

Our people's contributions

Action comes to life with our dedicated volunteers. Sun Life Financial is privileged to have some of the most dedicated volunteers in the country – people whose caring, time, talent, money and energy empower community action coast-to-coast. In 2008, our people volunteered more than 42,000 hours of their personal time for 228 charities and organizations in their communities.

OUR VOLUNTEER PROGRAM

Our volunteer program in Canada recognizes the efforts of employees and advisors who volunteer at least 50 hours each year for a charity or humanitarian cause. Those who qualify receive a \$500 cheque for the charity of their choice. In 2008, 370 volunteers received such cheques, generating \$185,000 for their chosen charities.

In addition, a Volunteer of the Year Award honours exceptional effort. In 2008, our Volunteer of the Year and two runners-up received additional cheques totalling \$16,000.

National Volunteer of the Year



Thomas McBride, Barrie, Ontario

- Volunteered over 260 hours with a focus on the construction of a clubhouse for people living with cancer
- Chairman of the Gilda's Club Barrie capital campaign
- Led and inspired a group of volunteers and staff to achieve a \$2.5 million goal
- Was personally responsible for bringing in a significant portion of the capital raised, and also made his own generous financial contributions
- Has also served a wide range of non-profit organizations over the years
- Served for seven years as President of the McLaren Art Centre
- Served as Chairman of the Board of the Georgian College Innovation Centre, is Past President of the Barrie Chamber of Commerce and was founding Chairman of the Barrie Visitor and Convention Bureau
- Tom is an advisor with the Barrie Financial Centre and President of McBride Financial Services. His \$10,000 award went to Gilda's Club, Barrie

Volunteer Finalists



Adriana Wagner, Richmond Hill, Ontario

- Volunteered 365 hours to a range of non-profit organizations in her North York community, 200 of which were dedicated to the Northwood Community Centre, Spanish Seniors' Club
- Has served the Spanish Seniors' Club since 2006
- Cited by the President of the Spanish Seniors' Club: "Adriana gave us one of life's most precious gifts, time."
- Also volunteered significant time to worthy citizenship campaigns and to the Catholic School Advisory Council
- Adriana is a Financial Centre Administrator for the Richmond Hill Financial Centre. Her \$3,000 award was given to the Northwood Community Centre, Spanish Seniors' Club



Dan Weber, Waterloo, Ontario

- Volunteered 350 hours, a significant portion of which went toward Junior Achievement's Company Program
- Co-authored the proposal to the Junior Achievement's Board of Directors to save the Company Program, which they had previously voted to discontinue due to lack of resources
- With Dan's vision, leadership and persistent dedication, the Program has since grown from 50 to almost 200 students, and has more than doubled the number of volunteers
- Cited by the Executive Director, Junior Achievement Waterloo: "Without Dan Weber, the Company Program would not exist for Waterloo and area youth."
- Dan is a Project Manager within Group Benefits. His \$3,000 award was donated to Junior Achievement of the Waterloo Region Inc.

MATCHING GIFTS PROGRAM

Each year, the Company matches employees' personal donations to their favourite eligible charities up to \$500 (other than United Way donations). In 2008, employees made 1,479 donations to 530 registered charities for a total of \$367,500. Of this amount, \$241,068 was matched by the Company.

UNITED WAY/CENTRAIDE

As a major supporter of United Way campaigns across Canada, Sun Life encourages employees in all of our offices to organize local campaigns for the benefit of their home communities, and matches each employee donation up to \$350. In 2008, \$712,367 raised by our people went to United Way locations coast-to-coast. (This figure is included in the \$1.1 million combined donation cited on page 14 of this report.)

Volunteer Highlights

CANADIAN BREAST CANCER FOUNDATION "RUN FOR THE CURE"

2008 was a banner year for Sun Life's participation in the "Run for the Cure." Our dedicated participants across Canada out-ran, out-walked, out-volunteered and out-fundraised any of our previous records in all previous years.

Our 2008 contingent of employees, including several of our supportive executives, bolstered by their friends and families, was 594 strong. They proudly raised \$179,000 to boost the efforts of the Canadian Breast Cancer Foundation in the drive to end breast cancer in our lifetime. This record-breaking amount, which exceeded the starting goal of \$100,000 by more than 75 per cent, included \$17,040 from a Company donation of \$30 per Sun Life participant.



Some of Sun Life's Run for the Cure participants from across Canada (L to R): Vancouver, Calgary, Toronto, Montreal, and Waterloo's "Human Pink Ribbon"

Five years and going strong

Every runner, walker, volunteer and supporter can be proud of his or her accomplishments in the 2008 Run – but one bears special mention: Wendy Garner, a Customer Service Representative in our Canadian Headquarters in Waterloo, Ontario, and a breast cancer survivor herself, ran with her team for the fifth consecutive year. This year, Wendy raised \$19,245 for a five-year total of \$55,548.



Wendy Garner, right, Sun Life's champion fundraiser, with fellow Run participant Carmen Austin

Other Sun Life "Run" statistics

- Of 10 National Teams, representing companies from every business sector in Canada, our Sun Life team ranked number two in the nation (second only to CIBC), with its \$179,000 total
- This amount surpassed Sun Life's 2007 results by \$69,000
- Fifty more Sun Life runners participated in 2008 than in 2007
- Our participants came from all levels of the Company, including senior executives, and from a wide variety of business operations across Canada
- Our Waterloo team won the Corporate Spirit Award for the fifth consecutive year for achieving the highest level of fundraising in their city