

# OUR INSPIRATION FORWARD

American Family Insurance is committed to our mission of inspiring, protecting and restoring dreams. You hear us mention this time and time again. That's because all our decisions are intentionally aligned with this idea – and our most recent steps forward are certainly no exception.

In 2018, we constructed Spark, a nine-story building in downtown Madison that revolves around innovation, entrepreneurship, sustainability and community. We launched the American Family Institute for Corporate and Social Impact, which partners with local and regional organizations to bring about solutions and ideas to positively impact K-12 education, economic opportunity and community resilience.

Now, as part of our steadfast commitment, we're building on the momentum from both of these initiatives to make a meaningful difference for Milwaukee, our state's largest urban center.

Our vision is to develop a thriving, urban workplace and community hub in Milwaukee, supported by extensive community partnerships and philanthropic support. This initiative is just beginning and will include a new building that houses regional, as well as technology and other corporate functions, along with a sales storefront. In addition, both the DreamBank and the Institute for Corporate & Social Impact will have a presence. While the building is a few years out, several partnerships and other activities are already moving, strengthening our presence in the city and making an impact.

Being part of urban centers like Milwaukee with its rich diversity, large business networks and great universities provides extensive benefits to American Family. Integrating ourselves into diverse communities helps these neighborhoods become more equitable, healthy and sustainable. It also helps our company as we build a more diverse talent pipeline and inclusive culture.

Focusing on our mission and integrating our values will help energize our workforce, support our current and future customers and revitalize our communities.

We call this column "Our Inspiration Forward" because using the spark of inspiration is how we've come to approach these bold moves, expanding our reach and responsibilities to our people, environment and communities. These exciting developments inspire us to fulfill our dream of being a corporate business and community leader with strong partnerships and investments which can, in turn, inspire our customers and create healthy futures for us all.



Vice President of Inclusive Excellence, Justin Cruz, pictured at Spark.



# JUSTIN CRUZ

Vice President of Inclusive Excellence