of care and outcomes of cancer treatments and trauma care. The Centre will also become an important training facility for students in the field of health outcomes, epidemiology and the economics of health care.

WEST PARK HEALTHCARE CENTRE FOUNDATION



Opened more than 104 years ago as a tuberculosis sanitarium, West Park has evolved as a leader not only in tuberculosis treatment, but in other lung diseases and complex musculoskeletal challenges. One of those is post-stroke spasticity. Eight out of 10 stroke survivors will experience some form of spasticity – a condition in which the muscles in the hands, arms, legs or feet tighten up and no longer respond to commands from the brain. Sun Life donated \$75,000 to West Park's multi-disciplinary spasticity clinic in 2008, to help it expand and significantly increase patient access.

DOWN SYNDROME RESEARCH FOUNDATION

Down syndrome patients often experience difficulties in speech and expression. Learning communication skills is vital – especially as they now have much longer life expectancies. Sun Life's 2008 donation of \$25,000 supported the Foundation's Speech and Language Development Program, which works to improve the verbal abilities of Down syndrome patients by helping them with speech, expressive language and conversational skills – all taught in a summer camp-like setting rather than a classroom.