

GORE MUTUAL

150 Ways campaign reaches out with over \$1 million

Many corporations have taken part in Canada 150 celebrations across the country. But for Gore Mutual recognizing our nation's birthday means giving, both in monetary and time contributions, with its 150 Ways campaign.

"As we looked back at the history of our company, we realized that the idea of helping people permeates everything we do," says Igor Bubic, director of marketing and communications. "That's one of the reasons why the Gore Mutual Foundation was established in 1988. Since then, we have given over \$10 million to more than 650 charities in communities across Canada. This was achieved in partnership with over 280 brokers."

Bubic says that, although Gore Mutual has a long history of giving, the company wanted to do even more through its 150 Ways campaign. "With 150 Ways, we wanted to do something beyond the normal monetary giving we do annually. That's why we came up with the idea of partnering with our brokers to give \$1 million to better our communities in 150 ways. In addition to making donations to different charities all year long, we are also volunteering in the community."

Heidi Sevcik, president and CEO of Gore Mutual, says the support that 150 Ways has received from broker partners has been fantastic. "They have nominated many amazing organizations to receive grants. By working together with our broker partners, we have made a greater impact in our communities."

Gore Mutual hopes to push the donation needle far beyond its initial

\$1-million goal, Bubic says. They are also promoting the charities and their broker partners involved with 150 Ways. "We're posting articles about each of the 150 acts on our website: goremutual.ca/150ways. The articles include quotes from the charities and the brokerages that nominated them to receive a grant."

Gore Mutual kicked off 150 Ways in January with a \$500,000 gift to Cambridge Memorial Hospital to build a new Rehabilitation Centre. In June, it also

Cancer Society, Trillium Health Partners Foundation, McDonald House Charities South Central Ontario, Cystic Fibrosis Canada, Lion's Camp Dorset, Childcan, Grand River Hospital Foundation, Red Deer Foodbank and others.

Bubic feels that a great initiative like 150 Ways helps Gore Mutual and its foundation continue to grow in stature.

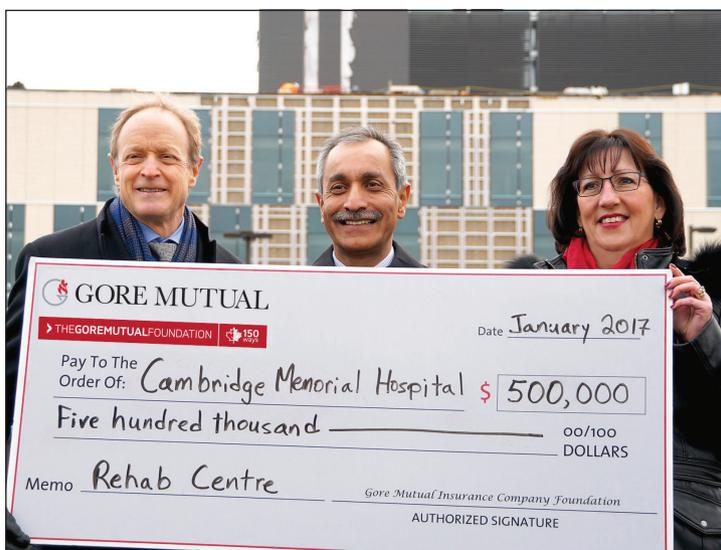
"For a smaller company like us to give as much as big corporations is quite remarkable. Additionally, the positive feedback we have been

getting from our brokers on the 150 Ways campaign reflects where Gore Mutual is headed as a company. We are aligning our business values with our foundation, and looking to be a more socially conscious and socially driven organization."

Magermans & Raes Insurance Brokers has participated in the 150 Ways project by nominating Big Brothers Big Sisters of Sarnia-Lambton to receive a \$5,000 grant. "Gore Mutual's generosity in supporting the communities in which they do business is just one of the many things that set them apart as a true Canadian insurer," says Tony Magermans, president.

Through 150 Ways James W. Gordon Insurance Brokers chose to support Northumberland Hills Hospital Foundation by nominating the organization for a \$3,000 grant. "We teamed up with Gore Mutual Foundation because they are proactive in supporting their brokers and the communities where they work and live," says Jamie Gordon, owner.

With a history that dates back to 1839, Gore Mutual continues to be a forward-thinking company that has established itself as a strong player in the ever-changing world of insurance. **IP**



Patrick Gaskin, president and CEO of Cambridge Memorial Hospital, accepts a \$500,000 donation for the Hospital's foundation from Farouk Ahamed, chair of the board of Gore Mutual, and Heidi Sevcik, president and CEO of Gore Mutual. The donation kicked off Gore Mutual's 150 Ways campaign.

created the Gore Mutual Resiliency Fund in partnership with the national youth charity, Pathways to Education.

"We're really excited about our project with Pathways to Education," says Bubic. "We'll be working with them to give \$150,000 to help youth in low-income communities in the Waterloo Region and Vancouver graduate high school and successfully transition into post-secondary education, training or employment."

Other organizations that the Gore Mutual Foundation has donated to as part of 150 Ways include the Canadian