

International contributions

Commitment, empowerment and action ... beyond Canada's borders.

As a Canadian organization operating internationally, Sun Life Financial has offices, subsidiaries and joint ventures in many parts of the world. As reported under Profile of giving on page 2, the bulk of our 2008 philanthropic and sponsorship giving was allocated in Canada. However, our international offices, together with their employees and advisors, also supported many charities, organizations and causes within their communities. In 2008, our operations outside of Canada contributed more than \$2.8 million to health, social services, disaster relief, education and environmental programs.

United States

Sun Life Financial U.S., based in Wellesley Hills, Massachusetts, is a committed supporter of charities and causes in its community. The Company's corporate giving is augmented by our employees' personal donations and dedicated volunteer work. Here are two examples:

THE HOME FOR LITTLE WANDERERS

Sun Life continued its support of The Home for Little Wanderers through the annual Voices & Visions Gala, held on May 28, 2008. Sun Life made a US\$25,000 contribution to two residential homes, Longview Farm for Boys and Waltham House.

Longview Farm, located on a 160-acre site in Walpole, Massachusetts, offers residential treatment for emotionally disturbed boys aged 10 to 17, and an approved private special education school, the Clifford School.

Waltham House provides a safe, supportive environment for self-identified gay, lesbian, bisexual and transgender/transsexual (GLBT) youth aged 14 to 18, who have experienced multiple placements, who do not "fit into" the current child welfare system, and for whom no other appropriate program option exists. Also in 2008, members of Sun Life's Gays, Lesbians and Others Building Equality (GLOBE) Employee Resource Group volunteered their time at Waltham House.

SPECIAL OLYMPICS



The Sun Life team (front row, L to R): Kaitlin Berry, Carol Manning, Hannah Smith, Deb Conner, Eric Brumble, (back row, L to R): Shawn Smith, and his wife, Maureen

Sun Life also increased its corporate and volunteer support of the Special Olympics, sponsoring the Special Olympics of Massachusetts 2008 Summer Games, held at Harvard University. Along with a US\$7,500 corporate contribution, Sun Life employees gave of their time as volunteers, supporting more than 1,100 competing athletes.

In addition, in 2008, Sun Life's Employee Benefits Group (EBG) announced a new partnership with the Special Olympics, proudly sponsoring events throughout the fall and winter seasons with chapters in Connecticut, Massachusetts and New Hampshire. EBG's US\$15,000 contribution was also augmented by strong volunteer support from Sun Life employees.

Massachusetts Financial Services Company (MFS)

THE PAN-MASSACHUSETTS CHALLENGE (PMC)



Dana-Farber Cancer Institute, Boston, Mass.

MFS, a principal subsidiary of Sun Life Financial, has been a major sponsor of the PMC since 1999. This annual bike marathon raises more money than any other athletic fund-raising event in the United States – all funds going to support the vital work of the Dana-Farber Cancer Institute. In 2008, its 10th anniversary year, MFS employees almost doubled their involvement,

with 72 riders participating in the gruelling, 192-mile (307 km) ride through 46 Massachusetts towns, raising US\$510,032 for the cause. The total 2008 gift to Dana-Farber, including MFS's corporate donation of US\$150,000, was US\$660,032. Over its 10-year involvement in the PMC, MFS has provided more than \$5.2 million for this outstanding institution.

CITY YEAR SPONSORSHIP



City Year is a national service-based organization that seeks to build a stronger democracy by encouraging both youth and adults to engage in community service, leadership development and

civic engagement. In 2008, MFS was once again a proud City Year sponsor, funding a team of corps members who provided literacy training for school children in the Roxbury area of Boston. MFS's US\$250,000 gift to City Year also included support for their annual fundraiser that generated US\$1.3 million for educational and leadership development programs.

JUMPSTART

Jumpstart is a national organization that helps to build language, literacy and social skills in preschool-age children from low income backgrounds. MFS has been a major sponsor of Jumpstart for several years, and in 2008 continued its support with a US\$250,000 sponsorship of the organization's School Readiness for All initiative in Roxbury. This program identifies four-year-olds in that

community who are at risk of being unprepared to perform at grade level in elementary school. School Readiness for All provides literacy and social skills training for those children through its network of Jumpstart college student volunteers. In 2008, many MFS employees also participated by volunteering their time, reading to the children and organizing back-to-school supply drives.

HORIZONS FOR HOMELESS CHILDREN



In 2008, MFS added a fourth organization to its philanthropy portfolio by becoming the first major corporate sponsor of Horizons for Homeless Children – an

independent, non-profit organization dedicated exclusively to serving homeless children and their families. Compared with housed poor children, homeless children experience more health problems, developmental delays, increased anxiety, depression, behavioural problems, and lower educational achievement. Horizons' mission is to improve the lives of these children and their families by providing the nurturing, stimulation and opportunities for early education and play that all children need to learn and grow in healthy ways. Through its ongoing advocacy efforts, Horizons for Homeless Children hopes to help reframe the debate around homelessness to include a better understanding and recognition of the needs of young homeless children, to the benefit of both the children and their families, and ultimately, to contribute to the eradication of child and family homelessness in the community.

Horizons for Homeless Children touches the lives of more than 2,000 homeless children each week in Massachusetts by providing them access to Playspaces (educational and recreational spaces in shelters). One hundred seventy-five more children are helped through its three Community Children's Centers – Boston's only comprehensive, full-time early education and childcare centres specifically for homeless children.

In 2008, MFS made an inaugural donation of US\$250,000, which included sponsorship of the organization's major annual fundraiser, Horizons for Homeless Children Women's Breakfast.

Hong Kong

SUN LIFE SHINING ACTION



Children from the S.K.H. Christopher's Home enjoying an outing with Sun Life volunteers

Our Sun Life Financial operation in Hong Kong is a proud community champion. In 2008, Sun Life Hong Kong matched employee and advisor giving dollar-for-dollar, resulting in a donation of more than HK\$1.3 million to the International Red Cross for the Sichuan earthquake relief effort.

In other community endeavours, Sun Life Shining Action, an employee-advisor volunteer group, organized several unique events to help brighten the lives of orphans and children in need:

In the “Loving Wetland” event, 286 children from the S.K.H. Christopher's Home were brought to the Hong Kong Wetland Park to explore the sources of Chinese medicines and to learn about the life cycle of frogs, in recognition of 2008 being the International Year of the Frog.

In another event “Loving Nature,” different groups of 100 children from the same Home were taken to Kerry Lake Egret Nature Park where they learned fishing techniques and participated in team-building games.

OUR SEVENTH “CARING COMPANY” AWARD

In recognition of our ongoing commitment to be an outstanding corporate citizen in the categories of Volunteering, Employee Relations, Caring for the Environment and Giving during 2008, Sun Life Hong Kong received the “Caring Company” award for the seventh consecutive year from the Hong Kong Council of Social Service.

China

Sun Life Financial operates in China through a joint venture, Sun Life Everbright. Our partners are dedicated supporters of their communities throughout China, especially in the areas of education and health. In 2008, the people of Sun Life Everbright also devoted countless hours and contributed substantial financial aid for the victims of natural disasters that struck their country.

DISASTER RELIEF

In 2008, tens of thousands of Chinese families and children were impacted by two devastating natural disasters.

In February, a deadly snowstorm of unprecedented ferocity, combined with extreme cold, struck Hunan province. Then in May, a powerful earthquake – China's deadliest in three decades – swept over highly-populated areas of Sichuan province, causing widespread death and destruction. In response to the Hunan province snowstorm, Sun Life Financial and Sun Life Everbright donated approximately \$150,000, part of which went to aid the families of rescuers who lost their lives fighting the snowstorm. Later in 2008, to supplement rescue efforts and aid survivors of the Sichuan province earthquake, Sun Life Everbright, its employees and advisors contributed close to \$100,000. This was augmented by Sun Life Financial's corporate contribution of \$150,000 to build functioning classrooms in the area. (Both donations are mentioned in the Social Services section of this report, page 14.)

OTHER ACTIVITIES

From among Sun Life Everbright's many other programs of community support throughout China, here are three highlights:

- Scholarships of \$2,800 each for two exceptional students at the Beijing Concord College of Sino-Canada
- Enrolment Scholarships for each of 40 new high school and university students in Tianjin – a program that has, over the past three years, contributed scholarships totalling \$84,000 for 120 students
- “Green China” – a five year program in which the Company will plant one tree per employee

Indonesia

SUN BRIGHT – COMMITTED TO EDUCATION



Sun Life Financial Indonesia VP Vivien Kusumowardhani (right) presenting the donation for the Indonesia Pintar (Smart Indonesia) Program

In 2008, Sun Life Financial Indonesia, through its corporate social responsibility program, Sun Bright, continued its focus on education for young Indonesians. Through the Sun Bright program, books, computers, tables, chairs and other furniture were donated to six elementary schools in major Indonesian cities: Medan, Jakarta, Bandung, Yogyakarta, Surabaya and Bali. Sun Bright also continued its scholarship program to 62 students from six state universities in the same cities.

In collaboration with the Indonesian state ministers' wives association *Solidaritas Isteri Kabinet Indonesia Bersatu* (SIKIB), Sun Life in Indonesia also donated motorcycles and books to the Indonesia Pintar program to support education development in rural areas.

India

Our joint venture in India, Birla Sun Life, makes substantial corporate donations and continuously strengthens its communities through sponsorships of organizations, causes and charities. In 2008, the Company also launched special insurance products tailored to low-to-middle-income customers in rural areas of India. Following are a few examples from among Birla Sun Life's many corporate benevolent programs:

UDAAN* "CAREER GUIDANCE" ACTIVITY



There are approximately 11 million child labourers in India, most in the larger cities. According to conservative estimates by UNICEF, Mumbai, Calcutta and Delhi each have close

to 100,000 child workers, a high proportion of whom live on the streets. In partnership with Shelter Don Bosco, a non-governmental organization (NGO) dedicated to serving poor and marginalized children and youth, Birla Sun Life Insurance stepped in to provide hope and options for many of these young people. In 2008, Birla Sun Life Insurance sponsored the Udaan "Career Guidance" Activity. Its aim was to help these "rootless and roofless" youth to be able to make informed choices about their future – in many cases, to have a future at all – armed with information.

* *Udaan is an NGO in India committed to bettering the lives of impoverished children, women and seniors.*

OTHER ACTIVITIES

Included in its 2008 social programs, Birla Sun Life also:

- Raised funds for cancer research at the Tata Memorial Hospital by participating in the Terry Fox Run
- Held a blood donor drive at two prominent hospitals in aid of children suffering from Thalassemia major, a chronic, often fatal, form of childhood anemia
- Sponsored "Teen Prahar," a music festival designed to showcase talented young musicians of the future

Philippines

SUN LIFE FINANCIAL PHILIPPINES FOUNDATION – CREATING A BETTER WORLD

BRIGADA ESKWELA



Sun Life Philippines President and CEO Henry Herrera (foreground) leads the Sun Life crew in painting the classroom chairs at the Brigada Eskwela clean-up day

In 2008, the Sun Life Financial Philippines Foundation partnered with the Philippine Department of Education in a campaign named *Brigada Eskwela* (the School Brigade).

Through *Brigada Eskwela*, public schools are "adopted," in a clean-up and beautification program. Sun Life's Philippines employees volunteered their time and effort to the Company's eight adopted schools in Metro Manila, Pampanga, Olongapo, Cebu, Bacolod, Iloilo and Davao. In addition to general cleaning and more intensive maintenance work in clinics, libraries and canteens, Sun Life volunteers also provided incoming first-grade students with bags, pencils and other school supplies.

THE "BRIGHT LIGHT" CAMPAIGN

In 2008, we continued our commitment to the World Wildlife Fund (WWF) in support of reducing greenhouse gases. Through an innovative initiative called the BRIGHT LIGHT campaign, the Foundation launched a program designed to encourage Filipinos to make the switch from toxic incandescent bulbs to more energy-efficient compact fluorescent lamps (CFLs).

The BRIGHT LIGHT campaign targeted the sale of 30,000 bulbs, which can spare the environment 9.6 million kg of CO₂ dispersed into the atmosphere. This effort is equivalent to conserving an area of Amazon rainforest equivalent to 1,200 football fields.