



SMI CENTENNIAL CHARITABLE DONATION PROGRAM 2015

While SMI exists to provide peace of mind to its policyholders through quality insurance products at reasonable prices, as a responsible corporate citizen we feel it is important to put something back into the communities we do business in. To continue to promote our business partnerships with our independent brokers in Alberta, Saskatchewan and Manitoba, SMI is continuing with its Centennial Charitable Donation Program in 2015.

As in 2014, the top ten eligible brokers will choose a charity of their choice to which SMI will distribute \$5,000. The Charity must be registered with Canada Revenue Agency (CRA) and must have a charitable registration number. The charities must fit into the following categories: Disaster Funds, Hospitals, Health, Education, Schools, Cultural Activities and Promotion of the Arts, Libraries, Museums and other Repositories, Preservation of Sites, Beauty and Historical, Community, Protection of Animals, Recreation, Playgrounds and Vacation Camps, Sports Centers and Amateur Athletic Associations. A list of Registered Charities that fall into the above categories can be found at CRA's website <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>.

SMI has been committed to this program since 2008 resulting in SMI contributing \$350,000 into the communities where our brokers and policyholders work and live. This has been a very rewarding undertaking for SMI and the Board of Directors has committed to extending the program for 2015. With the 2015 contributions, SMI will reach \$400,000 in donations made over a ten year period to worthwhile charities. The eligibility criteria are unchanged from 2014 with growth in commercial business, underwriting profitability and specific volume requirements continuing to be the focus.

Eligibility for 2015:

SMI brokers are eligible for this program based on the following criteria:

- Loss Ratio for 2015 must not exceed 30% and
- Increase in the 2015 Commercial Lines DWP must exceed 10% and
- SMI minimum volume requirements must be exceeded.
- If more than ten brokers meet the eligibility requirements for 2015, those ten brokers with the lowest loss ratios will be chosen.

The chosen brokers must provide SMI with the name of their charity, address and registration number by October 1, 2015. SMI will administer the program by issuing a cheque directly to the charities that are chosen. This program will not impact the current cost-share arrangements already established.