

# Friday, May 5 - Day of caring



As part of its 125th anniversary celebrations, iA Financial Group invites you to take part in its day of caring.

## Why May 5th?

It's the 125th day of the year, a nice tie-in with the 125th anniversary.

## Who can take part?

All employees, retired employees and representatives of iA Financial Group and its subsidiaries.

## Who is organizing this event?

Your ambassador is responsible for organizing this event. Consult the list at [ia.ca/125years](http://ia.ca/125years).

Note: You can take part in the project organized by your ambassador but you can also form a group or do a good deed on your own. We advise you to contact your ambassador, who can provide guidance or inspiration, if needed.

## What do we have to do?

The goal is not to sell products, but simply – and at no cost – do a good deed or help someone else.

## What types of good deeds?

Keep it simple. It's not necessary to make things complicated.

### Here are a few examples:

- Clean up a park in your area
- Volunteer for a few hours
- Visit a nursing home
- Work with a school to provide assistance to students

### Important:

- Make sure your good deed is in line with the company's value, e.g., related to the environment, etc.
- Make sure you have an agreement with the people in charge of the organizations or locations where you want to do your good deed

## On top of everything... Three simple acts you can do before May 5th:

- 1 Open a door for a stranger or wish them a good day
- 2 When you're out driving, stop for a pedestrian and give them a wave
- 3 Thank a stranger with a smile for doing something nice for you

## Confirm your ideas:

Communicate your ideas to your ambassador by April 14th.

This will help us to make a list and see the impact we can have across the country!

**On May 5th, use #iA125 to share your good deed.**

We will share some good deeds in action on our social media.

## Be creative and generous!

Take a moment to imagine the impact we can have from coast to coast! For inspiration, watch the videos of the iA Squad, who rewarded people for doing good deeds, at [125.ia.ca/thousand-time-125](http://125.ia.ca/thousand-time-125).



INVESTED IN YOU.