



**MCLEAN & DICKEY**  
INSURANCE



**2023**

**Community Impact  
Report**

**We believe in  
contributing  
to the vitality  
of our  
communities.**

We understand the importance of participating and making a positive impact.

We support a wide range of community charities, projects, fundraising events, and youth sports.

We promote and encourage volunteerism in our team and are proud of the time and expertise they contribute to their favourite organizations.





**Our commitment  
to community  
success is deeply  
rooted in our  
philosophy.**

## ABOUT US

**A**t McLean & Dickey our mission is to ensure peace of mind by providing our clients with the most complete insurance solution. We achieve this by using our extensive experience and hundreds of years of combined insurance knowledge and by leveraging our understanding of and actively participating in our community.

### OUR STRATEGIC PLAN

A fundamental pillar of our strategic plan is to support the communities where our clients and employees live and work. We invest in the regional economy by creating local job opportunities and collaborating with local suppliers whenever possible. Our goal is to foster a resilient, thriving region where individuals and families can flourish and businesses can succeed.

### MAKING A POSITIVE CHANGE IN OUR COMMUNITY

Like many companies in our area, McLean & Dickey proudly supports local sports teams, events, and charities as often as we can. But supporting the community goes beyond just writing cheques. We also encourage our employees to give back by reimbursing up to 14 hours of their volunteer time, which helps build a stronger company culture. Our employees know they are vital to our team and see firsthand the impact their contributions make on the community.

We believe that as a group, we can make a difference, and that we will all benefit from a stronger and healthier community when we all come together to help out.

# HOMELESSNESS AND MENTAL HEALTH

**\$6,750**

fundraised by  
our employees  
for CNOY event

**\$5000**

Definity Foundation  
grant secured for  
The Lighthouse

**\$13,250**

total raised and  
donated in support  
these initiatives

**105**

employee volunteer  
hours dedicated to  
these causes.

At one time, homelessness was rarely on anyone's radar in our community. Most of us believed that homelessness was a big city problem and it was unthinkable to see someone living in a tent in our community. Unfortunately, thanks to COVID-19, the ongoing housing crisis, and inflation we see individuals and families in our city struggling to survive every day.

## WALKING TO END HOMELESSNESS

McLean & Dickey recognizes the need to end homelessness in our community. Every year we help sponsor **The Coldest Night of the Year** walk in support of The Lighthouse, a local charity serving people experiencing hurt, hunger, and homelessness. In addition, our employees form two teams and fundraise for the event. In 2023, we applied to the Definity Insurance Foundation for additional funding and secured a \$5000 grant for The Lighthouse, Orillia and Coldest Night of the Year.



1 in 5 Canadians will experience mental health difficulties each year, and the numbers continue to grow. Though mental health can be one of the underlying causes of homelessness, it is a systemic issue that touches many members of our community. McLean & Dickey supports local organizations that offer essential mental health services.



## YOUTH EDUCATION & SPORT

**M**cLean & Dickey supports a wide variety of local youth sports teams and helps sponsor a number of fundraising events for local youth initiatives. We also leverage the relationship we have with our insurer partners to help secure community grants and donations of auction prizes. Big Brothers Big Sisters Orillia benefitted from a \$2,500 Intact Better Communities grant that went towards helping to expand the organization's group based mentoring programs.

### BUILDING SKILLS FOR LIFE

Sports teams and activities are a core component of our sponsorship program. It is a well-known fact that children who participate in sports learn how to overcome adversity and how to cope when things don't go their way. Kids who participate in sports make lasting friendships, develop communication skills, gain a sense of community and learn to respect their teammates and coaches

From lacrosse and swimming to hockey and baseball, we helped to fund numerous teams in our community. Our employees volunteered their time to coaching, as well as helping out at team events.

**\$19,250**

total sponsorships  
and donations

**\$2,500**

Intact Better  
Communities Grant

**\$2,000**

in auction prizes  
donated by insurer  
partners

**218**

employee volunteer  
hours dedicated  
to these causes



photo courtesy of the Mariposa Folk Festival

## ARTS & CULTURE

**W**e support the arts and culture sector in a number of different ways, recognizing its importance in creating vibrant communities, growing economic development, and building bridges between cultures.

### MUSIC & DANCE

We are one of the major sponsors of the Mariposa Folk Festival that draws thousands of visitors to the area every July. We are also a strong supporter of the Rama Powwow, considered one of the best powwows in Ontario and an exuberant celebration of Indigenous culture, music and dance.

### CULTURE & DIVERSITY

Recognizing the importance and impact of Francophones in our region, we sponsor a number of events that support this vibrant cultural community. We are also strong supporters of the LGBTQ community and every summer we send an enthusiastic team of employees to take part in the Toronto Pride parade.

We are also extremely proud of the fact that our head office showcases the original work of Ontario artists, including many from the Orillia area.

**\$5,400**

total sponsorships  
and donations

**37**

employee volunteer  
hours dedicated to  
cultural events.



## FOOD INSECURITY & HEALTHCARE

According to The Sharing Place Food Centre, there's been a 34% increase in food bank visits in the last three years compared to pre-pandemic levels. The combined stressors of housing, transportation and food costs have resulted in a growing number of our community members who are struggling to feed themselves and their families.

Not only does McLean & Dickey sponsor a variety of fundraising initiatives to help combat food insecurity in our community, but our employees also regularly volunteer their time and donate to this cause.

### HEALTH & PALLIATIVE CARE

McLean & Dickey also focuses on health care and palliative care needs in our community. We support the Orillia Soldiers Memorial Hospital Foundation and Mariposa House Hospice and their fundraising events. In addition in 2023, our employees donated over \$2,300 to the Hospice in support of end-of-life care.

**\$7,900**

total sponsorships  
and donations

**264**

lbs of food donated  
to The Sharing  
Place

**\$2,753**

donated by our  
employees

**32**

volunteer hours  
dedicated to  
these causes



# MAKING A POSITIVE IMPACT

## EMPOWERING WOMEN

Every year, McLean & Dickey supports the Orillia chapter of the Canadian Federation of University Women in their fundraising efforts. Money raised goes directly to scholarships for young women pursuing a post secondary education. We also support the ongoing work of organizations providing transitional housing, crisis counselling and emergency shelter for women.

## SUSTAINABILITY & CONSERVATION

Protecting natural spaces and wilderness areas today and for future generations is critically important to ensure a sustainable future. We support organizations that help protect ecosystems and promote environmental stewardship.

As an insurance brokerage, McLean & Dickey sees first-hand the impact that climate change has had on our communities. The increase in claims related to extreme weather events is measurable and increasing.

In 2023, we installed two level 2 EV charging stations in our parking lot, enabling anyone to recharge their electric vehicle quickly.

## MOVING ONLINE

In 2019, we made the decision to implement an online Client Centre that provided our clients their insurance documents digitally, reducing the need for paper and mailing. The pandemic accelerated the onboarding process and today just under 80% of our Personal Lines clients and 20% of our Commercial Lines clients use the online portal to access their policy documents.

**\$1,950**

total sponsorships  
and donations  
to these causes

**"The greatest  
threat to our  
planet is the  
belief that  
someone else  
will save it."**

— Robert Swan, Polar Explorer



## THE 500-HOUR VOLUNTEER CHALLENGE

In 2022, to celebrate its hundredth year in business, McLean & Dickey launched a 500-hour Volunteer Challenge, encouraging employees to make a bigger impact in the community. The initiative was so successful that it has become an annual venture.

McLean & Dickey reimburses each staff member for up to 14 hours of volunteer time and also encourages employees to form teams and participate in fundraising events like charity runs and walks.

### OUR COMPANY CULTURE

We are proud of the time and expertise many contribute to their favourite community organizations and the net result has been a stronger company culture. Our employees know that they are a vital part of the team, and they see first-hand, the impact that their time and contributions have made on the community.

**509.5**

total hours  
volunteered to help  
the community

**66%**

of employees  
participated in the  
Challenge

**25**

community  
organizations  
benefited

## BY THE NUMBERS

**\$35,500**  
Sponsorships & Donations

**\$9,500**  
Leveraged from  
insurer partners

**33**  
Supported events &  
community initiatives



**509**  
total volunteer hours

**\$9,500**  
Total fundraised & donated  
by employees



# THANK YOU!

When you purchase your insurance through  
McLean & Dickey  
you're helping us make a difference  
in our community.

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