



PUBLIC ACCOUNTABILITY REPORT 2022

Insurance & Investments
Simple. Fast. Easy.®





Our vision

Canada's most convenient insurance and investment company.



Our mission

Insurance & Investments
Simple. Fast. Easy.®



Our core values

We are honest and fair, and we honour our commitments to our customers and each other.

We treat each other with respect.

We hold ourselves and each other accountable.

About Empire Life

The Empire Life Insurance Company (Empire Life) is a proud Canadian company in business since 1923. We offer individual and group life and health insurance, investment and retirement products.

Empire Life is among the top 10 life insurance companies in Canada¹ and is rated 'A' for Financial Strength by DBRS Morningstar². Our mission is to make it simple, fast and easy for Canadians to get the investment, insurance and group benefits coverage they need to build wealth, generate income, and achieve financial security.

This report contains information about Empire Life and Empire Life Investments Inc. All data is reported for the financial year ending December 31, 2022.

¹ Based on total assets as reported in December 31, 2022 OSFI filings.

² As at May 30, 2022, all ratings have a stable trend.



Community investment program

Empire Life is fortunate to be able to support people and organizations in our communities by providing both financial contributions and volunteer support. Our colleagues across Canada have a tremendous sense of community spirit and we are proud of them for investing their time and energy to help build strong, vibrant and caring communities.

2022 activity

We continued our community investment in three key areas: **community well-being, health and medical research, and education.**

A modest amount of additional contributions were made in arts, culture and miscellaneous support.

TOTAL CONTRIBUTIONS:

\$426,619

EMPLOYEE VOLUNTEERISM

\$18,434

CHARITABLE DONATIONS

\$352,088

COMMUNITY SPONSORSHIPS

\$45,531

OTHER IN-KIND CONTRIBUTIONS

\$10,566

Financial contributions by sector



COMMUNITY WELL-BEING

66%



EDUCATION

10%



HEALTH & MEDICAL RESEARCH

18%



ARTS, CULTURE & MISCELLANEOUS

6%



Investing in our communities

Over the past year, we transitioned to a hybrid working environment as individuals, businesses and groups continued to deal with challenges from the pandemic. While the shift to increasing remote work has changed the nature of how and where we support our communities, we remain committed to investing in our communities across the country. The following stories highlight just some of the organizations and events we supported in 2022.

Stronger Together for United Way

Our annual workplace campaign again exceeded its goal, raising over \$276,000 to benefit United Way programs and agencies across Canada. We maxed out our corporate match for the fifth consecutive year and our campaign featured our first in-person events since 2019! We held a two-day bake sale at our head office in Kingston and a food challenge in York Mills. We also held an online silent auction, scavenger hunt and a virtual cooking class. We want to give a big shout out to our amazing employees and retirees, and the United Way agencies and speakers who shared their inspiring stories from the front lines, and the local businesses that donated items to support our campaign. Because of them, we are stronger together.



Day of Caring

The United Way Kingston, Frontenac, Lennox and Addington (KFL&A) Day of Caring returned in June 2022 with a great response from our volunteers. It was an extremely exciting day, full of familiar faces, places and lots of hard work. The event kicked off at the Community Food Redistribution Warehouse before teams set off to complete a wide range of projects, from gardening to painting and everything in between, at local agencies. Our volunteers completed projects for Ryandale Transitional Housing before wrapping up with a barbecue. After a two-year break, "we were excited to be back in person and to have such an amazing response from volunteers, sponsors and agencies," said Michele Finney, Chair of the United Way Day of Caring Committee.

Run for the Cure

Our Empire Life Spitfires team was excited to participate in the 2022 event hosted at St. Lawrence College in Kingston. This year our team was led by **Shelley Sampson**, Team Lead Group Customer Service. Our team raised over \$2,500 and was named the corporate team winner for Kingston. "On behalf of the Empire Spitfire team, thank you to all that donated to a great cause. We were a small and mighty team this year and hope to recruit more people for next year. It was a cold morning, but we wouldn't have wanted to be anywhere else," said Shelley.



Investing in our future—Queen's University Fellowship

Empire Life has provided fellowship funding for graduate students in the Faculty of Health Sciences at Queen's University since 2003. The funding allows up to three students each year to conduct post-graduate research on a wide range of health issues. The most recent recipients focused their research on: *Group Identity and Chronic Pain in Canadian Armed Forces Veterans*, *Polycyclic Aromatic Compounds and Breast Cancer* and *Evaluation of an Artificial Intelligence (AI) and Mediated Diabetic Retinopathy Screening Pilot Program in Rural and Remote Areas of Ontario*. The students provide us with video updates on their case studies and it is exciting to see how our funds help enable their research on these important and challenging public health issues facing Canadians.

Ride for Heart

Ride for Heart is another event that experienced big changes and adjustments since the pandemic. This event was previously called "Big Bike" and teams of 20 would ride a massive bike around town while raising funds for the Heart & Stroke Foundation. The event now focuses on individuals participating however they can by walking, running or riding however far you're able on event day. This year our small and mighty Empire Life Savers team surpassed our fundraising goal of \$3,500 by raising \$4,400 and coming in fifth place overall on the insurance and real estate leaderboard.

Ukraine relief efforts

Early in 2022, the international armed conflict between Russia and Ukraine escalated with widespread and devastating humanitarian impacts. Millions fled from Ukraine and millions more were internally displaced. Relief efforts were launched and Empire Life offered to match employee donations, dollar for dollar, to registered Canadian charities providing humanitarian relief to those in Ukraine impacted by the conflict. Organizations like the Canadian Red Cross, Doctors Without Borders, Help Us Help and Save the Children all received donations from our employees. With the corporate match, we contributed more than \$32,000 to help those affected.



Our community partners write...

"I want to take this opportunity to thank you for your unwavering support in 2022. To describe it as a challenging year would be an understatement. Almost without exception, each month last year set a new, bleak record for client visits to food banks. Your steadfast support enabled us to meet the needs of the city. We are so grateful."

Neil Hetherington, CEO, Daily Bread Food Bank

"Your contribution does so much to help the clients at Casey House and makes an incredible difference in their lives. We see firsthand how it allows all the amazing staff to provide this kind of incredible medical care. We are incredibly grateful for your donation and wanted to thank you on a personal level."

Joseph Benito, Board Member, Casey House

"We want to share our sincere appreciation for your generous donation towards our goal of giving bullied youth in Canada a brighter future. As a result of a growing support of generous individuals, family foundations, corporations, unions, churches, and service groups, last year we answered 787,035 cries for help – a dramatic 528% increase in contacts compared to pre-pandemic 2019. You have my heartfelt thanks for your support."

Mary Lynne Stewart, Manager, Leadership Giving, Bullying Canada



“Thank you once again for your very generous donation to True North Aid. As many charities are experiencing a significant decrease in donations, we are no exception. We so much appreciate you journeying with us. From the bottom of our heart, we thank you. Your voice is heard through your giving!”

Marilyn Stuart, Finance Manager, True North Aid

“I wanted to say how much we appreciate your support. The funds committed by Empire Life are being used to support families in need at our home. Almost Home has been open through the pandemic and has continued to serve families with sick or injured children. I wanted to express our thanks.”

Sam MacLeod, Fund Development Manager, Almost Home

“I wanted to extend my thanks for Empire Life’s sponsorship of the Kingston Climate Change Symposium. We’ve had a lot of great feedback from both individuals and teachers. It’s important to us that we’re able to provide this event free of charge and make it as accessible as possible to the public. Empire Life’s support makes this possible and we’re very grateful for your contribution.”

Geoff Hendry, Chief Operating Officer, Sustainable Kingston



Employees making a difference

We're proud of our employees and the volunteer work they do each and every year. In 2022, volunteer opportunities were a mixture of virtual, in-person and hybrid events. While the dynamics of volunteering have had to evolve during and following the pandemic, camaraderie and teamwork remains an essential piece of many events. Our employees persevered and found ways to stay engaged, connected and help throughout this unique year. Their spirit of giving and generosity help make Empire Life a more diverse and inclusive place to work where we are stronger together, and together we all thrive.



Émilie Wheeler

Émilie Wheeler, Lead Business Intelligence Developer, Retail—Émilie joined Empire Life in September 2014. Last year she took the lead and initiated our first-ever Diversity & Inclusion Reading Challenge. Each month Émilie chose a category of significance and selected a handful of books based on the topic. Covering themes of anti-racism, PRIDE and Truth and Reconciliation, the challenge encouraged readers to expand their education and awareness and share comments and insights with each other. The year-long journey was one of several awareness initiatives intended to support diversity and inclusion at Empire. Way to go, Émilie.



Rupa Naran

Rupa Naran, Manager, Operational Controls, Group—Rupa is someone we can always count on to volunteer or participate in special events. Over the years she has participated in the Day of Caring, Big Bike, Run for the Cure and last year she was one of our 2022 United Way co-chairs, with returning co-chair Zartashia Hashmi, Regional Sales Associate - Retail Investments Distribution. Rupa spearheaded the York Mills food challenge and Kingston bake sale in-person events as well as several other virtual fundraisers including our silent auction, cooking class and Halloween contest. Rupa and our team of volunteers did a fantastic job helping us exceed our goal by raising over \$276,000 for the United Way.



Raman Sharma

Raman Sharma, Group Claims Investigation Analyst—Starting out as a contract employee in April 2016, Raman accepted our offer for a full-time position a few months later, and we're so glad he did. Raman has become an important member of our United Way campaign by taking on the role of treasurer on top of being a committee member. He's also a regular volunteer with our United Way Day of Caring team. Outside work, he also volunteers to coach his son's soccer team, the Kingston Clippers. Thanks to Raman for making a difference in both his work and home communities.



Shelley Sampson

Shelley Sampson, Team Lead, Group Customer Service—Shelley joined Empire Life in August 2011 and has been a regular volunteer at almost every opportunity since. A few of those events include Kingston Pitch-In, where employees spend the morning collecting litter and garbage around the office's neighbourhood, and United Way's Day of Caring. In 2022, Shelley captained our Run for the Cure team after being a member of the team for the past six years. We're grateful for Shelley's leadership and passion in making a difference in her community.



Protecting our most valuable assets through Environmental, Social and Governance (ESG) activities

We believe that corporate responsibility and taking a sustainable approach to business is a hallmark of corporate quality. In addition to our philanthropy and employee volunteer programs, Empire Life undertakes a number of other foundational Environmental, Social and Governance (ESG)-related activities including our diversity and inclusion (D&I) program, energy-saving and efficiency programs, essential cyber security and data privacy measures, and creating a safe and positive work environment. We also offer an ESG-focused segregated fund, the Empire Life Global Sustainable Equity GIF.

Late in 2021, we embarked upon a project to assess and benchmark our ESG capabilities and objectives. In 2022, we formed a multidisciplinary ESG Steering Committee that has been focusing on guiding the foundational work, with an emphasis on climate risk reporting.

Employees in Canada* (2022)

Province	Full-Time	Part-Time	Grand Total
Alberta	18	2	20
British Columbia	22	-	22
Manitoba	5	-	5
New Brunswick	4	-	4
Newfoundland	1	-	1
Nova Scotia	5	-	5
Ontario	857	9	866
Quebec	83	2	85
Saskatchewan	2	-	2
TOTAL	997	13	1,010

*Excludes contract and agency workers and consultants



Improving access to our services

We are committed to respecting the dignity and independence of people with disabilities by preventing and removing barriers to accessibility. As part of our commitment:

- We have policies and procedures to ensure we meet legislated accessibility requirements.
- We ensure persons living with disabilities can access areas of our company that are open to the public.
- We have telephone services available to our customers using a relay service.
- Our customer service employees are trained on how to communicate with and accommodate people with various types of disabilities.
- We have a feedback process to ensure we meet the accessibility expectations of our customers.

We apply Web Content Accessibility Guidelines (WCAG) 2.0 Level AA requirements into new external websites and current external websites that undergo a significant refresh.

All employees complete accessibility training to help them identify, remove and prevent barriers to accessibility.

For more information about how we are improving access to our services, read our [Accessibility Policies](#).

Taxes paid (2022, in thousands of dollars)

Taxes by jurisdiction	Premium taxes	Income taxes	Other taxes	Total taxes
Newfoundland & Labrador	77	125	-	202
Prince Edward Island	56	62	-	118
Nova Scotia	191	244	3	438
New Brunswick	154	118	1	273
Quebec	7,039	7,750	916	15,705
Ontario	10,479	8,433	7,840	26,752
Manitoba	550	449	3	1,002
Saskatchewan	556	657	9	1,222
Alberta	1,112	2,264	-	3,376
British Columbia	2,823	2,222	119	5,164
Yukon	8	25	-	33
Northwest Territories	3	9	-	12
Nunavut	1	1	-	2
Federal	33,816	-	8,082	41,898
Total taxes	56,865	22,359	16,973	96,197

Contact us

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For more information about our
community investment program,
visit our website or email
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CORP-2774-EN-05/23

