

# OUR 2020 IMPACT



# 2020: THE YEAR IN REVIEW

Doing good in our communities has been in National Life's DNA since its inception in 1848. While 2020 brought unprecedented needs, we rolled up our sleeves and helped in every way possible.

**Here is a snapshot of some of our efforts to live our values.**

**\$1.99 million DONATED** through the National Life Group Foundation.



**295 GRANTS** processed; 202 approved. This is a 16% increase from 2019.



**\$570,038 DONATED** in 2020 to 407 nonprofits through **Share the Good**, our employee donation matching campaign.



5 agents recognized with an **Agent Do Good Award** for their exemplary work with nonprofits.

Successfully piloted the **Do Good Cupboard**; materials and time to build and install were donated. The shelves were repeatedly stocked with emergency supplies by National Life and community members.

**Meals purchased** through local restaurants kept people employed and frontline workers fed.



**820 FREE Thanksgiving meals** safely distributed in collaboration with community partners.



Successfully piloted **Feed Your Businesses. Feed Your Neighbors.** which supported local businesses and collected food and hygiene products for at-risk neighbors and food for the hungry.

**TARGETED SUPPORT** included 171 laptops, tablets or monitors donated for telehealth appointments and 350 chairs to local elementary school for distance learning.





# Additional Highlights

## Our selective and early partnerships with other funders multiplied the overall impact made

- Our inclusion in the Covid-19 Response Fund through the Vermont Community Foundation helped raise over \$5 million
- We also made a donation for covid relief through the Communities Foundation of Texas which distributed more than \$1.5 million in total funds
- We were an early participant of the Working Communities Challenge, a collective impact program led by the Federal Reserve Bank of Boston. Four grants of \$300,000 were made to Vermont communities. The original plan was to award three; however, we were able to add another community due to an increase in funds raised
- We donated to the MEND (Montpelier and Economic Need and Distress) Fund which awarded over \$200,000 to 74 struggling local businesses

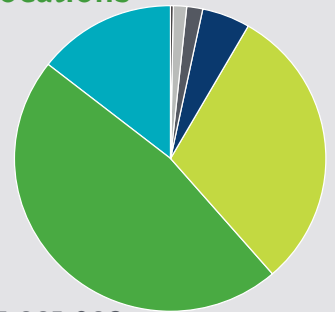
## Targeted donations to hunger-relief and other frontline organizations included:

- Outdoor chairs for a local elementary school so they could attend class safely outside
- A refrigerator for a local community cupboard to offer fresh meat and produce to those who need it
- Get Shift Done which employs displaced hospitality workers at vital nonprofits like foodbanks

## We did more than write checks

- A new Vermont Foodbank truck used to transport fresh food that was gleaned from local farms
- 171 device donations helped with telehealth appointments in Vermont and Texas
- Neighbors Helping Neighbors rallied the community, kept restaurants open, and the homeless and frontline workers fed
- Mobilized resources to provide 820 free Thanksgiving meals

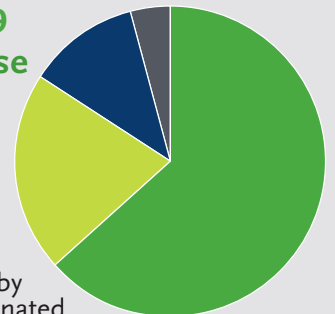
## Overall Foundation 2020 Allocations



**TOTAL: \$1,991,098**

■ Covid-19 Emergency Grants	\$948,000
■ General Grants	\$606,601
■ Share the Good	\$285,019
■ LifeChanger of the Year	\$101,978
■ Agent-related Support	\$26,000
■ National Coalition for Safe Schools	\$20,000
■ Memorial Donations	\$3,500

## Covid-19 Response

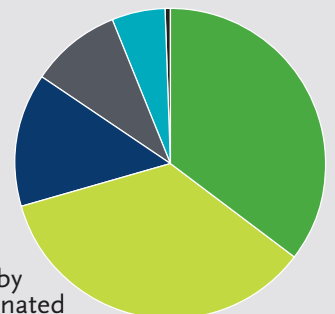


Allocation by amount donated

**TOTAL: \$948,000**

■ Hunger	\$602,500
■ Children and Families	\$197,500
■ Community Building	\$110,000
■ Health and Human Services	\$38,000

## General Grants



Allocation by amount donated

**TOTAL: \$606,601**

■ Hunger	\$214,821
■ Children and Families	\$213,250
■ Community Building	\$84,830
■ Health and Human Services	\$56,750
■ Arts and Recreation	\$33,950
■ Environment	\$3,000





**YOUTH SERVICE BUREAU**  
The Washington County Youth Service Bureau/Boys & Girls Club

December 16, 2020

Beth Rusnock  
National Life Group Charitable Foundation  
1 National Life Dr  
Montpelier, VT 05604-1000

Dear Beth,

As we approach the end of 2020 and look to the prospect of a new year of hope and promise, I can't help but reflect on how grateful I am for our partnership with you and National Life Group. You've been very generous with your time, advice and creative thinking. You opened the door and connected us with a fantastic new board member. The foundation provided invaluable grant funding to help us serve vulnerable youth. And then there was Thanksgiving 2020.

When we first broached the subject in February about the need to create a different model for our 47 year old tradition of hosting a free Community Thanksgiving Dinner, who would have known that a pandemic was just around the corner?

When we reached out to you in the summer knowing that we couldn't provide the dinner by ourselves this year, you jumped right in and recruited Sodexo to help make the impossible possible. Because of National Life's commitment and action, over 800 Vermonters received a free, nutritious and delicious Thanksgiving Dinner.

You and your team brought incredible planning, organizational, logistical, and communication skills, along with community connections, to the effort. I know that Christine and Sherry enjoyed working with and learning from your team.

We can't thank you enough for helping to feed people in need, and for keeping the spirit of community and thanksgiving alive during a most difficult time in our communities. Yet another example of National Life doing good and living its values.

With much gratitude,

  
Kreig Pinkham  
Executive Director

cc: Mehran Assadi  
cc: Tom MacLeay

*Best wishes for  
the holidays & new year,  
Beth.*



P.O. Box 627, Montpelier, VT 05601  
652 Granger Road, Berlin, VT 05641  
Phone: 802-229-9151

Email: [wcsyb@wcvsb.org](mailto:wcsyb@wcvsb.org)  
Website: [www.wcvsb.org](http://www.wcvsb.org)  
Fax: 802-229-2508

“ Because of National Life's commitment and action, over 800 Vermonters received a free, nutritious and delicious Thanksgiving Dinner. ”

# Celebrating Our Agents' Causes

In 2020, we recognized the good work of our agents through the Agent Do Good Award. Eighty were nominated for doing good in their communities from which we selected five award recipients:



AGENT	AGENCY	NONPROFIT SUPPORTED
Chris Rorie	National Life Group Texas Agency	Neal McCoy's East Texas Angel Network
Jodi Bloom	National Life Group New York/New Jersey Agency	Comfort 360
Danny Blumberg	True North Financial	Vet2Vet
Sandra Rowcliffe	ValuTeachers	Mental Health Association of East Tennessee
David Malone	Retirement Solutions	USO of Missouri



We also support agent causes that are aligned with National Life's values including support of Team 94, an organization founded by agent Mike Sabato and his wife Nicole for adults with autism.



# Recognizing the Good Employees Do

Our employee donation matching campaign, Share the Good, reflects the generosity of our teammates.

While many events were canceled in 2020, there were safe ways our employees used their paid 40 hours of volunteer time offered by the company, such as hosting food drives and providing starter kits to help domestic violence victims get back on their feet.

- We've already set a record this year. To open 2021, our Share the Good campaign raised more than \$600,000 for 404 nonprofits.
- We hope to increase the number of volunteer events as restrictions are lifted

## YEAR-OVER-YEAR SHARE THE GOOD COMPARISON

	Without NLG Match	Including NLG Match
2017	\$170,212	\$340,424
2018	\$194,464	\$388,928
2019	\$270,827	\$541,654
2020	\$285,019	\$570,038
2021	\$303,851	\$607,702



# Maximizing the Impact

2020 brought unprecedented challenges. We immediately mobilized resources to ensure our impact was focused, whether it included joining other funders in large-scale efforts or providing kids with outdoor chairs.

We will continue to focus on giving that makes the most impact using the resources we have which can be financial, human, or in-kind. This strategic philanthropy will reinforce our values, build brand awareness, and inspire others to want to work for and with us.

**Believe in tomorrow. Do good today.**

