




Community Investment Metrics



Community Investment-at-a-Glance

Decisions Made Easier. Lives Made Better.

Impact focus area	Description	Examples include initiatives that
<p>Empower Sustained Health and Well-being</p> 	<p>Make healthy behaviour choices easier and more accessible with a specific focus on solutions that promote health by encouraging small, everyday actions to improve how well and long people live.</p>	<ul style="list-style-type: none"> • Increase access to healthy foods and physical activity opportunities • Promote healthy lifestyles by empowering people to make improved decisions in their journey to better health
<p>Drive Inclusive Economic Opportunity</p> 	<p>Accelerate upward mobility and help make financial solutions accessible to everyone through financial capability programs that develop and sustain positive money habits and through targeted employment initiatives, particularly in fields related to Manulife’s business and aligned to our DEI objectives.</p>	<ul style="list-style-type: none"> • Provide access to a financial service and/or help to empower people to make better financial decisions and set long-term financial goals • Help people secure and/or maintain meaningful employment
<p>Accelerate a Sustainable Future</p> 	<p>Support the transition to a net zero economy and protect and grow the value of nature-based solutions through initiatives that enhance access to and stewardship of the natural environment and improve the livelihood and well-being of local communities.</p>	<ul style="list-style-type: none"> • Increase access to, and stewardship of, nature and outdoor activities • Equip communities with resources to mitigate climate change and improve well-being

Measuring Community Impact within our Focus Areas

The metrics listed here will evolve over time and with continuous learning by our team, in conjunction with our community partners.

Empower Sustained Health & Well-being	Drive Inclusive Economic Opportunity	Accelerate a Sustainable Future
Outputs		
Number and diversity of individuals reached		
Impacts on People		Impacts on the Environment
<p>Behaviour/Attitude Changes</p> <ul style="list-style-type: none"> Empowered to make better decisions around health, exercise routines or nutrition/food options 	<p>Behaviour/Attitude Changes</p> <ul style="list-style-type: none"> Increased awareness and action to set short-term and long-term financial goals that meet individual needs and expectations. Empowered to design and pursue career pathway 	<p>Environment</p> <ul style="list-style-type: none"> Direct ecological benefits leveraging forests, farmlands or the built environment
<p>Skills/Personal Effectiveness</p> <ul style="list-style-type: none"> Increased physical activity Increased access to healthy food options 	<p>Skills/Personal Effectiveness</p> <ul style="list-style-type: none"> Increased ability to manage personal finances Gained qualifications or new skills 	
<p>Quality of Life/Well-being</p> <ul style="list-style-type: none"> Improved sense of belonging, resilience, and greater social connections Improved healthy food choices within 6 months of program completion Increased physical activity within 6 months of program completion Improved health outcomes within 6 months of program completion 	<p>Quality of Life/Well-being</p> <ul style="list-style-type: none"> Improved sense of belonging, resilience, and greater social connections Maintaining meaningful employment in their industry of choice Increased earnings Increased financial security 	<p>Environmental Behaviours</p> <ul style="list-style-type: none"> Increased awareness and action in support of the benefits of a better environment and/or more outdoor exposure/activity and how to achieve these goals
Impacts on Community Organizations		
Improved or new services Reached more clients or more time with new clients Improved management processes Increased visibility and recognized leadership in the sector Increased staff or volunteers		



Manulife **IMPACT** AGENDA