

Spreading good to charities, non-profits—applications now open for grant requests

Gore Mutual to provide grants to local charities, applications close July 29.

July 5, 2022 (Cambridge, Ontario) – Earlier this year, [Gore Mutual Insurance Company](#) (Gore Mutual) introduced its refreshed brand grounded in Purpose—to provide **Insurance that does good**. As part of its Purpose strategy, Gore Mutual is [seeking grant requests from charities and non-profit organizations](#) wanting to partner on programs, initiatives and capacity building in the areas of poverty, equity and climate change. The deadline to submit a grant request for Strategic Charitable Partners is Friday, July 29 at 5 p.m. ET.

“As a modern mutual, we’ve always been committed to building thriving communities and have a history of philanthropy. We’re now taking a deeper, more focused approach with the goal of greater impact,” says Andy Taylor, chief executive officer. “We have a unique and exciting opportunity to collaborate with charitable partners, broker partners and employees to have a positive impact on local communities where we live and work.”

“We’re bringing this purpose to life and encourage charities and non-profits to partner with us,” says Gaby Polanco-Sorto, head of purpose and sustainability. “Through the insights and collaboration of our employees, broker partners and charitable partners, and the changing tides for the most vulnerable within our communities, we’re excited to leverage the momentum we already have and support the identified areas that are most important in our communities.”

The company’s Purpose strategy now aligns with the [United Nations \(UN\) Sustainable Development Goals](#), a set of 17 goals identified as the most critical social and environmental issues globally. Of those goals, Gore Mutual’s Social Impact Strategy will focus on three main pillars, poverty, equity and climate change which we see as being inter-connected. Administered by the Gore Mutual Foundation, the company’s Social Impact Strategy consists of three granting streams: Strategic Charitable Partners, Brokers for Good program and Circle of Good Employee program.

Notes Polanco-Sorto, “We believe there is more than enough good to go around, that’s why we’ve enhanced our existing programs and introduced new focus to have a holistic vision making a bigger impact on local communities, while contributing to larger global goals.”

For more information, eligibility and to apply, visit www.goremutual.ca/purpose/spread-good.

The Strategic Charitable Partners program and application process is in addition to the Brokers for Good program, where Gore Mutual will match grants made by broker partners which support causes and charities in their local communities.

ABOUT GORE MUTUAL

Built on a foundation of financial strength for more than 180 years, Gore Mutual Insurance Company is one of Canada's first property and casualty insurers. With offices in Cambridge, Toronto and Vancouver, we are a Canadian mutual company offering competitive insurance products through trusted broker partners. Every decision and investment made is anchored in the long-term benefits to customers, members and communities.

Insurance that does good – this is our Purpose. Grounded in our purpose and guided by our core values, at Gore Mutual, we believe that being good and doing good by our employees, customers and broker partners will benefit not only them but also us—which in turn allows us to spread good in our communities and reward the good we see in others. This is what is driving our work to become a purpose-driven, digitally led national insurer.

For more information, visit goremutual.ca or Gore Mutual's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#) pages.

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