



## **Sovereign Insurance® culminates 'My Gold Lining' campaign with \$225,000 donation to Food Banks Canada, Habitat for Humanity Canada, and Kids Help Phone**

**November 30, 2021** – Sovereign Insurance today announced a charitable donation of \$225,000 towards three charities: [Food Banks Canada](#), [Habitat for Humanity Canada](#), and [Kids Help Phone](#) to help with ongoing COVID-19 response. Each organization will receive \$75,000.

The donation caps off a month long ['My Gold Lining' campaign](#) created by the insurer to share some of the positives ('gold linings') that came out of the pandemic. The insurer concluded the campaign with the donation on Giving Tuesday, in hopes of making a meaningful impact on the lives of families and communities in need.

"The last few years have been tough on everyone, so we wanted to create a movement that would encourage people to share something good to emerge from the pandemic – at Sovereign, we call these gold linings," explained Jo-Anne Yanuziello, VP of Marketing & HR. "The stories that were shared by our employees, and our community, touched on themes of strength, resilience, adaptability, and growth, and helped remind us of what we've gained amidst a time filled with a lot of loss."

The stories also inspired Sovereign to give back to organizations that demonstrate these attributes and have been instrumental in supporting the resiliency of Canadians, particularly throughout COVID-19.

"Canadian families who were already struggling to keep a roof over their heads, put food on the table, and maintain their mental health were hit hardest by the pandemic," said Yanuziello. "Now, more than ever, the work that Habitat for Humanity, Food Banks Canada, and Kids Help Phone do is critical; these organizations are a gold lining for countless families and communities."

####

### **About Sovereign Insurance**

The Sovereign General Insurance Company (Sovereign Insurance) empowers Canadian businesses to succeed by developing and distributing risk solutions they trust and value. Sovereign is passionate about protecting Canadian businesses and the communities they serve and is driven by the belief that whether you're a partner, client or employee, your experience matters. Canadian owned and operated since 1953, Sovereign is a wholly owned subsidiary of The Co-operators General Insurance Company, a leading Canadian provider of

multi-line insurance products with assets of \$8.3 billion. Sovereign operates in six offices across Canada and is proud to carry an AM Best A- (Excellent) rating. To learn more, visit [www.sovereigninsurance.ca](http://www.sovereigninsurance.ca).

**END**