

Colonial Life in the Community



At Colonial Life, we have long recognized the responsibility we have to our communities and to being a strong, proactive partner in civic and charitable efforts. A mainstay of the Midlands of South Carolina for 70 years, our philosophy of giving back by contributing to the quality of life in places where we work and live has always been important to us.

Community Support

Our commitment to enhancing the quality of life in the communities we support is accomplished through corporate giving, matching gifts programs, scholarship programs, employee volunteerism and leadership positions on local nonprofit boards. Colonial Life's corporate giving efforts are focused in four areas:

- Education
- Health and Human Services
- Cultural Arts
- Economic Development

Colonial Life supports HomeWorks of America, Inc.

Each year, Colonial Life engages in the Financial Services Roundtable's National Community Service Day, and partnering with HomeWorks of America, Inc. in 2008 was a perfect fit on many levels. It reinforced Colonial Life's corporate support of nonprofit organizations and health and human services initiatives, while also providing a valuable volunteer opportunity for the company's employees.



Colonial Life devoted three days in September to helping two families in the Midlands of South Carolina with much needed repairs to their homes. Experts in marketing, finance, information technology and customer service turned in their business clothes for hard hats and tool belts, and became quick studies in the areas of painting, window and door repair, electric wiring, plumbing and landscaping. Around 75 Colonial Life employee volunteers participated in the project devoting more than 300 volunteer hours. "It was an opportunity to team up with other employees and help people who really needed it," says Jackie Winston, assistant vice president and senior counsel at Colonial Life. "The individuals from HomeWorks were extremely caring and professional in their approach to the project. It was a pleasure to work with the organization."

Corporate Investments

\$1.8 million in charitable contributions during the past three years.

\$5.5 million over 12 years for naming rights to the Colonial Life Arena, the University of South Carolina's sports and entertainment arena.

Colonial Life has long been a supporter of the United Way of the Midlands through corporate and employee contributions and has been a multi-year recipient of the organization's Community Champion Award.

Colonial Life is a member of the Greater Columbia Chamber of Commerce and the South Carolina Chamber of Commerce.



Colonial Life's Support of Education

Colonial Life's support for education reaches into the public school arena, support of youth enrichment programs and within higher education institutions through scholarship programs. Nearly half of Colonial Life's corporate social responsibility investments are comprised through charitable contributions and human capital within the pillar of Education.

Colonial Life and its employees have been engaged in a business-school partnership with St. Andrews Middle School in Richland County School District One since 2002 to help improve academic and life skills of its students. Employees are encouraged to volunteer at the school as lunch buddies, mentors, book club facilitators, classroom readers and by teaching Junior Achievement classes.

In 2008, Colonial Life began a partnership with the after-school program led by Boys and Girls Clubs of the Midlands at E. E. Taylor Elementary School located in Richland County School District One. This partnership is designed to engage employee volunteers in monthly activities with the students to enhance the child's self-esteem and enable kids to reach their full potential. Once a month on a Friday afternoon, Colonial Life employee volunteers engage in *Colonial Life Fun Fridays*. These events focus on the club's core programs that encourage positive activities with adults and peers in a fun, relaxed atmosphere. Some of the planned events during *Colonial Life Fun Friday* include field trips to local area attractions and onsite activities such as field day and an end-of-school-year carnival. This educational outreach partnership engages employee volunteers and students in activities beyond the typical school and workday and brings together Colonial Life's local nonprofit partners with the public school system in the Columbia area.

Colonial Life also supports other youth enrichment and outreach programs through its partnerships with local cultural arts groups, the leadership development program of Youth Corps and support for the Boys and Girls Scouting Troops.

Within the higher educational arena, Colonial Life is a strong supporter of public and private institutions to assist students with tuition and classroom expenses. More than \$100,000 is awarded annually through scholarships to students enrolled in colleges and universities statewide and to employee-designated schools through the matching gifts program.

2008 Economic Impact

Total budget for
Colonial Life operations:
\$174,000,000

Number of employees on
campus:
1,138

Vendor employees on
campus:
328

Total taxes paid to the
State of South Carolina:
\$1,279,806



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Colonial Life products are underwritten by Colonial Life & Accident Insurance Company, for which Colonial Life is the marketing brand.

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