You and 11 others

Bill Westrate @WWestrate - Jan 27, 2020
Choose inclusion! #OneAmFam

American Family Insurance @amfam - Jan 27, 2020
Every dream is unique. That’s why diverse ideas, backgrounds and experiences help us better serve our customers and communities as they pursue their dreams. amfam.ly37rcMPs

In times like these, our structures are exposed. We see which ones are strong and which are not. People of color continue to struggle disproportionately during this pandemic because many of our structures are under pressure.

Jack Salzwedel @AmFamJack - May 27, 2020
In times like these, our structures are exposed. We see which ones are strong and which are not. People of color continue to struggle disproportionately during this pandemic because many of our structures are under pressure.

Reminds me of the great discussion this morning with @alexgeejr, @UnitedWayRenee and other local leaders. @amfam is committed to diversity, equity and inclusion and I’m committed to being more than an ally.

Bill Westrate @WWestrate - Jun 25, 2020

Every dream is unique. That’s why diverse ideas, backgrounds and experiences help us better serve our customers and communities as they pursue their dreams. amfam.ly37rcMPs

America needs white people to step up

Bryan Monroe writes, “I hope this moment is a real wake-up call for white people, for our allies...because that’s where the only real change...cnn.com

You and 51 others

You and 64 others

You and 55 others

You and 51 others

You and 64 others

You and 65 others

You and 51 others

Opinion | The Racial Time Bomb in the Covid-19 Crisis
Pre-existing health conditions leave one group particularly vulnerable. nytimes.com

Our commitment to diversity, equity and inclusion is as strong as ever! We believe people do their best work when they can bring their authentic selves to their work. Thank you @WislGBTChamber for recognizing @amfam as 2020 Corporate Partner of the Year! #iWork4AmFam #DEI

“Virtually” attending the WI LGBT Chamber Business Awards & Showcase – @amfam is recognized as the 2020 Corporate Partner of the year! Proud of the work accomplished by the IE team, the LGBTQIA+ BRG & all those who support enhancing our inclusive culture! #Work4AmFam
OUR JOURNEY TO INCLUSIVE EXCELLENCE

I pledged that if I ever became the person leading this company, I would never shirk away from what I truly saw, what I had seen, and that I would take a stand. When I became the CEO and President, I made a conscious effort to attack what I saw as some systemic issues. It’s a team of people who really believe diversity, equity, and inclusion will be a strategic advantage for this organization and not a moment. Not a George Floyd moment. It’s not a one off and it’s deeply embedded.

—JACK SALZWEDEL
Chair and CEO, American Family Insurance

2018
Established
Inclusive Excellence first established with Justin Cruz as the VP and Tyler Whipple as the Director.

2019
Building Phase
Onboarding staff and establishing team under the enterprise Human Resource’s roof.

2020
Division Established
Inclusive Excellence became its independent division and serves as the Enterprise Function.

Kim Law @KimLawNoles - Jan 21, 2020
Congratulations on the promotion @TyWhipple. Well deserved!

Madison, September 9, 2020
Yasir Kamal, Sales Director for Wisconsin West, named VP of Inclusive Excellence.

Our Breakout Year
Tyler Whipple became the VP of Inclusive Excellence as Justin Cruz took on the new role, VP of Diversity Recruitment.

Passing the Baton
Inclusive Excellence transformation continues as Yasir Kamal named the new VP and Tyler Whipple as Chief of Staff to President and CEO-Elect Bill Westrate.

Amfam.com | 2020 Inclusive Excellence Report

Our Breakout Year
Tyler Whipple became the VP of Inclusive Excellence as Justin Cruz took on the new role, VP of Diversity Recruitment.
A MESSAGE FROM YASIR,

I am incredibly proud of what Inclusive Excellence accomplished in 2020 and look ahead to the new year with enthusiasm and positive outlook.

As I reflect, the 2020 Inclusive Excellence Annual Report comes at a time marked by the ongoing COVID-19 pandemic, the reality of the inequities and amplified acts of racial injustices. Through these unprecedented times, my team and I are committed to advancing our vision to empower people to do work that will change the world, through our mission to unleash the capabilities to create life-changing solutions for our customers and communities.

Our strategic approach is to create meaningful and impactful opportunities by investing in our people, all while working to advance a culture of equity and inclusion. An inclusive workplace is one that values the uniqueness of each person, each person is treated equitably, and employees feel a sense of belonging. Diverse and inclusive teams are more innovative and can inspire creative solutions. It is why increasing the racial and ethnic diversity of our team by 50% by 2024 is the first component to achieving our Enterprise Strategic Goals.

As highlighted in this report, the American Family Insurance Enterprise has made progress in several key areas of focus such as hiring, developing, advancing, and retaining top talent. We also continued our work to understand the identities, intersectionalities, and experiences of our workforce. As we look forward to 2021 and beyond, we will focus on the larger diversity dimensions to ensure there is equitable opportunity for all our employees within the American Family Insurance Enterprise, including those who were formerly incarcerated. We will continue to expand upon our Dream Movement, where communities are stronger, and the future is brighter when people are actively pursuing their dreams. We further affirm our commitment to closing equity gaps and to help create better, more equitable, and more fearless communities through the Free To Dream initiative. Through our Free to Dream platform, we will tell the stories of the work our Enterprise has done and continues to do to create a society and environment where all can thrive and are free to dream, fearlessly.

I look forward to our collective efforts in supporting and advancing the diversity, equity, and inclusion initiatives as we continue to grow and exceed our enterprise strategic goals through a culture of inclusive excellence and scale as we navigate the complexities of today’s and tomorrow’s challenges such as the COVID-19 pandemic.

It’s imperative we have all voices represented in our meeting rooms and within our walls. Those voices will represent those we’re trying to reach and serve.

—BILL WESTRATE
President and CEO Elect, American Family Insurance
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SECTION 01
WHO WE ARE
REFLECTING ON THE YEAR

Where We Started
At the American Family Insurance Enterprise, we believe a diverse workforce and inclusive culture will drive a sustained competitive advantage. This takes deliberate action to create a differentiated culture that attracts, develops, engages, and retains the most sought-after talent.

We understand that our people thrive within an inclusive environment – one that ensures the power of diverse teams is unleashed for true innovation. Our division serves as a catalyst to embed diversity, equity, and inclusion throughout our organizational fabric.

2020 was Inclusive Excellence’s breakout year where we became a division serving the American Family Insurance Enterprise as an enterprise function. This bold move affirms our commitment to the integration of diversity, equity, and inclusion principles and in embedding DEI practices into the business. Consistent with the experience of the world, Inclusive Excellence has had its own share of challenges, change, uncertainties, resilience, and hopefulness. Through the multiple leadership changes; from the emergence and the subsequent impacts of the pandemic; the social injustice in the country; as a team, we rose to the occasion. We veered off-road to a path no one has been before but not too far as we kept our pulse on the mission at hand.

Through it all, we examine the evolution of our team and the role we play in the Enterprise. One of the silver linings of the pandemic is that it elevated the inequities in our society. Those who are most impacted are the ones who are already experiencing the inequities. The sudden shift to working remote has highlighted additional dimensions and factors in our lives that may have gone unnoticed previously. We recognize the importance of our work and of inclusion and led with empathy where we centered our engagements on inclusive culture.

This year’s report is structured in three sections: how data is leveraged to inform our strategy, how inclusion helps build a sense of belonging for all employees, and through targeted investments, we have work to strengthen the diverse communities both within and outside of the Enterprise.

The Pathway to Inclusive Excellence
We created a five-stage maturity model that describes the evolution of inclusive excellence and actions to move from a compliance emphasis to a strategic focus to create a truly inclusive and best in class culture. We believe the shift from a compliance mindset to enterprise-wide recognition of diversity as a value-add and source of competitive advantage, will lead us to our vision as the most trusted and valued customer-driven insurance company.
2020 INCLUSIVE EXCELLENCE

STRATEGIC INITIATIVES

EDUCATION
- Inclusive Conversation Series
- Cultural Competence Strategy
- Infographic Series

STRUCTURE
- EDC 2.0 and Additional Council
- IE Maturity Model Rubric

DATA STRATEGY
- Employee Life-Cycle Analysis

ENTERPRISE BRGS
- Link to IE Division - business consulting, programming & events
- Activate BRGs at each Operating Company
- Additional R/E Diverse BRG Options

INCLUSIVE WORKPLACE
- Gender-Neutral Bathroom
- Transgender Culture Strategy

INCLUSIVE HIRING PROCESS
- Mitigate Bias in Hiring Process
STRUCTURE

Executive Inclusive Excellence Council

Comprised of senior leaders from across the enterprise, the Executive Inclusive Excellence Council (EIEC) reinforces Inclusive Excellence strategies as imperative business drivers. The EIEC advocates and supports inclusive excellence within their operating companies and key functions, and through their personal commitment demonstrated by modeling inclusive leadership behaviors.
SECTION 02
WHERE WE ARE TODAY
OUR COMMITMENT

We are committed to fostering a diverse workforce that reflects the communities we live in and conduct business. We are committed to cultivating a workplace that feels inclusive and rewarding to all. As part of that commitment, we publish data on the composition of our staff and provide updates on the steps we are taking to build on our progress. Measuring our progress each year is critical to examining our evolution and developing a path forward. This gives us the opportunity to identify areas of strength, as well as areas for improvement.

Building a diverse workplace and nurturing an inclusive workplace takes years. Our data helps inform where we should take action. Each of the levels presented represent the progression at the American Family Insurance Enterprise. We know we have more work to do to be an Enterprise that is representative of the evolving US population and we are committed to the strategies and plans we have designed to get us there.

OUR ROADMAP TO SUCCESS

BY 2024, WE WILL

- INCREASE THE RACIAL/ETHNIC DIVERSITY OF OUR TEAM BY 50%
- DOUBLE THE INDUSTRY PREMIUM GROWTH
- ACHIEVE AND SUSTAIN A 98% COMBINED RATIO

*Workforce Representation

23% RACE AND ETHNIC DIVERSITY

54% GENDER REPRESENTATION

People Leaders

17% RACE AND ETHNIC DIVERSITY

45% GENDER REPRESENTATION

*This is the CY 2020 data from Workday (12/31/2020)
OUR VISION
Empower people to do work that will change the world

OUR MISSION
Bring people together and empower them to unleash their capabilities to create life-changing solutions for our customers and communities

STRATEGY
Cultivate a diverse workspace that reflects the demographic of our customers and an inclusive culture that empowers people to drive business results and social impact as a recognized DEI influencer

VALUES
Leverage data and research insights to drive strategies that fuel our competitive advantage
Execute on strategies to embed diversity, equity and inclusion into the lives of our people, our customers and our communities

2021 FOCUS AREAS

01 DIVERSE WORKFORCE
By 2024 the enterprise will increase the racial/ethnic diversity of the American Family Enterprise team by 50%

02 INCLUSIVE CULTURE
Cultivate a measurably more inclusive culture

03 BUSINESS OUTCOMES
Drive innovation that yields revenue gains, expense savings, and customer satisfaction

04 SOCIAL IMPACT
Address root causes of income inequality through providing opportunities in the communities where we do business
Justin Cruz @justin_jcruz

Hal Honored to be coordinated with @JimStVincent in both attire and vision for #DiversityandInclusion at @amfam! Proud of our company for again achieving this result from @HRC!

Telisa Yancy @telisayancy

Awesome comments on the statement on "diverse talent is hard to find"—@AmFamJack says, "I don’t buy that!" You’ve got to recruit differently—there is incredible talent that can help move business forward. Clapping hands:

The signing of the MMAC pledge further affirms our commitment to increase the overall employment of Black and Hispanic/Latino by 15%, and management-level representation by 23% in the Milwaukee Region by 2025.

THE HISPANIC PROMISE
Signed on Dec 7, 2020

Bill Westrate @WWestrate

Fantastic panel demonstrating courage, vulnerability and authenticity to create awareness of inequities, micro-aggressions and obstacles faced by our diverse colleagues. We must do better. We will do more! #LeadershipMatters @amfam

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OUR BELIEFS

This moment is defined by an unprecedented combination of crises: health, economic, race and leadership — requiring companies to re-imagine how they operate and compete. At American Family Insurance, we embrace the uncertainty. We see the opportunity to build upon our strategy and clear actions of the past decade. We choose now, in this moment, to accelerate innovation and be recognized by our customers as leaders in our industry and in our communities with bold, disciplined actions aligned to our beliefs.

OUR PEOPLE FUEL OUR SUCCESS

We view diversity, equity, and inclusion as a strength, drawing on unique perspectives to help drive innovation. Here are some of our highlights from 2020.

Partnerships
Formed partnerships with grassroots organizations to further elevate our cultural dexterity.

Cultural Dexterity
5 participants in Black History for a New Day Course.

Webinars
3,404 employees reached in Zoom conversation with Dr. Alex Gee Jr. President and Founder of the Nehemiah Center for Urban Leadership Development on why inclusivity matters.

Development
Professional development for our staff through certifications and memberships to the Society of Diversity, Diversity Best Practices, and Diversity Inc.

Certifications
8 Certified Diversity Professionals. 25 employees completed the Certified Diversity Executives course.

Employee Benefits
Raised the minimum wage to $20 per hour.
LEADING PEOPLE INCLUSIVELY

For greater insights on how employees experience our efforts to strengthen our culture of inclusion, we launched a measure on inclusion through the inclusion index and employee engagement in addition to other measures. We learned that employees who are involved in our Business Resource Groups are more engaged than those who are not. At the American Family Insurance Enterprise, we recognize the power of Business Resource Groups as an enabler to impact our talent, engagement, brand, business growths, and social impact initiatives. 2020 was a year of transformation for our employee groups. We added four additional BRGs and aligned their strategy to Inclusive Excellence.

1. SOUTHEAST/EAST ASIAN  
2. SOUTH ASIAN  
3. BLACK/AFRICAN AMERICAN  
4. HISPANIC/LATINX

Last fall, I eagerly accepted the invitation to serve as an executive sponsor for the newly established Southeast Asian / East Asian (SEEA) BRG. As a sponsor, I’m here to offer any support and guidance that may be needed, but I’ve been truly inspired by the leadership group that has really taken the reins, generated a prodigious roster of members, and begun to move forward with the group’s first official programming in late March.

The SEEA BRG draws its membership from among individuals who identify as being of Southeast Asian or East Asian descent, as well as those who wish to further their allyship with those individuals. Although members share this in common, the Southeast / East Asian region encompasses an extraordinarily rich and extremely varied tapestry of cultures, heritages, political climates, geographies, and traditions. Exploring the ways in which these attributes help to shape the individual members, and how members can utilize those experiences to mutually enrich and support one another, their careers, American Family, and the community at large will be a significant focus of this year’s planned activities.

– GREG GISI  
President, B&A Solutions  
Executive Sponsor, Southeast Asian/East Asian BRG

We can focus on as much as we want singularly on diversity and representation. And if we’re not inclusive and we don’t have deep appreciation for one another and on different perspectives, we’re not going to get the value out of that diversity. Those are the elements that we know are extremely important and we have an executive and leadership team who believes in that.

– BILL WESTRATE  
President and CEO Elect, American Family Insurance

Our vision for making an impact is to foster an environment that helps unleash the power of this membership for everyone to walk in their highest and best selves as members of the American Family community.

– SHERINA SMITH  
Vice President Marketing, American Family Insurance  
Co-Executive Sponsor of Black/African American BRG

– BRYCE TOLEFREE  
Vice President Litigation, American Family Insurance  
Co-Executive Sponsor of Black/African American BRG

We’re learning a tremendous amount from the members and leadership of this BRG. Developing people in an inclusive environment that gives everyone the freedom to bring their whole selves to work is one of the most important roles of being a leader and one of the biggest driver of growth we have. The team continues to stand tall and strong through a pandemic and race crisis and has been a source of comfort and thought leadership not only for the members but its influence touches all corners of the enterprise.

It is our great honor to serve as the co-executive sponsors of this group. Developing people in an inclusive environment that gives everyone the freedom to bring their whole selves to work is one of the most important roles of being a leader and one of the biggest drivers of growth we have.

Bill Westrate
LEADING WITH EMPATHY

In June, our CEO Jack Salzwedel outlined our commitments to increase the diversity representation and strengthen the communities in which we live and work. Empathy for one another has been essential as we navigate the tumultuous year and work-life balance.

In Q3, we introduced and shared our Inclusion Index, a measure of employee sentiment such as belonging and psychological safety. As part of our bi-annual employee engagement survey, we ask our employees to rate with the following statements which are combined to provide an overall Inclusion Index:

“I feel like diverse perspectives are considered in decision making.”
“I feel like I belong at my company.”
“My unique skills and abilities are leveraged at my company.”
“I feel free to speak my mind without fear of negative consequences.”

Our survey results indicated that 75.9% of employees reported positive sentiments. We are uncovering the insights about how we advance inclusive behaviors through the Enterprise-wide employee competencies – Lead People Inclusively. By integrating the competencies and associated behaviors as part of our development and performance approach, we hope to foster and encourage dialogues for both employees and leaders in contributing to the inclusive workplace and thereby making inclusion a daily part of our being.

1322
BRG MEMBERS

56
BRG EVENTS AND ACTIVITIES
When the COVID-19 pandemic shifted how we live and work, it amplified differences in our lived experiences, revealing many social inequities and brought forward the voices and challenges that were previously hidden from the workplace. We shifted our efforts by integrating inclusive excellence into our employee pandemic response, further affirmed our commitment to addressing racial injustices, and continued investments in our workforce while encouraging inclusive conversations on polarizing topics.

**Our Continued Efforts**

We are still early in our journey and continuing to make strides on all fronts. We are continuing the cultural celebrations and acknowledgments through our BRGs. We leveraged the technology and virtual workspaces and expanded our reach by offering events across various time zones and across the entire enterprise.
BLACK HISTORY MONTH
Celebrating the Strength and Perseverance of Black Men

One of few in-person events in 2020
Black History Month encompasses joy, representation, and achievements of Black and African-American men and women. Throughout the month of February, we celebrated Black History Month with activities and events highlighting Black Culture: History, Arts, and Cuisine.

These photos are from our Signature Event: Strength and Perseverance - A Celebration of Black Men that took place on February 20, 2020 in Madison, Wisconsin. The 2020 Signature Event theme was to highlight and acknowledge black men and their achievements across time.

Lt. Governor Barnes spoke to his experience as the first Black man elected as the Lieutenant Governor in the state of Wisconsin.

“I’m proud to work for a company that understands the significance and impact of our society’s history and legacy. We will continue to stand together today to create a better tomorrow.”

– TERRA MCKINNEY
Inclusive Excellence Manager

Kwabena Antoine Nixon (Pictured Right), a spoken word artist working to tackle the issues of trauma and change the conversation about black boys and men becoming negative statistics in Milwaukee.
CULTURAL HERITAGE MONTHS’ KEYNOTE SPEAKERS

It is important to have a variety of perspectives and backgrounds in order to foster more inclusivity and pave way for our employees to pursue success. Our Cultural Heritage Months keynote speakers have used their backgrounds to create content and stories that are influenced by their experiences, further opening the dialogue for others to discuss the impact of their heritage and identities. Our diverse keynote speakers bring awareness to how their rich heritage has informed their success, reminding us of the importance of diversity and inclusion in order to achieve equity.

PHILANTHROPY IN ACTION

Inclusive Excellence invested a total of $181,000 into the community.

BRG members are empowered to expand their reach in the community through charitable giving. The ultimate selection of organizations for charitable gifts are made through a combination of charitable match - thus multiplies the overall impact. This complementary effort amplifies the work of the Dreams Foundation and expands our overall investment portfolio.
OUR CONTINUING COMMITMENT
OUR PANDEMIC RESPONSE

Inclusive Learning

- In Person Workshops
- Virtual Workshops/Webinars
- Panelist Conversations Held Across Organizational Areas
  - 24% Learning Central Engagement

*Business Resource Groups

- 04 New BRGs Added
- 69% Members Who Identify as Female
- 25% Members Who Identify as R/E Diverse
- 18% AFI Employees Are BRG Members
- 23% AFI/R/E Diverse Employees Are BRG Members
- 24% Increase in BRG Membership

Cultural Heritage Months

- 08 Cultural Heritage Month Celebrations
- 254.20% Increase in Event Attendance
- Expanded Event Offerings to Include Agents and Enterprise
- Video Series to Showcase Employees Unique Identities and Foster Cultural Intelligence
- 4113 Views

*AFI BRG roster, Workday (12/31/2020)
OUR NEW NORMAL

Through perseverance in the most challenging time, our teams formed stronger bonds by gathering virtually for purpose driven meetings, day-to-day strategy and program initiatives and community engagements.

Jihan Bekiri @aj_bekiri - Mar 17, 2020
IE hosting a team virtual lunch! Making the most of things.
@cbjones219 @Nikkivandy2 @mikayla_frick_ @danbeltran09 @MadisonAngela15 @CarolMorni11 @TerraSquadd @BarhamJeanne @goodgriefelina plus Lauren and Marta!

Tyler Whipple @TyWhipple - Mar 27, 2020
Proud the @amfam Inclusive Excellence team passed their Certified Diversity Professional exams today! Virtual happy hour to celebrate!

Terra McKinney @TerraSquadd - Apr 2, 2020
The InclusiveExcellence team has a love of learning & resilience that is essential 4 great accomplishment! Check out our Microagressions workshop! The @cbjones219 for leading an engaging virtual session!
@amfam #GrowthMindset #iWork4AmFam #culturalcompetence

Bill Westrate @WWestrate - Apr 8, 2020
Who would've thought a laundry room would get so much attention! Glad you're staying proximate as a team and sharing a few laughs...in my laundry room!

Jamie Suchomel (She/Her/Hers) @JamieSuchomel - Nov 17, 2020
Thanks @mridupai for sharing part of your culture in celebration of #Diwali Clay Lanterns, flowers, Rangoli's, food and more it's a celebration that brings families together! #OneAmFam #Allyship @KrisRoessler @klauritis @woodsuzyQ @jkhende @JillWipfil @rosesmas @AmFamEricL

Chad Christianson @Christianson75 - Jun 16, 2020
Racial Inequity Panel this morning with @AmFamJack, @telisacyancy, Dr. Alex Gee, Sheriff Mahoney, Judge Everett Mitchell, and Kelli Thompson. Great discussion and learnings! #iWork4AmFam #OneAmFam #LeadershipMatters

Who would've thought a laundry room would get so much attention? Glad you're staying proximate as a team and sharing a few laughs...in my laundry room!

Tammy’s Totally Tubular Team meeting in Bill’s Laundry Room.
@AmFamJack @WWestrate

Thanks @mridupai for sharing part of your culture in celebration of #Diwali Clay Lanterns, flowers, Rangoli’s, food and more it’s a celebration that brings families together! #OneAmFam #Allyship @KrisRoessler @klauritis @woodsuzyQ @jkhende @JillWipfil @rosesmas @AmFamEricL
SOCIALLY UNJUST

In a time when others would shy away from speaking out publicly about the social injustices in our country, our senior executives encouraged conversations by sharing their perspectives.

Jack Salzwedel @AmFamJack
I'm privileged. I have a voice. I want to use it for good.
What's happened (again!) in places like MPS, NYC, GA is simply wrong. I hear the concern, anger, disillusionment from leaders of all colors. Q: Shouldn't we all be angry? #icantbreathe

5:52 PM - May 27, 2020 - Twitter for iPad

Bill Westrate @WWestrate - Jun 2, 2020
Today provided vivid reminders that we must do so much more to address injustice and inequities. I'm proud to be a part of the @AmFam team with diverse colleagues who demonstrated courage, vulnerability and strength to inspire us to be more than allies.

Turning anger into action
"If you're not angry, you're not paying attention, don't care, think it's OK, or have been desensitized." That's how Tyler Whipple, my colleague...

You and 51 others

Turning anger into action
"If you're not angry, you're not paying attention, don't care, think it's OK, or have been desensitized." That's how Tyler Whipple, my colleague...

You and 51 others

Tyler Whipple @TyWhipple - Jun 17, 2020
This is who we are. This is who we've been. This is who we'll continue to be. Diversity, equity and inclusion are part of @amfam DNA. #iWork4AmFam

On May 31, 2020 the day after violence first broke out on State Street in Madison during demonstrations in response to the death of George Floyd at the hands of Minneapolis police, an art activism movement began. The plywood sheets covered windows of businesses up and down Madison’s business corridor. These are a few of the murals painted by artists of color. For some, it was a way to be involved in the movement expressed through these murals.

Community leaders asked us to ‘preserve the art’. We responded and produced a high-resolution 250-page photo book “Let’s Talk About It” and distributed more than 15,000 copies for free to individuals, schools and non-profits around the country.

1. Photo by Nithin Charlly 2. Photo by Hedi LaMarr Rudd 3. Photo by Amadou Kromah
4. Photo by Amadou Kromah 5. Photo by Shanice Grimsled
WE ALL HAVE A VOICE

Inclusive Excellence hosted a special intern event, entitled “Our Call to Action.” On July 16th, Tyler Whipple, Inclusive Excellence VP, facilitated a panel with the American Family Insurance Enterprise senior leaders, Jack Salzwedel, Bill Westrate, and Telisa Yancy. They spoke about our commitments to diversity, equity, inclusion, and social justice.

“...The feeling of hopelessness is balanced with hopefulness and encouragement every time I saw someone choose to lead rather than to follow.”

–TELISA YANCY
Chief Operating Officer, American Family Insurance
#WALK FOR EQUITY

We celebrated our first Juneteenth recognition event with The Walk 4 Equity. This inclusive event invited employees, agents, agency staff and contingent workers to participate at their own pace in a walk, run, stroll, hike – or any outdoor activity of their choosing – in recognition of the racial injustice in our country. In further recognition of the inequities, including the unique experience of Black and African American communities in the U.S., we introduced the observance of two additional paid holidays: Voting Day and MLK Remembrance Day. #TheWalk4Equity

American Family condemns social injustice and discrimination. We want to be part of the solution and invested in these organizations that support social justice. Each organization received a $25,000 donation.
AWARDS AND RECOGNITION

We are reimagining everything that is possible – laying the foundation for an even brighter future. American Family Insurance is proud to have been recognized as a leader across the industries in which we operate. These awards affirm our commitment to our people and our communities.

Forbes Best Employer for Diversity recognition
Wisconsin LGBTQ Chamber of Commerce Corporate Partner of the Year

DiversityInc Top 50 Noteworthy recognition
Deloitte 75 Distinguished Performer Award for Inclusion

Scored 100 on the Corporate Equality Index Survey
MMAC Region of Choice Pledge

OUR STRATEGIC PARTNERS

CLOSING REMARKS FROM LESLIE,

I had the pleasure of joining the organization in the midst of a pandemic; having not set foot into the building nor the opportunity to meet the teams face to face. Needless to say, it has been an exciting journey. Through transformation, our team created a sustainable diversity, equity and inclusion strategy that not only ladders up to our enterprise strategy but is aligned to and owned by the organization, measured to track overall progress over time and embedded into the existing talent and business process. While we are proud of the progress we have made, as our VP mentioned in his message, we as an enterprise, have more work to do. We are at our best and win in the marketplace when we work together, embracing and leveraging our differences to achieve better business results, creating an environment where all people know they are seen, heard, valued and respected. We believe that when differences are celebrated, talented people from all backgrounds have the chance to develop, advance and make more meaningful contributions to our culture and our company.

As we transition into 2021, I look forward to continuing to harness the power of the collective in launching new, best in class, initiatives and resources that encourage learning and creates space to move the inclusion conversation forward together, as we create meaningful and sustainable change.

I would like to thank our Board of Directors, President, CEO, Senior Leaders, Operating Companies, IE team and the amazing partners across the enterprise for your crucial role in continued support and championing change through a challenging yet extraordinary 2020.

We hope you enjoyed this reflection of the past year and see that our commitment to diversity and inclusion is not just a business imperative, but a truth we strive to live by every day.

Thank you!

Leslie Bradley
Diversity & Inclusion Director