

FACTSHEET



2024

About CALU

CALU is Canada's national association for leaders in the life insurance and financial advisory industry. We provide our 600+ members with high-quality education and with opportunities to connect, stay informed and share ideas on how to enhance the financial well-being of Canadians.

Advocacy is an important part of our mandate. Along with our partner association, Advocis, CALU speaks on behalf of 7,500 advisors in every part of Canada to grow and preserve the financial well-being of Canadians and family businesses.

Our mission

To advocate for sound public policy and provide advanced education to leading life insurance and financial advisors so they can protect and improve the financial well-being of Canadians and family businesses.



A national community of expertise

Individuals and small business owners across Canada rely on our members to help protect and secure their financial futures. Our members serve their clients with specialized services in areas including:

- life insurance
- tax and estate planning
- business succession
- retirement planning
- employee benefits
- living benefits such as disability and critical illness
- philanthropy and charitable giving strategies



Advocating for sound public policy

For over 30 years, CALU has engaged in public policy advocacy for the benefit of individual Canadians and the small business community, and to impact public policy discourse. Our approach is nonpartisan, collaborative and informed by sound analysis and technical expertise.

Our current public policy priorities include:

- supporting small business owners
- enhancing Canada's retirement system
- strengthening Canada's dental care system

CALU is committed to strong relationships with federal public policy makers and is proud to be a trusted advisor to the federal government.

Quick facts

70%

70% of CALU members are advisors who provide advanced life insurance, financial and business advisory services directly to clients

30%

of our members are accountants, lawyers, actuaries and other professionals who support advisors in the complex discipline of advanced advisory services

About the industry

22 million

Canadians own life insurance for the future security of their families, totaling \$5.5 trillion in coverage*

\$114 billion

in life insurance, health and retirement benefits were paid to Canadians in 2022*

* Canadian Life and Health Insurance Facts 2023 Edition, The Canadian Life and Health Insurance Association