



Community Giving Report 2020

The Road to our Best Self runs Through Others

As I write this message to our Heartland stakeholders, Canadians remain focused on public health, safety, and the livelihood of many businesses and individuals, as the human cost of the COVID-19 pandemic continues to impact all of us. At Heartland, we have a long and proud tradition of supporting communities where our broker partners, clients and employees live and work. The COVID-19 pandemic has given us new reasons to help our clients when they need us most. As these are challenging times, every action we take is important and goes a long way. It is my sincere hope that our collective efforts will help ensure all of us to become better stewards of ourselves and our communities.

Rocco Neglia,
7 October 2020
Chair, iHeart Community Fund Committee

Supporting Brokers, Agents and Employees Community Giving Requests

Insurance is a business that helps people during their time of need. At Heartland, this focus also extends to serving the communities where we live, work and play. Community initiatives that matter to our brokers, agents and employees matter to us. Annually through the iHeart Community Fund, Heartland donates to local charities and non-profit community organizations. Brokers, agents and employees identify and champion causes that are important in their communities, while also aligning with Heartland's community giving priorities:

- Health & Wellness
- Safety & Prevention
- Skills & Education
- Community Support

Our Vision

We are the preferred agribusiness and rural insurance specialists, understanding and anticipating our customers' needs beyond their expectations. We are courageous. Our team is talented and dedicated; challenging the norm and striving to be better every day.

Our Mission

Heartland provides protection for our agribusiness and rural policyholders through exemplary customer experience.

We are guided by our values

- Integrity
- Respect
- Professionalism
- Accountability
- Transparency
- Forward Thinking
- Community & Environment

Charity Funded

What was Funded

Grace Inn Homeless Shelter Belleville Rotary Club of Belleville	Renovate the elevator to make the building accessible to guests with mobility restrictions Funds will be directed to the Kids Against Hunger Program, which serves 18,000 meals per day
Listowel Agriculture Society Precious Minds North Durham	Build a stage which is wheel chair accessible Financial support for children, youth & young adults with developmental challenges to attend summer camp designed to engage, inspire and develop skills for life
Home Horizon & the Barbara Weider House- Georgian Triangle Cancer Assistance Drive & Ride Program-Greater Hamilton Area	Funds to support youth homelessness Funds to provide free transportation to cancer patients while attending medical appointments
Mission Service London Trumpet of Truth-The Refuge Program In Woodstock Crime Stoppers	Funds to purchase walk-in freezer unit for a food bank Funds to purchase practical care items Funds to raise communities awareness programs

Major Donations

Supporting front line health care workers, Heartland donated 3000 medical face shields- Personal Protective Equipment (PPE) - amongst eight hospitals across Ontario:

- Grand River Hospital, Kitchener
- Windsor Regional Hospital
- London Health Sciences
- Woodstock Hospital
- Greater Niagara Hospital
- Huntsville Hospital System
- Ross Memorial Hospital, Lindsay
- Belleville General Hospital

Supporting the most vulnerable Canadians during COVID-19

A combined donation of \$100,000 was made to Food Banks and Women's Shelters across Ontario:

- The Food Bank of Waterloo Region
- Hamilton Food Share
- Unemployment Help Centre of Windsor
- Gleaners Food Bank Quinte
- The Salvation Army/Woodstock Food Bank
- Women's Crisis Services of Waterloo Region
- Interval House Hamilton
- Women's Resources of Kawartha Lakes
- Optimism Place, Perth County
- Huron Women's Shelter
- Three Oaks, Belleville