

KEEPING GOOD COMPANY 2017

CIBC

READY,

SET,

CELEBRATE!

PARTY PROUD

CIBC's team members share why they're dedicated to contributing to our communities

INSIDE

Sun Life's future-forward thinking

Stronger together at McCarthy Tétrault

PwC is a catalyst for change



United Way

You're in good company

We all love where we live. It's this love—along with a deep sense of pride—that compels us to take action and ignite change in our community. Change that the organizations listed below—and profiled in United Way's fourth annual Keeping Good Company—are helping make possible.

These leading corporate citizens—together with their employees, retirees and labour partners—are part of an uprising of care that's transforming the lives of tens of thousands of people and families in the places that we all call home.

Dedicated to doing their part, their employees not only gave, but also extensively engaged in our community by volunteering, helping tackle the local problems that have an impact on us all.

By choosing to partner with United Way, each of these workplaces raised a remarkable \$500,000 or more in 2016 through corporate donations and personal gifts in support of United Way in the Greater Toronto Area. A heartfelt thank you to each of them for their dedication and generosity.

\$15,000,000+
RBC

\$5,000,000–\$14,999,999
BMO Financial Group
CIBC
Scotiabank
TD Bank Group

\$2,500,000–\$4,999,999
Ontario Government Employees
and Retirees / Employés et
retraités de la fonction publique
de l'Ontario

\$1,500,000–\$2,499,999
City of Toronto and
CUPE Local 79, 416, 4948,
Firefighters 3888,
and COTAPSA
Deloitte
KPMG LLP
Manulife

\$1,000,000–\$1,499,999
Brookfield
Enbridge Gas Distribution
EY
Government of Canada Workplace
Charitable Campaign
Intact Financial Corporation
LCBO
Magna International Inc.
National Bank
ONEX
Osler, Hoskin & Harcourt LLP

\$750,000–\$999,999
Bell
Canada Pension Plan
Investment Board
PwC
Rogers Communications Inc.
Suncor Energy Inc.
Toronto Transit Commission

\$500,000–\$749,999
Apotex Inc.
Blake, Cassels & Graydon LLP
Ford Motor Company of
Canada Limited
GE Canada
Healthcare of Ontario
Pension Plan (HOOPP)
McCarthy Tétrault LLP
Ontario Teachers' Pension
Plan Board
Polar Asset Management Partners
Procter & Gamble Inc.
Regional Municipality of York
and York Regional Police
Sun Life Financial
Torys LLP
University of Toronto



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are powering change.
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#KeepingGoodCompany

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United Way

the NEXT LEVEL of GIVING



CATALYST FOR CHANGE
(left to right): Raj Kothari, Cara Fletcher and Bill McFarland

Doing the right thing. At PwC, one of Canada's top professional services firms, this commitment to its clients, people and their families across the community is embedded in the corporate culture. PwC's values—which focus on caring, making a difference and reimagining the possible—are a driving force for the more than 6,500-strong national team that wants to be a catalyst for change, tackling and solving tough business and societal problems.

"We live these values every day—they are at the core of who we are and how we behave," explains Bill McFarland, PwC's CEO and Senior Partner. "It's also why we appreciate our long-term partnership with United Way. We care about the same things—tackling big issues like poverty and providing people with opportunities to build better lives."

"We actually get to see the difference we're making in people's lives." Bill McFarland

It's also an undercurrent at all of PwC's fundraising activities and events for United Way. Like awareness-raising Coffee Day, agency speaker visits and Battle of the Bands—a friendly live-music competition among the region's largest accounting firms. "We really come together and engage in giving the best that we can," attests Raj Kothari, PwC's Greater Toronto Area Managing Partner.

Then there's the almost \$1,000,000 PwC raised this year for the community—an investment that's helping United Way address stubborn challenges in the community. "It's just the start," says Kothari. "We also encourage employees, especially our younger professionals, to make a direct impact by donating their time and expertise on those community issues that are important to them."

Increasingly, PwC employees are doing just that, lending their business acumen and skills by sitting on a United Way agency board or contributing their professional know-how to various community programs. Employees like Cara Fletcher, Senior

What matters to PwC:

-  HELPING PEOPLE BUILD BETTER LIVES
-  PROMOTING DIVERSITY AND INCLUSION
-  COMMUNITY ENGAGEMENT
-  ENVIRONMENTAL STEWARDSHIP

Why our partnership works:

"We feel connected to the big issues, like poverty, that are impacting individuals and families right here in our community, where we live and work. It's this connection that motivates us to continue fostering our strong and dynamic partnership with United Way," says McFarland.



Favourite memory from the campaign trail:



"We have speakers from United Way agencies visit us during campaign season, and, for me, this year one young woman really stood out. Having experienced domestic abuse, she bravely told her story of survival. When she shared how she rose out of that situation—there wasn't a dry eye in the room," says Kothari.

ENGAGING THE NEXT GENERATION



Cara Fletcher,
Senior Associate,
Consulting and Deals
at PwC

THE AVERAGE AGE OF PwC'S WORKFORCE? TWENTY-EIGHT.

"One of PwC's top priorities is to provide these young professionals with opportunities to build enriching careers that include philanthropy," explains McFarland. How? By promoting United Way's GenNext program with PwC's millennials. GenNext engages them to get involved in their community in innovative ways that resonate. Like PwC's *Making Choices*, which Fletcher helped make possible. With this poverty-simulation exercise, GenNexters experienced what it's like trying to get by while living on a low income and being forced to make tough financial choices. "We do more than just spread the United Way message with young people," explains Fletcher. "We get to the heart of real issues, like poverty, and provide emotional connections that make them want to get involved and give throughout their careers."

Associate, Consulting and Deals at PwC agrees. Volunteering adds an exciting—and rewarding—dimension to her giving. She's on PwC's GenNext Cabinet and helps lead the annual campaign, including programs for young people—an opportunity designed for her by United Way.

One standout experience for Cara? A speed-mentoring session aimed at helping newcomers get job-search ready. "We taught them how to improve their resumes, and shared how they can get on track to finding meaningful work," she recalls. "It was an amazing thing to do."

Ultimately, PwC is giving back in ways that truly matter to the team. "What's truly rewarding is we actually get to see the difference we're making in people's lives," says McFarland. "Our partnership allows us to fulfill the responsibility we have to our community, while creating the kind of change we couldn't make possible on our own."



CELEBRATING
150
YEARS
OF
COMMUNITY
IMPACT



Eric Belanger: United Way CIBC Internal MIG Campaign Cabinet Chair



Ting Pei Loo: Former United Way Agency Client



Susan Rimmer: CIBC United Way Campaign Co-Chair



Kevin Patterson: CIBC United Way Campaign Co-Chair



Andrea Nalyzty: United Way CIBC Cabinet Member, Chair of Leaders Campaign

How do you help strengthen communities? Just ask top Canadian-based financial institution and leading corporate citizen CIBC. A long-time community champion, the company recognizes that the answer lies in investing both dollars and time. It adds up to big change for people and families—change CIBC helps make possible, thanks to their largest and most successful fundraising campaign for United Way to date.

“Our partnership with United Way aligns well to CIBC’s culture of care,” says Kevin Patterson, CIBC’s Senior Executive Vice President of Technology and Operations. “Together, we’re dedicated to mobilizing our diverse 43,000-strong workforce in a shared act of giving that’s making a real impact in the lives of those in need.”

Patterson can attest to CIBC’s dedication to helping solve the challenges facing our communities. “We feel a strong responsibility to get involved in the communities where we work and live. Doing so allows us to do good business while helping build a strong social fabric,” he says. CIBC benefits, too. “Getting engaged brings our employees together and strengthens our culture, making us a better company.”

It’s not a new approach. CIBC’s official United Way donation records go back as far as 1943, showing the company has long done its part to help people in need living across Canada. And this year, CIBC is also proudly celebrating their 150th birthday, alongside the 150th anniversary of Canada’s confederation.”

OPENING THE DOOR TO OPPORTUNITY



Starting over isn’t easy, as Ting Pei Loo can attest to. Arriving in Canada with her family from Malaysia, she had no connections or supports. But what she did have was a strong drive to succeed. A bit hesitant at first, Loo turned to a United Way agency in the west end of Toronto. Here, she accessed a wide array of programs that not only helped her family settle, but also boosted her job search. “As part of one workshop, I was able to connect with CIBC,” she explains. “I was excited at the prospect of using my sales and financial experience, so I applied.” She landed the job. “I’m working at a CIBC banking centre in my community, where I really feel part of the team,” says Loo. “We’re given lots of opportunities not only to succeed, but to give back too.” And that’s exactly what she’s doing, returning to the agency and lending a hand to newcomers going through the same experiences she did. “It’s gratifying, being able to give back.”

“By partnering with United Way, our employees are not only able to give, but also fully engage in the issues they care about. By getting out in the community and volunteering, they’re able to see what the needs are and how they can make a real difference,” says Patterson.

What matters to CIBC:



HELPING CHILDREN & YOUTH



SUPPORTING THOSE AFFECTED BY CANCER



STRENGTHENING OUR COMMUNITIES

Why our partnership works:

“By partnering with United Way, our employees are not only able to give, but also fully engage in the issues they care about. By getting out in the community and volunteering, they’re able to see what the needs are and how they can make a real difference,” says Patterson.

Proudest moment on the United Way campaign trail:



“I was able to express the importance of United Way to my colleagues by sharing my personal story about needing to access programming. I was able to handle a difficult situation thanks to the support I received—it was my way of expressing how any one of us may need to turn to United Way at any point in our lives,” says Nalyzty.



“We make it personal, showing employees the impact of their generosity by deeply engaging them with United Way through tours and volunteer opportunities.”

Eric Belanger

“We feel a lot of Canadian pride—it’s why we’re so excited to give recognition to a country that has allowed all of us to prosper and grow,” says Eric Belanger, Managing Director and Head, Global Distribution, Global Markets. Celebrating this fact allows CIBC to rally its employees and encourage them to continue the great work they do supporting communities. “We’re just so pleased to have made a contribution to the fabric of this great country,” adds Susan Rimmer, CIBC United Way Campaign Co-Chair.

So how does CIBC keep the momentum going year after year? “We make it personal, showing employees the impact of their generosity by deeply engaging them with United Way through tours and volunteer opportunities,” explains Belanger. Andrea Nalyzty, Vice President of Procurement, agrees. “Seeing the work United Way does in the community is really eye opening, motivating employees at all levels to give back by either donating money or taking a hands-on approach and actively volunteering.”

CIBC SHOOTS, THE COMMUNITY SCORES!

What’s the top fundraising event of the season for CIBC’s employees and retirees? Undoubtedly, it’s the company’s hugely popular and successful Hockey Day for United Way. Now in its 13th year, this fun, friendly competition tournament brings together hundreds of CIBC employees and retirees. “It’s an opportunity for people to get out on the ice or cheer on teams, all while making a difference,” says Nalyzty. The final score? An impressive \$1.6 million raised in support of their community.

It’s this combined effort that is a testament to what happens when thousands of dedicated employees come together to make change happen. “Knowing we’re able to help in so many different ways—it’s what drives us to keep going,” says Patterson.



A POLICY FOR THE FUTURE

What does a bright future look like? For Sun Life—a top financial services organization—lifetime financial security and well-being plays a vital role in creating a healthier, happier tomorrow. Providing a diverse range of insurance, wealth, health and asset management solutions

around the globe, Sun Life is also a corporate citizen equally dedicated to building brighter lives for people and families in need and understands the importance of investing in community health, wellness and belonging.

• Sun Life Financial •

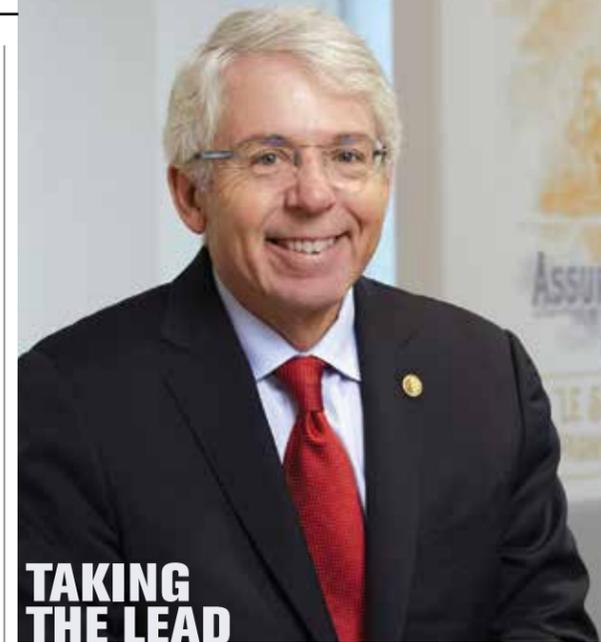
What matters to Sun Life:



PHYSICAL, FINANCIAL & MENTAL HEALTH



SUSTAINABILITY AND WELLNESS



TAKING THE LEAD

Stepping into the role of United Way Toronto & York Region's next Campaign Chair, Connor looks forward to deepening his and Sun Life's commitment to future-proofing our communities. "Ensuring we help build healthier communities is important to us," he explains. "Communities where every person in need is able to access the supports that will help them learn, integrate, grow and succeed."



"We all share common values and feel really strongly about giving back." **Lisa Ritchie**

In fact, Sun Life's annual fundraising campaign on behalf of United Way is a shining example of a "community within a community" where highly dedicated, engaged and passionate professionals, who are the heart and soul of the campaign, came together last year to raise more than \$1.9 million to invest in strong, sustainable communities. "We all share common values and feel really strongly about giving back, whether it's in dollars-and-cents or volunteer time," says Lisa Ritchie, Sun Life's Senior Vice-President and Chief Marketing Officer and Chair of the organization's United Way campaign in Toronto. "It's contagious and it feels good."

It's also an opportunity to tap into an increasing contingent of millennial employees who want to grow not just professionally, but philanthropically, during their workday. "Many of our young and young-at-heart employees come to work looking for a place to harness

Favourite memory from the campaign trail:

"A few years ago I met a speaker from a United Way agency who spoke about coming to Canada with his brother and single mom. He talked about how tough it was growing up as a newcomer and how United Way helped him belong. He ended up running a United Way agency and even ran for a seat on Toronto City Council. I continue to admire his progress," says Connor.

Why our partnership works:



"We all know people who have used various services that are provided by United Way agencies—and every one of our communities is better and stronger for the investment in social infrastructure that United Way has made," says Tom Reid, Sun Life's Senior Vice-President for Group Retirement Services and the company's national United Way Campaign Chair.

A CHANCE TO SHINE

What do the ABCs of a strong start look like? For more than 100 children at Central Neighbourhood House, a United Way supported agency, it includes kits full of school essentials including pencils and notebooks. Sun Life employees came together recently to help assemble these packages, displaying their remarkable dedication to helping every kid in need get the best start in life.

their passion for their communities," says Abhishek Sarathy, Senior Manager, Creative Services, who also set up a small-but-mighty United Way GenNext committee at Sun Life.

"Our group has been getting a lot of buzz within the organization because it gives us an opportunity to unlock different ways to give, whether it's assembling hygiene kits for homeless men or packing school kits for children in need."

An example of how employees—and communities—benefit when they come together to build brighter futures.

A HUB OF COMMUNITY CHANGE

United Way Community Hubs are "one-stop shops" for social and health services. And for Reid, a visit to AccessPoint on Danforth Community Hub was a defining moment in terms of his understanding the importance of community infrastructure. "It was a beehive of activity with people streaming through, accessing everything from childcare to newcomer supports and teenage drop-in programming. They have created an incredible rooftop garden that brings people together around food as a way to help new Canadians integrate into their new community."

PARTNERING FOR **CHANGE**



STRONGER TOGETHER
(left to right): Awanish Sinha,
Godyne Sibay and Tony Brown

McCarthy Tétrault is more than just Canada’s first national law firm—it’s an innovative organization committed to its clients and the communities where they live and work. As a leading corporate citizen with a deep commitment to United Way, McCarthy Tétrault’s team members understand the importance of giving back and that everyone in our community deserves equal opportunities for a good life. “We are stronger together. When we level the playing field for people and families in need, we create healthier communities,” says Godyne Sibay, the firm’s Managing Partner, Ontario Region. “And healthier communities are a vital part of a healthier society.”

It’s this focus on social justice and building better lives that also motivates senior United Way Campaign volunteers like Awanish Sinha. “As lawyers, we are committed to ensuring that society functions on a fair and equal basis with respect to the law. This extends to people in our communities who need extra help,” says Sinha, litigation partner at McCarthy Tétrault and United Way Campaign Leadership Co-Chair.



“By sharing our collective prosperity and blessings with everyone—no matter who they are or where they live—we can have an incredible impact.” **Awanish Sinha**

“By sharing our collective prosperity and blessings with everyone—no matter who they are or where they live—we can have an incredible impact.”

Coming together to support communities is also a point of pride for the 1,600-strong firm, which ran a successful campaign across Canada last year for United Way. It’s also a great way to bring everyone in the firm together in a common cause of caring—while having a little fun at the same time. “We pick a theme for our United Way Campaign each year, and last year it was all about getting to know someone new within the McCarthy Tétrault family,” says Tony Brown, Manager of the firm’s Conference Centre and United Way Employee Campaign Chair. “It really reminded us of the importance of recognizing larger

What matters to McCarthy Tétrault:

-  **COMMUNITY & PRO-BONO WORK**
-  **DIVERSITY & VOLUNTEERISM**
-  **REDUCING OUR ENVIRONMENTAL FOOTPRINT**

Why our partnership works:

“United Way has shown us that we are all philanthropists and reminds us of the importance of long-term, strategic vision, sustained leadership, institutional commitment and dedicated resources to make community change possible,” says Sibay.

Proudest moment on the United Way campaign trail:



“It’s really all about engagement for me. Having the opportunity to build relationships as part of the United Way campaign has been very rewarding,” **says Brown**

communities both within, and beyond, the firm.” Another great example of this community-minded spirit in action? For the second year running, employees at the firm have assembled nearly 1,000 healthy lunches and after-school snacks for children at a United Way agency. “When kids get a good start, everyone in our communities benefit,” adds Brown.



BUILDING STRONG NEIGHBOURHOODS

Godyne Sibay and Tina Dorsay are a dynamic duo. The pair have become friends and colleagues at McCarthy Tétrault after they met six years ago at a speakers event organized by United Way’s Women Gaining Ground (WGG) strategic philanthropy group. Sibay is a former Co-Chair of WGG, a group of professional women who pool their time, talent and funds to help empower women living in poverty through education and employment initiatives.

Dorsay, before she was hired as a litigation support assistant at the firm, was a young, single mother who was forced to live in a shelter with her daughter after escaping domestic abuse. With the support of WGG, mentorship from Sibay and remarkable hard work and resilience, Dorsay has a full-time job at McCarthy Tétrault, and has been with the firm since 2010.

“My children and I are thriving now. We got the help we needed and now we want to pay it forward,” says Dorsay, whose daughter has volunteered at the same United Way agency where she and her mom received support so many years ago. Adds Sibay: “It really does come full circle, the importance of giving back to the community so that everyone can thrive.”

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WHAT YOUR DONATION
LOOKS LIKE?

IT LOOKS LIKE ME.

Rita

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More like fully embracing it.

Thanks to someone like you, Rita's story is brimming with energy. Watch her full story, and help ignite the possibility of a more vibrant life for people in your community.

Find out how: itlooklikeme.ca/rita



United Way



#WeArePossibility