Trisura Guarantee Insurance Company, a Toronto-based, six-location boutique specialty insurer, has made an impact on lives far beyond insurance coverage. Philanthropic gestures created through the company’s fundraising events bring much-needed revenue to both national charities and smaller foundations.

“We take the same personalized approach to our charitable giving as we do to managing the relationships with our broker partners and clients,” says Cindy Grant, vp, human resources. “We feel it is important to give back to the communities where we live and work. Every year Trisura allocates one per cent of its net underwriting income to charitable giving, so if we do well, our charity partners will also benefit.”

National charities receiving assistance from Trisura include the Canadian Cancer Society, Canadian Diabetes Foundation, the United Way and Big Brothers Big Sisters.

“During the United Way 2012 campaign employees donated over $26,000. We had 70 employees at the time, and virtually everyone made a contribution.”

Through suggestions by employees across the country, smaller charities are now also being helped.

“Last year we held our annual softball tournament and raised $6,000 for Waves of Hope (waves-of-hope.com), an organization in Nicaragua started by a former Trisura employee, Jamie Collum, and two friends,” says Grant. “He left the company in 2011 to grow Waves of Hope. He now...
lives in a small seaside town assisting the community with education, health-care and infrastructure updates.” So far, Waves of Hope has raised more than $185,000.

The September 2013 softball tournament will focus on raising money for Darling Home for Kids (darlinghomeforkids.ca).

“Another Trisura employee, Bill van der Ende, manager of our information systems, assisted this organization. He developed a database for its day-to-day client management. We knew nothing of his efforts until we got a call from the organization saying Bill would be receiving a Big Heart Award.

“We looked further into Darling Home for Kids and discovered it provides pediatric hospice and respite services for Ontario families. This is the type of group we love to help.”

Rather than just giving money to charities, Grant says Trisura likes to create events where employees and brokers can participate, as it helps generate a sense of ownership in the successes. At least 12 brokerages have signed up for the September 2013 softball tourney. A dunk tank adds to the fun — and the amount of funds raised.

“Everyone gets excited and everyone participates. Mike George, our CEO, is happy to go in the tank for the cause.”

The firm likes to help smaller, local charities that get overlooked by corporate Canada.

“There are so many good causes out there,” adds Sandra Henkel, VP, strategic initiatives. “It’s always hard to decide on the right mix. Besides supporting the large national charities, we do like to help smaller, local charities. They often get overlooked by corporate Canada, so it’s where our donations have a huge impact. We want our fundraising efforts to create a great deal of enthusiasm on both sides.”

Last year broker partner Hub Atlantic and Trisura’s Halifax employees Shane Roney and Andrew Cartwright devised a contest that had Hub Atlantic staffers compete for a donation, sponsored by Trisura, for the most creative presentation on their charitable cause. IWK Health Care Centre, an organization providing health care to women, children and youths in the Maritimes, received $1,100 and the second-place team at Hub received $900, which was shared with six food banks in Atlantic Canada.

“We encourage all of our employees — including senior management — to take advantage of our two paid volunteer days and contribute their talents to their charity of choice,” Henkel says. “In that spirit, Trisura encouraged and supported me as I participated in an international humanitarian mission with CAMTA (Canadian Association of Medical Teams Abroad), a small Edmonton-based charity providing life-changing medical services to people in Ecuador. It is our goal that eventually every employee takes advantage of this benefit.”

Trisura offers surety, corporate risk and risk solution products. For more information, visit trisura.com.

From the September 2013 edition of Insurance West