

A STRONG PRESENCE IN THE COMMUNITIES

The economic and social well-being of individuals and the communities it serves is intrinsic to Desjardins Group's mission. That is why, each year, Desjardins supports cooperative, economic, cultural, educational, charitable, social and athletic projects and organizations, not only through sponsorships, donations and scholarships, but also through individual caisse Community Development Funds. The proximity of the caisses and subsidiaries to their members and clients helps Desjardins Group maintain an active presence in outlying regions as well as in major urban centres, both in Québec and elsewhere in Canada, among people of all ages, across all sectors of activity and from many different cultural communities.

In 2008, Desjardins Group commitments amounted to \$80 million, for total returns to the community of close to \$216 million over the past three years.

One very important partnership in 2008 involved celebrations held in honour of the 400th anniversary of the founding of Québec City. The festivities brought together people from all across Québec and attracted visitors from other Canadian provinces and the world over. As a Major Partner, Desjardins Group provided substantial financial support that made it possible to present some fifteen large-scale events.

Elsewhere in the province and across Canada, Desjardins Group supported a wide variety of initiatives in sectors as diverse as arts and culture, sports and leisure, economic development, education, and health and community services.

In the field of arts and culture, this support included funding provided to the Opéra de Montréal, the Théâtre du Nouveau Monde, the Festival en chanson de Petite-Vallée song fest, the Musée national des beaux-arts du Québec, as well as Canadian tours of the Cirque du Soleil.

Desjardins also backed several sports and leisure activities, signing partnerships with the Fédération de soccer du Québec and Canadian Interuniversity Sport for annual events throughout the province and the country, as well as with Tennis Canada's Rogers Cup. Various festivals also received funding from Desjardins, such as the Festival Western Saint-Tite, the Traversée internationale du lac Memphrémagog, the Québec City Summer Festival, Montréal's Francofolies event and Québec City's Carnaval.

Numerous organizations that oversee the economic development of their sector or community also received assistance from Desjardins Group, as did certain educational organizations such as the Literacy Foundation and the Commerce Games. Desjardins also entered into a partnership with *La Presse* to support the distribution of free newspapers to some 15,000 students in multicultural high schools in five French- and English-language school boards in Montréal.

Finally, health and community services will always remain a main concern for Desjardins Group, which includes donations to Centraide/United Way among its many commitments in that area, as well as volunteer action by its employees. Its overall contribution to this charity amounted to nearly \$3 million in Québec and some \$3.9 million across Canada.



THE IMAGE MILL BY ROBERT LEPAGE
AND EX-MACHINA IN QUÉBEC CITY



MADAMA BUTTERFLY AT
THE OPÉRA DE MONTRÉAL



FESTIVAL EN CHANSON DE PETITE-VALLÉE
SONG FEST IN GASPÉSIE



CANADIAN TOUR OF
CIRQUE DU SOLEIL'S CORTEO



TENNIS CANADA'S ROGERS CUP IN TORONTO



FESTIVAL WESTERN SAINT-TITE