



# COMMUNITY ENGAGEMENT AND EMPLOYEE EXPERIENCE

2024



Assumption Life

## AN ACTIVE SOCIETY FOR A BETTER COLLECTIVE HEALTH

At the very heart of financial security, Assumption Life makes a difference for our clients and our communities. We want to protect the health and well-being of our people. That's why health is at the centre of many of our philanthropic initiatives.

Making the largest number possible of Canadians move in their communities is now one of our objectives. Either during a family bike ride, a sports event or a golf tournament, all means are good to make you move. Because physical activity goes hand in hand with physical and mental health and has benefits at all levels.

We are thus building a better future for the next generations by relying on our mutualist values of solidarity and sustainability. Determined, we are committed to promoting an active life, so all our team members, our partners, our clients and our communities are healthy and live longer. Our commitment is your well-being!

In 2024, our objective was to make 10,000 Canadians move.

Through our commitments, sponsorships, donations and initiatives, we were able to exceed this target by reaching more than

**11,000**  
people.



# FOR A BETTER WORLD TODAY AND TOMORROW



Assumption Life has obtained for the second time the B Corp certification and thus reaffirms our commitment towards responsible business practices that place our communities and the planet at the heart of our actions to build a better future. This certification recognizes businesses that meet high standards of social and environmental performance, responsibility and transparency.

For more than 120 years, our company strived to protect our clients, our policyholders and our partners while having a positive impact on our communities and the environment. Our mutual structure aligns naturally with B Corp's values, as both emphasize long-term thinking, collective benefit, and community well-being.

We will continue to respect B Corp standards and to aspire to a bigger tangible effect. All businesses have the responsibility



# COMMITTED TO OUR COMMUNITIES SINCE 1903

Assumption Life has been committed to our communities since our very beginning, and we have established long-term relationships with the Acadian and Francophone communities, as well as our local partners. Giving back to our communities, our partners, our employees and our clients has been part of our DNA since 1903. Being there for others deeply embodies our mutualist values.

On this 120th anniversary of the founding of our company, three major projects illustrated our faithful commitment rooted in history.



## LINKED HISTORY AND SHARED HERITAGE

We celebrated both Assumption Life's 120<sup>th</sup> anniversary and Université de Moncton's 60<sup>th</sup> anniversary during an evening filled with history, jointly organized by us and the university's aLUMni team.



## A SIGNIFICANT EVENT FOR THE ACADIAN COMMUNITY

Assumption Life had the honor of sponsoring and participating in the unveiling of the 19th Acadian Odyssey Monument in Annapolis Royal, in Nova Scotia, in memory of the 1,664 Acadians who were deported on December 8, 1755.



## 100 YEARS OF HEALTH IN FRENCH

Assumption Life is happy to have been a community partner to the CHU Dumont Foundation for the unveiling of a magnificent mural that highlights the 100-year anniversary of health services in French in New Brunswick and Atlantic Canada.

# OUR PEOPLE AT THE HEART OF OUR COMMITMENT

## 120 YEARS OF IMPACT

To celebrate our 120th anniversary, each of our employees was able to choose an association who received a \$120 donation from our company to underline our community commitment on this special year.

As part of this effort, we were pleased to present donations for a **total amount of \$21,360 to:**

- \$3,480 to Atlantic Wellness.
- \$4,080 to Ronald McDonald House.
- \$4,080 to the Courage Center.
- \$4,440 to Heart and Stroke New Brunswick.
- \$ 5,520 to PAW (People for Animal Well-being).



# OUR COMMITMENTS IN ACTION

## CYCLING FOR THE CAUSE!

Assumption Life was a proud presenting sponsor of the NB Ride Against Cancer, a joint initiative by the CHU Dumont Foundation and the Friends of the Moncton Hospital Foundation, to collect funds to fight cancer.



## DRIVING RESEARCH AGAINST CANCER

Assumption Life's 23rd Annual Golf Tournament has reached a new summit by exceeding the 2 million dollars collected over the years for the Atlantic Cancer Research Institute.

Gold sponsor: EY



## FOR YOUTH SPORTS AND CULTURE

Our company was happy to be a gold sponsor for the 43rd Finale des Jeux de l'Acadie that was held in the municipality of Grand Bouctouche. This event helped 1,300 youth move through competitions filled with fair play and friendship.



## OUR AMBASSADOR OUTDOES HERSELF IN PARIS

Our ambassador and Paralympic athlete Kamyille Frenette continues to inspire us with her example of determination and self-improvement. Her dazzling accomplishments include a gold medal at the World Triathlete Para Series in Montréal, and then a remarkable performance at the Paralympics Games in Paris, where she finished just a hair's breadth away from the podium with a fourth-place finish. Kamyille exemplifies the engagement, leadership and confidence values that are also part of Assumption Life's DNA. Her accomplishments are a great source of inspiration and motivation for all our teams.



## BUILDING FOR HEALTH

Assumption Life has announced a \$50,000 major donation to IWK Health, jointly with Louisbourg Investments and our employees. This collaboration will support the construction of a new emergency establishment in Halifax, Nova Scotia.



## INNOVATION IN THE SURGICAL FIELD

We are extremely proud to support the CHU Dumont Foundation through a \$250,000 contribution towards their Driving Surgery Forward campaign to provide the hospital with cutting-edge technologies!

**Do you have a project or  
an initiative to share with us?**  
Fill out this form today.



# EDUCATION, OUR MISSION'S DRIVING FORCE SINCE 1903

Ever since the first days of Assumption Life, supporting education was at the forefront of our community's commitment. Indeed, we established a scholarship fund at the founding of our fraternal benefit society in 1903 to support deserving youth.

This commitment towards education has only gotten stronger over the years, and the Assumption Life Foundation answers the call to build the next generation.

In 2024, the Assumption Life Foundation awarded **21 scholarships to students and educational institutions.**

Our annual \$10,000 scholarships, named in honour of Denis Losier and Fernand Landry, were awarded to Alex Brownstein and Émilie LeBlanc.

The Foundation also awarded two special \$1,200 scholarships in honour of our 120th anniversary during our evening of shared celebration with the Université de Moncton.

We are continuing our commitment towards truth and reconciliation by awarding **our first \$5,000 scholarship**, to support students from First Nations communities and living in New Brunswick, to Chelsey Arseneault.



The Foundation has also supported leadership and entrepreneurial culture in our youth by sponsoring the innovating Place aux compétences program.

We had the great pleasure of interacting with young leaders from the Francophone South School District during insightful discussions at our head office.

Finally, the Assumption Life Foundation has supported the Atlantic Ballet's movement literacy program, a great initiative that promotes physical literacy, self-expression and artistic development in our youths.



The company has awarded three annual scholarships to employees' children to:

Anika Cormier  
Cassandra Mazerolle  
Nicolas Lanteigne



For more information  
on our Foundation



# THE ASSUMPTION LIFE EXPERIENCE

## 2024 MEMORABLE MOMENTS



### CONNECTION

**Culture:** Since 2020, we have actively invested in a constructive culture based on collaboration, self-improvement and achievement. These sustained efforts have earned us the Human Synergistic Culture of Excellence Award for the third consecutive year, in an unprecedented manner.

**Employee Association:** Our Employee Association has enlivened the year with a variety of activities that fostered interactions among everyone. From a summer BBQ to Earth Day initiative, including our Holiday evening, they helped make our daily life more fun and create unforgettable memories.



### DEVELOPMENT

Assumption Life is an employer where it's great to grow, thanks to attentive support and ongoing training for our professional development. Ranked among the best employers in Atlantic Canada and Best Places to Work, the company offers a rewarding work environment.



### HUMANISM

At Assumption Life, living the Experience also translates into our commitment to promote our employees' well-being. We promote active living through various initiatives:

- A private gym at our head office, with access to yoga and bootcamp classes, walking and running club, as well as health services such as physiotherapy and training plans.
- Support for active transportation, with bike lockers available at our head office parking lot, thanks to a partnership with La Bikery Coop.

These actions help our employees find balance through well-being, physical activity and respect for the environment.

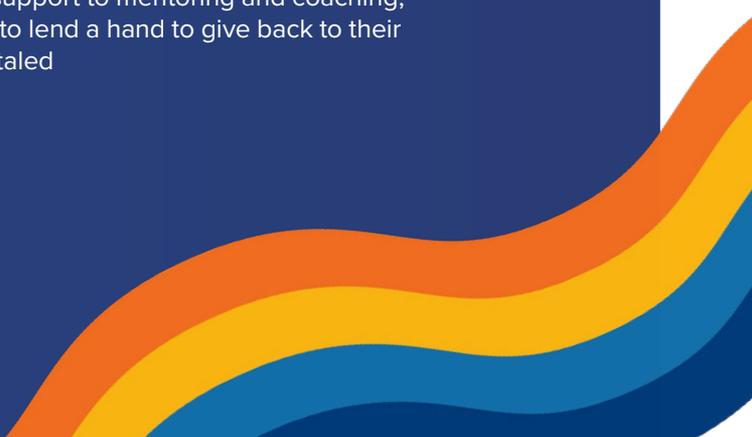


### IMPACT

**Leadership Week:** Every year, the human resources team organizes Leadership Week, a unique opportunity to participate in conferences and panels on key topics of the company. In 2024, this week was focused on achievement and marked the launch of the first internal conference of our very own Women's Leadership Group.

**Volunteering:** From community support to mentoring and coaching, our employees are always ready to lend a hand to give back to their communities. Their dedication totaled

**over 3,000 volunteer hours in 2024.**





Celebration of the 25<sup>th</sup> anniversary of the 8th Sommet de la Francophonie, which took place in 1999 in Moncton. Assumption Life was proudly involved in this edition.



**Assumption Life**

To learn more



[www.assumption.ca](http://www.assumption.ca)

