

Empowering brokers and communities through Purpose

As climate-related risks continue to rise, [Gore Mutual's 2025 Purpose Insights Report](#) explores how Purpose-driven strategies are helping brokers strengthen relationships, build trust, and prepare homeowners and communities for the increasing frequency and severity of natural disasters.

With insured losses from severe weather surpassing \$8 billion in 2024 across Canada, the need for proactive, Purpose-driven solutions has never been greater. Through our 2025 Purpose Insights Report, we equip brokers with the insights and tools to lead targeted, impactful conversations to build resilience in the face of climate change.

The broker advantage: Purpose as a catalyst for resilience

Brokers are uniquely positioned to lead conversations around climate resilience.

- Nearly 75% of brokers recognize the importance of climate change policies—significantly higher than the general population (59%)
- 88% of brokers regularly discuss climate resilience with their clients, but are they having the right conversations?

To explore our full findings, which will provide clear, actionable insights on the most critical climate resilience topics for your clients, [download the 2025 Purpose Insights Report](#).

Let's continue to lead with intention, act with impact, and build a future where resilience is not just a goal—but a shared commitment.