



WICC Ontario

2005 Annual Report

Presented at the Annual General Meeting held on May 16, 2006

Women in Insurance Cancer Crusade, Ontario Chapter

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Attachments:

2005 Audited Financial Statements

Co-Chair Report

2005 fiscal year marks our 3rd Annual Report as an incorporated provincial corporation, overseen by a Board of Directors. The reports contained herein clearly demonstrate the successful efforts of a dedicated working Board of Directors and their respective committees of volunteers.

WICC's Mission

Our mission is to mobilize the Canadian insurance industry in the fight against cancer by focusing on cancer research, support and education.

2005 Financial Performance:

We are delighted to share another year of strong financial performance as outlined in the Treasurer's Report and in the accompanying audited financial report from BDO Dunwoody.

The revenues have increased significantly by 25% to over \$645,000. After expenses, WICC reported net revenue of \$393,000, which is an increase of 28%. Our administrative expense ratio, relative to revenue has reduced from 9.5% to 6.7%. Both of us wish to acknowledge the hard work and dedication of the many volunteers who continuously demonstrate a desire to raise money for cancer research!

The WICC Ontario Chapter takes significant pleasure in acknowledging that \$300,000 was donated to the Canadian Cancer Society in 2005. This is an increase from \$225,000 in 2004. Since its inception in 1996, WICC Ontario has donated \$1,500,000. 100% of these funds have been directed to the Canadian Cancer Society in support of helping to fund Canada's leading breast and prostate cancer research projects.

The efforts of every WICC Event – the Golf Tournament, the Dinner and the Breakfast were incredibly successful. Each of these events outsold attendance from previous years and made significant strides towards reaching our fund raising objectives.

2005 Strategic Direction

- Expand WICC's recognition to the broader insurance community such as brokerages, claims and health care professionals, and IT vendors. We also want to engage the employees, friends and families of these companies, and further expand our reach beyond the Greater Toronto Area (GTA)
- Increase the proceeds from WICC's events and encourage other insurance organizations to adopt their own fund raising efforts so we can collectively increase our contribution to the Canadian Cancer Society. In 2003, we contributed \$115,000. In 2004 we contributed \$225,000 and in 2005 we contributed \$300,000. Our dream is to present the CCS with a cheque of \$1,000,000 by 2008.

2005 Initiatives

- During 2005, WICC Board of Directors agreed to continue with our mandate to make contributions to other types of cancer in addition to breast cancer research projects. Again this year, we chose prostate cancer research projects for support. In 2005, we donated \$50,000 to fund these projects. We will continue to support prostate cancer research in 2006.
- All WICC events (golf tournament, learning breakfast and gala dinner) were a tremendous success. Each event was sold out well in advance of the event date. We continue to receive tremendous support from the property and casualty insurance community and for this we are most grateful.
- The WICC website (“click WICC”) was further enhanced in 2005. We set up a new section entitled “Idea Bank” which gives detailed information about holding fundraising events in support of WICC. We also showcase donors and contributions through press releases which are posted to the website. The WICC events online registration feature was well utilized and is now the key way in which attendees register for events. This has assisted with a reduction in our expenses and administrative burden as we no longer do mailings to register for events. WICC also has a volunteer writer who provides commentary on events and activities in support of WICC which are posted to our website. We will continue with further enhancements to the website.
- During 2005, WICC adopted many administrative changes which greatly improved our expense ratio. The online registration for events as well as a better interface with the Canadian Cancer Society for issuing tax receipts to donors helped reduce our administrative expenses.
- In 2005, our National Sponsorship program grew to 7 sponsors at the Platinum level. We are grateful to each of these sponsors for their commitment to WICC with an annual contribution of \$15,000 over three years. They are as follows:
 - Canada Brokerlink
 - Crawford Canada
 - Dominion of Canada General Insurance Company
 - Lombard Canada
 - Royal & SunAlliance
 - McKellar Structured Settlements Inc.
 - PPG CertifiedFirst
- With significant thanks to Steve Wilson and Canadian Underwriter Magazine, WICC was delighted to see our organization featured in every issue of this well-recognized trade publication.
- In 2005, WICC became the beneficiary of some very significant events within the Canadian P&C industry.
 - ING Canada supported WICC with the proceeds of their sponsorship of the Ottawa marathon. This resulted in a donation of \$23,000 to WICC.
 - Also, “A Night at the Races” which was organized by Fred DeFrancesco and Bill Blakeney raised over \$30,000 for WICC
 - IBC launched “Operation Red Nose” which provided free transportation from entertainment events in Aurora during the holiday season. They chose WICC as their charity of choice for donations from this initiative.

Board of Directors – Retiring(s) and Appointment(s)

Retiring: Diane Baxter, Chubb Insurance Company, has accepted a role requiring extensive travel
Change: Jean Faulkner moves from overseeing the Golf Tournament to Chairing the 10th Anniversary Dinner.
Change: Heather Matthews moves from overseeing Chapter Relations to Chair the Golf Tournament

Closing Comments:

2005 has been another stimulating and satisfying year for WICC. Our financial performance continues to outperform and we have every confidence our diligence will continue. We continue to raise the bar for fundraising and maintain our governance protocols.

The success of WICC solely comes from the dedication and hard work of many, many people. We wish we could mention all of you. Our Board of Directors spend countless personal time with the responsibilities of their portfolios and the committees that stem from this are very dedicated, motivated and a joy to be around. Our sponsors and many supporters continue to find creative and exciting fund raising initiatives that engage energy from many, many people. We thank you all!

Respectfully submitted,

Linda Wahrer
Co-Chair

Carolyn Horan
Co-Chair

Treasurer's Report

Audited Financial Statements For the year ended December 31, 2005

The audited financial statements for the year ended December 31, 2005 have been prepared by BDO Dunwoody & Company, Chartered Accountants and are presented here for their adoption.

Operationally, total revenues increased to \$647,262, 25% over the prior year of \$516,989. Revenue from Donations was \$146,929, which is consistent with the previous year. 2005 was the first full year with 7 companies participating in our National Sponsorship program. This National program realized revenue of \$85,500 for all its Chapters – with \$63,000 allocated to WICC Ontario - the remainder being allocated to WICC B.C. and WICC Alberta. Total expenditures were \$254,152, resulting in gross excess revenue of \$393,110 – an increase of 28% from 2004. The 2005 donations to the Canadian Cancer Society were \$300,000, an increase of \$75,000 from last year.

All events and fund raising efforts once again exceeded expectations with the exception of the Golf Tournament and the sale from Products, performed exceptionally well over prior year. The Golf Tournament's net proceeds remained consistent and the reduced efforts to promote Product Sales reflected in lower sales. The Breakfast Event is an educational forum and not intended to be a fund raising event. The net excess operating results as detailed on Exhibit "A", attached, are as follows: General Donations \$146,333; National Sponsorship Program \$59,721; Golf \$104,713; Dinner \$110,901; Breakfast \$10,922 and Product sales \$3,380. We realized revenues of \$647,262 from all events and fund raising efforts, incurred total expenses of \$211,292 for net excess revenues of \$435,970 at year-end and compares to \$354,674 of the prior year – the excess increased 23%, which is an outstanding result.

On the administrative expenditures side, Administrative and professional fees were \$43,456, and represents 17% of total expenditures; this compares to 23% last year. The Expense ratio relative to Revenue reduced to 6.7% from 9.5% in 2004 and 16.8% in 2003. Both of these decreased expense ratios demonstrate that efficiencies are in place, a strong emphasis on engaging volunteers to keep costs down and management's commitment to respecting the importance of governance and fiduciary responsibilities.

The Balance Sheet shows that WICC is in a healthy position and increased \$93,833 to \$315,102 vs. \$221,269 over last year. It is a pleasure to report that the organization is well positioned to meet the challenges of the coming year.

I would like to acknowledge the hard work, commitment, support and efforts of all directors and volunteers who have contributed to this exceptional performance.

I move that this report and the accompanying audited financial statements be accepted as presented.

Respectfully submitted,

Lyna Newman,
Secretary

Treasurers' Report
EXHIBIT 'A'

Schedule of Events & Administrative Expenses
For the Year Ended December 31, 2005

Event/Function	Revenue	Expenses	Excess	Prior Year	Variance	
					\$	%
General Donations	146,929	596	146,333	144,498	1,835	1.3%
National Sponsorship	63,000	3,279	59,721	7,500	52,221	696.3%
Golf	221,760	117,047	104,713	102,664	2,049	2.0%
Dinner	182,384	71,483	110,901	83,330	27,571	33.1%
Breakfast	25,495	14,573	10,922	8,158	2,764	33.9%
Product Sales	7,694	4,314	3,380	8,524	(5,144)	-60.3%
Totals	647,262	211,292	435,970	354,674	81,296	22.9%

Administrative Expenses	2005	2004	2003
Total Admin. Expenses	43,456	49,118	65,025
Total Expenditures	254,152	210,207	189,193
Expense Ratio to Admin Expenses:	17.1%	23.4%	34.4%
Total Revenue	647,262	516,989	386,193
Expense Ratio to Revenue:	6.7%	9.5%	16.8%

Donations Report

In addition to the annual fund raising events, WICC's largest source of revenue comes from unsolicited donations by considerate individuals and corporations who want to Make a Difference!

In 2005, WICC benefited from a total of \$146,929 received in cash donations! We applaud the creativity and generosity and wish to thank the following donors for choosing WICC as their charity of choice:

Company	Donation	Fundraiser
A Night at the Races/Fred DeFrancesco	\$ 30,000.00	Night at the Races
Allianz	\$ 1,392.99	Lost Treasure
Aon Canada	\$ 842.50	Annual Bonspiel
Aon Canada	\$ 645.00	Golf Tournament
Baird MacGregor & Others	\$ 3,100.00	Joe Bond Memorial Fundraiser
Canada BrokerLink - Edmonton Kingsway	\$ 629.00	Various Fundraising events
Carla Blackmore	\$ 150.00	Memoriam Donations
Carla Blackmore	\$ 100.00	Barb Basta Bday
CGI	\$ 5,120.00	CGI Tourney
Chubb Insurance	\$ 2,000.00	Chubb Charity Golf Tourney
Chubb Insurance	\$ 1,250.00	Chubb Golf Tournament
Chubb Insurance	\$ 200.00	Auction of Office Furniture
Cordie Taylor-Edwards	\$ 986.52	Sale of Party-lite Candles
Cordie Taylor-Edwards	\$ 721.05	Sale of Party-lite Candles
Cordie Taylor-Edwards	\$ 190.00	Sale of Party-lite Candles
Crawford Canada	\$ 50,112.00	Crawford Cares
Crawford Canada	\$ 100.00	Memory of Susan Miller
Economical Insurance Group	\$ 5,500.00	Lieu of Xmas gifts
Firstbrook Cassie & Anderson	\$ 1,070.00	FCA Golf Tournament
Franco Caruso	\$ 25.00	Joel Cadesky 60th bday
Glencairn Ladies League	\$ 500.00	Donation
Honourable Order of Blue Goose	\$ 7,000.00	Annual Scotch Nosing
Honourable Order of Blue Goose	\$ 1,552.00	Annual Golf Tourney
Hugh Wood	\$ 1,037.00	Employee Silent Auction
IBAC	\$ 250.00	Donation
ING Canada	\$ 20,353.95	2005 ING Ottawa Marathon
Insurance Golf Invitational	\$ 835.00	2005 Golf Tournament
Insurance-Canada	\$ 1,000.00	10th anniversary donation
Insuranceworks.com	\$ 200.00	Donation
John Daley	\$ 50.00	Donation
Lyna Newman	\$ 5,000.00	Donation
Marvin Katz	\$ 125.00	Book Fair
Marvin Katz	\$ 50.00	Joel Cadesky 60th bday
McKellar Structured Settlements	\$ 350.00	Donation
NB Fun Night	\$ 6,692.00	NB Fun Night
Portage Mutual Insurance	\$ 500.00	Donation
Towers Perrin	\$ 1,000.00	Lieu of Xmas cards
Wawanesa	\$ 1,000.00	Donation
Wendy Hayden	\$ 50.00	Barb Basta Bday
Willis Canada	\$ 250.00	Jean's Day

Lew Dunn & Gold Flame Awards

WICC's prestigious **Lew Dunn** and **Gold Flame** awards are given to individuals and corporations who have contributed to our community through significant fund raising and increased awareness.

The **Lew Dunn Memorial Award**, is given in memory of Lew Dunn, who was President of CGU Group in Canada (now Aviva) until he lost his battle with cancer in 1999. This award is presented to the WICC "volunteer" of the year.

The WICC Board selected **Crawford Canada** for this award this year. In late 2003, Crawford decided they would consolidate all donations in favour of one charity. A committee created the "Crawford Cares" Program and employees selected WICC as their charity of choice. The program enables employees to donate through a payroll deduction and participate in a series of fun events such as bingo draws, garage sales, electronic auctions and a golf tournament. In their first year, Crawford employees exceeded their expectations and raised an astounding \$50,000.

The **Gold Flame Awards** are given in recognition of individuals and/or corporations whose fund raising exceeded \$5,000 or contributed significantly to increasing awareness. It was our pleasure to recognize the 2005 recipients:

- **Fred DeFrancesco.** Fred, principal of Fairview Insurance and veteran philanthropist, selected WICC as his charity of choice for the inaugural 2004 "A Night at the Races". With help from Bill Blakeney, over 200 guests enjoyed a great evening of food and fun at the Woodbine Racetrack. With support from numerous sponsors, this event raised an astonishing \$17,000!
- **Slingshot Communications.** Drawing from his vast experience in designing marketing & promotional strategies, Chris McKechnie (President) was instrumental in creating our National Sponsorship program. To date, WICC has received commitments from 7 companies, who have collectively pledged over \$100,000 in Platinum level sponsorships.
- **Economical Insurance Group.** Every year, Economical Insurance host a Christmas luncheon for their retirees. For the past 3 years, Economical have chosen WICC as their charity of choice and generously donated over \$15,000 in lieu of gifts.
- **ACE-INA Insurance Company.** In 2004, over 100 employees participated in a "Breast Cancer Survivor Challenge". With a corporate matching gift program, this fundraiser totaled \$7,000.

WICC would like to thank the numerous supporters who have contributed to our efforts. These are the organizations and individuals who have undertaken the little but very important tasks such as consulting time, enabling employees to volunteer to our cause, effecting mailings, photocopying, delivering, and so many functions that cannot adequately be expressed in scope, but are fundamental to our operational delivery. Our sincerest thanks!

Respectfully submitted,

Lyna Newman
Secretary

Dinner Event Report

The 9th Annual Dinner was held on April 7, 2005 at the Westin Harbour Castle Hotel. This year's theme was "**Live, Love, Laugh**" featuring former Second City comedian, Rick Wharton's award winning comedy troupe "Canadian Comic Witness Protection Program".

For the 9th year in a row, we set another record attendance of 634 people, an increase from 530 in 2004.

The Dinner committee worked very hard to improve on last year's financial performance. We were rewarded with revenue of \$182,384 which is a 35% increase from the \$135,340 earned in 2004. This was attributable to an increase in ticket sales, event sponsorship and donations, and a significantly larger silent auction.

Expenses increased by 37% from \$52,000 to \$71,000. Most of this increase is owing to the increased cost by hosting this event at the Westin Harbour Castle. However, our choice of venues is limited since few facilities can accommodate our attendance. Overall, we were quite pleased with the quality of food, service and organization provided by the Westin.

I am extremely appreciative of the hard work and tireless efforts of the Dinner Committee and its many volunteers, who collectively, enabled our net proceeds to increase by 33% from \$83,330 in 2004 to \$110,900. Thanks to all of you!

WICC presented its largest single cheque donation of \$150,000 to the Canadian Cancer Society.

2005 WICC Award Recipients

This event enables WICC to recognize our **Lew Dunn** and **Gold Flame** awards to individuals and corporations who have contributed to our community through significant fund raising and increased awareness. The audience cheered these following outstanding individuals and companies:

- | | |
|----------------------------|------------------|
| ▪ Crawford Canada | Lew Dunn Award |
| ▪ Slingshot Communications | Gold Flame Award |
| ▪ ACE-INA Insurance | Gold Flame Award |
| ▪ Fred DeFrancesco | Gold Flame Award |
| ▪ Economical Insurance | Gold Flame Award |

2005 Dinner Event Sponsors

We would like to thank our **Gold level sponsors**:

- Chubb Insurance Company of Canada
- Creechurch International
- Informco
- ING Canada
- Slingshot Communications

and our **Silver level sponsors:**

- Baird MacGregor Insurance Brokers
- Blaney McMurtry, Barristers & Solicitors
- CGI
- Commonwealth Insurance Company
- Dutton Brock McIntyre & Collier, Barristers
- GCAN Insurance Company
- KRG Insurance Brokers
- Masters Insurance Brokers

Our committee is grateful to the many companies and individuals that donated prizes and outstanding silent auction items.

2005 Dinner Committee

I would like to convey a special thank you to the **2005 Dinner Committee**: Robin Kissack, Marilyn Horrick, Andrea Dudun, Alison Barnett and Karen Gerry (all from Chubb Insurance); Maeve Davis (Crawford Canada), Catherine Whittle (ServiceMaster), Brenda Powrie (CG&B Insurance Group), and Sarah Cashman (Informco). I would also like to thank the 40+ volunteers who together made this evening a tremendous success.

Respectfully submitted,

Diane Baxter
Chair, 2005 Dinner Committee

Golf Event Report

The 2005 WICC golf Tournament was a resounding success – in part because of the weather (we played the full game without rain) and we were fully sold out!

The total profit on the event was \$104,700, an increase of 2% from 2004. The increased number of golfers (maxed out at 258), additional events, and the beautiful weather - necessitated extra planning and co-ordination, which the volunteers and Angus Glen staff handled splendidly! The 50/50 draw and Fantasy Gift package were very well received, with a 91% participation rate in the Fantasy Package.

A check in the amount of \$150,000 was presented to the Canadian Cancer Society.

2005 Golf Event Sponsors

This year \$61,000 in sponsorships was obtained, down 14% from the prior year, in part due to the National Sponsorship program and some sponsors who elected not to participate this year. We would like to thank our returning Sponsors and welcome those sponsors new this year:

Platinum (\$10,000):

Gold (\$5,000):

Silver (\$3,000):

Bronze (\$2,000):

Hole Sponsors (\$1000):

ACE-INA Insurance Company
Aon Re Canada Inc.
Aon Reed Stenhouse Inc.
Chubb Insurance Company
CG&B Group
Dominion of Canada
Informco
ING Insurance Company
CGI Risk Management Services
CGI Adjusters
CNA Insurance Company
KRG Insurance Brokers Inc.
Simmlands Insurance Brokers and Premiere Underwriting Services Inc.
RBC Insurance Company
Aviva Insurance Company
Blaney McMurtry, Barristers & Solicitors
Creechurch International
Desjardins General Insurance Company
Discount Car & Truck Rental
Encon Group Inc.
Frank Cowan Company
Liberty International Underwriters
Partner Re Canada
St. Paul Canada

A special thank you to Angus Glen Golf Club for their Platinum-level in kind sponsorship and another fabulous year with great golf, food and service provided by their energetic and committed staff.

We are most appreciative to this many companies and individuals who donated fabulous items for our Silent Auction.

2005 Golf Committee

I would like to convey a special thank you to the **2005 Golf Committee**: Ashley Chinner, Karen Barkley, Dorothy Davenport, Christina Martin, Dawna Matton, Heather Matthews, Elizabeth Kepes, and Sarah Cashman along with the more than 50 volunteers who worked together with Angus Glen Golf club to make this golf day a resounding success.

Respectfully submitted,

Jean Faulkner,
Chair, 2005 Golf Committee

Breakfast Event Report

“Ultimately every man gets prostate cancer – the question is – at what age and how far along it is.”

Richard Ouzounian, theatre critic for the Toronto Star and prostate cancer survivor, spoke eloquently to an audience of 465 people, about his battle against prostate cancer at the 8th Annual Breakfast held at the Westin Harbour Castle.

Richard feels that prostate cancer education and awareness is “not just for husbands” but also for sons, which by no coincidence is why WICC scheduled the breakfast on “Take Your Kids To Work Day”.

With tickets priced at \$45, our objective is to raise awareness for WICC and cancer research by making this an affordable and educational event. The feedback from this speaker was justly full of praise.

With support from our Event Sponsors, “Adopt a Bear” and product sales, this event raised net proceeds of \$10,922.

2005 Breakfast Sponsors

- Zurich Canada, Event Sponsor
- Desjardins General Insurance Company for sponsoring the Speaker
- Canadian Underwriter and *I-Hire.ca*, Sponsor for “*Adopt a Teddy*”
- DGA Careers for sponsoring the raffle

2005 Breakfast Committee

I’d like to thank the Breakfast, who have tirelessly co-ordinated this event for the past 4 years: Elizabeth Kepes (The Personal), Andrea Muzzi (Canada Brokerlink) and Charmayne Lund-Pedersen (Citadel). In addition with the many volunteers who make this event a success, we are excited about the prospects for another successful event in 2006.

Respectfully submitted,

Carla Blackmore
Chair, 2005 Breakfast Committee

National Corporate Sponsorship Report

In 2005 we had 7 sponsors at the Platinum level – representing a commitment from each sponsor of \$15,000 a year for 3 years, for a total commitment from 2005 to 2007 inclusive of \$315,000! These sponsors have allocated their support to WICC Ontario, WICC Alberta and/or WICC BC:

Canada Brokerlink
Crawford Canada
Dominion of Canada
Lombard Canada
McKellar Structured Settlements Inc.
PPG CertifiedFirst
Royal & SunAlliance

We decided not to pursue additional National Sponsors in 2005 until we had refined the Sponsorship Program, taking out those elements that had proved impractical, difficult or costly to deliver and improving those elements that are highly valued by Sponsors such as broad, high-profile recognition. In addition we had run into some difficulties getting a consistent approach to Sponsor recognition across the provincial chapters – our original intent having been to have the same level of recognition as Ontario.

In January 2006 we held a National Sponsor Focus Group to get feedback from our Sponsors and enable us to move forward with expansion of the program.

Good feedback was received from our Sponsor group and we determined to proceed with the following:

- Put together a Sponsor kit – including benefits of the program, fund-raising ideas for employee involvement, where your money goes, etc
- Continue to focus on Sponsor recognition rather than items that require outlay of funds
- Look for greater synergies with CCS
- Work to greater consistency in how Sponsors are recognised across the chapters
- Continue the dialogue with Sponsors and repeat the focus/feedback session annually

The framework is now in place to recruit additional Sponsors.

Respectfully submitted,

Barbara Haynes
Chair, National Sponsorship Program

Chapter & Industry Relations Report

Throughout 2005, I had the opportunity and pleasure to have several teleconference and personal meetings with WICC Alberta and WICC BC.

The purpose for our discussions is to share information, resources and the regional issues concerning each Chapter. Topics of discussion included:

- A National Charter – the establishment of a governing principles for all WICC Chapters
- Media recognition
- Sources of Financial Support
- Development of Fundraising Kit
- WICC's National Sponsorship Program
- On-going Teleconferences

National Sponsorship Recognition by WICC Chapters

In November, representatives from each of the WICC Chapters participated in a teleconference specifically regarding the National Sponsorship program. Barbara Haynes, Chair, National Sponsorship program participated in this meeting, along with Donna Brown (WICC Alberta); Marti Messam (WICC BC) and Allison Miller (WICC BC).

For consistency, it was agreed this level of recognition would be uniformly referred to as "National Sponsors" so as to not confuse the "Corporate Sponsors" which refer to regional chapter and event sponsors.

Presently all chapters recognize the National Sponsors, albeit in different manners.

Media Recognition

BC is well advanced with support from the BC Chapter of Canadian Cancer Society who are able to provide contributions in major publications such as the *Vancouver Sun* and *Business in Vancouver*. In addition, WICC BC has a newsletter which they direct to their community supporters. All Chapters receive tremendous media recognition courtesy of Canadian Underwriter Magazine.

Canadian Cancer Society

All chapters direct funds towards the fight against cancer. WICC Ontario and Alberta both direct funds to their local chapter of the Canadian Cancer Society. WICC BC has distributed their funds in various ways including a donation to the Barber Lounge, which is a place where families and cancer patients stay when in the greater Vancouver area for cancer treatment. Collectively, at the end of 2005, all Chapters will have directed over \$2,000,000 to the fight against cancer!

Transition to 2006

Michael Butler of PPG CertifiedFirst has now taken over the reins of the Industry and Chapter Relations portfolio for 2006 as I have moved to chairing the golf tournament.

Respectfully submitted,

Heather Matthews
Chair, Chapter and Industry Relations

Media Relations Report

2005 saw continued and increased exposure of WICC nationally both in print and online.

www.wicc.ca's Newswire, Canadian Underwriter magazine and www.canadianunderwriter.ca's Online Breaking Headline News and Online Press Room continued extensive coverage of most (known) WICC-related events and certainly the larger formally organized events such as: Dinner; Golf Tournament; Breakfast; Special Awards and other press releases related to WICC functions and events.

Certain events like the Golf Tournament and the annual Dinner continued to receive special expanded 'Double-Page-Spread' coverage, including write-ups and multiple photos of attendees and participants at these events. In most cases the PR that was covered in the print magazine was also duplicated online at canadianunderwriter.ca within the Press Room section (including photos) – which also saw the online press releases distributed nationally to the Insurance Industry within canadianunderwriter.ca's weekly Insurance Headline News Email Alert.

Various other events held in aid of WICC throughout Ontario and abroad (including B.C. and Alberta Chapters) were editorially covered at wicc.ca's Newswire online as well as in Canadian Underwriter in print and online (including a special montage of releases in the August issue of Canadian Underwriter).

Tricia Chapman assisted Steve Wilson in the compiling of some of the online articles for wicc.ca – a great contribution on Tricia's part.

WICC advertising was also run by Canadian Underwriter magazine throughout 2005 – including Full Page ads for: Dinner; Golf Tournament; Breakfast as well as special ads for the functions that were in aid of WICC, such as: "ING Ottawa Marathon" and the "Night at the Races".

A special Full Page 'advertorial' feature was developed and run by Canadian Underwriter to promote and support the achievements of Crawford Adjusters Canada and the "Crawford Cares" program which is currently in aid of WICC.

A special 2-page advertising spread was run in the December issue of Canadian Underwriter to continue to support and promote the WICC National Sponsorship campaign – and highlight to the Industry WICC's 7 "Platinum" Corporate Sponsors.

Also – in anticipation of the upcoming 10th Anniversary of WICC – Canadian Underwriter editorially featured WICC's Co-Chairs, Carolyn Horan and Linda Wahrer as the Cover Feature "Profile" – which provided industry readers of the magazine with an overview of WICC's achievements over the past 10 years and its goals for the future.

Respectfully submitted,

Steve Wilson,
Chair, Media Relations

Website Report

B2BWEB – a website development firm owned by Business Information Group (owners of Canadian Underwriter magazine) and who are the original developers of the WICC Website, continue to be commissioned by WICC for the ongoing maintenance, hosting and development work taking place at the site.

Throughout **2005** – it's second full year of operation, the WICC site has continued to evolve and grow through additional content and the development of new sections, sub-sections and functionality.

Visitors to www.wicc.ca can:

- Access & view articles of all WICC fundraising events held since 2002
- Obtain contact information for all WICC Chapters
- Register for WICC Ontario Events
- Make a donation to WICC in their own right or make a donation for a friend
- Purchase items from the Gift Shoppe
- All purchases, registrations and donations can accept payment by the major credit cards in a secured environment
- Obtain information on National Sponsorship Program
- View the list of Donors and Sponsors
- View the recipients of the Lew Dunn and Gold Flame awards

Just a few of the developments at www.wicc.ca in 2005 include:

- Event Registrations have become the sole means for registration. It enables sequential registration that eliminates the potential conflicts arising from our events which sell out quickly. Each registration platform has expanded from ticket purchase to enabling a registrant to make sponsor or donate to the event, indicate interest in providing items for a silent auction or raffle and expressing interest in recommending volunteers.
- "Ideabank" provides a central resource of fundraising events held by various companies. Each fundraising event provides step-by-step administrative instructions, tips and tricks, sample signage and other templates. The "Ideabank" presently provides information on how to run a Bingo, BBQ fundraising event, Garage Sale and corporate Payroll Deduction.

Many more developments and enhancements are planned for 2006 for [wicc.ca](http://www.wicc.ca) and as a result of ongoing promotion and direction to the site – monthly site traffic has increased to over 1,700 unique visitors, with a total of 6,300 visits and 11,200 page views monthly.

Respectfully submitted,

Steve Wilson,
Chair, Media Relations

2006 Board of Directors

2006 Board of Directors:

Co-Chairs:

Carolyn Horan

Linda Wahrer

Secretary:

Lyna Newman

Chair, Dinner Event:

Jean Faulkner

Chair, Golf Tournament

Heather Matthews

Chair, Breakfast Event

Carla Blackmore

Chair, Media Relations

Steve Wilson

Chair, National Sponsorship Program

Barbara Haynes

Chair, Chapter & Industry Relations

Michael Butler

Special Advisor(s):

Legal and Regulatory Affairs:

Bill Blakeney

Blakeney, Henneberry & Murphy

Barristers & Solicitors