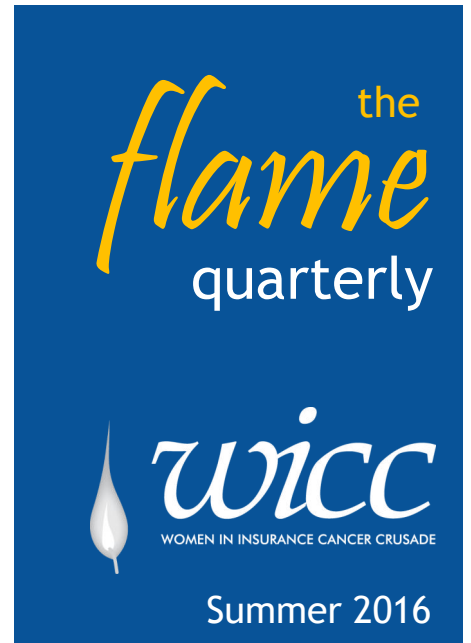




Photo Credit: Canadian Underwriter magazine



CHEQUE PRESENTATION AT GALA DINNER EVENT APRIL 6, 2016 page 4

Save the Date

Funds Raised for WICC have IMPACT!

by Sonia Manson, Communications Chair

What do Dr. Steven Gallinger, Dr. Hoursheng He, Dr. Andrew Markrigiannis and Dr. McPherson all have in common? Their research grants are either fully or partially funded by WICC!

As you might expect, genome sequencing research (for example) takes a lot of time and money to get to the point where it can actually help a person who's been affected by cancer. Thanks to funds raised this research has become a reality with real-world impact.

It's NOW incredible to think that although it took the doctor six years and \$3 billion to code the first genome, the Ontario Institute for Cancer Research (OICR) now has machines that can sequence a genome overnight!

This research was funded by a Canadian Cancer Society Impact Grant. Libby Znaimer (WICC's 2014 Breakfast speaker) was one of the first individuals to receive Dr. Gallinger's innovative treatment. Libby is alive today because of this Doctor's cutting edge research, much like that which is also funded by WICC.

Since its inception, the WICC Ontario Chapter has always dedicated 100% of its funds to various types of research and more recently, to research grant funding. WICC wants to place the funds raised where our National Sponsors and our very supportive P&C community say they want us to dedicate them.

What's your OPINION?

To have a VOICE on this topic CONTACT one of our board members or send a note to info@wicc.ca. Or join in the conversation on Facebook and Twitter @WICCOntario



Golf Fore a Cure on July 13th

WICC Ontario's 17th annual golf tournament will be held once again at the spectacular Angus Glen Golf Club in Markham. In honour of WICC's 20th Anniversary year, we will celebrate the day with greeters & golfer treats throughout the course. Space is limited – register your foursome now before all 36 foursomes are gone!

DID YOU KNOW?

For our 20th Anniversary, WICC's fundraising dollars have been dedicated to the Prostate Cancer Innovation Grant with the CCS and Dr Housheng He and the Ontario Cancer Institute/Princess Margaret Cancer Centre. The potential outcome for this research are to achieve new treatment targets, via DNA variants, for prostate cancer therapy.



Relay for Life Success!

The insurance industry hosted its 9th WICC Relay For Life event in Toronto on Friday, June 17th at Downsview Park. The shorter event took place from 6 p.m. to midnight, saw 67 WICC registered teams across Ontario and raised over \$415k! See our media release or our next newsletter for more info. www.relayforlife.ca/wicc


Sweet Donation at Ottawa Sugar Bush Breakfast

by Marcella Macdonald, Ottawa Chair

The 6th Annual WICC Ottawa Sugar Bush Breakfast was held on April 8th 2016 at the Shaw Centre. Over 250 guests had the opportunity to network and catch up with industry colleagues while celebrating WICC's 20th anniversary. Attendees had fun in the photo booth before a hearty French Canadian style breakfast was served.

From the spoon playing, MacCulloch Dancers, live music by the fiddler and guitarist team to the maple taffy and plaid shirts, it was truly "Sugar Bush" in the city. A cheque presentation in the amount of \$25,000.00 was made to

Byron James, manager, Canadian Cancer Society Ottawa. In attendance was Andrew Wight, a member of the CCS Research Information Outreach Team (RIOT), who spoke about his involvement in Dr. Makrigiannis' research, supported by "WICC Ontario (Ottawa Region) Innovation Grant of the Canadian Cancer Society". This grant was named in recognition of WICC's generous support and is in its second year of funding.

The event was equally successful from a financial perspective thanks to our guests and sponsors. \$8,000 was raised after expenses with funds going directly to the Canadian Cancer Society. 



Save the Date

BROKER BASH and WICC GTA Broker Bash for July supports WICC! Come out and join the party on July 28th from 5pm to 7pm. The Fifth Social Club, 225 Richmond St W, Toronto.

INFORMCO: Past WICC co-chairs & Active on-going Support

by Sonia Manson, Communications Chair

Informco has a significant and valuable history with WICC Ontario. As long-standing contributors of design, print materials and inventory management in kind, as well as hours and hours of time, Informco has been with WICC from the start.

Back in 1996 with the inception of WICC Ontario, the Board elected to sell special WICC candles and hold their first ever WICC Gala dinner. Dollars and awareness

were raised with the help of Informco who, for as long as the program ran, took on the task of filling and shipping all candle orders.

The company has contributed behind the scenes and also provided volunteers to help out at all levels throughout WICC's history. Informco has had

three voting board members and co-chairs on the WICC Committee. Most recent co-chair (2004-2010) is Carolyn Horan, president of Informco, and an active participant since 2002.

Stated Carolyn Horan, "Since its inception, WICC has always been Informco's charity of choice. Our company has witnessed the effects of cancer firsthand and WICC has always provided us with a way to not only raise funds and support the Canadian Cancer Society, but also get involved.

"Building awareness is so key to halting cancer's impact in our lives and communities. Mobilizing with WICC has allowed Informco to not just stand by and watch this disease hurt the people we love. Instead, it has enabled us to have a ... [story continued on page 5]



Delivering Memorable Communications

Save the Date



Ottawa DRIVE FORE HOPE

August 17th at Camelot Golf & Country Club mark the date for Ottawa's 6th Annual WICC Golf Tournament. For sponsorship and auction opportunities contact Marcella MacDonald marcella.macdonald@intact.net

WHERE INDUSTRY LEADERS MEET



WICC at NICC

Since 2008, WICC has had the distinct honour of being chosen as the charity of choice by the National Insurance Conference of Canada (NICC). This year the conference will be held September 28th to 30th at The Westin Bayshore in Vancouver, BC. To offer silent auction and raffle donations please contact bcinfo@wicc.ca. See you there!

FAST FACTS

60% Today, over 60% of Canadians diagnosed with cancer will survive now

25% survive compared with just 25% in the 1940's

Survival 1940

FOR MORE INFORMATION

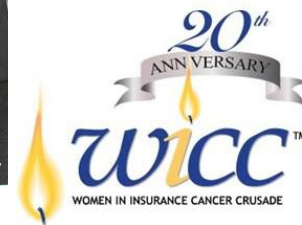
Learn more at www.wicc.ca or www.cancer.ca



Photo Credit: Canadian Underwriter magazine's 'Insurance Pictorial', April 1997

A look back

Original WICC Board lead by co-founders and co-chairs Mabel Sansom and Linda Matthews.



20 Years of Rewarding Memories

by Ellen Moore & Marilyn Horrick, WICC Ontario Co-Chairs

Over the past 20 years, WICC has been witness to the incredible support of the Canadian property and casualty community and the effects of our Board's strategic fundraising efforts to compound those dollars for the Canadian Cancer Society (CCS).

Impactful milestones include:

- ⇒ Provincial Chapter formations (1999 through 2009)
- ⇒ WICC / CCS partnership. Secured 100% of funds raised to be dedicated to research, bypassing admin. costs (1999)
- ⇒ National Sponsorship program launched. Annual donation commitments help WICC with more proactive event planning and pushed annual funds to new levels (2004)
- ⇒ Relay For Life WICC Event launch created new interest and incremental funds for CCS (2009)
- ⇒ Innovation Grant funding began a more tangible way to highlight the impact of funds given to CCS by WICC (2011)
- ⇒ CCS awards WICC for consistent annual contributions and \$10mm donation achievement (2014). See back page for more details regarding Awards.

Since its inception in 1996, WICC's ongoing efforts has rested on the shoulders

of a fully working board. The well-attended fundraising events have been powered by our Event Chairs, Directors and our many volunteers whose passion and enthusiasm to make a difference, never fail to do so. The sheer drive and solid effort consisting of hours and hours of time is a BIG part of what continues to make WICC a thriving and relevant fundraising body in our industry. To all of our volunteers across the events, both on and off the Board, we thank you for believing that you can make a difference.



Together we can. Together we did. And together we will continue to do more.

Looking ahead, the WICC Board will be reviewing our efforts, vision and goals, as we do every year. This year's AGM is just around the corner on August 3rd and we'll be looking at new ways to incorporate technology to make fundraising easier, encourage participation, rally volunteer help, encourage people in their own companies ...

[story continued on page 5]

UnMasked Gala Dinner 2016

by Sandy MacSpadyen & Laurel DiMaso, Gala Co-Chairs

On April 6th, the P&C community gathered for the 20th anniversary WICC Gala Dinner held at the Westin Harbour Castle Hotel. Over 500 industry professionals got together for a masquerade mingle. Attendees were treated to a cocktail hour, live performers, themed photo booth, silent auction and raffle. Many guests embraced the masquerade theme – showing up in their own (& often very elaborate!) masks or taking advantage of the ones available for purchase.

Following a delicious three course dinner, everyone cut into the decadent 20th anniversary salted caramel cakes that served as the table centre-pieces.

WICC Gala Event Co-chairs, Sandy MacSpadyen and Laurel DiMaso were

honoured to present Patricia North and Susan Drodge of the Canadian Cancer Society with a 'big cheque' for \$200,000.

After dinner the mystery musical guest was finally revealed as 'Canada's Queen of R&B' Jully Black! With her amazing vocals and incredible stage presence – Jully gave a fantastic performance that was exciting, funny and even emotional at times.

Thank you to all WICC National Sponsors and Event Sponsors, who make the WICC Gala Dinner possible! A special thanks our major platinum event sponsor Intact Insurance! Thanks also to the dedicated committee members and volunteers who work tirelessly throughout the year to bring this fun and important fundraising event to the P&C community. 🔥



Tell us what YOU think!

Did you enjoy your time at the WICC Gala Event with R&B Artist Jully Black? Did you dance? Have any fun photos? What kind of event do you think would be fun next April? Let us know what you're thinking on Facebook or Twitter @WICCOntario

Our Valued National Sponsors

[‘INFORMCO’ continued from page 2]

“...voice, a method and be proactive as a company, knowing full well that we ARE making a difference.”

At WICC’s 20th anniversary it is fitting to know that Informco designed the original WICC logo back in 1996 and within a year, Informco will also experience their own (70th) anniversary!

Informco continues to design ads, event programs, signage and provide the BIG cheques for presentations and photo opportunities, and without them, WICC couldn’t have flourished in the same way. Their contribution over the years is conservatively estimated at \$300,000.

The company also has had a big business impact in the insurance sector with their origins in standard insurance wordings.

Informco has provided ways for insurance partners to outsource insurance

policy fulfillment and customize their marketing programs via mail, email and web.

Now the company has evolved mainly into a technology-based business. Among other services, Informco gives their customers a way to target and pre-qualify their audience, automating their sales funnel process with email and personalized URLs and microsites. The incremental sales-building tool assists by significantly reducing cold calling for new leads. Instead, this innovative system drives the pre-qualified online leads to the company’s online quoting service, ‘request a call back’ or other valuable options.

In its 20th anniversary year, WICC sincerely thanks Informco for their invaluable contribution over the years. Without your involvement and heart, WICC would not be what it is today. 🔥

['20 Years' continued from page 3]
 ...and communities to help build awareness around cancer prevention, as well as raise funds.

We've come so far since the original WICC Board was formed back in 1996. Founding co-chairs Linda Matthews and Mabel Sansom's vision, which began with their own Gala event, candle sales and their 'fighting back' message, continues to burn bright. Stepping back now in our platinum year to reflect on the **over** \$12.6 million raised to date across the country is truly awe inspiring. This incredible accomplishment is because of you and your participation in WICCs various Chapter events in BC, Alberta, Quebec and Ontario.

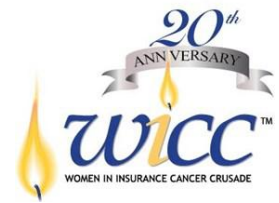
Thank you for your continued support of WICC! Together we are truly making a difference and coming ever closer to our goal of eliminating cancer in our lifetime. 🔥



Photo Credit: Canadian Underwriter magazine

2016 Platinum National Sponsors

Photo taken at the 2016 Unmasked WICC Gala dinner April 6th, 2016 recognizing our valuable sponsorship partners at the Platinum National level. Company representatives accepted awards on behalf of AIG, Belfor, CHUBB, Crawford, The Guarantee, McKellar, On Side Restoration, RMC, RSA, Wawanesa and Zurich Canada.

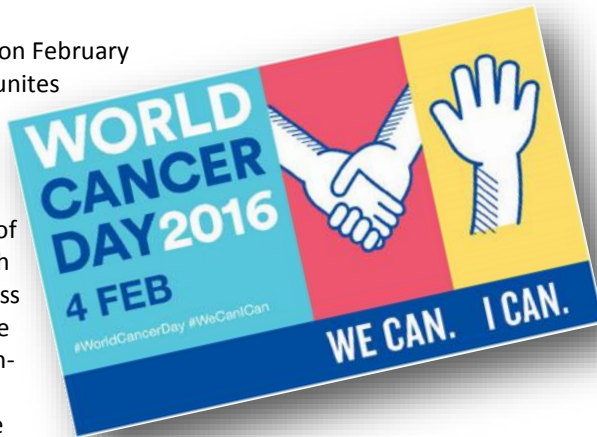


What is World Cancer Day?

by www.worldcancerday.org/about

A truly global event taking place every year on February 4th, World Cancer Day unites the world's population in the fight against cancer.

It aims to save millions of preventable deaths each year by raising awareness and education about the disease, pressing governments and individuals across the world to take action.



Currently, 8.2 million people die from cancer worldwide every year, out of which, 4 million people die prematurely (aged 30 to 69 years)

World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in people's minds and in the world's media

WICC Ontario will continue to align

and share communication in support of this important February 4th date with City (and possibly country) -wide initiatives, such as this one featured above at Nathan Phillips Square, City Hall. Keep an eye out in February 2017!

For real time updates subscribe to WICC's Twitter, Facebook, Instagram and LinkedIn accounts. 🔥



3D Toronto Sign at City Hall

This was a great opportunity for WICC (in its 20th Anniversary) and the Canadian Cancer Society to come together and recognize World Cancer Day on Thursday, February 4th 2016.

Get REAL time activity info

Twitter: @WICCOntario

Facebook: WICCOntario

LinkedIn: wiccontario

Instagram: wiccontario

Current Hashtags:

#WICC20 #WICCOntario!

#WorldCancerDay #WeCanICan

WICC: THE Largest Living Corporate Donor


by Sonia Manson, Communications Chair

You may know that WICC was honoured by The National Council of the Canadian Cancer Society (CCS) with The Corporate Achievement Award as a part of their 2014 National Impact Awards? This award recognizes a corporate partner that has made a significant contribution on a nationwide basis to the Canadian Cancer Society.

What you may not know is that WICC has also been formally recognized as *CCS's largest single living donor!* *WICC is also their largest corporate donor.* WICC's nationwide funding continues to have massive impact. Since its

inception in Ontario in 1996, WICC has contributed over \$12.6 million.

And without the companies like yours, that care and take the time to support our fundraising events and donate very generously, WICC could never be what it is today. Thank you for your continued dedication to our Mission: to mobilize the Canadian Insurance Industry in the fight against cancer by focusing on cancer research, support and education.

Thank you for continuing to help us achieve our fundraising and awareness goals! 



In partnership with



Canadian Cancer Society
Société canadienne du cancer

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