



# THE POWER OF GIVING BACK

## GSC'S COMMUNITY GIVING PROGRAM

(AND HOW WE ADD TO THE GREATER GOOD...)

We often fall victim to the belief that spending money on ourselves will equate to instant happiness. Whether it be lining up to get our hands on the latest iDevice, or spending an entire week's pay on a particular over-priced down stuffed parka (hey, we don't judge), we can't help but turn to the world of materialistic goods from time to time to (temporarily) lift our spirits. And while we secretly love basking in the "oohs and ah's" muttered under the breaths of our jealous friends and co-workers, it's important to realize that in the grand scheme having the latest and greatest matters well...very little.

At GSC, we try to put those thoughts and words into action. While our communication style can be a bit cheeky, we are very serious about giving back to the communities where we live and work. In our experience, giving feels pretty darn good. And that's probably because it's in our DNA.... and has been since our inception (way back) in 1957.

And because we feel so passionate about this – we went ahead and created a lil' something we like to call the GSC Community Giving Program (known simply as CGP).

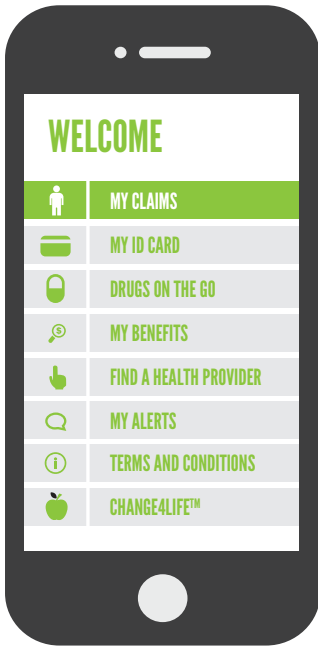
### COMMUNITY GIVING

Our corporate giving program (aka the CGP), provides critical funding that community-based not-for-profit organizations need in order to achieve significant, concrete results. The program provides annual funding for projects that focus on improving access to health care for uninsured and underinsured populations in Canada.

## A (VERY SMALL) HANDFUL OF RECIPIENT ORGANIZATIONS THAT RECEIVED FUNDING FROM US IN 2014:

The Missing Children's Network  
 Adoption Council of Canada  
 Canadian Mental Health Association, Richmond Branch  
 BC Women's Hospital + Health Centre Foundation  
 COPE Service Dogs  
 Feed Nova Scotia  
 YMCA of Simcoe/Muskoka

Special Olympics Alberta  
 Boys and Girls Clubs of St. John's  
 Children's Health Foundation  
 The STOP Community Food Centre  
 Bulimia Anorexia Nervosa Association  
 Essex Community Services  
 YWCA Yellowknife



## WE HAVE AN APP - GSC ON THE GO™

Yes, we know this isn't brand new information or anything, but we just want to (bluntly) remind you that our super cool app – GSC on the Go (optimized for both your smart-phone and tablet) still very much exists... and is new and improved. Just to remind you, earlier this year we launched the second phase of our app and in the process, introduced two new features – My Benefits and My Alerts – which we discussed in our February issue. Just to remind you, with "My Benefits", plan members can submit a 'mock' claim from their phone or tablet to check their benefit eligibility under their plan. If eligible, they can then find out how much their plan will cover. While the My Alert feature, allows plan members to view their audit notifications at any time.

We have also recently updated our plan member communications and FAQ documents, and have posted these on [greenshield.ca](http://greenshield.ca) (under What You Need To Know > GSC on the Go.)



## DARN GOOD HEALTH ADVICE:

Buying a bag of vegetables every week increases your lifespan by a tenth of a month for every item you buy.

**Disclaimer:** This is not a real health fact, so do not take literally. Though it probably can't hurt to step up your veggie game.

### DID YOU KNOW? (CGP EDITION)

In 2014, our Community Giving Program granted almost \$2.5M to 115 organizations across Canada.



### BE SOCIAL WITH US!



BE OUR FRIEND?



TWEET US



JOIN OUR NETWORK

### TOTALLY RANDOM, SOMEWHAT USEFUL STATISTIC

1 in 5,000 north Atlantic lobsters are born bright blue. Random? Yes. Useful? Not really, though if you ever find yourself on Jeopardy and are asked about irregularly coloured lobsters, then you're welcome.