



WICC Ontario

2009 Annual Report

Presented at the Annual General Meeting held on September 14, 2010



2009 WICC Annual General Meeting

Agenda

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Co-Chair's Report

2009 fiscal year marks our 7th Annual Report as an incorporated provincial corporation, overseen by a Board of Directors. The reports contained herein clearly demonstrate the successful efforts of a dedicated working Board of Directors and their respective committees of volunteers.

WICC's Mission

Our mission is to mobilize the Canadian insurance industry in the fight against cancer by focusing on cancer research, support and education.

Financial Performance:

We are delighted to share another year of strong financial performance as outlined in the Treasurer's Report and in the accompanying audited financial report from BDO Dunwoody.

In 2009, the revenues have decreased by 2.5% to \$740,500. After expenses, WICC reported net revenue of \$478,000, which is an increase of less than 1%. Our administrative expense ratio, relative to revenue is 6.2%. Both of us wish to acknowledge the hard work and dedication of the many volunteers who continuously demonstrate a desire to raise money for cancer research and help us keep our expenses to a minimum!

The efforts of every WICC Event – the Golf Tournament, the Dinner, Relay for Life and the Breakfast were incredibly successful. Each of these events had strong attendance from previous years and made significant strides towards reaching our fund raising objectives.

The WICC Ontario Chapter takes significant pleasure in acknowledging that \$437,000 was donated to the Canadian Cancer Society in 2009.

Historical Contributions to Canadian Cancer Society:

Since its inception in 1996, WICC Ontario has donated \$3,438,175 of which 100% of these funds have been directed to the Canadian Cancer Society (CCS) in support of funding Canada's leading cancer research projects. In 2007, the Ontario Board of Directors voted to expand its mandate to support research projects for "other" forms of cancer. WICC Ontario now provides funding for all types of cancer research projects, directing funds as follows:

- The first \$200,000 donated to CCS is to be directed to breast cancer research projects
- The next \$100,000 donated to CCS is to be directed to prostate cancer research projects
- The balance of donations is to be divided equally amongst breast, prostate and "other" cancer research projects.

Co-Chair Report (continued)

From 1997 – 2008, WICC Ontario's funds have provided funding in the following areas:

Breast Cancer Research	Prostate Cancer Research	"Other" Cancer Research
\$2,470,173	\$769,000	\$199,002

From 1997-2009 the Ontario Division of the CCS has contributed over \$39 million to breast cancer research. In this same time period WICC Ontario's donations allocated to breast cancer research represented an astounding 6.3% of this amount contributed by CCS in Ontario, and over 3% across Canada! WICC's donation mandate extended to include prostate cancer in 2004. From 2004-2009, WICC's allocations dedicated to prostate cancer research projects represented over 4.7% of the funds contributed to this particular form of cancer in Ontario, and 2.5% across Canada.

2009 Initiatives and Accomplishments:

- We are delighted to report that all National Sponsors renewed their commitment for another 3 year term, and we welcomed 3 new sponsors – Supreme Collision Centre, Cunningham Lindsey and Berkley Canada. Our deepest gratitude is extended to these National Sponsors:
 - Berkley Canada
 - Canada Brokerlink
 - Crawford Canada
 - Cunningham Lindsey
 - Lombard Canada
 - McKellar Structured Settlements Inc
 - PPG Canada
 - RSA
 - Supreme Collision Centre
 - The Dominion
 - Wawanesa Mutual Insurance Company
- All WICC events (golf tournament, learning breakfast, gala dinner and relay for life) were a tremendous success. Each event was sold out well in advance of the event date. We continue to receive tremendous support from the property and casualty insurance community and for this we are most grateful.
- With significant thanks to Steve Wilson and Canadian Underwriter Magazine, WICC was delighted to see our organization featured in every issue of this well-recognized trade publication.
- Implemented a strategy within the industry to challenge industry members to participate in the Canadian Cancer Society's *Relay for Life* event in 2009. A tremendous thank you to Tracy Laughlin, who chaired the inaugural event.

Co-Chair Report (continued)

- In March 2009 the WICC National Charter, in both English and French languages, was finalized and signed by all Chapters. Annual meetings will ensue to facilitate implementation.
- Continue with applications to trademark the WICC logo to protect our identity and establish a unified national focus amongst all WICC chapters.
- Generate quarterly issues of WICC E-News that will provide communications of events and happenings, recruit volunteers, recognize National Sponsors, and recognize other corporations who have selected WICC as their charity of choice and increase awareness.
- Acquire additional National Sponsors and maintain the relationships with our existing National Sponsors.
- Expanded WICC's recognition to the broader insurance community such as brokerages, claims and health care professionals, and IT vendors.

2010 Strategic Objectives

- Increase web capabilities with respect to on-line donations, photo gallery of events and develop a social networking strategy
- Continue participation in The Canadian Cancer Society's Relay for Life event to encourage greater participation from all areas of the insurance industry and broaden the scope to geographical areas outside of the GTA.
- Prepare a Board of Directors Governance document outlining co-chair and director roles and responsibilities as well as succession planning
- Develop process for transitioning to a new Executive Director through accurate position description, training plan and strategic direction.

Board of Directors – Retiring(s) and Appointment(s)

Appointments:

- Adrian Hall, RSA accepts the position as Chairperson, Change for Change

Closing Comments:

2009 has been another stimulating and satisfying year for WICC. Our financial performance continues to be exceptionally strong and we have every confidence our diligence will continue. We continue to raise the bar for fundraising and maintain our governance protocols.

The success of WICC solely comes from the dedication and hard work of many, many people. We wish we could mention all of you. Our Board of Directors spend countless personal time with the responsibilities of their portfolios and the committees that stem from this are very dedicated, motivated and a joy to be around. Our sponsors and many supporters continue to find creative and exciting fund raising initiatives that engage energy from many, many people. We thank you all!

Respectfully submitted,

Jean Faulkner
Co-Chair

Carolyn Horan
Co-Chair

Treasurer's Report

Audited Financial Statements - For the year ended December 31, 2009

The audited financial statements for the year ended December 31, 2009 have been prepared by BDO Dunwoody & Company, Chartered Accountants and are presented here for their adoption.

Operationally, total revenues decreased to \$740,572, almost 2.5% over the prior year of \$759,160. Revenue from Donations increased to \$278,516 which is a 3% decrease over the \$287,705 donations received in 2008. This decreased revenue in General Donations is attributable to Relay for Life and donations for that particular event being made directly to The Canadian Cancer Society. Total expenditures of \$262,730 decreased by 2.3% from \$285,526 in 2008 primarily due to greater expense control. This resulted in gross excess revenue of \$477,841 – a 0.5% increase from \$475,634 in 2008. The 2009 donations to the Canadian Cancer Society were \$437,000, a decrease of \$123,000 from last year. The decrease in donations to the Canadian Cancer Society are attributed to Relay for Life donations made directly to the Society.

All WICC events and fund raising efforts were somewhat reduced in 2009 due to the global recession. The net operating results are generally consistent year over year and this continued in 2009. The shift from the ING Marathon, which generated donations for WICC, to The Canadian Cancer Society's Relay for Life in 2009 contributed to a reduction in donations.

The net excess operating results as detailed on Exhibit "A", attached, are as follows: General Donations \$68,656; National Sponsorship Program \$57,855; Golf \$111,081; Dinner \$100,417; Breakfast \$16,889; Golden Horseshoe Region \$4,950 and Product Sales \$812.

On the administrative expenditures side, Administrative and Professional fees were \$45,760, and represents 17.1% of total expenditures. The Expense ratio relative to Revenue is 6.2% - consistent with the past 3 years. Both of these decreased expense ratios demonstrate that efficiencies are in place, a strong emphasis on engaging volunteers to keep costs down and management's commitment to respecting the importance of governance and fiduciary responsibilities. The Executive Director role is declared to be a paid position to maintain accountability for the organization

The Balance Sheet shows that WICC is in a healthy position and rather than have an excessively high surplus, WICC has decided to continue to increase its donations to CCS and thereby has reduced its surplus from \$257,248 in 2008 to \$172,883 in 2009. It is a pleasure to report that the organization is well positioned to meet the challenges of the coming year.

I would like to acknowledge the hard work, commitment, support and efforts of all directors and volunteers who have contributed to this exceptional performance.

I move that this report and the accompanying audited financial statements be accepted as presented.

Respectfully submitted,
Lyna Newman, Secretary

Treasurers' Report
EXHIBIT 'A'
Schedule of Events & Administrative Expenses
For the Year Ended December 31, 2009

Event/Function	Revenue 2009	Expenses 2009	Net Income 2009	Net Income 2008	Variance	
					\$	%
General Donations	213,683	45,027	168,656	197,296	(28,640)	-14.5%
National Sponsorship	57,855	1,269	56,586	47,248	9,338	19.8%
Golf	222,115	111,034	111,081	104,747	6,334	6.0%
Dinner	193,069	92,652	100,417	115,943	(15,526)	-13.4%
Breakfast	26,881	9,992	16,889	18,961	(2,072)	-10.9%
Golden Horseshoe	4,950	-	4,950	11,954	(7,004)	-58.6%
Product Sales	3,219	2,406	813	(20,514)	21,327	-104.0%
Totals	721,772	262,380	459,392	475,635	(16,243)	-3.4%

Administrative Expenses	2009	2008	2007	2006	2005
Total Admin. Expenses	45,760	49,481	47,634	42,073	43,578
Total Expenditures	262,731	283,526	273,818	257,680	254,273
Expense Ratio to Admin Expenses:	17.4%	17.5%	17.4%	16.3%	17.1%
Total Revenue	740,572	759,160	723,743	687,282	647,384
Expense Ratio to Revenue:	6.2%	6.5%	6.6%	6.1%	6.7%

Donations Report

In addition to the annual fund raising event, WICC's largest source of revenue comes from unsolicited donations by considerate individuals and corporations who want to make a difference!

In 2009, WICC Ontario benefitted from a total of \$ \$278,516 received in cash donations, and increase from 2008. We continue to applaud the creativity and generosity of our donors and wish to thank the following for choosing WICC as their charity of choice:

Company	Donation	Reason
AIG	\$ 50.00	Presentation to Canadian Broker Network
Anderson McTague Insurance	\$ 370.00	2009 IBANB Golf Tournament
Atlantic Motorcycle Run	\$ 12,640.00	2009 Atlantic Convention Ride
Aviva NS	\$ 500.00	Honour of Mike Daniels
Beryl D'Andrade	\$ 300.00	Linda Hajekerou Tribute
CGI	\$ 675.00	Tribute - Leona Charbonneau
CGI	\$ 440.00	Tribute - Leona Charbonneau
CGI	\$ 430.00	Tribute - Leona Charbonneau
CGI	\$ 330.00	Tribute - Leona Charbonneau
CGI	\$ 215.00	Tribute - Leona Charbonneau
Change for Change	\$ 3,226.39	2009 Change for Change
Chubb Canada	\$ 5,000.00	Jan Tomlinson Retirement
Cordie Taylor Edwards	\$ 700.00	Sale of PartyLite candles
Crawford Adjusters Canada	\$ 30,000.00	Crawford Cares
Crawford Adjusters Canada	\$ 17.00	RIMS Conference - Piano Tips
Cunningham Lindsey	\$ 1,300.00	2009 Golf Tournament
Deborah Miller	\$ 50.00	Honour of Colleen Crook
DFB Associates	\$ 250.00	2009 Crawford Ottawa BBQ
Economical - Moncton	\$ 950.00	2009 Golf Tournament
Elizabeth Arts	\$ 50.00	Marilyn Horrick Birthday
Enterprise Rent-A-Car	\$ 7,500.00	Enterprise Foundation
Enterprise Rent-A-Car	\$ 16,593.66	2009 Golf Tournament
Fairview Insurance Brokers	\$ 100.00	Memoriam - William Blakeney
Frances Boudrie	\$ 25.00	Crawford Cares
Glencairn Ladies League	\$ 223.00	Ladies League Closing day
Guy Carpenter & Company	\$ 2,240.00	2009 Guy Carpenter Annual Golf Classic
Hargraft Schofield LP	\$ 500.00	lieu of Holiday Cards
Honourable Order of the Blue Goose	\$ 15,000.00	Scotch Nosing
IBAA	\$ 1,000.00	RSA Honorarium
IBANB	\$ 150.00	Speaker Engagement
IBANB/IBANS Conference	\$ 9,358.00	2009 Presidents Dinner
IBANS	\$ 100.00	Donation
IBAO Conference	\$ 1,850.00	Donations in lieu of Speaker Gifts
Insurance Brokers Association of Ontario	\$ 1,000.00	Donation

Insurance Bureau of Canada	\$	100.00	Donation
Insurance-Canada	\$	150.00	Donation
Insurance Golf Invitational	\$	800.00	2009 Insurance Invitational
Insurers Financial Group	\$	660.00	IFG Golf Tournament
Jane Collins Publications	\$	50.00	Educational Training proceeds
Joyce Renfrew	\$	50.00	Marilyn Horrick Birthday
Julie Thomson	\$	150.00	Birthday - Chris Giffin
Katz, Darren	\$	18.00	Birthday - Marvin Katz
Katz, Judy & Arnold	\$	25.00	Birthday - Marvin Katz
KRG Insurance Brokers	\$	1,000.00	2009 Chubb Charity Classic as Tribute to Linda Hajekerou
Laura Lindberg	\$	50.00	Marilyn Horrick Birthday
Lorne Merkur & Sister Inc	\$	182.61	Crawford promotional items
Lyna Newman	\$	3,000.00	Donation
Marie Aprill	\$	50.00	Honour of Mark Campbell
Marvin Katz	\$	50.00	Memoriam - Mona Winberg
Marvin Katz	\$	50.00	Anell & Bill Francis 50th Wedding Anniversary
Marvin Katz	\$	50.00	Memory of Carrie Miller
Matthew Wubs	\$	500.00	Michael Butler
McKellar Structured Settlements Inc.	\$	4,050.00	2009 McKellar Charity Golf
McKellar Structured Settlements Inc.	\$	250.00	Donation in lieu of Holiday Gift to AXA
McKellar Structured Settlements Inc.	\$	2,500.00	Donation in lieu of Holiday Gift to TD Meloche
Michael Maurice	\$	20.00	Crawford Cares Dunk Tank
Michael Mooney	\$	20.00	Crawford Cares Dunk Tank
Nancy Ng	\$	50.00	Memoriam - Michael Gibbons
Nancy Ng	\$	100.00	Memoriam - Michael Mackareth
Nancy Ng	\$	50.00	Memoriam - Joan Rocca
NB Fun Night	\$	22,235.95	NB Fun Night
North Waterloo Farmers Mutual	\$	2,500.00	Donation
Novatech Disaster Restoration	\$	1,000.00	2009 Crawford Ottawa BBQ
Rebecca O'Connor	\$	321.00	Women's Breakfast
Relay for Life	\$	37,000.00	2009 Relay for Life
RIMS Canada Conference	\$	2,000.00	Donation
RSA Canada	\$	2,000.00	2009 Industry Study
Simmlands Insurance	\$	5,000.00	2009 Simmlands Pro-Am for the CPGA Women's Championship
Sonia LeRoy	\$	10.00	Honour Brian Maltman
Susan Kaunismaa	\$	200.00	Linda Hajekerou Tribute
Susan Oliver	\$	50.00	Marilyn Horrick Birthday
Tanya & Mike Wilkes	\$	25.00	Marilyn Horrick Birthday
Thousand Island Insurance Adjusters Assn	\$	10,000.00	2009 Conference
Traci Brown	\$	1,000.00	Tribute - Jim McRae
Worden Insurance & Financial Services Ltd.	\$	2,060.53	2009 Pink Pajama Party
XL Insurance Company	\$	100.00	Memory of Rick Snow (BFL Canada)
Zurich Canada	\$	1,000.00	Donation in lieu of Holiday Cards

WICC Recognition Awards

Hall of Flame Award

The Hall of Flame Award is presented to an individual or organization whose level of financial contribution to WICC is significant, whose employees and /or community are significantly engaged in raising awareness and fundraising, and whose commitment of contributions is made over several years

The WICC Board of Directors selected **Honourable Order of the Blue Goose Ontario** as the 2009 Hall of Flame inductee.

Low Dunn & Gold Flame Awards

WICC's prestigious Low Dunn and Gold Flame awards are given to individuals and corporations who have contributed to our community through significant fund raising and increased awareness.

The **Low Dunn Memorial Award**, is given in memory of Lew Dunn, who was President of CGU Group in Canada (now Aviva) until he lost his battle with cancer in 1999. This award is presented to the WICC "volunteer" of the year.

The WICC Board selected **Enterprise Rent-A-Car** in 2009.

The **Gold Flame Awards** are given in recognition of individuals and/or corporations whose fund raising exceeded \$5000 on contributed significantly to increasing awareness. It was our pleasure to recognize three recipients in 2009:

Economical Mutual Insurance Company
Hallmark Insurance Group
Simmlands Insurance

WICC would like to thank the numerous supporters who have contributed to our efforts. These are the organizations and individuals who have undertaken the little but very important tasks such as consulting time, enabling employees to volunteer to our cause, effecting mailings, photocopying, delivering, and so many functions that cannot adequately be expressed in scope, but are fundamental to our operational delivery. Our sincerest thanks!

Respectfully submitted,

Lyna Newman, Secretary

Gala Dinner Report

The 13th Annual Dinner was held on April 8th, 2009 at the Westin Harbour Castle Hotel in Toronto. This dinner has continued to be one of the key fundraising events for WICC and has grown tremendously since its inception over 13 years ago. WICC and its industry supporters have undergone a trying year with respect to the financial crisis, yet once again this year, the dinner gala was nearly sold out with 600 insurance industry attendees and volunteers. All those in attendance to fuel WICC's mission forward and inspire our industry to end cancer through its united support of WICC.

For this year's Women in Insurance Cancer Crusade gala—held Wednesday at the [Westin Harbour Castle Hotel](#)—organizers wanted the event to be a celebration sensitive to the current economic climate. So the planning committee, which called on Michelle Planche of [Paradigm Events](#) to produce the 13th annual benefit, opted for a "Zen Garden" theme. "It's an evening of hope, courage, and harmony," said Planche. "We pitched this theme to them given what is going on in our world right now. We felt it had hope, it had tranquility." From the Wu Tai Chi Chuan Academies beginning performance to the soothing sounds of Jane Clarke's Koto music throughout the reception, then the truly absorbing Chi Ping Dancers, ending with a climatic performance by Japanese Taiko Drummers

Committee Co-Chairs Marilyn Horrick and Michael Butler deemed the theme was a good fit for the organization, which formed in 1996 to support colleagues in the insurance industry in their fight against cancer. "We really wanted to move away from the Mardi Gras craziness that WICC normally likes to do. We wanted to introduce a theme that is a celebration, but in a very subdued kind of way. Something that would appeal to people who maybe are going through some tough times, not just cancer related issues in their life, but also financial troubles. We thought the Zen theme really spoke to that. It's a re-energizing of your spirit and it really helps people across all cultures."

WICC Dinner Co-Chair and the evening's co-emcee, Marilyn Horrick, extended a great WICC appreciation to all of the 'simply outstanding' dinner volunteers, sponsors, contributors, prize and auction item donors, WICC National Sponsors, event producers and all attendees for their unwavering support and commitment in the effort to mobilize the Insurance Industry in the fight against cancer.

Two highlights that stand out in a wonderful evening; with the two new National Sponsors, Cunningham-Lindsey and Supreme Collision Centres; and of course the WICC tributes beautifully read by Past Co-Chair Marilyn Horrick.

WICC co-chairs Carolyn Horan and Jean Faulkner presented Peter Goodhand, president of the Canadian Cancer Society, Ontario Division with the largest cheque ever from WICC for \$325,000!

Gala Dinner Event Report (continued)

This sum brought the total raised by WICC Ontario to more than \$2.8 million since its inception in 1996 and one step closer to WICC Ontario's goal of \$3.0 million dollars raised by the end of 2009!"

Ever-dedicated to supporting WICC's mission, our small but dynamic Dinner committee worked very hard to deliver an awe-inspiring evening of fun, networking, entertainment and good food.

Financial Highlights

Total revenue was \$193,068 which was consistent with the \$202,150 earned in 2008.

The expenses were increased by 7.5% from \$86,207 in 2008 to \$92,652 in 2009. Most of this increase is due to production and audio/visual costs.

In summary, our net proceeds were \$100,417 compared to \$115,943 in 2008.

WICC presented a cheque donation of \$250,000 to the Canadian Cancer Society, which brought WICC Ontario's accumulated donations to over \$3.5 million.

WICC Award Presentations

This event enables WICC to recognize our **Hall of Flame**, **Lew Dunn** and **Gold Flame** awards to individuals and corporations who have contributed to our community through significant fund raising and increased awareness. The audience cheered these following outstanding individuals and companies:

- | | |
|--|------------------------|
| • Honourable Order of the Blue Goose Ontario | Hall of Flame inductee |
| • Enterprise Rent-A-Car | Lew Dunn Award |
| • Economical Mutual Insurance Company | Gold Flame Award |
| • Hallmark Insurance Group | Gold Flame Award |
| • Simmlands Insurance | Gold Flame Award |

Sponsors

We would like to welcome our new sponsors and thank our returning sponsors, whose contributions are instrumental in making this evening a resounding success.

Gold (\$5,000):

Canadian Underwriter Magazine
Chubb Insurance Company of Canada
Commonwealth Insurance Company
Creechurch Underwriters
Informco
Intact Canada
Cuego
Hallmark
Paradigm Events
Riverfront Medical

Gala Dinner Event Report (continued)

Silver (\$3,000):

Baird MacGregor Insurance Brokers
Blaney McMurtry, Barristers & Solicitors
Sinclair-Cockburn Insurance Brokers
State Farm Insurance Company
Zurich Canada

Bronze (\$2,000):

Dutton Brock LLP
HKMB HUB International
ServiceMaster Canada
Strone Restoration Professionals
Totten Group
Wu Style Tai Chi

Special Thanks

Our sincere gratitude to Westin Hotels whose staff worked hard to provide another year of great food and service.

Our committee is grateful to the many companies and individuals who donated prizes and outstanding silent auction and raffle prize items.

2009 Dinner Committee

I would like to convey a warm and heartfelt thanks to the 2009 Dinner Committee whose passion and dedication made the planning of this event a fun and memorable experience: my friend and mentor Past Co-Chair Marilyn Horrick, co-chair Catherine Whittle, Erin Fleming, Laura Whiteing, Maeve Davis, Marian Adamson, Kathleen Davies, Karen Forsey, Sandy MacSpayden, and Shivani Lakhanpal, along with the WICC project team at Informco, who together made this evening a tremendous success.

Respectfully submitted,

Michael Butler
Co-Chair, WICC 2009 Dinner Committee

Golf Event Report

On July 13, 2009 we had the honour of celebrating the 10th anniversary of the WICC golf tournament.

Financial Highlights

The 2009 (10th Annual) WICC Golf Tournament, held at Angus Glen Golf Club, had 252 golfers, 18 extra dinner guests and 11 golfers for the golf academy. The day was topped off with a cheque presentation to the Canadian Cancer Society for \$ 150,000.

Total sponsorship was \$53,000 which was 90% of the 2008 sponsorship total. There was also \$4,800 in donations which was a 436% increase over the \$1100 in donations in 2008.

Sponsors

We would like to welcome our new sponsors and thank our returning sponsors. Their contribution is an integral component of this tournament's success:

Platinum (\$10,000):

ACE-INA Insurance Company
SIMAC

Gold (\$5,000):

Aon Benfield
Seiden Health Management

Silver (\$3,000):

Herrold & Vernon Evalworks
Canadian Underwriter Magazine
Informco
Munich Reinsurance Company

Bronze (\$2,000):

The Dominion
CNA Canada
KRG Insurance Brokers Inc.
Impact Auto Auctions

Hole Sponsors (\$1,000):

Adair Morse LLP
Guy Carpenter
Mint Canadian Specialty
Medysis
Carstar
Desjardins General Insurance Group
Flaherty Dow Elliott & McCarthy
Multi Disciplinary Assessments
Strone Restoration Professionals
FirstOn Site Restoration

Golf Event Report (continued)

Special Thanks

A special thank you to Angus Glen Golf Club for another fabulous year with great golf, food and service provided by their energetic and committed staff.

Our committee is very grateful to the many companies and individuals that donated prizes and outstanding silent auction items.

2009 Golf Committee

I would like to convey a special thank you to the 2009 Golf Committee: Ashley Chinner, Karen Barkley, Dorothy Davenport, Dawna Matton, Elizabeth Kepes, Hoa La, Karen Forsey, Patricia McLeod, Gloria Morris, Kim Hryko and Ken Zardo who, along with more than 50 volunteers worked together with Angus Glen Golf club to make this 10th anniversary celebration a resounding success.

Respectfully submitted,

Heather Matthews
Chair, 2009 Golf Committee

Breakfast Event Report

“A Young Woman’s Unique Perspective on Her Cancer Diagnosis at Age 15”

Lauren Donnelly was an active, healthy teenage girl when she was diagnosed with Acute Lymphoblastic Leukemia at age 15. After 30 months of aggressive treatment she is now a vibrant young woman whose ambition is to study journalism at Ryerson University.

Lauren addressed a sold-out audience of 401 industry professionals with numerous stories and memories at the 12th Annual Breakfast held at the Arcadian Court on November 4, 2009.

Financial Highlights

With tickets priced at \$45, our objective is to raise awareness for WICC and cancer research by making this an affordable and educational event. Although our prime objective is to raise awareness of cancer and its’ affect on our lives we are pleased to be able to realize a profit.

Total revenue of \$26,881 was a 15% reduction over 2008. Expenses of \$9,993 represent a reduction of 21% due to reduced attendance. The net proceeds decreased 11% from \$18,960 in 2008 to \$16,888 in 2009.

2009 Breakfast Sponsors

Breakfast Sponsor	Riverfront Medical Evaluations
Awareness Sponsor	Multi-Disciplinary Assessment Centres
Speaker Sponsor	ServiceMaster of Canada Limited
Media Sponsor	Canadian Underwriter Magazine
A/V Sponsor	AVW Telav
Sponsor	Desjardins General Insurance Group

2009 Breakfast Committee

I’d like to thank the Breakfast committee, who have tirelessly coordinated this event for the past 8 years: Elizabeth Kepes, Andrea Muzzi, Hoa La, Sandy MacSpadyen and Charmayne Lund-Pedersen. In addition to the many volunteers who make this event a success, we are excited about the prospects for another successful event in 2010.

Respectfully submitted,

Carla Blackmore
Chair, 2009 Breakfast Committee

Relay for Life (RFL) Report

WICC Ontario's participation in the Canadian Cancer Society's Relay for Life event began in 2009. The primary objective was to engage the insurance industry to participate in this event and raise \$100,000.

A committee was formed with Robert Landry and Paul Martin spearheading sponsorship and team participation. The IBAO, IBC and TIC joined in to support RFL with mailings to their members.

The Relay for Life initiative was further supported by advertisements in Canadian Underwriter, WICC E-news and promotion at WICC events. The Canadian Cancer Society worked closely with the RFL Committee to develop communications for sponsorship as well as team participation.

The first annual event was a tremendous success with 41 teams participating and over \$220,000 raised.

Financial Highlights

Total sponsorship was \$37,000 and donations \$184,099. A cheque was presented to Canadian Cancer Society during the evening for \$180,000.

2009 Sponsors

Tent Sponsor (\$10,000):

Intact Insurance

Midnight Snack Sponsor (\$5,000):

Toronto Insurance Conference

Crusader Sponsor (\$2,000):

Aviva Canada Inc.
Lombard Canada Ltd.
Zurich Canada

Economical Insurance Group
RSA (Toronto, Calgary and Nova Scotia)

Kick-Off Sponsor (\$1,500):

Aviva Canada

Welcome Sponsor (\$1,000):

Aviva Canada Inc.

Street Name Sponsor (\$1,000):

AXA Canada Inc.

North Waterloo Farmers Mutual

Warm Up Sponsor (\$1,000):

Chubb Insurance Company

Relay For Life Report (continued)

Team Kit Sponsor (\$1,000):

Insurance Bureau of Canada

Wall of Fame Sponsor (\$500):

Dickinson Family
Liberty International Canada

KRG Insurance Brokers Inc.

2009 RFL Committee

The WICC Ontario Board of Directors would like to thank the RFL committee for their energy and enthusiasm, making this inaugural event such a success: Robert Landry, Paul Martin, Lyna Newman, Erika Bennett, Traci Brown, Paul Green, Tonya Stewart, Christina Martin, Barbara Haynes, and Alison Steele . In addition with the many volunteers who make this event a success, we look forward to 2010.

Respectfully submitted,

Tracy Laughlin
Chair, 2009 Relay for Life Committee

Golden Horseshoe Region (GHR) Report

The Golden Horseshoe Region (GHR) Steering Committee began in 2007.

Planning began in February 2009 for the Monsters Ball to be held in October 2009. The focus was on increasing awareness in GHR and targeting the younger generation within the industry. Despite significant fund raising and many donations for the silent auction, the event was cancelled due to lack of registration. Sponsorship and donations totaling \$4,950 in 2009 remain available for future events in GHR.

Financial Highlights

Revenue in 2009 decreased 76% from \$20,812 in 2008. There were no expenses incurred in 2009 resulting in a reduction in net proceeds of 58.6% from 2008.

2009 GHR Committee

The WICC Ontario Board of Directors would like to thank the GHR committee for their energy, enthusiasm and determination: Lori Fernandes , Lisa Habbal , Jennifer Hodges, Danny Marmora , Kathy Martino , Andrea Powell , Jane Rogers .

Respectfully submitted,

Jean Faulkner
Chair, 2009 Golden Horseshoe Region Committee

National Sponsorship Report

All of our original Platinum level National Sponsors renewed their commitment for the 2008 – 2010 term. These were:

Canada Brokerlink
PPG Canada Inc.
Crawford Canada
Lombard Canada
McKellar Structured Settlements
RSA
The Dominion
Wawanesa Insurance

In addition, Supreme Collision Centre, Cunningham Lindsey and Berkley Canada signed up as a new National Sponsors at the Platinum level in 2009.

In our strategic planning session we identified a number of key goals; maintain current national sponsors and deliver value, change the perception that National Sponsorship program is a WICC Ontario initiative by engaging other provincial chapters.

We formed a National Sponsorship committee with participation from BC, Alberta, Ontario and the new Quebec chapter. National sponsorship banners have been provide to all Chapters for use at events.

Progress has definitely been made on the chapter front in improving recognition of National Sponsors and the program, with more needed to be done.

Respectfully submitted,

Barbara Haynes
Chair, 2009 National Sponsorship Program Committee

Chapter Relations Report

The purpose for this function is to share information, resources and the regional issues concerning each Chapter. Collectively we hope to review opportunities, share best practices and fund raising ideas and knowledge so that WICC nationally presents one image while responding to each chapter's regional community.

Events/Activities

Representing WICC Ontario, I have the pleasure to report on the following:

- National Charter agreement created in both English and French. National Charter signed by Quebec, Ontario, Alberta and B.C. Chapters
- Chapter members invited to annual WICC Ontario dinner. Alberta Chapter attended
- National meeting scheduled with all Chapters to ensure implementation of Charter is fulfilled.

Alberta Chapter

Reported by: Donna Brown

- having a great year, a lot of new supporters for Hooray Hooray the 1st of May (suspect over \$50,000 from this), 2 new golf tournaments picked us up as Charity of Choice, 1) The All Industry Event in Edmonton and 2) The Silvercrest Charity Golf Tournament. Talking to some folks in Edmonton to see if we get an Edmonton Chapter of WICC Alberta going...all good.

Media Recognition

- The WICC website continues to be made available for all regional chapters to announce, register and publicize events nationally/provincially/locally.
- All Chapters receive tremendous media recognition courtesy of Canadian Underwriter & Claims Canada magazines, and Insurance West magazine.

Fundraising

Fundraising by all chapters are for the benefit of charities involved in cancer research, developing cures and treatment and care of cancer patients.

Respectfully submitted,

Nancy Ng
Chair, 2009 Chapter Relations Committee

Communications Report

2009 Board Priorities – Communications Mandate

WICC Ontario outlined four overarching priorities for 2009 one of which was a more aggressive and coordinated focus on communications. After achieving great success in its short 13 year history, the WICC Board established this focus on communications in expectation of more challenging fundraising times ahead. The economic realities of the day coupled with a more competitive landscape for charities globally reinforced WICC's commitment for a robust communication mandate for 2009 and beyond.

Multi-pronged Strategy

Noting the skills and capabilities in WICC's wheelhouse, and the volunteer structure of the Board itself, a small communications committee was established bringing together the strengths necessary to coordinate and execute on multiple fronts. The communication objectives were broken down into the following areas of concentration:

- Industry magazines – see Media Relations
 - Canadian Underwriter
 - Claims Canada
 - CI Top Broker – Canadian Insurance magazine
- WICC.ca
- WICC e-News
- Social Media – see Media Relations
- Traditional event and Newswire communications

In support of these objectives, the communications team outlined the following guiding principles ensuring that each of their deliverables had the greatest impact to WICC.

- Reinforce the WICC brand wherever possible
- Expand our reach into new communities
- Expand our WICC distribution list
- Support event registration/participation goals
- Promote all means of donating to WICC
- Promote National Sponsors wherever possible

Industry Publications

The insurance industry is a fast-paced environment and no group knows this better than the industry publications that cover our important topics, trends and current events. Almost since its inception, WICC has been exceptionally fortunate to have had exclusive support from our industry's preeminent trade publication – Canadian Underwriter and Claims Canada. For years, this organization has supported WICC and its charitable endeavours more than any other print or online agency in the industry.

Communications Report (continued)

In 2009, WICC once again received outstanding support from Canadian Underwriter and Claims Canada including; event coverage, prime photo montages, advertising support, and advertorial inserts. In addition, the online versions of these publications offered even greater opportunity for WICC to expand its reach into its targeted community and ensure the highest possible readership levels. Given this tremendous support, and the fact that Canadian Underwriter and Claims Canada offer a most effective and dependable means of direct to constituency communications in the industry, the team reaffirmed their connection with Canadian Underwriter and Claims Canada in 2009 and extends sincere appreciation for all of their support.

See **Print coverage and Advertising report in the Media Relations Report.**

WICC.ca

B2BWEB – a website development firm owned by Business Information Group (owners of Canadian Underwriter magazine) and who are the original developers of the WICC Website continue to be commissioned by WICC for the ongoing maintenance, hosting and development work taking place at the site.

Throughout 2009 – the website’s sixth full year of operation, the WICC.ca has continued to evolve and grow through additional content and the development of new sections, sub-sections and functionality.

Visitors to www.wicc.ca can:

- Access & view articles of all WICC fundraising events held since 2002
- Obtain contact information for all WICC Chapters
- Register for WICC Ontario Events
- Make a donation to WICC in their own right or make a donation for a friend
- Purchase items from the Gift Shoppe
 - All purchases, registrations and donations can accept payment by the major credit cards in a secured environment
- Obtain information on National Sponsorship Program
- View the list of Donors and Sponsors
- View the recipients of the Lew Dunn and Gold Flame awards

Developments and enhancements are ongoing and as a result of targeted promotion and direction to the site – monthly site traffic continued to increase in 2009 with thousands of constituents visiting the site annually.

WICC e-News

Established in 2008 and fully implemented in 2009, the WICC e-News was designed to deliver timely, relevant, and engaging content to all members of the WICC community. In an age where electronic communication is critical to successful business models, and that the words fun, fast, and efficient are what characterizes winning e-mail campaigns, the WICC Board and the WICC Ontario Communications team set about to develop an electronic newsletter that delivered on all fronts.

Working with B2B, the website development firm owned by Business Information Group (owners of Canadian Underwriter magazine), the Communications team designed an electronic template to act as the structure for each issue of WICC e-News. The content for each issue was pulled directly off of WICC.ca, making the effort behind issue distribution easy and cost effective in the long run. Throughout 2009, WICC generated 5 e-News issues. This well paced approach allowed the team to establish a solid workflow and a real understanding of the timelines required to handle each issue.

Focusing on the core aspects of WICC's mission as well as the content that is readily available on WICC.ca, the key elements of the template include:

- WICC events – listing of top 4 upcoming events
- Donations and Tributes – link to relevant web page
- Keeping Abreast of the Facts – updated static content about total donations WICC has made to CCS to date
- Change for Change – link to relevant web page
- Shoppe – link to relevant web page
- WICC Newswire – listing of the top 4 articles as posted on WICC.ca
- Top tool bar
 - Unsubscribe – removes recipient from database
 - About WICC – link to relevant web page
 - WICC contacts – link to relevant web page

New subscribers are added via the event registration process on wicc.ca or by contacting the WICC Executive Director directly. In 2009, the database of WICC subscribers enabled the newsletter to be mailed to over 1500 constituents. The e-newsletter proved in 2009 to be the most effective and direct approach for reaching the WICC community and reaffirmed its place in the overall communications strategy.

Social Media

WICC began its ground work on this new media frontier in 2008 and established a greater online presence in 2009 with its foray into instouch.com - our industry social media outlet – and twitter.com – the commonly used social media forum. The communications committee understands the benefits that can be derived from these communication applications as well as the related effort to make them successful and remains committed to assessing both to ensure appropriate placement in the overall communications strategy.

See **Stepping into Social Media report in the Media Relations Report.**

Traditional Event and Newswire Communications

In light of the guiding principle to support event registration, overall donations and National Sponsorship participation, the communications committee contributed time and resources in 2009 to writing articles, providing recommendations and assistance related to event and sponsorship communications in general. Articles written and posted in 2009 included:

- Relay for Life – Get registered!
- Breakfast wrap up
- Dinner event promo
- WICC Alberta lunch wrap up
- BC luncheon wrap up
- Golf event article
- Dinner event wrap up
- Relay for Life wrap up
- WICC Quebec Dinner
- Crawford Cares
- WICC at NICC Ottawa
- WICC in Crawford ProClaim
- Supreme Collision becomes National Sponsor
- National Charter signing
- McKellar Ladies' Golf Tournament
- Enterprise Charity Golf Tournament
- Cunningham Lindsey becomes National Sponsor
- WICC at NICC wrap up
- Berkley Canada becomes WICC National Sponsor
- Pink Ladies Spaghetti Dinner
- Grassroots initiatives growing for WICC
- Atlantic Insurance industry shows generous support for WICC

Communications Report (continued)

The Communications committee, though small in numbers, is mighty in its ability because of the team's coordinated and sensible approach to working together with the tools at hand. 2009 saw a greater combination of traditional and contemporary – paper and electronic – communication tools. Working together, across all of these media types and vehicles, the WICC communications strategy took major leaps forward in 2009 and set the stage for even greater pursuits in the year ahead.

Respectfully submitted,

Marilyn Horrick
Chair, 2009 Communications

Media Relations Report

Print Coverage and Advertising

2009 once again saw continued momentum for the WICC brand and increased exposure of WICC nationally both in print and online!

Canadian Underwriter magazine and Claims Canada magazine editorially covered many WICC events like the Golf Tournament, the Dinner and the Breakfast, with many WICC events receiving special expanded 'Double-Page-Spread' coverage, including write-ups and multiple photos spreads of attendees. Similarly, events 'in aid of WICC' hosted by other companies/entities received coverage in Canadian Underwriter and Claims Canada magazine's, including:

- Crawford Cares reception;
- Blue Goose Scotch Nosing in aid of WICC;
- Enterprise Rent-A-Car golf;
- Simmlands PGA Golf;
- New Brunswick Fun Night;
- Baird McGregor Art Exhibit;
- McKellar Golf;
- Risk Management Council WICC event;
- Relay for Life
- WICC at NICC
- + various others individual events in aid of WICC

WICC events by chapters held outside of Ontario were also editorially covered in Canadian Underwriter in print and online (WICC BC and WICC Alberta).

WICC advertising was also run by Canadian Underwriter magazine (and some in Claims Canada magazine) throughout 2009 – including Full Page ads and fractional to promote:

- Dinner;
- Golf Tournament;
- Breakfast;
- Change for Change;
- Relay for Life
- as well as special ads for the functions that were in aid of WICC

Online Media

Canadian Underwriter magazine's website: www.canadianunderwriter.ca's Online Breaking Headline News continued to cover of most (known) WICC-related events and certainly the larger formally organized events such as: Dinner; Golf Tournament;

Media Relations Report (continued)

Breakfast; Relay for Life; Special Awards and other press releases related to WICC functions and events. All news releases were then automatically fed into Canadian

Underwriter's Insurance Headline News E-Alert which was emailed to thousands of industry recipients.

Stepping-Into Social Media

instouch.com

In 2009, WICC Ontario joined instouch.com as a member – the insurance industry's social network. This facilitated WICC Ontario Chapter starting a Group at instouch.com. Industry can then join and become members of the instouch Group 'WICC Ontario Chapter' – enabling WICC to communicate and interact with industry within this professional networking website.

The instouch Group page for WICC Ontario allows WICC to profile itself and provide direct links to all of the various sections at wicc.ca. Additionally, the instouch WICC group enables WICC to:

- post press releases within the group's Discussion Forum (w/ link to full article at wicc.ca's Newswire
- post comments or brief announcements on the group's Comment Wall – or respond to other group member's posted comments
- carry RSS feeds from other WICC online content at other WICC-related sites

All content activity within the WICC Ontario Chapter group at instouch is automatically emailed to all group members – keeping WICC's friends at instouch intimately connected with all of WICC's activities and conversations. WICC Ontario (member at instouch) can also post Events at instouch as well as automatically invite instouch members to view the event details.

WICC Ontario can also post 'Status Updates' with links – which appears on the instouch 'Activity Wall' on the homepage at instouch.com and which can also simultaneously appear on WICC's twitter page (as instouch and twitter are interactive)...

twitter.com/WICCOntario

WICC Ontario formed a twitter account: twitter.com/WICCOntario and has started building its group of 'Followers' on this micro-blogging network. WICC Ontario is now tweeting – allowing WICC to communicate with supporters – including a range of 'tweet' content (including links to original content):

Media Relations Report (continued)

- new news releases posted at wicc.ca (w/ links to the article in WICC Newswire)
- 'Status Updates' w/links, posted at instouch.com, which instantly post to WICC's twitter feed
- Discussion Forum items at instouch.com (can automatically 'tweet' about them once posted at instouch)
- Items of interest tweeted by the Canadian Cancer Society
- Retweets of WICC-related fundraising tweets posted by other twitter users that WICC is following (showing support for these supporters + helping promote)

Respectfully submitted,

Steve Wilson, Chair, 2009 Media Relations

Board of Directors

2010 Board of Directors:

Co-Chairs:	Carolyn Horan
	Jean Faulkner
Secretary, Executive Director:	Lyna Newman
Chair, Dinner Event:	Michael Butler
Chair, Golf Tournament	Heather Matthews
Chair, Breakfast Event	Carla Blackmore
Chair, Relay for Life	Tracy Laughlin
Chair, Communications	Marilyn Horrick
Chair, Media Relations	Steve Wilson
Chair, National Sponsorship Program	Barbara Haynes
Chair, Chapter Relations	Nancy Ng
Chair, Change for Change	Adrian Hall