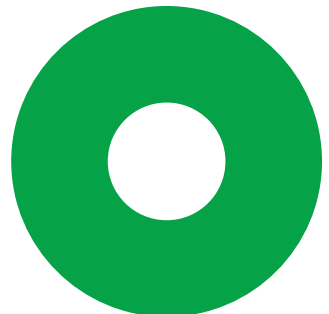
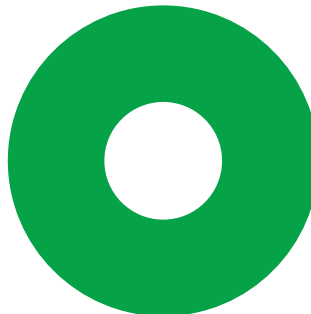
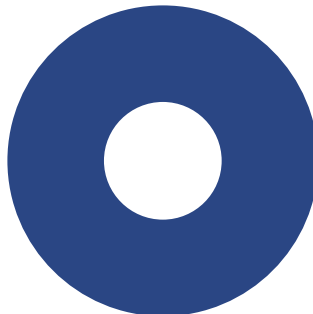
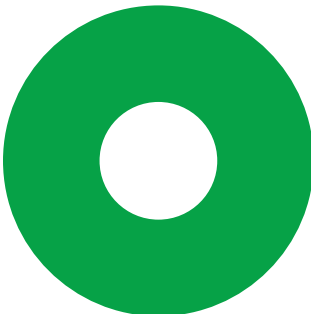
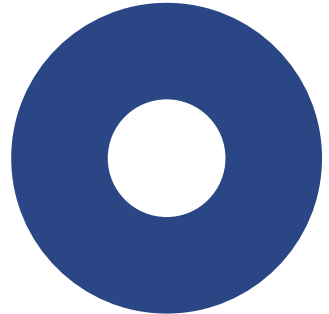


2024 Beyond Business Report

# Securian Canada's Inclusion in Action





# Land acknowledgement

Securian Canada is grateful to acknowledge that our head office is located on the traditional, ancestral and unceded territories of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples.

While our head office is in Toronto, now home to many diverse First Nations, Inuit and Métis peoples, we also acknowledge that our other locations across Canada are situated on the traditional lands of many First Nations and Métis peoples.



# Contents

## Introduction

Land acknowledgement	2
Beyond business by the numbers	4
Message from CEO, Nigel Branker	5
About Securian Canada	6
Q&A with AVP, Inclusion, Elizabeth Charles	8

## Commitment to people and culture

Inclusion Networks	12
Volunteer day	13
Employee wellness	14
Employee diversity celebrations and education	15
Professional development	17

## Commitment to clients and partners

CFL sponsorship: Diversity in Football program	19
Toronto Maple Leafs sponsorship: Home Ice Hockey program	21
CAA charity golf tournament for Hope Air	23

## Commitment to communities

Canadian Association of Black Insurance Professionals sponsorship	25
Indspire scholarships	26
Cricket to Conquer Cancer sponsorship	27
Children's Grief Foundation donation	27

## Recognition

Great Place to Work® certification	29
Women in Governance: Bronze award for gender parity	29

# Beyond business by the numbers

As of December 31, 2024

**350+**

Employees

**~3.5M**

Canadians served

**43%**

Women in executive roles

**\$225,000+**

Invested in partners' community programs





# A message from Nigel Branker

Chief Executive Officer, Securian Canada

Running a business comes with a responsibility to make a positive impact – and we're often reminded of the incredibly rewarding role of life insurance providers when supporting people on some of the hardest days of their lives.

But the commitment to be there for others during challenging times goes beyond providing Canadians with access to innovative financial protection; it extends to how we show up for our employees, clients and partners, and the communities we serve.

How companies do business matters. As a purpose-driven, people-first organization, we make it our mission to act intentionally in alignment with our core values in everything we do. But more often these days, we're cognizant that this isn't something every company chooses to do, and that many have begun to shy away from inclusion and social impact initiatives.

At Securian Canada, we see things differently. We acknowledge systemic inequities – and where they exist, we take action. While not everyone will follow our approach, we strongly believe that investments in inclusion are investments in our business and future growth, enabling us to realize our purpose: **to help build secure tomorrows for all Canadians.**

Creating the meaningful change we seek is via a three-pronged approach:

**Awareness:** We shed light on social issues by giving them voice and amplifying to our networks.

**Mobilization:** It's not enough to highlight challenges; we need to act with tangible steps and inspire others to do the same.

**Funding:** We direct financial resources towards initiatives that create real impact.

Through careful and intentional selection, action, and investment in initiatives that increase inclusion and access for our people, clients and partners, and communities, we're creating connections that go *beyond business* to **help shape a more inclusive future.**

In this inaugural report for Securian Canada, we're excited to share some of the work we're doing to become one of Canada's leading inclusive insurance companies.

Through community programs that increase access to sports for underserved youth, sponsorships of organizations that remove barriers for Black Canadians and Indigenous Peoples, advocating for women in leadership positions, and our own internal programming and initiatives that ensure every employee can bring their authentic

self to work each day: our focus on inclusion is at the heart of it all.

It's with pride that we reflect on what we've done so far. Our aspirations for further impact propel us to do even more in the future. The work in this space is far from done, and we're committed to continued listening, learning and holding ourselves accountable to set an example for inclusivity within the insurance industry.

Thank you to all Securian Canada's customers, clients, partners and employees for joining us on this journey and for supporting our business.

Our dedication today is what will shape a more inclusive and secure tomorrow for all Canadians.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Nigel Branker'.

**Nigel Branker**  
Chief Executive Officer,  
Securian Canada

# About Securian Canada

## WHO WE ARE

**We're here for all Canadians and their families – however they define family – because everything we do helps build secure tomorrows.**

We're here for all Canadians and their families – however they define family – because everything we do helps build secure tomorrows. Our practical, life-ready insurance and protection solutions are designed to help provide financial security, so that Canadians can spend more time making every moment count.

Securian Canada is a leading insurance provider with more than 65 years of experience innovating in the Canadian financial institution and association and affinity markets. We offer insurance solutions built with genuine care – providing specialized experiences to those we serve. Securian Canada operates as an independent subsidiary of Securian Financial Group.

FOCUSED ON TODAY – AND THE FUTURE

At Securian Canada, our forward-looking strategy focuses us on being:



**A best-in-class player** in the financial institution and creditor space.



**An association and affinity leader** that delivers an exceptional member experience via a digital innovation.



**A progressive employer of choice** leading with inclusion.



# A Q&A with Elizabeth Charles

PhD, Assistant Vice President, Inclusion,  
Securian Canada



We're excited to introduce Elizabeth Charles, Securian Canada's AVP of Inclusion. She leads the charge in shaping and operationalizing our inclusion strategy to create meaningful impact for our employees and communities. We sat down with Elizabeth to explore Securian Canada's approach to inclusion and the vision behind this work.

**Q: Could you share your vision for inclusion within Securian Canada, and how it aligns with larger organizational goals?**

**A:** At Securian Canada, we are working hard to become one of Canada's leading inclusive insurance companies that advances equal access for all. This underscores our inclusion strategy, which is designed not just to meet industry standards but also to set a new benchmark for inclusivity and innovation in the insurance space.

As a challenger brand, we approach our goals differently. Achieving the highest level of psychological safety – also known as “challenger safety” – is central to our strategy. Challenger safety empowers team members to question the status quo without fear of retaliation or retribution. This level of inclusion and safety is essential in driving innovation and reaching underserved markets and communities and allows us to continue to meet the needs of our current customers.

When employees feel safe and supported, they bring their diverse perspectives, experiences and talents to the table, fuelling the kind of creativity and collaboration that helps us truly stand out.

Our inclusion strategy is about more than just words – it's about creating a culture where everyone feels comfortable enough to contribute their best. It's a culture that values diverse experiences and perspectives and understands that these are essential in achieving lasting success.

**Q: What are the most critical areas you believe Securian Canada should focus on to create meaningful social impact?**

**A:** Social impact is not limited to a single area – it's holistic and all-encompassing. Each component influences the others, and when one falls behind, the entire ecosystem is affected.



That's why Securian Canada's inclusion strategy takes a multi-pronged approach to, in part, address barriers that have historically prevented some Canadians from accessing insurance.

**To create meaningful impact, we focus on three strategic pillars:**

## **1 People and culture**

The people and culture pillar highlights our commitment to fostering a positive organizational culture among Securian Canada employees. This pillar drives initiatives that encourage inclusion across the workforce, mitigate barriers throughout the employee life cycle, cultivate the next generation of leaders, design and operationalize inclusion accountability and establish Inclusion Networks (more commonly known as employee resource groups).

## **2 Clients and partners**

The clients and partners pillar ensures that our values are reflected in every external relationship. This includes aligning our values with third-party partners, attracting a strong client base reflective of our inclusion commitment, and developing innovative and inclusive products. A standout example is our partnership with the Toronto Maple Leafs and as presenting sponsor of Home Ice Hockey, a program designed to provide youth from underserved communities access to opportunities they might not otherwise have.

## **3 Communities**

The communities pillar guides initiatives that deepen our relationships with traditionally underserved populations. We seek to increase access, expand our volunteerism, and actively support societal issues. This work is ongoing and reflected in initiatives like our sponsorship of the Canadian Association of Black Insurance Professionals (CABIP) and our Indspire scholarships for Indigenous students.

These pillars are designed to work in harmony, ensuring that our inclusion strategy delivers on its promise to create lasting change while supporting employees, clients and communities.

**Q: How would you describe the overall engagement and support you've seen for inclusion initiatives across levels of the organization?**

**A:** In a word: excellent! At Securian Canada, inclusion is strongly supported across all levels of the organization, particularly by the most senior leaders. Their dedication and commitment to our inclusion strategy and roadmap set the tone for the entire company. When members of the leadership team advocate for inclusion efforts with enthusiasm, it has a ripple effect throughout the organization and empowers employees to contribute.

**Q: How do you see broader societal trends affecting the work we do for inclusion, and how is Securian Canada positioned to adapt to these shifts?**

**A:** Our commitment to inclusion is not only a business strategy, but also a social responsibility. By establishing inclusion within and throughout the organization, including the workforce, our culture and the products we offer, we are positioning ourselves to become a leading inclusive insurance company. This commitment allows us to realize both the business and social benefits of being an inclusive organization, which in turn helps us better serve the diverse needs of all Canadians.

It's important to ensure we back our calls for inclusion with action, continually adjusting our approach in accordance with the evolving needs of employees, clients and communities – ensuring equal access to opportunities and support for all.

When we get inclusion right, everyone benefits. Employees feel valued, customers feel understood, and communities feel empowered. By positioning ourselves as a leader in inclusive insurance, we are securing not only the future of the business but also the futures of the individuals and diverse communities we serve.



“

**When we get inclusion right, everyone benefits. Employees feel valued, customers feel understood, and communities feel empowered.”**

**Q: What metrics or indicators do you use to assess progress in our inclusion efforts? And how do you ensure lasting success rather than temporary change?**

**A:** True success requires an approach that takes into consideration all the pieces that make up our broader inclusion strategy.

By embedding these metrics within our overall corporate strategy and ensuring they are not approached in isolation, Securian Canada is positioned to ensure the sustainability and lasting impact of our inclusion efforts.

We create a foundation for equal access to opportunities and support that goes beyond temporary fixes, driving continuous improvement and embedding inclusion as a core organizational value. This alignment allows us to create meaningful change that supports business objectives while addressing the multidimensional needs of all Canadians.

---

#### **Training and development:**

We evaluate the participation and engagement in training to better understand how learnings from inclusion training are being applied within teams and external interactions.

---

#### **Inclusion Networks:**

These networks are not just open membership opportunities for connection but they are also drivers of change in training, development and how we engage with clients. We track their impact using our strategic pillars of career, community, culture and commerce.

---

#### **Sentiments of inclusion and belonging:**

Feedback from employees helps us understand how people experience our environment.

These insights shape future programming and are integral to our strategy and roadmap.

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#### **Pay equity:**

We're committed to pay equity, ensuring that employees in similar roles receive equal and competitive compensation, regardless of gender, race, disability, or other distinctions.

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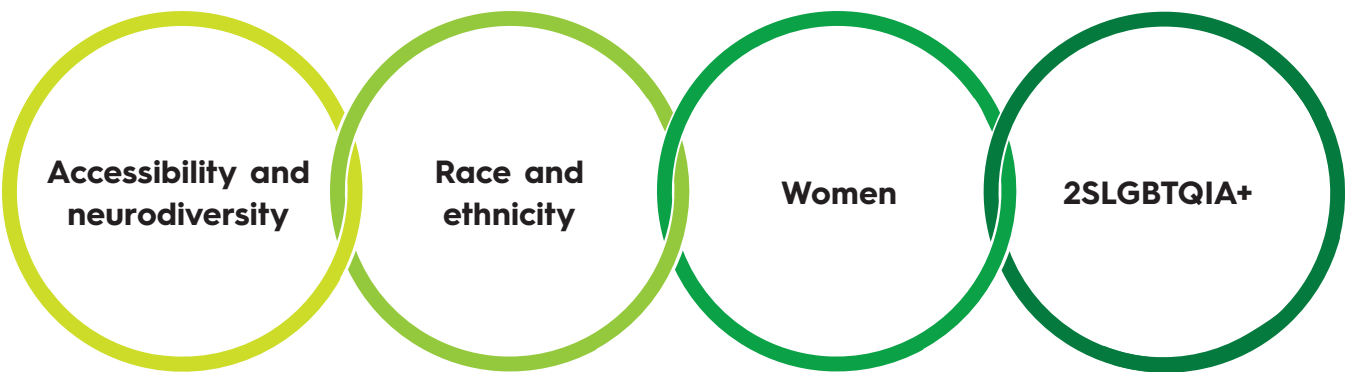
#### **Employee insights:**

We assess representation through an approach that helps to ensure the inclusivity of multiple identities or lived experiences. Understanding the diversity of our employee base allows us to approach topics from a range of perspectives.

Additionally, we examine the entire employment lifecycle, from hiring to mentoring and beyond, to ensure inclusion is embedded in every step.

# Commitment to people and culture

# Inclusion Networks



**Recently, Securian Canada introduced Inclusion Networks – our version of employee resource groups.**

Wanting to ensure valuable employee input in creating Inclusion Networks, we gathered feedback from employees during our September 2024 town hall and an information session in November 2024.

Employees shared their thoughts on what types of Inclusion Networks should exist at Securian Canada and expressed their interest in participating.

As of early 2025, these networks are now up and running, with members in place, charters set and programming ready for 2025 and beyond.

We were excited to create Inclusion Networks that represent and reflect the diversity of our team. These Inclusion Networks are more than groups tasked with organizing events for days of observance; they're a tool to foster a true sense of belonging for all employees.

Each one is designed to give voice to underrepresented groups and welcome allies, creating a safe space for community building, learning and networking.



## **Inclusion Networks**

**Also play a role in reaching traditionally underrepresented communities, helping us design products and services that meet the needs of a diverse range of clients.**



# Volunteer day

**Securian Canada employees are provided with the opportunity to give back to causes that matter most to them.**

Volunteer days allow each employee to take a paid day away from work to volunteer for a cause of their choosing. Whether it's helping out at their child's school or contributing to a cause close to their heart, we trust employees to use this time meaningfully.

One notable example is the Compliance team's volunteer work with the Fred Victor organization, a charity dedicated to creating positive change for individuals with low incomes and those experiencing homelessness.

The team attended a presentation to learn about housing, poverty and Fred Victor's impact on the community. Following this, they assembled 100 sandwiches and packed 100 weekend food security kits, which help provide residents with access to healthy food every day of the week.



**100**

**Sandwiches and weekend food security kits made**



# Employee wellness

Securian Canada believes that a healthy, well-rested team is a productive one, and we're committed to offering benefits that reflect that belief.



## Wellness benefits

At Securian Canada, we recognize the importance of rest, relaxation and recharging. In addition to standard days off, employees are offered one wellness day per year to focus on what recharges them the most.

Whether that means getting extra rest, spending quality time with their family and friends, or treating themselves to a day at the spa, the choice is entirely up to each employee.

Beyond wellness days, we also support work-life balance through a monthly workstyle allowance. This allowance is provided to every employee to help cover costs associated with their own unique working style.

Whether they work remotely, in the office or in a hybrid setting, the allowance can help cover transportation costs, home office essentials or other work-related tools, ensuring they have what they need to thrive in our flexible workplace model.



## Competitive benefits package

Securian Canada prides itself in offering a competitive benefits package designed with flexibility in mind, recognizing that every employee, and every family, has unique needs. Our benefits program allows each employee to customize their coverage to best suit their circumstances. After all, we're in the business of securing tomorrows, and we practice what we preach by taking care of our own.

One of the standout features of our benefits package is our rich retirement savings program. Every employee contributes a minimum of two per cent of their salary towards their retirement savings, but they have the option to contribute up to six per cent. Securian Canada will match contributions by eight per cent, ensuring employees can grow their savings for the future.

We also understand the importance of work-life balance in a fast-paced environment, which is why all employees start with three weeks of vacation from day one. In addition to vacation, each employee receives three personal days at the beginning of the year to use as needed.



## Employee and family assistance program

We know how important it is for employees to have access to a comprehensive employee and family assistance program (EFAP) and work-life/wellness resources to help them and their families stay healthy, reduce stress, and be happier and more effective at work and at home.

We provide a confidential service available 24/7 that ensures Securian Canada employees have access to professional consultants for expert help with life, health, family, work and money.

They also have access to resources and support agencies located in an employee's community and hundreds of educational materials, including articles, audio recordings, podcasts, toolkits, assessments and more.





## Employee diversity celebrations and education

**At Securian Canada, educating our workforce on inclusion is a top priority.**

### **Internal employee events**

At Securian Canada, we believe recognizing days and months of observance (e.g., Black History Month, International Women’s Day, Pride Month, National Day for Truth and Reconciliation, etc.) is crucial in ensuring that our external efforts and commitment to inclusion and community-building are aligned internally.

Our approach is more than simply marking a day on the calendar or celebrating on social media, it’s about connecting our people to the subject matter in a meaningful and experiential way. We accompany these days with internal events designed to deepen understanding and encourage active participation. But we’re also intentional about providing employees with resources that extend beyond the workplace.

We share information about community events and educational resources so that our team can continue to learn and be allies in the spaces we’re recognizing. This approach not only enriches our own organizational culture but also strengthens our connections to the communities around us.

## National Day for Truth and Reconciliation

For this year's National Day for Truth and Reconciliation, Securian Canada hosted a fireside chat featuring Andrew Stobo Sniderman and Douglas (Amo Binashii) Sanderson, authors of *Valley of the Birdtail*, a powerful book that sheds light on the complexities of the relationships between Indigenous and non-Indigenous communities in Canada.

The authors shared their findings on how Canadian laws created vastly different lived experiences for these two communities. Through their research, they highlighted the systemic barriers, biases and outright racism that Indigenous communities have faced in Canada and how these issues have shaped everything from education to access to resources.

It was an eye-opening discussion that helped the Securian Canada team better understand the challenges Indigenous communities have encountered – challenges that continue to affect their relationships with many industries, including insurance.

The conversation expanded past the bounds of the insurance industry and gave us important context to reflect on how our industry does – or does not – address these inequities. It opened the door for us to think about how we, as an organization, can better serve and support Indigenous communities by recognizing and tackling systemic issues.

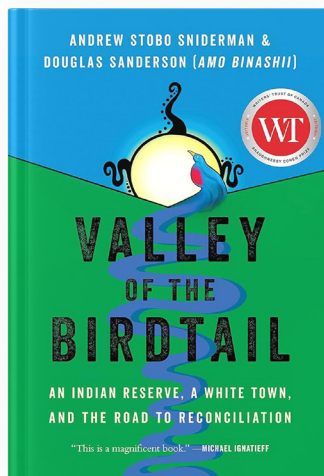
## Inclusion training and development

At Securian Canada, educating our workforce on inclusion is a top priority. The first phase of our inclusion education started with a series of educational workshops for all employees.

We sought to equip the team with a common language and basic understanding of concepts like unconscious bias, allyship, microaggressions, intersectionality and privilege.

These foundational workshops were delivered virtually and designed to ensure all employees have a basic framework for understanding inclusion, which we can build upon.

The next phase of our inclusion education series will go deeper, providing education on specific topics and focusing on supporting our people with the tools they need to foster an inclusive culture. Through this training with our external partners, our employees will both curate and participate in all elements of an inclusive workplace.







## Professional development

Fostering continuous growth and learning for employees is a key aspect of Securian Canada's talent and growth strategies.



### Micro coaching

Securian Canada offered employees the opportunity to participate in an innovative micro-coaching program and approximately one-third of the workforce enrolled.

Compared to traditional coaching, which often involves meeting with a coach for an hour every two weeks, micro-coaching is a style of coaching that involves brief, informal conversations that happen in the flow of work.

Securian Canada's micro-coaching program connected employees with their coach for five minutes every day via an AI-supported platform. This consistent interaction helps individuals immediately apply learning, shift mindsets, and build new habits over time.



### Professional development

Fostering continuous growth and learning for employees is a key aspect of Securian Canada's talent and growth strategies.

To enable this, in addition to internal development opportunities and coaching, each employee is allocated a stipend for external training and development programming of their choice each year, helping them gain valuable professional education for success in their current role or for the next stage of their career.

We encourage our employees to take charge of their professional growth and work to make sure we support them however we can.

# Commitment to clients and partners



# DIVERSITY IN FOOTBALL PROGRAM



PRESENTED BY  securian  
CANADA

## CFL sponsorship: Diversity in Football program

**In February 2023, Securian Canada joined forces with the Canadian Football League (CFL) to sponsor the Diversity in Football Program.**

This initiative gives Canadians from diverse cultural backgrounds the chance to work behind the scenes in football operations with one of the league's nine teams during pre-season training camp.

Securian Canada is the official life insurance partner of the CFL and presenting sponsor of the Diversity in Football program, which means this collaboration is about more than just a sponsorship – it's about creating real opportunities for development and supporting inclusion in meaningful ways.

Like Securian Canada, the CFL is a homegrown brand with deep roots in Canada. We're excited to stand alongside them to challenge the status quo and support underserved communities.

Through the Diversity in Football Program, nine talented individuals were given the opportunity to work directly with CFL teams. These participants got an inside look at how things run, from interacting with coaches and players to supporting day-to-day operations.



One of those participants was Ingi El Shahid, a bioengineering and data science student from McGill University, who has a passion for using analytics to make a difference.

Ingi had already been helping her school's football team by using data to determine which plays were most effective. In doing so, she helped shape their playbook and supported their efforts on the field. When she heard about the CFL's Diversity in Football Program, it seemed like the perfect fit.

Looking back on her time in the program, Ingi reflected on how it helped her hone a range of skills in support of the team and her personal development. "My time in the Diversity in Football program allowed me to appreciate the intricacies of football and be immersed in the analytical side of the game...It also taught me how proper communication and a fun team culture can make work more enjoyable," Ingi shared.

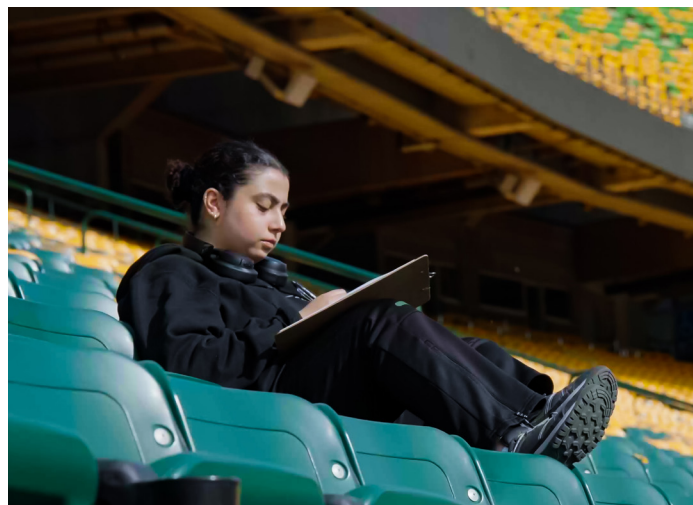
Ingi's story is just one of many, highlighting potential for growth and opportunity. Participants came from all walks of life, each bringing their unique perspectives to the program.

The program's growth has been tremendous, starting with 26 applicants in its first year, it jumped to 110 candidates in 2024. This highlights the significant opportunity the Diversity in Football initiative offers, providing a springboard for participants to build careers in sports and beyond.

“  
**I found the Diversity  
in Football program  
to embody the true  
meaning of diversity,  
not just tokenism.”**

**Ingi El Shahid**

Diversity in Football program participant



# Toronto Maple Leafs sponsorship: Home Ice Hockey program

In September 2024, Securian Canada announced a multi-year agreement as the official life insurance partner of the Toronto Maple Leafs.

As part of this collaboration, Securian Canada is also the presenting sponsor of the Home Ice Hockey program – an MLSE Foundation initiative that gives youth in underserved communities across the Greater Toronto Area (GTA) access to free equipment, coaching and ice time.

This collaboration is more than just a business deal, it's an opportunity for Securian Canada to give back to the local communities we care about.

Hockey is at the heart of Canadian culture, and the Home Ice Hockey program goes beyond the rink by helping youth develop life skills, including teamwork, leadership and resilience. It's all about building stronger, more connected neighbourhoods.

Now established in 13 communities across the GTA, the program supports nearly 350 youth each year. With eight sites offering girls-only programming and one site dedicated to sledge hockey (an adapted version for players with physical disabilities), Home Ice Hockey creates space for everyone. The program's diversity is impressive: 66 per cent of participants were born outside of Canada, and 56 per cent identify as girls. It's a perfect example of fostering inclusivity and belonging through sport.

One of the things that makes this relationship so special is its timing. With the CFL and Toronto Maple Leafs playing in opposite seasons, this collaboration creates a continuous ecosystem of support for young people in sport all year.

## Home Ice Hockey program highlights

---

**56%**

of participants identify as girls

**66%**

of participants were born outside of Canada

**8 sites**

offering girls-only programming

**13 communities**

established across the GTA

**350 youth**

supported each year







# Platinum sponsorship: CAA charity golf tournament for Hope Air

Securian Canada was excited to continue our long-standing relationship with the Canadian Automobile Association (CAA) by joining CAA's 14<sup>th</sup> annual charity golf tournament as a platinum sponsor.

The event focused on raising funds for Hope Air, an organization that's changing (and saving) lives by providing essential air travel for people in rural communities who need to reach medical care.

Hope Air has helped more than 3,000 patients from more than 560 communities across Canada get to their medical appointments. In 2023, the demand for their services hit an all-time high, with 24,988 travel arrangements, including flights, hotels, ground transportation and meal support.

Hope Air and CAA's work goes hand-in-hand with Securian Canada's mission to provide accessible support to people in times of need.

## Hope Air's impact

---

**560**

communities helped

**3,000**

patients helped

**24,988**

travel arrangements made



# Commitment to communities



# CABIP sponsorship: Canadian Association of Black Insurance Professionals



**Securian Canada is proud to sponsor the Canadian Association of Black Insurance Professionals (CABIP).**

As a gold sponsor, we're deeply committed to supporting Black professionals in the insurance industry. To mark its second anniversary, CABIP made the decision to remove its \$100/year membership fee, ensuring that Black insurance professionals can access the resources, community and support they need at no cost.

With both online and in-person events in Toronto, CABIP is creating a space where Black professionals can thrive, and we're honoured to be part of it. Inclusion is part of our core values and identity, and we're dedicated to supporting historically underrepresented groups in our industry.

We also recognize the need for more inclusion across the insurance sector. Inclusive and sustainable practices are what drive innovation and success.

Our partnership with CABIP is a step toward creating a more inclusive talent pipeline and fostering a sense of belonging for Black insurance professionals.

“

**We are thrilled to be coming together to create a more inclusive industry that provides equitable opportunities for all.”**

**Jeff Sutton**

Director, Sponsorship and Partnership, CABIP

# Indspire scholarships

## At Securian Canada, we celebrate and support Indigenous communities

On Canada Day 2023, we proudly announced our Indspire scholarship, an initiative to support Indigenous students, as part of our commitment to show up for Indigenous students and communities nationwide.

Indspire has done incredible work since 1996, providing more than \$217 million in financial support through more than 66,000 bursaries, scholarships and awards to First Nations, Inuit and Métis students. What's even more exciting is that all donations to Indspire's Building Brighter Futures program are matched by the Government of Canada, meaning our contribution to the program has double the impact.

When Securian Canada partnered with Indspire, we wanted to ensure our scholarships were truly accessible and can be used at any Canadian post-secondary academic or training institution.

In the insurance industry, we know success isn't tied to a specific background or degree, but rather, it's about opportunity. And opportunity is what we wanted to provide.

We also recognize Canada's complex and oppressive history and the fact that most of corporate Canada has unjustly benefited from colonialism. Our scholarship is a small but important way for us to acknowledge that history and contribute toward a more equitable future.

One of the scholarship recipients, Geraldine Manossa, is a PhD student in her 50s who is dedicated to reconciliation efforts in Canada. Geraldine, originally from Bigstone Cree Nation in Northern Alberta, is studying at the University of British Columbia-Okanagan in Kelowna.

In Geraldine's own words, these scholarships have a direct impact, helping students with rising living costs and other daily challenges. We believe that by investing in education and opportunity, we're helping to build connections and create more opportunities for Indigenous students as they progress in their careers.



## Indspire's impact

**66,000+**

**Bursaries, scholarships and awards to First Nations, Inuit and Métis students.**

**\$217M**

**In financial support**

“

**These scholarships have a direct impact, helping students with rising living costs and other daily challenges.”**

**Geraldine Manossa**

Indspire scholarship recipient



### Cricket to Conquer Cancer sponsorship

Securian Canada was proud to support Cricket to Conquer Cancer, a tournament organized by The Princess Margaret Cancer Foundation.

As Canada's first-ever street cricket fundraiser, the 2024 event raised funds for cancer research. For many newcomers to Canada, particularly within South Asian communities, cricket is more than just a sport – it's a way of life. Sport has the power to unite communities and drive meaningful change, including the fight for a cancer-free future.

Sara Mazhar, Chief Technology Officer at Securian Canada, had the opportunity to speak at the media launch.

For Sara, this fundraiser was personal; she shared her family's battles with the devastating impact of cancer. Her experiences are reminders of why events like this matter and why supporting cancer research is so important.



### Children's Grief Foundation donation

At Securian Canada, we understand that financial support is just one part of the equation when facing the loss of a loved one.

That's why we were proud to donate to the Children's Grief Foundation, a volunteer organization dedicated to helping children who have lost a parent.

Their work goes beyond filling a financial gap, as they also provide emotional and psychological support during one of the toughest times in a child's life.

The Children's Grief Foundation connects grieving children with counsellors, therapists and other professionals who can guide them through the process of healing.

They provide access to an expansive network of support that ensures kids don't have to face their grief and hardship alone.



# Recognition

“

**At Securian Canada, one of our top priorities is to create a workplace culture that fosters inclusivity, collaboration and transparency.”**

**Sofia Theodorou**

Chief Human Experience Officer, Securian Canada



### Great Place to Work® certification

Securian Canada is proud to be certified as a 2024 Great Place to Work® for the second consecutive year, with an impressive 91 per cent survey participation rate and 83 per cent overall engagement rate.

Participating in this survey each year allows us to compare our results with thousands of other organizations as benchmarks and to hear examples of what they are doing to foster great places to work.

Most importantly, it's a direct mechanism for employee feedback and for identifying areas for improvement. Moving forward, we'll continue listening to our employees to ensure we're consistently designing and evolving a workplace culture that allows them to thrive.



### Women in Governance: Bronze award for gender parity

Securian Canada is bronze certified in gender parity by Women in Governance. This certification recognizes our commitment to implement best practices in recruitment, training, promotions, compensation and talent management. We are dedicated to the advancement of women's careers with a refined focused on intersectional representation.

As a company, we are committed to supporting women in career advancement and leadership development. Specifically, for our gender-parity goals, we are proud to share that women make up 43 per cent of our executive leadership team and 45 per cent of our senior leadership team, which reflects the significant presence and representation of women in our organization.

### Survey highlights

**83%**

Overall engagement

**91%**

Participation rate

### Leadership highlights

**43%**

Of our executive leadership team are women

**45%**

Of our senior leadership team are women





# Thank you

At Securian Canada, we are proud of the work we have done to support our people, clients and partners, and the communities we serve.

Through sponsorships, donations, and an unwavering commitment to positive change, we seek to better the lives of Canadians. We look forward to continuing to drive meaningful initiatives, support Canadians from all walks of life, and share our continued progress in the years to come.







## Learn more

For more information, visit [securiancanada.ca](https://securiancanada.ca).

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Rev 5-2025 DOFU 5-2025