

# Donor Profile: The Great-West Life Assurance Company

***With the goal of building stronger communities and demonstrating leadership through corporate citizenship, The Great-West Life Assurance Company supports a variety of community initiatives, including LITE and the Alternative Christmas Hamper Campaign!***

Great-West Life works hard to partner with organizations that encourage innovative solutions and promote long-term sustainability in Winnipeg. Their dedication to promoting sustainability means that LITE has been a perfect fit with the company's efforts for over 10 years. "LITE programs get at some of the key needs in our community, promoting local economic development, relief for hunger and homelessness through employment, and effective collaboration between community organizations." says Jan Belanger, Assistant Vice-President, Community Affairs, Great-West Life.

In 2009, Great-West Life expanded its support for LITE, encouraging employees to hold a workplace campaign dedicated to LITE's Alternative Christmas Hamper program. Employees donated money to LITE so food could be purchased from inner-city businesses and social enterprises and given to families in need. This approach not only provides food to those who need it most, but also supports valuable jobs and businesses in the inner city. The result is a stronger community as a whole.

Great-West Life has become an important supporter of our Alternative Christmas Hamper Campaign. Their employees raised more than \$5,400 towards the campaign in 2009, and in 2010, that figure rose to more than \$6,200! This means Great-West Life employees provided 90 full hampers to large families over the past two holiday seasons.

The success of this workplace campaign demonstrates how easy it is to increase our impact in the community during the holiday season through group fundraising. Great-West Life's workplace campaigns have not only helped to multiply the impact of their donations, but have also given a gift that gives twice.

***This year, encourage your workplace to raise funds towards LITE's Alternative Christmas Hamper Campaign & make your donations count twice! Visit [www.lite.mb.ca](http://www.lite.mb.ca) or call 204-942-8578 to find out more about how you can help!***

***Thank you to Great-West Life and their employees for your long time support of LITE!***