

# CORPORATE IMPACT REPORT

20  
24



## About This Report

In this first iteration of our Corporate Impact Report, we are proud to share the strides made over the past year as we continue to foster a positive impact within our industry, our community, and our company.

Red River Mutual's (RRM) commitment to responsible business practices is at the core of our operations. This report highlights our ongoing efforts to create meaningful impact throughout 2024, in areas such as:

- **Corporate Social Responsibility:** Our efforts to establish a measurement around Environmental, Social, & Governance (ESG) by aligning with The United Nations' (UN) Sustainable Development Goals.
- **Community Impact:** Our contributions to local communities through volunteer work, charitable donations, and the fifth year of our *Spruce Up Your Story* campaign.
- **Employee Well-being:** Our commitment to fostering a positive and inclusive workplace culture that supports the growth and development of our employees.

As our corporate impact report evolves, we are committed to transparency and continuous improvement. Thank you for taking the time to learn about our work and for being a part of our story.

84K+

Canadian  
Policyholders

188

Employees across  
5 Canadian provinces  
(as of Dec. 2024)

2.1%

Annual profit allocated  
to charitable causes  
in 2024

# Our Mutual Purpose

Mutual entities were created to pool risks and provide shared financial protection among their members. As a mutual company, RRM’s decision-making, along with our history of supporting our neighbours, naturally aligns with the values established by the global community regarding inclusivity and sustainability.

At RRM, we firmly believe that our responsibility as a mutual includes giving back to the communities we serve. As part of our ongoing commitment to continuous improvement in all areas of our business, we looked to establish a method to track our impact on individuals and communities.

## Measuring Our Impact

In 2024, we worked with the International Cooperative and Mutual Insurance Federation (ICMIF) to help us advance along the path of ESG — a set of standards intended to evaluate a company’s impact beyond finances — by participating in their Insurance Sustainable Development Goal (iSDG) calculator.

This calculator helped us set a benchmark around our corporate impact, understand our areas of strength around ESG, and understand where we have the potential to make more substantial long-term impact. Using the calculator, ICMIF members have a collective benchmark of 4.3/10 (or 43%) for 2024, using data from 2023. **RRM completed the calculator with an overall score of 4.2.** This means that RRM is 42% of the way toward fully supporting the UN’s 17 Sustainable Development Goals. This represents a strong start in understanding our impact on ESG corporately, but it doesn’t tell our whole story.

“We are focused on making a lasting and positive impact on the lives of our customers and on the communities we serve.”

– **Brenda Gibson,**  
RRM President & CEO

RRM’s High Scores on ICMIF’s iSDG calculator

**1** NO POVERTY

P&C insurance naturally reduces people’s vulnerability to natural catastrophe and loss, reducing the risk of them falling into poverty.

**RRM Score 7.2 out of 10**

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

By insuring small- and mid-sized businesses, RRM supports Canadian industry and innovation.

**RRM Score 10 out of 10**

**5** GENDER EQUALITY

59% of RRM’s Senior Leadership and Board is made up of women, providing a strong base for gender equality and advancement in the workplace.

**RRM Score 8.6 out of 10**

**10** REDUCED INEQUALITIES

P&C insurance provides financial security to vulnerable groups, helping reduce economic inequality from growing.

**RRM Score 9.6 out of 10**

# Impact on Community

In 1875, a group of newcomers came to southern Manitoba and found they didn't have access to the insurance they needed to support their farming operations and thrive as a community. Their needs became our mission.

Our company was built to support these families, farms, businesses and the communities they call home, and these roots still support everything we do today. We strive to be a force for good and make a direct impact where we can, so we focus on partnering with the people we protect. While our initiatives may change over time, our commitment to people remains as strong as ever.

## Our Pillars

For the past several years, we've focused our sponsorship and donation activity on three pillars:

- Community Well Being
- Diversity, Equity & Inclusion
- Sustainability

In 2024, RRM funded nearly half of direct requests, a third of donation requests, and about half of sponsorship requests. Overall, over \$430,000 — 2.1% of the company's total insurance service results — was allocated to community well-being projects. This highlights our company's ongoing commitment to the communities it serves.



Community Well-being



Sustainability



Diversity, Equity & Inclusion

**\$135,000**

Towards direct requests for donations and sponsorships, including athletic teams, nonprofit programming, educational opportunities and industry support.

**\$158,000**

To community spaces through our annual *Spruce Up Your Story* campaign, aimed at revitalizing well-loved and well-worn community spaces.

**\$140,000**

Set aside for future giving initiatives.



## Geographic Impact

In 2024, RRM’s corporate giving activity was largely centered around communities in southern and southwestern Manitoba, with Altona receiving the greatest amount of financial support, followed closely by Winnipeg. We also supported several communities in Saskatchewan<sup>5</sup>.

## Spruce Up Your Story

Our annual community sponsorship campaign, *Spruce Up Your Story*, awards up to \$25,000 per recipient to refurbish and protect community spaces. Since 2020, RRM has awarded over \$750,000 to support the revival and upgrading of 51 spaces through this initiative.

In 2024, we awarded over \$158,000 across 11 individual spaces (eight from Manitoba and two from Saskatchewan). We received 212 applications, and with the help of the eight employee volunteers of our *Spruce Squad* committee, we narrowed submissions down to 23 finalists.

This year’s winning spaces were spread across community centres, sports and recreation centres, greenspaces, parks, hockey rinks, and basketball courts. Funding significantly impacted the ability of our communities to come together in spaces that promote the health and wellness to people of all generations<sup>6</sup>.

## Media Impressions

*Spruce Up Your Story* not only assists communities but also strengthens relationships within them. In 2024, media coverage for *Spruce Up Your Story* and the winning spaces garnered 42 media impressions across four different platforms. This exposure reached nearly 110,000 readers, resulting in an ad equivalency of over \$23,000 worth of coverage. Such extensive coverage highlights the positive contributions of these spaces, fostering increased community engagement and encouraging their continued use for years to come.

“Front-line community work in the inner city can be difficult and taxing at times, and being confined to an indoor space all day can feel isolating and suffocating. In our new space, we have windows for the first time. Having a space outside would help with better mental health and a true break away from the work space.”

– **Kristy Muckosky**,  
Community Outreach  
Coordinator at Thrive  
Community Support  
Circle in Winnipeg,  
MB (2023 Spruce Up  
Your Story recipient)

<sup>5</sup> RRM also supported four communities in southern, central, and west-central Saskatchewan.

<sup>6</sup> While applicants do not need be insured by Red River Mutual to apply, nearly 60% of all submissions listed a broker connection when they applied.



RRM employees at our annual build day with Habitat for Humanity in June 2024.

# Impact on Employees

At Red River Mutual, being a positive force in the communities we serve is central to who we are as a company. In 2024, our employees gave \$6,388 of their own money to support four separate internal fundraisers — three of which were staff-initiated and driven. These three staff-led fundraisers included support for a rural health centre, STARS Air Ambulance, and cancer care research across Manitoba and Mexico.

42

Employees took a paid day to volunteer in the community in 2024

272

Employee hours spent volunteering (ave. of 6.5 hours per employee)



- Partnered with our brokers to cook meals for families at the **Ronald McDonald House Charities Manitoba** (this led to 48 hours of volunteering from our broker partners alone)
- Welcomed parade walkers at **Pride Winnipeg**
- Laid subflooring for Manitoba's largest **Habitat for Humanity** project to date
- Helped take tickets, welcome guests, and serve food at the **Katie Cares Fashion Gala**
- Served food and waited tables for a community meal with **The Community Exchange** in Altona, Manitoba
- Cycled for 60 minutes through Ride Inside in support of the **CancerCare Foundation Manitoba** — and won third place (out of 50 teams!) for *Team Spirit*
- Created 40 tote bags with hygiene essentials and holiday treats for the residents of the **Bruce Oake Recovery Centre**

RRM offers employees a hybrid work environment and strong benefits, including one paid day per year to volunteer in their communities, at a place of their choosing. We believe that focusing solely on customer service can exclude those who don't work directly with the public. By embracing the idea that positive experiences for our customers and partners start with positive experiences in the workplace, all employees can take ownership of the environment we cultivate, directly impacting our organization and the meaningful work we do for our members and communities.

For a detailed breakdown of RRM's corporate giving activities in 2024, please refer to the attached Appendix.



“

*Volunteering was such a rewarding experience, I loved to be able to give back to the community that I have called home for the past 8 years. You really are able to feel and see how a community meal can bring together a community and the sense of belonging and togetherness.*

”

—**Barbara Nordal**, RRM employee on her experience volunteering at The Community Exchange in Altona, MB (October 2024)

# APPENDIX

2024 Corporate Impact – Detailed View



# 2024 Corporate Impact - Detailed View

## Background

This report summarizes Red River Mutual's corporate giving activities for 2024<sup>8</sup>, covering donations and sponsorships given between January 1 to December 6, 2024.

### Sponsorships & Donations

**\$79,000**

In Sponsorships

**50**

Nonprofits, Fundraisers,  
Events, & Teams Supported

**\$56,000**

In Donations

**3**

Staff-Led Causes

**\$135,000**

Total in Direct Funding  
to our Communities

**58**

Applications Accepted

### Staff Involvement

**272 Hours**

Staff Volunteering

**\$6,388**

Donated by Staff

**48 Hours**

Broker Volunteering  
with RRM

**42 Staff**

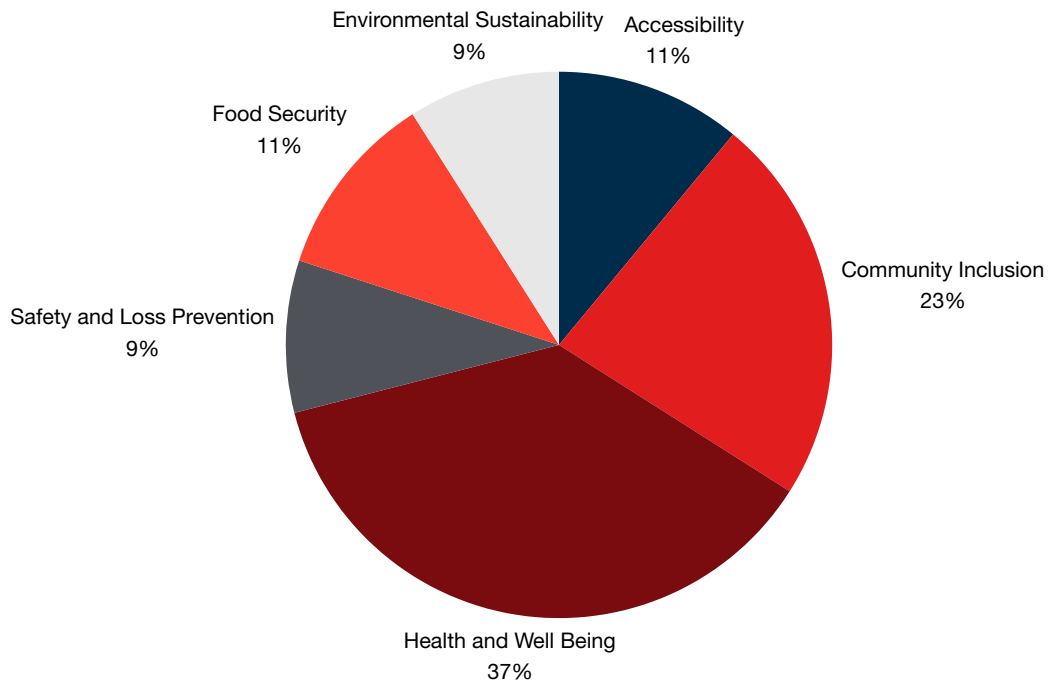
Took a Community Day

**40**

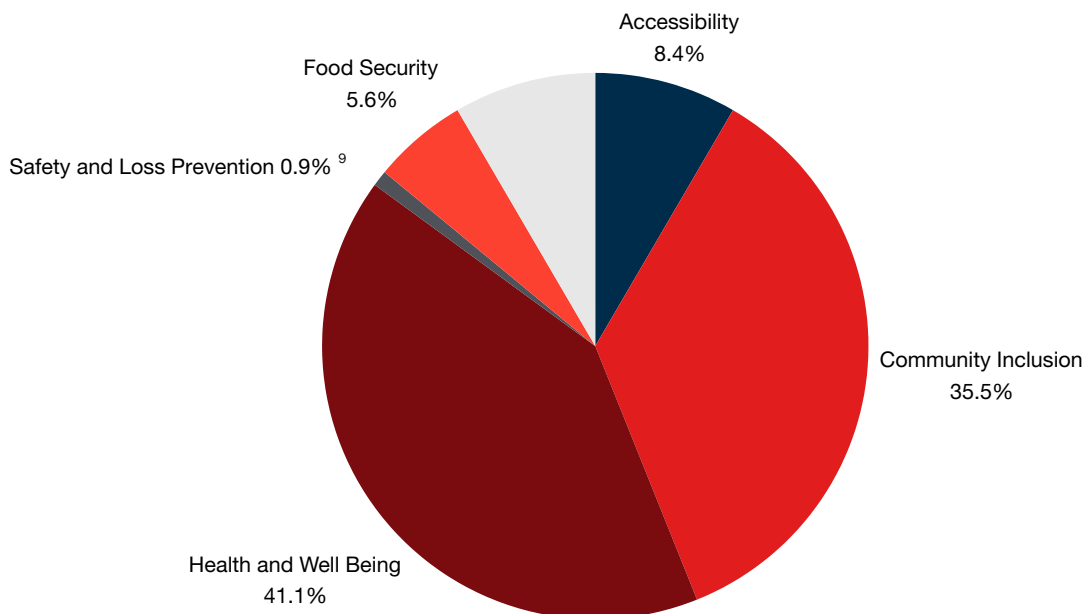
Supply totes made using  
staff donations for people  
staying at the Bruce Oake  
Recovery Centre

<sup>8</sup> The data for this report was collected from several internal documents and *Submittable*, a social impact platform, Red River Mutual uses to receive, review, and track corporate giving requests.

## Donation Breakdown by Pillar



## Sponsorship Breakdown by Pillar



<sup>9</sup> Prior to 2022, Safety and Loss Prevention represented the most significant sponsorship category for Red River Mutual as a result of our three-way partnership with the Office of the Fire Commissioner, the City of Winnipeg and the Manitoba Firefighters Burn Fund. RRM is actively exploring avenues to provide added safety education and loss prevention efforts to our customers and communities.

## Spruce Up Your Story Breakdown

### 2024 Recipients

- Agape House
- Arborg-Bifrost Recreation Centre
- Core Community Park
- Manitoba Children's Museum
- Melita-Central Park
- Ritchot Senior Centre
- Saskatchewan Science Centre
- Ste Rose Basketball Courts
- The Bike Dump
- Treherne Arena
- Winnipegosis Minor Baseball Diamonds

**\$158,250**

Awarded

**212**

Submissions

**23**

Finalists

**123**

Broker Connections

**8**

Spruce Squad  
Members

**52**

Staff Participated  
in the All-Staff Vote  
(29% of the company)

### Recipients by Category

