



CASE STUDY: BRIGHT FUTURE

For its entire history, Scotiabank has been providing corporate charitable donations to communities in need. We have a long history of sponsoring valuable programs across the countries where we do business. Scotiabank employees have also been consistent and committed volunteers in their communities. As a bank, we have always organized these two streams of giving separately.

In January 2011, we introduced the Scotiabank Bright Future Program that brings together all of the Bank's charitable, social and community efforts and employee volunteer activities under one banner. It unites employees and charitable efforts throughout the entire organization, from Victoria to St. John's, from Antigua to Thailand.

This year, the program introduced the Scotiabank Bright Future Community Leadership Awards. In addition to a number of current employee award programs, every year, the Bank will recognize two employees and two teams of employees (one from Canada and one from an international location) for their outstanding commitment to their community and their demonstrated leadership to helping those in need. Scotiabank will donate CDN\$2,500 (or USD equivalent) to the registered charity of the individual, or CDN\$5,000 (or USD equivalent) to the winning teams' registered charities.

"Scotiabank employees are passionate and compassionate, and their extraordinary efforts to make a difference in their local communities should be acknowledged," says Rick Waugh, President and Chief Executive Officer.

The focus of Scotiabank's charitable efforts globally remains the same: social services, education, health, arts and culture, and the environment. In the Caribbean and Latin America, the focus of our efforts continues to be the well being of children, particularly in the areas of education, health, wellness and the environment.

Later in 2011, we plan to launch a ScotiaLive Bright Future employee portal, an online community with news, stories, photos and ideas about philanthropic initiatives and achievements. It will be available to most international employees. The ScotiaLive Bright Future portal is yet another step in deepening the Bank's global philanthropic culture.