

# Colonial Life in the Community



For more than 70 years, Colonial Life has been a strong, proactive corporate neighbor in our community. Through our civic and charitable efforts, we live our mission to create lasting and valuable relationships in the places we live and work. Named in 2010 as one of the Best Places to Work in South Carolina, Colonial Life contributes through corporate giving, matching gifts and our employees' volunteerism and serving in leadership positions on nonprofit boards.

In 2010, Colonial Life granted more than \$705,000 to nonprofit organizations in South Carolina. Our employees logged more than 11,000 volunteer hours in support of their favorite causes. The organizations receiving support from Colonial Life represent a diverse group focused on education, wellness, economic development and the arts.

Whether it's our annual United Way campaign, our partnership with local schools and youth groups or our campus donation drives to help those less fortunate, Colonial Life strives to be a good corporate neighbor.

## Our corporate giving investments are focused in these areas:

- **Education** 38 percent
- **Health and Wellness** 23 percent
- **United Way Corporate Pledge** 16 percent
- **Arts and Culture** 14 percent
- **Economic Development** 8 percent

## Education ●●●

Investments in public education and workforce development are at the core of a thriving community. Our outreach efforts nurture young people to be confident and productive citizens and leaders of tomorrow. Colonial Life is committed to growing strong individuals – children and adults, more successful communities and a prepared workforce. In 2010, Colonial Life granted more than \$255,000 to educational initiatives. Through our Matching Gifts Program, employees designated nearly \$70,000 in corporate funds to schools of their choice. Colonial Life also supports financial literacy programs to help people develop necessary skills to enable them to make a positive contribution to the social and economic strength of the Midlands and to compete in the global economy.

## Corporate Investments

\$2 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.

## Signature Educational Outreach Partnerships

Colonial Life and **St. Andrews Middle School** have been in an educational outreach partnership since the 2002/2003 school year. Over the years, the programs and special outreach events that we support have gone a long way toward improving academic and life skills of students at the school. Our partnership programs include: *Ravenous Readers* – an incentive program to support the love of reading, *Lunch Buddies* – establishes nurturing volunteer/student relationships to help students grow personally and academically, *Junior Achievement* – a nonprofit economic education organization that uses volunteers to teach young people about free enterprise, business and the workforce, *Student Book Club* – small groups of students read a selected book and meet weekly for a group discussion led by a volunteer, *Story Tellers* – volunteers go into classrooms and read a book to help spread the joy of reading.

Colonial Life and **The Boys & Girls Clubs of the Midlands** have been in an outreach partnership since the 2008/2009 school year. Once a month on a Friday afternoon, Colonial Life employee volunteers engage in *Colonial Life Fun Fridays* with students enrolled in an afterschool program at a local elementary school. Fun Friday events focus on the club's core programs that encourage positive activities with adults and peers in a fun, relaxed atmosphere.

## Health & Wellness ●●●

Colonial Life understands the importance of health and wellness to communities and individuals. By directing resources to providing assistance during times of crisis and toward services and programs for the uninsured, underinsured and underserved, Colonial Life contributes to the improved health and well-being of children and adults in our communities.

### Colonial Life Leadership Team Service Project

Nearly 70 employees from Colonial Life's Leadership Team (Directors and Officers) spent more than 300 service hours to help refurbish and refresh Whitton Cottage, home to girls ages 17 to 21 at Carolina Children's Home. Volunteers added a new coat of paint to walls throughout the cottage and beautified the outdoor landscaping with shrubbery, flowers and pine straw. Facility improvements also included new kitchen appliances and countertops, refinished hardwood floors and new tile installed in the kitchen and living areas. A group of volunteers from the Leadership Team formed an interior decorations committee and hosted a house-warming shower for residents of Whitton Cottage.

Carolina Children's Home celebrated its 100th anniversary in July as a residential treatment facility for children ages six to 21. The majority of the children who reside in one of the residential programs or receive services are typically in custody of the State of South Carolina. Nearly all have been removed from their families because of severe abuse, neglect or abandonment.

Colonial Life has been a partner and supporter of Carolina Children's Home for more than 40 years. Since 1991, Colonial Life's corporate financial investments to the home exceed \$150,000.



Henry Price, Senior Vice President, Customer Acquisition Services, and Jim Mayfield, Director of Claims Systems and Special Services, paint the kitchen of Whitton Cottage during the Leadership Team service project.

## Arts and Culture ●●●

A truly vibrant community includes engaging arts opportunities and experiences that contribute to its economic vitality and celebrate the heritage and diversity of its citizens. Colonial Life supports organizations that embrace this approach, from displaying public art in our facilities to sponsoring arts education and other cultural programs that enhance the quality of life in our community.

## Economic Development ●●●

Colonial Life's investment in organizations focused on economic development help position our company, our community and our state for success. Through its chamber memberships, Colonial Life has a voice on issues affecting our business and our community. Some of the key issues addressed during 2010 include homelessness, health care reform, quality of educational institutions, transportation access and convenience, recruitment of capital investment and job creation through new businesses starting up or locating to our state.

Total operating budget for Colonial Life: **\$184,200,000**

Number of Employees on Campus: **1,093**

Number of Vendors on Campus: **319**

Total taxes paid to the State of SC: **\$631,971**

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