

Supplier Diversity Champions Initiative

The **Supplier Diversity Champions Initiative** provides an opportunity for business owners to develop relationships with Sourcing and Procurement, as well as other members of the Enterprise. Additional information about the Champions Initiative (Appendix 1) can be found on the AmFam.Com Supplier Diversity Home Page [Supplier Diversity | American Family Insurance \(amfam.com\)](https://www.amfam.com/supplier-diversity). The below information includes the job aid steps related to the Champions Initiative.

Contents	Section
Supplier Registration	A
Supplier Champions Registration	B

A. Supplier Registration

Participants in this program must be diverse owned business. The Diverse Owned Business must register their business through the online supplier registration portal. Suppliers will visit the AmFam.com Supplier Diversity Page - [Supplier Diversity | American Family Insurance \(amfam.com\)](https://www.amfam.com/supplier-diversity)

1. Supplier will Click on the please click “Here” to register

AMERICAN FAMILY INSURANCE SUPPLIER DIVERSITY PROGRAM

Our purpose and mission is to engage community, customers and employees to foster an inclusive mindset that extends to our diverse supplier community. We want to inspire diverse suppliers to pursue their dreams with confidence while forming strategic partnerships within the American Family Enterprise.

Our goal for 2022 is to increase our Supplier Diversity spend by 10%. To help us reach our goal, please click [HERE](#) to register as a diverse supplier.

Contact
Supplier Diversity Manager
Anisha Jackson
ajackson@amfam.com

2. The Supplier will “Enter your company name” and then click on “Find My Company”. If the supplier is already a registered supplier, registration information can be updated via the “Update Your Registration” section.

BEGIN YOUR REGISTRATION

By submitting your information, you will be entered into our database. If we have an opportunity related to your submission, we will contact your organization for further information. A submission to the database does not guarantee a business opportunity.



UPDATE YOUR REGISTRATION

If you are already registered, make sure to keep your company's profile and diversity certification current by updating your registration.



3. The Supplier will select their appropriate company as noted within the registration portal.

Supplier Diversity Champions Initiative

The easiest way to get in front of supplier diversity managers

Select your company

AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I.
6000 AMERICAN PKWY,
MADISON, WISCONSIN, United States

SELECT

4. The Supplier will complete the Supplier Registration Process and Answer questions outlined within the portal for complete registration

Company Information

AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I.

www.amfam.com

Industries

- DIRECT LIFE INSURANCE CARRIERS
- DIRECT PROPERTY AND CASUALTY INSURANCE CARRIERS
- OTHER DIRECT INSURANCE (EXCEPT LIFE, HEALTH, AND MEDICAL) CARRIERS
- INSURANCE AGENCIES AND BROKERAGES

6000 AMERICAN PKWY,
MADISON, WI, United States
6082490100

Contact Information

Name *

Title

Email *

Phone


I have read the [Terms Of Use](#).

I have read the [Privacy Policy](#).

I affirmatively consent to the processing of any personal information I provide in this registration form in accordance with the terms of the [Privacy Policy](#). [Consent can be withdrawn at any time by completing the [Withdraw Consent](#) form or emailing privacypolicy@supplier.io.]

By creating an account, you are agreeing to our [Terms Of Use](#) and [Privacy Policy](#).

I'm not a robot



B. Supplier Champions Registration

During the Supplier Registration Process, the supplier will answer the following questions related to the Champions Initiative Program (*NOTE: Champions Advisors will be assigned to suppliers that apply to the Champions Initiative*):

1. Is this a diverse owned business?
2. Are you applying for the Champions Initiative (Yes/No) [TheChampionIntiativeFinal916 \(3\).pdf](#)
3. Identify at least one business issue or challenge that a Champions Advisor can help you answer as part of the Champions Initiative. (*Text*)
4. Is there a current NDA in place with American Family or its Operating Companies? (*Yes/No*)
5. Contact Information:
 - a. Who at your company will be engaging for the Champions initiative? (*Provide contact Information - Name, Title, Phone, Email. Include additional boxes for multiple contacts*)
 - b. Can this person commit to support the Champions Initiative for up to a 1-year engagement? (*Yes/No*)

Note: If the answer to the "Is this a diverse owned business?" question is NO, then the Champions Initiative Questions are *NOT* populated.

Remove document Add another document

Is this a diverse owned business? (required)

No

This field is required

Save

Supplier Diversity Champions Initiative

Note: If the answer to the “Is this a diverse owned business?” question is YES, then the Champions Initiative Questions are populated.

Is this a diverse owned business? *(required)*

Yes

This field is required

Are you applying for the Champions Initiative? *(required)*

Yes

This field is required

Identify at least one business issue or challenge that a Champions Advisor can help you answer as part of the Champions Initiative. *(required)*

This field is required

Is there a current NDA in place with American Family or its Operating Companies? *(required)*

-- Select --

This field is required

Contact Information

Who at your company will be engaging for the Champions initiative?

Contacts

Name *(required)*

This field is required

Title *(required)*

This field is required

Phone *(required)*

This field is required

First Name:

Supplier Diversity Champions Initiative

Appendix 1 The Champions Initiative Overview

THE CHAMPIONS INITIATIVE

EMPOWERING EQUITABLE OPPORTUNITIES WITH SUPPLIER DIVERSITY

The **CHAMPIONS Initiative** from American Family Insurance offers a unique opportunity for business owners to develop relationships with our Sourcing and Procurement team, along with other members of the Enterprise.

The **CHAMPIONS Initiative** focus is to assist business owners with solving specific challenges, such as the development of multi-year business plans to achieve defined goals. Other areas of focus might include:

- Sales and brand awareness
- Access to capital
- Attracting and retaining talent
- Product development
- Cyber Security

CHAMPIONS Advisors act as both a primary point-of-contact and an ally for the duration of the yearlong program, educating and inspiring business owners to pursue their dreams with confidence.

The **CHAMPIONS Initiative** goal is to make business owners "contract ready" for strategic partnerships and opportunities with the Enterprise, and the broader business community.

How to qualify:

Participant must be a diverse owned business (certification status optional)

Duration:

Engagement will be one (1) year

The Diverse Supplier and CHAMPIONS Advisor will work together as follows:

- ☑ Registration at www.amfam.com/supplierdiversity
- ☑ Assess need for a mutual NDA and execute as appropriate
- ☑ Establish and schedule a meeting cadence (e.g., once a month or during quarterly business reviews)
- ☑ Drive the relationship which includes creating rules of engagement and a communication plan
- ☑ Discuss and establish attainable mutual program objectives
- ☑ Participate in an end-of-program celebration ceremony

Process to Initiate Engagement:

Interested suppliers should email their inquiries to Anisha Jackson at the following: supplier_diversity@AmFam.com