



OUR CLIENTS

OUR PEOPLE

OUR ENVIRONMENT

OUR COMMUNITIES

**2016** INVESTORS GROUP

# Corporate Responsibility Report





# Table of contents

President's message .....	3
Our corporate responsibility commitment .....	4

## OUR CLIENTS

Our commitment to responsible products and services .....	6
Creating a legacy of giving .....	7

## OUR PEOPLE

Wellness works .....	9
Realizing our full potential .....	10
Inspiring our women in leadership .....	11

## OUR ENVIRONMENT

Reducing our carbon emissions .....	13
The employee green scene .....	14

## OUR COMMUNITIES

Herbert H. Carnegie awards .....	16
Scoring big by giving back .....	17
Making a difference for so many .....	18
Counsel for the community .....	19
New community award named in honour of Murray Taylor .....	20
Helping develop tomorrow's leaders – one step at a time .....	21
Cooking up something great for at-risk youth .....	22
Québec offices offer youth a big-city experience .....	23
Travelling painting touches lives .....	24
Winnipeg South out to scare hunger .....	25
A winning partnership .....	26
Central Vancouver Island North region plays Easter Bunny for a day .....	27
Employees in Action: Supporting employee involvement .....	28
Teaming up for a brighter tomorrow .....	29

Nurturing local community projects .....	30
Investors Group receives Financial Literacy Leadership Award .....	31
Our valued national partners .....	32
Community funding – percentage by area .....	33
Community funding – percentage by program .....	34





# President's message



At Investors Group, we strive every day to deliver long-term value to our stakeholders. Being a good corporate citizen is an integral part of that.

We believe it is important to make a difference in the world and in the lives of others. Never satisfied with the status quo, we look to expand our efforts that benefit our employees and financial advisors, the communities where we live and work, and society as a whole.

In this report you can read how we continued to strengthen our commitment to responsible management in 2016:

- We began reporting on our progress in implementing the principles of the PRI – the United Nations-supported Principles for Responsible Investment – to which we are a signatory.

- We expanded our efforts to reduce our carbon footprint through the purchase of carbon offsets for travel, green natural gas for heating, and renewable fuel.

- We were recognized by Benefits Canada for the improved health outcomes for employees attained through our comprehensive wellness program.

This report also features some of our many dedicated Investors Group volunteers. Each year we honour some of our outstanding community-minded individuals. In 2016:

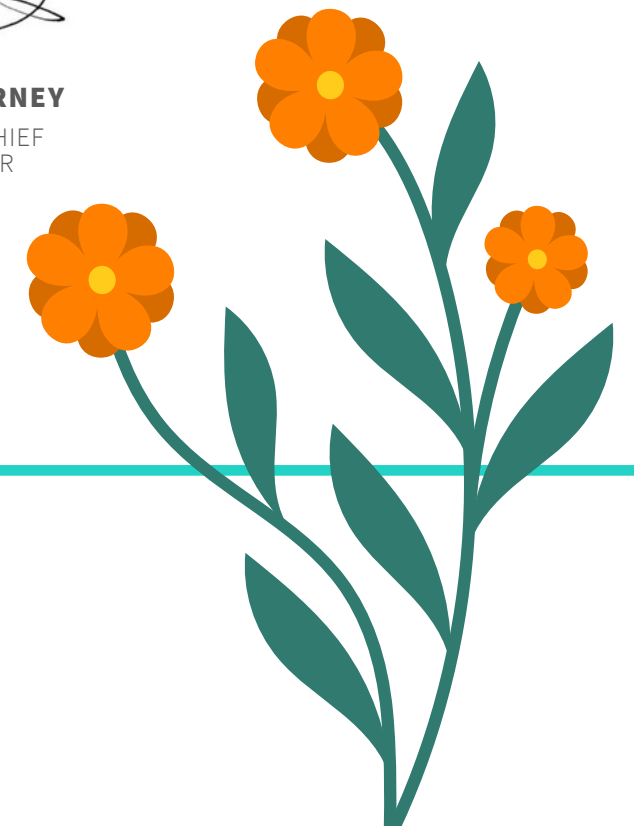
- Winnipeg West Consultant Kevin Kaiser received the Herbert H. Carnegie Community Service Award for his wide-ranging fundraising and volunteer efforts;
- Edmonton Metro Regional Director Edward Croken received the Herbert H. Carnegie Community Leadership Award for his exceptional record of client and community service; and

- David Cheop, Vice-President of Corporate Compliance, was awarded the President's Lifetime Volunteer Achievement Award in recognition of his longtime commitment to helping others.

As our corporate responsibility strategy evolves, we aspire to use the potential of our people – their integrity, leadership, adaptability, diligence and passion – to help move us forward as a responsible company in this ever-changing world.

**JEFFREY R. CARNEY**

PRESIDENT AND CHIEF  
EXECUTIVE OFFICER





# Our corporate responsibility commitment

Because of the trust placed in us, we have a commitment to act responsibly in everything we do.

Investors Group is a national leader in delivering personalized financial solutions to nearly one million Canadians through a network of Consultants located across Canada. In addition to an exclusive family of mutual funds and other investment vehicles, the company offers a wide range of insurance, securities, mortgage and other financial services.

The company is a member of the IGM Financial Inc. (TSX: IGM) group of companies. Our corporate responsibility strategy starts at the top, guided by the [IGM Corporate Responsibility Statement](#), which is approved by the Board of Directors and overseen by the Executive Committee. IGM Financial operates its companies with integrity and focuses on its impacts across these five pillars. ■



## OPERATIONAL INTEGRITY

- ✓ Ensure sound corporate governance
- ✓ Ensure compliance, integrity and ethical behaviour in all we do
- ✓ Manage risk effectively
- ✓ Protect client privacy and safeguard information



## OUR CLIENTS

- ✓ Help our clients achieve their financial goals through professional financial advice
- ✓ Offer responsible products and services that meet our clients' needs
- ✓ Provide a rewarding client experience



## OUR PEOPLE

- ✓ Attract and retain talent through competitive compensation and benefits, and progressive workplace programs
- ✓ Enable growth through training and development
- ✓ Promote a respectful, diverse and inclusive workplace



## OUR ENVIRONMENT

- ✓ Reduce our environmental footprint
- ✓ Engage our people to raise awareness and make an impact



## OUR COMMUNITIES

- ✓ Provide support to our communities where we live and work
- ✓ Contribute positively to our economy and society
- ✓ Encourage and support our people in giving back to our communities
- ✓ Promote financial literacy to encourage financial security



# Our clients

Strong personal relationships have been at the heart of our business for more than 90 years.

We earn our clients' confidence through our high **standards**, strong **ethics**, and continued excellence and **innovation** in the products and services we offer.





# Our commitment to responsible products and services

At Investors Group we have long considered environmental, social and governance (ESG) factors within our investment processes – because we believe that companies that do so are strong performance contributors over the long term.

## Signatory to the Principles for Responsible Investment

Investors Group is a signatory to the [United Nations-supported Principles for Responsible Investment \(PRI\)](#). The PRI is a collaborative effort of global investors representing more than US \$62 trillion in assets under management whose common goal is to develop a more sustainable global financial system.

The PRI is a set of six principles that offer a framework for integrating environmental, social and governance (ESG) factors into the investment analysis and decision-making process for mainstream investment managers. In 2016, we began publicly reporting on our progress in implementing the principles. We also have a formalized responsible investing policy to communicate our investment approach. The policy is centred on:

- **Active ownership:** This includes engagement with company management and proxy voting, which are important value-added practices within our investment process.
- **Integration of ESG criteria in investment analysis and decision making:** The relative importance of ESG factors varies across industries, geography and time. In analyzing the risks of each investment, we look to identify, monitor and mitigate ESG risks and opportunities that are, or could become, material to long-term performance.
- **Divestment only in exceptional circumstances:** We generally adopt a policy of engagement over divesting a holding. Ownership enables us to contribute positively to the investee companies' ESG progress, while divestiture may not allow us to meet this goal.

## The Investors Summa SRI™ Fund

We were the pioneer in socially responsible investing (SRI), launching the first fund of its kind in Canada in 1987 – the Summa SRI™ Fund.

The Investors Summa SRI Fund follows a socially responsible approach to investing and seeks to invest primarily in the common shares of Canadian companies that have adopted progressive standards and practices towards the environment, human rights and other social issues. The Fund also does not invest in companies whose revenues are primarily derived from alcohol, tobacco, gambling, pornography or critical weapons systems.

The Fund is one of the largest socially responsible funds in Canada, with \$542.1 million in assets under management at the end of 2016. ■



# Creating a legacy of giving

The Investors Group Charitable Giving Program gives clients the opportunity to define their legacy.

Whatever your interest or passion, you can make a difference. It's not necessary to be wealthy to take action; sometimes a small, well-placed gift, combined with the gifts of others, can make all the difference to a charity in the delivery of its programs and services.

The financial plans of many Investors Group clients include a strategy to give back to the community through an act of philanthropy. The Investors Group Charitable Giving Program offers Canadians an easy and convenient way to manage their ongoing charitable giving.

## Part of a comprehensive financial plan

Charitable giving is a very personal thing that varies from person to person. It isn't always top of mind when people are considering their financial plan. But it can be a very important part of it, explained John Guttormson, Senior Vice-President, Product.

"By incorporating charitable giving into their overall financial plan, clients can give their money in a thoughtful and strategic way and potentially leave a lasting legacy. There can also be tax benefits associated with charitable giving, and advantages to simplifying one's charitable giving activities by consolidating those activities into one account," John said.

And when people realize there are alternatives to distributing their assets through their will, they can see the benefits of setting up a Charitable Giving Program account.

## It's a family affair

The approach can also be a way for parents to instill in their children the importance of giving to others. Some Investors Group clients have set up a family fund through the Program and then have their children help them choose the charities that receive the grants from their account each year.

People also often give in memory of a loved one, or in the name of someone who has had a significant impact on their life.

## How the Program works

A Charitable Giving Program account allows the donor to do the following:

- Set up a charitable giving account, to which they give a unique name;
- Make irrevocable donations to the foundation of either cash, securities, or life insurance;

- Pay no capital gains tax on donations of publicly traded securities transferred in-kind to the foundation;
- Receive a tax receipt for each donation;
- Recommend grants annually to eligible charities for their lifetime and beyond; and
- Potentially increase the amount that they granted over time as the assets in the account grow, tax-free.

## Supporting hundreds of Canadian charities

"Since the Charitable Giving Program began granting funds in 2007, over \$21 million has been donated to registered Canadian charities," said John. More than 1,400 charities have benefited from the grants that the Program distributes.

"We believe our program is a very appealing approach that benefits both the giver and the recipient," said John. "We are happy to be able to offer something long-lasting that allows Canadians to contribute to the things that are important to them." ■

[OUR CLIENTS](#)[OUR PEOPLE](#)[OUR ENVIRONMENT](#)[OUR COMMUNITIES](#)

# Our people

We are committed to providing our people with opportunities to grow and thrive in their careers, so we offer them tools and support along the way.

We want our people to feel **valued in our workplaces**, where we embrace having a range of perspectives, lifestyles, and cultures – elements that help us better serve our clients.







# Wellness works

A focus on wellness, a focus on you.

Balancing work and personal life priorities, staying active and eating well, being an active member of our communities and proactively managing financial health – these are the pillars of Investors Group’s Wellness Works program. It’s a 24/7 approach to health, happiness and getting the most out of life.

Our Wellness Works program launched in 2015 and was met with an incredibly “healthy” response from employees. More than 750 people at Winnipeg’s head office and the Québec General Office attended a **Wellness Expo**, participating in Lunch & Learn sessions, visiting the on-site Health Check Clinics and touring the booths of exhibitors representing each of the program’s four pillars. Later that year we were recognized by Benefits Canada, the country’s most influential pension and benefits publication, for developing an innovative and effective wellness program.

## Accolades for developing an outstanding wellness program

The Benefits Canada Workplace Benefits Awards celebrate achievements of exceptional Canadian organizations in the areas of employee benefits and well-being. We were honoured to be a finalist in the health/wellness category (1,000+ employees) of this national competition, for developing a wellness program that demonstrates improved health outcomes for employees.

Through the Wellness Works program employees have convenient online access to resources that promote healthy living.

- Wellness articles – valuable insights into mental and emotional well-being, physical health, nutrition and work-life balance
- Retirement planning – comprehensive information on transitioning to retirement and enjoying life after work
- Ergonomics – tips to help office workers, on topics such as workspace design, posture and movement breaks
- Fitness – discounts on monthly memberships at a variety of fitness and wellness facilities
- Employee and family assistance program – details on confidential support services available to help overcome life’s challenges
- Brain teasers – fun puzzles and mindbenders to stimulate mental wellness

Investors Group also provides head office employees with convenient access to an employee financial planning centre where they can receive professional advice from our Consultants. ■





# Realizing our full potential

Creating opportunities for professional growth and advancement is ingrained in our culture. Continuous learning is the key to success for a fulfilling career. It also inspires leaders who will chart future growth.

## Our employees

Employees are encouraged to pursue career development goals through financial support and award programs. In 2016, 1,473 financial support requests were processed for expenses like tuition, conference fees and course materials. Through award programs, 29 employees received well-deserved recognition and honorariums for completing a diploma, degree, designation or certificate.

Investors Group also offers education programs through its Employee Development Centre. In 2016 we received more than 4,800 registrations for classroom events and online learning sessions. When it comes to leadership training, our programs are tailored to needs at various career stages. All leaders complete training programs that cover policies, people skills and the company's vision, values and commitments. Additional programs are available to both new and seasoned leaders – offering experience-based learning

and requiring three workplace development actions prior to graduation. At the senior levels, leadership roundtables hone skills in the areas of strategy, critical thinking, innovation and change.

## Our financial planning network

As an organization dedicated to helping Canadians achieve their financial goals, Investors Group takes pride in delivering industry-leading education for Consultants, Associates and Field Directors. For the past nine years, we ranked first among full-service dealers in the “Ongoing Training” category of the [Dealers' Report Card](#), published by national trade newspaper *Investment Executive*.

Investors Group also fully endorses professional designations as an industry-recognized path to enhance professional skills, ethical values and expertise. In addition to expense reimbursement for the Certified Financial Planner®

(CFP®) and Financial Planner (F.Pl.™) Québec designations, CFP participants benefit from a custom education program in partnership with the Canadian Institute of Financial Planning (CIFP) that is integrated with our internal training and education programs. Once a designation is obtained, a robust continuing education course offering with internal and external courses ensures they can continually hone their skills and meet educational requirements for a wide range of industry designations, at no additional cost. ■



# Inspiring our women in leadership

Two leadership and networking events in 2016 garnered rave reviews from participants.

## TAKING THE STAGE®

### Taking the Stage

In 2016, women at Investors Group participated in groundbreaking pilot programs to help them develop the confidence and courage to be seen and heard as leaders. The program, called *Taking the Stage*®, is part of diversity and inclusion offerings from The Humphrey Group, North America's premier leadership communications firm. It's been delivered internationally to more than 500,000 participants.

The one-day workshop offered participants keen insights into:

- Enhancing their strength and influence in every communication and interaction

- Using practical tools and approaches to successfully capitalize on opportunities and "take the stage"
- Recognizing unintentional habits that can undermine how they are perceived as leaders

The highly successful pilot programs, held for both head office employees and members of the financial planning network (Division Directors and Planning Specialist leads), were facilitated by Investors Group leaders who received certification in the program. Plans are now underway to incorporate *Taking the Stage*® workshops into our 2017 leadership program offerings.

### Sharing, hearing and empowering

For three consecutive years, since the event's inception in 2015, Investors Group has purchased tables at [SHEday](#). It's a Winnipeg-based leadership and networking event for entrepreneurial, pre-executive and executive women. SHE in the event's name stands for Sharing, Hearing and Empowering. SHEday was launched as a professional development option for women wanting to advance in their careers, and it has steadily grown. Capacity has doubled

since it started, increasing from 550 in the first year to 1,100 in 2017.

Investors Group's 16 attendees gave the sold-out event rave reviews after being inspired by an incredible lineup of speakers – with lots of opportunities to chat with them and fellow attendees. In 2017, 15 speakers presented on the importance of building networks and how to collaborate and communicate to help members of the Gen X and Millennial generations grow personally and professionally. ■



[OUR CLIENTS](#)[OUR PEOPLE](#)[OUR ENVIRONMENT](#)[OUR COMMUNITIES](#)

# Our environment

We believe everyone has a part to play in protecting the environment.

We are working to **reduce our environmental footprint** and to engage our people to raise awareness and reduce our collective impact on the world's resources.





# Reducing our carbon emissions

In 2016 Investors Group expanded its commitment to reducing our carbon footprint.

With the purchase of green fuel and carbon offsets to manage corporate travel emissions, we expanded upon our 2015 agreement to purchase 100% green natural gas for our head office building in Winnipeg.

## Green fuel

Through an agreement with **Bullfrog Power**, Canada's leading green energy provider, Investors Group now buys renewable fuel repurposed from food and feed manufacturing waste and used cooking oils from restaurants and kitchen facilities. The biodiesel produced from these waste streams is injected into the Canadian fuel system on our behalf, displacing conventional fossil fuel within the transportation industry. In addition to displacing a portion of our transportation-related emissions, choosing green fuel means that we are helping to green the Canadian fuel system and reduce the amount of petroleum needed to create fuel in Canada.

## Carbon offsets

In 2016 we also purchased carbon offsets through **Less Emissions**, ranked as the highest quality Canadian offset provider by the David Suzuki Foundation. Their current project funds the capture and flaring of methane from a landfill in Fredericton, reducing greenhouse gases released into the atmosphere.

"Purchasing green fuel and carbon offsets is about more than our emissions reductions, it's about supporting investment in the renewable energy industry," said Andrea Carlson, Vice-President of Finance and Corporate Responsibility. "Through our purchase and those of other customers, projects can be developed in communities across Canada that wouldn't have otherwise happened."



## Renewable energy for our Winnipeg head office

In 2016 we continued to purchase green natural gas through an agreement with **Bullfrog Power**, a Canadian green energy provider, which matches the usage for our Winnipeg head office building. Bullfrog Power's green natural gas comes from a unique methane-capture project situated on a Canadian landfill.

This initiative reduces our CO2 emissions footprint by nearly 1,000 tonnes annually, the equivalent of taking 186 cars off the road each year.

It's a solution that enables us to reduce our environmental impact, support the development of green energy projects in Canada, and help create a cleaner world.

## Proud to be a CDP leader

The **Carbon Disclosure Project (CDP)** works to transform the way the world does business, to prevent climate change and protect our natural resources. Since 2013 we have been reporting to the CDP on our energy use and greenhouse gas emission performance.

In 2016 we received a CDP score of "Leadership A-" – which means we are implementing current best practices. This score is well above the financial industry average of C. ■





# The employee green scene

At Investors Group we have a great culture of investing positively in our communities, and this includes managing the impact our activities have on the planet.

Our Green Committee, launched in 2015, enjoyed continued momentum in 2016, helping employees to adopt environment-friendly practices at work. Here are some highlights.

## Waste management and recycling

A waste audit in 2016 showed that more than 40% of the waste at our head office can be recycled and more than 20% can be composted. The Green Committee acted on these findings, overseeing the installation of a central compost bin in the cafeteria. Employees can now compost all of their food products, napkins, sandwich wrappers, cafeteria takeout plates (which are made from sugar cane), soup bowls, and lids.

Also new in 2016 – all employees now have a multi-purpose recycling bin at their desk, making it easier for everyone to decrease their waste going to landfill. Our old desk garbage containers were given to three non-profits – one of which, Oyate Tipi in Winnipeg, is filling them with useful household items for women and children in need. Saving garbage cans from the garbage heap – a good news story!

## The green commute

Investors Group's Winnipeg employees again posted strong numbers in Canada's winter and summer commuting challenges.

In February's week-long **Jack Frost Challenge**, seven Investors Group teams (the most among Winnipeg businesses) traveled a combined total of 614 km by walking, running, skiing, skating or snowshoeing.

For the second straight year, over 400 Investors Group employees participated in the June **Commuter Challenge**. With a participation rate of 26.6%, we placed first in Winnipeg and in Canada for our company size category (1,000 – 2,999 employees).

“By leaving their cars at home, our participants avoided producing four tonnes of CO2 emissions and saved 2,565 litres of fuel in a single week,” said Chris Greenhalgh, Green Committee Co-chair.

The Green Committee also promoted Winnipeg's **Bike Week** and **Bike to Work Day**, an annual event held every June, organized by the city's cycling

community. It features group rides, bike maintenance sessions, and outdoor spin cycle classes – a little something for anyone who enjoys life on two wheels. Head office employees who cycle to work can park their bike in a protected bike locker in the building's underground parkade.

## Earth Day clean up

Once again for Earth Day on April 22, the Green Committee organized a crew to participate in The Winnipeg Downtown BIZ's annual clean-up. It was the 11th such event, and volunteers from more than 20 businesses and community groups picked up approximately 3,250 lbs. of litter.

“Every year we hope to see more employees adopting environment-friendly habits in the workplace and at home,” said Richard Bracken, Green Committee Co-chair. “The committee finds this work very rewarding, and we are excited about the possibilities we have yet to explore.” ■



[OUR CLIENTS](#)[OUR PEOPLE](#)[OUR ENVIRONMENT](#)[OUR COMMUNITIES](#)

# Our communities

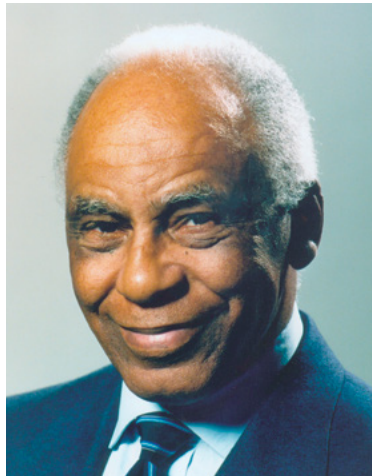
We have a history of attracting people who are ambitious and who have a deep interest in community needs.

They lend their **time, skills, and passion** to a wide range of worthwhile projects and work with a variety of partners in our communities **to make good things happen.**





# Herbert H. Carnegie awards



Herbert H. Carnegie embodied the spirit of community commitment and business excellence during his 32 years with Investors Group. He was also the inspiration behind the **Future Aces** program, which encourages ethical behavior and educational achievement among Canada's youth.

Through special awards named in his honour, we are proud to recognize Consultants and Field Directors who share this spirit.

## Herbert H. Carnegie Community Service Award

Presented yearly to a Consultant with a record of outstanding client service and exceptional long-term community service.

**ROSS ELLIOTT**  
HALIFAX (2004)

**VINCE O'SHEA**  
EDMONTON SOUTHSIDE (2005)

**MARK EWERT**  
NIAGARA (2006)

**REINE L'ÉCUYER-HÉBERT**  
SHERBROOKE (2007)

**MILES SCHILLER**  
SASKATCHEWAN NORTHWEST (2008)

**BRUCE MORRISON**  
KOOTENAY (2009)

**DENNIS HUNT**  
WESTERN MANITOBA (2010)

**DEBBIE MEALIA**  
GREATER VANCOUVER NORTH (2011)

**JIM MIGNAULT**  
LONDON SOUTH (2012)

**GERRY DOYLE**  
OTTAWA SOUTH (2013)

**KEN HENDRIKS**  
NIAGARA (2014)

**STEVE DEACON**  
ONTARIO NORTHEAST (2015)

## Herbert H. Carnegie Community Leadership Award

Presented every second year to a Field Director with a record of outstanding client service and exceptional long-term community service.

**LINDA HANCOCK**  
OTTAWA WEST (2006)

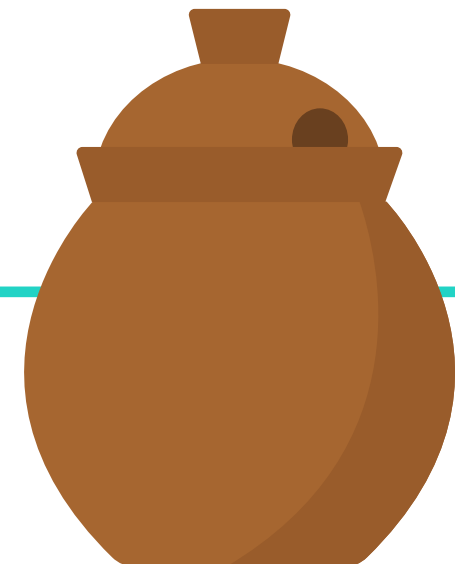
**MICHAEL BUHR**  
WINNIPEG WEST (2008)

**CHUCK EALEY**  
MISSISSAUGA CENTRAL (2010)

**PAUL DEMAY**  
OKANAGAN (2012)

**JON JURUS**  
HAMILTON WEST (2014)

*The Carnegie legacy has meant that **over \$1 million** has been committed to Canadian charities.*







# Scoring big by giving back

## 2016 Herbert H. Carnegie Community Service Award recipient

Over many years and with countless organizations, Consultant **Kevin Kaiser** from our Winnipeg West office has given his time and heart to his community.

For this exceptional long-term community service, and for the outstanding customer service he provides to clients, Kevin received the Herbert H. Carnegie Community Service Award in 2016.

Kevin's lifelong love for hockey (and talent as a player that saw him drafted by the Quebec Nordiques in 1989) has inspired some of his current community efforts.

Kevin is involved with the True North Hockey Academy program and the Winnipeg Blues. He is a board member with the St. Vital Minor Hockey Association and a volunteer coach for two of his children's minor hockey teams. He annually organizes an Investors Group team for the Mike Keane Celebrity Hockey Classic, and their efforts have raised more than \$60,000 to date.

Kevin has been the chairperson of the Winnipeg West office "Spirit of the West" committee, which fundraises and supports local organizations that have included the United Way, Siloam Mission, Habitat for Humanity, and Winnipeg Harvest. For the last 14 holiday seasons, he has delivered food hampers and gifts for children on behalf of the Christmas Cheer Board.

As part of Kevin winning this prestigious award, a \$25,000 fund will be established in his name through the Investors Group Charitable Giving Program, enabling him to direct annual grants to the charity or charities of his choice. ■

VIDEO





# Making a difference for so many

## 2016 Herbert H. Carnegie Community Leadership Award recipient

Loving. Generous. Successful. Passionate.

These are some of the words used to describe Edmonton Metro's Regional Director **Edward Croken**, the recipient of the 2016 Herbert H. Carnegie Community Leadership Award.

The award recognizes an Investors Group Field Director with a record of outstanding customer service and exceptional long-term community service.

Edward began volunteering at a young age and has made significant contributions – both behind the scenes and on the front lines – to numerous organizations. He has been involved with the Knights of Columbus since he was 18. He has served on the Hockey Edmonton Board, and has fulfilled a variety of key roles with the Maple Leaf Athletic Club, where he helped to strengthen a program for children who do not have the resources to play hockey.

As a board member at Bosco Homes, which helps at-risk youth deal with emotional and mental health issues, Edward used his critical thinking skills and his legal system knowledge to help protect the organization's key assets – ensuring they could continue to provide services into the future.

He is also a familiar face at the Edmonton Food Bank, for which he has organized fundraisers and volunteers to box up food for those in need.

As part of the award, a \$25,000 fund will be established in Edward's name through the Investors Group Charitable Giving Program, from which he will be able to direct annual grants to the charity or charities of his choice. ■

VIDEO





# Counsel for the community

## 2016 President's Lifetime Volunteer Achievement Award recipient

In the early 1980s, **David Cheop**, Vice-President, Corporate Compliance, was fresh out of law school and embarking on a career with a local law firm in Winnipeg. “The firm I started with did a lot of pro bono work for non-profit groups,” recalled David. “I took on the responsibility of helping the Chinese community revitalize Chinatown.”

That was more than 30 years ago. Over the years he has been instrumental in the development and rejuvenation of the city's Chinatown district, providing countless hours of legal advice, attending numerous meetings with government officials, and serving on the board or as honorary solicitor for a number of community associations.

For his long-time commitment to helping others, David was awarded the company's President's Lifetime Volunteer Achievement Award in 2016.

A highlight in his Chinatown work was the creation of the Harmony Mansion and Peace Tower, which provide over 150 units of non-profit housing for families. “These buildings have helped contribute to a flourishing Chinese community, and have also provided housing for refugees – most recently, for Syrian families,” he said.

An avid jazz fan, David also served on the board of the Winnipeg Jazz Orchestra for 12 years. The orchestra is well known for its work to promote large ensemble jazz. “It's incredible to see how the music has improved to such a high standard over the years,” he said. “The progress would not have been possible without the tireless efforts of volunteers. They truly do make all the difference.”

Along with his award, David was presented with a \$10,000 cheque that he has donated to the charities of his choice. ■

VIDEO







# New community award named in honour of Murray Taylor

Following the May 2016 retirement of President and CEO Murray Taylor, Investors Group introduced a new award in recognition of his long-standing commitment to improving the lives of people in our communities.



The Murray J. Taylor Community Builder Award is now presented annually to a region office that demonstrates outstanding community commitment. This commitment may be demonstrated through the office's participation in charitable activities or events, their fundraising efforts in support of charities, the personal volunteerism displayed by Consultants and staff.

In recognition of their efforts, the region office receiving the award will be presented with the following:

- \$25,000 donation to a charity or charities of their choice
- \$25,000 invested into an award alumni foundation account that will generate charitable contributions in the future
- \$5,000 in additional region office funding for community relations activities in the following year
- A celebration in the community that includes the charities the region office supports

Murray Taylor was the President and CEO of Investors Group from 2004 to 2016. His leadership and support regarding community involvement inspired several initiatives, programs and awards that recognize the volunteer efforts of Investors Group Consultants, field management and employees.

The first award in his name will be presented in 2017. ■

VIDEO



# Helping develop tomorrow's leaders – one step at a time

As a 12-year-old, **Crystal Cole** wasn't keen on joining the Royal Canadian Air Cadets. Her mother made her a deal: if she attended for one year and it wasn't her thing, she could quit when the year was up. Crystal agreed, put in the time, and then was ready to hand in her uniform for good.

But fate intervened. She gained last-minute acceptance to a cadet summer camp, where she had a fantastic time and made new friends. So she decided to give cadets another try.

*"I really love **teaching the kids** and **watching them grow into strong individuals.**"*

That was 18 years ago. Today she's an officer of the Cadet Instructors Cadre, having spent the last 11 years teaching the programs she grew to love as a teen – mainly the drill program. "I really love teaching the kids," she said.

Drill team is just one aspect of the cadets program, which gives kids aged 12 to 18 the opportunity to develop a variety of skills in a team environment.

Crystal's involvement is with the **99 Lynx Squadron in Orillia**, close to the Investors Group office where she is the Assistant to Senior Consultant Eric Cathcart. Through the Investors Group's Volunteer Support Program, the squadron received \$990 to help fund a trip to France for the 100th anniversary of the Battle of Vimy Ridge. The kids will participate in a number of activities, including a reenactment of the original march to Vimy Ridge.

The trip will be a highlight of the year for Crystal and her cadets – although it's the everyday rewards of volunteering that she loves. "I like watching them grow," she said. "They become very strong individuals, who will have no problem being the leaders of tomorrow." ■





# Cooking up something great for at-risk youth

Twenty-five years ago, an Investors Group Consultant joined a women's service club and is still going strong.

**Allison Edwards** joined the **Canadian Progress Club** Halifax Cornwallis Charitable Foundation (CPC Halifax Cornwallis) because of its focus on improving the quality of life of women and children. She was looking for an opportunity to give back to the community and she shared the club's values.

That was 25 years ago. Since then, she's been a part of a \$1.5 million fundraising effort for a local youth shelter, where she also volunteers to cook meals once a month.

"The foundation has supported Phoenix House for 25 years," she said. "Their Phoenix Shelter is a facility that helps at-risk and homeless youth."

One of the CPC Halifax Cornwallis membership requirements is to perform at least 20 hours of community service per year. So two years ago when Allison heard that Phoenix House needed help preparing meals for the youth, she was happy to step in.

"The managers and staff are wonderful people and very dedicated to the youth. Plus, the youth and staff are most appreciative of our cooking."

*"The **managers and staff**  
are **wonderful people and**  
**very dedicated.**"*

Yet, the reality of these young people's lives can be difficult to witness. "I can see that some of the youth I prepare meals for are alone, sad, have substance abuse problems and no family contact, among other things. It's a humbling experience." ■







# Québec offices offer youth a big-city experience

For the last 15 years, the Investors Group Québec offices have hosted a private Nutcracker performance in Montréal.

Traditionally an event for clients and prospects, the Christmastime performance is also a way to give back to their community.

“Every year, this show is a tremendous success for our Consultants,” explained **Martin Caron**, Québec Marketing Director.

“And we’ve also, over 15 years, given a total of \$120,000 from the performances to the **Lighthouse Foundation**, which helps the families of children with a serious illness.”

Five years ago, another charitable element was added to the event. The sister of Martin’s good friend, a teacher in Mont-Laurier, was looking for a way to help her students discover the big city. The Québec offices decided to give them 30 Nutcracker tickets, and they’ve been doing it every year since.

“The teachers who organize the trip really go the extra mile and I’m always amazed at how excited the kids are to attend the Nutcracker show. Most

of them are having difficulties at school, and this event is a reward for their efforts in class,” said Martin.

*“We’ve given a total of **\$120,000** to help families of children with a serious illness.”*

In a note to Martin, teachers Martine Baron and Claudette Millette said it best: “Your generosity of spirit does good in the lives of the children; and in the space of one evening, you let them forget their personal misery and difficult family conditions.” ■





# Travelling painting touches lives

Art affects us all differently. In the case of **Laura Fralick**, it inspired her to reach out to her community to support a worthwhile cause.

In November 2014, the Thunder Bay Superior East Consultant attended a luncheon where she successfully bid on a painting of Lake Superior by local artist Colleen Rose. Colleen had created the painting in the lobby of the **Thunder Bay Regional Health Sciences Centre** to encourage donations to the hospital's foundation – art busking, she called it.

*“The **artwork** has been **displayed** in over a **dozen locations** and has **raised more than \$5,000.**”*

“I was intrigued by the use of art to do good in the community,” Laura explained. “The artist’s story of art busking and creating the painting in memory of loved ones touched my heart.”

Laura decided to do some good herself by renting the painting by the month to individuals and businesses in Thunder Bay in exchange for a donation to the hospital foundation. The renters decide how much they will donate and which area of care their donation will support.



It proved surprisingly easy to rent out the artwork and it has been displayed in over a dozen locations so far, raising more than \$5,000 so far.

*“I believe in **art** and the power it has to **connect people.**”*

“I believe in art and the power it has to connect people and I am happy to continue that journey through the travelling painting. I also love delivering the painting to the hosts and having the opportunity to get to know them better.” ■





# Winnipeg South out to scare hunger

While ghouls and goblins are the more typical Halloween foes, one Investors Group region office tackled a more formidable adversary last October.

That's when the Winnipeg South office, headed by Regional Director **Rob O'Keefe**, first partnered with the **Lighthouse Mission** during their Scare Hunger Campaign.

"One of our mandates is to fully engage region members in community activities," revealed Rob as he explained his region's approach to finding opportunities to support. "We have a 'We Care Committee' that organizes and coordinates events where members of our region volunteer to help in our community. It was one of our own Consultants, Tamara Fehr, who brought the Lighthouse Mission to the region's attention and encouraged us to get involved."

For the month of October, the Winnipeg South team put food collection bins in the foyer of its office, collecting non-perishable items for the mission. They also helped advertise the Scare Hunger Campaign and made a monetary donation of \$1,473.

"We decided to support the Lighthouse Mission because, while they collect food for those in need, they are so much more than that," Rob explained.

"They have been helping people in Winnipeg's inner city since 1911. They provide food, clothing, friendship and hope to many in the community."

*"The **Lighthouse Mission** provides food, clothing, friendship and hope to many in the community."*

Winnipeg South's relationship with the Lighthouse Mission is still young, and they look forward to continuing their support of the worthy organization. They've sponsored a table at the mission's spring fundraising event and will be helping to "scare hunger" again in 2017. ■





# A winning partnership

Four years ago in Strathcona County, Alberta, two organizations joined forces, building a partnership that is helping to define a community and celebrate the spirit of volunteerism.

**Mark Mertens** is the Regional Director of Investors Group’s Edmonton Sherwood Park region office. He saw an opportunity to build something great when he began working with Klay Dyer, Executive Director of [Strathcona’s Information and Volunteer Centre](#).

“Klay first asked our office to sponsor the Festival of Trees four years ago,” Mark recalled. Proceeds from the event are used to promote and support arts programming for children and youth in Strathcona County. “We also started working together on events like barbeques and outdoor movies and I realized that we were missing an opportunity to focus on what the Volunteer Centre does best – recognizing volunteerism and providing support for local volunteer organizations.”

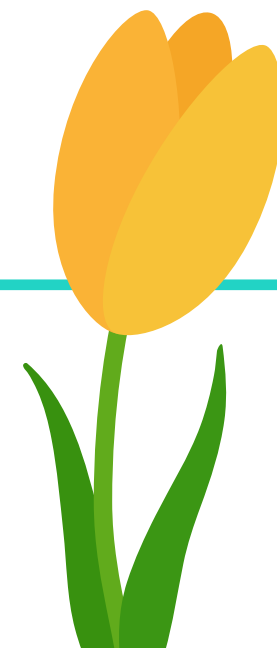
Mark suggested they organize a “thank you” event for volunteers in Strathcona County – and the National Volunteer Week Kickoff Volunteer Breakfast was born.

Klay explained, “Investors Group’s involvement in the breakfast has been foundational to an event that has more than doubled in size since its inception in 2015 and has quickly established itself as a highlight of the local celebration of volunteerism.

“Investors Group representatives are always generous with their time, community spirit and knowledge,” continued Klay.

Mark and his team have recently received a Chamber of Commerce Community Support Award for their involvement with the Volunteer Centre.

“Most of our Consultants live in Sherwood Park and are raising their families here,” Mark concluded. “We want to give back to our community and we’re proud that our volunteer efforts are being noticed.” ■





# Central Vancouver Island North region plays Easter Bunny for a day

Imagine an Easter egg hunt – with 1,000 people.

While not a world record, the Easter egg hunt will go down in the record books for the town of Comox and the Central Vancouver Island North region office.

*“The aim was to **create** a fun, family-friendly event the **community** could look forward to **every year.**”*

On March 28, event partners Investors Group, grocer Quality Foods and the Town of Comox hosted the event, which saw children hunt for chocolate, plastic eggs and gold coins that they then redeemed at a prize table full of donated toys.

It was a roaring success – in large part due to the involvement of members of Central Vancouver Island North.

“We started doing this event in 2014 as another way for our office to give back to the community,” recalled **Jenne Moss**, Executive Assistant to Regional Director Jason Heflin. The aim was to create a fun, family-friendly event that the community could look forward to every year.

The office donated the proceeds from the event to an organization they support throughout the year: Comox’s **You Are Not Alone Foundation**, which provides support for families with children who must travel outside the community for medical treatment.

“We were extraordinarily lucky as it was a beautiful sunny day,” Jenne said of the 2016 hunt. After the hunt, participants enjoyed a barbeque and family activities.

“Investors Group is tremendously generous and heavily involved in community efforts. Our region is no exception,” Jenne said. “We’ve already started collecting prize donations for Easter 2017!” ■





# Employees in Action: Supporting employee involvement

Throughout our history, Investors Group has built strong, enduring community partnerships. Eleven years ago, we established **Employees in Action (EIA)** to integrate our community efforts.

Today, our EIA sub-committees each work to create healthy and active workplaces and engage employees in volunteer activities and donation causes.

EIA also fosters relationships with a number of community organizations and supports them through campaigns, drives and events held at head office, the Québec General Office (QGO) and the Toronto General Office (TGO).

Here's a look at our EIA sub-committees and each of their unique mandates.

The **Community Outreach Committee** sponsors activities that give employees an opportunity to give back to the community. In Winnipeg, events such as **Feeding Our Future**, a volunteer drive to deliver 100,000 lunches to kids across Canada, and **Fit Feet on the Street**, an initiative to collect new or gently-used footwear, provided essential items for those in need. In Toronto, the **Spring Food Drive** and **Fall Toiletry Collection** for the **Compass Outreach Centre** saw two tonnes of food collected.

The **Social Committee** organizes and inspires employee participation in social activities and events on behalf of Investors Group. New this year was the **Manitoba Moose family day**, where 400 employees and their families attended an action-packed hockey game. At TGO, **Movember** meant growing moustaches to raise money for men's health issues and an entire month of activities including a potluck lunch, raffle, jean day, and bake sale. At QGO, employees joined forces with Consultants to raise \$87,590 for the **Make a Wish Foundation**. That's enough for eight children to see their wishes come true!

Our **United Way Committee / Centraide committees** encourage employees, through fundraising events, to make a difference in the community by supporting the United Way and Centraide (in Québec). See **Teaming up for a brighter tomorrow** for this year's success story.

The **Workplace Health & Safety Committee** promotes and maintains a safe and healthy workplace in our offices coast to coast. Early in the year, every desk at Investors Group received a **Workplace Health & Safety Emergency Procedures Guide** containing valuable information on fire, safety and other emergency procedures. Each fall, committee members conduct a floor-by-floor inspection to assess potential workplace hazards.

Our **Community Projects Fund** and **Green Committee** were very active in 2016. See **Nurturing local community projects** and **The employee green scene** to learn about how people are making a difference.

As they have done each of the past 11 years, our Employees In Action committees worked hard to raise awareness of various community needs and to give all employees the opportunity to participate in both workplace and community activities. ■

*"From what we get, we can make a living;  
what we give, however, makes a life."*

ARTHUR ASHE





# Teaming up for a brighter tomorrow

## \$340,000 raised for United Way/Centraide

Every October, Investors Group employees in our Winnipeg and Montréal corporate offices participate in a two-week fundraising campaign in support of [United Way/Centraide](#).

Enthusiasm is always high and the giving is generous: in 2016 more people contributed than ever before, pushing the total amount raised to \$340,000. That grand total includes nearly \$192,000 in matching corporate dollars.

This year some employees also took advantage of a new giving option that allowed them to donate to any registered Canadian charity and have their donation count in the 2016 campaign.

Employees in both cities who made a donation were entered to win a variety of gift cards.

## Winnipeg campaign activities

Our Winnipeg employees were divided into 11 teams and the goal was to try to surpass their 2015 team donation percentage. When all was said and done, donations were up an impressive 6%, and all teams succeeded in increasing their donor numbers. Seven out of the 11 teams increased their participation rate by at least 10%, earning them an invitation to the President's Reception in November.

A variety of activities throughout the campaign gave participants an opportunity to get involved, including a mini sports tournament, a Chase the Ace game, and the always popular online bingo.

Two events helped employees to understand the work of organizations supported by United Way: a clothing drive for [Villa Rosa](#), a residence for young, single pregnant women; and a team challenge that saw participants assemble baby care packages for the new moms at the [Marlene Street Community Resource Centre](#).

“When our people realize the sheer number of groups supported by United Way, and the vital work those groups do every day, they are happy to donate what they can to make our community stronger,” said United Way Campaign Chair Christine Van Cauwenberghe.

## Montréal campaign activities

At our Québec General Office in Montréal, Centraide fundraising activities took place throughout the year, with a big push coming during the “official” campaign October 17-28.

New this year, in support of the campaign committee, a team of five “Centraide Ambassadors” were available to answer employee questions about campaign specifics and to help them understand the work of Centraide in the community. To give them some background, the team attended a lunch with [Le Baobab](#)

[Familial](#), a Centraide-supported non-profit that offers family services in Montréal’s ethnically diverse Côte-des-Neiges neighbourhood.

Senior leaders in Montréal were also introduced to Centraide’s presence in the community through a presentation by [Alpabem](#), a local organization that provides support and information to families and affected by mental illness and which also works to increase public awareness of the issue.

“Hearing first-hand the challenges that people have, and how they can overcome difficulties with community support is truly humbling and inspiring,” said Nathalie Godbout, long-time Chair of the Centraide committee. ■

VIDEO



# Nurturing local community projects

Every year the Community Projects Fund seeks opportunities to invest in local, community-based initiatives.

The fund, which is managed by a committee made up of Investors Group employees, grants money to organizations and projects based on priorities that are identified by our people as important. Here are four groups that made good use of the funding they received in 2016.



**The Knowles Centre** purchased a new automated external defibrillator (AED) for their facility. The centre provides group care treatment and independent living programs to both boys and girls and their families from Manitoba, and other communities throughout Canada.



**Scouts Canada** has brought a world of adventure, outdoor experience and friendship to 17 million Canadian youth over the last 100+ years. They were able to purchase a number of items to help them with their programs, including canopies, tarp poles, and large plastic totes.



**Thrive Community Support Circle** operates the Spence Street Thrift Shop, which provides access to good quality clothing and household items at affordable prices. The shop offers volunteer opportunities where individuals can learn skills and gain work experience. Thrive used their funds to update their existing security system and to purchase additional cameras to install in the back alleyway of the store.



**Frontenac School** is a Kindergarten to Grade 8 School of 624 students. The school used their funds to create an outdoor space that meets the physical and intellectual needs of students and staff and will also be safe, accessible, and engaging for families and local residents to enjoy year-round. ■





# Investors Group receives Financial Literacy Leadership Award

In May, the **Canadian Foundation for Economic Education (CFEE)** presented Investors Group with its Financial Literacy Leadership Award for the company's many years of leadership and commitment to helping improve financial literacy and education in Canada.

With Investors Group's support, CFEE's *Money and Youth* program has thrived. More than 450,000 copies of the *Money and Youth* learning guide have been provided to schools and homes across Canada, free of charge, since 1997. Investors Group has also supported CFEE's *Building Futures* program, which works with several provinces to integrate financial education into the core curriculum for Grades 4–10.

"I am not aware of any corporate leader in Canada who has done more to encourage and support the financial education of our youth," said Gary Rabbior, President of CFEE.

Results from a 2016 CFEE survey showed that teenagers have a strong desire to learn about finances. More than 6,000 young Canadians in Grades 7–12 responded to the questionnaire, revealing that they want to learn about money at home, at school, and from knowledgeable guests brought into their school to help educate them, something that Investors Group Consultants do through the *Money and Youth* program. These resources were identified much more so than resources like the Internet, apps, peers, and gaming.

A free Kobo eBook version of the guide is now available. ■

VIDEO



# Our valued national partners

Investors Group has a long-standing tradition of working with caring, innovative partners to sustain what matters to our communities and to empower change where it's needed. These organizations continually show us how good things can happen when people work together.



## AthletesCAN

AthletesCAN works to help Canada's national team athletes achieve their full potential. Since 2000, Investors Group has funded the Team Investors Group Amateur Athletes Fund bursary program, which is open to any active senior national team athlete.

The money helps elite athletes with the costs of training and competition. Twenty \$5,000 bursaries are awarded each year. By the end of 2016, our bursary recipients had won a combined 108 Olympic and Paralympic medals.

## CFEE

## Canadian Foundation for Economic Education (CFEE)

In a recent CFEE study, Canadian kids have indicated they have a strong desire to learn about money matters to help them with the countless financial decisions life will provide for them.

Since 1997, Investors Group has partnered with CFEE to produce resources to help youth become more financially literate. Our support for CFEE's

Money and Youth and Building Futures programs has produced much-used resources that give young people the tools they need to help meet their financial responsibilities as adults.



## Coaching Association of Canada

Since 1997 Investors Group has partnered with the Coaching Association of Canada (CAC), a world leader in coach training and certification.

Investors Group supports the CAC in a number of ways, including helping to fund its National Coaching Certification Program (NCCP) – the largest adult continuing education program in Canada. In 2015–16, more than 1,800 coaches attended an NCCP workshop. In addition, the company has established the Coach Developer Award to recognize outstanding individuals who go above and beyond to develop certified NCCP coaches in their communities.



## Volunteer Canada

Volunteer Canada is the national voice for volunteerism in Canada, collaborating with volunteer centres, local organizations and national corporations to promote and broaden volunteering. Investors Group has been a partner since 2003 and is the sole funder of National Volunteer Week, a celebration to recognize the contribution of Canada's 12.7 million volunteers.



## We (Free The Children)

We (formerly Free The Children) is the world's largest network of children helping children through education. We have partnered with them since 2006.

Since 2014 we have focused our support around social innovation, which includes support to several initiatives. One of these engages youth in world issues, helps them to build leadership skills and inspires them to take action, weaving social innovation and social enterprise into the theme. ■



## Our commitment to community

Investors Group is a founding member of **Imagine Canada's Caring Company** program and as such, is committed to donating at least one per cent of our average annual pre-tax income to charitable and other non-profit organizations, including the national partners shown here. In 2016, this amounted to more than \$6.9 million donated to more than 1,700 organizations.

Imagine Canada works alongside charitable sector organizations – and in partnership with the private sector, governments and individuals in the community – to ensure that charities continue to play a pivotal role in building and enriching our country.

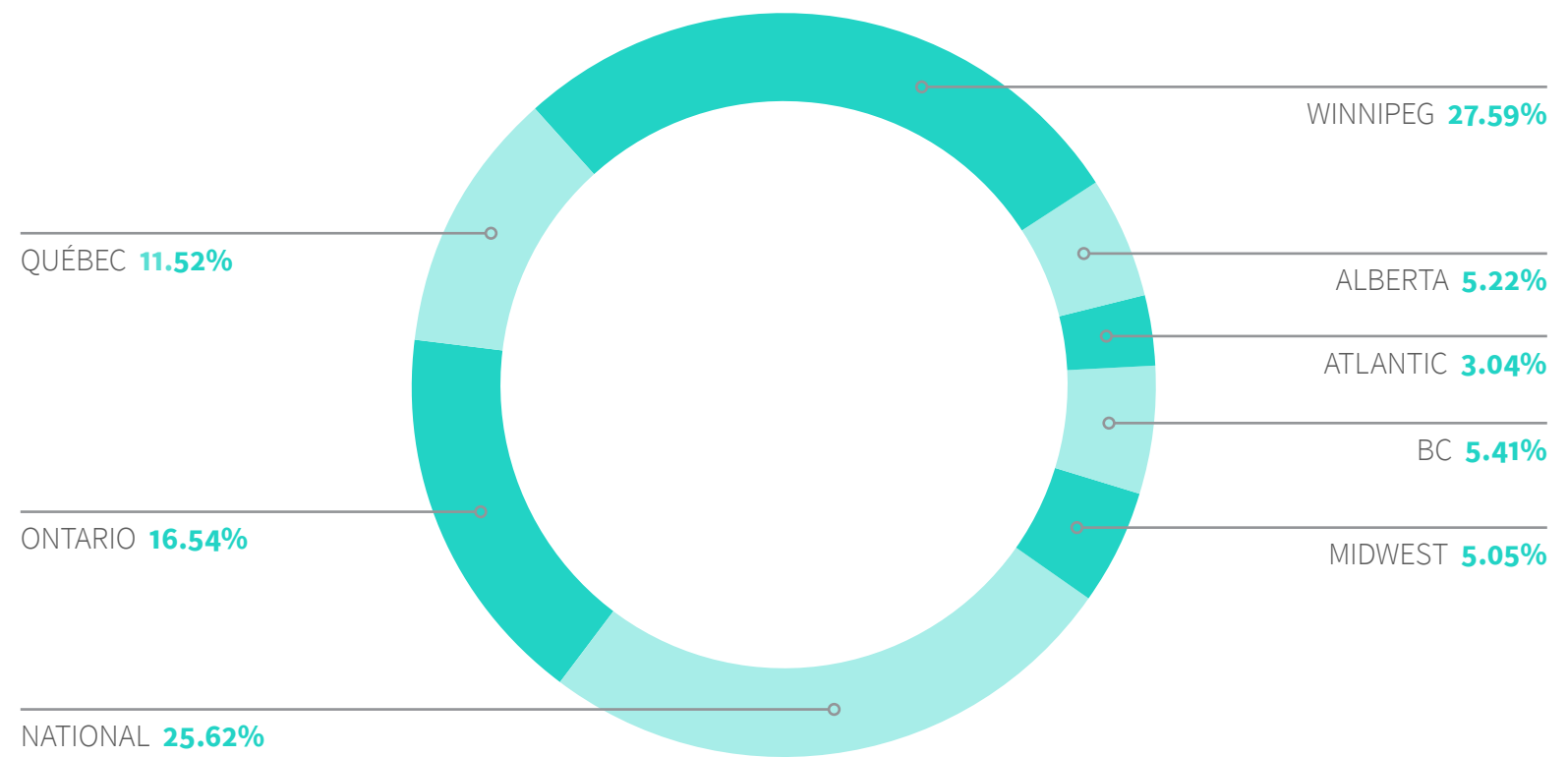




# Community funding – percentage by area

Investors Group is committed to making a contribution to the many communities across Canada in which we operate by supporting local and national activities, events and organizations.

Locally, our funding supports the volunteer efforts and charitable giving of our Consultants and employees, while corporately, we have developed long-term relationships with national organizations whose efforts support those of local volunteers and community needs. In addition, as one of a small number of national companies headquartered in Winnipeg, Investors Group plays a leadership role in our home community through our support of a wide range of organizations and events.





# Community funding – percentage by program

## Investors Group’s Community Investment Program

Investors Group’s Community Investment Program delivers our financial support in a way that we believe is meaningful and relevant to our Consultants and employees and the communities where they live. A significant component of our program funding is determined by Consultants and employees at the grassroots level. The organizations and causes that we as a company support are the ones that our people support through their volunteer time and financial donations. We are proud to be able to encourage and reward the valued efforts of Consultants and employees in this way.

