

Great-West Life, London Life and Canada Life: Helping build stronger communities

Strong communities begin with strong family ties. So what better way to strengthen a family's bond than by helping ensure they have a safe, decent and secure home?

Great-West Life, London Life and Canada Life, through the *Key to Giving*[™], their national corporate citizenship program, contribute to non-profit, charitable and community organizations across the country to address health and wellness, education, social services, arts and culture and civic initiatives.



Since 2005, the companies have partnered with Habitat for Humanity Winnipeg as a House Sponsor, providing significant financial support that helps cover the cost of building a Habitat home every two years. Their own staff devote personal time, rolling up their sleeves, picking up hammers, and helping build houses for future Habitat homeowners.

“Our staff and financial security advisors have been quick to provide not only their labour, but also their time and expertise, to a cause close to their hearts,” said Jan Belanger, Assistant Vice-President, Community Affairs, Great-West Life, London Life and Canada Life. “Their enthusiastic, grassroots-level support for Habitat helps our organization give back to the community in a tangible way.”



Great-West Life volunteers with Selma and Jamal, the homeowners of the sponsored home.

In 2009, Great-West Life, London Life and Canada Life have expanded their relationship with Habitat for Humanity Canada through an exciting new national award program.

The Great-West Life, London Life, and Canada Life National Award for Leadership in Sustainable and

Affordable Home Building serves to recognize Habitat's goals for sustainable builds, and also local individuals supporting the cause.

The award gives Habitat affiliates the opportunity to nominate an individual who has shown commitment to sustainability and home construction in their community. The winner is awarded a \$25,000 grant to be directed to the Habitat affiliate of their choice to help build more affordable homes in their community.

"The award further encourages a collective commitment to sustainable and affordable home building as a means to help Canadians break the cycle of poverty," said Belanger.

Great-West Life, London Life and Canada Life demonstrate that all of us — whether as individuals or working together as part of a company— can make important contributions to the community.