



Community Giving Report 2021

In 2021, Heartland showed continuous dedication to longstanding areas of focus while remaining highly responsive to the critical and timely needs of our employees, broker partners, agents, insureds and our communities.

At Heartland, we recognize that operating as a responsible corporate citizen is central to our success as an industry leader in the mutual insurance marketplace. We are committed to giving back to the communities we serve through our iHeart Community Fund. We honour our history of giving and continue to put purpose into action by volunteering to help others, donating funds to support important causes and by otherwise working toward the greater good.

Rocco Neglia,
8 March 2022

Chair, iHeart Community Fund Committee

Vision

To be the leading mutual insurer dedicated to fulfilling our promise with a personal approach

Mission

Providing tailored insurance solutions through exemplary customer experience -- building on our legacy of protecting agribusiness and communities

We are guided by our values

- Integrity
- Diversity and Inclusion
- Accountability
- Community & Environment
- Progressive
- Customer Focus



Supporting Brokers, Agents and Employees Community Giving Requests

Community initiatives and causes that matter to our broker partners, agents and employees matter to us. Every year, our community giving budget supports local charities and causes as requested by our brokers, agents and employees who identify and champion causes that make critical change in their respective communities, while also aligning with Heartland’s community giving priorities:

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

During 2021, \$211,670.00 was donated to support 34 charities in response to requests from broker partners, agents and employees. From helping fund the purchase of much needed medical equipment at community hospitals, to funding youth camps, and raising awareness of poverty and homelessness, our community giving partnership with our brokers, agents and employees vary in size and in scope.

Here are the charities and causes funded in 2021

<i>Charity Funded</i>	<i>Giving Priority</i>	<i>What was Funded</i>
<i>Big Brothers Big Sisters Guelph</i>	Health and Wellness	Help mentor at-risk youth
<i>Hope House Community Farm</i>	Community Support	Purchase equipment and supplies for the community garden
<i>Rebound</i>	Skills and Education	Supporting children and youth in Northumberland County to develop a positive social and emotional foundation through social programs and services

<i>Kristen French Child Advocacy Centre</i>	Safety and Prevention	Supporting a child-focused center providing trauma-informed, coordinated approach to investigation, intervention, treatment and prosecution in child abuse cases
<i>Caledonia Community Foundation</i>	Community Support	Christmas displays and activities for “Lights Along the Grand” project
<i>VON Sakura House</i>	Health and Wellness	Residential Hospice serving the Oxford County
<i>Good Beginnings Daycare</i>	Community Support	Construction of a gazebo, in the infant and toddler play area
<i>Waterloo Region Backpack Challenge</i>	Skills and Education	Purchase backpacks and school supplies for children in need in the Waterloo Region
<i>Klahanie Community Garden</i>	Community Support	Repair fencing around the perimeter of the community garden in Huntsville
<i>Senior Wish Association</i>	Community Support	Purchase of gifts for seniors who do not have family
<i>Home Horizon</i>	Health and Wellness	Purchase meals, hygiene products and funding to provide life skills and mental health support to homeless youth
<i>My Friends House</i>	Health and Wellness	Supporting a community based organization that offers a wide range of services to women and their children who are victims of violence

<i>Windsor-Essex Therapeutic Riding</i>	Health and Wellness	Therapeutic equine riding program for individuals with disabilities and special needs
<i>Collingwood Youth Centre</i>	Skills and Education	Drop-in center for youth ages 12 to age 18 to meet in a safe, supportive and fun environment
<i>Girls Inc. of Upper Canada</i>	Skills and Education	Programs across Canada that helps girls to grow up healthy, educated and independent
<i>Parents of Community Living KW</i>	Skills and Education	Supporting independent living, employment and day support for children, youth and adults in the Waterloo Region
<i>Greater Peterborough Health Services</i>	Health and Wellness	Provide counselling and support to youth and their family
<i>Bluewater Health Foundation</i>	Health and Wellness	Construction of an "Access Open Minds Center"- a facility which provides mental health support to youth
<i>Children's Aid Society of Haldimand</i>	Community Support	To improve the office facility of the Children Aid Society in Haldimand County
<i>Cancer Assistance Program</i>	Health and Wellness	Drive2Deliver program, which provides and delivers groceries and nutritional supplement products to patients undergoing Cancer treatments

<i>Hamilton YWCA</i>	Skills and Education	Purchase household items for a newly built affordable housing center for women and their families
<i>Halton Learning Foundation</i>	Health and Wellness	Purchase clothing, food, hygiene items, and school supplies for vulnerable students and their families in Halton Region
<i>Childcan</i>	Skills and Education	The "Super Star Sibs" program for siblings, undergoing bereavement counseling
<i>Hospice of Elgin</i>	Health and Wellness	Funding in support of a newly built Hospice Care facility in Elgin County
<i>Courage for Freedom</i>	Health and Wellness	Providing assistance to women and teens who have been victims of human trafficking. Some of the funds donated will go to help with the therapeutic equine riding program
<i>Precious Minds</i>	Skills and Education	Programs for adults with developmental disabilities
<i>Knollcrest Lodge</i>	Community Support	Redevelopment of the lodge courtyard which provides long-term care to seniors of Milverton and surrounding area
<i>Community Skate</i>	Community Support	Annual community skate night
<i>Childcan Foundation</i>	Health and Wellness	Childhood cancer research
<i>Harvest for Health</i>	Health and Wellness	Funds to purchase a computerized tomography (CAT scan) for the Valley

		Regional Hospital in Kentville, Nova Scotia
Children Summer Camp	Health and Wellness	Summer camp for children in the Waterloo Region
Pathstone Mental Health	Skills and Education	Supporting children, youth and their facilities in Fonthill and surrounding area
University of Guelph	Skills and Education	Heartland Farm Mutual - Pat Unger Scholarship
Saint Mary's University	Skills and Education	Heartland Farm Mutual Scholarship

Sponsorship With a Purpose

Heartland carefully selects its sponsor partners based on the organization’s ability to improve the lives of Canadians and the insurance industry as a whole. Each sponsorship is carefully reviewed and endorsed to ensure alignment with the greater societal and business goals of Heartland.



Farm & Food Care Ontario is a registered Canadian charity and whole-sector coalition made up of representatives from all farming types and associated businesses. Farm & Food Care brings farmers, agricultural professionals, related businesses, government organizations and other groups together with a mandate to build public trust in food and farming in Ontario and across Canada. Sister organizations, Farm & Food Care Saskatchewan and Farm & Food Care P.E.I, follow a similar mandate in their respective province. All three organizations collaborate on national initiatives.



CANADIAN/AMERICAN
SPINAL RESEARCH
ORGANIZATIONS

The Canadian Spinal Research Organization (CSRO) is dedicated to the funding of targeted research to maximize functional recovery and cure paralysis caused by spinal cord injury. CSRO envisions a world without paralysis caused by spinal cord injury. Through the many fundraising initiatives, and strategic partnerships, CSRO/ASRO has raised nearly 30 million dollars for spinal cure research since 1984. With automobile accidents accounting for almost half of all spinal cord injuries, we are committed in supporting CSROs mandate of improving the physical quality of life for persons with spinal cord injuries and those with related neurological deficits, through targeted medical and scientific research and the reduction of spinal cord injuries through prevention and awareness programs. Its sister organization –the American Spinal Research Organization (ASRO) follows the same mandate and both organizations collaborate on North America initiatives.



Shelter Movers is a national, volunteer-powered charitable organization providing moving and storage services at no cost to women and children fleeing abuse. Shelter Movers' is the only service of its kind in Canada. Shelter Movers is supported by over 2,060 volunteers across Canada and operate in Greater Toronto, Ottawa, Montreal, Nova Scotia, Vancouver and Waterloo. Since 2016, Shelter Movers has completed over 3,400 moves, transitioning women and their children to lives free of abuse. In 2021, Shelter Movers was the first Canadian organization recognized by the French Red Cross and the Spanish Red Cross' RED Social Innovation – a designation that is granted to organizations that meet distinct criteria related to social impact, innovation, accessibility, and viability. In 2021, Heartland support was directed at the Shelter Movers Waterloo, Ontario and Annapolis Valley, Nova Scotia locations.



Food banks and food organizations provide help to Canadians across the country, particularly people and communities most vulnerable to economic uncertainty. Heartland shares in the vision of a Canada where no one goes hungry. In 2021, we provided funding to food banks organizations that reached people and communities experiencing food insecurity. By supporting the above listed food banks, we helped vulnerable Canadians in our communities get the food they needed, when they needed it.

Major Donations

In 2021, Heartland made sizeable donations in Health and Wellness by funding the Grand River Hospital and the Valley Regional Hospital Foundations.



GRAND RIVER HOSPITAL is the largest health service provider in Waterloo Region and Guelph-Wellington and provides **regional care services**. The Grand River Hospital is a **community teaching hospital** and a preferred destination for learners from many disciplines. In 2021, 750 student learners joined the GRH team, for 60+ professional disciplines.



VALLEY REGIONAL HOSPITAL serves the residents of the Annapolis Valley. As part of Nova Scotia Health, Valley Regional Hospital is a **regional referral centre** for western Nova Scotia and offers a wide range of healthcare services, including *Medicine and Surgery, Diagnostic Imaging, Women and Children's Health, Intensive Care and Emergency, and Mental Health and Addictions*.



Thank you to all our broker partners, agents and employees for all you do to help make Heartland Farm Mutual a company that is proud to give back and contribute to life in our communities, every day.

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