

OUR RESPONSIBILITY TO COMMUNITIES

WE ARE COMMITTED TO...

being a **responsible corporate citizen** by supporting cultural, educational and health-related projects. The Bank is also dedicated to **being an integral part of the communities** in which it operates and to participating in their socio-economic life, not only by offering the services needed by individuals and businesses, but also by maintaining the closest of ties to the community.

ACTIVELY INVOLVED IN THE COMMUNITY

In view of the predominant place it occupies in the socio-economic life of the communities in which it operates, the Bank is highly motivated by its preoccupation with the residents of these local communities. In fact, we make responsible corporate citizenship our duty, as we do contributing to community well-being. It is this very sense of responsibility that fuels the Bank's donation and sponsorship program, which administers all the contributions our institution makes to communities at large.

In 2009, Laurentian Bank awarded more than \$2 millions to over 160 organizations and public service institutions, including \$600,000 in the form of donations. The organization concentrates its actions in a certain number of sectors, its priorities being to support the future of young people and their families, to build a healthy society, and to encourage mutual aid and the involvement of its employees in their community.

Under the banner of this commitment, the Bank sponsors a diverse range of good works that reflect its values. In so doing, it lends both its financial and human resources on a volunteer basis to a number of worthy causes.

THE LITTLE HEROES CLUB: THE BANK'S YOUNG AMBASSADORS

In 2009, Laurentian Bank's Little Heroes Club served to assemble a large part of the organization's endeavours in the area of donations, sponsorships and social involvement for the benefit of children and families under the banner of one single initiative.

The Bank's approach in this regard reflects its commitment to showing its support and to forging strong ties with its prime client group — families. Through the various events that it sponsors, the institution is devoted to enabling young people and their loved ones to enjoy a wealth of unique and memorable experiences, in the process, contributing to promoting children's self esteem by highlighting their accomplishments large and small.



Through its active involvement in special events like soccer competitions, celebrations and festivities across Québec, as well as family-oriented cultural events, *Laurentian Bank's Little Heroes Club* encourages youngsters to get involved in their communities' sports, cultural and artistic activities.

During 2009, the Little Heroes Club was on hand at eight popular events — *Grenouille en Fête de Chambly*, the *Fête nationale de Saint-Bruno*, a community barbecue in Ottawa, the Beloeil Summer Festival, the *Fête de Saint-Lambert*, the Pointe-aux-Trembles Soccer Association's end of season festivities and those of the Pierrefonds Soccer Association, as well as the Family Festival for the inauguration of the Bank's Gatineau branch. More than 1,000 passports were distributed at these events.

In order to further enrich the Little Heroes Club experience, the Bank has created a Web site dedicated exclusively to these activities — www.littleheroesclub.ca. The primary purpose of this site is to enhance recognition of the Bank among the families of children it maintains a direct link with.

YOUTH: A PUBLIC DESERVING OF RESPECT AND SUPPORT

Over the years, our social interventions have grown increasingly in nature and scope. Today, the Bank's involvements take three fundamental forms — donations, sponsorships of primarily family-oriented events, and employee participation as volunteers in different activities and organizations. These involvements include such events as the Media's Big Food Drive, as well as those in which Bank employees take part thanks to our financial or logistic support.

SOCCER – 41,000 YOUNG PARTICIPANTS ACROSS 50 CLUBS

For a number of years now, Laurentian Bank has been actively supporting the practice of soccer, forming partnerships with numerous clubs and organizations and thereby tangibly participating in the development of the sport. Close to 40 soccer-related groups representing approximately 41,000 young people benefited from the Bank's support in 2009. These leagues, clubs and associations were scattered across Québec — from the Outaouais region, to Montreal and its northern and southern fringes, to the Mauricie, the Québec City area, Saguenay and the Gaspésie.

SKI QUÉBEC ALPIN – 7,000 YOUNG PARTICIPANTS

Last autumn 2008, Laurentian Bank and Ski Québec Alpin announced the establishment of a three-year partnership under which the Bank will serve as the organization's prestige partner. Ski Québec Alpin promotes excellence, the pushing of personal limits, health and well-being through alpine skiing and competition. This partnership is aimed at developing the sport across the province and offering direct support to organizations in regions where competitions are held. The Bank contributes significantly to the financing of regional circuits, and thanks to this partnership, competitive skiers in Québec's various regions will gain access to the resources needed to implement a variety of athletic development programs.





HOT AIR BALLOON TOURS ACROSS QUÉBEC

On six individual occasions, Laurentian Bank invited clients and their family members to climb aboard its hot air balloon and take a ride in the company of an employee. These exceptional outings took place in Val D'Or, Québec City, Granby, Sherbrooke, Rimouski and Saint-Benoît.

At the beginning of the year, the Bank also organized its *Balloon Adventure contest*, giving Québec clients a chance to win a family flight. Under the banner of this initiative, Bank representatives visited various cities during school break week at the beginning of March. Winning families had an opportunity to admire the Bank's and International Balloon Festival's balloons up close, as well as to experience the extraordinary sensations of this breath-taking activity.

FAMILY FESTIVALS AND FESTIVITIES

Dedicated to supporting activities and events that touch families, the Bank is actively involved in a growing number of festivals and festivities. Not only do we provide tangible financial support to these events, but we also add our corporate touch to help assure their success, much to the delight of thousands of individuals each year. Among the activities we were associated with in 2009 were the Saint-Jean-sur-Richelieu International Balloon Festival, *La Grenouille en Fête de Chambly*, and the Beloeil Summer Festival.

On September 12, as part of the inauguration of our new financial services boutique in Gatineau, Bank representatives organized a free family celebration open to the entire community. More than 40 people were on hand, and many children were treated to fun and games, including inflatables, face painting, a clown, and the opportunity to meet the Little Heroes Club.

EDUCATION, CULTURE AND HEALTH

Laurentian Bank is very concerned about the development of our young people and is contributing in concrete ways to promoting their health by offering its support to a number of different organizations.

- Jeunesses Musicales of Canada
- *Opération patrimoine architectural de Montréal*
- *Théâtre d'Aujourd'hui*
- *Maison Théâtre*
- *Fondation du Centre jeunesse de Montréal*
- *Fondation du maire de Montréal pour la Jeunesse*
- Canadian Children's Wish Foundation
- *Fondation des Gouverneurs de l'Espoir*
- Dukes of Edinburgh's Award
- Université de Montréal, Collège de Victoriaville and John Molson School of Business (Concordia University) Foundations



HEALTH

As health remains the issue of greatest concern to the population, the Bank offers financial and other forms of support to various hospitals, medical centres and organizations involved in the health sector in order to help them fulfill their respective missions.

- Montreal Heart Institute Foundation
- Sainte-Justine Hospital Foundation
- *Fondation de l'Hôpital régional de St-Jérôme*
- *Fondation de l'Hôpital Sainte-Anne*
- *Fondation du Centre hospitalier Pierre-Boucher*
- *Fondation de la Cité de la Santé de Laval*
- *Fondation du Centre hospitalier de Granby*
- *Fondation de l'Hôpital Charles-Lemoyne*
- *Fondation de l'Hôtel Dieu d'Alma*
- *Fondation du Centre hospitalier universitaire de Québec*

Furthermore, Laurentian Bank held its first benefit dinner in aid of the *Fondation Marie-Vincent*. The event raised \$42,000 for this organization, which lends its support to Québec children under the age of 12 who have been mistreated, particularly the victims of sexual abuse.

EMPLOYEE AND MANAGEMENT INVOLVEMENT

With the goal of extending the reach of its actions and complementing its financial support initiatives with the dedication and dynamism of its employees and managers, the Bank encourages its personnel to get actively involved with local communities. In so doing, it devotes considerable effort to communicating with its employees in order to sensitize and mobilize them. Our employees have always responded enthusiastically to this call by participating in the success of many activities, such as the ones they were involved in during 2009.

For a second year in 2009, Bank Executive Vice-President, Luc Bernard, served as Honorary President of the OLO Foundation's benefit lunch, which raised a record sum of \$110,000. The OLO Foundation supports disadvantaged pregnant women by offering them an egg, a glass of milk, a glass of orange juice, and a vitamin and mineral supplement daily for 20 weeks of their pregnancy. The Bank is proud of its three-year association with this worthy cause.



Fondation des Gouverneurs de l'Espoir



OLO Foundation lunch

Last September 11, three Bank teams took part in the *Ride for Diabetes Research in aid of the Juvenile Diabetes Research Foundation*. This marked the fourth time that Laurentian Bank employees participated in this annual event that is aimed at raising funds to finance research to find treatments for Type 1 diabetes and its complications. During the course of the day, the members of participating teams representing different organizations pedalled stationary bicycles for a period of 40 minutes, relaying at eight-minute intervals, in an effort to accumulate the most kilometres to collect the most money. More than \$7,750 was raised by the Bank's three teams during this edition of the event.

Thirty Bank employees also took part in the *Pedal for Kids* fundraising event held in June, winding their way through the streets of downtown Montréal on a giant bicycle. Organized by the Accounting Department, this initiative succeeded in raising \$20,500 for the Montréal Children's Hospital Foundation.

Finally, for the past five years, our employees have been actively involved in the *Media's Big Food Drive*, an annual event that takes place at the beginning of December. During this special day, more than 1,000 employees typically participate in the organization of fundraising activities at our branches, business centres and corporate buildings, as well as some 70 street collections across Québec.



Riding for Diabetes research



Pedalling for kids



ADDITIONAL INFORMATION – OUR RESPONSABILITIES TO COMMUNITIES

EDUCATION, CULTURE AND HEALTH

We are highly concerned about the development of children, and we are committed to concretizing the various different ways in which we contribute to their evolution. As part of that commitment, we lent our support to a good number of organizations over the course of the past year.

From a culture standpoint, we have a longstanding collaborative relationship with *Jeunesses Musicales Canada* (JMC), serving, in particular, as a proud partner of Music Week, which runs during school break and features more than 28 free concerts and theatre workshops designed especially for families. The Bank also organizes a contest that is announced at all concert venues and workshops offered via its Internet site. Winners of this contest are treated to a *Jeunesses Musicales* concert performed at their school or nursery, as well as a subscription to the JMC *La musique, c'est de famille* concert series.

In 2009, Laurentian Bank also served as a major partner in the Montréal Architectural Heritage Campaign, an annual event aimed at showcasing the efforts of Montréalers concerned with preserving and highlighting the wealth of their heritage. The Bank is proud to be associated with this event that underlines the contribution of citizens who own residences or stores to maintaining the distinctive character of Montréal.

For a fourth consecutive year, the Bank renewed its major partnership with *Théâtre d'Aujourd'hui* to acknowledge the work of a playwright acclaimed by subscribers of this important cultural institution. This past year, the Bank presented the *Prix Auteur dramatique Banque Laurentienne* accompanied by a cash award of \$10,000 to Wajdi Mouawad for his play *Seuls*.

Similarly, for the past nine years now, the Bank has been proud to partner with *Maison Théâtre*, a top-flight cultural institution in its own right that promotes the creation and dissemination of theatrical works for young people. In 2009, the Bank renewed its agreement with this institution for a period of three years. It will also be participating in *Maison Théâtre's* activities at Montréal's *Salon du livre*, where the contest has been opened to all visitors.

Within the education sector, we announced a donation of \$300,000 last May to the John Molson School of Business, which is affiliated with Concordia University. These funds will be used to finance student bursaries and to establish an Integrated Risk Management Chair.

Finally, an elementary school in the Estrie region saw its schoolyard undergo a makeover thanks, in part, to a \$2,500 contribution from the Bank. As such, since the start of classes last September, students at École Beaulieu in Sherbrooke are now enjoying a fresh new environment.



EMPLOYEE INVOLVEMENT

The *300 km for Life bike rally*, with which Laurentian Bank was associated for the first time this past year, mobilized more than 100 enthusiastic cyclists, including two Bank managers who made the return trip between Laval and Trois-Rivières. The aim of this event is to collect over \$100,000 for the future integrated cancer centre at Cité-de-la-Santé Hospital in Laval. Under the banner of this cause, various initiatives to raise a total of \$8,000 were carried out at the branch level.

For their part, a team of 12 Bank employees in the Gaspésie participated in the *Rally for Life* through the night of June 20-21, 2009, walking to raise funds for the Canadian Cancer Society. Each employee had to register for a sum of \$10 and raise an additional amount of at least \$100. All in all, the Bank's team of 12 contributed more than \$2,000 to this worthy cause. Aside from the group in the Gaspésie, Bank teams on Montréal's South Shore and in the Québec City region also took part in the *Rally*.

In 2009, the Bank became a principal partner of the Christmas in Spring Foundation with a donation of \$30,000 to be contributed over a three-year period. This Foundation helps low-income families with children suffering from serious illnesses by providing financial support to allow them to pay for specialized care, equipment and services, or to cover the loss of salary when parents must stop working to care for their sick children. Each family is entitled to receive up to \$6,000 per year.

On another front, in aid of the victims of the earthquake that rocked the Abruzzo region of Italy, the Bank collected close to \$20,000 as part of a fundraising campaign held throughout its branch network.

Moreover, Bank employees organized their first blood drive, which attracted 128 donors. Thanks to this initiative, more than 300 patients were able to receive the gift of life.

The concept of volunteering is very close to the hearts of Laurentian Bank employees. Thus, close to 80 members of the Commercial Banking – SME Québec sector held a volunteer day with the *FamiJeunes* organization, which lends its support to more than 300 families in the Saint-Henri and Little Burgundy districts of southwestern Montréal. In mounting this initiative, the Bank employees extended a helping hand to the community organization through various maintenance projects, while at the same time, clearly manifesting the Bank's values of proximity and simplicity.

In the same spirit, the Bank has been organizing golf tournaments for a number of years now whose profits are contributed to different organizations. In 2009, several hundred players answered the call. In so doing, the Bank was able to raise a total of \$64,000 in support of organizations that included the Christmas in Spring Foundation, *Gouverneurs de l'Espoir*, *Carrefour des enfants de Saint-Malo*, the *Fondation Cité-Joie*, *la Soupière de l'amitié* and *Maison Mathieu-Froment-Savoie*.

Bank employees are typically also very generous when it comes to Centraide (United Way), adding their personal donations to the corporate contribution to this organization in Montréal, all regions of Québec, as well as in Toronto. The Bank's total contribution to this cause amounted to \$250,000 in 2009.