



Institute for Community Prosperity

COMMUNITY INVESTMENT PROFILE

Green Shield Canada and Green Shield Canada Foundation

Providing healthcare to those who need it most

Background

Industry: Health and Dental Insurance

Company founded: 1995

Headquarters: Windsor, ON

Customer: Business to Business

Legal Type: Non-Profit Corporation

Owned: Canadian owned

Years dedicated to Community Investment (C.I.): 20

Region of Focus: Canada

Investees/ Partners include:

- Calgary Urban Project Society
- Ontario 211 Services
- Welcome Hall Mission
- Access Alliance Multicultural Health and Community Services

Community Investment Strategy:

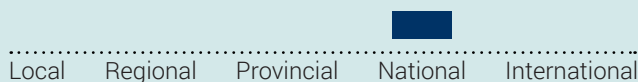
Green Shield Canada (GSC) was founded on the belief that all people should have access to healthcare. Founder Bill Wilkinson was a pharmacist who was concerned that some people were not able to pay for their medications. To solve this problem, Wilkinson and four other pharmacists partnered with the Retirees of the United Auto Workers (Local 444 in Windsor) who pooled their money so everyone could afford the medicine they needed. In 1957, Bill Wilkinson created Green Shield, Canada's first not-for-profit health insurance specialist.¹

GSC continues to benefit the community through its Community Giving Program (CGP) and Green Shield Canada Foundation (GSCF). The Foundation was created in 1992 to act as a catalyst, supporting innovative ideas that pave the way for fundamental, big-picture change in Canadian health care. The Foundation's current focus is to improve access to healthcare for underinsured and uninsured Canadians. From the beginning, it has been important for Green Shield to have a community investment strategy that aligns with its business and values. Green Shield proves that it's not only possible to align the company's community investment strategy with their core business, mission and values, but it's important to do so.

Green Shield engages its employees in community investment through a donation matching program and the Dollars for Doers program. Green Shield matches up to \$700 in donations per employee, per year, to encourage charitable giving.² The Dollars for Doers program supports employees giving back to their community by donating \$500 for 40 hours or \$700 for 80 hours of volunteering at a registered charity or charitable organization.³ Employees aren't limited to supporting organizations that align with Green Shield's strategic focus, they can volunteer with any registered Canadian charitable organization they feel passionately about.

CI Dashboard: This dashboard is one way to illustrate how companies invest in community, providing a tool to compare across different company CI profiles. It is important to note that no category is privileged over another.

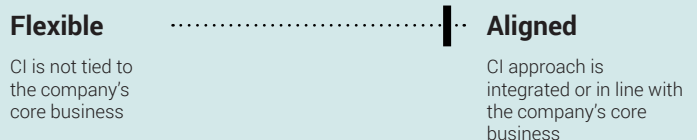
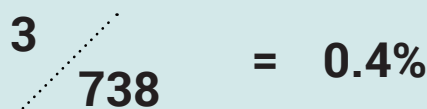
Geographic scope



Granting or sponsorship approach



CI staff ratio (Presented as percentage of total staff)



FOCUS Investment: Frontline Care

Issue:

According to the Canadian Medical Association, poverty is the number one factor in determining whether Canadian's live long, healthy lives.⁴ This statistic is especially troubling as 4.8 million people in Canada live below the poverty line.⁵ Many impoverished and marginalized people struggle to access adequate healthcare and are either uninsured or underinsured. Nearly 1 out of 10 Canadians cannot afford the cost of their prescriptions.⁶

Solution:

GSC helps Canadians gain access to adequate healthcare through its Community Giving Program and through the Green Shield Canada Foundation. Through its Community Giving Program, GSC invests \$2.5 million annually in grants to non-profit organizations and charities providing vulnerable families and youth with frontline healthcare; in 2015, GSC's CGP invested in 33 organizations across Canada.⁷ CGP funds multi-year projects up to \$250,000 per project. Green Shield recognizes that healthcare is just one aspect of the multidimensional issue of poverty. To address this, one of the grant requirements is for organizations to have a "navigator" in place to help people access other support services or other social determinants of well-being, such as education, housing, food, employment etc.

Although Green Shield Canada Foundation functions separately from GSC, it aligns with its mission "create innovative solutions that improve access to better health". Launched in 2015, the Frontline Care program is focusing on increasing access to health care for Canadians who are underinsured or uninsured, including the homeless, the working poor and people relying on social assistance.⁸ The Foundation gives grants to Canadian non-profit organizations that provide vulnerable people with health care (including dental and vision care). Between 2015 and 2018, GSCF is collectively funding the four organizations amounting to more than \$3.5 million.⁹ The programs are; Calgary Urban Project Society (CUPS), 211 (National), Welcome Hall Mission (Montreal), and Access Alliance Multicultural Health and Community Services (Access Alliance) (Toronto).¹⁰ These organizations are encouraged to collaborate with each other to maximize their impact.¹¹ GSCF will continue to make grants on an ongoing basis under the frontline care program.

GSC believes that it's their job to benefit all organizations who apply for funding. Employees give feedback to applicants who aren't granted funding, explaining why they weren't chosen and how they can improve future applications. They also refer unchosen applicants to three other potential funding sources.

Impact and Evaluation:

To help the organizations succeed, Green Shield connects grantees to Innoweave, a tool helping community organizations build their strategic clarity and increase their impact. To measure impact, all Frontline Care Organizations are provided with Vancity Community Foundation's Demonstrating Value* tool. Demonstrating Value helps organizations gather data and create a two page snap shot to clearly present metrics.

*Learn more about Demonstrating Value in Vancity Community Foundation's caselet.

Endnotes

1. Saso, Interview
2. Ibid.
3. Ibid.
4. Pat Rich, "To improve health, tackle poverty: CMA report" para. 1, Canadian Medical Association, July 30, 2014,
5. Canada Without Poverty, "Just the Facts", para. 1, Canada Without Poverty, 2015, <http://www.cwp-csp.ca/poverty/just-the-facts/>.
6. Ibid.
7. Saso, Interview.
8. Ibid.
9. Saso, Interview.
10. Green Shield Canada Foundation, "Green Shield Canada Foundation Launches Frontline Care Program to Directly Impact the Health of Marginalized Canadians" para. 3, 4, March 5, 2015, http://www.greenshield.ca/sites/corporate/en/Documents/Updates/2015/GSCF-Frontline-Care-Press-Release_FINAL.pdf.
11. Saso, Interview.