



**WICC Ontario**

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**2006 Annual Report**

Presented at the Annual General Meeting held on July 18, 2007

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Women in Insurance Cancer Crusade, Ontario Chapter

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2006 Audited Financial Statements

## Co-Chair Report

2006 fiscal year marks our 4<sup>th</sup> 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.

### 2006 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 by 6% to over \$687,000. After expenses, WICC reported net revenue of \$429,000, which is an increase of 9%. Our administrative expense ratio, relative to revenue has reduced from 6.7% to 6.1%. 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 and help us keep our expenses to a minimum!

The WICC Ontario Chapter takes significant pleasure in acknowledging that \$400,000 was donated to the Canadian Cancer Society in 2006. This is an increase from \$300,000 in 2005.

Since its inception in 1996, WICC Ontario has donated \$1,942,000. 100% of these funds have been directed to the Canadian Cancer Society (CCS) in support of helping to fund Canada's leading breast and prostate cancer research projects. In Ontario, between 1997-2006 the CCS has contributed \$31 million to breast cancer research. In this same time period WICC Ontario's donations allocated to breast cancer research represented an astounding 5.2% of this amount contributed by CCS in Ontario, and almost 3% across Canada! In this same time frame, WICC's allocations dedicated to prostate cancer research projects represented 9.7% of the funds contributed to this particular form of cancer.

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.

### 2006 Strategic Objectives

- 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. Our contributions have been:
  - \$115,000 in 2003
  - \$225,000 in 2004
  - \$300,000 in 2005
  - \$400,000 in 2006
- Launch Change for Change program. Borrowing this wonderful fund raising idea from our BC Chapter, this initiative would put a change box in various offices. We anticipate this will help us spread our network and awareness beyond the GTA area and also enable smaller offices to participate in WICC's mission. This campaign was launched in the fall of 2006.
- Establish a sub-chapter outside of the GTA.
- In conjunction with the other WICC Chapters, develop a National Charter that would establish governing principles for all WICC Chapters and ensure a uniform brand image of WICC nationally.

## 2006 Initiatives

- In 2006, WICC Board of Directors agreed to continue with our mandate to earmark contributions to breast and prostate cancer research projects.
- 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.
- At our 10<sup>th</sup> Anniversary Dinner Gala, a special new award recognition "***The Hall of Flame***" was introduced. This special distinctive recognition is awarded to a company or individual whose cumulative financial support exceeds \$100,000 engaging significant awareness and commitment with their employees and/or community. We were very proud to announce Crawford Canada as our inaugural inductees as a result of their most successful "Crawford Cares" employee donation program.
- The WICC website ("click WICC") was further enhanced in 2006. Our website's various functionalities have helped to reduce our expenses and administration efforts significantly. Some of our main features:
  - "WICC Newswire" showcases donors and companies who have held fund raising functions in support of WICC;
  - "Event Registration" for our 3 main events are now the exclusive method for registration;
  - "Events Calendar" enables all WICC Chapters to publicize their regional events;
  - "Recognition Awards" gives thanks to all our supporters, donors and sponsors;
  - "Sponsors" section profiles our National Sponsors and provides information about the various sponsorship levels;
  - "Make a Donation" provides a donor the ability to make a donation in memoriam or in honour of someone
  - "Idea Bank" holds a variety of fund raising "ideas" used by other companies and provides step-by-step guides in how to run these events in support of WICC.
  - ***New in 2006:*** ING Ottawa Marathon on-line pledging enabled participants in this event to seek pledges, track their success and monitor their inter-branch challenge.

## Co-Chair Report (continued)

- We are grateful to our National 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
- In February, held our first Focus Group Meeting with representatives from our National Sponsoring companies to ensure WICC is fulfilling their expectations.
- 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.
- A plan to launch the “Change for Change” program began under the guidance of Victoria Johnson and Patricia Diechun. A manufacturer was sourced to make these boxes and over 100 boxes were sent to a variety of insurance organizations throughout Ontario, shipping provided compliments of ICS. The challenge will launch January to March 2007, announcing the results at the Dinner Gala in April 2007.
- Mid-year, Victoria Johnson joined the WICC Board of Directors. Victoria, armed with her marketing experience in the Hamilton region plans to create a Steering Committee that will introduce awareness in the Golden Horseshoe region by running local fundraising events.
- A joint meeting with the Ontario Division of the CCS and the WICC Co-Chairs was held to discuss mutually beneficial initiatives and areas where the CCS could assist WICC in their fundraising efforts.

### Board of Directors – Appointment(s)

- Michael Butler, PPG Canada, assumes Chair, Chapter Relations (Jan 2006)
- Patricia Diechun, AVP, Liberty International Underwriters agrees to assist with the launch a Change for Change program (May 2006).
- Victoria Johnson, will assist with the launch of Change for Change and begin raising awareness in the Hamilton Region. (June 2006).

### Closing Comments:

2006 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, 2006

The audited financial statements for the year ended December 31, 2006 have been prepared by BDO Dunwoody & Company, Chartered Accountants and are presented here for their adoption.

Operationally, total revenues increased to \$687,281, 6% over the prior year of \$647,262. Revenue from Donations increased to \$174,111 which is 18% over the \$146,929 donations received in 2005. This increased revenue in General Donations is attributable to the success of the 2006 ING Ottawa Marathon. Total expenditures of \$257,680 is consistent with 2005. This resulted in gross excess revenue of \$429,601 – a 9% increase from \$393,100 in 2005. The 2006 donations to the Canadian Cancer Society were \$400,000, an increase of \$100,000 from last year.

All events and fund raising efforts once again exceeded expectations over the prior year, with the exception of the Dinner Event and the sale from Products. The net proceeds from the Dinner Event were lower as a result of increased production costs to celebrate WICC's 10<sup>th</sup> anniversary. Product Sales are no longer a focus for fundraising, and hence reflect lower sales. The Expenses from Product Sales reflect a one-time expense for the purchase of Change for Change boxes, a new fundraising effort that will be realized in 2007. The Breakfast Event is an educational forum and not intended to be a fund raising event, however, this event showed significant increase in net income.

The net excess operating results as detailed on Exhibit "A", attached, are as follows: General Donations \$132,190; National Sponsorship Program \$60,050; Golf \$120,566; Dinner \$100,390; Breakfast \$17,770 and Product sales \$(1,365).

On the administrative expenditures side, Administrative and Professional fees were \$42,073, and represents 16% of total expenditures; this compares to 17% last year. The Expense ratio relative to Revenue reduced to 6.1% from 6.7% in 2005, 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 have increased its surplus from \$315,102 in 2005 to \$330,923 in 2006. 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, 2006**

Event/Function	Revenue	Expenses	Excess	Prior Year	Variance	
					\$	%
<b>General Donations</b>	174,263	42,073	132,190	103,473	28,717	27.8%
<b>National Sponsorship</b>	60,570	520	60,050	59,721	329	0.6%
<b>Golf</b>	236,630	116,064	120,566	104,713	15,853	15.1%
<b>Dinner</b>	181,255	80,865	100,390	110,901	(10,511)	-9.5%
<b>Breakfast</b>	31,385	13,615	17,770	10,922	6,848	62.7%
<b>Product Sales</b>	3,179	4,543	(1,365)	3,379	(4,744)	-140.4%
<b>TOTALS</b>	<b>687,282</b>	<b>257,680</b>	<b>429,602</b>	<b>393,110</b>	<b>36,492</b>	<b>9.3%</b>

<b>Administrative Expenses</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
Total Admin. Expenses	42,073	43,578	49,118	65,025
Total Expenditures	257,680	254,273	210,207	189,193
<b>Expense Ratio to Admin Expenses:</b>	<b>16.3%</b>	<b>17.1%</b>	<b>23.4%</b>	<b>34.4%</b>
Total Revenue	687,282	647,384	516,989	386,193
<b>Expense Ratio to Revenue:</b>	<b>6.1%</b>	<b>6.7%</b>	<b>9.5%</b>	<b>16.8%</b>

## 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 2006, WICC benefited from a total of \$174,111 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
Allianz Global Risks	\$ 58.75	50/50 Draw
Aon Reed Stenhouse	\$ 950.00	Annual Bonspiel
Aon Reed Stenhouse	\$ 650.00	AON Golf Tournament
Baird MacGregor	\$ 247.50	Donation
Baird MacGregor	\$ 2,179.50	Bond-Fountain Charity Art Exhibit
Barbara Haynes	\$ 150.00	Donation
Borden Ladner Gervais	\$ 250.00	Memory of Graydon McNair
Canada Broker Link - Calgary	\$ 135.00	Donation
Canada Broker Link - Parry Sound	\$ 1,000.00	Fund raising
Canada Brokerlink	\$ 1,500.00	Referral Campaign
CGI	\$ 5,200.00	2006 Golf Tournament
CGI	\$ 831.50	Sale of computer inventory
Cherrie Winfield	\$ 50.00	Memory of Graydon McNair
Chubb Canada	\$ 2,500.00	2006 Chubb Casualty Classic
Crawford Canada	\$ 60.00	2006 Golf Tournament
Crawford Canada	\$ 50.00	Memory of Nancy Binks
Crawford Canada	\$ 35,000.00	Crawford Cares
Creechurch International Underwriters	\$ 522.32	2006 Golf Tournament
Economical Insurance Group	\$ 5,500.00	Lieu of Holiday Gifts
Ellen Eagle Collins Rankin Insurance	\$ 250.00	Donation
Ernie Campoli	\$ 100.00	Memory of David Reynolds
Honourable Order of the Blue Goose	\$ 525.00	Initiation Ceremony & Billiards tourney
Honourable Order of the Blue Goose	\$ 800.00	Christmas Dinner
Honourable Order of the Blue Goose	\$ 9,000.00	Scotch Nosing
Hugh Wood	\$ 1,553.00	2006 Breast Cancer Awareness Fund Raising
IBAO Convention	\$ 134.25	Change for Change
ING Ottawa Marathon	\$ 48,883.55	2006 ING Ottawa Marathon
Insurance Brokers Association of Canada	\$ 250.00	Christmas Donation
Insurance Bureau of Canada	\$ 4,213.50	Operation Red Nose
Insurance Golf Invitational	\$ 1,050.00	2006 Insurance Invitational
InsuranceWorks.ca	\$ 962.00	2006 Job Posting Promotion
James Cameron	\$ 100.00	Donation
Julie Pingree	\$ 25.00	WICC Challenge
London Insurance Professionals Assoc.	\$ 555.00	Quilt Raffle at 40th Annual CAIW Convention
Lorne Merkur & Sister Inc	\$ 400.52	Crawford promotional items
Lyna Newman	\$ 4,000.00	Donation
M.J. Dickinson Adjusters	\$ 500.00	Donation
Mack Rooney	\$ 25.00	WICC Challenge

Mark Cairns	\$ 100.00	Donation
Marvin Katz	\$ 50.00	Birthday Honorarium
Marvin Katz	\$ 50.00	Memory of Jack Levitt
Marvin Katz	\$ 25.00	Memory of Gerry Becher
McKellar Structured Settlements	\$ 2,450.00	2006 Golf Tournament
NB Fun Night	\$ 10,380.07	2006 NB Fun Night
Night at the Races	\$ 23,000.00	2006 Night at the Races
North Toronto Midget Select Team	\$ 1,250.00	Memory of Wendy Blanchard
North Waterloo Farmers Mutual	\$ 2,000.00	Donation
Options for Her	\$ 250.00	Clothing Show
Penn, Schoen & Berland	\$ 55.28	Completion of Survey
Prodypto Sarbadhikari	\$ 1,078.37	Dougstock II
Roy Martin	\$ 50.00	Night at the Races
Royal & SunAlliance	\$ 1,236.52	Party-Lite sales
Susan Katz	\$ 25.00	Flora Green 60th Birthday
Teresa Pacelli	\$ 50.00	Family Member
Virginia Brucker	\$ 500.00	A Gift from the Heart
Wawanesa	\$ 1,300.00	Donation
Wendy Hayden	\$ 100.00	Donation

## WICC RECOGNITION AWARDS

### *Hall of Flame Award*

WICC's newest and highest level of recognition, the Hall of Flame award was created in 2005 and is awarded to recognize cumulative contributions exceeding \$100,000 which have elevated the awareness of WICC's mission throughout an extended community.

The WICC Board selected **Crawford Canada** as the inaugural inductee for this distinction. This company engaged their employees to create such a powerful and energetic impact to make an incredible difference. Coast to coast, office to office, every employee was engaged in the determined fight to find a cure for this dreadful disease called cancer.

In late 2003, Crawford Canada decided they would consolidate all donations/contributions in favour of one charity. This would enable them to make a significant impact. Hence, the beginning of "Crawford Cares". A committee was established who selected WICC as the charity of choice for their inaugural year. Through a payroll deduction offering and various fund raising events, Crawford and their employees, have raised an astounding \$50,000 in 2004. Employees once again voted WICC as its charity for 2005, and recently presented WICC with cheque in the amount of \$55,112, bringing its cumulative two year total to an astonishing \$105,112.

Crawford were awarded the prestigious Lew Dunn award in 2005.

## 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 **Fred DeFrancesco** for this award this year. In 2004, Fred De Francesco, principal of Fairview Insurance Brokers collaborated with Bill Blakeney of Blakeney, Henneberry and Murphy, to conceptualize an event in support the WICC objective and with the help of a team of solid, devoted volunteers delivered the inaugural A Night at the Races under the trackside tent to rave reviews. In 2004, The Night at the Races was a runaway success donating \$17,000.00 to the WICC objective. One for a good "race" Fred and Bill hosted the 2005 Night at the Races. With over 340 in attendance, this event contributed an astonishing \$30,000.00 to WICC, for a cumulative 2-year total of \$47,000. Fred received the Gold Flame Award in 2005.

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 2006 recipients:

- **ING Canada.** In May 2005, ING was the title sponsor the Ottawa Marathon. Imagine over 27,000 people of all ages, generations, able bodied, disabled and from various countries gathered to partake in the ING Ottawa marathon!

This 3-day event was a sea of activity with numerous events – 2K, 5K, 10K, ½ Marathon and Full Marathon events that could be walked, ran or in-line skated. There was something for everyone!

Tracy McLaughlin launched a challenge to their branch offices in Ontario. Approx 600 ING employees & family members participated, and collected pledges of just over \$20,000.

ING will once again be sponsoring the 2006 event, and once again has selected WICC as its charity.

- **Honourable Order of the Blue Goose.** This is a fraternity organization of men & women from all aspects of the property/casualty industry. Max Brugger, Wielder of the Goose Quill and Keeper of the Golden Goose Egg, is an old friend to WICC. Since this group of unflappable geese began selecting WICC as their charity of choice in 2001, the Honourable Order of the Blue Goose, have contributed over \$47,000 to WICC.

This organization was a recipient of the Gold Flame award in 2002.

- **CGI Canada..** Rick Jackson and Leona Charbonneau (a cancer survivor) both agree that almost everybody feels the effect of cancer in one way or another, thus their decision to choose WICC as their charity for the tournament proceeds. WICC is tremendously grateful for the support and were particularly wowed that the \$5,100.00 received from this event came from the heart-felt support by the employees at this 2005 event.

**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 10<sup>th</sup> Annual Dinner was held on March 29, 2006 at the Westin Harbour Castle Hotel. This year's theme was "**Fueling the Flame**", a metaphor for WICC's purpose. A small flame from a candle can give light to numerous candles. The WICC cause symbolizes that flame and in the past 10 years has inspired numerous flames, each radiating a determination to end cancer.

Over 635 people attended our 10<sup>th</sup> Anniversary. Guests were welcomed with a sea of votive candles – spelling out "WICC". The evening's entertainment was interspersed with a variety of different performances. We had acrobats working with flames – "passing the torch". The evening concluded with a competing steel drum band.

In recognition of our 10<sup>th</sup> anniversary, The Dinner committee worked very hard to deliver an awe-inspiring evening of fun, networking, entertainment and good food.

### Financial Highlights

Total revenue was \$181,255 which is consistent with the revenue of \$182,384 earned in 2005. Expenses increased by 13% from \$71,482 to \$80,865. Most of this increase is due to increased production and audio/visual costs, and silent auction expenses. In summary, our net proceeds were \$100,389 compared to \$110,901 in 2005.

WICC presented its largest single cheque donation of \$250,000 to the Canadian Cancer Society, which at this time, brings WICC Ontario's accumulated donations to almost \$1.8 million.

### WICC Award Presentations

This event enables WICC to recognize our **Hall of Flame**, **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 Adjusters Canada                                | Hall of Flame inductee |
| ▪ Fred DeFrancesco   | Lew Dunn Award         |
| ▪ ING Canada   | Gold Flame Award       |
| ▪ Honourable Order of the Blue Goose International-Ontario | Gold Flame Award       |
| ▪ CGI Canada   | Gold Flame Award       |

### Sponsors

We would like to welcome our new sponsors and thank our returning sponsors, whose contribution is instrumental in making this evening a resounding success.

**Bonfire (\$5,000):** Canadian Underwriter Magazine  
Chubb Insurance Company of Canada  
Creechurch International Underwriters  
Informco  
ING Canada  
ServiceMaster Canada  
Slingshot Communications

**Torch (\$3,000):** Baird MacGregor Insurance Brokers  
Blaney McMurtry, Barristers & Solicitors  
CG&B Group  
CGI Insurance Business Services  
Commonwealth Insurance Company  
Dutton Brock McIntyre & Collier, Barristers  
State Farm Insurance Company

**Sparkler (\$2,000):** Prism Partners Inc  
HKMB International  
GCAN Insurance Company  
Dominion of Canada General Insurance Company

### **Special Thanks**

A special thank you to Chris McKechnie, President, Slingshot Communications and his crew who created the design concept and production of this special anniversary.

Our gratitude to Westin Hotels whose staff worked hard to provide the great food and service.

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

### **2006 Dinner Committee**

I would like to convey a special thank you to the 2006 Dinner Committee: Marilyn Horrick, Maeve Davis, Sandra Osmond, Jennifer Ois, Alison Barnett, Catherine Whittle, Brenda Powrie, numerous people from Informco, Chris MacKechnie and the 40+ volunteers who together made this evening a tremendous success.

Respectfully submitted,

Jean Faulkner  
Chair, WICC 2006 Dinner Committee

## Golf Event Report

On the morning July 17, 2006, Environment Canada issued an extreme heat alert, smog alert and humidex advisory announcing it would be the hottest day that we would have had so far in 2006. But at least it did not rain!

### Financial Highlights

Despite the heat and humidity, the 2006 (7<sup>th</sup> Annual) WICC Golf Tournament, held at Angus Glen Golf Club, was another sold-out event with 256 golfers, 8 extra dinner guests and the day was topped off with a cheque presentation to the Canadian Cancer Society for \$150,000.

The total profit from the event was \$120,000, an increase of 15% from 2005. Most of the increase is attributable to an increase in sponsorships and donations, as well as revenue increases in both the Silent Auction and 50/50 Raffle.

This year a live auction was added to the program with a package that was titled "A weekend in the big smoke with Eric Clapton". With the assistance of our dynamic Master of Ceremonies, the live auction turned out to be an exciting addition to the evening and quickly raised \$1,900 to the package of items that were donated.

### Sponsors

We would like to welcome our new sponsors and thank our returning sponsors. Their contribution is an integral component of this tournament's success:

<b>Platinum (\$10,000):</b>	ACE-INA Insurance Company
<b>Gold (\$5,000):</b>	Aon Reed Stenhouse Inc. Aon Re Canada Inc. Seiden Health Management TD Asset Management
<b>Silver (\$3,000):</b>	BI&I Canada Canadian Underwriter Magazine CG&B Group Chubb Insurance Company Informco Munich Reinsurance Company Scor Canada
<b>Bronze (\$2,000):</b>	CGI Canada CNA Canada KRG Insurance Brokers Inc. Simmlands Insurance Brokers Ltd.

**Hole Sponsors (\$1,000):** ATF Canada Corp  
AXA Reinsurance Company  
Blaney McMurtry, Barristers & Solicitors  
Catlin Canada  
Creechurch International Underwriters  
Desjardins General Insurance Group  
Discount Car & Truck Rentals  
Encon Group Inc.  
Gore Mutual Insurance Company  
InsuranceWorks.ca  
Liberty International Underwriters  
Ontario Municipal Insurance Exchange  
Partner Re Canada  
Rapid Investigations & Rapid Interactive  
Disability Management  
Starr Technical Risks Canada Inc.  
Strode Restoration Professionals

### **Special Thanks**

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

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

### **2006 Golf Committee**

I would like to convey a special thank you to the **2006 Golf Committee**: Ashley Chinner, Karen Barkley, Dorothy Davenport, Christina Martin, Dawna Matton, Elizabeth Kepes, and Hoa La who, along with more than 50 volunteers who worked together with Angus Glen Golf club to make this golf day a resounding success.

Respectfully submitted,

Heather Matthews  
Chair, 2006 Golf Committee

## Breakfast Event Report

*"If Attitude is Everything, then Let's Live Like We Believe It."*

Susan Minns, humourist and motivational speaker, spoke to a sold out audience of 450 people, about her battle with cancer and Multiple Sclerosis at the 9<sup>th</sup> Annual Breakfast held at the Arcadian Court on November 1, 2006.

### Financial Highlights

With tickets priced at \$45, our objective is to raise awareness for WICC and cancer research by making this an affordable and educational event. This event is deliberately scheduled on "Take Your Kid to Work Day" to enable our industry colleagues to invite their Grade 9 children.

Total revenue increased by an astounding 23% from \$25,000 to \$31,000, primarily as a result of significantly increased interest from Sponsors.

Expenses were reduced by 6% as a result of moving the venue from the Westin Hotel to the Arcadian Court which is more affordable as well as providing a more intimate environment for a speaking engagement.

As a result the net proceeds increased 62% from \$11,000 to almost \$18,000.

### 2006 Breakfast Sponsors

Breakfast Sponsor	Riverfront Medical Evaluations
Awareness Sponsor	MDAC
Speaker Sponsor	I-Hire.ca
Media Sponsor	Canadian Underwriter Magazine
A/V Sponsor	AVW Telav
Product Sales Sponsor	DGA Temps
Sponsor	Desjardins General Insurance Group

### 2006 Breakfast Committee

I'd like to thank the Breakfast, who have tirelessly co-ordinated this event for the past 5 years: Elizabeth Kepes (The Personal), Andrea Muzzi (Canada Brokerlink) and Charmayne Lund-Pedersen (Axa). In addition with the many volunteers who make this event a success, we are excited about the prospects for another successful event in 2007.

Respectfully submitted,

Carla Blackmore  
Chair, 2006 Breakfast Committee

## National Sponsorship Report

In 2006 we had the continuing 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, or a contribution of \$105,000 for the 2006 year. These sponsors are:

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

These sponsors will be asked to renew their sponsorship for the 2007-2010 term. At this point Canada Brokerlink have confirmed their intent to renew. We will also be targeting additional sponsors this fall.

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. We have 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 recognized across the chapters
- Continue the dialogue with Sponsors and repeat the focus/feedback session annually

We continue to work with the other chapters to get full recognition of the National sponsors at their events. Alberta has fully recognized the Sponsorship program and displays the banner at their events. The BC chapter feels the National Sponsorship program conflicts with the sponsorship program in BC and at this point only recognizes those National sponsors that allocate a portion of their sponsorship dollars to BC. Fortunately the national coverage our Sponsors receive through Canadian Underwriter does provide them with national exposure that in part offsets this issue.

The hope is that we will be able to put together a national charter that may address this issue. After some delays we are well on our way to finalizing our new kit that will be used primarily for Sponsors; this will be used as we go out to renew & recruit additional sponsors.

Respectfully submitted

Barbara Haynes  
Chair, 2006 National Sponsorship Program Committee

## Chapter Relations Report

The purpose for this position is to share information, resources and the regional issues concerning each Chapter so that WICC nationally presents one image while responding to each chapter's regional community.

### Events/Activities

Representing WICC Ontario, I had the pleasure of attending these events:

- 2006 WICC BC Candlelight Gala
- 2006 BC Broker Convention, followed by a meeting with WICC BC Co-Chairs
- Along with Barbara Haynes from WICC Ontario, a teleconference with WICC BC regarding recognition for WICC's National Sponsors.

### National Sponsorship Recognition

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

Alberta Chapter has recognized freely our National Sponsors by using our logo banner at their events.

British Columbia Chapter has traditionally given recognition to National Sponsors & Regional Sponsors based on the amount received and/or allocated to BC Chapter. A focus group, comprised of members from the National Sponsors, expressed the desire for recognition to be separated from regional/local sponsors.

### Media Recognition

- The WICC website is available for all regional chapters to announce, register and publicize events nationally/provincially/locally.
- All Chapters receive tremendous media recognition courtesy of Canadian Underwriter magazine, and Insurance West magazine.
- WICC BC has a newsletter- *the Luminary* which they direct to their community members

### National Charter

All chapters agree upon the need to revisit the creation of this document that would establish governing principles for all WICC Chapters and provide a uniform brand image of WICC nationally. This document will require meetings with representatives from all Chapters and legal guidance to create this document. This effort is anticipated to begin in 2007.

### Canadian Cancer Society

All chapters direct all funds towards the fight against cancer to their local chapter of the Canadian Cancer Society.

Respectfully submitted,

Michael Butler  
Chair, 2006 Chapter Relations Committee

## Media Relations Report

2006 saw continued momentum for the WICC brand and increased exposure of WICC nationally both in print and online.

[www.wicc.ca](http://www.wicc.ca)'s Newswire, Canadian Underwriter magazine and [www.canadianunderwriter.ca](http://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, the annual Dinner and the Breakfast 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](http://canadianunderwriter.ca) within the Press Room section (including photos) – which also saw the online press releases distributed nationally to the Insurance Industry within [www.canadianunderwriter.ca](http://www.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 [www.wicc.ca](http://www.wicc.ca)'s Newswire online as well as in Canadian Underwriter in print and online. Expanded photo-spread coverage in Canadian Underwriter magazine was provided to 'WICC benefit' functions held by these different companies or groups.

WICC Ontario's first 'Change for a Change' campaign was launched online at [canadianunderwriter.ca](http://canadianunderwriter.ca) + [wicc.ca](http://wicc.ca) + also a series of Full Page Advertisements run in the fall to promote the campaign.

WICC advertising was also run by Canadian Underwriter magazine throughout 2006 – 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".

Expanded photo-spread coverage in Canadian Underwriter magazine was provided to 'WICC benefit' functions held by different companies or groups.

Throughout 2006 each WICC National Sponsor received a special ½ Page 'WICC Sponsor Spotlight' to feature their company as a proud WICC Sponsor.

A special 2-page advertising spread was run in the December 2006 issue of Canadian Underwriter to continue to support and promote the WICC National Sponsorship campaign – and highlight to the Industry WICC's 7 "Platinum" National Sponsors.

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 2006, 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](http://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
- Order a 'Change for a Change' donation box
- Pledge a runner in the ING Ottawa Marathon

Just a few of the ongoing technical deployments at [www.wicc.ca](http://www.wicc.ca) in 2006 include:

- Event Registrations continues to be 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 2007 for wicc.ca (such as a WICC "e-Newsletter").

Respectfully submitted,

Steve Wilson,  
Chair, Media Relations

## 2007 Board of Directors

### 2007 Board of Directors:

Co-Chairs:

Carolyn Horan

Linda Wahrer

Secretary:

Lyna Newman

Chair, Dinner Event:

Jean Faulkner, Marilyn Horrick

Chair, Golf Tournament

Heather Matthews

Chair, Breakfast Event

Carla Blackmore

Chair, Media Relations

Steve Wilson

Chair, National Sponsorship Program

Barbara Haynes

Chair, Chapter Relations

Michael Butler

Change for Change

Patricia Diechun, Victoria Johnson

Chair, Golden Horseshoe Region

Victoria Johnson

Special Advisor(s):

Legal and Regulatory Affairs:

Bill Blakeney

Blakeney, Henneberry & Murphy

Barristers & Solicitors