

GuideOne Insurance

Corporate Giving Strategy

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Chairman, President & CEO

April 11, 2011



Today's Topics

- Our Roots
- Giving Strategy
- The GuideOne Foundation

Interesting Beginnings...

- Founded in 1947 as an auto insurance company
- Exclusively for nondrinkers
- By radio evangelist active in temperance movement
- Active in the fight against drunk driving ever since

The Early Years...

- With roots in temperance movement, many insurers and agents were pastors
- They asked for home insurance
- They asked for church insurance

A Long History of Community Involvement

- Early founders concerned with social issues:
 - Poverty
 - Women's voting rights
 - Anti-government corruption
 - Civil rights

Role in Bus Boycotts

- In 1955, our founder received a call from Dr. Martin Luther King, Jr.
- Organizing bus boycotts
- No company would provide protesters with auto insurance
- We stepped up





- In early 80s, we provided seed money to allow MADD to expand nationally
- In 1998, gave \$2 million contribution to MADD, which was the largest, single donation ever to date
- Our support continues

GuideOne Today

- 700 employees
- 1,600 agents
- A rated
- HQ in West Des Moines, Iowa
- 5 branch offices
- DWP of \$482.9 MM
- Surplus of \$494.4 MM

Personal Lines <i>17 States</i>	Commercial Lines <i>50 States</i>
<ul style="list-style-type: none">• Auto• Home• Renters• Personal Excess Liability	<ul style="list-style-type: none">• Church• Senior Living Communities• Home Care• Private K-12 Schools• Private Colleges & Universities

Our Giving Strategy

- 1. To further our social mission**
 - Fight drinking and driving and underage drinking**
 - Support the same causes and ministries our customers support**
- 2. To raise GuideOne's profile in our communities**
- 3. To encourage employees and management to be involved in the community**

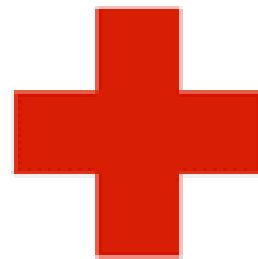
Mission and Community Development

The logo for World Vision features a stylized orange and white graphic on the right, consisting of a curved shape with a four-pointed starburst in the center. To the left of this graphic, the words "World Vision" are written in a bold, black, sans-serif font.

World Vision

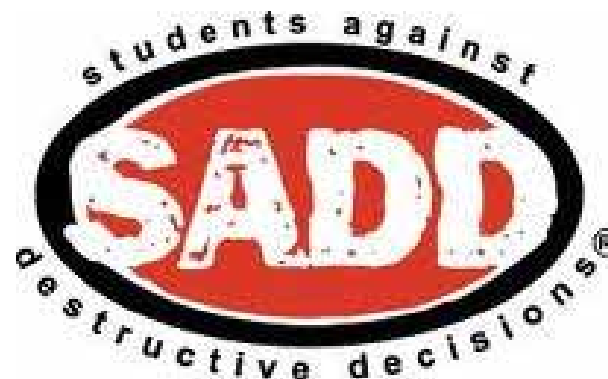


Immediate Need Assistance



**American
Red Cross**

Drinking and Driving/ Underage Drinking Prevention



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Celebrate Safely PSA Campaign

- Reminds people to celebrate safely during drinking-prone times of the year
- Prom, Graduation, December Holidays, Memorial Day, Labor Day

<http://www.youtube.com/user/GuideOneInsurance#p/u/10/82l071zMO-E>

GuideOne ImaginEve!

- Alcohol-free, no-cost, family New Year's Eve Celebration
- 8,000+ attend
- Inflatables, clowns, performances, group dancing, fireworks





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Board Involvement

- All Senior Staff members on one or more community boards
- Most officers serve on boards as well
- Many employees are involved at all levels

Children & Families of Iowa

- Had executive serving as Foundation president
- PSA campaign to promote awareness of CFI and the work they do

<http://www.youtube.com/user/GuideOneInsurance#p/f/0/SU3ceAgK8wM>

Annual Charitable Giving Campaign United Way

- Total giving: \$223,800
- # of givers: 641
- % of givers: 88.3%

The GuideOne Foundation

- Founded in 1998
- Company funded
- Designed to make ***impact on communities of GuideOne policyholders and support the causes that they support***
- 8 giving partners in three categories:
 - Mission and community development organizations
 - Immediate need assistance
 - Drinking and driving and underage drinking prevention

GuideOne Foundation Employee Advisory Board

- Volunteer employee committee
- Directs the donation of dollars generated by endowed funds from past employee donations
- Focus: preventing underage drinking and substance abuse for youth grades K-12
 - D.A.R.E. or SADD events
 - Church "lock-ins"
 - Church camping trips
 - "After events," such as after-homecoming, after-prom, or after-graduation parties
- Nearly 50 post-prom events supported last year in communities where GuideOne has employees

Questions?

It's More Than Just a Donation!

Amica Insurance



Amica's Approach to Corporate Social Responsibility

- Right in line with our core values
- Treat each other with respect
- Commitment to customers and communities

Who We Are

40 offices across the country

3,200 employees

Founded in 1907 in Providence, RI

Keys to our Success



Amica's Core Programs

Amica Companies Foundation

Matching Gifts

I Care Days

Citizenship Grant Program



Volunteer Day Program

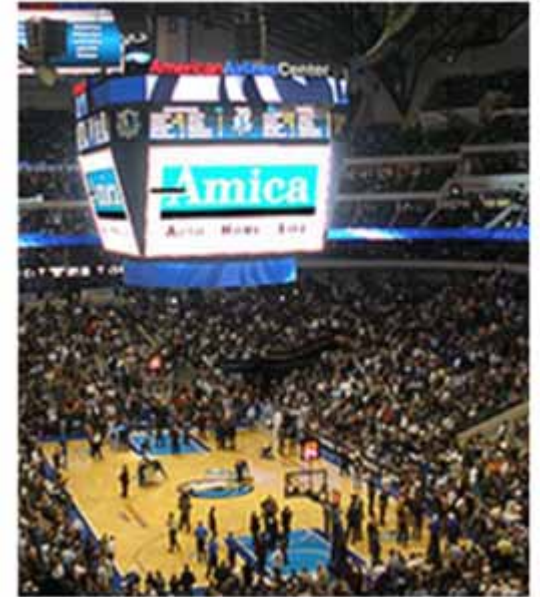


Amica Sponsorships

Promote Amica brand and goodwill

Include large and small events
across the country

Amica Gives volunteers



Proud to support
Woman & Infants
Swim Across America



866-51-AMICA (26427)
AmicaConnections.com



Amica's Bottom Line

Develops strong partnerships

Builds on Amica's good name

Empowers employees

Thank You!



It's More Than Just a Donation

Jean Lawyer

Director, Corporate Relations & Inclusion



Employment Engagement Survey

- 83% favorable – Rate COUNTRY as a good corporate citizen
- 69% favorable – Rate COUNTRY on being environmentally responsible

How do you earn a reputation as a good corporate citizen?

- Way you treat others: people, employees, customers, environment and community
- Culture of caring



Make a difference.
 Secure your future.



Join COUNTRY

We do great work and have fun doing it. We offer you an opportunity to belong, contribute in a meaningful way and achieve your potential and career goals. Our people make the difference and we mean it. At COUNTRY, our work makes a difference for others. Together, we help people achieve financial security through thoughtful investment solutions. We've delivered on this promise for generations and we've got the financial strength to do so for generations to come.

Show me the money.....and more!

1. Volunteerism
2. Leadership
3. Philanthropy



Volunteerism

- COUNTRY Volunteer Network
- Volunteer Paid Time Off



Volunteerism

- Relay For Life
- Corporate sponsored events



Applause.....please!

COUNTRY Community Service Award

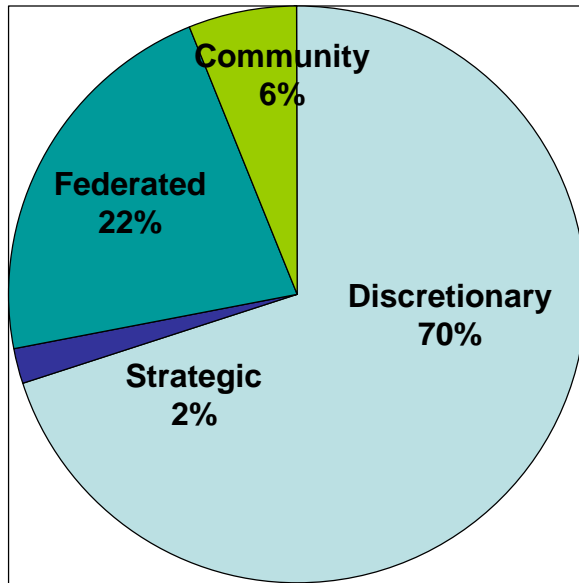


Leadership

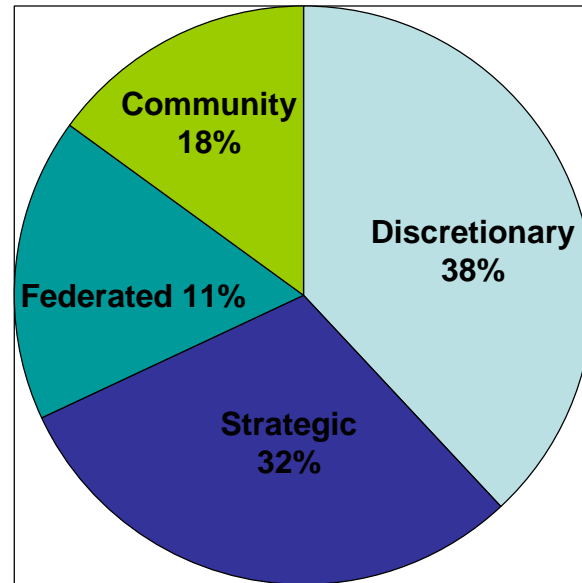
- Executives on local community and industry boards
- Leadership Development Program
- United Way Loaned Executives

Philanthropy

FY2007



2011 Budget



What we learned

- Strategic focus needed
- Empower regions to make local decisions
- Encourage employee giving

Count on COUNTRY



Critical Success Factors

- People do the right thing
- Diverse group of people
- Good Corporate Citizen

