

2022 Community Investment Report



A recognized *Leader*



Saskatchewan Blue Cross has made the list of top employers in Saskatchewan for seven consecutive years



Trust in **Saskatchewan Blue Cross** continues to outperform competitors in Edelman's Trust Management Report



Blue Cross is Canada's top-ranked health benefits provider in Leger's 2020 reputation survey of Canada's Top 100 brands



Blue Cross was voted one the Most Trusted Brands™ through the Readers Digest's 2022 poll of Canadians

Who we *Serve*

1 in 5
people in
Saskatchewan
served

\$110M+
claims paid each
year for health, dental and
drug claims alone

1,000+
employers count
on us to support their
employees

235K+
queries from members
annually online, in-person
and by phone

\$6.4M
donated to
organizations over the
last five years

Who We Are

Empowering healthy lives.

We're proud to be a different kind of an insurer. We seize every opportunity to help and support the health and wellbeing of Saskatchewan people and beyond.

Saskatchewan Blue Cross is a local, socially responsible not-for-profit organization that puts people and community at the heart of every interaction. We helped lay the foundation for health insurance in the province and today, deliver exceptional health and wellness, travel, and life insurance solutions to more than 200,000 people, including more than 1,000 employers through workplace benefit programs. Saskatchewan Blue Cross employs locally in 22 Saskatchewan communities, and has employees coast-to-coast across Canada. Our community impact extends to 139 communities.

As we invest in our communities, we're strengthening local networks and helping people live healthy lives.

Expect more from your insurer

Driven by a *Mission*

to empower our communities on their journey to whole health and wellness.

Inspired by a *Vision*

for a future of lifelong health and wellbeing for every person in Saskatchewan

Values that form our foundation:

- We approach people with **empathy**
- We're **ambitious**, for ourselves and others
- We're **dependable**
- We're **flexible and disciplined**
- We **build community**, small and large, internally and externally



Community Impact Locations

Saskatchewan Blue Cross invests in charitable organizations that empower individuals and communities on their journey to whole health.

Our Community Investment strategy focuses on creating partnerships with organizations province-wide to encourage the health and wellbeing of Saskatchewan people, and places priority on initiatives that advance Health Literacy. In 2022 we had a positive impact on the following communities across Saskatchewan:

Abbey	Colonsay	Hepburn	Marcelin	Patuanak	St Walburg
Allan	Cowessess	Humboldt	Marsden	Paynton	St Brieux
Aneroid	Cut Knife	Imperial	Martensville	Pelly	Stewart Valley
Annaheim	Davidson	Indian Head	Maymont	Pennant	Swift Current
Arborfield	Delisle	Invermay	Meadow Lake	Pierceland	Theodore
Asquith	Denare Beach	Ituna	Meath Park	Porcupine Plain	Unity
Beechy	Denzil	Kelliher	Melfort	Preeceville	Vanguard
Bengough	Dinsmore	Kenaston	Melville	Prince Albert	Vanscoy
Bethune	Domremy	Kerrobert	Meota	Quinton	Vonda
Big River	Dysart	Kindersley	Mervin	Red Earth	Waldheim
Biggar	Eastend	Kinistino	Montreal Lake	Regina	Watrous
Birch Hills	Edam	Lafleche	Moose Jaw	Richmond	Weeks
Blaine Lake	Englefeld	Laird	Moosomin	Rosetown	Weirdale
Bredenbury	Eyebrow	Lampman	Morse	Rosthern	Weldon
Cabri	Foam Lake	Lashburn	Muenster	Saskatoon	Weyburn
Candle Lake	Frenchman Butte	Leask	Naicam	Semans	White Fox
Canoe Narrows	Glenavon	Lintlaw	Neilburg	Shaunavon	Wishart
Canwood	Glentworth	Livelong	Nokomis	Shell Lake	Yorkton
Caronport	Goodsoil	Lloydminster	Norquay	Shellbrook	Young
Carrot River	Grandora	Loon Lake	North Battleford	Snowden	
Chitek Lake	Gravelbough	Luseland	Ogema	Souhey	
Choiceland	Gull Lake	Macdowall	Onion Lake	Spalding	
Christopher Lake	Hanley	Macklin	Oxbow	St Brieux	
Climax	Harris	Maidstone	Paddockwood	St Louis	



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Message from the CEO

We take the health and wellness of our members, our clients and our communities seriously.

Community Investment is a fundamental part of who we are, and integral to how we define organizational success. The profound care, commitment and dedication our employees have to those we serve is remarkable.

In fact, building community is one of our core values. We're proud to be a leader in community engagement, investing meaningfully in Saskatchewan communities through our time, finances, resources, energy, and spirit to help advance the places we call home.

We're committed to bringing our organizational mission to "empower our communities on their journey to whole health and wellness to life" through our approach to Community Investment, and through our Corporate Social Responsibility (CSR) framework and its integration into our business decisions.

We envision a future where there is equitable access to health and wellness information for everyone, and each person in Saskatchewan understands how to navigate their healthcare effectively. We invest meaningfully in organizations across the province that increase Health Literacy, build overall community health and wellbeing and encourage social change, enabling us to help the people of Saskatchewan achieve a future of lifelong health and wellbeing.

Our social purpose is centered around creating purposeful impact and serving community needs. This philosophy guides our Community Investment program, and its three main areas of focus:

1. Health Literacy
2. Community Health & Wellbeing
3. Diversity & Inclusion

We work closely with our partner organizations to assess the impact of the programs we support, while working with insights provided through our work with London Benchmarking Group (LBG) to ensure we embrace best approach in community practices. I invite you to discover the positive impact being made to Saskatchewan by reading through these pages.

Kelly Wilson
Interim President & CEO
Saskatchewan Blue Cross



MS Multiple Sclerosis Society of Canada

FINISH

MS WALK 2022

WALK FOR MS

Knights of the Round Table

Introduction

Investing in and Acting as a Catalyst for Change in Health Literacy

What is Health Literacy? Health Literacy is the degree to which individuals can obtain, communicate, process, understand and act upon basic health information and services needed to make appropriate health decisions. That can include:

- Knowing where to seek treatment.
- Understanding medications, potential side effects and medication adherence.
- Knowing when, and how, to seek a second opinion.

- Being confident and comfortable communicating medical needs with healthcare professionals.
- Understanding health information being shared.

At some point in life, Health Literacy will impact your decisions, whether experienced firsthand in managing your own health or helping a family member navigate theirs. When people don't have a firm grasp of Health Literacy, it can affect more than just their wellness. Daily life, happiness, the ability to live a fulfilling life and the capacity to be there for others can deteriorate.

We envision a future where there is equitable access to health and wellness information for everyone, and each person in Saskatchewan understands how to navigate their healthcare effectively.

In 2020, Saskatchewan Blue Cross undertook a strategic review of our Corporate Social Responsibility approach and Community Investment program and now focus on providing support and funds to innovative, charitable organizations advancing health and wellness. We strategically focus on partnerships and programs that advance Health Literacy in Saskatchewan to deliver lasting positive impact.

Health Literacy advancement requires many sectors and organizations in a community to take action and co-operate. Community organizations play a critical role in delivering health information and services and in helping people develop Health Literacy skills.

Through a series of consultations and roundtable discussions in 2021 with

organizations serving those vulnerable to Health Literacy issues, health authorities and practitioners, literacy enabling organizations and research institutions, we generated a deeper understanding of the barriers to Health Literacy in Saskatchewan and identified opportunities to advance Health Literacy.

In 2022 we set out to develop Health Literacy empowering community partnerships supporting:

- Newcomers and new Canadians
- The actively aging
- Indigenous populations
- Youth & educators

As of the end of 2022, nine partnerships have been established, supporting communities across Saskatchewan.

Healthy Literacy is the “degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.”




Initiatives

Lung Saskatchewan's Long Term COVID Project

Some people who have been infected with the COVID-19 virus can experience long-term effects from their infections. This is known as post COVID, and can include a wide range of persistent health problems.

Through support to the Lung Saskatchewan's Long Term COVID Project, a collaboration involving the Long COVID Patient Advisory Council, the University of Saskatchewan College of Medicine, and the Long COVID Task Force at Saskatchewan Health Authority (SHA), a new website will be launched in 2023 providing resources and two-way communications for those experiencing this affliction.

 Denotes 2023 implementation

211 SK

Whether it's seeking assistance with basic needs like food, shelter, and employment, or looking for help with addictions or mental health, navigating support networks can be difficult. Through support of 211 Saskatchewan, the people of our province have access to a free, confidential service that connects individuals to community, social, non-clinical health, and government services across the province by telephone, text, or online chat.



Saskatchewan Blue Cross's investment supports 211's ongoing sustainability in our province. It ensures that we are here moving forward to support the people in Saskatchewan and to be the front door that assists them in navigating services and finding the supports they need.

— Kristin Nelson
Director, 211 Saskatchewan



Saskatchewan



Text
2-1-1



Call
2-1-1



Go Online
sk.211.ca

Last year **211** received
4,887 calls, texts, web chats
and **e-mails; 220,729 unique website**
visits; and contacts from **271 cities,**
towns and **communities.**

“

Saskatchewan Blue Cross, like Global Gathering Place, recognizes that immigrants and refugees, when given the opportunity, make valuable contributions to all aspects of Canadian society and is taking tangible steps in the community to give immigrants and refugees that opportunity.

— Lori Steward

Refugee & Immigrant Health and Case Coordination Manager



Newcomers & New Canadians

Global Gathering Place (GGP)

GGP is a drop-in non-profit centre that provides personalized, heartfelt settlement assistance to refugees and immigrants. Saskatchewan Blue Cross supports GGP to achieve its vision of a society where newcomers are fully engaged and valued through three key initiatives:

- A Client Care Support position in the Providing Access to Healthcare (PATH) program who works one-on-one with clients to help them access and navigate the health system.
- The Cultural Health Navigators (CHNs) program, which addresses cultural sensitivities in healthcare and newcomers.
- A bank of translated material used to facilitate interactions between clients and medical personnel.

95% of interpretation services were provided in one of the following languages:
Somali, Tigrigna, Dari, Pashto, Farsi, Affar, Arabic, Swahili, Ukrainian.

Regina Public Library

With support from Saskatchewan Blue Cross, the Regina Public Library began creating health literacy programming in 2022 to assist newcomers with their transition to a new country. This programming will take place in 2023 and range from how to read prescriptions and navigating vaccines to an introduction to Canadian healthcare and how to survive a Saskatchewan winter.

Translation & Interpretation Services

Most interpretation services are not covered by the federal health program for refugees and newcomers, and many support organizations do not have funding

to provide interpreter services. This means that refugees often miss appointments, attend appointments in which they do not understand the practitioner, and do not start treatments due to poor understanding. Saskatchewan Blue Cross helps by funding translation and interpretation services at community health organizations for newcomers requiring these services.

Supported projects:

- Regina Community Clinic
- YWCA Prince Albert
- Refugee Engagement and Community Health Clinic (REACH)/Saskatoon Community Clinic
- Tricycle/Saskatchewan Indigenous Cultural Centre

Actively Aging

Saskatoon Council on Aging (SCOA)

Health needs evolve as we age. Saskatchewan Blue Cross supports Health Literacy advancement for actively aging populations through support to organizations such as the SCOA.

SCOA publishes an annual Directory of Services and Social Activities for Older Adults and a Caregiver Resource Guide & Toolkit. Saskatchewan Blue Cross provides redesign services and print funding support for editions available at the Spotlight on Seniors event and at SCOA's office.

Saskatchewan Seniors Association

As a continuation of our support for Saskatoon Council on Aging, Saskatchewan Blue Cross provided funding to the Saskatchewan Seniors Association Inc.

(SSAI) to print and distribute copies of SCOA's Directory of Services to each of its clubs. SSAI provides an organized forum for Saskatchewan seniors while providing leadership and partnering with other organizations that provides programs and activities that benefit seniors.

SSAI is comprised of **110 clubs** throughout the province with a **total membership** of about **4,225**.

Regina YMCA

Navigating the healthcare system can be difficult at the best of times, but it can be even more challenging for seniors who

do not have computer skills. To address this issue, the Regina YMCA, with the support of Saskatchewan Blue Cross, is developing an inclusive pilot program for older adults called Seniors Health Connect. This initiative, which will be released in 2023, will increase individual Health Literacy rates and outcomes through supported connection to services, health education, and evidence-based programs.

Fall Prevention Seminars

Anyone can fall, and as we age, our risk of falling becomes greater. The good news is that falls can be prevented. During Fall Prevention Month, Saskatchewan Blue Cross collaborated with the Regina Community Clinic and Regina Senior Citizens' Centre to host fall prevention seminars to increase awareness of the health impacts of falls, to prevent falls, and increase knowledge of everyday exercises to enhance strength and balance.

Gray Matters

Gray Matters is a quarterly magazine published by the Saskatchewan Seniors Mechanism (SSM), a non-profit, volunteer organization working toward quality of life for all older adults in the province. Saskatchewan Blue Cross will provide support for a targeted series of Health Literacy education articles in 2023, tailored to the health and wellness needs of aging populations.

More than **100,000 people** read ***Gray Matters***.



The Facts About Falls

- Falls are the **leading cause of injury** among older Canadians
- 20-30% of **seniors experience one or more falls each year**
- Falls are the cause of **85%** of seniors' **injury-related hospitalizations**
- Falls are the cause of **95%** of all **hip fractures**
- **50%** of all falls causing **hospitalization happen at home**

Public Health Agency of Canada





Inspiring Achievement

“

Once I graduate, it is my dream to provide support back to the communities that need it most. I know that for Indigenous communities, implementing their own social services programs is critical to preservation of cultural practices and connecting the well-being of their resurgence and reclamation initiatives, and I want you to know that I'm dedicated and committed to being part of that.

– Danika Deitz
2022 Indspire Bursary Recipient

Indigenous

Saskatchewan Blue Cross recognizes that it operates on treaty land throughout the province of Saskatchewan and that it has an important role to play in Truth and Reconciliation. Access to healthcare and health information is a significant issue for many Indigenous people living in remote communities, and many Indigenous people face a lack of cultural sensitivities within the healthcare system. In 2022, we formed two partnerships to begin to advance our journey in Health Literacy in these areas.

INDspire – Saskatchewan Blue Cross Indigenous Bursary

Saskatchewan Blue Cross reached a four-year agreement with INDspire to provide bursaries for six Indigenous students pursuing a career in Social Work in 2022. INDspire is a national charity that seeks to enrich Canada through Indigenous education and by inspiring achievement.

Congratulations to the **2022 Indspire Bursary** Recipients: **Terri-Lynn James**, God's Lake; **Danika Deitz**, Piapot; **Crystal Fineday**, Sweetgrass First Nation; **Alisha Ross**, Montreal Lake Cree Nation; **Melinda Alexson**, Kahkewistahaw First Nation; **Chantel Kiskotagan**.

Talking Stick App (Trycycle)

The Saskatchewan-led "By First Nations, for First Nations" Talking Stick app is a First Nations peer support platform that provides culture-based support and confidential conversations. "Every Voice Matters" is the theme of Talking Stick, which represents a commitment to language, inclusion, and self-determination, with the emphasis on job creation, skills development, and training.

Saskatchewan Blue Cross, in partnership with the Saskatchewan Indigenous Cultural Centre and TryCycle, the creator of the Talking Stick app, are committed to supporting translation services that are required to ensure the app services and information provided within it is available in multiple First Nations languages.

Translations completed in 2022 include:

- Swampy Cree
- Woodland Cree
- Saulteaux
- Lakota

Talking Stick is a **First Nations** peer support platform that provides **culture-based support** and **confidential conversations**.

Youth & Educators

Recess Guardians

Youth today are facing more stress and anxiety than ever before. Bullying has become more prevalent both online and in-person and physical inactivity has become the norm. Together with Recess Guardians, Saskatchewan Blue Cross is working to make kids believe in themselves.

We support Recess Guardians as they deliver programs that empower kids and get them playing. These include:

- In-School Programs addressing inclusion and sportsmanship through games and activities.
- Virtual Leadership Programs, offering online games and activities addressing inclusion and sportsmanship.
- School Box and Summer Box Programs, providing schools and individuals with sports/play equipment and two months of games and activities.

Saskatoon Industry Education Council (SIEC)

We all feel nervous or worried at times. This anxiety can be a helpful feeling when it motivates us or warns us of danger, but an anxiety disorder can seriously impact our lives, including how we think, feel, and act.

Saskatchewan Blue Cross supports the Saskatoon Industry Education Council (SIEC) Mind Over Matters Program, which provides training and resources for Saskatchewan educators on anxiety. SIEC collaborated with Anxiety Canada to co-develop a customized educator certification portal called My Anxiety Plan for Educators (MAPE), a resource for educators to help students struggling with anxiety.



The MAPE resources have provided our teachers with knowledge, lessons, and confidence to embed daily instruction and strategies to support all of their students. When students are explicitly taught skills to manage anxious thoughts and feelings, they are more successful at school and in their daily lives.

— Cari Anning
Coordinator of Student Services,
Greater Saskatoon Catholic Schools



Action Anxiety Key Results

- **550 teachers** seeking certification
- **6,000 students** impacted
- **160 schools** participated
- **30 communities** engaged

The Success of Recess Guardians

- **330+ schools** have participated in online and in-person programs
- Over **13,000 students** trained
- Program implemented in over **390 schools** across Saskatchewan

Information provided by Recess Guardians

Lives Saved by the Saskatoon Heart Safe AED Program in 2022

- **46 year old** at the Granite Curling Rink
- **69 year old** at the East Costco
- **75 year old** at the Legends golf course in Warman
- **60 year old** male at Canadian Tire

Information provided by MD Ambulance Care Ltd.



COMMUNITY HEALTH & WELLBEING

Saskatchewan Blue Cross works with health organizations throughout the province that support whole health and wellness.

Saskatoon Heart Safe Program

Saskatchewan Blue Cross has a long-standing partnership with Medavie Health Services West and the Saskatoon Regional Health Authority to deliver The Saskatoon Heart Safe Program, a community program that provides rapid access to automated external defibrillators (AED) in case of sudden cardiac arrest. Businesses and community venues that have onsite AED have reported survival rates as high as 65%, in contrast to the 5% national survival rate for those who do not.

Urban Facilities

Through support to key fundraising campaigns, Saskatchewan Blue Cross helps to raise the profile of important initiatives while contributing critical funding where it's most needed. Select examples of foundations include:

Jim Pattison Children's Hospital (JPCH):

Share the Love, JPCH Radiothon, and the Jeans and Jewels Gala events, amongst others, which provided lifesaving equipment, connected patients with family-centered care, and enhanced innovative research.

Royal University Hospital:

Greek Gourmet Feast and FFUN Spirit Champions Golf Classic events, which helped to build and equip new state-of-the-art operating rooms, reduce wait times and save more lives.

St. Paul's Hospital:

Mistletoe Charity Ball and Gift Basket Campaign which raised funds for a Diagnostic Imaging Magnetic Resonance Imaging (MRI) scanner upgrade, which will reduce patient exam time by up to 40%.

Saskatoon City Hospital:

The Enchanted Forest Holiday Light Tour which supports the Equip for Excellence campaign to enhance healthcare at Saskatoon City Hospital through the purchase of equipment, resources and technology.

Rural Facilities

Our support to hospital foundations ensures that residents have access to the care they need, when they need it. This includes helping to fund lifesaving equipment and technology, upgraded facilities, and medical training that improve the quality of patient care.

This funding helped provide much-needed equipment such as wireless fall prevention systems for dementia patients, operating room and labour & delivery head lamps, health beds for mental health patients, renovations and equipment purchases to create a new Ambulatory Care Clinic.

Foundations supported this year:

- Dr. Noble Irwin Regional Healthcare Foundation
- St. Peter's Hospital Foundation
- Kipling and District Health Foundation
- Melfort Hospital
- Weyburn & District Hospital Foundation
- Humboldt District Hospital Foundation

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COMMUNITY HEALTH & WELLBEING

Ronald McDonald House

A family with a sick child can experience extremely challenging times, often spending long periods away from home and suffering from the stresses that illness of a loved one can bring. That's why Saskatchewan Blue Cross supports Ronald McDonald House Charities Saskatchewan (RMHC-SK), which provides safe and comforting spaces for families caring for their sick child.

Saskatchewan Blue Cross has assisted with numerous initiatives including the Adopt-A-Room Program, Shuttle Program, Family Programming, Food Programs, and the Volunteer Program. Saskatchewan Blue Cross has also sponsored the Home for Dinner signature event, which raises much needed funds for facilities in Saskatoon and Prince Albert.

2022 highlights:

- Shuttle drivers provided 483 rides for 779 people travelling 5,175 km.

- Family programming included 14 programs including Pet Therapy, KidsCare, Family Connections, and Home For Dinner.
- The Food Programs Team prepared 13,912 lunches.
- 200 volunteers helped create a warm, comfortable, home-like environment for the families that stay.

A family with a **sick child** can experience **extremely challenging times**.

Make-a-Wish

Blue Cross of Canada supports Make-A-Wish®, which creates life-changing wishes for children with critical illnesses. Research shows children who have wishes granted can build the physical and emotional strength they need to fight a critical illness. Saskatchewan Blue Cross is pleased to work with the local Saskatchewan Make-A-Wish chapter on their 2022 Wish Heroes campaign to help kids have something to look forward to so they can focus less on their next treatment.

Med.Hack(+)

Med.Hack(+) is an event designed to solve challenges in healthcare through the use of technology. Saskatchewan Blue Cross was pleased to be the title sponsor for this event, featuring a diverse group of students, technologists, health care practitioners, researchers and bio-med specialists who brainstormed ideas over two days and nights to affect change in healthcare.

This year's pitches included a centralized prescription repository, apps for mental health assessment and matching participants to medical research studies, the elimination of intra-hospital fax communications in wards and labs, an immersive virtual reality for long term care residents, and many more.

35 projects have been created since **Med.Hack(+)** formed.

Make-A-Wish®

2022 Wish Recipients

1,395

Luna's Story

Luna prefers to create her own drawings instead of colouring-in pictures. Her happy place is swimming and splashing in a pool or visiting her grandparents. The six-year-old was diagnosed with a brain tumour as an infant. She underwent intensive chemotherapy for more than a year and then surgery.

Luna, who is autistic, has finished her cancer treatments and is monitored through MRI's every four months. Her mom Laura says Luna's daily life is no longer affected. Luna wished for her very own hot tub because of her love of water. Luna is excited to return from school every day and asks to go "swimming in her hot pool".

"Seeing Luna as an active little girl playing and splashing in the water independently is something we didn't think we would necessarily get to see," said Laura. "What Luna and our family went through – with her life changing diagnosis – was definitely the hardest thing our family has ever been through. Receiving a wish from Make-A-Wish made us feel valued and special."





Saskatchewan Blue Cross
representative **Megan Douglas**
raised more than \$80,000
for STARS Rescue on
the Prairie.



COMMUNITY HEALTH & WELLBEING

STARS Rescue on the Prairie

For more than 30 years, STARS' success has been grounded in community partnerships and donations. The profound impact STARS has on rural communities in our province includes flying more than 1,000 missions annually in Saskatchewan in situations when seconds save lives.

Through participation in Rescue on the Prairie in 2022, Megan Douglas, SVP and Chief Brand & Commercial Officer of Saskatchewan Blue Cross joined a group of four other community leaders in Saskatchewan who traded in their daily work attire for flight suits to climb onboard the STARS helicopter and be transported

to a remote location to compete to raise \$50,000 each in support of the provision of STARS life-saving services well into the future. Megan and her teammate, flight nurse Jenny Thorpe, raised more than \$80,000 including a \$30,000 contribution by Saskatchewan Blue Cross.

The fundraiser raised over \$326,000 in total to support STARS' critical and often life-saving operations, essential for so many rural communities within our province.

Love2Live

Having a cardiac event or being informed that you are at risk of developing one is a life changer. Saskatchewan Blue Cross in collaboration with the Regina Qu'Appelle Health Region created the Love2Live

program in the Dr. Paul Schwann Centre at the University of Regina. This is an individually-designed, scientifically-proven, medically-supervised exercise program to provide people with the information, motivation, and support to adopt and maintain a better quality of life and improved heart-healthy lifestyle.

Main goals:

- Enhance their understanding of the disease they are battling.
- Help them make the necessary physical and psychological adjustments.
- Teach them how to modify their lifestyle appropriately.
- Increase their level of fitness.
- Improve their functional recovery.
- Provide them with the tools they need to lead a healthier and happier life.



The Saskatchewan Blue Cross Love2Live program, not only provided rehabilitation services for our clients, but also an opportunity for countless students to learn in a community setting.

University of Regina

DIVERSITY & INCLUSION

Saskatchewan Blue Cross stands with organizations that foster inclusivity, equity and accessibility in communities across our province. Together, we're working towards a future where everyone feels valued, respected and supported, and free to be their authentic self without fear of discrimination, harassment, or violence.

Gender diversity & equity leadership:

- 268 full time staff of whom 81% are women.
- 64% managers are women.
- 44% of our Board of Directors are female.

LGBTQ2S+

Celebrating diversity and inclusion in all its forms is important every single day of the year.

Pride month is about honouring those who fought for basic human rights and paved the way for the 2SLGBTQ+ community, while acknowledging the continuing work for diversity, equity, and inclusion in our communities and workplaces. At Saskatchewan Blue Cross, we provide employee access to allyship education courses, in addition to supporting:

- **Queen City Pride** in Regina through sponsorship of the festival's volunteers, the sanitation/PPE stations, and a Pride Award.
- **Spark Your Pride**, a daylong event at the Western Development Museum in Saskatoon celebrating the lives of aging adult 2SLGBTQ+ people in Saskatchewan.
- **Saskatoon Pride Parade** through employee and family branded participation in a show of allyship.



We are an organization that honours diversity and inclusion and fosters an inclusive, equitable and accessible community where everyone feels valued, respected and supported.

— Kelly Wilson
Interim President & CEO
Saskatchewan Blue Cross





**EVERY
CHILD
MATTERS**



DIVERSITY & INCLUSION

Truth and Reconciliation

Saskatchewan Blue Cross supports the Truth and Reconciliation Commission of Canada's 94 Calls to Action as an organization founded to support the wellbeing of all residents of Saskatchewan. We're committed to hearing the voice of our employees, continuing on our learning journey, and to creating new partnerships with Indigenous-led organizations aimed at improving health-related services for Indigenous communities in Saskatchewan.

Recognizing the observance of the National Day for Truth and Reconciliation on September 30 is done annually to provide employees with the opportunity to learn, listen and reflect. Programs are provided to all employees to learn more about the shared history of residential schools.

We purchased an orange shirt for each employee in concurrent recognition of Orange Shirt Day to further encourage discussion on the legacy of the residential school system. \$10 from each shirt was donated to the Legacy of Hope Foundation, a national Indigenous charitable organization that educates and creates awareness and understanding about residential schools.

Read the
94 Calls to Action at
nctr.ca/records/reports/

Central Urban Métis Federation Inc.

Saskatchewan Blue Cross supported the Central Urban Métis Federation Inc. (CUMFI) Art Auction and Silent Auction Fundraiser Dinner Gala at the Western Development Museum in Saskatoon. This event raised funds to support families and children residing in the CUMFI Supported Living Homes as well as for Elders. This event was part of the CUMFI Métis Cultural Days which invited people of all ages, cultural backgrounds, and abilities to come together and learn about Métis culture and arts, and to celebrate the strength and vibrancy of the community.

Spirit of Our Nations Cultural Celebration and Pow Wow

The Federation of Sovereign Indigenous Nations (FSIN) hosted the Spirit of Our Nations Cultural Celebration and Pow Wow in Saskatoon on Oct. 21-23. Saskatchewan Blue Cross partnered with First Nations Insurance Services (FNIS) to sponsor this initiative, which was themed, "Honouring Our Youth".

We are **continuing**
on our **learning**
journey.

COMMUNITY ENGAGEMENT

Your Voice Your Choice

The annual "Your Voice Your Choice" program involved consultations and surveys with clients and our advisor partners to direct funds to health and wellness causes we jointly care about. In 2022, support was provided to:

- The Circle Project
- Hope's Home
- White Buffalo Youth Lodge
- Canadian Mental Health Association – Saskatchewan Division
- Saskatoon Community Clinic
- Regina Community Clinic
- Elmwood
- Saskatoon Crisis Intervention Service
- Diabetes Associations
- Lung Association
- Prairie Harm Reduction

Multiple Sclerosis (MS) Walk

Saskatchewan Blue Cross was the title sponsor of the MS Walk in Saskatchewan. Employees, family and friends welcomed the opportunity for the first in-person walk since the pandemic began. Participants came together across the province to raise awareness and funds for Multiple Sclerosis (MS) and through volunteerism.

2022 Results:

- Saskatoon walk raised \$42,231 with 130 participants.
- Regina featured 128 participants raising \$38,400.
- An additional \$15,700 was raised by 67 participants at virtual events across Saskatchewan.

Saskatchewan Blue Cross **2022 MS Walk** raised **\$96,331.**

United Way Day of Caring

The United Way Day of Caring is an opportunity for businesses to enable their employees to experience the rewards of volunteerism and to demonstrate the difference they can make in our community by working together. Saskatchewan Blue Cross was the title sponsor in 2022.

Volunteer teams from a number of organizations donated their time, energy, and skills to 15 community projects in the Saskatoon area. Saskatchewan Blue Cross employees helped plant a community garden at the front of the YMCA Downtown. Our employee volunteers also enhanced one of the outdoor playground areas of the YMCA Childcare Centre by planting flowers, herbs and vegetables.



Day
of
Caring

BLUE CROSS



Saskatoon

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