
Great-West Life Assurance Company

Relationship Management: Great-West Life Assurance Company

Notes

Request Size

Detailed Information: Great-West Life Assurance Company

Quick Summary

Visit Website

Open to Requests: Yes

Category: Corporations

Industry: Insurance

Fiscal Period End: December 31st

Affiliations: **Power Corporation of Canada**

Funding Interests

- ✓ Arts Development
- ✓ Community Development
- ✓ Community Economic Development
- ✓ Cultural Heritage
- ✓ Entrepreneurship / Business Education

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Eligible Geographic Area(s)

- ✓ Canada

Description

Great-West Life is a leading Canadian insurer. Great-West Life offers a broad portfolio of financial and benefit plan

solutions for individuals, families, business owners and organizations.

Mission / Philosophy

Building relationships is at the root of our success as a leading insurer in Canada. In addition to providing a broad range of financial security products to individuals, families, businesses and organizations, we are a strong supporter of communities across the country. Our success comes by working directly with hundreds of national, regional and local community organizations, through our head office locations and our network of field offices across Canada.

Publications & Media

Annual Public Accountability Statements

Annual Reports

Déclaration sur les responsabilités

Rapports annuels

Funding Program(s)

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Type(s) of Support

- ✓ Awards / Scholarships / Fellowships
- ✓ Program funding
- ✓ Project funding

Funding Restrictions

- ✗ Commercial / for-profit financing
- ✗ Deficit financing
- ✗ Endowment funds
- ✗ Funding for political purposes / lobbying
- ✗ Funding for religious purposes

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Application Deadline(s)

Stronger Communities Together: Ongoing

While we accept proposals throughout the year, to help us plan together we encourage one annual proposal as early in the calendar year as possible.

Application Turnaround

Great-West aims to respond to all proposals within 90 days.

Application Procedure

Complete, print and submit the Proposal Cover Page along with your proposal and any supporting materials. If one of our local offices is involved with your organization, please ensure your key contact at that office receives a copy of your proposal.

Because most proposals contain attachments that make it difficult to transmit securely by email, please mail or courier your materials.

Note: Submit a single proposal. Stronger Communities Together is a single policy and program for Great-West Life, London Life (including Freedom 55 Financial) and Canada Life.

If you have a question not answered in the FAQs, contact the funder using their online 'Contact Us' form.

Evaluation Criteria

The funder has indicated that requests for funding are preferred from applicants that demonstrate the following.

- ✓ Evaluation plan in place
- ✓ Evidence of need
- ✓ External knowledge sharing
- ✓ Innovative ideas / practices
- ✓ Measurable objectives
- ✓ Partnerships / cooperation among organizations
- ✓ Strong financial management / practices
- ✓ Strong governance / leadership
- ✓ Strong track record
- ✓ Sustainable / long term solutions
- ✓ Volunteer participation / opportunities

Financials & Gift History: Great-West Life Assurance Company

Financial information and gift history are sourced from Canada Revenue Agency T3010 Registered Charity Information Returns and/or material published by the organization (e.g., annual report, official website, etc.). While useful for researching the capacity and interests of this organization, please be aware that the information in this section may not be inclusive and may contain errors.

Financial Data

	<u>2016</u>	<u>2015</u>
Total Revenues	\$37,495,000,000	\$26,985,000,000
Net earnings (loss)	\$2,869,000,000	\$2,813,000,000
Stated Community Investment (\$)	\$12,400,000	\$12,100,000

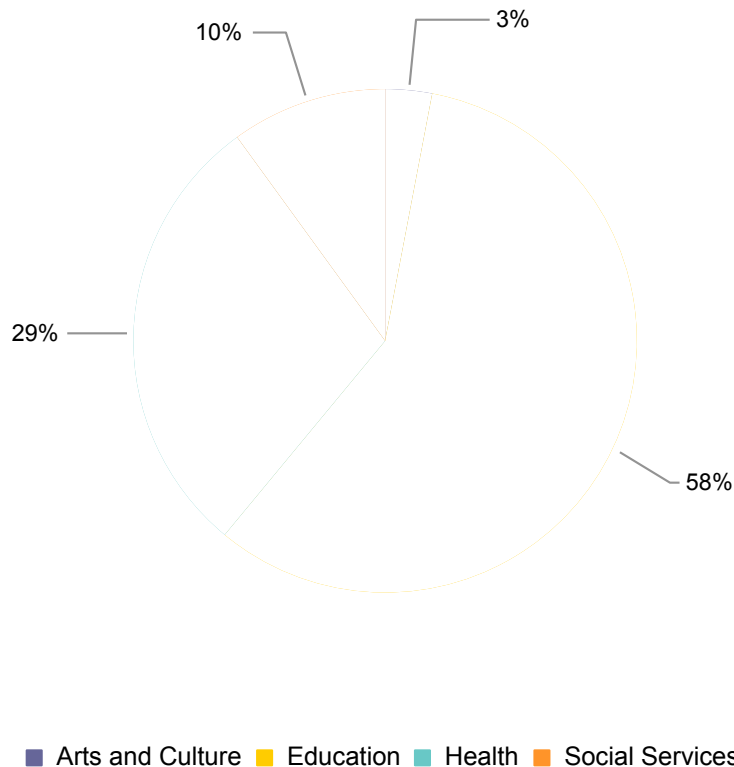
Gift History

Year	Sector	Province/State	Gift Size
All	All	All	All
Gift Recipient	Cause of Recipient	Recipient Location	Gift Size
			Year

University of Regina To help expand learning opportunities for students and enhance economic activity in downtown Regina.	Universities	Regina (Saskatchewan)	\$250,000	2014
College de Saint-Boniface Health Sciences Pavillion.	Education	Winnipeg (Manitoba)	\$250,000	2014
Canadian Museum for Human Rights/Amis du Musee canadien des droits de la personne		Winnipeg (Manitoba)	\$250,000	2014
Specialized Services for Children & Youth To develop an integrated health services facility in a centralized location for assessing and treating children.		Unknown (Unknown)	\$125,000	2014
Kelowna General Hospital Foundation	Hospitals	Kelowna (British Columbia)	\$100,000	2014
Thunder Bay Regional Health Sciences Foundation Exceptional Cancer Care Campaign	Hospitals	Thunder Bay (Ontario)	\$100,000	2014
Timmins and District Hospital Foundation Tomorrow's Healthcare Today Campaign	Hospitals	Timmins (Ontario)	\$100,000	2014
Greater Victoria Hospitals Foundation	Hospitals	Victoria (British Columbia)	\$100,000	2014
Eva's Initiatives National Initiatives program		Toronto (Ontario)	\$70,000	2014
Future Possibilities for Kids Ready, Set, Goal program.		Toronto (Ontario)	\$60,000	2014

Gift Breakdown by Sector, Dollars Provided

Displays the distribution of dollars in the most recent three years for which data is available.



People & Contact Information: Great-West Life Assurance Company

Contact Information

Address: Stronger Communities Together, Community Relations, 100 Osborne Street North, Winnipeg, Manitoba, R3C1V3

Language of Correspondence: Bilingual

E-mail: community.relations@gwl.ca

Website: <https://www.greatwestlife.com/common/about-us/in-the-community/overview/>

Profile details last changed: February 23, 2018

New financial / gift data added: February 23, 2018

Are any of the details on this profile incorrect? Contact grantconnect@imaginecanada.ca to tell us about it.