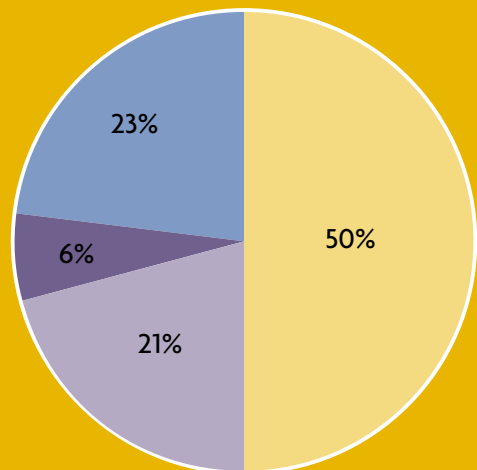


# Profile of giving

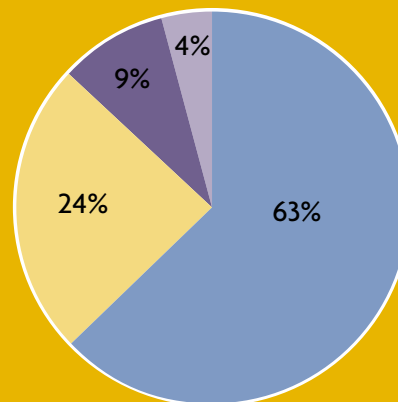
Sun Life Financial's 2008 worldwide philanthropic support

## Corporate philanthropy program (excluding employee/advisor programs)



■ Health - 50%	■ Culture - 21%
\$3,232,164	\$1,373,072
■ Social services - 23%	■ Education - 6%
\$1,572,432	\$384,609

## Employee/advisor programs\*



■ Social services - 63%	■ Education - 9%
\$844,788	\$113,208
■ Health - 24%	■ Culture - 4%
\$325,716	\$49,615

\* These figures include the Matching Gifts Program, Volunteer Program, the United Way/Centraide campaign, and the Financial Centre Allocations Fund. Within these programs, employees and advisors are not restricted to the Company's focus on health and the arts. Instead, they may ask Sun Life Financial to direct matching funds to any of the above categories.

## Total funding

Health	\$3,557,880
Social services	\$2,417,220
Culture	\$1,422,687
Education	\$ 497,817
<b>TOTAL</b>	<b>\$7,895,604 **</b>

\*\* Excludes in-kind donations, sponsorships<sup>†</sup>, employees' and advisors' personal donations and funds raised through volunteer activities.

## In Canada

**Of the grand total of \$7,895,604 in 2008, \$5,456,363 was distributed in Canada as follows: \$2,605,085 went to support health initiatives and institutions, \$1,325,022 to cultural programs, \$1,152,913 to social services agencies and organizations, and \$373,343 to various levels of education.**

<sup>†</sup> A further \$1,078,811 was paid out in non tax-deductible sponsorships of arts, culture, capital commissions and community initiatives across Canada.

Total of corporate donations and sponsorships in Canada: \$6,535,174