

# Manitoba Property Insurance Build: Ensuring Brighter Futures

In 2012, the insurance industry joined forces to sponsor a home built at the Habitat Fernbank site, north of Chief Peguis Trail. Ken McCrea, President and CEO of Wawanesa Insurance led the effort with the anchor donation.

Following the success of last year's venture, Wawanesa Insurance once again showed great leadership by bringing together Manitoba-based property insurers for the First Annual Manitoba Property Insurance Build while providing 50 percent of the funding for the home sponsorship. "We believe that sponsoring the construction of a home is a natural fit for our industry, and we are pleased to continue our partnership with Habitat for Humanity as the primary sponsor of this industry initiative," says Ken McCrea.

Joining Wawanesa are many other Manitoba-based property insurers, including Portage Mutual, Red River Mutual, Crossroads Insurance and Wynward Insurance Group. For the second year in a row, the Insurance Brokers Association of Manitoba is also taking a leadership role by bringing the support of the broker community to this exciting initiative. In addition to IBAM's sponsorship, a total of 22 broker agencies or restoration companies are supporting the project

either as sponsors or donors. Many also picked up hammers to help construct the sponsored home.

To show their commitment to improving the lives of those less fortunate and strengthening our community, this group has committed to a five-year agreement to raise the required funding each year to build a Habitat home.



Left to right: Rick Swanarchuk, Vice President, Sales, Marketing, & Distribution, Wynward Insurance Group; David Schioler, CEO, Insurance Brokers Association of Manitoba; Alvin Ginter, Vice President, Risk Management, Red River Mutual; Jeff Goy, Vice President Insurance Products, Wawanesa Insurance