

London Pride Community Feature



Pride at Canada Life

Canada Life aspires to continue building a diverse, equitable and inclusive company – for our people, customers and communities. We believe in creating spaces where everyone – regardless of sexual orientation, gender identity or expression – feels valued, inspired and empowered to be their authentic selves.

We're a proud sponsor of the Pride Parade in London, a city that thousands of Canada Life employees and customers call home. Each year, we look forward to marching alongside, and in support of, 2SLGBTQIA+ communities. This year, 2026, marks eight years of Canada Life colleagues walking in the London Pride Parade.

Here are some of the other ways we support 2SLGBTQIA+ communities across the country:

- We support organizations and programs that foster positive and inclusive spaces including the **Get REAL Movement's Positive Space Kits**, which help create visibly inclusive and safe environments. We also support the **Ste. Justine Gender Diversity Clinic**, the first Quebec clinic to provide comprehensive support for transgender and non-binary youth and their families. In Winnipeg, our donation to the **Rainbow Resource Centre** is helping to build a brand-new campus that will offer resources and a welcoming gathering space for 2SLGBTQIA+ community members.
- Our Pride at Canada Life Employee Resource Group (ERG) brings people together through educational and social events. These activities help members connect with, learn from and support one another. They also help the broader employee base better understand the importance of allyship.
- We regularly review our benefits to ensure we're representing the diverse needs of our customers and our employees. We're proud to provide coverage for gender affirming care, mental health and wellness services, and fertility treatment and medication. We also offer a supplement payment for employees taking parental or adoption leaves.
- Every June and July we raise the Pride flag at our main campuses as a visible demonstration of our support for 2SLGBTQIA+ communities.

We're at our best when we all feel seen, heard and understood. Together, we can build a world where we're not only accepted but celebrated for what makes us unique.