

## \$300,000 Presented to the Canadian Cancer Society at WICC Ontario's 11th Annual Gala Fundraising Dinner!

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### By WICC Ontario

WICC Ontario held its 11th annual gala dinner on April 10, 2007 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 10 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 less than 200 people. Once again this year the dinner gala was sold out with nearly 650 in attendance.

WICC Dinner Co-Chair and the evenings emcee, Jean Faulkner, extended a great WICC appreciation to WICC Dinner Co-Chair Marilyn Horrick and all of the simply outstanding dinner volunteers, sponsors, contributors, prize and auction item donors, WICC National Sponsors, event producers and all attendees for their unwavering support and commitment in the effort to mobilize the Canadian Insurance Industry in the fight against cancer.

This event would not be possible without the kind generosity of sponsors.

For this years event - a new category of sponsor was created the Premiere Level sponsor for a donation of \$10,000.

We are very appreciative of our first ever Premiere Level Sponsor - Chris MacKechnie and Slingshot Communications. Chris and his wonderful crew from Slingshot produced the exciting evening and all of its attractions.

WICC is most grateful to the generous support of our \$5,000 Bonfire level Sponsors:

Canadian Underwriter magazine  
Chubb Insurance Company of Canada  
Creechurch Underwriters  
Informco  
ING Canada  
ServiceMaster of Canada

WICC appreciates the support from our \$3,000 Torch level Sponsors:

Baird MacGregor Insurance Brokers  
Blaney McMurtry, Barristers & Solicitors  
CG&B Group  
CGI Insurance Business Services  
Commonwealth Insurance Company  
Masters Insurance Limited  
Sinclair-Cockburn Insurance Brokers  
State Farm Insurance Company  
Starr Technical Risks Canada Inc.

We are grateful for the support of our level of sponsors: the \$2,000 Sparkler Level:

AIG American International Companies  
Boiler Inspection and Insurance Company of Canada  
Dutton Brock LLP  
Sherrit International Corporation  
St Paul Travellers  
Strone Restoration Professionals  
Totten Group  
York Fire & Casualty

WICC would also like to thank the many companies and individuals who have supported the evening with their donations.

All of these companies have played an important role in the success of this evening!

Jean Faulkner then introduced, as of the dinner, the current WICC Ontario board of directors:

Linda Wahrer & Carolyn Horan Co Chairs  
Lyna Newman Executive Director  
Heather Matthews  
Steve Wilson  
Barbara Haynes  
Carla Blackmore  
Michael Butler  
Pat Diechun  
Vicki Johnson  
Nancy Ng

Faulkner also took a moment to introduce, and thank, a very special group of volunteers, whose energy, creativity, and enthusiasm have made the evening possible.

The 11th annual gala dinner committee:

Shivani Lakhanpal,  
Sandra Osmond,  
Laura Whiteing,  
Maeve Davis,  
Brenda Powrie,  
Catherine Whittle,

"...and of course our co-chair, Marilyn Horrick, continued Faulkner whose hard work has made my job as chair of the event look very easy and without whom this special event would not have been possible!"

"and , special thanks must go to Chris McKechnie and his team from Slingshot Communications, the producer of tonight's event, and the hardworking people at Informco who helped put together our amazing program."

"This hardworking committee deserves our gratitude. They, along with all of our 40 volunteers for this evening, the hotel staff and the production crew, deserve a round of applause for a job very well done!"

#### **\$300,000 PRESENTED TO CANADIAN CANCER SOCIETY OVER \$2.3 MILLION RAISED TO-DATE**

WICC co-chair's Carolyn Horan and Linda Wahrer presented Peter Goodhand, president of the Canadian Cancer Society, Ontario Division with the largest cheque ever from WICC for \$300,000! This sum brought the total raised by WICC Ontario to over \$2.3 million since its inception in 1996 and one step closer to WICC Ontario's goal of \$2.5 million dollars raised by the end of 2007 and well over \$3.5 million across Canada! [Pic 1]

Since WICC's inception 11 years ago in 1996, the Ontario Chapter of WICC has donated almost \$2.0 million for cancer research. WICC Ontario has donated almost \$1.7 million to breast cancer research representing 5% of CCS's Ontario breast cancer research.

Since we expanded our mandate to include prostate cancer research WICC Ontario has donated over \$245,000 to prostate cancer research. To date our contribution represented almost 10% of the CCS's Ontario prostate research.

Both are astounding achievements by a volunteer organization whose first fundraising was through the sale of Candles!

With Chapter across Canada, with chapters in Ontario, Alberta, British Columbia and fundraising activities in New Brunswick and Nova Scotia WICC has raised over \$3 million across Canada!

In January 2007 the WICC Board expanded our mandate to include other forms of cancer. The first \$200,000 raised

will go to Breast cancer research, the second \$100,000 raised will go to prostate cancer research and the balance will be divided equally between breast cancer, prostate cancer and other forms of cancer research.

It is important to note that 100% of what WICC donates to the Canadian Cancer Society goes directly to cancer research.

In the fall of 2006 we launched the Change for Change program at the IBAO. This program has been successful in raising funds and participation in BC. A special thank you to the companies who have supported this initiative listed in our program. In our first 3 months we have raised over \$5000.

We encourage you to visit our website [wicc.ca](http://www.wicc.ca) and purchase your own Change for Change box for \$20. If everyone in the industry contributes their change imagine the difference we can make to cancer research.

It is this type of grassroots approach that has made WICC so successful over the past 11 years. With \$2.0 million donated to cancer research in Ontario alone WICC is making a significant impact on the CCS. And our contribution demonstrates that we are a caring industry leading in the fight against cancer.

WICC's success is a direct reflection of the generosity of each of you here tonight and is something you should be proud of. And we'd like to thank you!

#### National Corporate Sponsorship Program:

Because of WICC's national coverage, we launched our National Sponsorship program 3 years ago. This program provides companies recognition by each of our Ontario, BC and Alberta Chapters.

We are delighted to have received immediate support of \$45,000 over 3 years at the Platinum level from the following companies.

- Canada Brokerlink Insurance Brokers
- Crawford & Company (Canada)
- McKellar Structured Settlements Inc.
- Royal & SunAlliance Canada
- Lombard Canada
- Dominion of Canada General Insurance Company
- CertifiedFirst Network of PPG Canada Inc.

#### THE GOLD FLAME AWARDS

Over the course of the year, WICC has many companies and individuals that donate in excess of \$5,000 per year, in fact some in excess of \$50,000. WICC is grateful to every one of these companies and individuals. The Gold Flame Award recognizes some of the people and companies who made substantial contributions to WICC either financially donating in excess of \$5,000 or by donating extensively of their time and energy above and beyond the average call.

This year there were 4 recipients of the Gold Flame Award:

#### AON REED STENHOUSE

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 raising over \$5700. Accepting on behalf of Aon Reed Stenhouse was Craig Gilmour, Regional Director.

#### CORDIE TAYLOR EDWARDS

Employee with Royal & SunAlliance, firstly, as a PartyLite consultant, Cordie hosts 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. Secondly, 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 06 her team sold prostate cancer bracelets to raise funds. All of the proceeds of these ventures go directly to the WICC.

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### MARVIN AND 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 70th 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!

### 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, 5 employees drove to Ottawa and participated in 2K, 5K, 10K and Marathon events. In 2006, the team expanded to 9 members. They each raised pledges from friends and family members which took WICCs name into the homes of their friends and families. To date KRG has raised over \$17,000 for WICC. Accepting the Gold Flame award on behalf of KRG was Paul Martin, President & C.O.O..

### THE LEW DUNN MEMORIAL AWARD

The Lew Dunn Memorial Award is in memory of Lew Dunn, who was President of the former CGU Group Canada, now Aviva Canada, until he lost his battle with cancer in 1999. The award in his honour is presented to the volunteer or company demonstrating significant initiative in raising funds and/or awareness for WICC - in essence, the WICC 'volunteer of the year'.

### ING CANADA RECIPIENT OF THE LEW DUNN MEMORIAL AWARD

In May 2005, ING Canada was the title sponsor the Ottawa Marathon - where 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, 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 are \$69,238! Sandy Dunn, in honour of her late husband Lew, presented this award to WICCs 2006 recipient of the Lew Dunn Memorial Award - ING Canada. Tracy Laughlin, Regional Vice President, ING Insurance Company of Canada accepted on behalf of ING Canada.

### THE WICC HALL OF FLAME

WICCs next and final award, the Hall of Flame, was created in 2005 to recognize the outstanding success of the Crawford Cares program. This award is presented to an 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. This years winner joined the inaugural recipient Crawford & Company (Canada) whose Crawford Cares program has raised over \$130,000 since inception 3 years ago.

## BILL BLAKENEY WICCS 2ND HALL OF FLAME INDUCTEE

Bill Blakeney is partner of Blakeney Henneberry Murphy Barristers & Solicitors. Almost everyone in the Insurance Industry knows Bill a 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 renowned Accidental Benefits who have since recorded a total of 4 CDs 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 WICCs 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 cant think of one event that Bill has not attended,

Today, Bill continues to offer his opinions as WICCs legal counsel and is joining the WICC Ontario board of directors

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