

Social services

Empowering our communities ... giving where the need is greatest. In 2008, Sun Life Financial was proud to contribute more than \$1.5 million to thousands of people in the communities we serve around the world. Of that amount, more than \$1.1 million was distributed in Canada, made up of corporate donations and matching gifts. Our employees' personal giving added another \$1.08 million to this amount. These dollar amounts were augmented by thousands of hours of employees' volunteer activities. Highlights of their contributions can be found on pages 16 and 17.

DISASTER RELIEF IN CHINA

2008 was an extraordinary year of natural disasters in China. In the early part of the year, southern China was struck by snowstorms, frigid temperatures and other severe weather events. Then, in May, the whole world felt the shock of the devastating earthquake in Sichuan province.

Sun Life came to the aid of those affected by both events. In response to the snowstorm disaster, we augmented the local relief efforts of our joint venture, Sun Life Everbright, with a gift of \$100,000* to help bring much-needed aid to the families and children living in those stricken areas.

We also donated \$150,000* to help rebuild and supply four classrooms for children whose schools were destroyed in the Sichuan province earthquake. Beyond the physical replacement, our hope was that with the ability to attend school again, some sense of normalcy could be restored for children who had lost so much.



Primary school children in Sichuan province return to their studies in one of the classrooms provided by Sun Life

**These amounts represent assistive funding from Sun Life Financial's corporate headquarters in Toronto. Additional disaster relief amounts, raised locally by our joint venture Sun Life Everbright, are reported in our International section on page 20.*

UNITED WAY/CENTRAIDE

For 67 years, Sun Life has supported United Way/Centraide agencies across Canada. By donating to local campaigns, we know that the money raised remains in the community, improving the lives of people who need our help. In 2008, 88 United Way/Centraide agencies received a total of \$1,158,677 from Sun Life – made up of corporate donations and the personal giving of our employees and advisors across Canada. For the sixth consecutive year, we received the “Thanks A Million” award in recognition of our efforts in generating more than \$1 million for this respected organization.

MID-TORONTO COMMUNITY SERVICES

For more than 40 years, Mid-Toronto Community Services has been a leader in community-based care. It works exclusively with seniors and adults with disabilities ranging from Alzheimer's disease, cancer, heart disease, depression, HIV/AIDS and other physical and mental health problems. The organization helps these challenged, often isolated people to live healthier, independent lives while remaining in their homes. Sun Life's donation of more than \$12,000 to Mid-Toronto's Holiday Campaign makes possible a holiday celebration including dinner, music and gifts.

Please see our International section on page 18 of this report for further highlights of our social services support outside of Canada.