



**WICC Ontario**

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## **2007 Annual Report**

Presented at the Annual General Meeting held on August 26, 2008

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Women in Insurance Cancer Crusade, Ontario Chapter

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## Table of Contents

Item	Page
1. Co-Chair Report.....	3
2. Treasurer's Report.....	7
3. Donation's Report.....	9
4. Dinner Event Report.....	13
5. Golf Event Report.....	15
6. Breakfast Event Report.....	17
7. Golden Horseshoe Region Report.....	18
8. National Sponsorship Program Report.....	19
9. Chapter Relations Report.....	20
10. Media Relations Report.....	21
11. 2008 Board of Directors.....	22

Attachments:

2007 Audited Financial Statements

## Co-Chair Report

2007 fiscal year marks our 5<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.

### 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.

In 2007, the revenues have increased by 5.3% to over \$720,000. After expenses, WICC reported net revenue of \$450,000, which is an increase of almost 5%. Our administrative expense ratio, relative to revenue is 6.6%. 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 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.

The WICC Ontario Chapter takes significant pleasure in acknowledging that \$500,000 was donated to the Canadian Cancer Society in 2007, an increase from \$400,000 in 2006.

### Historical Contributions to Canadian Cancer Society:

Since its inception in 1996, WICC Ontario has donated \$2,441,174, of which 100% of these funds have been directed to the Canadian Cancer Society (CCS) in support of helping to fund Canada's leading cancer research projects. In 2007, the Ontario Board of Directors voted to expand its mandate to support research projects for "other" forms of cancer. WICC Ontario now provides funding for all types of cancer research projects, directing funds as follows:

- The first \$200,000 donated to CCS is to be directed to breast cancer research projects
- The next \$100,000 donated to CCS is to be directed to prostate cancer research projects
- The balance of donations is to be divided equally amongst breast, prostate and "other" cancer research projects.

From 1997 – 2007, WICC Ontario's funds have provided funding in the following areas:

Breast Cancer Research	Prostate Cancer Research	"Other" Cancer Research Projects
\$1,937,840	\$436,667	\$66,667

From 1997-2007 the CCS has contributed over \$35 million to breast cancer research. In this same time period WICC Ontario's donations allocated to breast cancer research represented an astounding 5.5% of this amount contributed by CCS in Ontario, and almost 3% across Canada! WICC's donation mandate extended to include prostate cancer in 2004. From 2004-2007, WICC's allocations dedicated to prostate cancer research projects represented 7.5% of the funds contributed to this particular form of cancer in Ontario, and almost 5.5% across Canada.

## 2007 Initiatives and Accomplishments

- Late in 2006, we launched a "Change for Change" program. Borrowing this 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. In 2007, 35 companies purchased 176 boxes and raised over \$8,000.
- Victoria Johnson, armed with her marketing experience in the Hamilton region, created a Steering Committee that introduced awareness of WICC in the Golden Horseshoe region by running local fundraising events. The inaugural event, a "Sock Hop - Cruising back to the '50's" was held in October at Mohawk College's Arnie Pub. Over 130 people and through ticket sales, silent auction, raffle and other contests, this event raised over \$15,000. A second regional event, "A Taste of Spring", is planned for April 2008, and it is anticipated the pub night will become an annual event in Hamilton.
- A new sponsorship kit was developed, many thanks to Informco for their extensive contribution to the creation of this kit which provides information about WICC, its mission, its history, ideas for fundraising and engaging employees, information about the various WICC Chapters and a summary of the benefits and value derived from becoming a WICC National Sponsor. We continue to be particularly grateful to Canadian Underwriter magazine, whose features on the National Sponsors and extensive promotion of various WICC events, in itself equates a value greater than the sponsorship contribution.
- We are grateful to our National Sponsors who all renewed their 3-year commitment to WICC of an annual \$15,000 contribution. They are as follows:
  - Canada Brokerlink
  - Crawford Canada
  - Dominion of Canada General Insurance Company
  - Lombard Canada
  - Royal & SunAlliance
  - McKellar Structured Settlements Inc.
  - PPG CertifiedFirst
- 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.
- Established a newly created role "Strategic Alliances". Michael Butler has accepted this role, whose objective is to explore and evaluate potential alliances with other organizations. Once an alliance is approved by the Board, then to assist with the implementation and promotion. A fair amount of time was spent on discussions with the RCGA and alignment with the Golf Fore the Cure program. This has subsequently been postponed. Michael has been present at many of the functions hosted by other organizations for WICC and is actively involved in the insurance network to facilitate potential interest.

- **The WICC website (“click WICC”).** 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 4 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.
  - ING Ottawa Marathon on-line pledging enabled participants in this event to seek pledges, track their success and monitor their inter-branch challenge.
- 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.

## 2008 Strategic Objectives

- In conjunction with the other WICC Chapters, develop a National Charter that would establish a framework of governing principles for all WICC Chapters and ensure a uniform brand image of WICC nationally.
- Explore trademarking the WICC logo to protect our identity and establish a unified national focus amongst all WICC chapters.
- Develop an E-Newsletter that will provide communications of events, happenings, achievements on a more regular basis.
- Acquire additional National Sponsors and deepen the relationships with our existing National Sponsors.
- Explore another fund raising initiative to replace the ING Ottawa Marathon which will conclude its final year in 2008.
- 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)
- Creation of a new WICC Chapter – ideally in Quebec.
- Consider appointing an Honorary Chairperson. This appointment seeks a WICC ambassador who can enhance our mission and strategic objectives.

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

### Appointments:

- Nancy Ng, Certified First PPG, joins the board, assuming the role of Chair, Chapter Relations.
- Marilyn Horrick, Chubb Insurance, joined the board as co-chair of the Annual Dinner Gala to succeed Jean Faulkner in 2008, who will become WICC Co-Chair in 2008.
- Bill Blakeney, Blakeney Henneberry & Murphy, returns to the WICC Board as legal counsel, and to facilitate the creation of a National Charter.
- Michael Butler, Giffin Koerth, moves from Chapter Relations to the newly created role of Strategic Alliances.

### Retirings:

- Patricia Diechun, AVP, Liberty International Underwriters resigned from the board for personal reasons
- Linda Wahrer, Munich Re, resigned from the board December 31<sup>st</sup> after many valuable years of board and committee participation. During Linda's tenure WICC Ontario achieved many significant milestones. Her insight and participation will be greatly missed.

### Closing Comments:

2007 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,

Jean Faulkner  
Co-Chair

Carolyn Horan  
Co-Chair

# Treasurer's Report

## Audited Financial Statements For the year ended December 31, 2007

The audited financial statements for the year ended December 31, 2007 have been prepared by BDO Dunwoody & Company, Chartered Accountants and are presented here for their adoption.

Operationally, total revenues increased to \$723,743, 5.3% over the prior year of \$687,282. Revenue from Donations increased to \$198,294 which is 14% over the \$174,111 donations received in 2006. This increased revenue in General Donations is attributable to the success of the 2007 ING Ottawa Marathon. Total expenditures of \$273,818 is consistent with 2006. This resulted in gross excess revenue of \$449,925 – a 4.7% increase from \$429,600 in 2006. The 2007 donations to the Canadian Cancer Society were \$500,000, an increase of \$100,000 from last year.

All events and fund raising efforts are mostly consistent over the prior year, with the exception of the National Sponsorship program, the Golden Horseshoe Region event and the sale from Products. The net proceeds from the National Sponsorship reflect lower income to Ontario chapter as a result of the timing of one of the Sponsorships. Golden Horseshoe Region had its 1<sup>st</sup> fundraising event in 2007. Product Sales are no longer a focus for fundraising, however, the sales reported herein reflect almost entirely the cost of purchasing Change for Change boxes, a new fundraising effort. WICC does not intend to make a profit on these boxes.

The net excess operating results as detailed on Exhibit "A", attached, are as follows: General Donations \$158,459; National Sponsorship Program \$44,050; Golf \$116,457; Dinner \$97,801; Breakfast \$18,137; Golden Horseshoe Region \$14,767 and Product sales \$254.

On the administrative expenditures side, Administrative and Professional fees were \$47,634, and represents 17.4% of total expenditures. The Expense ratio relative to Revenue is 6.6% - consistent with the past 3 years, but reduced 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 rather than have an excessively high surplus, WICC has decided to increase its donations to CCS and thereby has reduced its surplus from \$307,322 in 2006 to \$265,256 in 2007. 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, 2007**

Event/Function	Revenue 2007	Expense s 2007	Net Income 2007	Net Income 2006	Variance \$	%
<b>General Donations</b>	206,093	47,634	158,459	132,190	26,269	19.9%
<b>National Sponsorship</b>	44,050	0	44,050	60,050	(16,000)	-26.6%
<b>Golf</b>	218,185	101,728	116,457	120,566	(4,109)	-3.4%
<b>Dinner</b>	200,338	102,537	97,801	100,389	(2,588)	-2.6%
<b>Breakfast</b>	30,416	12,279	18,137	17,770	367	2.1%
<b>Golden Horseshoe</b>	21,125	6,358	14,767	n/a	14,767	100.0%
<b>Product Sales</b>	3,536	3,282	254	(1,365)	1,619	118.6%
<b>Totals</b>	<b>723,743</b>	<b>273,818</b>	<b>449,925</b>	<b>429,600</b>	<b>20,325</b>	<b>4.7%</b>

Administrative Expenses	2007	2006	2005	2004	2003
Total Admin. Expenses	47,634	42,073	43,578	49,118	65,025
Total Expenditures	273,818	257,680	254,273	210,207	189,193
<b>Expense Ratio to Admin Expenses:</b>	<b>17.4%</b>	<b>16.3%</b>	<b>17.1%</b>	<b>23.4%</b>	<b>34.4%</b>
Total Revenue	723,743	687,282	647,384	516,989	386,193
<b>Expense Ratio to Revenue:</b>	<b>6.6%</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 2007, WICC Ontario benefited from a total of \$198,294 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	Reason
Aon Reed Stenhouse Inc.	\$ 700.00	2007 Annual Bonspiel
Aon Reed Stenhouse Inc.	\$ 500.00	AON Golf Tournament
B.F. Lorenzetti & Assoc	\$ 250.00	Donation
Baird MacGregor	\$ 569.50	Bond-Fountain Charity Art Exhibit
Blakeney Henneberry Murphy	\$ 500.00	York Fire & Casualty Holiday Recognition
Canada Broker Link - Head Office	\$ 3,000.00	Holiday Donation
Canada Broker Link - Yonge St.	\$ 150.00	2006 Halloween Celebration
Canada Brokerlink	\$ 2,174.36	Charity Casino
Canada Brokerlink - Parry Sound branch	\$ 953.12	2007 Customer Appreciation BBQ
Canadian Insurance Claims Managers' Association	\$ 100.00	Yakabuski speech at 2006 Meeting
Caroline Jordan	\$ 50.25	Future Possibilities
CGI Canada	\$ 520.00	2006 Christmas Party
CGI Canada	\$ 2,045.00	2007 Golf Tournament
CGI Canada	\$ 3,315.00	Various donations
Crawford Adjusters Canada	\$ 10,000.00	2007 Golf Tournament
Daphne Hossle	\$ 650.00	Furniture Auction
Economical Insurance Group	\$ 5,500.00	Lieu of Holiday Gifts
Enterprise Rent-A-Car	\$ 12,241.92	2007 Golf Tournament
Guy Carpenter	\$ 17,616.48	2007 Charity Casino
Hamilton Bulldogs Hockey Club	\$ 217.50	Shoot for the Net at IBAH Golf
IBANB/IBANS 2007 Convention	\$ 1,000.00	2007 Golf Tournament
ING Canada	\$ 73,912.62	2007 ING Ottawa Marathon
Insurance Bureau of Canada	\$ 1,000.00	Operation Red Nose
Insurance Golf Invitational	\$ 780.00	2007 Insurance Invitational
Jane Collins Publications	\$ 17.38	Training
Katz, Marvin	\$ 25.00	Birthday, Howard Ross
Katz, Marvin	\$ 50.00	Birthday, Sam Pacht
Katz, Marvin	\$ 50.00	Memoriam, Joy Richmond
Kingsway General	\$ 250.00	Donation
Lorne Merkur & Sister Inc	\$ 82.05	Crawford promotional items
Lorne Merkur & Sister Inc	\$ 181.98	Crawford promotional items
M.J. Dickinson Adjusters	\$ 250.00	Donation
Main Newson	\$ 100.00	Donation
Morgex Insurance	\$ 1,400.00	Morgex Hole in One at IBANB/IBANS Golf
NB Fun Night	\$ 13,108.98	2007 NB Fun Night
Newman, Lyna	\$ 5,000.00	Annual Donation
Newman, Lyna	\$ 400.00	Computer Monitor
North Waterloo Farmers Mutual	\$ 2,000.00	Donation
Penn, Schoen & Berland	\$ 110.80	Completion of Survey

Risk Management Counsel	\$ 10,000.00	10th Anniversary Charity Casino
Royal & SunAlliance	\$ 1,120.50	Party-Lite sales
ServiceMaster - Oakville	\$ 456.87	Seminars
ServiceMaster of Canada Ltd.	\$ 15,000.00	Seminars
Simmlands Insurance	\$ 2,654.00	2007 Simmlands Pro-Am for the CPGA Women's Championship
Susan Katz	\$ 540.00	Susan Katz' Birthday
Totten Insurance Group	\$ 125.00	New Team Lottery
Totten Insurance Group	\$ 150.00	Donation
various	\$ 8,179.54	WICC 2007 Change for Change Program

## **WICC “CHANGE FOR CHANGE”**

WICC truly believes that even the smallest contributions, collectively can make a significant difference to the advancement of cancer research. We also recognize that many smaller organizations in our industry want to engage their employees and participate in WICC’s cause.

Late in 2006, WICC Ontario launched a new initiative called “Change for Change”, modeled after a similar program launched by WICC BC. Offices can purchase an attractive Coin Collection Box with an advertising insert encouraging contributions of spare change to help in the fight against cancer.

By year-end 2007, over 35 companies had purchased 176 boxes and raised over \$8,000!!

## **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 of Directors selected Bill Blakeney as the 2007 Hall of Flame inductee.

Bill Blakeney is partner of Blakeney, Henneberry & Murphy. This truly outstanding individual:

- was an instrumental member of the WICC Steering Committee. He spent countless “complimentary” hours helping WICC Ontario attain incorporation in 2004.
- For a number of years, Bill chaired the “Night to Shine” which was an annual event of talented insurance professionals who would play different venues each year. This led to the formation of the industry renown “*Accidental Benefits*” who have since recorded a total of 4 CD’s that raised over \$15,000 for WICC.
- Bill Introduced WICC to Crawford, Honourable Order of Blue Goose, Fred DeFrancesco, as well as the “Accidental Benefits” – each of whom have truly embraced WICC’s cause and created impactful WICC Events of their own. Each of these outstanding organizations have been recipients of WICC awards in years past;
- One for a good time, we can’t think of one event that Bill has not attended, and furthermore, where he didn’t come bearing gifts for our Silent Auctions.
- Today, Bill continues to offer his opinions as WICC’s legal counsel.

Bill received the Lew Dunn award in 2002.

### 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 **ING Canada** for this award this year.

In May 2005, ING was the title sponsor for 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!

ING launched a challenge to their branch offices in Ontario. Approx 600 ING employees & family members participated, and collected pledges of just over \$20,000. In 2006, the number of participants tripled!

Cumulative contributions from the 2005 and 2006 ING Marathon have resulted in almost \$70,000 to WICC.

ING was presented with a 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 2007 recipients:

- **Aon Reed Stenhouse Inc.** For the past 4 years, Aon Reed Stenhouse has chosen WICC as the beneficiary of monies raised from their Annual Bonspiel and often their Annual Charity Golf Tournament.
- **Cordie Taylor Edwards.** As a PartyLite consultant, Cordie hosts these parties during lunch hours 2 or 3 times a year. She brings all the items into the office and with the help of her team sets up and displays items geared to the changing seasons to ensure optimal interest in the products and optimal sales. Cordie's "WICC Committee" also sells daffodils and solicits sporting event tickets and promotional items for raffles in support of WICC. In addition, in September of this year her team sold prostate cancer bracelets to raise funds.
- **KRG Insurance Brokers Inc.** When ING launched the ING Ottawa Marathon in 2005, KRG "raced" at the chance to invite their employees to create a team. In 2005, at their own expense, 5 employees drove to Ottawa and participated in 2K, 5K, 10K and ½ Marathon events. In 2006, the team expanded to 9 members. They each raised pledges from friends and family members – which took WICC's name into the homes of their friends and families. In two years, they raised over \$17,000!

- **Marvin & Susan Katz.** Marvin Katz, is a former partner of KRG Insurance Brokers Inc. He is actually the “K” in “KRG”. Marvin and Susan are both former cancer survivors and very big friends to WICC. In the past 3 years, Marvin & Susan have:
  - Raised funds for WICC at Marvin’s 70<sup>th</sup> Birthday Party in 2004 which raised \$3,470
  - Held a book fair at work whereby everyone brought in their old books and sold them for \$1
  - Every year continues to make pledges to WICC in honour and in memoriam of friends, family and colleagues.
  - Marvin & Susan attend all WICC functions – they even participated in the 2006 ING Ottawa Marathon
  - Combined, this couple have raised approx \$6,000 for WICC!

**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 11<sup>th</sup> Annual Dinner was held on April 10, 2007 at the Westin Harbour Castle Hotel. This year's event was inspired by a theme of **"Fire and Ice"**. Guests were very literally transported into a wonderland of fire and icy elements. The flickering flame reminded us of the passion we have for fuelling WICC's dedication to the cause, while the element of ice helped to convey our solid and unwavering determination to end cancer through our industry's ongoing and united support of WICC.

Over 630 people attended our 11<sup>th</sup> Anniversary. Welcomed into the event down a wintry pathway, guests were amazed by the cool beauty of the décor around them. Ice sculptures framed the perimeter of the silent auction area and frozen luge ice bars beckoned guests to partake in the night's featured drink – the "Wicked Martini". As guests made their way to their tables, a large curtain opened revealing the "grand spectacle" – a 60' x 40' artificial ice surface in the centre of the room. Flanked by 6 eight foot tall ice pillars, each lit from within, the indoor skating rink was the platform of entertainment for the evening including highlight performances by Canadian World Skating Champion, Gary Beacom. The evening concluded with a pyrotechnics show and a professional ice sculptor with chainsaw in hand transforming a 300 lb ice block into the WICC logo. A powerful end to an amazing evening.

Ever-dedicated to supporting WICC's mission, our small but dynamic Dinner committee worked very hard to deliver an awe-inspiring evening of fun, networking, entertainment and good food.

### Financial Highlights

Total revenue was \$200,338 which represented a 10% increase over the \$181,255 earned in 2006.

Expenses increased by 27% from \$80,865 to \$102,537. Most of this increase is due to increased production and audio/visual costs, and silent auction expenses.

In summary, our net proceeds were \$97,801 compared to \$100,389 in 2006.

WICC presented a cheque donation of \$325,000 to the Canadian Cancer Society, which brought WICC Ontario's accumulated donations to almost \$2.8 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:

- |                              |                        |
|------------------------------|------------------------|
| ▪ Bill Blakeney              | Hall of Flame inductee |
| ▪ ING Canada                 | Lew Dunn Award         |
| ▪ Aon Reed Stenhouse Inc.    | Gold Flame Award       |
| ▪ Cordie Taylor Edwards      | Gold Flame Award       |
| ▪ KRG Insurance Brokers Inc. | Gold Flame Award       |
| ▪ Marvin & Susan Katz        | Gold Flame Award       |

## Sponsors

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

**Level 1 (\$5,000):** Canadian Underwriter Magazine  
Chubb Insurance Company of Canada  
Creechurch Underwriters  
Informco  
ING Canada  
ServiceMaster of Canada

**Level 2 (\$3,000):** Baird MacGregor Insurance Brokers  
Blaney McMurtry, Barristers & Solicitors  
CG&B Group  
Masters Insurance Limited  
Sinclair-Cockburn Insurance Brokers  
State Farm Insurance Company  
Starr Technical Risks Canada Inc.

**Level 3 (\$2,000):** AIG, American International Group  
Boiler Inspection and Insurance  
Dutton Brock LLP  
Sherrit International Corporation  
St Paul Travelers  
Strone Restoration Professionals  
Totten Group  
York Fire & Casualty

## Special Thanks

A special thank you to Chris McKechnie, President, Slingshot Communications and Todd Skinner Productions, and their crews, who created the design concept and production of this special event. As a result of their creativity and commitment to delivering high quality productions, Slingshot was the recipient of the BizBash Event Style Awards for Best Non-Profit Event. Congratulations Slingshot!

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 who donated prizes and outstanding silent auction items.

## 2007 Dinner Committee

We would like to convey a special thank you to the 2007 Dinner Committee: Catherine Whittle, Maeve Davis, Sandra Osmond, Shivani Lakhapal, Laura Whiteing, Brenda Powrie, numerous people from Informco, Chris MacKechnie and the 40+ volunteers who together made this evening a tremendous success.

Respectfully submitted,

Jean Faulkner  
Co-Chair, WICC 2007 Dinner Committee

Marilyn Horrick  
Co-Chair, WICC 2007 Dinner Committee

## Golf Event Report

The 2007 (8<sup>h</sup> Annual) WICC Golf Tournament was held on July 16, 2007 at Angus Glen Golf Club, Markham, ON. Within a week, Angus Glen was hosting the 2008 PGA Canadian Open, so the course presented very difficult challenges!

### Financial Highlights

Dubbed the “WICC Canadian Open”, another sold out event, we had 260 golfers and 10 extra dinner guests. The day was topped off with a cheque presentation to the Canadian Cancer Society for \$ 200,000.

Total revenue was reduced by 8% from \$236,630 in 2006 to \$218,185 in 2007 primarily as a result of lower sponsorship and reduced revenue from the silent auction. Another corporate tournament was ahead of ours which resulted in delays, causing us to narrow the timing for our silent auctions.

Expenses were reduced by 12% from \$116,064 in 2006 to \$101,729 in 2007 thanks to reduced spending in the purchase of silent auction items, prizing and gifts.

In summary, the net proceeds were \$116,457 compared to \$120,566 in 2006.

### 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 Starr Technical Risks Canada
<b>Silver (\$3,000):</b>	Herrold & Vernon Evalworks Canadian Underwriter Magazine Informco Munich Reinsurance Company
<b>Bronze (\$2,000):</b>	CNA Canada Dominion of Canada KRG Insurance Brokers Inc.
<b>Hole Sponsors (\$1,000):</b>	Adair Morse LLP AssessMed Inc. Atrens Counsel Aviva Canada Blaney McMurtry LLP Boiler Inspection and Insurance

Creechurch International Underwriters  
Desjardins General Insurance Group  
Disaster Cleanup Canada Ltd.  
Fix Auto  
Flaherty Dow Elliott & McCarthy  
Impact Auto Auctions  
Multi Disciplinary Assessments  
Rapid Interactive Disability  
Rapid Investigation Service  
Servicemaster of Canada  
Strone 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.

### 2007 Golf Committee

I would like to convey a special thank you to the **2007 Golf Committee**: Ashley Chinner, Karen Barkley, Dorothy Davenport, Christina Martin, Dawna Matton, Elizabeth Kepes, Hoa La, Karen Forsey and Jennifer Mullet 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, 2007 Golf Committee

## Breakfast Event Report

*"Nothing is worth more than this day!"*

Neil Crone, actor/improviser/writer" provided his perspective on life, health and the power of laughter in healing. Neil Crone was recently named national spokesperson for the Colo-Rectal Cancer Association of Canada. He has performed in numerous radio and television shows including CBC's *Little Mosque on the Prairie* and is scheduled to appear in the mini series *The Summit*.

Neil addressed a sold-out audience of 450 industry professionals and 13 year-olds who attended "Take Your Kid to Work" day about his battle with cancer at the 10<sup>th</sup> Annual Breakfast held at the Arcadian Court on November 7, 2007.

### 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 was \$30,416 consistent with 2006. Expenses were reduced by 10% as a result of speaker gifts being donated. As a result the net proceeds increased 2% from \$17,770 in 2006 to \$18,137 in 2007.

### 2007 Breakfast Sponsors

Breakfast Sponsor	Riverfront Medical Evaluations
Awareness Sponsor	Multi-Disciplinary Assessment Centres
Speaker Sponsor	I-Hire.ca
Media Sponsor	Canadian Underwriter Magazine
A/V Sponsor	AVW Telav
Sponsor	Starr Technical Risks Canada
Sponsor	Desjardins General Insurance Group

### 2007 Breakfast Committee

I'd like to thank the Breakfast committee, who have tirelessly co-ordinated this event for the past 6 years: Elizabeth Kepes (Desjardins), 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 2008.

Respectfully submitted,

Carla Blackmore  
Chair, 2007 Breakfast Committee

# Golden Horseshoe Region Report

The Golden Horseshoe Region (GHR) Steering Committee began in 2007 as a result of the energy bestowed by Victoria Johnson, whose determination to expand WICC's mission into this region, envisioned its first awareness and fundraising event.

The GHR committee launched its first event – a 1950's Sock Hop encouraged their local colleagues to put on their best poodle skirt, grease back their hair and become a *'Rebel with a Cause' Against Cancer*.

The Sock Hop was held on September 27, 2007 at The Arnie pub at Mohawk College. The evening featured a live performance from The *Accidental Benefits*, a 1950s Soda Shop and buffet, twisting dance contest, silent auction and raffle prizes.

## Financial Highlights

With tickets priced at \$40, the objective was to raise awareness for WICC and cancer research by making this an affordable and fun event.

This inaugural event brought 135 attendees. Ticket sales, liquor sales, sponsorships, silent auction and raffle prizes, the total revenue was \$21,375. Expenses amounted to \$6,358 resulting in net proceeds of \$15,017!

## 2007 Sponsors

### Level 1 (\$500):

Baresa Kitchens  
Dominion of Canada  
PPG Canada Inc.  
Royal & SunAlliance Canada  
Strone Restoration Professionals

Crawford & Company (Canada)  
Pearson-Dunn Insurance Brokers  
Ross & McBride  
ServiceMaster of Canada  
Zellens Auto Mall

### Level 2 (\$250):

Al-Care Restoration Services  
Bannatyne & Company  
CARSTAR Automotive Canada  
Dalton Timmis Insurance Brokers  
Discount Car & Truck Rentals  
Economical Mutual Insurance Company  
Gore Mutual Insurance Company  
Old Republic Insurance Company  
ServiceMaster - Hamilton

AXA Canada  
Canada Brokerlink Inc.  
Chubb Insurance Company  
Disaster Kleenup International  
Dundas Valley Collision Centre  
Enterprise Rent-A-Car  
Insurance Brokers Association of Ontario  
Portage La Prairie Mutual Insurance Company

## 2007 GHR Committee

The WICC Ontario Board of Directors would like to thank the GHR committee for their energy, enthusiasm and determination: Victoria Johnson (GHR Chair, Zellens Auto Mall), Laurie Basiak (Pearson Dunn), Lori Fernandes (Pearson Dunn), Sheila Nolan (Dalton Timmis) and Gail Wake (Dominion of Canada). In addition with the many volunteers who make this event a success, we look forward to 2009.

Respectfully submitted,

On behalf of Victoria Johnson  
Chair, 2007 Golden Horseshoe Region Committee

## National Sponsorship Report

In 2007 we had the continuing 7 sponsors at the Platinum level – representing a commitment from each sponsor of \$15,000 a year for 3 years

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 were asked to renew their sponsorship for the 2008-2010 term. Presentations were made to each one, and we are delighted to confirm all seven have renewed their sponsorship.

As a direct result of feedback from our Sponsors, I am pleased to report on the following developments in 2007:

- A summary of benefits and values associated with being a WICC National Sponsor. We were able to put a dollar value against many of the benefits- this summary was a significant factor in gaining the renewals of our sponsors. For example, the value of recognition as provided by *Canadian Underwriter* and *Claims Canada* magazines is quite significant.
- Advancements have been made in becoming more consistent in how we recognize our Sponsors throughout the various WICC chapters. Each chapter now provides distinct recognition between National Sponsors and Regional/Event sponsors.
- In November, an initial meeting was held in Montreal to kick start a chapter in Quebec. Many of our sponsors have been suggesting this as Quebec is an important economic region.
- A Sponsor Kit was created, underwritten by Informco, which provides the history of WICC, information and ideas on fundraising and employee involvement, contact information and bios for the Board members of the WICC chapters. The primary use will be to attain new sponsors.

In 2008, we plan to expand our list of National Sponsors and deepen our relationships with our existing Sponsor.

Respectfully submitted

Barbara Haynes  
Chair, 2007 National Sponsorship Program Committee

## Chapter Relations Report

The purpose for this role is to share information, resources and the regional issues concerning each Chapter. Collectively we hope to review opportunities, share best practices and fund raising ideas and knowledge 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/meetings:

- 2007 WICC BC Golf Tournament (where I delivered a speech and recognized the National Sponsors and various chapters)
- 2007 meeting with Marti Messam & John Dickinson of WICC BC
- 2007 meeting with Donna Brown and Mary Jane Winfield of WICC Alberta
- 2007 initial meeting of the newly forming WICC chapter in Quebec
- 2007 WICC Ontario Breakfast, Dinner Gala & Golf tournament

### National Sponsorship Recognition

Presently all chapters recognize the National Sponsors in various forms, but with clear distinction from regional sponsors, and in the best form possible for the local events.

At their annual luncheon, Alberta Chapter recognizes the national sponsors through speeches, a banner, and a visual presentation scrolling the names and logos of the sponsors.

British Columbia Chapter provides a banner with the national sponsors clearly and prominently displayed. As well, verbal recognition is provided where possible, as it was in 2007 at the annual golf event.

### Media Recognition

- The WICC website continues to be made available for all regional chapters to announce, register and publicize events nationally/provincially/locally.
- All Chapters receive tremendous media recognition courtesy of Canadian Underwriter & Claims Canada magazines, 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 and continue through completion scheduled for 2008.

### Canadian Cancer Society

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

Respectfully submitted,

Nancy Ng  
Chair, 2007 Chapter Relations Committee

## Media Relations Report

2007 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 WICC events like the Golf Tournament, the Dinner and the Breakfast continued to receive special expanded 'Double-Page-Spread' coverage, including write-ups and multiple photos of attendees. Similarly, events hosted by other companies (i.e. Crawford Cares reception; Enterprise Rent-A-Car golf; Simmlands PGA Golf; New Brunswick Fun Night; Baird McGregor Art Exhibit; McKellar Golf + various others] received coverage including editorial and multiple photos of attendees.

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 supported online at [www.wicc.ca](http://www.wicc.ca) + also a series of Full Page Advertisements in Canadian Underwriter magazine to promote the campaign.

WICC advertising was also run by Canadian Underwriter magazine throughout 2007 – including Full Page ads for: Dinner; Golf Tournament; Breakfast; Change for Change; as well as special ads for the functions that were in aid of WICC, such as: WICC Golden Horseshoe Event and ING Ottawa Marathon.

Respectfully submitted,

Steve Wilson,  
Chair, Media Relations

## 2008 Board of Directors

### 2008 Board of Directors:

Co-Chairs:

Carolyn Horan

Jean Faulkner

Secretary, Executive Director:

Lyna Newman

Chair, Dinner Event:

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

Nancy Ng

Change for Change

Victoria Johnson

Chair, Golden Horseshoe Region

Victoria Johnson

Chair, Strategic Alliances

Michael Butler

Special Advisor(s):

Legal and Regulatory Affairs:

Bill Blakeney

Blakeney, Henneberry & Murphy

Barristers & Solicitors