



**WICC Ontario**

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**2008 Annual Report**

Presented at the Annual General Meeting held on September 22, 2009

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Women in Insurance Cancer Crusade, Ontario Chapter

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## Co-Chair Report

2008 fiscal year marks our 6<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 2008, the revenues have increased by 4.9% to almost \$760,000. After expenses, WICC reported net revenue of \$475,000, which is an increase of almost 6%. Our administrative expense ratio, relative to revenue is 6.5%. 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 \$560,000 was donated to the Canadian Cancer Society in 2008, an increase from \$500,000 in 2007.

### Historical Contributions to Canadian Cancer Society:

Since its inception in 1996, WICC Ontario has donated \$3,001,175 of which 100% of these funds have been directed to the Canadian Cancer Society (CCS) in support of funding 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 – 2008, WICC Ontario’s funds have provided funding in the following areas:

Breast Cancer Research	Prostate Cancer Research	“Other” Cancer Research
\$2,224,507	\$623,334	\$153,334

From 1997-2008 the Ontario Division of the CCS has contributed over \$36.5 million to breast cancer research. In this same time period WICC Ontario’s donations allocated to breast cancer research represented an astounding 6% of this amount contributed by CCS in Ontario, and over 3% across Canada! WICC’s donation mandate extended to include prostate cancer in 2004. From 2004-2008, WICC’s allocations dedicated to prostate cancer research projects represented 8.5% of the funds contributed to this particular form of cancer in Ontario, and 6% across Canada. In 2007, the Board of Directors voted to extend funds for “all other cancer research projects” as many types of cancer simply do not get the support or recognition.

**2008 Initiatives and Accomplishments:**

- We are delighted to report that all National Sponsors renewed their commitment for another 3 year term, and we welcomed a new sponsor - Wawanesa. Our deepest gratitude is extended to these National Sponsors:
  - Canada Brokerlink
  - Crawford Canada
  - Dominion of Canada General Insurance Company
  - Lombard Canada
  - Royal & SunAlliance
  - McKellar Structured Settlements Inc.
  - PPG CertifiedFirst
  - Wawanesa Mutual Insurance Company
  
- Designated members from the WICC Chapters of Alberta, British Columbia and Ontario met in B.C. for the first time. The primary focus was to discuss and review a draft “National Charter”, an agreement by which all Chapters would agree upon matters of governance, direction of donations, use of WICC intellectual property, recognition for National Sponsors at all events. At this meeting, a National Sponsorship Committee was formed and the framework for a National Charter was agreed upon. Many thanks to Bill Blakeney of Blakeney, Henneberry & Murphy for generating this agreement and to Nancy Ng, for facilitating this meeting and building this relationship. It is anticipated members from all WICC Chapters will meet annually to discuss mutual strategies and share best practices.
  
- WICC has engaged Terri Briggs, a trademark agent, to explore our ability to trademark the WICC name and logo. Applications have been submitted.
  
- A group of insurance professionals from Quebec have gathered to form a new chapter – WICC Quebec. This steering committee, chaired by Joe Pare of BFL Canada, will be establishing their structure and administration before planning their first fundraising event.
  
- Claude Dussault, Chairman, ING Canada, agrees to become WICC Ontario’s first Honorary Chairperson. Claude has provided tremendous guidance and has been an excellent ambassador, speaking at numerous WICC events.

- A “WICC Tribute” program was announced at the 2008 Dinner Gala as a meaningful way to commemorate colleagues who have lost their fight with cancer, or to honour those who continue to live and fight their disease. This announcement inspired Paul Martin, KRG Insurance Brokers, to honour a friend and colleague who is battling terminal cancer. KRG registered a running team at the 2008 ING Ottawa Marathon who raised over \$16,000 in honour of Linda Hajekerou. This initiative enables friends & family to raise funds as a “tribute” that will be remembered annually at the WICC Dinner Gala.
- 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.
- WICC E-News launched its first edition in November. Many thanks to Marilyn Horrick & B2B Web Design for their tenacity to get this initiative launched. Members can subscribe to the newsletter at [www.wicc.ca](http://www.wicc.ca)
- The WICC website (“click WICC”) has numerous functionalities have helped to reduce our expenses and administration efforts significantly.
- 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.

### 2009 Strategic Objectives

- Strategize an industry challenge to participate in the Canadian Cancer Society’s *Relay for Life* event in 2009. This committee will be chaired by Tracy Laughlin, who formerly lead the ING Ottawa Marathon events in the past 3 years.
- Finalize the WICC National Charter in both English and French languages with our fellow chapters.
- Finalize our applications to trademark the WICC logo to protect our identity and establish a unified national focus amongst all WICC chapters.
- Generate regular issues of WICC E-News that will provide communications of events and happenings, recruit volunteers, recognize National Sponsors, recognize other corporations who have selected WICC as their charity of choice, increase awareness.
- Acquire additional National Sponsors and deepen the relationships with our existing National Sponsors.
- 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)

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

**Appointments:**

- Jean Faulkner assumes the role of Co-Chair following Linda Wahrer’s resignation in 2007.
- Claude Dussault, ING Canada, accepts position as Honorary Chairperson, term beginning at the Dinner event.
- Marilyn Horrick, Chubb Insurance, assumes the role of Chairperson, Communications with the mandate of launching an electronic newsletter, once her role as Chair, Dinner Committee concludes.
- Tracy Laughlin, ING Canada, assumes the role of Chair, Relay for Life.
- Michael Butler, Giffin Koerth, moves from Strategic Alliances to become Chair, Dinner Committee for 2009.

**Retirings:**

- Victoria Johnson left her position as Director and Chair, Golden Horseshoe Region after a very successful year in 2007. Jean Faulkner stepped in as acting Chair for the Golden Horseshoe Region.

**Closing Comments:**

2008 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, 2008

The audited financial statements for the year ended December 31, 2008 have been prepared by BDO Dunwoody & Company, Chartered Accountants and are presented here for their adoption.

Operationally, total revenues increased to \$759,160, almost 5% over the prior year of \$723,743. Revenue from Donations increased to \$242,057 which is 22% over the \$198,294 donations received in 2007. This increased revenue in General Donations is attributable to the continued success of various repeated events and new contributors. Total expenditures of \$283,526 increased by 3.5% from \$273,817 in 2007 primarily impacted by a write-down in product inventory. This resulted in gross excess revenue of \$475,634 – a 5.7% increase from \$449,925 in 2007. The 2008 donations to the Canadian Cancer Society were \$560,000, an increase of \$60,000 from last year.

All WICC events and fund raising efforts have reached maximum attendance over the past few years and hence the net operating results are generally consistent year over year. The Dinner committee significantly reduced their expenses and were rewarded with net proceeds being increased by 18%. Conversely, as a result in a late change in leadership and its committee, the Golden Horseshoe Region suffered from a delayed start and consequently felt an impact in sponsorship revenue, which reflected in a 19% reduction of net proceeds. Product sales are no longer a focus for fundraising and in 2008 we wrote down the value of our remaining inventory.

The net excess operating results as detailed on Exhibit "A", attached, are as follows: General Donations \$197,296; National Sponsorship Program \$47,248; Golf \$104,747; Dinner \$115,943; Breakfast \$18,961; Golden Horseshoe Region \$11,954 and Product sales -\$20,514.

On the administrative expenditures side, Administrative and Professional fees were \$49,481, and represents 17.5% of total expenditures. The Expense ratio relative to Revenue is 6.5% - 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 \$265,254 in 2007 to \$197,070 in 2008. 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, 2008**

Event/Function	Revenue	Expenses	Net	Net	Variance	
	2008	2008	Income	Income	\$	%
			2008	2007		
<b>General Donations</b>	246,777	49,481	197,296	158,458	38,838	24.5%
<b>National Sponsorship</b>	47,248	0	47,248	44,050	3,198	7.3%
<b>Golf</b>	209,060	104,313	104,747	116,457	(11,710)	-10.1%
<b>Dinner</b>	202,150	86,207	115,943	97,801	18,142	18.5%
<b>Breakfast</b>	31,665	12,704	18,961	18,137	824	4.5%
<b>Golden Horseshoe</b>	20,812	8,858	11,954	14,767	(2,813)	-19.0%
<b>Product Sales</b>	1,448	21,962	(20,514)	254	(20,768)	-8176.4%
<b>Totals</b>	<b>759,160</b>	<b>283,525</b>	<b>475,635</b>	<b>449,924</b>	<b>25,711</b>	<b>5.7%</b>

<b>Administrative Expenses</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>
Total Admin. Expenses	49,481	47,634	42,073	43,578	49,118
Total Expenditures	283,526	273,818	257,680	254,273	210,207
<b>Expense Ratio to Admin Expenses:</b>	<b>17.5%</b>	<b>17.4%</b>	<b>16.3%</b>	<b>17.1%</b>	<b>23.4%</b>
Total Revenue	759,160	723,743	687,282	647,384	516,989
<b>Expense Ratio to Revenue:</b>	<b>6.5%</b>	<b>6.6%</b>	<b>6.1%</b>	<b>6.7%</b>	<b>9.5%</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 2008, WICC Ontario benefited from a total of \$242,057 received in cash donations, an increase of 22% from 2007! We applaud the creativity and generosity and wish to thank the following donors for choosing WICC as their charity of choice:

Donor	Donation	Reason
AIG Canada	\$ 3,700.00	2008 Golf Tournament
Anderson-McTague & Associates	\$ 464.00	2008 Golf Tournament
Aon Reed Stenhouse Inc.	\$ 630.00	2008 Annual Bonspiel
Aon Reed Stenhouse Inc.	\$ 320.00	2008 Annual Golf Tournament
Atlantic Motorcycle Run	\$ 2,582.00	Atlantic Motorcycle Run
B.F. Lorenzetti	\$ 360.00	Employee sale of equipment
Belpac Capri Insurance Brokers	\$ 100.00	Donation
Bill Blakeney	\$ 50.00	Donation
Blakeney Henneberry Murphy	\$ 500.00	ACE-INA Holiday Recognition
Blakeney Henneberry Murphy	\$ 500.00	York Fire & Casualty Holiday Recognition
Bridge, Sharon	\$ 50.00	ING Marathon
Crawford Adjusters Canada	\$ 25,000.00	Crawford Cares
D'Andrade, Beryl	\$ 405.00	Linda Hajekerou Tribute
Economical Insurance Group	\$ 5,500.00	Lieu of Holiday Gifts
Economical Insurance Group	\$ 1,000.00	2008 Golf Tournament
Enterprise Rent-A-Car	\$ 5,000.00	Enterprise Foundation
Enterprise Rent-A-Car	\$ 18,473.66	2008 Golf Tournament
Guy Carpenter	\$ 12,760.84	2008 Charity Casino
Hallmark BRB Insurance	\$ 300.00	Donation
Hallmark BRB Insurance	\$ 10,000.00	60th Anniversary Celebration
Hanson, Gregg	\$ 1,500.00	2008 NICC Conference
Honourable Order of the Blue Goose	\$ 14,000.00	Scotch Nosing
Honourable Order of the Blue Goose	\$ 12,000.00	Woodbine Race Track
IBAA	\$ 1,000.00	RSA Honorarium
IBANS	\$ 50.00	Donation
ING Canada	\$ 63,772.37	2008 ING Ottawa Marathon
Insurance Brokers Association of Ontario	\$ 1,000.00	Donation
Insurance Bureau of Canada	\$ 1,000.00	Operation Red Nose
Insurance Golf Invitational	\$ 1,050.00	2008 Insurance Invitational
Insurance-Canada	\$ 250.00	Donation
Katz, Marvin	\$ 50.00	Birthday, Paul Martin
Katz, Marvin	\$ 25.00	Birthday, Suzanne Miller
Ladies League at Station Creek	\$ 405.00	Linda Hajekerou Tribute
Lorne Merkur & Sister Inc	\$ 394.10	Crawford promotional items
Lorne Merkur & Sister Inc	\$ 62.36	Crawford promotional items
Lorne Merkur & Sister Inc	\$ 384.30	Crawford promotional items
Martin, Christina	\$ 100.00	Linda Hajekerou Tribute
Martin, Paul	\$ 1,000.00	Linda Hajekerou Tribute

Martin, Paul	\$ 100.00	Linda Hajekerou Tribute
Martin, Paul	\$ 500.00	Linda Hajekerou Tribute
Marvin & Susan Katz	\$ 50.00	Ross 60th Wedding Anniversary
McKellar Structured Settlements Inc.	\$ 4,000.00	2008 McKellar Charity Golf
MSA Research	\$ 5,100.00	2008 NICC Conference
NB Fun Night	\$ 18,337.85	2008 NB Fun Night
Newman, Lyna	\$ 100.00	Leona Charbonneau Memoriam
Newman, Lyna	\$ 3,000.00	Annual Donation
North Waterloo Farmers Mutual	\$ 2,500.00	Donation
O.I.A.A., Niagara Chapter	\$ 1,170.00	2008 Annual Golf Tournament
Options for Her	\$ 400.00	Spring Fashion promotion
Reed Stenhouse Employees Association	\$ 2,210.00	Employee Christmas Party
Risk Management Counsel	\$ 2,800.00	2008 Spring Celebration "Canad-opoly"
Royal & SunAlliance	\$ 1,140.00	Party-Lite sales
Royal & SunAlliance	\$ 1,000.00	Annual Golf Tournament
ServiceMaster of Durham	\$ 500.00	Donation
Sherritt International	\$ 1,000.00	Donation
Simmlands Insurance	\$ 4,000.00	2008 Simmlands Pro-Am for the CPGA Women's Championship
Stewart Morrison Insurance Brokers Ltd	\$ 718.00	2008 Employee Fundraiser
Sweeney, Meg	\$ 115.00	2008 NICC Conference
Various	\$ 2,306.25	WICC 2008 Change for Change Program
Wawanesa Mutual Insurance Company	\$ 1,000.00	Donation
Zardo, Rhonda	\$ 3,671.30	Rhonda Zardo memoriam
Zurich Canada	\$ 600.00	Ontario Broker Panel

2008 will be the last year ING Canada will be sponsoring the Ottawa Marathon. The Board of Directors is considering rallying the insurance industry to participate in the Canadian Cancer Society's *Relay for Life* in 2009.

## **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.

By year-end 2008, this initiative raised \$2,300 which is a significant decrease from the \$8,000 raised in 2007 as a result in a change in leadership. This program is administratively onerous and the Board of Directors plan to review this program late in 2009.

## **WICC RECOGNITION AWARDS**

### **HALL of FLAME AWARD**

The Hall of Flame Award is presented to an individual or organization whose level of financial contribution to WICC is significant, whose employees and/or community are significantly engaged in raising awareness and fundraising, and whose commitment of contributions is made over several years.

The WICC Board of Directors selected **ING Canada** as the 2008 Hall of Flame inductee.

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!

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!

ING will once again be sponsoring the 2007 event, and once again has selected WICC as its charity.

Cumulative contributions from the ING Marathon:

- \$20,354 (2005)
- \$48,884 (2006)
- \$73,900 (2007)

ING was presented with a Gold Flame award in 2005, and awarded the Lew Dunn in 2007.

### **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 two recipients for this award this year – **Nancy Thorne and Linda Wahrer**.

#### **Nancy Thorne (WICC New Brunswick – "Fun Night")**

Nancy is the principal of Carnaghan Taylor Fowler Insurance Brokers in New Brunswick and former cancer survivor. In 2003, Nancy and her colleagues organized a Fun Night which began as a Pub Night. Since then, this has become an annual community event in Saint John, NB. WICC is grateful to Nancy and her volunteers who have extended the reach of WICC into the New Brunswick community.

- \$ 4,752 (2003)
- \$ 9,461 (2004)
- \$ 6,692 (2005)
- \$10,380 (2006)
- \$13,108 (2007)

Nancy was the recipient of the Gold Flame award in 2004.

**Linda Wahrer (WICC Board of Directors – past Co-Chair 2000 – 2007)**

Linda Wahrer started her work with WICC at its inception 12 years ago and has functioned as the WICC Board Co-Chair for the past 7 years. Linda has been an outstanding WICC ambassador whose charisma, passion and dedication to WICC have been truly unparalleled. She sat on the Founding Committee of WICC, chaired the WICC Golf Tournament, and was instrumental in the incorporation of the WICC Board of Directors and its by-laws. Linda's collaborative and results-oriented style has helped to define and achieve some of WICC's loftiest goals.

During her time as Board Co-Chair, some WICC milestone headlines have included:

- WICC presents its largest cheque to date to the Canadian Cancer Society (CCS)
- WICC named largest corporate CCS donor
- WICC donations exceed \$2.5 million dollars

With an easy way with people and always at the ready to engage others to achieve WICC's objectives, Linda has developed a strong and supportive network for WICC to rely on for years to come.

Linda Wahrer's value to WICC – priceless.

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 2008 recipients:

- **Enterprise Rent-a-Car.** In 2007, Enterprise decided to move the donations from their annual golf tournament to WICC. They raised over \$12,000 from this tournament. They have recently announced the 2008 tournament will be in WICC's honour.
- **Guy Carpenter Canada.** In 2007, Guy Carpenter hosted a Monte Carlo Casino Night. This event raised \$17,600. They have just identified WICC as the charity of choice for the 2008 Casino Night.
- **ServiceMaster of Canada.** ServiceMaster, a well-known restoration franchise, began a series of seminars to educate Canadian Brokers with claims issues such as Smoke and Odor Mitigation, Mold Remediation, Water Damage Mitigation, Reducing Severities Through Restorative Structural Drying, Reducing Severities Through An Understanding of Furniture Damage and Restoration. The seminars charged a nominal fee in order to support WICC. In 2007, ServiceMaster awarded WICC with a cheque in the amount of \$15,000.

**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 12<sup>th</sup> Annual Dinner was held on March 25, 2008 at the Westin Harbour Castle Hotel in Toronto. This dinner has become one of the key fundraising events for WICC and has grown tremendously since its inception over 12 years ago. WICC and its industry supporters have come a long way together from the first dinner in the spring of 1997, which had an attendance of just under 200 people. Once again this year, the dinner gala was sold out with nearly 650 insurance industry attendees and volunteers. The 2008 event was inspired by a “**Mardi Gras**” theme. Guests were invited to where music fills the air and off-beat performers take over their wildest imaginations. The excitement and fervour of the night was surpassed only by the passion of all those in attendance to fuel WICC’s mission forward and inspire our industry to end cancer through its united support of WICC.

Feather boas and traditional Mardi Gras colours brought the party to life as guests enjoyed bluesy tunes of a jazz quartet and all the trappings of a quality gala fundraiser. The silent auction and raffle prize display caught the eyes of every guest with items ranging from diamond jewels to all inclusive Quebec City escapes (courtesy of VIA Rail Canada and Crawford Canada). The Mardi Gras Sponsorship parade snaked its way through the crowd as volunteers cheered and waved signs in recognition of the over 20 Dinner Sponsors while guests were treated to the night’s featured drink – the “Hurr-WICC-ane”. As guests made their way to their tables, Sophia Perlman and the Mega City Swing Band took to the stage and wowed the crowd with a thoroughly enjoyable set reminiscent of some of Bourbon Street’s best talent. The evening concluded with a cheque presentation to the Canadian Cancer Society of \$325,000 – a spectacular end to a very special night.

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 \$202,150 which was consistent with the \$200,338 earned in 2007.

With an overarching objective to control expenses in 2008, the Dinner committee was successful in decreasing expenses by 16% from \$102,536 to \$86,207. Most of this decrease is due to a reduction in production and audio/visual costs, silent auction and raffle expenses.

In summary, our net proceeds were \$115,943 compared to \$97,801 in 2007.

WICC presented a cheque donation of \$325,000 to the Canadian Cancer Society, which brought WICC Ontario’s accumulated donations to almost \$3 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:

- |                           |                        |
|---------------------------|------------------------|
| ▪ ING Canada              | Hall of Flame inductee |
| ▪ Nancy Thorne            | Lew Dunn Award         |
| ▪ Linda Wahrer            | Lew Dunn Award         |
| ▪ Enterprise Rent-A-Car   | Gold Flame Award       |
| ▪ Guy Carpenter Canada    | Gold Flame Award       |
| ▪ ServiceMaster of Canada | 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.

### **Bonfire (\$5,000):**

Canadian Underwriter Magazine  
Chubb Insurance Company of Canada  
Commonwealth Insurance Company  
Creechurch Underwriters  
Informco  
ING Canada

### **Torch (\$3,000):**

Baird MacGregor Insurance Brokers  
Blaney McMurtry, Barristers & Solicitors  
CG&B Group  
Hallmark BRB Insurance Brokers  
Masters Insurance Limited  
Sinclair-Cockburn Insurance Brokers  
State Farm Insurance Company  
Zurich Canada

### **Sparkler (\$2,000):**

Boiler Inspection and Insurance Company of Canada  
Dutton Brock LLP  
HKMB HUB International  
Liberty International Canada  
ServiceMaster Canada  
Strone Restoration Professionals  
Totten Group  
York Fire & Casualty

## Special Thanks

Our sincere gratitude to Westin Hotels whose staff worked hard to provide another year of great food and service.

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

## 2008 Dinner Committee

I would like to convey a warm and heartfelt thank you to the 2008 Dinner Committee whose passion and dedication made the planning of this event a fun and memorable experience: Catherine Whittle, Erin Fleming, Laura Whiteing, Maeve Davis, Marian Adamson, Sandra Osmond, and Shivani Lakhanpal, along with the WICC project team at Informco, who together made this evening a tremendous success.

Respectfully submitted,

Marilyn Horrick  
Chair, WICC 2008 Dinner Committee

## Golf Event Report

On the morning July 14, 2008, we awoke to some cloud and a cool north breeze. For the first time in 9 years we did not have sweltering heat for our golf tournament.

### Financial Highlights

The 2008 (9<sup>th</sup> Annual) WICC Golf Tournament, held at Angus Glen Golf Club, had 241 golfers, 10 extra dinner guests and 7 golfers for the newly designed golf academy. The day was topped off with a cheque presentation to the Canadian Cancer Society for \$ 225,000.

Total revenue was reduced by 4% from \$218,185 in 2007 to \$209,060 in 2007, primarily as a result of 19 fewer golfers.

Expenses were increased by 2.54% from \$101,727 in 2007 to \$104,312 which is a reflection of the reduced number of golfers as the cost to rent the course is fixed.

The net proceeds were \$104,767 compared to \$116,457 in 2007.

### 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>	The Dominion CNA Canada KRG Insurance Brokers Inc. Rapid Interactive Disability Management/ Rapid Investigations
<b>Hole Sponsors (\$1,000):</b>	Adair Morse LLP Atrens Counsel Aviva AssessMed Inc. BI&I

Blaney McMurtry, Barristers & Solicitors  
Creechurch International Underwriters  
Desjardins General Insurance Group  
Disaster Cleanup Canada Ltd.  
Fix Auto  
Flaherty Dow Elliott & McCarthy  
Impact Auto Auctions  
Multi Disciplinary Assessments  
Servicemaster of Canada Limited  
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.

### **2008 Golf Committee**

I would like to convey a special thank you to the **2008 Golf Committee**: Ashley Chinner, Karen Barkley, Dorothy Davenport, Christina Martin, Dawna Matton, Elizabeth Kepes, Hoa La, Karen Forsey and Ken Zardo 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, 2008 Golf Committee

## Breakfast Event Report

*“Cancer: The Canadian Experience – Stories to educate and Inspire”*

Erin Anderssen, senior writer for the Globe and Mail spent 5 months interviewing Canadians for a special series titled “Cancer: A Day in the Life”. Erin wrote of 60 Canadians and their journeys with cancer, all for which June 15, 2006 connected to a significant memory.

Erin addressed a sold-out audience of 456 industry professionals with numerous stories and memories at the 11<sup>th</sup> Annual Breakfast held at the Arcadian Court on November 4, 2008.

### 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.

Total revenue of \$31,665 was 4% higher than in 2007. Expenses of \$12,704 were consistent with those in 2007. The net proceeds increased 4.5% from \$18,137 in 2007 to \$18,960 in 2008.

### 2008 Breakfast Sponsors

Breakfast Sponsor	Riverfront Medical Evaluations
Awareness Sponsor	Multi-Disciplinary Assessment Centres
Speaker Sponsor	Claims Canada Magazine
Media Sponsor	Canadian Underwriter Magazine
A/V Sponsor	AVW Telav
Sponsor	Desjardins General Insurance Group

### 2008 Breakfast Committee

I'd like to thank the Breakfast committee, who have tirelessly co-ordinated this event for the past 7 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 2009.

Respectfully submitted,

Carla Blackmore  
Chair, 2008 Breakfast Committee

## Golden Horseshoe Region Report

The 2<sup>nd</sup> annual pub night was held on October 2, 2008 at The Army, a pub at Mohawk College in Hamilton, Ontario. The theme “*Stayin’ Alive*” invited guests to come adorned with big hair, platform shoes, bell bottoms and leisure suits! The evening featured a live performance from The *Accidental Benefits*, a contest of the floor game “Twister”, a 1970s inspired, a dance show featuring child dancers, silent auction and raffle prizes.

### Financial Highlights

With tickets remaining at \$40, the objective was to raise awareness for WICC and cancer research by making this an affordable and fun event for the 135 attendees.

A change in the GHR Committee created a planning delay which impacted the number of Sponsors. Consequently, revenue was down 22% from \$21,125 in 2007 to \$16,342 in 2008. Expenses increased from \$6,300 in 2007 to \$7,500 in 2008 primarily stemming from the absence of the complimentary signage and printing provided in the previous year. The net proceeds amounted to \$8,800.

### 2008 Sponsors

#### Level 1 (\$1000):

Royal & SunAlliance Canada

ServiceMaster of Canada

#### Level 2 (\$500):

Baresa Kitchens

Grain Insurance & Guarantee Company

BI & I Inspection & Insurance Company

GCAN Insurance Company

#### Level 3 (\$250):

Amedius Canada Inc.

Bannatyne & Company

CAFO Inc.

Gore Mutual Insurance Company

Old Republic Insurance Company

AXA Canada

CG&B Group Inc.

Economical Mutual Insurance Company

Guarantee Company of Canada

Strone Restoration Professionals

The GHR Committee also attempted to raise awareness in the Niagara/South Western Region by hosting a wine tasting event at the Rockway Glen Winery Estate in April 2008. Guests were charged a modest \$20 each and were treated to a wine tasting, tour and grape stomping experience. Unfortunately, most of the 75 guests hailed from the Hamilton region and even though this event netted proceeds of just over \$3,000, it will not likely be repeated in 2009.

### 2008 GHR Committee

The WICC Ontario Board of Directors would like to thank the GHR committee for their energy, enthusiasm, determination who made this event such a success: Lori Fernandes (Pearson Dunn), Lisa Habbal (BI&I), Jennifer Hodges (Pearson Dunn), Danny Marmora (Giffin Koerth), Kathy Martino (GCAN), Andrea Powell (BI&I), Jane Rogers (Crawford Canada). In addition with the many volunteers who make this event a success, we look forward to 2009.

Respectfully submitted,

Jean Faulkner  
Chair, 2008 Golden Horseshoe Region Committee

## National Sponsorship Report

All of our original Platinum level National Sponsors renewed their commitment for the 2008 – 2010 term. These were:

**Canada Brokerlink**  
**Crawford Canada**  
**Dominion of Canada**  
**Lombard Canada**  
**McKellar Structured Settlements**  
**PPG Canada Inc.**  
**RSA**

In addition, **Wawanesa** signed up as a new National Sponsor at the Platinum level in 2008. This gives WiCC some exposure in the province of Manitoba.

In our strategic planning session we identified a number of key goals; to recruit more sponsors, deepen our relationship with the existing ones, promote all WiCC capabilities to the sponsors, and share their progress through the e-newsletter.

We formed a National Sponsorship committee with participation from BC, Alberta, Ontario and the new Quebec chapter.

Several telephone conferences were held, and the following was agreed:

1. National sponsors are recognised at all events, where the sponsor directs part of their sponsorship money to that province. (CBL does not operate in BC & therefore does not direct funds to that province.)
2. We shared list of those corporations that donate \$5,000 or above to WiCC. There was very little overlap from province to province.
3. A list of local contacts for each sponsor was provided to the committee.
4. Committee members may approach potential National Sponsors, but will keep the rest of the committee informed.
5. There was still seen to be a need for a sub-committee in Ontario for National Sponsorships, with any key decisions being sent to the National committee.

Progress has definitely been made on the chapter front in improving recognition of National Sponsors and the program, with more needed to be done. In addition, more needs to be done at a sub-committee level to continue the work with deepening relationships with National Sponsors.

Respectfully submitted,

Barbara Haynes  
Chair, 2008 National Sponsorship Program Committee

## Chapter Relations Report

The purpose for this function 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 have the pleasure to report on the following events/meetings:

- WICC Quebec is now an official Chapter! This committee chaired by Joe Pare, BFL Canada, are setting up their organizational and operational structure before they plan their first fundraising event in 2010. In 2008, this Chapter appealed to several insurance organizations to appeal for financial assistance to help them get started. 22 organizations signed up as "founding members" at \$500 each. In addition, WICC Quebec administered the silent auction at the 2008 NICC Conference. The WICC Quebec logo & tagline has been designed and approved for use.
- Several meetings were held with Alberta, BC & Ontario chapters to discuss a National Charter. The purpose of this document is to establish governing principles for all WICC Chapters, use of intellectual property, direction for donations and promotion for our National Sponsors.
- A National Sponsorship Committee has been formed to review the National Sponsorship program.

### 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

### Fundraising

Fundraising by all chapters are for the benefit of charities involved in cancer research, developing cures and treatment and care of cancer patients.

Respectfully submitted,

Nancy Ng  
Chair, 2008 Chapter Relations Committee

## Media Relations Report

2008 once again saw continued momentum for the WICC brand and increased exposure of WICC nationally both in print and online!

Canadian Underwriter magazine and Claims Canada magazine editorially covered many WICC events like the Golf Tournament, the Dinner and the Breakfast, with many WICC events receiving special expanded 'Double-Page-Spread' coverage, including write-ups and multiple photos of attendees. Similarly, events hosted by other companies/entities received coverage in Canadian Underwriter and Claims Canada magazine's, including:

- WICC Golden Horseshoe Region, Pub Night;
- Crawford Cares reception;
- Honourable Order of the Blue Goose - Scotch Nosing in aid of WICC;
- Enterprise Rent-A-Car golf tournament;
- Simmlands Canadian PGA Women's Championship Golf Pro-Am tournament;
- WICC New Brunswick, Fun Night;
- Baird McGregor Art Exhibit;
- McKellar Golf;
- Risk Management Counsel Spring Celebration;
- ING Ottawa Marathon;
- Honourable Order of the Blue Goose, Night at the Races in aid of WICC
- NICC Conference
- Guy Carpenter Casino Night in aid of WICC
- + various others

WICC events by chapters held outside of Ontario were also editorially covered in Canadian Underwriter in print and online (WICC BC and WICC Alberta).

WICC advertising was also run by Canadian Underwriter magazine (and some in Claims Canada magazine) throughout 2008 – including Full Page ads and fractional to promote:

- 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
  - ING Ottawa Marathon;
  - Blue Goose Scotch Nosing in aid of WICC

Canadian Underwriter magazine's website: [www.canadianunderwriter.ca](http://www.canadianunderwriter.ca)'s Online Breaking Headline News continued to cover 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.

Respectfully submitted,

Steve Wilson,  
Chair, Media Relations

## 2009 Board of Directors

### 2009 Board of Directors:

Co-Chairs:	Carolyn Horan Jean Faulkner
Secretary, Executive Director:	Lyna Newman
Chair, Dinner Event:	Michael Butler
Chair, Golf Tournament	Heather Matthews
Chair, Breakfast Event	Carla Blackmore
Chair, <i>Relay for Life</i>	Tracy Laughlin
Chair, Communications	Marilyn Horrick
Chair, Media Relations	Steve Wilson
Chair, National Sponsorship Program	Barbara Haynes
Chair, Chapter Relations	Nancy Ng
Change for Change	vacant
Chair, Golden Horseshoe Region	Jean Faulkner

### Special Advisor(s):

Legal and Regulatory Affairs:	Bill Blakeney Blakeney, Henneberry & Murphy Barristers & Solicitors
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