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ScotiaWorld

MAGAZINE

NEWS • EXPERIENCE • SUCCESS

Making an impact in our communities



Scotiabank Group

Please help us reduce.
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Magazine with your colleagues.

Our 2011 Objectives – Scotiabank Group's Balanced Scorecard

Financial

- Return on equity of 16-20%
- Diluted earnings per share growth of 7-12%
- Strong capital ratios
- Long-term shareholder value through increases in dividends and stock price appreciation

Operational

- Productivity ratio of <58%
- Strong practices in corporate governance and compliance processes
- Efficiency and expense management

Customer

- High levels of customer satisfaction and loyalty
- Deeper relationships with existing customers
- New customer acquisition

People

- High levels of employee satisfaction and engagement
- Enhance diversity of workforce
- Collaboration
- Commitment to corporate social responsibility and strong community involvement

Ideas in Action

Visit *Scotia World Magazine* online for a list of the latest Ideas in Action award recipients.

"The single biggest problem in communication is the illusion that it has taken place."
George Bernard Shaw

At Scotiabank we are constantly looking for new and more efficient ways to communicate with each other. For large multi-national corporations, like ours, our goal is to match the timeliness of our communications with the pace at which we do business.

At *Scotia World Magazine* this evolution has meant an increased online presence, as the magazine is now being posted on the Bank's public website where it can be accessed globally and the creation of *Scotia World Express*, which celebrated its first birthday in July of last year. These changes have also allowed us to align the publication with the Bank's Corporate Social Responsibility (CSR) principles on paper reduction.

But we haven't stopped there.

In the coming months you'll continue to see changes in the way information is distributed: how you receive information from our executive team and the avenues available for Scotiabankers around the world to connect, communicate and collaborate with one another.

Stay tuned for more as we work to transform communications at Scotiabank.

Scotia World Magazine online

We encourage you to visit the magazine online where you will find additional information on some of our articles as well as an extended Scotia Cares section. *Scotia World Magazine* online can be accessed through HR Passport, under My Communities. Employees in international locations can view the magazine online on HR Passport, where applicable, or through the IMAC website, under Corporate & Contact Info > Public, Corporate and Government Affairs > Public and Corporate Affairs > Scotia World Magazine. ▶

Sincerely,

Paula Cufre
Managing Editor

Keep sending your comments and suggestions to scotiaworldmag@scotiabank.com
– we value your feedback.

On the cover...

Children of Scotiabank Mexico employees proudly bring fresh life to Los Remedios forest during the Bank's annual reforestation event.



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Visit *Scotia World Magazine* online for an expanded Scotia Cares section

Leading the Way
Mark Cummings



For additional information on some of the articles in this issue go to:

Scotia World Magazine online



Located in Canada? Access the online version at:

- **HR Passport** under My Communities; through IntraLink > Scotia Beat > Scotia News Network; or,
- **Scotia Navigator homepage** under the Employee information link.

Located outside of Canada? Access the online version at:

- **HR Passport** (where available) or,
- **From IMAC** under Corporate & Contact Information > Public, Corporate & Government Affairs > Public and Corporate Affairs > Scotia World Magazine.

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All submissions and suggestions are welcomed. If you are sending a digital photo, please make sure it is high resolution (300 dpi at 5" x 7").

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Safeguarding the Bank's information assets



Information security and privacy play a crucial role in the success of the Bank – in safeguarding Bank information and protecting the Scotiabank Group's reputation.

With identity theft on the rise, increased regulation, greater public awareness of potential threats and customer concerns about the protection of their assets, information security is paramount in protecting customers' information and maintaining their trust.

"One of the top two or three reputational risks that organizations can encounter is a privacy breach," says Louise Cannon, Senior Vice-President, Group Programs and Canadian Banking Compliance. Scotiabank treats potential breaches very seriously.

Ray Archer, Senior Vice-President and Chief Information Security Officer, agrees: "Breach of privacy is a very significant threat and information security plays a crucial role in protecting Scotiabank's reputation."

Scotiabank takes a layered approach to providing security and protecting information, leveraging security products, processes and people. There is an invisible layer of protection around every single business process. "A substantial amount of the work that we do is invisible," adds Archer.

The Information Security team is at the table during the due diligence process of a potential merger or acquisition, assessing what it will take to ensure the purchase meets the Bank's standards.

Spanning the globe

Information security has a global reach. There are information security managers in every country to reinforce consistent standards and policies globally and best practices are shared and adopted worldwide. While compliance practices may vary across countries, the overarching principles of protecting information don't change.

In Canada, best practices are also gathered from relationships with members of the other major chartered banks through Canadian Bankers Association committee meetings. "We don't look at information security as a competitive advantage: we share processes so that we all can be highly effective against criminals," explains Archer.

There are various initiatives currently being explored and implemented by Information Security to stay ahead of

the next potential assault or threat. The 250-member team handles global security operations and looks at emerging threats and new technologies, which can include assessing the next generation of firewalls, replacing existing systems and deploying enhanced customer profiling methodologies for quick identification of fraudulent transactions. This year, enhanced security was rolled out globally to 12,000 laptops and a more secure email technology and process was introduced.

Employees make the difference

Despite these initiatives that ensure strong controls are in place, Archer and Cannon believe that the most significant aspect of security is the human component. Employees play a key role safeguarding the Bank's information and awareness is the first step in managing this risk.

"While many policies, rules and controls are in place, the reality is that our security is only effective if employees are privacy and security aware, and comply with Bank policies," adds Cannon.

In July, the Bank launched a mandatory e-learning course: *Information Security and Privacy – It's Everybody's Business* to employees primarily in Canada. Very positive feedback has been received from course participants. While the deadline for completion was Sept. 30, nearly 25,000 employees completed the course within the first five weeks.

A similar course, to be rolled out to international locations in 2011, educates employees on the risks, threats and consequences related to security and privacy and the best practices and behaviours to adopt to help minimize risk. "I think the content is very valuable because it shows the many ways that information can be lost – especially those actions that are not "high tech," states Cannon. "Not only does the course help employees protect the Bank and customer information, it also helps employees protect themselves in their personal lives."

A perfect example of collaboration among teams in Group Compliance, Information Security and Global Human Resources & Communications, the e-learning course brings together the principles and best practices of information security and privacy in safeguarding the Bank's assets.

Information Security and Control identified the need for training and employee awareness in their respective areas. "Working together, we were able to offer one course that very effectively covered both areas," concludes Archer. Information Security and Control will continue to work collaboratively to protect the Bank against new and emerging threats, relying on employee awareness and vigilance, as the key line of defense. ▀

Did you know?

Phishing attacks are on the rise and one of the main ways a criminal can steal an individual's identity. It involves the act of sending an email to a user falsely claiming to be a legitimate company. The email directs the user to a website, which appears to be legitimate but is actually bogus, to provide updated personal information such as passwords, credit card and bank account numbers. If you receive an email at work that you suspect is a phishing attempt, forward it to phishing@scotiabank.com.



'Mobilizing' to bank anywhere



Mobile Banking is a new delivery channel for the Bank and a new service for our customers, offering them the convenience to bank anywhere. When International Banking undertook a project to launch Mobile Banking, in 20 countries across the Caribbean in nine months, they knew they would need resources and expertise from across the Bank to meet this challenge.

Pushing to be first-in-market

Scotia Mobile was first launched in June to numerous countries in the Caribbean with a high rate of cell phone adoption but without mobile banking services. With the goal of being first-in-market, technology teams from International and Canadian Banking worked collaboratively with the Online Channels group, Marketing, Legal and Security, and were supported by many in-country teams, to shave eight weeks off the planned schedule. All teams were committed to making the accelerated launch date, dedicating themselves to developing Scotia Mobile and communicating the new channel to the market. In the first three months from its launch, Scotia Mobile surpassed its planned first year adoption rate by 120 per cent.

A leader in Mobile Banking

"One of the main objectives in launching this application, and ensuring that we were first-in-market with this technology, was to help position the Bank internationally as a leader in innovation in the region," said Heather Lloyd, Senior Vice-President, International Banking Systems. "We spent a lot of time reaching out to our customers to learn more about how they want to be able to bank with us and all signs pointed to Mobile Banking as the right option."

"Scotia Mobile has garnered a lot of positive attention for the Bank in the Caribbean region," said Matt Zufelt, Director Internet and Mobile Banking. "We would not have been able to achieve this without the hard work and collaboration of every Scotiabanker involved and a focused 'One Team, One Goal' attitude."

Creating success together

Having access to subject matter experts from across the Scotiabank Group meant that International Banking could take advantage of Scotiabank's global expertise to build a strong and focused team capable of crafting a creative and focused strategy and rollout plan. Scotia Mobile was launched to the remaining countries at the end of August.

The experience gained by everyone involved in this project has built a solid foundation for future mobile initiatives across the regions. ▶



Our roadmap → for success

Even the best navigator needs a map, for Scotiabank that map is our strategy.

The Strategy Management and Executive Projects group was created in 2009 to centralize the annual process of evolving and reviewing our all-Bank strategy.

The office, led by Laurel Pollard, Vice-President Strategy Management and Executive Projects, supports our executive team in reviewing and updating our long-term strategy, which sets the direction for the Bank and works in tandem with the strategies of our four business lines. The office also manages the Balanced Scorecard process and the Executive Project Office team.

“Scotiabank has the goal of being a leading multi-national financial institution focused on helping customers become financially better off. Our strategy outlines how we’re going to get there,” says Pollard. “Our strategy and priorities set us apart and differentiate us from other financial institutions that have the same objective.”

For Scotiabank, the main driver of that strategy’s success is ensuring that our employees know exactly what we want to achieve as an organization and how we want to achieve it – this makes everyday decision making a much easier and more efficient process.

The economic downturn and the uncertainty that followed made it even more important to have a dedicated team looking at the priorities and conducting research to highlight the issues and questions to support our executive team as they guided the Bank through turbulent global markets.

“A strategy needs to be long-term and provide the flexibility to act with changing environments and our strategy has done that,” Pollard points out. “We use our strategy and our strategic priorities as a lens through which we can look at every opportunity and decision.”

The Executive Project Office (EPO)

The EPO, in existence since 2004, consists of up to 12 high-potential employees from different parts of the Bank who come together for an intensive short-term assignment, designed to support the executive team’s strategic thinking as they shape the Bank’s strategic direction for the coming year.

The EPO program also allows participants to contribute to their personal and career development and is supported by a partnership between Strategy Management and Executive Projects and Leadership.

“This program allows participants to enhance their leadership skills by receiving intensive team feedback and executive coaching, while working on valuable strategic projects for the Bank,” says Naomi Shaw, Vice-President, Leadership.

The EPO functions as a short-term strategic internal think-tank. Employees chosen for an EPO assignment – at the Director or Vice-President level – are identified through the Leadership Resource Planning process and undergo an intensive interview process.

The team carries out research and explores options regarding specific, challenging and timely strategic issues chosen for discussion and consideration by the executive team. The project committees are also led by members of the executive team.

For example, the 2010 EPO team helped to look at the implications of proposed Basel III regulations on the Bank.

Visit *Scotia World Magazine* online to view the One Team One Goal pyramid which outlines Scotiabank’s strategic priorities. ▸



Scotia Experience

Introducing Scotiabank's CUSO-VSO Ambassadors!

In February 2009, Dieter Jentsch, Executive Vice-President, Latin America, and Sylvia Chrominska, Group Head, Global Human Resources and Communications, announced the CUSO-VSO/Scotiabank Employee Fellowship Program. This exciting new partnership with CUSO-VSO, one of North America's leading non-profit, international development organizations, places volunteers in career-relevant positions in the developing world. CUSO-VSO promotes volunteering to fight poverty and help those who are disadvantaged.

The CUSO-VSO/Scotiabank Employee Fellowship Program allows eligible Scotiabankers (in Canada and the Caribbean/Latin America) to fill volunteer placements for six months to one-year. Through this program, each volunteer will gain valuable insight and experience in areas such as intercultural and cross-cultural collaboration, leadership, and developing an appreciation for working in an environment with limited resources and where creativity, adaptability and practical problem solving are the keys to success.

Two Canadian Scotiabankers, Coreena Rorke, Credit Solutions Analyst, British Columbia Credit Solutions and Chris Little, Manager, Finance & Planning, Global Employment Strategies have been selected for this opportunity.

The CUSO-VSO/Scotiabank Employee Fellowship Program aims to add yet another element to our corporate social responsibility efforts, which have made tremendous strides in recent years, due largely to the passion and commitment of our employees around the world. Scotiabank is pleased to provide employees with an opportunity to make a real difference, in a personal way, by sharing their skills and expertise with those in need.

You will be able to follow the progress of our Scotiabank volunteers through articles in *Scotia World Express* in the coming months! The international CUSO-VSO/Scotiabank Employee Fellowship Program will be launching later in 2011. ▶

<http://www.cuso-vso.org>



Scotiabank Peru volunteers hand out supplies to students before a tree-planting event near Cusco.

Volunteer placements

Coreena Rorke, Credit Solutions Analyst, BC Credit Solutions

Coreena is in Jamaica! She is working with the Americas Caribbean Regional Programme, an organization committed to empowering partner organizations to plan, manage and resource sustainable and locally owned development initiatives with the overall purpose of reducing poverty in their communities. The program also focuses on improving access to innovative training and employment opportunities for youth. To follow Coreena's volunteer efforts in Jamaica, visit www.coreenarorke.blogspot.com.

Chris Little, Manager, Finance & Planning, Global Employment Strategies

Chris is calling Guyana home for the next six months. He will be assisting current volunteers at the Helping Hands Women's Group, located in Lethem, Guyana by providing much needed financial management support. Chris will develop business strategies and provide day-to-day support for the St. Ignatius Carpentry Training Centre and Surama Carpentry Workshop. He will also develop a three to five-year business strategy for all food processing units at St. Ignatius (Helping Hands Women's Group) and Aranaputa (Aranaputa Processors Friendly Society) to transform the units from a survival model to profitable commercial enterprises. To follow Chris' volunteer efforts in Guyana, visit www.chrisinguyana.wordpress.com.

Spotlighting the careers of Scotiabankers around the world

Interview with Mark Cummings

Senior Vice-President and Head, Insurance Canada



SWM: How did you come to work at Scotiabank?

MC: Four years ago I was given the opportunity to sit down with a few executives from the Bank. I wasn't necessarily looking for a change, but during the conversations I was struck by what I perceived to be the unique culture of Scotiabank. When I was asked to lead the Insurance team and told that there was a keen interest to grow the insurance operation, I assessed whether joining Scotiabank would be a good fit for me. After contemplating the opportunity and consulting with people close to me, I felt it would be a great fit which has proven to be the case.

SWM: How have you made your career choices?

MC: I always look for opportunities to grow, take on new challenges and move out of my comfort zone. The most important thing for me is to be passionate and believe in the business line I'm responsible for.

In my career I have chosen roles where I have had the opportunity to set the mandate and work with others to achieve it. This philosophy has afforded me great experiences working in Human Resources (HR), Insurance, Wealth Management and a number of other areas.

SWM: What was your most significant career decision?

MC: I would say I have made two very significant career decisions, the first was making the move from leading a business line to leading HR because it took me completely out of my comfort zone and broadened my experience as a general manager.

The second was coming to Scotiabank because of the mandate I have been given, the people that I have worked with and the personal and professional growth I have been able to experience.

SWM: What is the most satisfying aspect of your current role?

MC: The most satisfying aspect is the challenge it brings me on a daily basis. When I started in this position, I was given a large mandate to grow the Canadian insurance business. That has provided me the opportunity to put together and execute on a strategy to grow our business while managing our risk in a highly regulated environment.

The other satisfying aspect of my role is the people I work with on a daily basis. I enjoy managing people and find satisfaction in developing, coaching and mentoring them and then watching as they move on to new opportunities. As a leader it is gratifying having the people on my team take on different challenges and successfully move into new roles in the Bank with increased responsibilities.

SWM: Did you have any mentors or coaching relationships?

MC: I have definitely had some great mentors throughout my career. I think it's important to find people to learn and seek advice from. Although I don't have a formal mentor today, I still reach out to my former mentors for their feedback and bounce ideas off of them.

“A good leader is someone who is visionary, strategic, inspires others, executes and fosters an atmosphere where people can be successful.”

Today, I enjoy the process of being a mentor both through the Bank's mentoring program and informally. Being willing to listen and learn from others is vital to one's career success and that's why I make myself available if someone wants to talk. I may not be able to find an hour to sit down and speak with someone immediately but if they ask me for fifteen minutes or half an hour to chat, I will definitely find the time.

SWM: What is your leadership philosophy?

MC: A good leader is someone who is visionary, strategic, inspires others, executes and fosters an atmosphere where people can be successful. A leader also has the confidence to stand alone, make tough decisions and listen to the needs of others.

As a leader, I believe in letting people be responsible for their respective mandate and deliverables. I touch base with my team regularly throughout the stages of a major initiative but I try and let them run with things and be accountable.

In terms of developing my team, I like to work with them to set annual goals that have stretch targets but are attainable and then I like to support and work with them to help them get there.

SWM: What are some important lessons you have learned while building your career?

MC: My father would always say to me “Always learn from your mistakes, but it's better to learn from the mistakes of others.” To me this has meant that I should take my lessons from wherever they come and that I should be resilient.

We've all had those days where we wish we could do things differently. One of the most important things to remember regarding your career or your job is to always give your best and don't get discouraged if things don't go your way. Always get back up when you fall, persevere and return even more determined the next day.

SWM: How has Scotiabank helped you advance?

MC: I have been fortunate to be placed in roles with large mandates that have allowed me to continue learning and enhance my skills both as a leader in a business line and as a general manager.

This new opportunity as part of Global Wealth Management is an amazing platform for Insurance Canada to grow. Capturing that growth will challenge and push my team and myself to greater heights. The bar has been raised for Insurance Canada, but I believe we are up for the challenge.

Also, one of the great things about Scotiabank is the opportunity to get involved in a myriad of diversity or socio-economic causes, which ultimately broadens your horizons.

SWM: In your opinion, how can people move forward in their careers? Is there any advice that you would like to pass on to others?

MC: Be passionate. Wherever you are in your career make sure you want to come to work every day, that you seek out opportunities to learn and grow, team with others and have fun.

It's also very important to network and, in a humble way, make sure people know who you are and what your aspirations are.

SWM: How do you maintain a work-life balance? What are your favourite ways to spend your free time?

MC: Finding a balance is not always easy and is something I am constantly working on. To me, it really means different things at different times of the year. I have a young family with two active children, my daughter who is seven is very involved in a number of activities. In the summer for example, she plays soccer and I coached her team this past year, which has helped me focus on another activity and temporarily take my mind off business matters.

I enjoy playing tennis and badminton and play in a league with my wife. Also, when I can find the time, I enjoy a round of golf.

When I'm not with family and friends I also enjoy spending time giving back to the community. I sit on the board of Big Brothers and Big Sisters of Toronto, an organization whose work I truly believe in. I'm also on the board of the Haliburton Club and Boy Scouts of Canada.

SWM: Where do you see yourself five to ten years from now? What goals are you working toward?

MC: At this moment, the goal I am really working toward is delivering on the large mandate that we have in Insurance Canada. Being part of Global Wealth Management is a great opportunity to grow our business within a new division.

In the long-term, my focus is to keep leading and adding to my experience at the Bank. Having four major business lines spread across 50 countries means that there is a wealth of opportunity to advance and grow and I look forward to it.

SWM: What are you most proud of in your career?

MC: I'm most proud of the talented team we've built within Insurance Canada. The way we have developed, delivered on our expectations and contributed to the Bank's bottom line makes me proud.

I'm also proud that I've been able to lead our successful team without having to sacrifice being the best father I can be and good husband at the same time. Working in an organization where work-life balance is so ingrained in the culture has made this possible in my eyes. ▸



Going organic is easier than you think

Just about everyone has heard the saying “you are what you eat,” but more people are taking this to heart and making healthier choices when it comes to what they and their families put on the table.

The organic food industry is expanding in response to health-conscious consumers’ demand for more information about the different chemicals, hormones and pesticides that food may contain, along with the environmental costs associated with global food production and distribution. The issues are complex, but one of the simple answers to ensuring healthy options is to grow, purchase and eat more organic food.

What makes a food “organic”?

Although the certification standards differ from country to country, when a product is certified organic, you know a strict set of rules and processes have been followed, which ensures that products are produced with consideration for the environment.

For example, with regards to livestock, organic processes forbid the use of antibiotics and growth hormones, and require that animals be fed a proper diet and treated well.

Is organic better?

The results of numerous studies aimed at determining whether or not organic food is healthier than conventionally farmed foods remains a topic of debate. What’s not debatable, however, are the facts that support the advantages of organic farming, including sustainable land use, animal welfare, and reducing the release of harmful contaminants into the environment. Organics put less strain on soil and water resources; farming techniques have led to new discoveries in biodiversity and energy efficiency; and, rural communities profit from increased investment. You may also find that organic food simply tastes better...but that is, well, a matter of taste.

Choosing healthy

Weighing the options of buying organic food is a personal choice, but what’s most important is that people choose foods they enjoy and that contribute to good overall health. After all, you are what you eat! ▶

Thinking about going organic? Here are a few tips

- Don't feel that you should buy organic everything. Switching to one or two organic items each time you shop can make a difference. Try something new once a week and soon you'll have a few new favourites.
- Start making the change by purchasing organic versions of staple foods, such as milk, cheese, pasta, chicken, fruit and vegetables.
- Most supermarkets stock organic goods; however, you may find it's more pleasurable to shop at farmers markets or local independent stores.
- Shop around and make note of the best prices. With increasing demand, the price of organic products will come down.
- Avoid confusing terms, such as “natural” and “free-range,” for which there are no certification standards.
- Consider purchasing other organic products available to consumers, such as fabric, lumber, coffee and cosmetics.

Make buying local a part of your lifestyle

- Visit local farmers markets and roadside stands that offer a variety of seasonal products.
- Some farms allow you to pick your own food at a lower price than pre-packaged. It's a great way to get some fresh air and exercise, spend time with family and return home with some delicious local food.
- Community gardens are a popular way to create your own supply of healthy food. Maintain your own garden plot or share one with other people. Surplus food can be donated to local food banks and neighbourhood events.



Scotia Cares

Building vibrant communities

Strength in opportunity



Elizabeth Cullen of Scotia Asset Management has had her share of experience dealing with cancer, having fought various forms of the disease for the past 20 years.

During her latest battle with breast cancer, Elizabeth saw that stress balls were a useful tool in rehabilitation for women fighting the disease. The balls are used in physical therapy to help women maintain strength in their arms and hands.

After undergoing treatment, Elizabeth decided that she wanted to do what she could to help other women experiencing the same thing. She donated stress balls to the Princess Margaret Hospital Breast Cancer Centre, where she received treatment, when she realized that most of the women going through rehabilitation didn't have stress balls and didn't know where they could get one. Elizabeth reached out to friend and fellow Scotiabanker Sally Petrov-Sidey of Scotia Capital. Together



they approached various partners from around the Bank to donate funds and worked with Bank suppliers to purchase the stress balls at a good price.

Through their hard work Elizabeth and Sally were able to have 3,000 stress balls donated. As an added touch, they had the website for Caring Voices, an online community of cancer survivors, printed on the balls to remind the women of the resources that are out there for them. ▶



Pictured here alongside employees from the Princess Margaret Hospital, Elizabeth Cullen (centre), Senior Business Analyst, and Sally Petrov-Sidey (centre right), Senior Administrative Assistant, donated 3,000 stress balls to the Princess Margaret Hospital Breast Cancer Centre.



Lucia De Sousa (left), Senior Personal Banking Officer Sales & Service, poses with a fellow volunteer speaker before delivering a financial literacy seminar to newcomers.

Making ‘cents’ of finance

Financial literacy is an important skill to possess in today’s world. Scotiabankers in Panama and Canada, are doing their part to help people in their communities gain money sense.

In Panama City, Panama, employees participated in the Banking Association System’s financial literacy program, “El Ciclo de Vida y la Planificación Financiera Personal,” which assigns one public high school to each bank in the area to train the students on financial topics. Over the course of six months, 12 Scotiabankers visited the Santa Familia High School and trained students on six different financial topics.

In Toronto, Ontario, Scotiabank partnered with a local organization, Skills for Change, to deliver valuable information on the Scotiabank **StartRight** Program for New Canadians. Through this partnership, employees assist by delivering a financial literacy seminar. Skills for Change is a non-profit agency that provides learning and training opportunities to immigrants and refugees to access and fully participate in the workplace and wider community. ▶



Employees from International Sales & Service held a delicious charity lunch for local and international charities!

Cookin’ up for charity!

In Toronto, Ontario, employees from International Sales & Service donned chef hats and oven mitts to delight more than 100 Scotiabankers with a variety of signature dishes for their annual On Aprons fundraiser. For a small fee, attendees were greeted with an appetizer and served a hot lunch by the Sales & Service team. The event raised a total of \$1,150 for five local and international charities including The United Way, Daily Bread Food Bank, World Vision, Transforming Faces Worldwide and Plan International. ▶

Cycling for JDRF

From September to early November, the Juvenile Diabetes Research Foundation’s (JDRF) annual Ride for Diabetes Research event was again held across Canada.

In Toronto, Ontario, Scotiabankers put the pedal to the metal, spinning wheels for the fundraising event to build awareness and raise funds to find a cure for juvenile diabetes. This year, the Toronto area Scotiabank team that raised the most funds won the opportunity to get personal encouragement and “coaching” by sports legends Darryl Sittler, a former Toronto NHL Captain, and Paul Masotti, a retired Toronto CFL wide receiver.

In Montreal, Quebec, more than 100 employees braved the rainy weather to do their part for JDRF. The energetic group raised a record total of \$65,000.

The current total raised by Scotiabankers across Canada sits at more than \$550,000! ▶

Top: Employees from the Scotia Private Client Group (Investment Management Services) took part in the annual JDRF ride in Toronto, Ontario.

Bottom: In Montreal, Quebec, Mitch Gillingwater (centre left), Client Relationship Manager, and Maria Mangiocavallo (centre right), Director, Commercial Banking, present a cheque to JDRF organizers.





RACING TO HELP KIDS

Members of the Wasaga Beach Branch strapped on their helmets and slid on their driving gloves to participate in the Wasaga 500 Go Kart rally in support of the town's YMCA Strong Kids initiative.

Ready, set, go! Scotiabankers from the Wasaga Beach Branch in Ontario, Canada participated in the Wasaga 500 Go Kart rally to support their local YMCA.

Scotiabankers raised \$8,000 for the charity, which will go directly to providing single parents with childcare, YMCA memberships and sending kids in the area to camp. ▶

Rowing for Rwanda

For the second straight year, The Fixed Floaters took to the waters representing ScotiaMcLeod in the Toronto International Dragon Boat Festival. The team was rowing to raise funds for S.O.S. Children's Village in Rwanda. All the proceeds from the \$30,000 raised by the team went to the charity.

S.O.S. Children's Villages International operates in more than 130 countries helping orphaned and abandoned children around the world.

The Fixed Floaters captain, Mohit Vikrant recently visited S.O.S.' operations in the country and experienced first hand the work the charity is doing with orphans and families in Rwanda. ▶

Top: Mohit Vikrant, ScotiaMcLeod Wealth Advisor and captain of The Fixed Floaters, visited S.O.S.' operations in Rwanda to help out and learn more about the charity.

Bottom: The Fixed Floaters, a group of employees from ScotiaMcLeod took part in the Toronto International Dragon Boat Festival to raise funds for S.O.S. Children's Village.





In Halifax, Nova Scotia, Scotiabankers at the Halifax Customer Contact Centre started a "Points in the Right Direction" fundraiser.

Points in the **right** direction

Scotiabankers around the globe rallied together earlier this year to support our colleagues in Haiti and Chile after natural disasters struck their countries. The "Live @ 5" team from Halifax, Nova Scotia, was no exception.

Jason Hare, Service Manager at the Customer Contact Centre, started "Points in the Right Direction" challenging his team to donate a total of 35,000 Applause points. Jason's enthusiasm caught on and his team donated 117,722 points, totaling \$38,000. ▶



Scotiabankers show their support for the Partners for Life initiative, helping the Bank reach its target donation of 2,500 units.

Partners for **Life**

Employees of the Alternate Channel Mortgage Underwriting Unit (ACMUU) and the Eastern Adjudication Centre of Expertise joined forces to show their support for the Canadian Blood Services Partners for Life initiative, which Scotiabank joined in 2009.

ACMUU, which began supporting the initiative with an 11-member team, began canvassing other teams to join them in their aim to support Scotiabank's donation target of 2,500 units by the end of 2010.

Their effort paid off when 12 more members, mostly first-time donors, joined the Partners for Life program. They have set a new target of 30 members for their next blood donation trip. ▶

Taking steps to **save lives**

Tragedy turned into opportunity when six Scotiabankers, along with two family members, from ScotiaMcLeod's Point Claire Branch in Montreal, Quebec, joined forces to create "Team Dona" after the passing of a beloved friend to cancer. The team started small, with just three members and grew to a team of eight, each with their own motivation for walking in the Weekend to End Women's Cancers.

Team Dona worked hard to raise funds holding a "Comedy for a Cause" event and other initiatives to raise more than \$19,000. The funds will go to support the Senegal Cancer Centre.

The Weekend is a two-day, 60 kilometre walk through the neighbourhoods of Montreal. In total, the event raised \$5.1 million. ▶



Two family members (back row centre) and six employees, from ScotiaMcLeod's Point Claire Branch formed, Team Dona, for the Weekend to End Women's Cancers walk.

Coastal clean-up

In Panama, employees and their families joined together in the spirit of teamwork and charity to help clean the shores of a local beach.

Scotiabankers in Panama, donning pairs of orange gloves, hit the shores of a beach in Veracruz for a clean-up. Approximately 30 employees and their families helped clean the beach with more than 200 other people from companies in the area. ▶

Stick-It to Prostate Cancer

On October 3rd, Calgary's first Scotiabank Stick-It to Prostate Cancer ball hockey tournament raised over \$100,000! Approximately 400 participants took part in the event to raise awareness and funds for the fight against prostate cancer, which is the leading cancer threat to Canadian men. Notable athletes and NHL pros Jim Peplinski and Sheldon Kennedy were among those in attendance to support the fundraising tournament. ▶



The Scotia Flames, a team of Scotiabankers and friends from Calgary, Alberta, raised approximately \$300 in a bake sale and raffle draw to support prostate cancer.



Scotiabankers in Costa Rica helped raise funds to purchase refrigeration equipment, which was donated to a local day care.

Chilling out for a good cause

Human Resources employees in Costa Rica visited the Day Care San Martin and were inspired to help. The team raised funds to donate refrigeration equipment needed by the centre to preserve food donations.

The centre supports new immigrants in the surrounding neighbourhoods and offers nutritional support, as well as health, education and counseling services for adults and children. ▶

Building homes in Guatemala

Assisting with disaster relief efforts in Guatemala, Scotiabank made a donation of US\$36,300 to Operación Bendición Guatemala, a non-profit organization working in more than 30 countries around the world. In Guatemala, they are working to help children and families who are living in poverty or facing disasters. Along with the donation to the organization, approximately 150 Scotiabankers assisted with the construction of 20 family homes in an area close to the Pacaya Volcano. ▶

Building homes and building hope, Scotiabankers in Guatemala helped construct 20 homes for families in need.



Paws for a Cause

In British Columbia, Scotiabankers from the Campbell River Branch assisted at the registration tables at Paws for a Cause, a fundraising event held by The British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA). The following week, along with their four-legged canine friends, the employees presented a cheque for more than \$2,500, which was raised by the branch through a sale of casual Friday tickets, hot dogs, books, dog treats and dog toys. The funds raised were also matched by the Bank. This year, the Scotiabank and BC SPCA Paws for a Cause Walk reached their goal of \$1 million for B.C.'s most vulnerable animals.



Gathered with their furry friends, Scotiabankers at the Campbell River Branch raised funds to assist British Columbia's most vulnerable animals.

Lending a hand to Ronald McDonald House

In London, Ontario, seven Scotiabankers from Scotia Trust, a division of Scotia Private Client Group, put down their pens and paper and adorned aprons to help prepare and serve a nutritious dinner to families at a Ronald McDonald House. Touched by the opportunity, the employees scheduled two additional visits to volunteer again. Ronald McDonald House Charities of Canada focuses on helping children with serious illnesses or disabilities, and their families.



(From left): Lisa Toillon, Associate Trust Officer, and Sandy Binning, Trust Officer, prepare dinner to serve to families at a Ronald McDonald House.

Score a touchdown for local charities!

Scotiabankers from the Sherwood Branch in Prince Edward Island (PEI), volunteered at Football PEI's Gala Dinner and Silent Auction. Employees were successful in raising more than \$1,700 for the event through ticket sales and silent auction items, with the Bank matching raised funds through the Scotia Team Community Program. Proceeds from the event were used to support the ongoing development of the sport of football in PEI and to the Cerebral Palsy Association of PEI.



Dan Ferrone (front row, right), former CFL Toronto Argonauts player, visited the Sherwood Branch to meet with employees and thank them for their volunteer efforts at the Football PEI Gala Dinner and Silent Auction.

RAISED
\$100,000
SickKids
Foundation

Steps towards a better community

Since 2004, the BAPS Charities Walk has been held annually across North America to allow individuals to help serve the world by caring for others. For this year's Walk, Scotiabankers from the Cottrelle & McVean branch in Brampton, Ontario, participated by helping organizers put together the event, entertainment and games during the day. In total, the Walk raised a total of \$100,000, which was donated to the SickKids Foundation in Toronto, Ontario. BAPS Charities is a non-profit international charity organization committed to serving the world. ▶



(From left): Ahmad Dajani, Vice President, Multi-Cultural Banking, Daniella Gatti, District Vice-President and Tuli Mukherjee, Branch Manager Sales & Service of the Cottrelle & McVean branch, participated in the BAPS Charities Walk along with other volunteering employees from the branch.

Promoting the sport of cricket

Scotiabank participated in the 2010 Bankers Cricket Cup, an annual cricket tournament with participants from all the major Canadian banks. Guarding the wicket and swinging to score many runs, Team Scotia defeated all other teams to win the cup. The team consisted of a diverse group of employees from branches, retail banking, Scotia Capital, IT&S and several other business lines. The 2010 Bankers Cricket Cup was held by Corporate Canada Cricket Club, which promotes interest and participation in the sport of cricket. ▶



Scotiabankers across Toronto teamed up for the 2010 Bankers Cricket Cup, winning the tournament and taking home the cup!

TAKING
HOME
the
CUP!

Fighting cancer one step at a time

In Kuala Lumpur, Malaysia, Scotiabank has contributed to the annual Terry Fox Run for many years. This November marked the 20th anniversary of the Terry Fox Run in Kuala Lumpur and Scotiabankers from the city's branches laced up their sneakers to run, walk or rollerblade the course, raising funds to donate to the cause.

The run attracted approximately 10,000 participants and was flagged off by the Canadian High Commissioner's designate. The Kuala Lumpur event in recent years has seen participants in excess of 9,000 and continues to grow. Most of the funds raised for the event came from the sale of event t-shirts and this year, over 12,000 shirts were sold. ▶

over
12,000
shirts sold!



In Kuala Lumpur, Malaysia, Scotiabankers participated in the 20th anniversary of the city's annual Terry Fox Run.



Setting the stage

When aiding impoverished communities, arts and culture initiatives can be overlooked, but a new undertaking, sponsored by Scotiabank, is placing it back onto the world stage of international development.

The Stratford Shakespeare Festival, the Canadian University Service Overseas-Volunteer Overseas Service (CUSO-VSO) and the town of Suchitoto, El Salvador, are coming together in a joint effort to help preserve the theatre arts of the nation and support the nation's youth.

Suchitoto, a small town in El Salvador, has been greatly damaged over the past few decades due to civil war. In an effort to improve its economic situation, the town is using the same strategy that was used in Stratford, Ontario, 50 years ago, when it was an economically depressed rural municipality.

The Stratford Theatre Festival was created to boost the city's economy, increasing tourism and providing job opportunities in the arts and culture field. Today, the Stratford Theatre Festival supports approximately 3,000 jobs and injects approximately \$145 million into the local economy. This joint effort aims to help Suchitoto realize a similar success by tapping into the potential of its youth and rich culture.

The program involves a variety of schools coming together under the umbrella of "Es Artes," which includes a municipal theatre, where productions will take place; The Centro Arte Para la Paz, a training site where artists will share their love of the arts and theatre with youth; "Escuela Taller," a technical trade school for youth to learn a variety of skills from carpentry to prop construction; and entrepreneurial management courses, which will teach students how to market their expertise when they graduate from the performing or technical programs.

The teachers at the schools are Canadian volunteers, local business owners and faculty from the Department of Economy at the National University in El Salvador. Sponsorship funding, such as the Bank's donation, are used to purchase necessary supplies, computers, travel and salaries for the Salvadorian teachers.

Since the project began in February, several youth have been trained at the technical school, learning about the new theatre program and building sets for the launch of a theatre piece, which was presented in March, 2010.

To learn more about the project, visit suchitotoproject.blogspot.com.