

Building a Strong Foundation

2021 IMPACT REPORT



National Life employees Kelly Fournier and Charlie Maitland volunteer to help build a house for Central Vermont Habitat for Humanity.

In 2006, National Life established the National Life Group Foundation with a budget of \$350,000 and a focus on one county in central Vermont.

In fifteen years, the budget has grown by almost 600%, our reach is national, and we've begun to tackle two major issues impacting the health and wellbeing of children: hunger and mental illness.

AND WE'RE JUST
GETTING STARTED.

National Life
Group®
VOLUNTEER
Doing good.

In 2021, not only did we do good by donating roughly \$1.2 million to nonprofits in Vermont and Texas, recognizing remarkable school employees through our LifeChanger of the Year program, and matching donations of our employees, retirees, and board of directors, we also took the bold step of establishing a \$20 million endowment.

As the company continues to grow, senior leadership recognized that now is the time to create an endowment that will support its philanthropic strategy for generations to come. This landmark commitment is a vital part of our legacy. It will also enable us to think even bigger as we focus on our core causes of helping end childhood hunger and supporting children's mental health.

We also made the largest donation in the Foundation's history, granting \$500,000 to Let's Grow Kids in support of their work to provide high quality, affordable childcare to all of Vermont's families.

"This investment is the right thing to do and it also makes good business sense," said Mehran Assadi, Chairman, CEO and President of National Life and a member of the Foundation's board. "When parents know their children are in a quality child care setting, they're better able to pursue meaningful careers and advance Vermont's economy."

This gift not only ensures parents, including our own employees, have reliable child care, it also provides children with nutritious meals and addresses children's mental wellness. Many home based child care facilities receive meals through coordination with Let's Grow Kids. The interaction with child care workers and children has also been proven essential for kids' social emotional wellness. It's no coincidence that this donation addresses our core causes. It also sets up Vermont for success on multiple levels.

As we look to the future, we will continue to build on the good work of the past while also learning from it. We will continue to build our connections since strong, productive partnerships provide the strength needed to lift entire communities. And will we will continue to build the National Life Group Foundation itself, ensuring we have the resources needed to help us bring peace of mind to everyone we touch.



Beth Rusnock
PRESIDENT AND CEO,
NATIONAL LIFE GROUP FOUNDATION

Believe in tomorrow. Do good today.

2021: The Year in Review

“National Life is a financial services company with a soul.”

– Mehran Assadi

\$20 million endowed to the National Life Group Foundation.



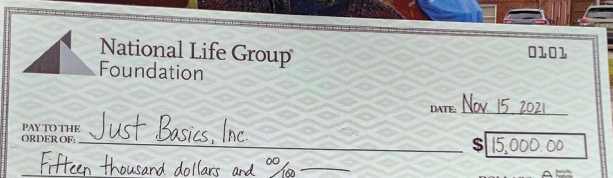
A holiday celebration included **300 meals and festivities** for homeless children, their families and the staff at Vogel Alcove, a childcare center in Dallas.

\$640,140 pledged in 2021 to **469 nonprofits** through Share the Good, our employee donation matching campaign.



Necessities drives hosted in partnership with WIN, the Women's Inclusion Network, to support at-risk women and their children.

1000 free Thanksgiving meals safely distributed in collaboration with community partners.

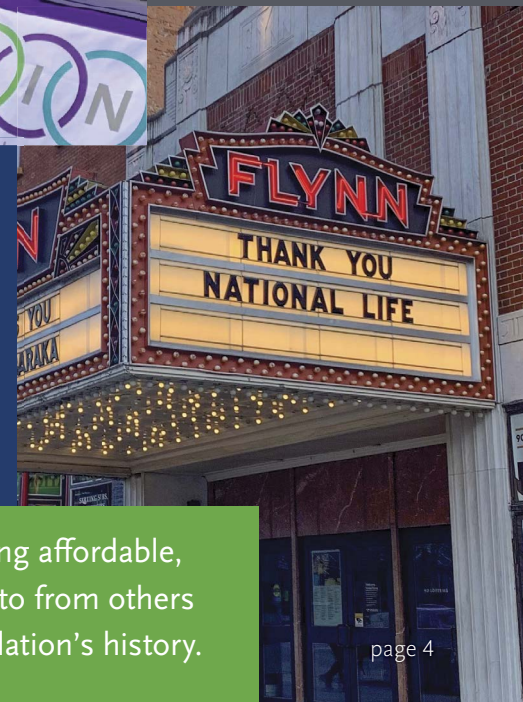


\$1.85 million donated through the National Life Group Foundation.

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

272 grants processed; 185 general grants approved including 17 awards for **LifeChanger of the Year** recipients.

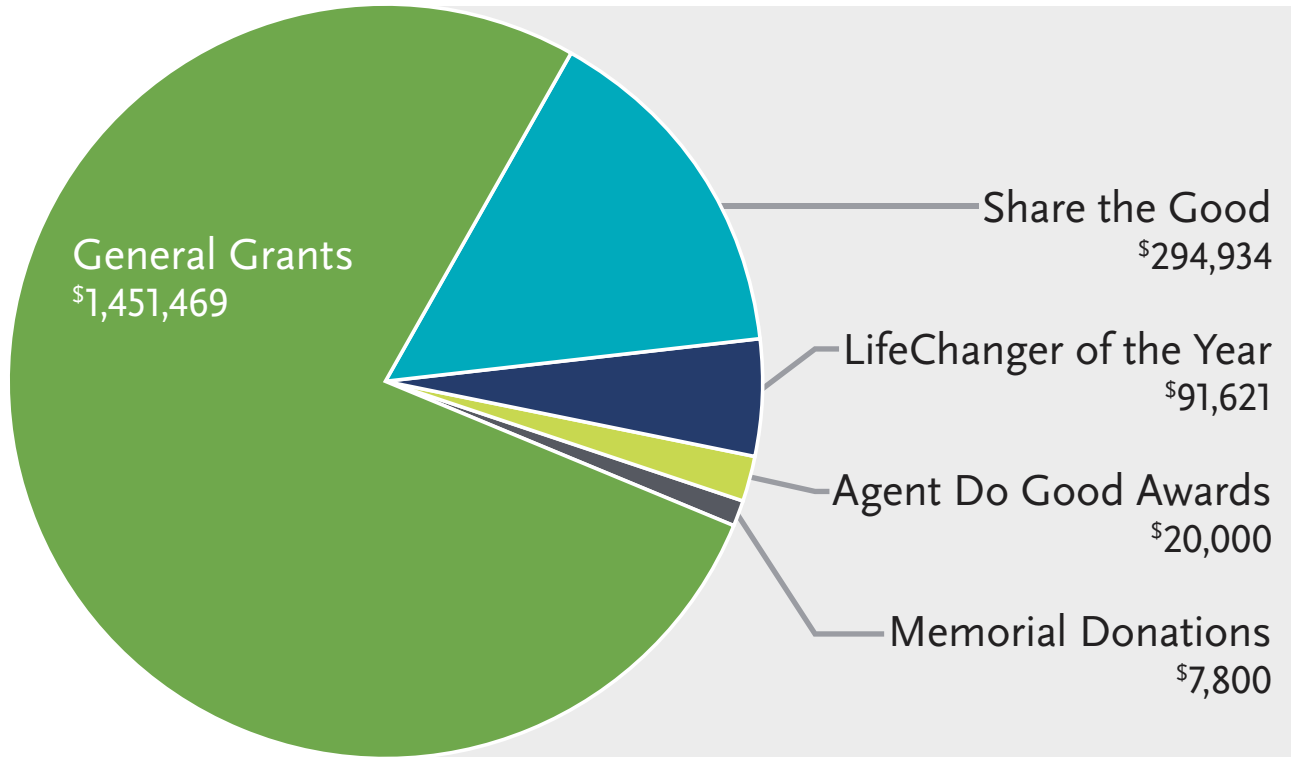
Welcomed Nimesh Mehta, Dawn Minter, and Scott Rogers to the National Life Group Foundation's Board of Directors.



Donated \$500,000 to Let's Grow Kids, a nonprofit dedicated to providing affordable, **high quality childcare to all Vermont families**. LGK is being looked to from others across the country for best practices. This is the largest gift in the Foundation's history.

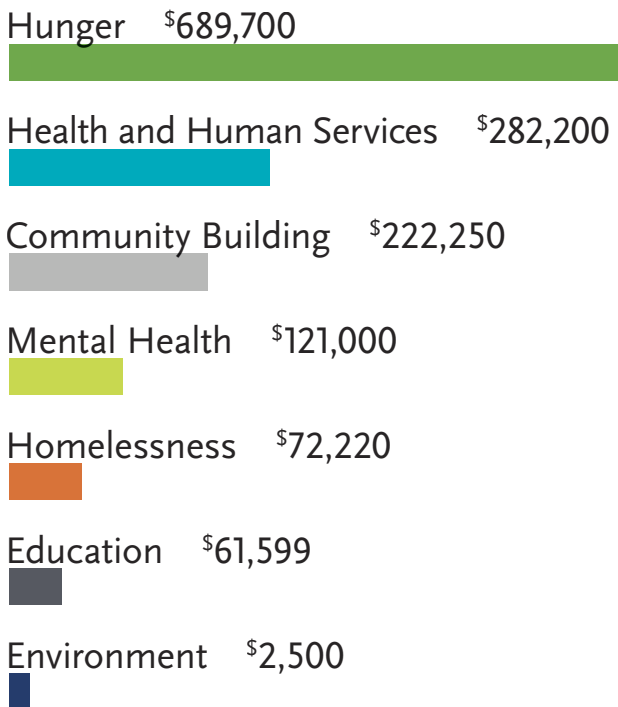
Overall Foundation 2021 Allocations

TOTAL: \$1,865,824



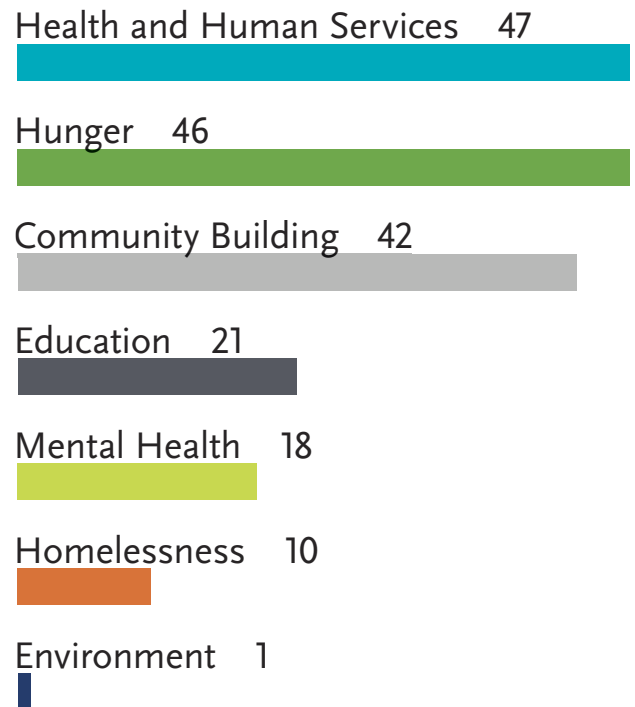
General Grants – \$1,451,469

ALLOCATION BY AMOUNT DONATED



General Grants

ALLOCATION BY APPLICATION QUANTITY





We Build on the Connections We Make

In 2020, we partnered with others to provide 820 free Thanksgiving meals to those who needed one in the Montpelier, Vermont area. In 2021, the demand increased and we offered 1,000 meals. Said one recipient, “I love this! I live alone and this gives me the opportunity to invite someone to a holiday dinner. I am in a wheelchair and unable to fix dinner.”

The following week, we presented a holiday celebration to the children, families, and staff of Vogel Alcove, a childcare center for homeless

children in Dallas. Sixty National Life employee volunteers provided an evening with entertainment, a buffet meal, a take-home bag filled with essentials and a visit with Santa. Every child left with a brand new teddy bear.

We also partnered with the National Life Group Women’s Inclusion Network with coordinating two necessities drives to benefit clients of The Family Place and The Family Center of Washington County. We filled trucks with items to help families get back on their feet.

Feeding Our Communities

Do Good Cupboard

In April 2020, National Life employee volunteers built the Do Good Cupboard. In partnership with the City of Montpelier, it was installed outside of the Montpelier Senior Activity Center to provide emergency essentials to those who need them, 24/7. Almost two years later, it's still a busy place to be.

It's not uncommon for our volunteers to find community members lined up at the cupboard, waiting to grab a few essential items. One of our volunteers recently shared a moment of a young mother allowing each of her three children to pick one item from the cupboard.

Throughout the year, twelve employee volunteers diligently work to ensure the cupboard is stocked so no one goes without.

While community members contribute to the cupboard, the National Life Group Foundation is the primary donor of goods. We hosted a Stock the Shelves drive that resulted in 45 boxes of donations from employees and the community.



Paper Plate Challenge

We challenged the public to write what they were grateful for on a paper plate and display it on social media during the holiday season. The challenge raised \$20,000 for both the Vermont and North Texas Food Banks.



Celebrating LifeChangers

The National Life Group Foundation is proud to support school employees from all fifty states and the District of Columbia with awards for doing good in their schools. These awards are split between LifeChanger of the Year finalists and their schools.

Never has it been more apparent how critical the role of school employees are. The pandemic has shone a light on everyone from the food service workers to the school counselors to the teachers themselves.



Extending the Good

With more than 25,000 National Life Group agents all over the United States, it's a natural extension to recognize the good they do in their own communities. We do this through the Agent Do Good Award.



Each winner's chosen nonprofit received a donation from the National Life Group Foundation.

IN 2021, WE HAD 90 NOMINEES.

The six winners chosen for their dedication to their individual causes included:

Ron Dean Clark

Beanies For Babies

Christopher Huchro

The Christmas Bureau

Solomon Hicks

Bean Education Advocacy Network

Michael Teddy

Pluta Cancer Center Foundation

**Frederico Martins
and Gusatvo Couto**

Volunteer Emergency Relief





What's Next

In 2022, the National Life Group Foundation will continue to support nonprofit organizations with financial, in-kind, and volunteer donations.

We continue to fight to end childhood hunger and know there is more work to do.

We will also focus on opportunities to support children's mental health by working with experts throughout the country to provide resources teachers, parents and guardians can access for free.

We will celebrate our agents and school employees who do good in their communities.

Because when we build strong connections,
we build a strong foundation for everyone.