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