



## BACKGROUND SCOTIABANK BRIGHT FUTURE PHILANTHROPIC PROGRAM

### A Global Portal to a Brighter Future **NEW**

- The global Bright Future Website (public) and Online Employee Community (launching soon) will serve as an international resource for information for the corporate funding requests, employee volunteer programs, local charitable organizations, upcoming local volunteer opportunities, employee awards programs, news, stories, photos, ideas and best practices about our philanthropic initiatives and achievements.

### Scotiabank Bright Future Community Leadership Awards **NEW**

- Two Scotiabankers and two teams – one each from Canada and an international location – will be recognized each year for outstanding commitment to their community and leadership in helping those in need. Scotiabank will donate C\$2,500 (or USD equivalent) to the registered charity of the individual winners, and C\$5,000 (or USD equivalent) to the winning teams' registered charities.

### Scotiabank Employee Based Community Programs **GLOBAL**

- The Scotiabank Employee Volunteer Program provides donations of C\$1,000 to community organizations where individual employees have been active volunteers for at least 50 hours each year.
- Team Scotia Community Program matches funds raised by employee teams of two to five people with up to C\$5,000. Teams of five or more people may have funds matched up to C\$15,000.
- In 2010 employees donated 320,000 hours of their time to charitable and not-for-profit organizations and funds matched through Team Scotia totaled \$7.5 million.

### The Scotiabank Bright Future Young Leaders Awards **NEW**

- Applications for the first youth awards will be accepted later this year, with the first recipients announced in the spring of 2012.
- Designed to encourage youth to help build a bright future by giving back to their communities, qualifying youth will be required to complete volunteerism requirements in sectors mirroring the Scotiabank philanthropic pillars – education, arts, health, social services and environment.
- The annually selected awards recipients will be awarded C\$1000 (or USD equivalent) to contribute to the charity of their choice and a laptop or tablet computer to keep for themselves.
- Further details on the youth awards programs will be available in the coming months at
- [www.scotiabankbrightfuture.com](http://www.scotiabankbrightfuture.com)

### Scotiabank's Community Involvement

- Scotiabank is committed to supporting the unique needs of each community it serves, both in Canada and abroad and in doing so remain a truly local bank, worldwide.
- The Bright Future Program will enable Scotiabank and its 70,000 employees worldwide to build upon the Scotiabank tradition of making a meaningful difference – one community at a time.
- Over the last 5 years Scotiabank has provided on average approximately \$44 million annually to community causes around the world.
- To mark the launch, Scotiabank announced a C\$1 million gift to Toronto-based Hospital for Sick Children's International Patient Program that provides life changing care to children from outside of Canada.

### Canadian Polling Data on Corporate Philanthropy\*

- Nearly three-quarters of Canadians (72 per cent) are more inclined to volunteer, fundraise, or donate to local charities provided their employer supports these initiatives.
- The majority of Canadians (68 per cent) provide support to charitable organizations in their community through monetary donations. One-third (35 per cent) of respondents support not-for-profit organizations through volunteer work while one-quarter (25 per cent) fundraise in support of local charities.

\*The Scotiabank Bright Future Poll was conducted by Harris/Decima via teleVox, the company's national telephone omnibus. A total of 1,030 Canadians were surveyed from December 16th to December 19th, 2010. Results are accurate to within +/- 3.1% 19 times out of 20.