

Canadians want to prepare their homes from extreme weather threats, but don't know where to start

Intact launches "Keep It Intact" Program with practical tools to empower homeowners to take action and protect their homes

TORONTO, July 14, 2025 /CNW/ - As extreme weather events continue to rise, Canadians are increasingly concerned about what a changing climate means for their homes and communities. A recent national survey reveals that 80% of surveyed Canadians¹ believe we can do something to respond to the increasing number and severity of extreme weather events, but a notable gap persists between this belief and meaningful action.

While 57% of surveyed Canadians¹ are thinking about or have taken some steps to protect their homes from extreme weather events, only a small fraction, 9%, have implemented several concrete actions. Barriers to acting include uncertainty about what steps to take, cost, and perceived lack of necessity. This perception gap persists despite a record-breaking summer of catastrophic weather events across Canada in 2024, which saw over \$7.7 billion in insured losses and a 406% spike in insurance claims compared to the 20-year average². This underscores the urgent need for better public understanding of home vulnerability and for practical tools that make the risks and the solutions more tangible.

To close the gap between intention and action, Intact Insurance is launching "Keep It Intact," a national, long-term prevention program designed to help Canadians adapt to the growing reality of extreme weather. By leveraging proven and practical actions anyone can take, Intact is empowering Canadians to make informed decisions about protecting their homes from climate threats, before the next flood or wildfire strikes. As Intact continues to collaborate with Canadians to build long-term climate resilience, we will continuously add tools and resources to enhance our support.

"Canadians are increasingly concerned about what a changing climate means for their homes, but the path to action isn't always clear," says Carla Smith, Executive Vice President & Chief People, Strategy & Climate Officer, Intact Financial Corporation. "We created the 'Keep It Intact' program to give Canadians the knowledge, confidence and support they need to take control, starting at their front door. It's not waiting for the next flood or wildfire to force a response. It's empowering Canadians to prepare now to protect what matters most."

About "Keep It Intact"

Grounded in over a decade of climate adaptation research conducted by the Intact Centre on Climate Adaptation at the University of Waterloo, "Keep It Intact" transforms academic findings into actionable guidance tailored to each homeowner's unique regional weather threats.

"The strength of the 'Keep It Intact' program lies in its practicality," says Guillaume Lamy, Senior Vice President, Personal Lines, Intact Financial Corporation. "It builds on Intact's long-standing commitment to building resilient communities by providing homeowners with insights, national expertise, and practical guidance, empowering Canadians to take action and protect their homes."

Accessible through a free service at [KeepItIntact.ca](https://www.KeepItIntact.ca), the platform equips Canadians with:

- Expert-based recommendations with engaging content and how-to guides.
- Education and planning tools including risk-based tips by budget and weather type.
- Practical home maintenance tasks such as checking sump pumps.
- Access to trusted professionals offering preventive maintenance including gutter cleaning, and assistance with larger jobs such as roof repairs.

^[1] Based on a survey from Léger survey commissioned by Intact Financial Corporation and conducted from June 20 to 22, 2025, among 1,580 Canadians aged 18 and over. Results were weighted to ensure representativeness by gender, age, region, language, and household composition. Margin of error ±2.5%, 19 times out of 20.

^[2] <https://www.ihc.ca/news-insights/news/summer-2024-shatters-records-for-severe-weather-damage-over-7-billion-in-insured-losses-from-floods-fires-and-hailstorms>

Fast Facts

- Intact has been dedicated to climate adaptation for over a decade, investing more than \$30 million since 2010 in over 100

projects.

- In 2025, [Intact increased its investment in its Municipal Climate Resiliency Grants program](#) from \$2 million to \$3.1 million to support 19 communities across Canada implement projects which address the effects of extreme weather events, such as flooding and wildfire.
- Intact recently acquired Jiffy Inc., Canada's number one home maintenance app, which connects homeowners with experts who provide home maintenance and repair services to make homes more resilient to severe weather. Jiffy currently operates in the Greater Toronto Area (GTA), Ottawa, Calgary, Vancouver and Edmonton and is rolling out additional locations across Canada.

About Intact Financial Corporation

Intact Financial Corporation (TSX: IFC) is the largest provider of Property and Casualty (P&C) insurance in Canada, a leading Specialty lines insurer with international expertise and a leader in Commercial lines in the UK and Ireland. The business has grown organically and through acquisitions to almost \$24 billion of total annual operating direct premiums written (DPW).

In Canada, Intact distributes insurance under the Intact Insurance brand through agencies and a wide network of brokers, including its wholly- owned subsidiary BrokerLink. Intact also distributes directly to consumers through the belairdirect brand and affinity partnerships. Additionally, Intact provides exclusive and tailored offerings to high-net-worth customers through Intact Prestige.

In the US, Intact Insurance Specialty Solutions provides a range of Specialty insurance products and services through independent agencies, regional and national brokers, wholesalers and managing general agencies.

Across the UK, Ireland, and Europe, Intact provides Personal, Commercial and/or Specialty insurance solutions through the RSA, 123.ie, NIG and FarmWeb brands.

SOURCE Intact Financial Corporation

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