

## 2004 People Helping People Business Awards

### Nominee – Allstate Insurance Company

### Category – Exceptional Community Support

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#### Submitted by:

Teresa M. Stackhouse, Internal Communications Consultant  
Allstate Insurance Company  
10901 Gold Center Drive, Ste 400  
Rancho Cordova, CA 95670  
Phone 916.859.8609  
Email [tsta1@allstate.com](mailto:tsta1@allstate.com)

#### Nominee Information:

Robert H. Barge, III, Field Vice President  
Allstate Insurance Company  
10901 Gold Center Drive, Suite 400  
Rancho Cordova, CA 95670  
916-859-8901

#### Nomination Details:

##### 1. Program Name: Multiple programs

Social responsibility and performance are a proud part of the Allstate culture. For more than seven decades, Allstate has built its reputation on promising to be there when our customers need help to protect their lives, families, property and communities. Our community efforts are focused on helping solve large-scale social issues in addition to supporting our agents and employees with their local neighborhood charitable efforts. Through the first half of 2003, Allstate's California Region has contributed \$1.2 million to charitable organizations in our state. But it is our belief that simply writing a check is not enough. To really strengthen our communities we pitch in, roll up our sleeves and work side-by-side with our community partners. Week in and week out, Allstate agent and employee Helping Hands volunteers touch many lives with their volunteer energy.

The California region of Allstate is headquartered in the Sacramento neighborhood of Rancho Cordova. In addition, there are three claims offices and a legal office in Roseville. So, while the California region of Allstate is responsible for the community outreach of the entire state of California, our large employee base in the area means we provide more active financial and volunteer support to non-profit organizations in the greater Sacramento area.

[The Allstate Foundation](#) – Founded in 1952, The Allstate Foundation will invest \$14 million to more than 1,000 national and local programs in 2003. The results of a survey of 10,000 stakeholders and opinion leaders determined that a financial services company like Allstate should play a leadership role in addressing three primary social issues. The results led to the development of Allstate's key **focus areas: safe and vital communities; tolerance, inclusion and diversity; and economic empowerment.**

In Sacramento, a local Allstate Foundation grant committee of company leaders, employees and agents meet twice a year to review proposals from non-profits and municipalities in the state. In addition to meeting focus area criteria, we look to support groups that have active agent or employee board membership or volunteer involvement, or have possible future opportunities in those areas. In 2003, the Allstate Foundation budget for California is \$660,000 and is disbursed equally between northern and southern California. In the past five years, The Allstate Foundation has granted more than \$300,000 to Sacramento charitable organizations from the Northern California budget. Here are a few of the Sacramento area organizations in each focus area that received grants in the spring of 2003.

**Safe and Vital Communities:** Allstate supports organizations that promote homeownership, neighborhood revitalization and economic development. In addition to board placement with the Sacramento Neighborhood Housing Services, a grant provides sponsorship for homeowners in low-income neighborhoods to enhance their homes. Every September, Allstate volunteers spruce up the home of an elderly or disabled senior with a fresh coat of paint. In Grass Valley, our agent Jeff Dunning is active with the Grass Valley Fire Safe Council. The Council used a grant to help seniors on fixed incomes clear brush away from their home to reduce fire exposure.

**Tolerance, Inclusion, and Diversity:** Even before Time magazine named Sacramento the most diverse city in the country, it was a focus area for Allstate and The Allstate Foundation. In November, Allstate coordinated a weeklong series of events to celebrate the diversity of our employees, agents, and customers. One of the highlights was a public event that Allstate coordinated and co-sponsored. The Greater Sacramento Diversity Summit included a 6-member panel of Sacramento housing, education, employment and business experts and explored what diversity and inclusion programs have been successful in Sacramento and what have failed. Diana Griego Erwin, Pulitzer-Prize winning columnist at the Sacramento Bee, moderated the summit. There were more than 60 attendees at the summit and it was aired on Access Sacramento. Feedback was very positive.

Allstate awarded the Sacramento Mutual Housing Association a grant in 2003 for their recently developed Youth to Youth Tolerance Program. The success of the cross-cultural conflict resolution training for SMHA residents and community members led SMHA to offer a similar program to a broader audience in Sacramento. The goal is to bring the city's young people together to promote cross-cultural understanding and tolerance.

A grant was awarded to the Center For Youth Citizenship for its Reaching Resolution program. The center works with schools in the Sacramento area to teach young people decision-making and conflict resolution skills, and promote anti-violence. Allstate has board membership and the group recently performed their skills class for employees during Diversity week.

**Economic Empowerment:** A portion of the Sacramento Neighborhood Housing Services grant will support the newly formed Resident Leadership Development Academy that was launched in June. The funds will also help SNHS add a water intrusion prevention course to its Homebuyer Education Classes. Current classes teach perspective homebuyers the basics about home shopping, financing, insurance and maintenance. SNHS also holds financial fitness classes, which include workshops on credit and debt management.

**Volunteerism** - For countless employees and agents, "You're in Good Hands with Allstate®" is more than a company slogan – it's a way of life. Through their volunteer

efforts, they put time, energy, expertise and compassion behind community projects, making a significant impact in the lives of those they touch. In 1976, the Allstate Helping Hands program began with a handful of volunteers. Now, 27 years later, there are more than 200 committees countrywide, 25 in California, and four in the greater Sacramento area, who organize volunteer events not only for employees, but also for their families and friends.

So committed is Allstate about volunteerism, that the company recognizes the efforts of its volunteers with a Good Hands Award - the highest company award for volunteerism. In addition, The Allstate Foundation offers a Helping Hands Grant to support communities and charitable, social or humanitarian organizations served by employees and agents of Allstate. Agents and employees can apply for the grants to present as a monetary gift to the charity they volunteer with.

In Sacramento in 2003, Allstate Helping Hands volunteers in the four Sacramento area offices have management's support to help during the week and on weekends. Our volunteers cooked and served lunch at Loaves and Fishes, staffed the MADD booth at the California State Fair, collected boxes of cell phones and clothes for WEAVE, scooped ice cream at the Ice Cream Safari to benefit the Sacramento Zoo, raised money for the March of Dimes at WalkAmerica, participated as track monitors at the Track and Field events for the Special Olympics, helped at the annual Crazy Bowl to benefit Junior Achievement, organized blood drives, participated in the Lee Denim Day to raise money for the Susan G. Komen Breast Cancer Foundation, bought flowers during Daffodil Days for the American Cancer Society, painted the home of an elderly widow with Neighborhood Housing Services, ran carnival games at the Halloween Haunt at Safetyville, recruited 140 pen pals to write and send care packages to support military men and women deployed overseas, sponsored kids from the Auburn Boys & Girls Club to attend a tennis clinic with the Sacramento Capitals, meet the players and receive awards for: best grades, most inspirational, leadership etc. Allstate also collected over \$3,000 dollars in raffle prizes to donate to the Big Brothers & Big Sisters organization in Sacramento.

Finally, the Insurance Industry Charitable Foundation sponsors a nine-day, coordinated insurance industry volunteer opportunity for all insurance companies in California to participate in *Bridge Week* in October. For the sixth year in a row, Allstate had the most number of company teams and completed the highest number of volunteer projects in California. Allstate had 18 volunteer teams, helped 21 non-profits, and completed 36 volunteer projects, with 304 volunteers in 1,354 hours; donating \$22,387 in sweat equity to California communities during the nine-day event.

**Community Investment and Sponsorships** - In addition to making grants through The Allstate Foundation, the company also puts its considerable investment portfolio to work for the community good. Allstate attempts to leverage these funds by engaging in investment policies and practices that foster economic development at the local level. In California, Allstate holds over \$3.3 billion in mutual bonds. In the greater Sacramento area, nearly \$100 million has been earmarked for the counties of Sacramento, Placer, El Dorado and Yolo. The municipal bonds help state and local governments finance projects that build or improve existing infrastructure, including: Educational facilities, housing, mass transit systems, medical facilities, and water and sewer systems.