



FOR IMMEDIATE RELEASE

Jeff Lyle Insurance Group Inc. Supports LiftOff by CCAWR with \$10,000 Donation

Kitchener-Waterloo, ON | August 22, 2024 – LiftOff by CCAWR is thrilled to announce a generous donation of \$10,000 from Jeff Lyle Insurance Group Inc. and Co-operators through the Co-operators Advisors Community Fund. This significant contribution will bolster LiftOff's mission to empower Black entrepreneurs across Ontario and drive economic growth within Black communities.

Jeff Lyle Insurance Group Inc., recognized for its wide range of insurance and financial services, has a longstanding commitment to providing Canadian families and businesses with the financial security and peace of mind they need. By partnering with LiftOff, Jeff Lyle Insurance Group Inc. continues to demonstrate its dedication to community support and investment in the future of Black entrepreneurship.

"LiftOff is a very important organization within our local community, supporting entrepreneurs and local Black business owners," said Lyle. "Starting my own practice as a young Black entrepreneur, I quickly noticed the lack of representation from my community in senior leadership within the insurance and investment planning industry. Although I faced challenges and some adversity, possibly due to this lack of representation, I felt even more motivated to overcome those boundaries and become the positive representation I believed our industry needed. 'Each one, teach one' is the motto I live by, having experienced and achieved what I did."

LiftOff by CCAWR has been a cornerstone for Black entrepreneurs in Waterloo Region, offering essential tools, mentorship, and funding opportunities to help launch, grow, and scale their ventures. To date, LiftOff has supported over 100 Black entrepreneurs, created more than 100 jobs, and facilitated over \$3 million in client revenue generation.

"We are incredibly grateful for the support from Jeff Lyle Insurance Group Inc. and Co-operators," said Dr. Trevor Charles, Executive Director at LiftOff. "Their donation will help us continue providing vital resources to Black entrepreneurs, fostering innovation, and driving economic empowerment within our community, and this support will ensure that Black communities are able to realize that entrepreneurship is a viable means for financial stability and wellbeing."

LiftOff's programs focus on a customized one-on-one coaching model, ensuring that each entrepreneur receives the focused attention needed to succeed. The support from Jeff Lyle Insurance Group Inc. and Co-operators will enhance these offerings, allowing LiftOff to reach more entrepreneurs and expand its impact across Ontario.

This partnership is a testament to the shared vision of LiftOff by CCAWR, Co-operators, and Jeff Lyle Insurance Group Inc. in creating a more inclusive and prosperous future for all.

For more information about LiftOff by CCAWR and how you can support our mission, please visit www.liftoffbyccawr.org or contact info@liftoffbyccawr.org.

About LiftOff by CCAWR: LiftOff by CCAWR is an incubator and accelerator supporting Black entrepreneurs with essential tools, skills, and resources. Originating from the Caribbean Canadian Association of Waterloo Region (CCAWR) and funded by the Government of Canada in 2021, LiftOff empowers Black business owners to launch, grow, and scale their ventures. Our comprehensive program offers one-on-one coaching, mentorship, and funding opportunities, aiming to transform Black communities through strategic support. LiftOff has supported 100+ Black entrepreneurs, with over 70% being women-led startups, raised nearly \$500,000 in client grants, created and/or supported 100+ jobs, and facilitated over \$3 million in client revenue generation.

About Jeff Lyle Insurance Group Inc.: Jeff Lyle Insurance Group Inc., an agency of Co-operators, offers a full suite of insurance and financial services tailored to meet the unique needs of their clients. Specializing in advanced business and personal estate planning, wealth management, financial planning, life & health insurance, commercial insurance and other personal lines of insurance, Jeff Lyle Insurance Group Inc. is dedicated to providing personalized advice and solutions. Their commitment to community support is evident in their ongoing efforts to foster financial security and empower Canadian families and businesses.

About The Co-operators: Co-operators is a leading Canadian financial services co-operative, offering multi-line insurance and investment products, services, and personalized advice to help Canadians build their financial strength and security. The company has more than \$61.5 billion in assets under administration. Co-operators has been providing trusted guidance to Canadians for the past 76 years. The organization is well known for its community involvement and its commitment to sustainability. Achieving carbon neutral equivalency in 2020, the organization is committed to net-zero emissions in its operations and investments by 2040, and 2050, respectively.

Co-operators is also ranked as a Corporate Knights' Best 50 Corporate Citizen in Canada and is listed among the Best Employers in Canada by Kincentric. For more information, please visit: www.cooperators.ca.

Media Contacts

Tori Atkinson
Digital Marketing Lead
LiftOff by CCAWR
tatkinson@liftoffbyccawr.org

Jeff Lyle, CIP. CLU.
Financial Planner/Owner
Jeff Lyle Insurance Group Inc.
jeff_lyle@cooperators.ca
<https://www.cooperators.ca/jeff-lyle-insurance-en>

Media Inquiries
The Co-operators
media@cooperators.ca