



REPORT OF COMMUNITY GIVING 2021



Western
FINANCIAL GROUP
Communities Foundation

Building Healthier Communities One Step at a Time

WESTERN COMMUNITIES FOUNDATION 2021 REPORT ON GIVING



The Western Financial Group Communities Foundation had another great year of giving. I am so proud that our teams persevered and maintained our charitable contribution priorities. This year, we were excited to celebrate 20 years of giving back to our local communities. Community is ingrained in who we are, and we want to continue to give back wherever and however we can. Our supporters helped us bring many inspiring initiatives to life in 2021 and we look forward to building on our shared achievements in the year ahead!

Western Financial Group and our corporate sponsors stepped up to help us continue our community giving. We are so thankful for their support. Even in these difficult times, Western and the Foundation raised over \$405,000 to give back to our communities in 2021 through our three pillars of giving:



Developing Leaders of the Future

We are focused on developing future leaders within our communities



Strengthening our Communities

We are committed to helping develop, improve and maintain the places where our communities gather.



Taking care of our communities in a time of need

We are here to help our communities when they need us most.

One of the most notable initiatives in 2021 was recognizing the inaugural Truth and Reconciliation Day, where we announced a new Indigenous Infrastructure Grant to support those communities in need. We allocated ten bursaries to Indigenous high school students to support their post-secondary education. In addition to the bursaries, we were so pleased to bestow four \$5,000 Infrastructure Grants towards Indigenous communities.

Also notable in 2021, we introduced the Foundation's programs and support for our team and communities within Manitoba Municipalities. In 2022, we look forward to further expanding our support in Winnipeg and the initiatives led by our team there, including, The United Way and our National Walk to Support The Cause.

To help us continue doing great work, the Foundation welcomed three new board members to the team. Grant Ostir and Mark Rouleau, both part of Western's Executive Leadership team, and Lisa Osachoff SVP and Chief People & Culture Officer at Wawanesa. Our board will continue to offer guidance as we plan our best year of giving yet!

We are looking to expand our fundraising and social events in 2022, and I am looking forward to seeing the faces of my colleagues, sponsors, and donors again.

Our collective efforts make a difference for our team members and the communities where we live, work, and play. I am proud of the impact we achieved in 2021 and excited for our plans for 2022!



Laurette LaPlante, Director
Western Communities Foundation

2021 GIVING BREAKDOWN



Community Resources

\$187,552



Schools & Education

\$115,393



Health

\$64,524



Animals

\$42,235

CELEBRATING 20 YEARS BY GIVING BACK!



May 17, 2021, marked the 20th anniversary of the Western Financial Group Communities Foundation. The milestone was celebrated with 20 communities receiving \$1,000 for a charity of their choice over the remaining 2021.

As one of the twenty selected communities to receive an anniversary grant, our Western Financial Group Souris team dedicated their fundraising efforts to raise funds for the Hillcrest Museum Reach for the Top fundraising drive. On top of the anniversary grant, the Souris team also gifted the museum an additional \$1,575.

The Hillcrest Museum was formally known as Squire Hall, built in 1910 by Fred and Maud Sowden. In 1968 a group of volunteers turned it into a museum, and in 1990, the Federal, provincial and Municipal Governments declared it a National Historic site. The museum is now recognized as one of Canada's most historic properties, the museum tours approximately 2000 visitors from around the world in the summer months each year. The museum provides school tours, as well as holds seasonal community events.

This contribution to the Hillcrest Museum in Souris, MB was just one of 20 givebacks celebrating 20 years of giving! Find out more about our 20 year celebration below.



[Western Financial Group Communities Foundation Celebrates 20 years](#)

BOMBER COMMAND MUSEUM OF CANADA



NANTON, AB | CONTRIBUTING TO COMMUNITY LEGACY

The Nanton Bomber Museum honours all those associated with the Bomber Command during World War II.

Through the Western Communities Foundation Infrastructure Grants program, \$5,000 was contributed to the museum to help install a rebuilt engine into the Harvard trainer. The museum's mission is to preserve Canada's important military aviation heritage.



Dan Fox, vice-president of the Bomber Command Museum of Canada, explained: *"We greatly appreciate this generous donation for the restoration of our Harvard aircraft. It will become an integral part of our taxable aircraft in the future."*

The Western Financial Group office in Nanton has long supported the Bomber Command Museum and its significance in the community.

During the war, High River and Vulcan were flight training centers. After the war was over, Vulcan became a "graveyard" for aircraft pieces and old planes. These were sold off to locals and in 1960 three men from Nanton decided to buy a Lancaster Bomber for \$600. It was stored outside in Nanton until 1985 when the Nanton Lancaster Society (NLS) was formed and by 1991 the NLS completed a building to house the plane.



bombercommandmuseum.ca

Because of you, Western Financial Group was able to contribute \$180,000 in Infrastructure Grants in 2021!



● STREET ANGELS OUTREACH CENTRE



CRANBROOK, BC | COMMUNITY OUTREACH

The Street Angels Outreach Centre provides ongoing services for 35 clients who have become like family. Run by the Ktunaxa Nation Council and managed by Tammy Pocha, who exemplifies the name Street Angels in every way. The outreach Centre welcomes anyone in need and provides a safe environment to those who would otherwise not have access to basic amenities.

Although the Ktunaxa Nation Council operates the Centre, they are committed to inclusivity and open their doors to anyone who wishes to leverage their services. They provide a safe environment with everyday services that many of us take for granted, including showers, clothing, a food bank, computer stations, laundry facilities, telephone, and more.



Our Cranbrook, BC office visited the Outreach Centre with a \$6,000 contribution due to our Infrastructure Grant Program and the 20th Anniversary Celebration money, these funds were used to purchase an industrial washer and dryer for clients and supplies for the homeless.



"I personally was very touched and completely overwhelmed by how welcoming the staff and participants were. I was particularly touched by those who chose to share with me their journey. Not always easy, however, unequivocally adding how Street Angels impacted that journey in so many positive ways. I will be returning on my own to volunteer,"

- Adele Heyworth, Western Financial Group,
Client Care Associate in Cranbrook.



Wawanesa is proud
to sponsor the
Western Financial
Group Communities
Foundation.



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CANADIAN NATIONAL INSTITUTE FOR THE BLIND



BRANDON, MB | CARING FOR OUR COMMUNITY

Our Western Financial Group Office in Brandon, MB has a special connection to the CNIB in Brandon. This year, through the Western Communities Foundation Matching Grant program, they donated \$4,791.25 to the CNIB Guide Dog Program.

Guide Dog Training can cost upwards of \$50,000 for a dog to become a Certified Guide Dog.



"Pandemic restrictions have created a bigger need for guide dogs as many Canadians are left without the partners they need to navigate their world. We believe that everyone who would like to have a guide dog should have that opportunity, so we wanted to do what we could to help."

– Julie De Roo, Client Care Associate, Western Financial Group.

"Having a CNIB Guide dog provides me the opportunity to get out in the world, be spontaneous and live a free and independent life just like everyone else in my community. Corporate giving partners like Western Financial Group Communities Foundation help to make it possible for CNIB Guide Dogs to provide highly skilled and qualified guide dogs at no cost to the handlers."



– Tracy Garbutt, CNIB



Proud to support Western Financial Group Communities Foundation



cnib.ca

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● WESTERN INSPIRATIONAL AWARD | KINAE WALLIS



SHAUNAVON HIGH SCHOOL | CELEBRATING FUTURE LEADERS

The Foundation supports Canadian youth who have shown an innate ability to excel in various aspects of their life. We focus on those who have positively impacted their communities through their accomplishments or ability to overcome obstacles. The Western Inspirational Award is a bursary for local high school graduates who display outstanding community/school spirit; they could be a leader, or volunteer their time to benefit others, or they have overcome adversity and or hardships (mental/physical/financial/family) by continuing to be their best self.

Kinae Wallis has displayed an exceptional amount of school spirit in her time at Shaunavon High School (SRC). She has been a faithful, loyal participant, volunteer, and respected member of the SRC for five years. Her most challenging experience came in the 2020-2021 school year, where she held a leadership position as her school's president during the COVID 19 lockdowns. COVID restrictions have proven to be a challenge, but Kinae used her platform to always lead with positivity and enthusiasm, even when organizing became difficult.

She is a committed volunteer who can create a balance between her academic, leadership, community and family commitments and does an outstanding job in all of these areas.

Kinae enrolled in the elementary/middle years Bachelor of Education at the University of Saskatchewan in Saskatoon. A dedicated student and leader, Kinae achieved exemplary academics and has made immense contributions to her school community. Upon completing her degree, she hopes to move back to a small town and continue her journey as a life-long learner.



"I am excited to be able to help and teach children in my future. The inspirational award from Western Financial Group Communities Foundation means a lot to me. This money has helped me pay for university costs such as tuition, rent, and textbook fees. I am grateful that I was able to receive this award."
- Kinae Wallis, Inspirational Award Recipient.



BONNECHERE ALGONQUIN FIRST NATION CULTURAL CENTRE



RENFREW, ON | [HELPING PRESERVE FIRST NATION CULTURE AND HISTORY](#)

Through the Western Financial Group Communities Foundation, \$5,000 was donated to the Bonnechere Algonquin First Nation to contribute to the construction of a Cultural Centre.

“Our Ontario branches collectively applied for the Bonnechere Algonquin First Nation Cultural Centre. This will be the first cultural Centre off-reserve in the Renfrew County area and will be opened to public in the near future,” said Branch Manager Angie Elliott. “We chose this centre as it will allow indigenous and non-indigenous users of the facility to be more integrated. This center will help build awareness of traditional customs and practices and by working together, help address the challenges of reconciliation.”



“The Centre will provide tools needed to support our understanding of our shared and common values as we continue to build awareness of traditional customs and practices. The Cultural Centre will benefit the Bonnechere Algonquin First Nation members numbering approximately 2,000 adults and 700 children being in the town of Renfrew or the surrounding area. It can serve approximately 14,500 school-aged children within Renfrew County. The Cultural Center will be integrated with the community hall and community arenas.

We would promote indigenous youth to be involved with different sports where they could train to participate in indigenous tournaments like the Canada and North American Indigenous Games which takes place every two years.”

Richard Zohr

Chief and Algonquin Negotiation Representative, representing the Bonnechere Algonquin First Nation (BAFN) under the umbrella of the Algonquins of Ontario.

This will be the first Cultural Centre off reserve in Renfrew County and will be open to the public in the fall of 2022. It will house a one-of-a-kind Medicine wheel and allow indigenous and non-indigenous users of the facility to be more integrated and have easier access to the cultural teachings of the Algonquin traditions and documentations // displays of the past and present.

● THE RURAL MUNICIPALITY OF CARTIER HEALTH CENTRE



ELIE, MB | SUPPORTING INCLUSIVITY AND ACCESSIBILITY

In support of our Winnipeg Regional Office team, the RM of Cartier was one of the successful applicants for our newly created Infrastructure Grant for members of the Association of Manitoba Municipalities. The \$5000 grant was used to improve the accessibility of the Cartier Health Centre in Elie, Manitoba. This entrance requires an accessible electronic door opener (push button) and associated flooring and structural upgrades to this entrance's lobby area.



"The RM of Cartier is grateful to be selected as the recipient of funding from the Western Financial Group Communities Foundation towards this project!"

The Cartier Health Centre is leased to several health services providers, including a public health nurse, a medical practice, a chiropractor, and a pharmacy. The Cartier Senior Citizens Support Committee also operates out of the Health Centre. Having these services in our community provides our residents with an alternative to commuting to larger city centres like Winnipeg or Portage la Prairie.

The municipality is located approximately 30 kilometres west of Winnipeg, Manitoba, along the Trans-Canada Highway. It is home to rich farmland and forested areas along the Assiniboine River, forming its northern boundary with the RM of St. Francois Xavier. The population of the RM of Cartier is 3,368, with its largest community located in Elie, Manitoba.



Proudly supporting our local
communities
across Canada



Home



Auto



Business



Life



1-866-245-2779

UNITED WAY OF WINNIPEG



CARING FOR OUR COMMUNITY

Each year, the Group Insurance Solution division of Western Financial Group chooses to support United Way Winnipeg through the Walk this Way campaign.



Walk this way – September 17

Western contributed over 85,000 steps!

Our Winnipeg team stepped up and stepped out and walked with the community to contribute steps so community sponsors could donate \$100,000!

October Campaign

- Western Financial Group (Winnipeg) Employee United Way Donations: \$29,821
- Western Financial Group Corporate Employee Match: \$29,821
- Western Financial Group Corporate Gift: \$10,000



"We love Winnipeg, so it made sense to partner with United Way. When we give to United Way Winnipeg, all our donations go to programs in Winnipeg that help kids be kids, move families out of poverty, and build healthier communities."

- Tracy Postoluk Manager, Employee Benefits Service Centre
Western Financial Group Insurance Solutions



unitedwaywinnipeg.ca



Western FINANCIAL GROUP

Communities Foundation

THANK YOU TO OUR 2021 SPONSORS

NATIONAL CHAMPION | 30K



VISIONARY | 15K



ADVOCATE | 10K



PROMOTER | 5K



SUPPORTER | 2K

