



PUBLIC ACCOUNTABILITY STATEMENT 2020

OUR VISION

Canada's most convenient insurance and investment company.

OUR MISSION

Insurance & Investments
Simple. Fast. Easy.®

OUR CORE VALUES

We are honest and fair, and we honour our commitments to our customers and to each other.

We treat each other with respect.

We hold ourselves and each other accountable.



ABOUT EMPIRE LIFE

The Empire Life Insurance Company (Empire Life) is a proud Canadian company that has been in business since 1923. We offer individual and group life and health insurance, investment and retirement products, including mutual funds through our wholly-owned subsidiary Empire Life Investments Inc.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated A (Excellent) by A.M. Best Company². Our mission is to make it simple, fast and easy for Canadians to get the investment, insurance and group benefits coverage they need to build wealth, generate income, and achieve financial security.

This statement contains information about Empire Life and Empire Life Investments Inc. All data is reported for the financial year ending December 31, 2020.

¹Based on total assets as reported in December 31, 2019 OSFI filings.

²As at June 24, 2020. For the latest rating, access www.ambest.com.

COMMUNITY INVESTMENT PROGRAM

In 2020, we continued our community investment in three key areas: community well-being, health and medical research, and education. Additional contributions were made in arts, culture and miscellaneous support.

2020 community investment

TOTAL CONTRIBUTIONS:

\$354,346

IN-KIND

\$439

EMPLOYEE VOLUNTEERISM

\$14,728

COMMUNITY SPONSORSHIPS

\$14,523

CHARITABLE DONATIONS

\$324,656

Financial contributions by sector



COMMUNITY WELL-BEING

65%



HEALTH & MEDICAL RESEARCH

20%



EDUCATION

12%



ARTS, CULTURE & MISCELLANEOUS

2%

INVESTING IN OUR COMMUNITIES

We're proud to support people and organizations in our communities not only through financial contributions but also through volunteerism, with our employees supporting our efforts by investing time and energy in communities across Canada. The year 2020 was unlike any other due to the COVID-19 global pandemic. Many organizations that we support needed to adjust, pivot and adapt events to a new virtual world. Unfortunately, some events originally planned for the year could not take place. The following stories highlight just some of the organizations and events we were honoured to continue to support in 2020.

"Local Love" for United Way

In 2020, our United Way committee was tasked with the challenge of following up a record-setting 2019 campaign. On top of that, the majority of our employees were working from home. Without BBQs, bake sales and potlucks, the team needed to be more creative and engaging than ever. In a first for our annual campaign, we ran everything virtually, with an online scavenger hunt, silent auction, and even cooking classes taught by employees. Most important, we showed businesses across the country some "Local Love" by encouraging our colleagues and our social media followers to support them. Our ultimate campaign goal was to max out our \$125,000 corporate match for the third consecutive year and we're thrilled to share that not only did we max it out, but we raised a new record total of \$278,000.

Investing in our youth through Pathways and GEM

Empire Life has supported Pathways to Education Canada since 2010 and Girls eMentorship (GEM) since 2016. Both organizations are focused on changing the

lives of young Canadians, helping them to overcome socioeconomic and educational barriers and reach their full potential. We are extraordinarily proud of the achievements and enthusiasm of the participants and of the small part we play in helping them to build bright futures for themselves.

Run for the Cure—together but apart

As with so many things this year, our Empire Spitfires Run for the Cure team had to switch gears because of the pandemic. For the first time ever, participants were encouraged to continue to raise much-needed funds for the Canadian Cancer Society, but to do it while walking or running on their own. A few of our employees gathered for a physically-distanced walk on October 4, 2020. The Spitfires set a lofty goal of \$3,000 and were thrilled to surpass their goal by raising \$3,335. They were also named the corporate team winner for Kingston for the second year in a row! Shout out to the entire team and thank you to everyone who donated. Run for the Cure raised approximately \$8.5 million nationally.



Big Bike (or walk!) for Heart and Stroke

The Big Bike is always a fun way to raise money for the Heart and Stroke Foundation. Typically a group of employees takes the 30-seat bike for a tour of beautiful downtown Kingston, but that wasn't an option once the pandemic hit. As organizations were scrambling to figure out ways to make events work, this was one of the first to adapt to the new reality. Our fearless captain, **Krista O'Connor**, Corporate Accountant, set out to raise as much money as possible in this unique environment. Instead of a Big Bike, employees went for individual walks and were still able to raise almost \$2,000. We look forward to riding the Big Bike again sometime soon!

Motionball Marathon of Sport

The Marathon of Sport is a day of friendly, competitive sport in cities across the country. Teams compete in activities such as soccer, football, ultimate Frisbee and bench ball, and all funds raised go to Special Olympics. The 2020 event was held virtually with an hour-long, action and celebrity packed broadcast. Our friends and



business associates at Benefits By Design and IDC Worldsource Insurance Network encouraged us to participate and we're proud to say that our team raised \$3,190, exceeding our goal of \$2,500. With so many events and sports programs cancelled due to COVID-19, this event was crucial for Special Olympics athletes across the country.

The gift of sharing

The pandemic has been hard on many of us, but especially hard on vulnerable members of our communities, those who have lost their jobs and who are finding it more difficult than ever to make ends meet. Recognizing this, our sales teams redirected monies they would normally spend on holiday events and activities for distribution partners to our annual holiday donations program. As a result, we were able to provide much-needed donations to 15 food banks and community support programs across the country. We truly appreciate the work they all do to support our friends and neighbours.



OUR COMMUNITY PARTNERS WRITE...

There has never been a more critical time to help students living in low-income communities overcome barriers to their education. At Pathways to Education, our front-line staff are there to ensure each student has access to the academic, financial, social, and one-on-one supports they need to effectively cope with the impacts of the pandemic and disruptions to their learning. Because of you, Pathways students will continue to receive the essential resources they need to succeed in high school, no matter what. Thank you for standing with us.

Sue Gillespie, President & CEO, Pathways to Education Canada

Your kind and generous support has made such a positive impact on our city's vulnerable population. It is a pleasure to serve on your behalf. Thank you!

Ronda Candy, Executive Director, Martha's Table

This year in particular we faced a unique set of challenges which we could not have navigated without your support. Despite having to completely reimagine Big Paws in light of COVID-19, your sponsorship encouraged and assured us that it was possible. Your commitment to the Kingston community in an unprecedented time is admirable and does not go unnoticed. Thank you again for all of your support – we couldn't do it without you.

Gord Hunter, Executive Director, Kingston Humane Society

We are very privileged to have been able to benefit from your support in 2020. On behalf of all the families, we thank you from the bottom of our hearts. Thanks to your three-year pledge to our organization, we are able to increase the value of parental support and the number of families enrolled by 2023. We are so grateful for your support.

Julie Desautels, Executive Director, Fondation Marie-Ève Saulnier

Thank you so much for all your support of this year's 2020 Bladder Cancer Canada Awareness Walk! Despite the ongoing need to stay close to home, hundreds of Canadians raised awareness and funds in support of Bladder Cancer Canada's mission.

Michele Zielinski, Managing Director, Bladder Cancer Canada

Special thanks to our Local Hero sponsor Empire Life. Your contribution to our mission of patient support, education and research funding is felt nationally and in Kingston with our roadside awareness campaign signage and year-round participation in our national support system for new patients. Your contribution also supports bladder cancer research grants and motivates me personally to continue this life-saving volunteer work.

Gerry Ross, Kingston Bladder Cancer Walk Coordinator, Community Ambassador and Peer Support Volunteer



EMPLOYEES MAKING A DIFFERENCE

We're proud of our employees and the volunteer work they do each and every year. In 2020, volunteer opportunities were significantly impacted by COVID-19. Some events that we were able to safely participate in either virtually or physically distanced included those mentioned above, as well as the United Way Community Impact Panel and continuing to have employee volunteers represent Empire Life on various community committees and boards. Here are just a few of our many employees who helped make a difference throughout this unique year during their personal time and on behalf of the company.



Justin Ferguson
Digital Asset Lead

Justin is the current President of TELICO, our employee social club for the Kingston office. With employees working from home, TELICO was faced with its most interesting year ever. Our golf tournament and many other in-person events were all cancelled. Justin and the TELICO team worked with Club PEP, our Montréal office social club, to create virtual opportunities to engage employees. The clubs were able to offer free yoga and fitness sessions to our employees during lunch hour sessions, a virtual Halloween contest and our annual year-end cheer draw. The draw was the biggest ever with an impressive amount of prizes for employees. Justin played a key role in helping keep our employees stay connected and engaged while we shifted to a work from home environment.



Karina Cormier
Sales Analyst

Each year, Karina plays a key role in our Montréal office's United Way campaign. This year was no different. With employees working from home, we were looking for new and interesting ways to engage employees virtually. Karina took the lead in organizing an online scavenger hunt through the GooseChase app. It was a fun way to get employees participating and competing for bragging rights. Karina is also the president of the Montréal-based Club PEP. During a difficult year, Karina did her best to not only raise funds for worthy organizations but also help employees smile along the way.



Sarah Hogeboom
Senior Underwriting Analyst

Sarah was one of our 2020 United Way co-chairs and did an amazing job leading the charge on our virtual campaign. When our committee first met, there were lots of questions and uncertainty about how our campaign would look with most employees working from home and everything going digital. Sarah showed great initiative and championed our #LocalLove record-breaking campaign which benefits United Ways and Centraides across Canada. Well done Sarah, we're excited to see what you and your campaign team do for an encore with our 2021 United Way campaign.



Dale Mainville
Senior Executive Assistant

Dale co-captained our Empire Spitfires Run for the Cure team for the eighth time. Since the large gathering and walk couldn't happen, Dale worked with colleague **Cathy Christmas**, Customer Service Representative, Group Solutions, to plan and organize a different kind of run/walk for their teammates. They did an amazing job! Dale was also a key member of our United Way committee, helping organize our silent auction and #LocalLove events. Empire Life will be celebrating our 100th anniversary in 2023 and Dale was one of the first to put her hand up to join the planning team. When we need a reliable volunteer, we know we can always count on Dale!



Aaron Lutz
Corporate Accounting, Payroll Coordinator

Aaron has been involved with our United Way campaign for the past 10 years. He is an unsung hero who works quietly behind the scenes, and is a crucial part of the success of our campaign. Aaron works directly with United Way to coordinate our ePledge donations and provides us with detailed weekly reports to make sure we are trending in the right direction. He makes the payroll deduction portion of our campaign simple, fast and easy with his hard work and commitment to the United Way.

Employees in Canada* (2020)

Province	Number of employees	Full-time	Part-time
Alberta	6	6	
British Columbia	22	22	
Nova Scotia	2	2	
Ontario	761	753	8
Quebec	75	74	1
Manitoba	1	1	
Saskatchewan	2	2	
Newfoundland	1	1	
Total	870	861	9

*Excludes contract, agency workers and consultants

Improving access to our services

We are committed to respecting the dignity and independence of people with disabilities by preventing and removing barriers to accessibility. As part of our commitment

- We have policies and procedures to ensure we meet legislated accessibility requirements.
- We ensure persons living with disabilities can access areas of our company that are open to the public.
- We have telephone services available to our customers using a relay service.
- Our customer service employees are trained on how to communicate with and accommodate people with various types of disabilities.
- We have a feedback process to ensure we meet the accessibility expectations of our customers.

We are making our websites accessible, applying Web Content Accessibility Guidelines (WCAG) 2.0 Level A requirements into new external websites and current external websites that undergo a significant refresh.

All of our employees complete accessibility training so they can help identify, remove and prevent barriers to accessibility.

For more information about how we are improving access to our services, read our [Accessibility Policies](#).

Taxes paid (2020, in thousands of dollars)

Taxes by jurisdiction	Premium taxes	Income taxes	Other taxes	Total taxes
Newfoundland & Labrador	105	64	-	169
Prince Edward Island	55	49	-	104
Nova Scotia	180	190	7	377
New Brunswick	89	141	1	231
Quebec	7,307	5,829	829	13,965
Ontario	6,694	8,764	6,136	21,594
Manitoba	334	383	2	719
Saskatchewan	516	466	2	984
Alberta	1,745	1,102	-	2,847
British Columbia	1,688	2,192	60	3,940
Yukon	10	8	-	18
Northwest Territories	18	2	-	20
Nunavut	1	1	-	2
Federal		29,207	6,441	35,648
Total taxes	18,742	48,398	13,478	80,618

Contact us

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For more information about our
Community Investment program,
visit our website or email
us at community@empire.ca.

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