SECTION FIVE
INVESTING IN OUR COMMUNITIES
ELEVATING OUR COMMUNITY COMMITMENT

American Family Insurance is committed to investing in the communities where our customers, employees and agency owners live, work and raise their families. Our mission to inspire, protect and restore dreams is not only the foundation from which American Family Insurance does business, it’s central to our efforts in improving the quality of life for those most in need.

With the challenges that face our communities – from large cities to rural areas – we’re more dedicated than ever to supporting initiatives that positively impact life-long learning; meet basic needs such as access to housing and healthy food; provide economic opportunity for all; promote environmental sustainability and resilient communities; encourage well-being and healthy youth development; and foster diversity and inclusion. All areas we’ve aligned to in our comprehensive corporate responsibility program.

The American Family Insurance Dreams Foundation, the Steve Stricker American Family Insurance Foundation, the American Family Insurance Institute for Corporate and Social Impact, our employee and agency owner volunteer initiatives, and many other strategic partnerships are all grounded in our commitment to helping communities thrive. We believe in community investing, which aligns our giving and volunteer programs with our corporate goals and the strategic alliances we continue to form with nonprofit organizations throughout the country.

Through this collective work, it’s our hope that individuals and families will believe their community is better because American Family is part of it, and that we have played a positive role in empowering our communities to be better, stronger, more secure and inclusive places for all.

ENCOURAGING DREAMS, CONNECTING COMMUNITY

Making time for what matters most is what DreamBank is all about. The community space, dedicated to the pursuit of dreams, opened in downtown Madison, Wis., in 2012, and now occupies expanded space in Spark, the company’s center of forward-thinking innovation, inspiration and creativity in the city’s Capitol East District.

DreamBank is the physical manifestation of the American Family Insurance brand in action, bridging the gap between customers and employees, and bringing professionals, families and individuals of all backgrounds and interests together. This Community of Dreamers is thriving by offering new classes, workshops and speakers to the community and encouraging inspired thinking with exhibits and interactive displays.

“From the moment visitors walk into DreamBank, their dreams and journeys are the focus of our promise: to provide committed support to every dream out there.”

–NATALIE HEALY, DreamBank Manager

EVENTS

TOTAL EVENTS 477

MOBILE ACTIVATIONS (Dreambank on the go) 36 EVENTS

TOTAL EVENT ATTENDANCES 15,571

FOOT TRAFFIC 119,806
In October, DreamBank launched its first Dream Summit, welcoming community members for two-and-a-half days of motivational keynotes, interactive workshops and networking to gain confidence in pursuit of dreams.

Attendees, from older teens to older adults, identified their core values, learned to prepare for their journeys with planning and financial information, discovered new time management techniques, honed their relationship skills and connected with motivated, like-minded peers.

They arrived as individuals and left as part of a community of dreamers and ambassadors – with the encouragement and support of American Family.

The first-ever DreamCamp was launched in November 2019, offering an immersive, three-day event for seven campers who focused on their dreams and the hard work needed to reach them. Attendees defined their path, created a strategic plan to address real and perceived obstacles, met with inspiring coaches, mentors and speakers, and received one-on-one coaching for an entire year.

Through DreamCamp, American Family is helping real people take positive steps toward reaching their dreams.

DreamBank is about connecting to your dreams and making them happen. Pursuing goals and collaborating with others boosts happiness and builds healthy relationships that benefit individuals, families and the social fabric of a community.

That’s what we’re building at DreamBank: A Community of Dreamers.

–KESHA BOZEMAN
Enterprise Brand Strategy Associate Vice President

DreamCamp
BRINGING OUR MISSION TO LIFE

We believe social impact doesn’t start or end with a check.
The American Family Dreams Foundation has evolved its purpose from community giving to community investing. We’re creating strategic alliances with non-profit organizations that align with American Family’s corporate goals and values, with benefits that impact individuals, families and communities across the company’s operating territory.

The result is a combination of financial support with volunteerism, creativity and expertise.

Life-long Learning

The Dreams Foundation supports improving access to education and empowering individuals to take part in a diverse, sustainable and growing workforce. The Foundation supports learning opportunities for pre-kindergarten through college, STEAM programming and early childhood education.

Workforce Readiness

Through the Foundation, American Family empowers individuals by creating pathways to employment that support the ability to earn a stable income and reach full personal and career potential. We collaborate and provide mentoring to community and educational programs in vocational and job retraining, financial literacy and workforce readiness.

Basic Needs

We address common barriers to families in order to provide a brighter future for all, including food security, housing, transportation and child care.

Matching Gifts

Through the American Family Insurance Dreams Foundation, American Family employees and agency owners have access to a matching gift program. Funds are set aside and used to match charitable donations across the country. In 2019, the Dreams Foundation matched every dollar contributed by American Family employees and agency owners. The benefit spurred 6,873 matching gift requests from 3,685 agency owners and employees, totaling $2,361,228 in donations to non-profit organizations. The matching gift program, which involves the goodwill and generosity of our people, is a major contributor to positive outcomes in our communities.

Dreams Foundation Grant Awards

The Dreams Foundation also provides grants in two annual cycles to nonprofit organizations. Efforts are focused on assisting those who are under-represented and economically disadvantaged in two main areas: life-long learning and basic needs. In 2019, the Dreams Foundation grants totaled $1,704,765 to 180 organizations. Since its inception in 2016, the foundation and American Family Insurance have committed $10.5 million through more than 700 grants across our operating territory.

Current and future Dreams Foundation grant recipients are located in all 50 states.

GIFTS & GRANTS THROUGH THE DREAMS FOUNDATION

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“When families have access to food and stable housing within a thriving economic and culturally rich community, people feel empowered to pursue their dreams. By investing in and partnering with non-profit organizations, we’re creating better lives for those who live and work in our communities.”

—MAGGIE PASCALY

Your gifts are bringing families and children inside to warmth, safety and stability. You are bringing hope, changing lives and strengthening our community. Our families who benefit thank you.

—MARTY HARTMENT

Executive Director of Mary’s Place, Seattle, Washington

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Established in 2013, the Steve Stricker American Family Insurance Foundation is an extension of our partnership with brand ambassador and PGA TOUR professional Steve Stricker. The foundation supports charities, educational initiatives and organizations aimed at building strong families and healthy kids, empowering them to chase and achieve their dreams.

The American Family Insurance Championship, a PGA TOUR Champions golf tournament held in Madison, Wisconsin, is the primary source of funds to the foundation. The tournament and its associated activities have made a significant social impact since its inaugural tournament in 2016, with more than $7 million raised for numerous charitable organizations in underserved communities and the American Family Children’s Hospital in Madison.

Through the years, the AmFam Championship event has grown beyond a professional three-day golf tournament and includes pro-am competitions, a charity golf scramble, a charity concert and a special golf exhibition featuring celebrities from the sports and music industries.

The first four years of the tournament have been successfully implemented with the support of over 4,500 volunteers, representing 15 states, contributing their time and energy. Additionally, attendees from 32 states have provided a local economic impact of more than $50 million. The American Family Insurance Championship has been honored to receive the PGA TOUR Champions’ tournament of the year award in 2018 and 2019.

DRIVEN BY PURPOSE
In just four short years, the American Family Insurance Championship has become a truly special event for our community and the non-profit organizations it supports. In 2019, this unique partnership was again able to exceed all of the community impact goals we had set out to achieve.

We are grateful to all the volunteers, fans, sponsors and partners for their collaborative support.

–NATE POKRASS,
Community Investments & Partnership Director

In 2019, the Steve Stricker American Family Insurance Foundation contributed more than $2.4 million to charitable causes.

PGA TOUR pro Steve Stricker and his caddie, Nicki Stricker, head to the next tee during the American Family Insurance Championship. Proceeds from the event go to the Steve Stricker American Family Insurance Foundation, which has contributed more than $2.4 million to charitable causes since 2013.

STEVE STRICKER
AMERICAN FAMILY INSURANCE
foundation

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