

Canadian Division

The Canadian Division develops partnerships with charitable organizations across Canada that complement Manulife's goal of helping Canadians live longer and healthier lives. The division directs its philanthropic efforts to three major areas: health, education and community.



Health

The Canadian Division supports health initiatives across Canada in the following ways:

- **Hospitals** – By funding programs that support cardiac, cancer and mental health care, giving preference to hospitals in cities with large employee populations. Examples of Manulife's support in this area are Hearts in Motion, a program for cardiac patients at Queen Elizabeth Health Sciences Centre in Halifax, and a program at Vancouver General Hospital to translate mental health information for the Chinese community.
- **Health organizations** – By looking for programs that educate Canadians about the benefits of leading healthy lifestyles. Many of these programs support health and wellness objectives. In 2005, Manulife proudly supported ProCure Alliance, an organization in Montreal dedicated to educating people about prostate cancer.

- **Post-secondary institutions** – By supporting health-related programs and research at colleges and universities. Currently, Manulife is funding the Manulife Centre for Healthy Aging within the Faculty of Social Work at Wilfrid Laurier University in Kitchener-Waterloo.

Education

The Canadian Division's support for education includes the following:

- Actuarial scholarships at selected Canadian universities;
- Broad-based educational initiatives for students in elementary and secondary schools through organizations such as Junior Achievement and Frontier College.

“When I volunteer, it makes me feel like a better person. It makes me feel proud of myself and gives me a better appreciation for all the things that I have.”

Shannon Hill, Plan Member Administrator, Manulife, Halifax

Community

Canadian Division proudly supports communities across Canada, especially through its participation in the annual United Way campaign. By implementing a matching gift program for its employees, retirees and advisors, Manulife offers significant support to United Way agencies across Canada.

Canadian Division encourages its employees to volunteer for charitable organizations across Canada through a program called Helping Hands. When an employee volunteers a minimum of 25 hours a year for a registered charity, Manulife sends \$500 to that organization on the employee's behalf.

Through a number of Manulife-sponsored fundraising events, Manulife employees and their families have an opportunity to participate and help build stronger communities. Some of these community events include:

- Manulife Bike & Hike for Heart (supports St. Mary's Regional Cardiac Care Centre in Kitchener);
- Manulife Run for Research (supports the Sunnybrook Health Sciences Centre in Toronto);
- Manulife Dragon Boat Festival (supports Sport Nova Scotia in Halifax);
- Manulife Walk for Memories (supports Alzheimer Society of Ontario and its chapters across the province).





Manulife Dragon Boat Festival

In keeping with its emphasis on strengthening the health of communities, in 2005 Manulife became the title sponsor of the Manulife Dragon Boat Festival in Halifax.

The event brought together 1,500 keen dragon boat racers and raised more than \$120,000 for Sport Nova Scotia. The organization provides vital funding to amateur sports groups throughout the province, enabling them to create programs that encourage young people to stay active.

In 2005, Manulife employees and associates entered three teams in the race, one of which won the overall event.

ProCure Alliance

Manulife is a founding sponsor of ProCure Alliance, a Quebec organization dedicated to increasing awareness about prostate cancer and developing partnerships to prevent and cure this disease.

With funding from Manulife, ProCure Alliance has created a comprehensive bilingual web site about prostate cancer that provides prevention strategies, treatment options and a directory of local support resources.

ProCure Alliance is also creating a Prostate Cancer Biobank that collects prostate tissue for use by researchers around the world in their search for better treatments and a cure.



Vancouver General Hospital and UBC Hospital Foundation

Manulife funding has helped the Cross-Cultural Clinic at Vancouver General Hospital to translate materials for British Columbia's growing Cantonese- and Mandarin-speaking communities. The translations include 43 fact sheets with information such as descriptions of mental illnesses and the social impact mental illness has on individuals and families.

Available on the clinic web site, the information will help mental health care professionals and community support workers across Canada and internationally to care for their Cantonese- and Mandarin-speaking patients and their families.