





**50** YEARS OF  
CARING FOR  
THE COMMUNITY

Our golden community wellness book

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# Celebrating 50 years

Manitoba Blue Cross is excited to commemorate our golden anniversary, celebrating 50 years of caring for the community we proudly call home.

Since our inception in 1974, Manitoba Blue Cross has been more than just a local health benefits provider; we are a not-for-profit organization driven by a passion for people and service. Our bottom line is the health and wellness of all Manitobans, and this dedication is seen in our unwavering commitment to caring for the community through both our comprehensive health benefit offerings and our active involvement in charitable causes across the province.

Throughout the past five decades, our deep involvement in the community has fostered a profound understanding of the societal and cultural circumstances that can affect the well-being of Manitobans. This understanding has driven our continuous evolution, prompting us to innovate and adapt our products and services as the needs of Manitobans change.

In addition to our innovative offerings, Manitoba Blue Cross has proudly contributed more than \$30 million to valuable causes related to wellness, mental health, community development and diversity through our Colour of Caring Program. We have also been the primary supporter of the Manitoba Medical Service Foundation (MMSF) for over 50 years, providing both financial and administrative support for MMSF's ongoing efforts in health education and research.

## Deep roots in local health care



While we became Manitoba Blue Cross in 1974, our roots go back to 1938. We originated from the Manitoba Hospital Service Association, a non-profit, hospital-sponsored association that was the first to offer hospital benefits to Manitobans on a pre-paid basis. When Medicare was finally introduced 31 years later, we continued offering supplementary health benefits, and in 1974, we became Manitoba Blue Cross as it is known today.







# A message from our president & CEO

As we mark our 50th anniversary, we have a valuable opportunity to reflect on our journey and gain insight into how those experiences have shaped our commitment to Manitoba's vibrant communities.

We take immense pride in the fact that our efforts to support community wellness have been uniquely influenced by the collaborative contributions and diverse perspectives of our employees, clients and stakeholders. Together, we have navigated challenges, embraced change and remained steadfast in our commitment to supporting the health and wellness of all Manitobans.

As we celebrate this milestone, it is natural to wonder what lies ahead for Manitoba Blue Cross. Looking towards the future, we are confident in our ability to continue making a meaningful impact in the lives of Manitobans and beyond. While our commitment to supporting wellness, mental health, community development, and diversity and inclusion will remain at the forefront of our mission, we anticipate our focus will evolve to meet the changing needs of Manitobans.

I invite you to explore the following pages and discover the various spaces where we have dedicated our efforts over the past five decades. Together, we have worked towards fostering healthier, more resilient communities, and this journey of progress is merely the beginning.

**Benjamin Graham**

President and Chief Executive Officer  
Manitoba Blue Cross

# Charting our origin

The origin of Manitoba Blue Cross is a testament to our deep commitment to the health and wellness of our community. While our name on paper officially became Manitoba Blue Cross 50 years ago, we were conceived in our earliest form during the Great Depression to support Manitobans unable to pay their daunting hospital bills and to ease the strain on a hospital system struggling to cover operating costs. In 1938, as the Manitoba Hospital Service Association, we introduced hospital benefits on a prepaid basis, the first form of health coverage to be offered in the province.

With the success of this new offering and our desire to support the well-being of Manitobans, we continued to evolve into the not-for-profit company we are today. Our main focus has always been to stay intimately aware of the changing needs of our province and play an active role in finding new and innovative ways to address them. This has defined our evolution and the products we have introduced over these decades. It has also been the driving force behind the vast number of ways that we have contributed to the health and wellness of our community outside of our products and services alone.



## Our product evolution\*

**1938**

Pre-paid hospital benefits

**1958**

National hospital care program  
*Administered for Manitoba Hospital Commission*

**Circa 1962**

Personal ambulance and hospital plan

**Circa 1969**

Group ambulance and hospital plan  
Personal and group extended health  
benefits plan

**1973**

Travel health plan  
Employer group dental plan

**1975**

Winnipeg Ambulance Service  
*Operated and administrated for Province of Manitoba*  
Visitor Health Plan

**1976**

Student Accident Plan

**1982**

Plus Plan personal health coverage  
Travel Accident Plan  
Trip Cancellation Plan

**1987**

Employee Assistance Plan

**1988**

Medex emergency medical assistance  
*Added to travel health plans*

\*1938 to 1957: Manitoba Hospital Service Association  
1958 to 1973: United Health Insurance Corporation Ltd.  
1974 to present day: United Health Services Corporation  
(licensed to operate as Manitoba Blue Cross)

**1992**

Group Blue Cross Life products  
Gen-X personal health plan

**1994**

Annual travel health plan  
Tour Package Plan  
First payer of out-of-province claims

**1996**

Health spending account  
Disability management program

**1997**

Personal Blue Cross Life Easy Access  
and Guaranteed Issue products

**1999**

Deluxe personal health products

**2000**

Life Link critical conditions life product

**2004**

Long-term disability top-up

**2005**

@live health risk assessment tool

**2007**

Blue Chip and Blue Chip Plus  
small group plans

**2011**

Blue Advantage national discount program

**2013**

My Good Health wellness platform  
(through MediResource)

**2015**

Wellness spending account

**2017**

Blue Choice personal health products

**2018**

Retiree personal health plans  
Accident plan  
International Student Health Plan

**2020**

Virtual health care

**2021**

Travel plans with COVID coverage  
Personal Blue Cross Life product

**2023**

Wellness plan (group and personal coverage)  
Manitoba Blue Cross digital wellness platform  
Conversion personal health plan

# Contributing to health education and research

## The Manitoba Medical Service Foundation

### An ally in our commitment to Manitobans

There is no other organization as deeply intertwined with Manitoba Blue Cross as the Manitoba Medical Service Foundation (MMSF). For the past 50 years, we have been the primary supporter of this leading, Manitoba-based research funding organization.

Manitoba Blue Cross and MMSF share a longstanding history that is rooted in the well-being of Manitobans. In 1943, a group of Manitoba physicians established the not-for-profit Manitoba Medical Service (MMS) to provide equitable health services for Manitobans. Then in 1958, with the introduction of the national hospital care program, MMS was asked to fill a gap by providing semi-private hospital room coverage. To administer it, they established the United Health Insurance Corporation Limited, which 16 years later was licensed to operate as Manitoba Blue Cross.

In 1969, MMS was no longer required due to the introduction of Medicare. They still placed the best interest of Manitobans at the forefront, working tirelessly with the provincial government to establish Medicare before dissolving.

As a final, lasting gift to Manitobans, MMS shareholders opted not to receive individual disbursements. Instead, they generously donated the remaining funds and, in 1971 with support from Manitoba Blue Cross, established the present-day MMSF by an Act of the Province of Manitoba with a vision to serve Manitobans through health education and research in collaboration with other Manitoba-based organizations.

To date, the MMSF – with primary support from Manitoba Blue Cross – has granted nearly 800 research grants and over 400 awards, contributing over \$24 million towards furthering health-related research and education. MMSF research operating grants also demonstrate a 9:1 economic return on investment within five years.





# Manitoba-based research centres

## Investing in state-of-the-art research initiatives

In addition to our ongoing support of MMSF, Manitoba Blue Cross has demonstrated our commitment to local research through other significant contributions.

In 1994, we donated \$250,000 in capital funding toward the construction of the Foundations for Life Research Centre. Now known as the John Buhler Research Centre, this was a collaboration between the Health Sciences Centre Foundation and the Children's Hospital Research Foundation toward the construction of a state-of-the-art research facility dedicated to adult and pediatric healthcare research programs. The building is also shared with the University of Manitoba.

### Manitoba Blue Cross Pledges \$250,000 to a new Winnipeg Research Centre

The achievements of the pediatric and adult researchers at Winnipeg's Health Sciences Centre and its Children's Hospital have been a key element in the establishment of Manitoba's reputation as a major centre for medical and health care research. However, given the current shortage of research space, the ability to continue this reputation is challenged. Work has been taking place in an amazing variety of scattered facilities, much of which is substandard, antiquated and cramped. The laboratories are filled to capacity, meaning that some projects are now restricted, prevented from expanding in their logical directions. In some cases, exciting new recruits must wait to join a project because there is no room to house them. In others, successful and even promising scientists cannot be convinced to stay, let alone be recruited, because Winnipeg cannot offer them the type of research environment that other centres can.

The fact remains that research capacity at the Health Sciences Centre has reached a critical point in its development. The options are clear. Move forward with confidence or fall permanently behind. The research environment is changing and Winnipeg must adapt, and quickly, to these new realities.

To meet these challenges, the *Children's Hospital Research Foundation* (CHRF) and the *Health Sciences Centre Foundation* (HSCF) launched a collaborative capital fundraising campaign, **Foundations for Health ... A Partnership of Promise**. Its aim: to support the construction of a much needed health care research centre in Winnipeg. As well, the *Juvenile Diabetes Foundation* of Manitoba will benefit from this campaign.

The CHRF and HSCF elected to build this research facility in a strategic location at the Health Sciences Centre. This will give adult and pediatric health care research programs two floors each, representing 100,000 square feet of new research space. It will also permit maximum operating efficiency. Various mechanical systems, equipment and other technical installations will be centralized, permitting shared use and the attendant cost savings.

The building, which is currently under construction with a scheduled completion date in the latter part of 1996, was designed for maximum flexibility in terms of use of space as well as for expansion to meet future needs. Once fully operational, the new research facility will employ between 300 and 400 research and support staff. The majority of these positions will be high-tech, long-term employment. The construction of this major facility will employ local construction, tradespeople, and other suppliers, resulting in 290 to 300 person years of employment during the building phase. Overall, it is anticipated that the facility will infuse between \$20 and \$25 million in new funds into the Manitoba economy each year.

The cost  
and the  
million.  
suppliers

As a leader  
a new research  
research  
worthwhile  
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quality of

If you have



Six years later, we made a \$50,000 donation towards the final stage of completion of the Centre for Research on Aging in support of a funding initiative by St. Boniface Hospital Research. Known today as the Dr. John Foerster Centre for Health Research on Aging, the Centre specializes in neurodegenerative disorder research.



Construction of the John Buhler Research Centre

# Taking action to support mental health

## Employee Assistance Program

### Innovating to meet the needs of Manitobans

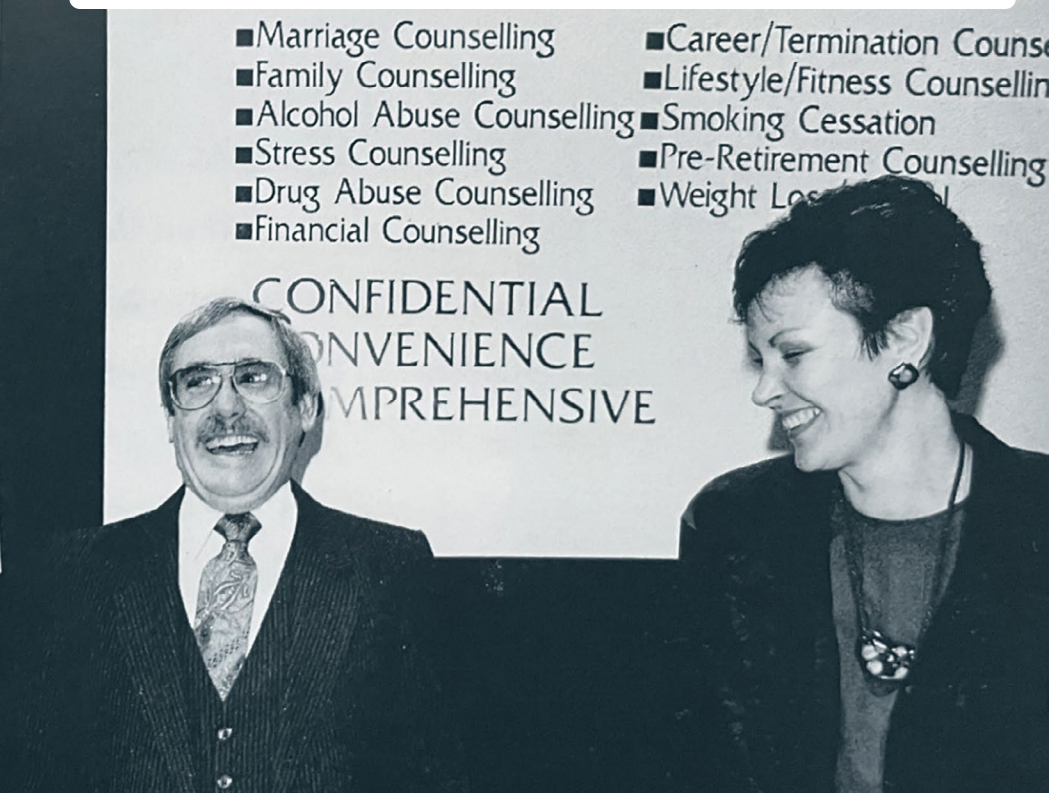
In 1984, Manitoba Blue Cross began to plan a service that would stand out from traditional health benefit programs. Recognizing the increasing challenges within the workplace – fueled by economic uncertainty, the rapid pace of change, new workforce mobility and increasing personal pressures – we created an innovative solution: the Employee Assistance Program (EAP).

Officially launched in March 1987, the EAP was initially designed to offer a confidential alternative to in-house counselling programs. Manitoba Blue Cross is proud to have made history with this commitment to the community, as it was the first program of its kind to be offered by a Canadian Blue Cross organization.

Serving as a vital support system for thousands of Manitobans, the EAP's diverse range of services was tailored to address various aspects of health and wellness, including relationships, parenting, personal health, addictions, career and workplace, and finances. This comprehensive approach laid the foundation for the EAP's enduring success, differentiating us with our broad scope of services from the very beginning.

- Marriage Counselling
- Family Counselling
- Alcohol Abuse Counselling
- Stress Counselling
- Drug Abuse Counselling
- Financial Counselling
- Career/Termination Counselling
- Lifestyle/Fitness Counselling
- Smoking Cessation
- Pre-Retirement Counselling
- Weight Loss Counselling

CONFIDENTIAL  
CONVENIENCE  
COMPREHENSIVE





1984 &gt;&gt;&gt;&gt; Today

### Today's complete approach to health and wellness

Fast-forward three decades, and our present-day EAP remains a cornerstone of the community.

While it is best known for providing employees and their families with direct access to confidential counselling services, we also offer a comprehensive suite of digital health and wellness resources, along with customized workplace well-being services to support employees, leaders and teams. This complete approach to health and wellness distinguishes our EAP, allowing us to deliver a highly personalized, member-centric experience to Manitobans.



Photo credit: Douglas Little Photography

## THE FOUNDATION OF OUR EAP



### Accessibility

We offer flexible support 24/7, 365 days a year, including in-person, online video, telephone or email counselling appointment options.



### Local presence

We provide in-person counselling sessions seven days a week, day and evening, at our state-of-the-art Employee Assistance Centre and in many communities across Manitoba.



### Professional expertise

Our wide network of counselling professionals, with an average of over 15 years of clinical experience, offers an extensive range of specialized, clinical services.



### Diversity

We are committed to providing culturally reflective counselling services, including interpretation available in 200+ languages, as well as Indigenous support and healing methods.

## The Manitoba Blue Cross Mental Health Assessment Unit

**One of the newest treatment facilities at Victoria Hospital**

June 2022 marked the official opening of the Manitoba Blue Cross Mental Health Assessment Unit at the Victoria Hospital.

With support from Manitoba Blue Cross, a portion of the Victoria Hospital Urgent Care Department was transformed into a dedicated, therapeutic space designed to provide individualized care in a private and supportive environment conducive to recovery.

The six-bed unit is the first integrated space of its kind in Manitoba, enabling Urgent Care and mental health teams to collaboratively provide specialized mental health assessments and care in a calming, home-like environment. This innovative, evidence-based model of care leverages the skills, knowledge and expertise of the interprofessional team to address the distinct needs of each individual.

In its first year of operation, the Manitoba Blue Cross Mental Health Assessment Unit provided assessments and care to 1,229 patients. Our partnership with the Victoria Hospital Foundation has been integral to its success, reflecting our shared commitment to supporting the health and well-being of all Manitobans.



*Rachel Ferguson, former chief operating officer of Victoria Hospital and Benjamin Graham, president and CEO of Manitoba Blue Cross, at the opening of the Manitoba Blue Cross Mental Health Assessment Unit. Photo credit: Douglas Little Photography*



# Colour of Caring Healthy CommUnity Challenge

## Empowering Manitobans to support mental health initiatives

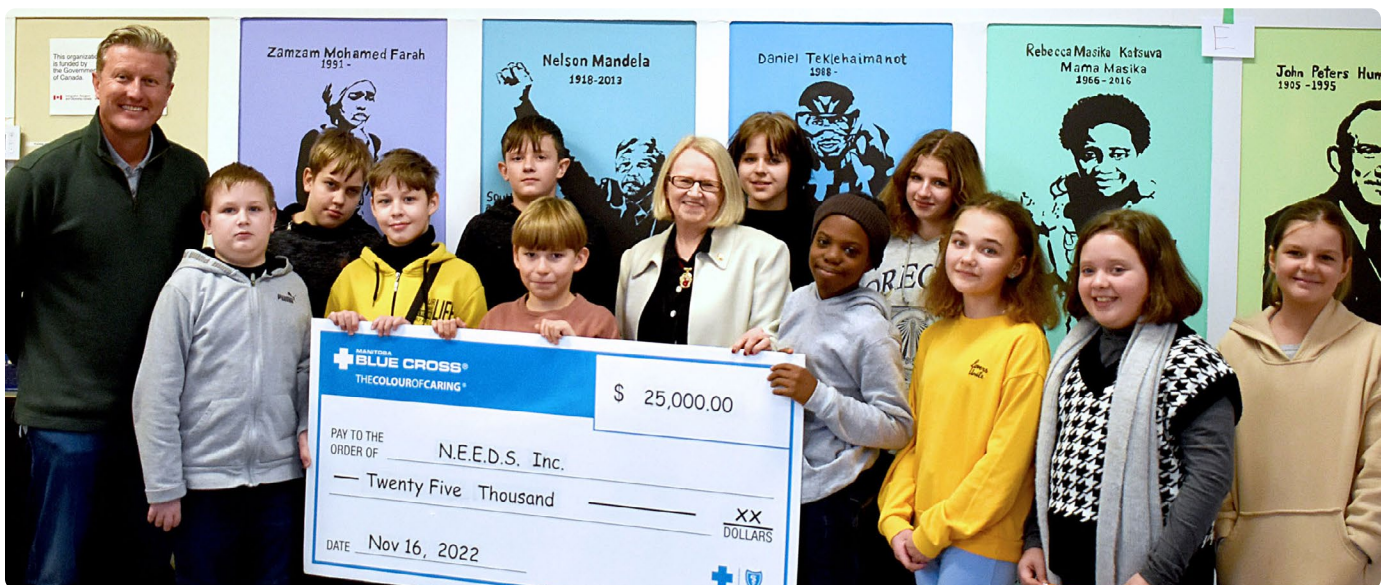
In November 2022, Manitoba Blue Cross awarded \$25,000 to Newcomers Employment & Education Development Services (N.E.E.D.S.) Inc. to support mental health initiatives in Manitoba. N.E.E.D.S.'s submission, "Supporting Mental Wellness of Recently Arrived Refugees to Winnipeg," received the highest number of votes from Manitobans in our Colour of Caring Healthy CommUnity Challenge.

N.E.E.D.S. Inc. runs a mental health program free of charge for newcomer refugee youth and children aimed at addressing the trauma they experience prior to arrival in Canada. The funds provided by Manitoba Blue Cross directly facilitated the recruitment of a part-time psychosocial educator, addressing the growing demand for mental health programming. With this added capacity, N.E.E.D.S. Inc. was able to support 218 additional clients, primarily from Ukraine and Afghanistan, who arrived from war zones with experiences of conflict, forced displacement and trauma.

During the challenge, Manitoba Blue Cross invited submissions for innovative ideas to support mental health in the community and received an enthusiastic response from Manitobans. A panel of Manitoba Blue Cross judges selected the top submissions from over 70 applicants before opening the selection process to the public. This unique approach empowered the community to directly influence the choice of initiative that resonated with them the most.

*"It is a great honour for the N.E.E.D.S. Centre to have received this monetary award and to be recognized in our community. We are proud of the work we do and are very pleased to have this acknowledged through the Healthy CommUnity Challenge."*

**- Margaret von Lau**  
CEO of N.E.E.D.S. Inc.



Benjamin Graham, president and CEO of Manitoba Blue Cross, presents a cheque for \$25,000 to Margaret von Lau, CEO of N.E.E.D.S. Inc.

# Caring for our generations

## Make-A-Wish Foundation of Canada

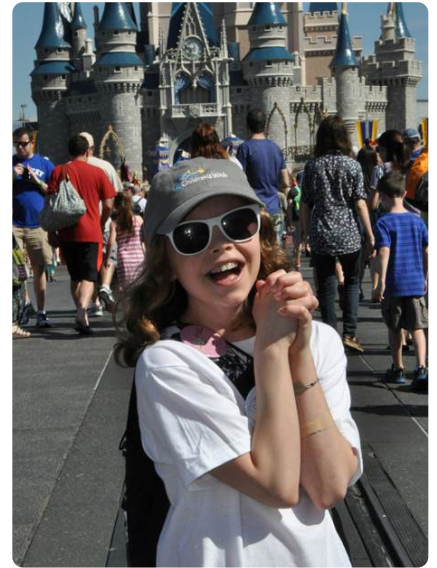


### **Providing assurance to those who need it most**

Together with the Canadian Association of Blue Cross Plans, we have been proud partners of the Make-A-Wish Foundation of Canada since 1989. This valuable organization grants wishes for children who have been diagnosed with a serious, life-threatening illness. As supporters of this charity, Manitoba Blue Cross provides premium-free travel coverage to Manitoba children and their families any time a travel wish is granted.

For these brave children, wishes are not just a fleeting desire; they are an important part of their treatment journey, instilling hope in their hearts when they need it the most. In fact, these wishes have been proven to have significant physical and emotional benefits, increasing the chances of survival for children battling critical illnesses.

Over the span of 35 years, collectively across all Blue Cross Plans, we've supported over 25,000 travel wishes by providing 100,000 family members with complimentary travel coverage. Additionally, Manitoba Blue Cross actively participates in valuable fundraising events hosted by our local Make-A-Wish chapter, such as their annual gala.



## Rebecca's story

When Rebecca was diagnosed with a significant congenital heart defect – one which gave her only a one per cent chance of surviving birth – it swept Rebecca and her family into a whirlwind of surgeries and hospital visits for the first eight years of her life.

Helping Rebecca survive and thrive became a collective effort for the family, and her wish served as a testament to her gratitude and love for her mom, dad and five brothers.

Rebecca wished to go on a family cruise in the Eastern Caribbean, and in April 2012, the entire family embarked on an unforgettable eleven-day journey through magical blue waters.



“

*Thank you, Manitoba Blue Cross, for making sure our family felt safe and well-protected while on our trip, especially our precious Rebecca. You helped bring magic to the life of a little girl who's endured so much and to the lives of our five sons who have spent so much time worrying and taking care of their sister.*

”

*- The Fleming family*



# Toba Centre for Children & Youth

**Proudly supporting children's safety and well-being**

In January 2023, Manitoba Blue Cross donated \$15,000 to the Toba Centre for Children & Youth's We Will Campaign. This campaign aimed to raise funds to support the renovations required to create a high-functioning, multi-disciplinary child advocacy facility at Assiniboine Park. The renovations were crucial to addressing the delays and inefficiencies at their previous location, which could only accommodate 10 per cent of the people who needed their support.

In September 2023, the Toba Centre celebrated the grand opening of its new facility, a testament to the success of the We Will Campaign. This new facility not only increased the Centre's capacity but also streamlined operations between child protection, law enforcement and healthcare professionals. It also features a bright and child-friendly design throughout, fostering a comfortable and calming atmosphere for visitors and employees alike.

Manitoba Blue Cross is honoured to have contributed to this remarkable initiative, as it promises to positively impact the lives of children, youth and families in Manitoba for years to come.



*An artist's rendition of the Toba Centre's new home on 710 Assiniboine Park Drive. Photo credit: Toba Centre*



# Children's Hospital Foundation of Manitoba

## A new, world-class children's heart clinic is now open

In May 2021, Manitoba Blue Cross contributed \$10,000 to the development of a new children's heart clinic at Health Sciences Centre. At that time, the Children's Hospital Foundation of Manitoba was involved in a phased capital campaign to raise funds for state-of-the-art equipment and technology, expanded diagnostic resources and monitoring capabilities, and additional amenities.

In May 2022, the world-class clinic officially opened as the Travis Price Children's Heart Centre. It features a transformative space for children with ongoing cardiac needs, located within seconds of the children's emergency room and intensive care units.

Manitoba Blue Cross is proud to have supported this vital campaign, which has contributed to improving outcomes for young cardiac patients and their families throughout the province.



*Benjamin Graham, president and CEO of Manitoba Blue Cross, presents a cheque for \$10,000 to Stefano Grande, president and CEO of the Children's Hospital Foundation of Manitoba*

## BENEFITING MANITOBA CHILDREN

Manitoba Blue Cross has contributed to a variety of valuable causes that support the health and wellness of children across the province, including, but not limited to:

- Assiniboine Park's Indigenous Youth Storytelling Program
- BGC Winnipeg
- Big Brothers Big Sisters of Winnipeg
- Children's Hospital Foundation of Manitoba's Teddy Bears' Picnic
- Children's Rehabilitation Foundation's Cruisin' Down the Crescent
- Child Nutrition Council of Manitoba's Stone Soup Week
- Koats for Kids
- Manitoba Possible
- Pan Am Clinic Foundation's Medical Careers Exploration Program
- Shad Canada in partnership with the University of Manitoba
- The Dream Factory
- Winnipeg Santa Claus Parade in support of the Christmas Cheer Board
- Winnipeg Sea Bears Youth Summer Camp

# Lifestyles Seniors Program

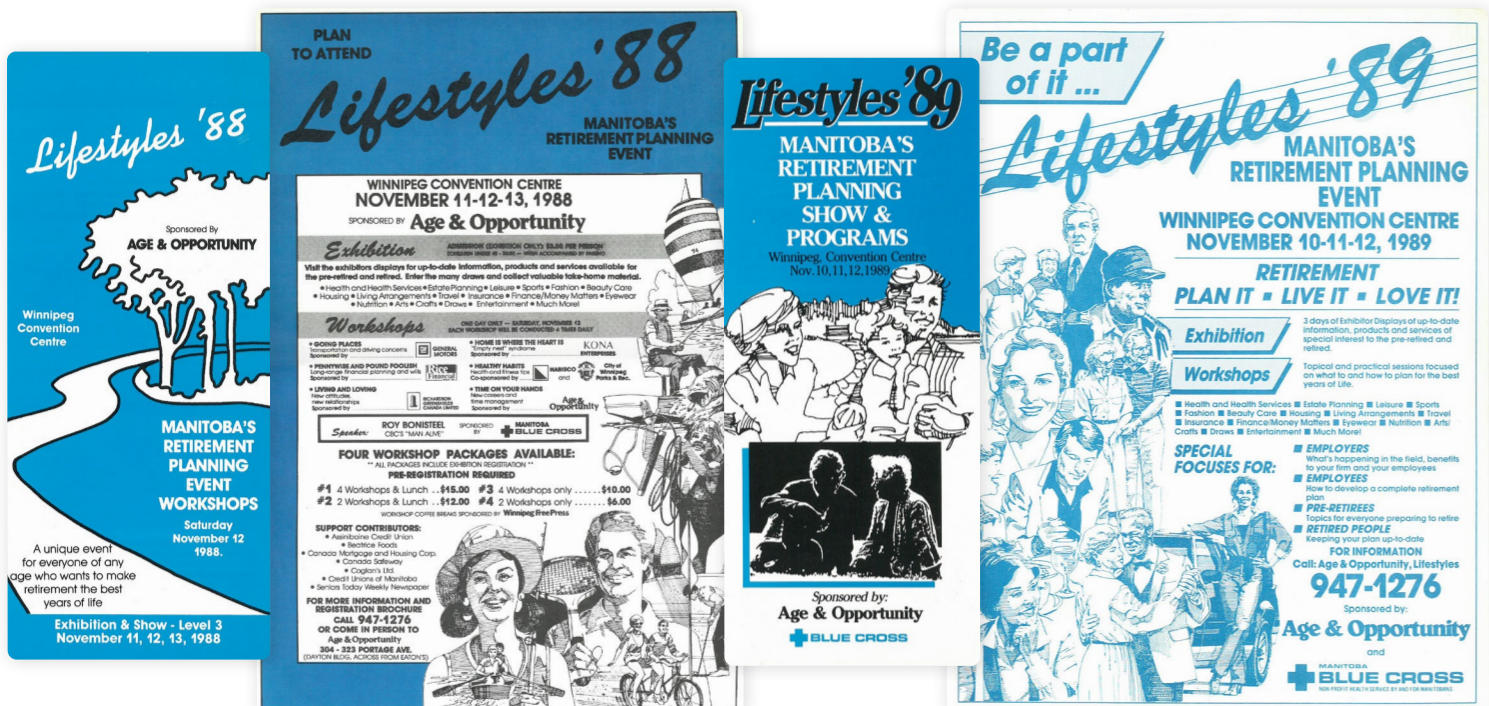
## Prioritizing a healthy lifestyle within aging communities

As individuals age, prioritizing the development and maintenance of a healthy lifestyle becomes even more important. Recognizing this need within the community, Manitoba Blue Cross teamed up with Winnipeg's Age and Opportunity, a seniors-oriented organization, to create an annual event highlighting healthy living.

Officially launched in the late 1980s with seed money from Manitoba Blue Cross and continuing until 2001, the Lifestyles program attracted thousands of seniors to annual seminars featuring product introductions, health and fitness demonstrations and entertainment and breakfast events. Travel health emerged as a prominent theme, reflecting the growing number of seniors seeking travel opportunities during this time period.



This remarkable partnership with Manitoba Blue Cross helped Age and Opportunity to underwrite the cost of many of its programs, including friendly visiting, older victim services, retirement planning and caregiver support.



A collection of Lifestyles brochures and posters from the late 1980s



## Long Term & Continuing Care Association of Manitoba

### Creating social connections through challenging times

During the height of the COVID-19 pandemic in 2020, restrictions prevented visitors from entering personal care homes, leaving seniors isolated and deprived of face-to-face interactions with their loved ones.

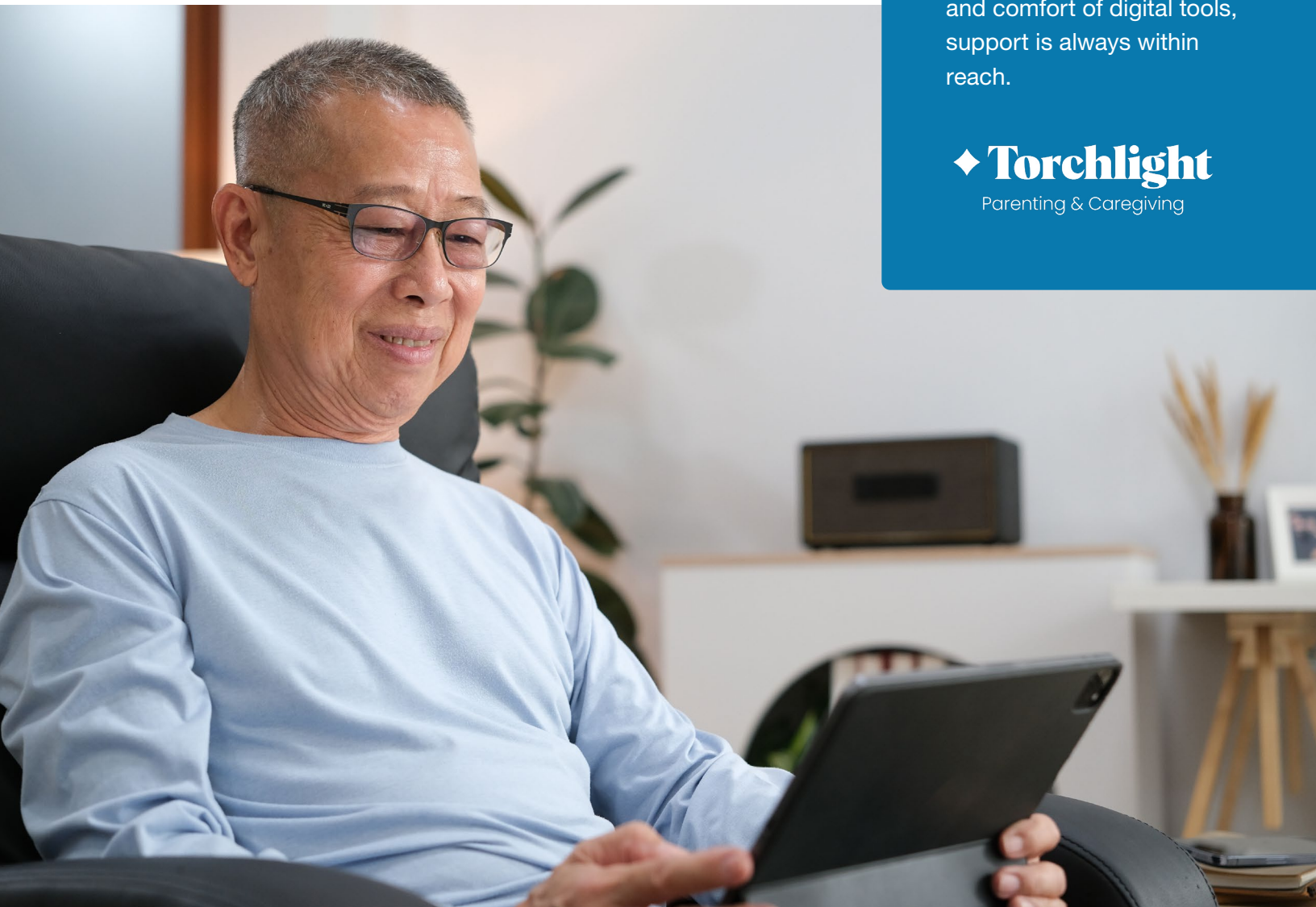
Acknowledging the importance of maintaining social connections, Manitoba Blue Cross generously donated 68 iPads worth \$30,000 to the Long Term & Continuing Care Association of Manitoba, which were distributed to care homes throughout the province. This initiative helped residents stay connected with their families, supporting mental health and well-being during a period marked by isolation and uncertainty.

### DIGITAL CAREGIVER SUPPORT

In 2023, Manitoba Blue Cross launched a suite of proactive and preventive online tools as part of our wellness plan, including parenting and caregiver support.

Through our partnership with Torchlight, we currently offer access to a range of strategies and solutions tailored to the unique needs and challenges of caring for children and elderly loved ones. With the convenience and comfort of digital tools, support is always within reach.

◆ **Torchlight**  
Parenting & Caregiving



# Opening doors to higher education

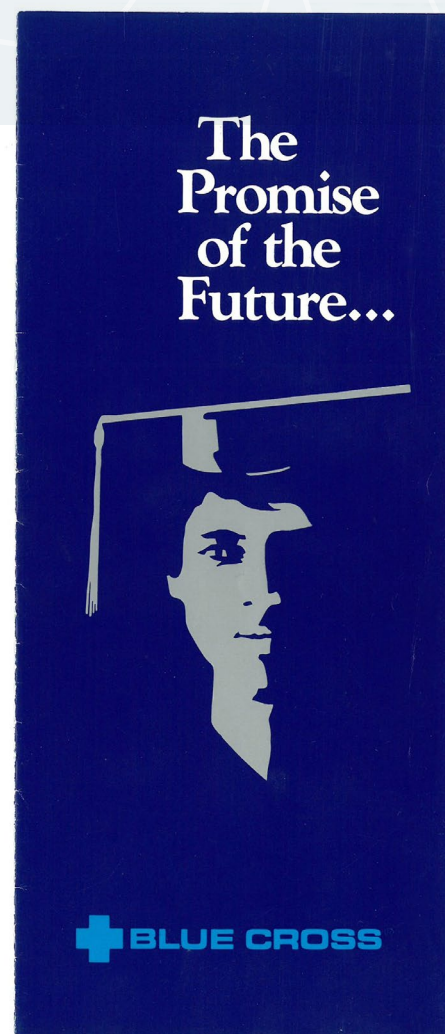
## Scholarships

### Supporting today's youth for tomorrow's future

In 1985, Manitoba Blue Cross created a scholarship and bursary program, recognizing high scholastic achievement and encouraging more students to pursue higher education. This valuable initiative responded to the increasing number of Manitoba students seeking further education, driven by a host of technological advancements during the decade.

As the cost of further education is one of the biggest challenges facing students today, Manitoba Blue Cross continues to offer support through a range of awards, scholarships and bursaries. These resources are specifically tailored for Manitoba students pursuing full-time education at a post-secondary school in the province, including support for Indigenous students, those with disabilities and individuals studying fields such as social work, medical rehabilitation, dental medicine and more.

Over the past three decades, we've had the privilege of awarding funds to hundreds of students, enabling them to turn their educational aspirations into reality. Manitoba Blue Cross takes immense pride in being a part of their journey towards achieving their goals.



*A 1980s brochure from Manitoba Blue Cross's scholarship program*



Through the Manitoba Blue Cross Indigenous Northern Scholarship, in partnership with Indspire, we provide comprehensive educational support to Indigenous students pursuing careers in social work and counselling. Each Indigenous Northern Scholarship offers the unique possibility of an internship, co-op placement or practicum with Manitoba Blue Cross's renowned Employee Assistance Program, further enhancing their learning experience and practical skill development.

# Marriage & Family Therapy interns

## Creating practical opportunities for students

In 2023, Manitoba Blue Cross welcomed four Marriage & Family Therapy (MFT) interns to our Employee Assistance Program (EAP). These interns, in their final year of studies, worked under the guidance of an experienced clinical supervisor and alongside their peers, completing 80-100 clinical hours through the EAP's counselling services.

Encouraged by the success of this initiative, we established it as an annual program, welcoming new MFT interns on a yearly basis. This program not only supports students in forging valuable connections and potentially securing a position as a contracted counsellor within the EAP post-graduation but also exposes them to providing short-term counselling support, a discipline typically not covered in the MFT program curriculum.



Thank you for this award.  
It means alot that my work  
during the school year actually  
paid off.  
you have no idea how shocked I  
was when I received this.  
Once again, Thank you!

Sincerely,  
Janica  
Humandez  
from STURGEON ROCK  
COLLEGIATE

07/07/22

Sept 25/21  
I would like to thank  
you for selecting and offering  
me the Manitoba Blue Cross  
Dental Scholarship. This money  
definitely helps me further  
my education as it has lowered  
the fees us dental students  
have to pay. As you probably  
know, they are quite high and  
become a great burden to us.  
I hope that you will  
continue with this scholarship  
in the future as I know that  
the next year students will  
appreciate it as much as  
I do.

Thank you again,  
Edina Hodel

Thank you for your generosity  
in awarding me the "Manitoba Blue  
Cross Special Needs Bursary". It was  
a wonderful surprise to receive your  
award a week before Christmas. This  
is the first Christmas together for my  
wife and I. Your award made our  
Christmas extra special. Knowing that  
we had the award, also helped to  
reduce the financial stress of the season.

I am currently in the last  
year of a Bachelor of Science  
majoring in Computer Science.  
As a Blue Cross Customer, I  
am proud to support a company  
that has an award for people  
with special needs.

Sincerely,  
Jarrett Bulat.

cc. K.V. Bittner



# Inspiring employee generosity

## CancerCare Manitoba Foundation

### Stronger Together in the fight against cancer

In April 2019, Manitoba Blue Cross organized Stronger Together, an initiative in support of the CancerCare Manitoba Foundation.

This unique event kicked off with a presentation from Manitoba Blue Cross speakers sharing their stories and experiences with cancer, including employees who are cancer survivors. To raise funds for CancerCare Manitoba Foundation, staff members generously donated money to dress casually for the week, contributed homemade treats and crafts for a bake/craft sale and six employees raised pledges to shave their heads.

Manitoba Blue Cross continued to accept donations throughout May and into June, with all funds directed through CancerCare's Challenge for Life, a yearly 20-km walk or 200-minute workout in support of cancer research. On June 8, a dozen Manitoba Blue Cross employees and family members participated in the 20-km walk, further demonstrating their unwavering support for the cause.

Through this impactful initiative, Manitoba Blue Cross team members raised over \$20,000 for CancerCare Manitoba Foundation. As cancer touches the lives of many Manitobans, Stronger Together served as a unifying force within the organization, demonstrating our collective support for both our employees and those affected by cancer in the wider community.

*"Every employee has been touched by cancer in one way or another, including myself, and this is what brought the passion for us to come together and be Stronger Together in the fight against cancer."*

**- Debbie Rehm**  
Senior Community  
Relations Specialist  
Manitoba Blue Cross



# United Way Winnipeg

## Bringing employees together to support Winnipeggers in need

Manitoba Blue Cross has generously supported United Way Winnipeg through corporate giving since 1989, but it wasn't until 1996 that our employees became actively involved in yearly workplace campaigns to raise funds for this important cause.

As one of Manitoba Blue Cross's largest and most successful fundraising events, employees come together to participate in annual themed campaigns in support of United Way Winnipeg. Typically, Manitoba Blue Cross's staff lounge serves as a kick-off venue, where employees gather to launch a campaign and hear powerful stories illustrating United Way's impact on the city. For the rest of the campaign, employees engage in a variety of games and challenges, with prizes available for those who make a giving decision (choosing to either donate or not donate). From costume contests to cook-offs to plane pull challenges, an unwavering charitable spirit is seen throughout the organization.

Since we started fundraising in support of United Way Winnipeg, Manitoba Blue Cross has raised over \$1.7 million and consistently ranked among the top 50 workplace campaigns for total dollars raised, both on an employee and corporate level, for 15 consecutive years. In addition to workplace campaigns, we also support United Way through employee volunteerism year-round.



## DRESSING CASUALLY FOR A CAUSE

In 1994, Corporate Casual Day began as an initiative to encourage Manitoba Blue Cross employees to contribute \$1 per pay to valuable community causes in exchange for dressing casually once a month. Over time, this concept has evolved to meet the needs of our employees and the community, transforming it into our Community Giving Program. Employees now have the added option of making a yearly donation, with many contributions far surpassing the \$26 minimum. To date, we have donated well over \$100,000 to various local charities through this corporate initiative.



# Volunteer time off policy

**Employees generously giving their time, energy and skills**

In July 2023, Manitoba Blue Cross introduced a new volunteer time off policy for both part-time and full-time employees. The policy provides all active and term employees with a designated number of paid hours to volunteer with approved organizations of their choice.

Recognizing the ongoing volunteer efforts of many Manitoba Blue Cross employees on both a corporate and personal level, we identified the necessity to provide further support for employee volunteerism. This support aims to enhance and serve the communities in which we live and work while empowering employees to participate in volunteer activities that resonate with them the most.

At Manitoba Blue Cross, we believe that donating time, energy and skills through volunteering can not only enrich local communities but also offer immense personal benefits such as increased happiness and enhanced overall well-being.

## SPIRIT OF GIVING

We've also supported a wide range of other valuable causes that inspire Manitoba Blue Cross employees to give back to our communities, including, but not limited to:

- Canadian Blood Services Manitoba
- Christmas Cheer Board
- Habitat for Humanity
- Harvest Manitoba
- Manitoba Possible
- Siloam Mission
- Winnipeg Animal Services
- Winnipeg Humane Society



# Extending community reach

## Wellness ambassador program

### Soaking up a summer of wellness initiatives

The summer of 2022 marked the inception of Manitoba Blue Cross's annual wellness ambassador program.

Through Manitoba Blue Cross's participation in various community events across the province, our dedicated wellness ambassadors provide support by distributing wellness-related educational materials, offering refreshments, administering mental health first aid and leading stretching and exercise sessions. This program not only allows students to engage directly with our communities but also enables Manitoba Blue Cross to promote health and wellness through various interactive activities led by individuals who know and love our province.

## Big Blue

### Bringing the spirit of our organization to life

In December 2023, Manitoba Blue Cross unveiled Big Blue, our new mascot, during the Winnipeg Santa Claus Parade. This introduction kicked off a fresh and interactive approach to our community engagement strategy.

More than just a memorable friend in the community, Big Blue is vital in bringing the spirit of our organization to life, as well as creating positive experiences for community members and enhancing overall engagement at events for all ages. Whether Big Blue is handing out Manitoba Blue Cross merchandise or posing for a photo, it's hard not to smile at our beloved mascot.



### COMMUNITY OUTREACH VAN

In May 2023, the Manitoba Blue Cross community relations team proudly unveiled their latest addition: the community outreach van. With our wellness ambassadors frequently on the move, this emphasized the importance of having a dedicated vehicle to support our involvement in various community initiatives across the province, ultimately extending our reach to benefit more Manitobans.



*Samantha Hodgson, former wellness ambassador and Andrew Wiebe, wellness ambassador at Assiniboine Park for National Indigenous Peoples Day*



*Dianne Sparrow Degrave, vice president of people and corporate services, Big Blue and George Hakim, manager of human resources, at the 2023 Winnipeg Santa Claus Parade.*

# Fostering community spirit

## Blue Cross Park

### A home run collaboration for Manitobans

November 2023 marked the start of an exciting new partnership between Manitoba Blue Cross and the Winnipeg Goldeyes, announcing the renaming of the Goldeyes' downtown ballpark to Blue Cross Park. This partnership came as part of a ten-year agreement between the two organizations.

The 7,000-seat ballpark first opened in 1999 and expanded in 2003. Over the years, it has not only served as the beloved home turf for the Goldeyes but also a vibrant venue for numerous concerts, charity events and amateur baseball competitions, including the 1999 Pan American Games and the 2017 Canada Summer Games.

Beyond the recognition as one of the most successful teams in Major League Baseball Partner Leagues, the Goldeyes share a parallel commitment to the community alongside Manitoba Blue Cross. With the Goldeyes' rich tradition of fostering community spirit, we take pride in knowing that Blue Cross Park will remain a cherished venue where Manitobans can gather and create lasting memories with their families and friends for many seasons to come.



*Benjamin Graham, president and CEO of Manitoba Blue Cross, and Sam Katz, team president of the Winnipeg Goldeyes, at the announcement of Blue Cross Park*



*Signage at Blue Cross Park*

## ENHANCING ARTS & CULTURE

Manitoba Blue Cross has generously donated capital funding to organizations committed to enhancing arts and culture for Manitobans, including, but not limited to:

- 2005: Friends of the Canadian Museum for Human Rights non-profit organization - \$50,000
- 2007: Asper Jewish Community Campus's Building on Success Capital Campaign - \$50,000
- 2008: Théâtre Cercle Molière's new theatre construction - \$50,000



# The Manitoba Junior Hockey League

## Scoring goals for mental health initiatives

The Manitoba Junior Hockey League (MJHL) kicked off 2022 with exciting news: a new multi-year partnership with Manitoba Blue Cross. This partnership, spanning 2022 to 2025, marks a significant continuation of our previous partnerships with the hockey league in 2011 and 2012. With Manitoba Blue Cross prominently featured on MJHL team uniforms, at rinks across the province and on MJHL social platforms, the partnership extends far beyond branding.

During the 2023-2024 season, Manitoba Blue Cross proudly pledged to make a donation to a mental health initiative in Manitoba for each goal scored during the MJHL regular season. This pledge not only provides support for mental health initiatives but also enhances awareness of mental health challenges faced by Manitobans throughout the province.

By harnessing our shared passion for hockey, Manitoba Blue Cross and the MJHL are united in our mission to make a positive difference in the community. Through this partnership, we are committed to enhancing the well-being of Manitobans, emphasizing the importance of supporting both physical and mental wellness.

## FOR THE LOVE OF SPORTS

In addition to the sponsorship of many athletics across the province, Manitoba Blue Cross has contributed to a wide range of organizations that support Manitobans participating in sports and recreation. These organizations include, but are not limited to:

- Brandon University Athletics
- Golf Manitoba
- Sport Manitoba
- Manitoba 55+ Games
- World Police and Fire Games
- YMCA of Brandon
- YMCA-YWCA of Winnipeg



# Getting in motion for a cause

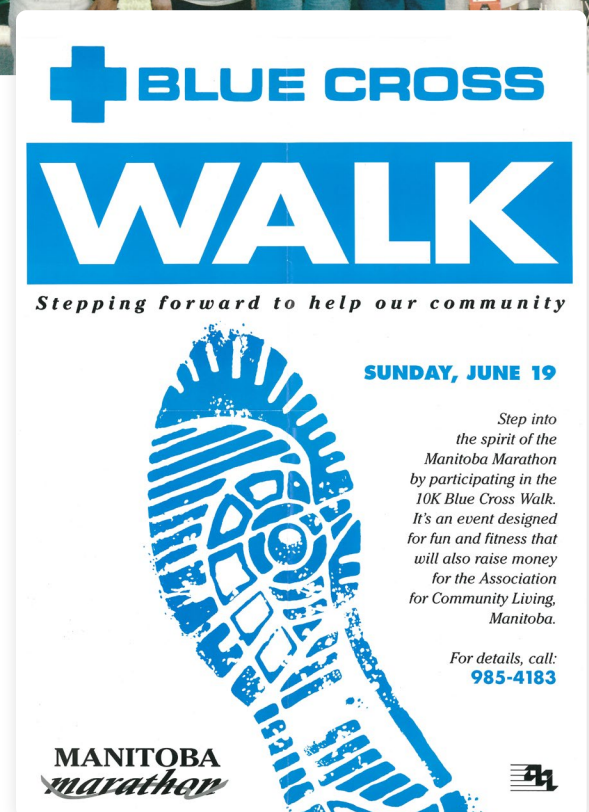
## 10K Blue Cross Walk

### Taking steps in support of Manitobans with disabilities

Manitoba Blue Cross's community commitment took another step in 1993 when we became the official sponsor of the Manitoba Marathon and introduced the 10K Blue Cross Walk.

During its inaugural year in June, the 10K Blue Cross Walk attracted over 400 participants who took part in a scenic walk. All proceeds from this event were directed towards supporting Community Living Manitoba (formerly the Association for Community Living), an organization committed to fostering inclusivity for individuals with intellectual disabilities across Manitoba.

Continuing until 1999, the 10K Blue Cross Walk brought together an enthusiastic group of Manitobans, including Manitoba Blue Cross employees and their families, who often transformed the event into a memorable Father's Day outing. Today, the tradition of Manitoba Blue Cross employees participating in the Manitoba Marathon continues, with the organization generously covering a portion of the registration costs for any staff members taking part in a Manitoba Marathon event. This longstanding tradition is a testament to our commitment to supporting the community and living out the values we uphold.



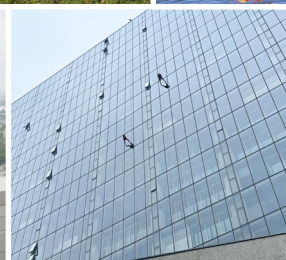
A 10K Blue Cross Walk poster from 1994



## PHYSICAL PHILANTHROPY

We've participated in a range of other initiatives encouraging Manitoba Blue Cross employees to get active in support of valuable causes. These initiatives include, but are not limited to:

- Biking to the Viking: MS Bike Tour
- Canadian Cancer Society's Dragon Boat Race
- Canadian Mental Health Association's Ride Don't Hide
- Commuter Challenge during Canadian Environmental Week
- Easter Seals Drop Zone in support of Manitoba Possible
- MEGABike in support of various causes, such as the Heart & Stroke Foundation and Big Brothers Big Sisters of Winnipeg
- MS Walk
- Pink Ribbon Ladies Golf Classic For Hope
- Riverview Health Centre Foundation's Cycle on Life
- Stationary Bike Ride for Juvenile Diabetes Research





# Expanding wellness supports

## Our range of digital resources

### Putting the holistic wellness of Manitobans at the forefront

In 2023, Manitoba Blue Cross introduced our new digital wellness platform and comprehensive wellness plan, offering Manitobans access to a range of online health and wellness resources rooted in holistic practices. This milestone marked the inception of our journey to expand wellness supports with a convenient, digital focus.

### Digital wellness platform

With Manitobans' growing preference for online services accessible from anywhere at any time, Manitoba Blue Cross recognized the need to provide the community with a range of digital support through one centralized platform. This prompted the creation of our digital wellness platform, officially launched in March 2023.

Our wellness platform offers a variety of complimentary health and wellness resources, including our wellness assessment tool. This assessment helps individuals identify areas of personal strength and opportunity across six dimensions of wellness: emotional, financial, intellectual, occupational, physical and social. Once the assessment is completed, users receive curated content, tips and resources to help build wellness-affirming habits, routines and knowledge.



## Wellness plan

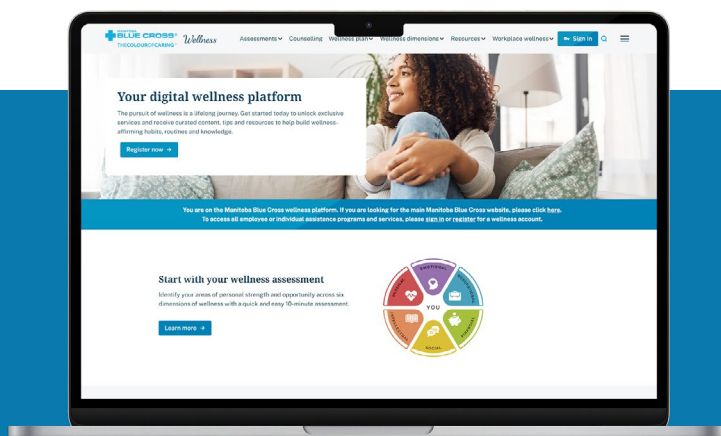
Following the introduction of the digital wellness platform, Manitoba Blue Cross took one step further in offering digital resources and introduced the wellness plan.

Acknowledging that health can no longer be defined only by an individual's physical or even mental health, Manitoba Blue Cross designed the wellness plan to support the six wellness dimensions, as featured on the digital wellness platform. The plan is the first of its kind in Canada, offering proactive and preventative online tools that prioritize holistic wellness.

Benefits include:

- online mental health community support with Togetherall
- virtual fitness with LIFT session
- parent and caregiver support with Torchlight
- sleep program
- financial planning and retirement resources

The wellness plan is available to purchase individually through an annual subscription, and coverage with Manitoba Blue Cross is not required to subscribe to it. For Manitoba employers, the wellness plan is also available on a group basis.



Manitobans can start their wellness journey on our digital wellness platform at [wellness.mb.bluecross.ca](https://wellness.mb.bluecross.ca).

# Embracing environmental responsibility

## Sustainability initiatives

### Doing our part to take care of the environment

In 1991, all departments of Manitoba Blue Cross became active in paper recycling. This initiative began when the sales administration department adopted a small-scale recycling effort in response to an agreement change a year prior, which left them with over 20,000 unusable pieces of paper.

Today, our dedication to protecting the environment and safeguarding our community's well-being remains a core commitment. Our ongoing sustainability initiatives include:



operating an energy-efficient Power Smart building as our home office in Winnipeg.



establishing a comprehensive recycling program that properly disposes hazardous waste, such as batteries, light bulbs, computers and other electronic equipment.



reducing paper usage throughout the organization and among our members and service providers.



encouraging employees to recycle by conveniently placing recycling bins throughout our office.



offering a hybrid work environment in which employees can choose to work from home three days a week to reduce the need for commuting and ultimately reduce carbon emissions.



minimizing the use of disposable items at our workplace by providing employees with ceramic mugs, dinnerware, cutlery, serving utensils and cookware.

### SUSTAINABILITY IN ACTION

In addition to continuously monitoring and improving our environmental footprint, we take measures to contribute to sustainability through our actions and activities. This includes participating in the annual Commuter Challenge and organizing a yearly, company-wide clean-up of Omand's Creek, located near our office.



# Leading a path forward



*Thought leaders engaging in discussion at the MIW strategic directions workshop*

## Manitoba Index of Wellbeing

### Navigating the future of wellbeing through valuable insights

In 2022, Manitoba Blue Cross began commissioning the first-ever Manitoba Index of Wellbeing (MIW) report through the University of Waterloo, building upon the framework of the Canadian Index of Wellbeing (CIW).

This evidence-based report is the first of its kind to quantify the wellbeing of our province from 1994 to 2020 and provides a picture of how Manitobans are doing over this period in eight essential areas, including:

-  **living standards**
-  **time use**
-  **democratic engagement**
-  **community vitality**
-  **environment**
-  **healthy populations**
-  **education**
-  **leisure and culture**

Despite economic growth in Manitoba—often seen as an indicator of wellbeing—the index reveals challenges and shortcomings impacting both individual and community wellbeing. As part of our commitment to supporting and strengthening local communities by assessing and addressing wellness needs across the province, we began a collaborative process in exploring the findings of the report.

In May 2023, Manitoba Blue Cross hosted an all-day strategic directions workshop with over 50 thought leaders from various sectors, including not-for-profit organizations, foundations, academia and government agencies. These thought leaders brought expertise concerning one or more of the CIW's domains and a shared passion for improving the quality of life in Manitoba into a strategic direction planning process. Their collaboration and qualitative insights played a vital role in shaping the final report and enriching the existing quantitative analysis.

The full report, along with interviews from local experts focusing on each domain and exploring the potential future of wellbeing in Manitoba, can be found on our digital wellness platform at [wellness.mb.bluecross.ca](https://wellness.mb.bluecross.ca).



# Creating community connections

Manitoba Blue Cross is proud to support a variety of local organizations, creating invaluable connections to the community and empowering charitable causes to do what they do best.

“

Manitoba Blue Cross's contributions – both monetary and in-kind – have made a profound impact on our organization and the community we serve. Their financial support has enabled us to expand our mentoring programs, reaching more children and youth in Winnipeg who benefit immensely from these relationships.

Manitoba Blue Cross has also demonstrated a deep understanding of the needs in our local community and actively contributed towards addressing them. By partnering with us, Manitoba Blue Cross has played a pivotal role in fostering a healthier and more connected community, where youth are empowered to reach their full potential.

**Jordan Cooney**

Senior Manager, Strategic Partnerships

**Big Brothers  
Big Sisters  
of Winnipeg**

“

Working with the Manitoba Blue Cross has allowed the Pan Am Clinic Foundation's Medical Careers Exploration Program to continue growing its reach and impact. The program works to directly support the Indigenous community by giving youth the opportunity to learn hands-on about the various health care career opportunities and providing multi-faceted support along their journey.

**Alexandra Carroll**

Program Coordinator

**Pam Am  
Clinic**



Manitoba Blue Cross has made a positive impact on Bruce Oake Recovery Centre, helping us to support our community, staff and their families. Manitoba Blue Cross's assistance has helped our organization stay true to our vision of creating a world where wellness is accessible to all.

Through our valued partnership, Manitoba Blue Cross has consistently demonstrated their ability to excel at collaboration. They have directly impacted our mission and helped to ensure that high-quality, long-term, evidence-based treatment is accessible to Manitobans.

We are incredibly grateful for Manitoba Blue Cross's top-tier service, flexibility and accommodation to Bruce Oak Recovery Centre's specific needs.

**Liam Pittman**

Executive Coordinator

## Bruce Oake Recovery Centre



Canada has some of the highest rates of Crohn's disease and ulcerative colitis in the world. In Manitoba alone, there are over 10,500 people living with Inflammatory bowel disease.

Organizations like Manitoba Blue Cross are vital to increasing awareness of these invisible illnesses that members of our community face every day. Manitoba Blue Cross has been a long-standing supporter of events like our annual Gutsy Walk and Winnipeg Gutsy & Glamorous Gala, and without them, we wouldn't be where we are today.

**Darrah Horobetz**

Specialist, Gutsy Walk Operations

## Crohn's and Colitis Canada



As a Manitoba-based charity, The Dream Factory is incredibly proud to be supported by Manitoba Blue Cross. Whether it's through sponsorship, prize donation or travel insurance partnerships – the team at Manitoba Blue Cross continues to show up in so many thoughtful and meaningful ways for Manitoba kids battling life-threatening illnesses. For that, we will always be tremendously grateful. Our community is lucky to have leaders like Manitoba Blue Cross active in our community and making a difference for so many charities doing important work.

**Andrew Kussy**

Executive Director

## The Dream Factory



Over the past 30 years, Manitoba Blue Cross has consistently supported the Riverview Health Centre Foundation, donating over \$100,000 to help those who count on Riverview Health Centre (RHC). Manitoba Blue Cross's care and compassion have been evident through their support of events, such as Cycle on Life, which unites the community and raises funds for RHC and other world-class special projects, such as the Alzheimer's Centre of Excellence. Manitoba Blue Cross constantly proves their respect, inclusivity and community values by supporting Manitobans who count on RHC.

**Delaney O'Hara**

Event and Communications Coordinator

## Riverview Health Centre Foundation



“

Manitoba Blue Cross, the Winnipeg Goldeyes Baseball Club and the Field of Dreams Foundation have successfully partnered for many years. This year, we've recognized our shared goals for the community and have come together to make this partnership even bigger and better than before. Thanks to cumulative efforts of caring individuals and enhanced funding, together with our community outreach, program support, player accessibility and interactive visits, we are reaching further than ever. Plus, thanks to this partnership, many more deserving Manitobans can briefly step away from life's challenges to take in a Goldeyes baseball game courtesy of Manitoba Blue Cross at Blue Cross Park.

**Regan Katz**

Vice President & Chief Operating Officer

**Winnipeg  
Goldeyes**

“

A big thank you to Manitoba Blue Cross for your ongoing support over the years. Your dedication to supporting community well-being has made such a difference to Bravestone Centre and the families we serve. We value your commitment to partnering with local organizations and empowering them to do what they do best.

Manitoba Blue Cross truly understands the importance of enhancing the quality of life for those we assist. Since the inception of our annual Sunday brunch events three years ago, your role as our presenting sponsor has been a cornerstone of its success. Your employees' and board members' generosity and initiatives in raising funds for Bravestone Centre have also significantly impacted our services. Thank you again, Manitoba Blue Cross, for your ongoing support and commitment. We look forward to many more years of making a difference together!

**Lori Rudniski**

Executive Director

**Bravestone  
Centre**



# Supporting charitable initiatives

Over the past 50 years, we've supported a wide range of charitable initiatives through a variety of partnerships with organizations and participation in events beyond what has been featured in this book. These organizations and events include but are not limited to:

## Community impact

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AGAPE TABLE INC.

ALPHA HOUSE

AMNESTY INTERNATIONAL

ARBORG FALCONS NOVICE  
HOCKEY TEAMS

ARTHUR E. WRIGHT SCHOOL

ASPER CENTRE'S CURRY BIZ  
CAMP

ASSINIBOINE COMMUNITY  
COLLEGE

ASSINIBOINE PARK  
CONSERVANCY

ASSOCIATED MANITOBA ARTS  
FESTIVALS

ASSOCIATION FOR COMMUNITY  
LIVING

ASSOCIATION OF COMMUNITY  
THEATRES OF MANITOBA

ASSOCIATION OF MANITOBA  
MUNICIPALITIES

BEARSKIN AIRLINES

BELIEVE IN THE GOAL  
FOUNDATION

BGC WINNIPEG

BIG BROTHERS BIG SISTERS OF  
WINNIPEG

BISON MEN'S CHORUS

BRANDON UNIVERSITY  
ATHLETICS

BRAVESTONE CENTRE

BURTON CUMMINGS THEATRE

CAMP ARNES

CAMP MANITOU

CANADA WITHOUT POVERTY

CANADA WORLD YOUTH

CANADIAN ASSOCIATION OF  
PRE-RETIREMENT PLANNERS

CANADIAN CURLING  
ASSOCIATION

CANADIAN GOLF TOUR, ROB  
MCMILLAN

CANADIAN GOODWILL  
INDUSTRIES CORP.

CANADIAN HUNGER  
FOUNDATION

CANADIAN MEN'S CURLING  
CHAMPIONSHIP

CANADIAN RED CROSS SOCIETY

CANADIAN WOMEN'S OLYMPIC  
VOLLEYBALL TEAM

CHILD & FAMILY SERVICE OF  
WESTERN MANITOBA

CHILD & FAMILY SERVICES OF  
CENTRAL MANITOBA

CHILD FIND MANITOBA

CHRISTMAS CHEER BOARD

CITIZENS ON PATROL PROGRAM

CLUB 53 YOUTH CENTRE

COLLEGE AND UNIVERSITY  
RETIREE ASSOCIATION OF  
CANADA

COMMUNITY LEGAL EDUCATION  
ASSOCIATION

COSTUME MUSEUM OF CANADA	INNER CITY RENOVATION INC.	MANITOBA HIGH SCHOOLS ATHLETIC ASSOCIATION
CREATIVE RETIREMENT MANITOBA	INTERLAKE TEACHERS' ASSOCIATION	MANITOBA HORTICULTURAL ASSOCIATION
CRIME STOPPERS	JOHN TAYLOR COLLEGIATE	MANITOBA HYDRO, CHARITABLE DONATIONS CAMPAIGN
DAKOTA COMMUNITY CENTRE INC.	JUBILEE FUND INC.	MANITOBA JUNIOR HOCKEY LEAGUE
DANIEL MCINTYRE COLLEGIATE INSTITUTE	JUNIOR ACHIEVEMENT OF MANITOBA	MANITOBA MARATHON
DOVE HOMES INC.	KEEWATIN COMMUNITY COLLEGE	MANITOBA MOOSE
DUCKS UNLIMITED CANADA	KELVIN HIGH SCHOOL	MANITOBA MUSEUM
EAST ST. PAUL CURLING CLUB	KHARTUM SHRINERS	MANITOBA OPERA
ECOLE HOWDEN	KIDSPORT	MANITOBA RINGETTE ASSOCIATION
ECOLE J.B. MITCHELL SCHOOL	KOATS FOR KIDS	MANITOBA SOCCER REFEREES' ASSOCIATION
ERICK AND JACK WELLS FOUNDATION	LANDMARK SPORT GROUP	MANITOBA SPORTS HALL OF FAME AND MUSEUM INC.
EVERGREEN FOUNDATION OF MANITOBA INC.	LIGHTHOUSE MISSION	MANITOBA STUDY TOUR
FORT GARRY WOMEN'S RESOURCE CENTRE	LIONS CLUB INTERNATIONAL	MANITOBA TEACHER'S SOCIETY
FORTWHYTE ALIVE	LITERACY PARTNERS OF MANITOBA	MANITOBA THEATRE FOR YOUNG PEOPLE
FRONTIER CENTRE	MAIN STREET PROJECT INC.	MANITOBA'S OWN BAROQUE ORCHESTRA
GARDEN VALLEY COLLEGIATE	MANITOBA 55+ GAMES	MAPLES YOUTH ACTIVITY CENTRE
GIMLI CAR CLUB INC.	MANITOBA CHAMBER ORCHESTRA	MARYMOUND INC.
GIMLI MINOR HOCKEY	MANITOBA CHILDREN'S MUSEUM	MILES MACDONELL MUSIC PARENTS ASSOCIATION
GIRL GUIDES OF CANADA	MANITOBA CONSERVATORY OF MUSIC AND ARTS	MURDOCH MACKAY COLLEGIATE INSTITUTE, SECONDARY TEACHERS OF AT RISK STUDENTS
GLACIERS SKATING CLUB	MANITOBA CURLING HALL OF FAME	NORTHERN ASSOCIATION OF COMMUNITY COUNCILS INC.
GLENBORO & AREA FOUNDATION	MANITOBA ENVIROTHON	OCN YOUTH CENTRE
GOLF MANITOBA	MANITOBA GAMES COUNCIL	
GORDON BELL HIGH SCHOOL	MANITOBA GOLF SCHOLARSHIP FUND INC.	
HABITAT FOR HUMANITY	MANITOBA HANDBALL ASSOCIATION	
HARVEST MANITOBA	MANITOBA HEALTH, ALL CHARITIES CAMPAIGN	
HEADINGLEY SOCIAL CLUB		
IMMACULATE HEART OF MARY SCHOOL		

OLD-TIMERS HOCKEY CHALLENGE	ROYAL WINNIPEG BALLET	ST. ANDREW'S SOCIETY OF WINNIPEG
OPERATION RED NOSE WINNIPEG	RURAL FORUM	ST. CHARLES CATHOLIC SCHOOL
OSBORNE HOUSE WOMEN'S SHELTER	SAFE WORKERS OF TOMORROW	ST. JAMES COLLEGIATE
PAN AM CLINIC	SAFETY SERVICES MANITOBA	ST. JAMES RINGETTE ASSOCIATION
PAN AMERICAN GAMES SOCIETY	SAINT ANDREWS FIRE DEPARTMENT	ST. JAMES-ASSINIBOIA SCHOOL DIVISION NO.2
PEGUIS FIRST NATION	SALEM HOME INC.	ST. JAMES-ASSINIBOIA SENIOR CENTRE INC.
PGA MANITOBA	SALVATION ARMY	ST. MARY'S ACADEMY FOUNDATION
PHEONIX/KILDONAN PRODUCTION THEATRE COMPANY INC.	SANDRA SCHMIRLER FOUNDATION	ST. PAULS HIGH SCHOOL
PRAIRIE THEATRE EXCHANGE	SCOUTS CANADA	TEAM CANADA VOLLEYBALL CENTRE
PRAIRIEACTION FOUNDATION	SEVEN OAKS EDUCATIONAL FOUNDATION	TEEN TOUCH
PROVINCIAL EXHIBITION OF MANITOBA	SEVEN OAKS NEIGHBORHOOD RESOURCE NETWORK	TENNIS MANITOBA
RAINBOW STAGE	SEVEN OAKS SCHOOL DIVISION NO.10	TEULON COLLEGIATE
RAY	SHAFTESBURY HIGH SCHOOL	THE JOHN HOWARD SOCIETY OF CANADA
RED RIVER COLLEGE	SILLOAM MISSION	THE LIEUTENANT GOVERNOR'S YOUTH EXPERIENCE PROGRAM
RED RIVER COMMUNITY CENTRE	SILVER HEIGHTS COLLEGIATE	THE MANITOBA MUSEUM
RED RIVER EXHIBITION	SKATE CANADA	THE PAS ACTION CENTRE
REH-FIT CENTRE FOUNDATION	SMASH VOLLEYBALL	THE RAINBOW SOCIETY
RESTON SENIOR HOCKEY CLUB	SOUTH EAST WHITESHELL FIRE DEPARTMENT	THE ROYAL CANADIAN LEGION
RESTORATION HOUSE OUTREACH	SOUTH WINNIPEG TECHNICAL CENTRE	THE WINNIPEG ART GALLERY
RETIRED TEACHERS' ASSOCIATION OF MANITOBA	SOUTHEND SELECTS SOCCER TEAM	THE WINNIPEG FOUNDATION
RIVER EAST COLLEGIATE	SPLASH CHILD CARE INC.	THÉÂTRE CERCLE MOLIERE
ROLLING RIVER SCHOOL DIVISION	SPORT MANITOBA	THRIVE COMMUNITY SUPPORT CIRCLE
RONALD MCDONALD HOUSE	SPRINGERS GYMNASTICS CLUB INC.	TJ'S GIFT FOUNDATION
ROSSBROOK HOUSE	SPRINGS CHURCH	TOBA CENTRE
ROTARY CLUB OF WINNIPEG	ST. ANDREWS GYMNASTICS CLUB	TOUCHDOWN MANITOBA



TRANSCONA SPRINGFIELD EDUCATION FOUNDATION INC.	WATER SKI - WAKEBOARD MANITOBA	WINNIPEG LIBRARY FOUNDATION
TRIPLE THREAT TRIATHLON CLUB	WEST END CULTURAL CENTRE	WINNIPEG LUCANIA FOOTBALL CLUB
TUDOR HOUSE	WINKLER BARRACUDAS SWIM CLUB	WINNIPEG PET RESCUE SHELTER
TURTLE RIVER SCHOOL DIVISION	WINNIPEG ANIMAL SERVICES	WINNIPEG ROWING CLUB
TYNDALL PARK COMMUNITY SCHOOL	WINNIPEG CHAMBER OF COMMERCE	WINNIPEG SCHOOL DIVISION NO.1
UNITED FIRE FIGHTERS OF WINNIPEG	WINNIPEG CLUB OLDTIMERS	WINNIPEG SEA BEARS YOUTH SUMMER CAMP
UNITED WAY WINNIPEG	WINNIPEG FOLK FESTIVAL	WINNIPEG SQUASH AND RACQUET CLUB
UNIVERSITY OF MANITOBA	WINNIPEG FOOTBALL CLUB	WINNIPEG SYMPHONY ORCHESTRA
UNIVERSITY OF WINNIPEG FOUNDATION	WINNIPEG GOLDEYES BASEBALL CLUB	WOLSELEY FAMILY PLACE
UNIVERSITY OF WINNIPEG, WOMEN'S BASKETBALL ATHLETICS	WINNIPEG GOLDEYES FIELD OF DREAMS FOUNDATION	WORLD POLICE AND FIRE GAMES
VARIETY, THE CHILDREN'S CHARITY OF MANITOBA	WINNIPEG HUMANE SOCIETY	YMCA OF BRANDON
VILLA ROSA	WINNIPEG INTERNATIONAL AIR SHOW	YMCA-YWCA OF WINNIPEG
WARREN COLLEGIATE INSTITUTE	WINNIPEG INTERNATIONAL CHILDREN'S FESTIVAL	ZOOLOGICAL SOCIETY OF MANITOBA

## Diversity and inclusion

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ACTING IRISH INTERNATIONAL  
THEATRE FESTIVAL

AFRO CANADIAN  
DEVELOPMENT INC.

AGE OF OPPORTUNITY

AIR CANADA'S DREAMS TAKE  
FLIGHT

ARCANE HORIZON INC.

ARCTIC SOCIETY OF CANADA

ASPER JEWISH COMMUNITY  
CAMPUS

ASSEMBLY OF FIRST NATIONS

ASSEMBLY OF MANITOBA  
CHIEFS

CALVARY TEMPLE

CANADA-ISRAEL SECURITIES  
LTD.

CANADIAN AMPUTEE NATIONAL

CANADIAN COUNCIL FOR  
ABORIGINAL BUSINESS

CANADIAN NATIONAL AMPUTEE  
OPEN

CANADIAN NATIONAL  
INSTITUTE FOR THE BLIND

CATHOLIC FOUNDATION OF  
MANITOBA

CENTRO CABOTO CENTRE

CINUP

COMBINE JEWISH APPEAL OF  
WINNIPEG

CONFEDERACY OF TREATY SIX  
FIRST NATIONS

CONNECT EMPLOYMENT  
SERVICES

DASCH FOUNDATION INC.

DISABLED PEOPLES'  
INTERNATIONAL

FOLKLORAMA

FRIENDS OF SIMON  
WIESENTHAL CENTRE FOR  
HOLOCAUST STUDIES

FRIENDS OF THE LAUREATE  
ACADEMY INC.

GWEN SECTER CREATIVE  
LIVING CENTRE

HELEN BETTY OSBORNE  
MEMORIAL FOUNDATION

ICELANDIC FESTIVAL OF  
MANITOBA

INDEPENDENT LIVING  
RESOURCE CENTRE

INDIGENOUS PEOPLE'S  
ALLIANCE OF MANITOBA INC.

INDIGENOUS WOMEN'S  
HEALING CENTRE

INDSPIRE AWARDS

INTERNATIONAL WOMEN'S  
CONFERENCE

IRISH ASSOCIATION OF  
MANITOBA

IRISH FEST

ITALIAN CANADIAN CENTRE

JEWISH CHILD AND FAMILY  
SERVICE

JEWISH FEDERATION OF  
WINNIPEG

JEWISH FOUNDATION OF  
MANITOBA

JEWISH NATIONAL FUND OF  
CANADA

LEARNING DISABILITIES  
ASSOCIATION OF MANITOBA

MA MAWI WI CHI ITATA CENTRE  
INC.

MANITOBA ASSOCIATION OF  
SENIOR CENTRES

MANITOBA CHILD CARE  
ASSOCIATION

MANITOBA FITNESS COUNCIL

MANITOBA HIGHLAND  
DANCERS' ASSOCIATION

MANITOBA INDIGENOUS YOUTH  
ACHIEVEMENT AWARDS

MANITOBA LEAGUE OF  
PERSONS WITH DISABILITIES

MANITOBA POSSIBLE

MANITOBA RIDING FOR THE  
DISABLED ASSOCIATION INC.

MANITOBA SOCIETY OF  
SENIORS INC.

MANITOBA WHEELCHAIR  
SPORT ASSOCIATION

NEEGINAN CENTRE

NETWORK SOUTH  
ENTERPRISES INC.

NORTH AMERICAN  
INDIGENOUS GAMES

ORLAN UKRAINIAN FOLK  
ENSEMBLE

PAN AM GAMES SOCIETY

PETER GZOWSKI FOUNDATION  
FOR LITERACY

RADY JCC FITNESS CENTRE  
 RAINBOW RESOURCE CENTRE  
 RICK HANSEN WHEELS IN  
 MOTION  
 RUSALKA UKRAINIAN DANCE  
 ENSEMBLE  
 SCOTDANCE CANADA  
 SENIORS FOR SENIORS  
 CO-OP INC.  
 SPECIAL OLYMPICS MANITOBA  
 SPIRIT OF GIVING INC.  
 ST. AMANT CENTRE  
 ST. ANDREW'S SOCIETY OF  
 WINNIPEG

TARA PLAYERS IRISH THEATRE  
 AND DINNER  
 TEEN STOP JEUNESSE  
 THE INTERNATIONAL CENTRE  
 THE WINNIPEG INTERNATIONAL  
 CHILDREN'S FESTIVAL  
 TRIBAL COUNCILS INVESTMENT  
 GROUP OF MANITOBA LTD.  
 TROYANDA UKRAINIAN DANCE  
 ENSEMBLE  
 UNICEF CANADA - PRAIRIE  
 REGION  
 WINNIPEG CHINESE  
 COMMUNITY DEVELOPMENT  
 WINNIPEG CHINESE CULTURAL  
 & COMMUNITY CENTRE

WINNIPEG INDIGENOUS  
 FRIENDSHIP CENTRE INC.  
 WINNIPEG JEWISH THEATRE  
 WINNIPEG SCOTTISH FESTIVAL  
 WOMEN BUSINESS OWNERS  
 OF MANITOBA  
 WOMEN IN AVIATION  
 INTERNATIONAL  
 WOMEN'S LEGAL EDUCATION  
 AND ACTION FUND-LEAF  
 MANITOBA  
 YMCA-YWCA WOMEN OF  
 DISTINCTION AWARDS  
 YOUTH FOR CHRIST

## Health and wellness

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ADDICTIONS FOUNDATION OF MANITOBA	CANADIAN DIABETES ASSOCIATION	CORAL HARBOUR HEALTH CENTRE
ALZHEIMER SOCIETY OF MANITOBA	CANADIAN FOUNDATION FOR DIETETIC RESEARCH	CROHN'S AND COLITIS CANADA
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF MANITOBA	CANADIAN HEMOPHILIA SOCIETY	DEER LODGE FOUNDATION
ARTHRITIS SOCIETY	CANADIAN LIVER FOUNDATION	DIABETES ASSOCIATION
ASSINIBOINE REGIONAL HEALTH AUTHORITY	CANADIAN MENTAL HEALTH ASSOCIATION	EDEN HEALTH CARE SERVICES FOUNDATION
BOUNDARY TRAILS HEALTH CENTRE FOUNDATION	CANADIAN NATIONAL INSTITUTE FOR THE BLIND	FOUNDATION FOR REGISTERED NURSES OF MANITOBA INC.
BRANDON REGIONAL HEALTH CENTRE	CANCERCARE MANITOBA FOUNDATION	GIVING HOPE FERTILITY ASSISTANCE FUND
BREAST CANCER ACTION MANITOBA	CATHOLIC HEALTH ASSOCIATION OF MANITOBA	GRACE HOSPITAL FOUNDATION
BREAST CANCER CENTRE OF HOPE	CELEBRAL PALSY ASSOCIATION OF MANITOBA	HEALTH SCIENCES CENTRE FOUNDATION
BRUCE OAKE RECOVERY CENTRE	CENTRAL SPEECH AND HEARING CLINIC	HEART & STROKE FOUNDATION OF MANITOBA
BURNTWOOD REGIONAL HEALTH AUTHORITY	CHILD & FAMILY SERVICES OF CENTRAL MANITOBA	HOLY FAMILY NURSING HOME
CANADIAN ASSOCIATION OF NEPHROLOGY NURSE AND TECHNICIANS	CHILD & FAMILY SERVICES OF WESTERN MANITOBA	INDEPENDENT INTERPRETER REFERRAL SERVICE
CANADIAN ASSOCIATION OF NURSES IN ONCOLOGY	CHILD NUTRITION COUNCIL OF MANITOBA	INTERLAKE-EASTERN REGIONAL HEALTH AUTHORITY
CANADIAN BLOOD SERVICES MANITOBA	CHILDREN OF CHERNOBYL PROJECT OF MANITOBA	JOCELYN HOUSE INC.
CANADIAN CANCER SOCIETY	CHILDREN'S HOSPITAL FOUNDATION OF MANITOBA	JUVENILE DIABETES RESEARCH FOUNDATION
CANADIAN CYSTIC FIBROSIS FOUNDATION	CHILDREN'S REHABILITATION FOUNDATION	KLINIC COMMUNITY HEALTH
CANADIAN DEAFBLIND AND RUBELLA ASSOCIATION, MANITOBA CHAPTER	CIRCLE OF HEARTS FAMILY SUPPORT	KNOWLES CENTRE INC.
	CONCORDIA FOUNDATION	LEUKEMIA RESEARCH FUND OF CANADA
		LONG TERM & CONTINUING CARE ASSOCIATION OF MANITOBA
		LUPUS SOCIETY OF MANITOBA INC.



MAKE-A-WISH FOUNDATION OF CANADA	MULTIPLE SCLEROSIS SOCIETY OF CANADA	SPINAL CORD RESEARCH CENTRE
MANITOBA ASSOCIATION OF REGISTERED NURSES	NATIONAL PRIMARY HEALTH CARE CONFERENCE	ST. BONIFACE HOSPITAL FOUNDATION
MANITOBA CHIROPRACTORS ASSOCIATION	NEUTROPENIA SUPPORT ASSOCIATION	ST. BONIFACE HOSPITAL RESEARCH
MANITOBA DENTAL ASSOCIATION	NEW DIRECTIONS FOR CHILDREN, YOUTH AND FAMILIES	ST. RAPHAEL WELLNESS CENTRE
MANITOBA DOWN SYNDROME SOCIETY	OSBORNE HOUSE INC.	STROKE RECOVERY ASSOCIATION OF MANITOBA
MANITOBA EPILEPSY ASSOCIATION INC.	PALLIATIVE MANITOBA	TACHÉ CENTRE
MANITOBA FIREFIGHTERS BURN FUND	PAN AM CLINIC FOUNDATION	THE DREAM FACTORY
MANITOBA FIRST-EPIISODE PSYCHOSIS FAMILY SUPPORT GROUP	PARKINSON SOCIETY CANADA	THE KIDNEY FOUNDATION OF CANADA
MANITOBA HEALTH	PARKLAND REGIONAL HEALTH AUTHORITY	THE LAUREL CENTRE
MANITOBA LUNG ASSOCIATION	PHARMACISTS MANITOBA	THE WELLNESS INSTITUTE
MANITOBA MEDICAL SERVICE FOUNDATION	PORTAGE DISTRICT GENERAL HOSPITAL FOUNDATION	THINK FIRST FOUNDATION
MANITOBA PALLIATIVE CARE NURSES ASSOCIATION	REH-FIT FOUNDATION	TRI-LAKE HEALTH CARE FOUNDATION INC.
MANITOBA PARAPLEGIA FOUNDATION INC.	RIVERVIEW HEALTH CENTRE FOUNDATION	VICTORIA HOSPITAL FOUNDATION
MANITOBA SCHIZOPHRENIA SOCIETY	RONALD MCDONALD HOUSE CHARITIES MANITOBA	WE CARE HOME HEALTH SERVICES
MARYMOUND INC.	RUPERT'S LAND CAREGIVER SERVICES	WINNIPEG CHILD AND FAMILY SERVICES
MISERICORDIA HEALTH CENTRE FOUNDATION	SAFE WORKERS OF TOMORROW	WINNIPEG REGIONAL HEALTH AUTHORITY
MOOD DISORDERS ASSOCIATION OF MANITOBA	SANDRA SCHMIRLER FOUNDATION	WOMEN'S HEALTH RESEARCH FOUNDATION OF CANADA
MOUNT CARMEL CLINIC FOUNDATION	SEVEN OAKS GENERAL HOSPITAL FOUNDATION	WOMEN'S POST TREATMENT CENTRE INC.
	SPINA BIFIDA AND HYDROCEPHALUS ASSOCIATION OF CANADA	

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