

# 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](http://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](mailto:supplier_diversity@AmFam.com)

