



October 23, 2020

TO: ALL SMI BROKERS

RE: SMI BROKER DONATION FUND

2020 is a year that will be hard to forget. As COVID-19 ripped its way through the entire world, our way of living has forever changed. Masks, social distancing, hand sanitizer, and six feet apart, once words and phrases rarely spoken, are now the everyday norm.

In March, SMI followed suit with the majority of businesses around the world. We shut the doors, moved everyone to work from home, and transformed what was once a mostly paper-driven office to a digital operation in a matter of days. With the pandemic hitting the nation hard, SMI made sure our most valuable assets, our employees, were safe.

As management continued to watch the curve heighten, it was soon understood it was going to take some time to get back to business as usual, but we still needed to focus on our core business value: serving our brokers and policyholders. This value means various things in the SMI world: providing a quick turnaround on quotes, ensuring claims are paid promptly, delivering exceptional customer service and one that may not be so obvious but is just as important, giving back to the communities we conduct business in.

As the virus continued to spread, SMI felt it necessary to help the vulnerable at-risk population. In April, we decided our major donation for 2020 would go to United Way and \$40,000 was distributed throughout their Alberta, Saskatchewan, and Manitoba branches. We specifically asked for this donation to go towards helping people throughout the Prairies who were facing dire circumstances such as poverty and homelessness during the COVID-19 pandemic. Keeping our vulnerable residents at the forefront of our 2020 donations, we donated an additional \$15,000 in September to various homeless shelters throughout Alberta, Saskatchewan, and Manitoba.

SMI continued to run the Broker Donation Fund, an initiative that helps further strengthen business partnerships and presence in the communities that we do business in. Brokers are asked to submit a write up of a registered charity of their choice along with a brief description of why they chose the charity and how the donation would benefit their community. Management then narrowed down the submissions to three per province and put it into the hands of our staff to vote to determine which charity would be the recipient of the \$5,000 donation in each province. We are delighted to announce that this year we have chosen:

- **MANITOBA – Evergreen Basic Needs Committee Inc.** submitted by **Interlake Insurance in Gimli**
- **SASKATCHEWAN – Saskatoon Food Bank Inc.** submitted by **Affinity Insurance Services on 8th Street in Saskatoon**
- **ALBERTA – Little Warriors** submitted by **Johnson Inc. o/a Morgex Insurance in Edmonton**

As the uncertainty grows about what is in store for the world, one constant is SMI's commitment to give back to the communities our brokers and policyholders live and work in. We are not fighting COVID-19 on the frontlines but we support organizations which are dedicated to helping our more vulnerable population.

A HUGE thank you to everyone that send in their submission this year! We are proud to be part of a broker network that truly cares about their community and look forward to continuing this charitable initiative in 2021.

Sincerely,

A handwritten signature in black ink, appearing to read 'TZ', with a stylized flourish at the end.

Tyler Zolinski, B.A.
Marketing Manager