A FREE GUIDE FOR CANADIAN FAMILIES



The Canadian Family Financial Protection Guide

How to help protect your mortgage, your savings and your paycheque with a tax-free lump sum.

See how you may qualify with simple health questions — no medical exam

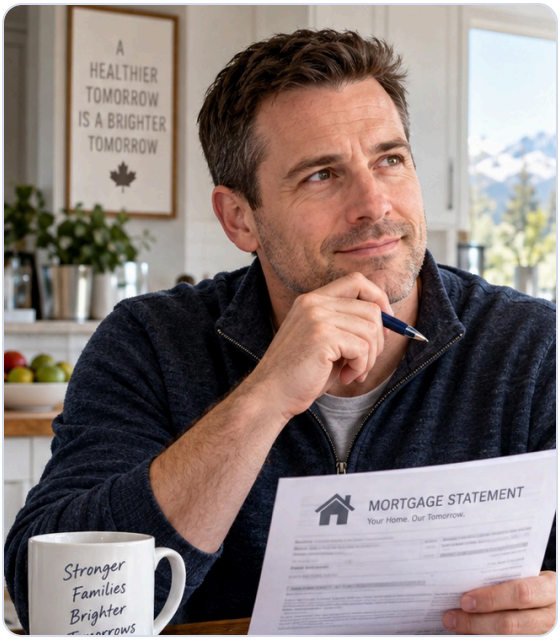
CANADIAN FAMILIES
REAL PEOPLE. BRIGHTER TOMORROWS.

PRESENTED BY
WFG CANADA

WELCOME

Why You're Reading This

If you're a working Canadian between 30 and 60, you already know the juggling act. Work. Family. The mortgage. The monthly bills.



Your paycheque is the engine behind all of it. It keeps the lights on. It puts food on the table. It funds your retirement savings.

So here's the question nobody likes to ask: what happens if that engine suddenly stops?

Most of us plan for retirement, for the kids' education and for the next family trip. Very few of us plan for a sudden health scare. If a serious illness hits, the health side is hard enough. The money side can make it so much harder.

This guide is for hard-working Canadians, and especially for people who are self-employed or don't have strong sick-leave benefits at work. Here's what you'll see on the next few pages:

PART 1
How a serious illness can hit your family's finances

PART 2
How a tax-free lump sum can help

PART 3
How simple it can be to apply

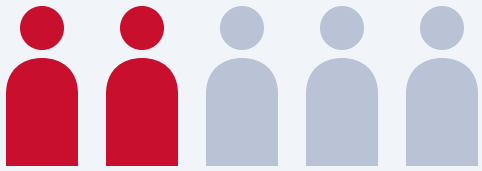
The goal is simple. If the worst happens, you can put your energy into getting better, not into worrying about how to pay next month's mortgage.

CHAPTER 1

The Gap Nobody Talks About

Many people think, “If I get sick, our healthcare system will cover it.”

Canada’s provincial and territorial health plans do a lot. They cover hospital stays and doctor visits. But they don’t cover your life. They don’t pay your mortgage. They don’t pay the utility bills, buy the groceries or make the car payment.



ABOUT

2 in 5

Canadians are expected to be diagnosed with cancer in their lifetime.[1]

When a serious illness hits, your regular income can stop fast. If you’re self-employed, there’s no sick leave to fall back on. Every day you can’t work is a day you don’t get paid. Even people with benefits at work often find them capped, short-term or limited.

With high living costs, many households have little room to miss even a few paycheques. And the bills don’t stop. The bank still expects the mortgage payment on the first of the month. The grocery store doesn’t give out free food because you’re in treatment.

Without a backup plan, families can be forced into hard choices. They may drain their savings, run up credit card debt, or even have to sell the family home at the worst possible time.

> **The gap isn’t in our medical care. The gap is in our financial protection.**

[1] Source: Canadian Cancer Society, *Canadian Cancer Statistics 2023*. Cancer is one example of a serious illness. It is not the only one.

CHAPTER 2

A Tax-Free Lump Sum, Paid to You



Imagine a tax-free lump sum* landing in your bank account at the moment you need it most.

This isn't a loan. And it doesn't have to go to specific medical bills. It's your money, to use the way you see fit. That's what critical illness insurance is built to do.

If you're diagnosed with a serious illness that your policy covers, and you meet the policy's terms, it pays a lump sum. Here's how families can put that money to work:

Pay down the mortgage
Pay it off or pay it down, so your family keeps a safe place to live.

Replace lost income
Let a spouse take time off to be by your side without worrying about the bills.

Pay for extras
Think second opinions, private care, or treatment your provincial plan may not cover.

Protect your savings
Keep your retirement nest egg from being cashed in too soon.

The real product here isn't money. It's peace of mind. It's being able to look at a serious diagnosis and say, **"I can put my energy into getting better, because my family's finances have a backup plan."**

GOOD TO KNOW

Critical illness insurance pays only for the conditions listed and defined in your policy, and only if you meet its terms. Most policies have a survival period (you must live a set number of days after diagnosis) and may also have waiting periods, exclusions and limits. Ask for the full list of covered conditions and read the policy before you buy.

*Benefits from a policy you own personally are generally paid tax-free. The rules can be different if an employer or a corporation pays the premiums. Check with a tax professional.

CHAPTER 3

Simpler Than You Think

Many Canadians put off looking at protection because they dread the process.

They picture hours of paperwork, medical exams, blood tests and weeks of waiting for a decision.

The good news: it doesn't always work that way anymore. Many insurers now offer simplified-issue critical illness insurance. You answer a short set of health questions. No doctor's visit. No needles.

1. **Answer a few simple health questions**
2. **Apply online, quickly and simply**
3. **The insurer reviews and makes the decision**

What that means for you:

- **No medical exam.**
- **No blood draws** or fluid samples.
- A **fast, straightforward** digital application.
- **Plain terms** you can read, and ask questions about, before you decide.

Whether you're a busy parent, a self-employed contractor or a business owner, this can take much of the stress out of getting started.

> **GOOD TO KNOW**
>
> Simplified-issue plans may have lower coverage amounts, age limits and higher premiums than plans that need a full medical review. Your answers must be complete and accurate. Final approval, coverage and cost are decided by the insurer. A representative can walk you through your options.

THE BIGGER PICTURE

What Most People Miss

Most people put all their focus on growing money.



Growing is important. But protection is what keeps what you've built safe. What good is a twenty-year investment plan if one health crisis can put it at risk?

Many people think, "It won't happen to me," or "I'll cover it myself." But when about 2 in 5 Canadians are expected to be diagnosed with cancer in their lifetime, hoping for the best isn't a plan.

Real financial security means moving part of that risk off your family and onto an insurance company. It means the savings you worked for stay there for your retirement, not spent getting through a health crisis.

Four questions worth asking yourself

1. If my paycheque stopped tomorrow, how many months could we keep up with the mortgage?
2. Would we have to cash in RRSPs or lean on credit cards to get by?
3. What sick pay or benefits do I have at work, and for how long do they last?
4. If I'm self-employed, what's my backup plan?

FILL-IN WORKSHEET

Your Quick Protection Check

Take five minutes with a pen. List what it costs to keep your household running each month. Then see what a gap could look like.

Mortgage or rent	$
Property tax and utilities	$
Groceries	$
Car payments, gas and transit	$
Insurance premiums	$
Childcare and school costs	$
Loans and credit card payments	$
Other must-pay bills	$
TOTAL PER MONTH	**$**

How many months of bills would you want covered?	_____
Monthly total × months	_____
Less: sick pay, benefits and savings you could count on	_____
Possible gap to talk through	_____

This is a simple planning tool, not a coverage recommendation. The right amount and type of protection depends on your situation. Bring this page to your call and a representative will help you work through it.

YOUR NEXT STEP

You Don't Have to Do This Alone

The next step is simple, free and takes about 15 minutes.

WHAT HAPPENS NEXT

A representative will be reaching out to you.

They'll set up a short, no-obligation 15-minute Needs Analysis call at a time that works for you.

FREE | NO OBLIGATION | ABOUT 15 MINUTES

On the call, you'll:

1. Look at your current protection and where the gaps may be.
2. Work out how much tax-free coverage may make sense to help with your mortgage and expenses.
3. See the simplest, fastest way you may qualify, without a medical exam.

What to do now: nothing. Just watch for a call or message. If you like, fill out your Quick Protection Check on page 7 so you're ready.

Protect your paycheque.
Help safeguard your mortgage.
Give your family peace of mind.

ABOUT

About WFG Canada

> WFG Canada helps Canadian families find modern, accessible ways to protect their income, their home and their future. Our goal is to make the world of personal finance simpler to understand. We believe every working Canadian deserves the peace of mind that comes from a tax-free financial safety net.

Important Information

1. **Educational purposes only.** This guide is general information. It is not financial, legal, tax or insurance advice, and it does not consider your personal situation.
2. **Coverage depends on the policy.** Critical illness insurance pays a benefit only if you are diagnosed with a condition that is listed and defined in your policy and you meet its terms, such as a survival period. Policies can also have waiting periods, exclusions, limits and conditions for pre-existing health issues. Not all illnesses are covered. Always read your policy.
3. **Tax treatment.** Critical illness benefits from a policy you own personally are generally paid tax-free. Tax treatment can differ if premiums are paid by an employer or corporation, or if your situation changes. Speak with a tax professional about your own circumstances.
4. **Simplified issue.** "No medical exam" refers to simplified-issue products that use health questions. Eligibility, coverage amounts, age limits and premiums vary by insurer and product. Approval is not guaranteed. Health questions must be answered completely and accurately, because incorrect or missing answers can affect a claim.
5. **Availability.** Products, features, pricing and eligibility vary by insurer and by province or territory. Insurance can only be discussed or sold by representatives who are licensed in your province or territory. Nothing in this guide is an offer or solicitation where it would be unlawful.
6. **Health coverage.** Provincial and territorial health plans differ across Canada. Check with your own plan to see what it covers.
7. **Statistics.** The "about 2 in 5" figure comes from the Canadian Cancer Society's *Canadian Cancer Statistics 2023*. It describes the share of Canadians expected to be diagnosed with cancer in their lifetime. It is not a prediction for any one person, and it is not the chance of a successful insurance claim.
8. **Who offers the insurance.** Insurance products are offered through World Financial Group Insurance Agency of Canada Inc. ("WFG Canada") by licensed representatives. The images in this guide are for illustration only.