



INCLUSIVE EXCELLENCE 2020 REPORT

A Year in Review

**AMERICAN FAMILY
INSURANCE**®
Insure carefully, dream fearlessly.



You and 11 others

6

1

12



Bill Westrate @WWestrate - Jan 27, 2020

Choose inclusion! #OneAmFam



American Family Insurance @amfam - Jan 27, 2020

Every dream is unique. That's why diverse ideas, backgrounds and experiences help us better serve our customers and communities as they pursue their dreams. amfam.ly37rcMPs



You and 55 others

8

1

54



Jack Salzwedel @AmFamJack - May 27, 2020

In times like these, our structures are exposed. We see which ones are strong and which are not. People of color continue to struggle disproportionately during this pandemic because many of our structures are under pressure.



Opinion | The Racial Time Bomb in the Covid-19 Crisis
Pre-existing health conditions leave one group particularly vulnerable.
nytimes.com

You and 64 others

8

1

65



Jihan Bekiri @aj_bekiri - May 17, 2020

IE hosting a team virtual lunch! Making the most of things.
@bcjones219 @Nikkivandy2 @mikayla_frick_ @danbeltran09
@MadisonAngela15 @CarolMorris11 @TerraSquadd @BarhamJeanne
@goodgriefelina plus Lauren and Marta!

You and 11 others

6

1

12



Bill Westrate @WWestrate - Jun 25, 2020

Reminds me of the great discussion this morning with @alexgeejr, @UnitedWayRenee and other local leaders. @Amfam is committed to diversity, equity and inclusion and I'm committed to being more than an ally.



America needs white people to step up
Bryan Monroe writes, "I hope this moment is a real wake-up call for white people, for our allies....Because that's where the only real change..."
cnn.com

You and 51 others

14

6

50



Tyler Whipple @TyWhipple - Aug 27, 2020

Proud of @buchheim and @alexgeejr for speaking up and standing up for #equality in @CityofMadison!! 'Speak up. Do something': How Madison businesses can play a role in social justice reform



'Speak up. Do something': How Madison businesses can play a role ...
As the demand for change around the country becomes more pertinent, Madison-based company American Family Insurance is encouraging ...
channel3000.com



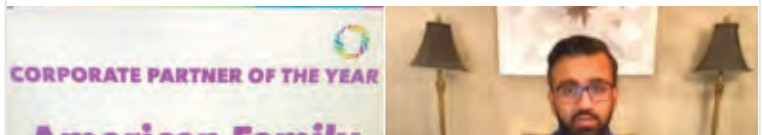
Yasir Kamal @YasirAmFam - Sep 22, 2020

Our commitment to diversity, equity and inclusion is as strong as ever! We believe people do their best work when they can bring their authentic selves to their work. Thank you @WisLGBTChamber for recognizing @amfam as 2020 Corporate Partner of the Year! #iWork4AmFam #DEI



Mikayla Kruegar @mikayla_frick_ - Sep 22, 2020

"Virtually" attending the WI LGBT Chamber Business Awards & Showcase - @amfam is recognized as the 2020 Corporate Partner of the year! Proud of the work accomplished by the IE team, the LGBTQA BRG & all those who support enhancing our inclusive culture! #iWork4AmFam



OUR JOURNEY TO INCLUSIVE EXCELLENCE



“ I pledged that if I ever became the person leading this company, I would never shirk away from what I truly saw, what I had seen, and that I would take a stand. When I became the CEO and President, I made a conscious effort to attack what I saw as some systemic issues. It’s a team of people who really believe diversity, equity, and inclusion will be a strategic advantage for this organization and not a moment. Not a George Floyd moment. It’s not a one off and it’s deeply embedded. ”

—JACK SALZWEDEL
Chair and CEO, American Family Insurance

2018

Established

Inclusive Excellence first established with Justin Cruz as the VP and Tyler Whipple as the Director.

2019

Building Phase

Onboarding staff and establishing team under the enterprise Human Resource’s roof.

2020

Division Established

Inclusive Excellence became its independent division and serves as the Enterprise Function.



Kim Law @KimLawNoles - Jan 21, 2020
Congratulations on the promotion @TyWhipple! Well deserved!



Madison, September 9, 2020
Yasir Kamal, Sales Director for Wisconsin West, named VP of Inclusive Excellence.



Our Breakout Year

Tyler Whipple became the VP of Inclusive Excellence as Justin Cruz took on the new role, VP of Diversity Recruitment.

Passing the Baton

Inclusive Excellence transformation continues as Yasir Kamal named the new VP and Tyler Whipple as Chief of Staff to President and CEO-Elect Bill Westrate.



Yasir Kamal
Inclusive Excellence VP

A MESSAGE FROM YASIR,

I am incredibly proud of what Inclusive Excellence accomplished in 2020 and look ahead to the new year with enthusiasm and positive outlook.

As I reflect, the 2020 Inclusive Excellence Annual Report comes at a time marked by the ongoing COVID-19 pandemic, the reality of the inequities and amplified acts of racial injustices. Through these unprecedented times, my team and I are committed to advancing our vision to empower people to do work that will change the world, through our mission to unleash the capabilities to create life-changing solutions for our customers and communities.

Our strategic approach is to create meaningful and impactful opportunities by investing in our people, all while working to advance a culture of equity and inclusion. An inclusive workplace is one that values the uniqueness of each person, each person is treated equitably, and employees feel a sense of belonging. Diverse and inclusive teams are more innovative and can inspire creative solutions. It is why increasing the racial and ethnic diversity of our team by 50% by 2024 is the first component to achieving our Enterprise Strategic Goals.

As highlighted in this report, the American Family Insurance Enterprise has made progress in several key areas of focus such as hiring, developing, advancing, and retaining top talent. We also continued our work to understand the identities, intersectionalities, and experiences of our workforce. As we look forward to 2021 and beyond, we will focus on the larger diversity dimensions to ensure there is equitable opportunity for all our employees within the American Family Insurance Enterprise, including those who were formerly incarcerated. We will continue to expand upon our Dream Movement, where communities are stronger, and the future is brighter when people are actively pursuing their dreams. We further affirm our commitment to closing equity gaps and to help create better, more equitable, and more fearless communities through the Free To Dream initiative. Through our Free to Dream platform, we will tell the stories of the work our Enterprise has done and continues to do to create a society and environment where all can thrive and are free to dream, fearlessly.

I look forward to our collective efforts in supporting and advancing the diversity, equity, and inclusion initiatives as we continue to grow and exceed our enterprise strategic goals through a culture of inclusive excellence and scale as we navigate the complexities of today's and tomorrow's challenges such as the COVID-19 pandemic.



“It’s imperative we have all voices represented in our meeting rooms and within our walls. Those voices will represent those we’re trying to reach and serve.”

—BILL WESTRATE

President and CEO Elect, American Family Insurance



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Addressing Racial Injustice
Recognition and Leadership



SECTION 01

WHO WE ARE



REFLECTING ON THE YEAR

Where We Started

At the American Family Insurance Enterprise, we believe a diverse workforce and inclusive culture will drive a sustained competitive advantage. This takes deliberate action to create a differentiated culture that attracts, develops, engages, and retains the most sought-after talent.

We understand that our people thrive within an inclusive environment – one that ensures the power of diverse teams is unleashed for true innovation. Our division serves as a catalyst to embed diversity, equity, and inclusion throughout our organizational fabric.

2020 was Inclusive Excellence’s breakout year where we became a division serving the American Family Insurance Enterprise as an enterprise function. This bold move affirms our commitment to the integration of diversity, equity, and inclusion principles and in embedding DEI practices into the business. Consistent with the experience of the world, Inclusive Excellence has had its own share of challenges, change, uncertainties, resilience, and hopefulness. Through the multiple leadership changes; from the emergence and the subsequent impacts of the pandemic; the social injustice in the country; as a team, we rose to the occasion. We veered off-road to a path no one has been before but not too far as we kept our pulse on the mission at hand.

Through it all, we examine the evolution of our team and the role we play in the Enterprise. One of the silver linings of the pandemic is that it elevated the inequities in our society. Those who are most impacted are the ones who are already experiencing the inequities. The sudden shift to working remote has highlighted additional dimensions and factors in our lives that may have gone unnoticed previously. We recognize the importance of our work and of inclusion and led with empathy where we centered our engagements on inclusive culture. This year’s report is structured in three sections: how data is leveraged to inform our strategy, how inclusion helps build a sense of belonging for all employees, and through targeted investments, we have work to strengthen the diverse communities both within and outside of the Enterprise.

The Pathway to Inclusive Excellence

We created a five-stage maturity model that describes the evolution of inclusive excellence and actions to move from a compliance emphasis to a strategic focus to create a truly inclusive and best in class culture. We believe the shift from a compliance mindset to enterprise-wide recognition of diversity as a value-add and source of competitive advantage, will lead us to our vision as the most trusted and valued customer-driven insurance company.



2020 INCLUSIVE EXCELLENCE STRATEGIC INITIATIVES



EDUCATION

- Inclusive Conversation Series
- Cultural Competence Strategy
- Infographic Series



STRUCTURE

- EDC 2.0 and Additional Council
- IE Maturity Model Rubric



DATA STRATEGY

- Employee Life-Cycle Analysis



ENTERPRISE BRGS

- Link to IE Division - business consulting, programing & events
- Activate BRGs at each Operating Company
- Additional R/E Diverse BRG Options



INCLUSIVE WORKPLACE

- Gender-Neutral Bathroom
- Transgender Culture Strategy



INCLUSIVE HIRING PROCESS

- Mitigate Bias in Hiring Process

STRUCTURE

Executive Inclusive Excellence Council

Comprised of senior leaders from across the enterprise, the Executive Inclusive Excellence Council (EIEC) reinforces Inclusive Excellence strategies as imperative business drivers. The EIEC advocates and supports inclusive excellence within their operating companies and key functions, and through their personal commitment demonstrated by modeling inclusive leadership behaviors.



Jack Salzwedel
Chair and CEO
American Family Insurance



Bill Westrate
President and CEO-Elect
American Family Insurance



Tyler Whipple
Chief of Staff
American Family Insurance



Yasir Kamal
Inclusive Excellence VP
American Family Insurance



Elicia Azali
Chief Revenue Officer
The General



Michael Riggs
Agency Sales VP
American Family Insurance



Aman Chadha
Talent Acquisition VP
American Family Insurance



Justin Cruz
Product Design & Development VP
American Family Insurance



Fabian Fondriest
CEO
Homesite



Telisa Yancy
COO
American Family Insurance



David Holman
Chief Strategy Officer
American Family Insurance



Daniel Kelly
CFO
American Family Insurance



Jim Buchheim
Community & Social Impact Ofc.
American Family Insurance



Jeffrey Wiegand
Protective Services VP
American Family Insurance



Sherina Smith
Marketing VP
American Family Insurance



Anna Parker
Head of HR & Communications
Main Street America



Jeff Swalve
Chief Sales Officer
American Family Insurance



Peter Settler
Enterprise CTO
American Family Insurance



Gerry Benusa
Chief People Officer
American Family Insurance



Jessie Stauffacher
CEO
CONNECT



Candy Embray
Commercial F/R President
American Family Insurance



Tracy Schweitzer
Human Resources VP
American Family Insurance



Timothy Hyman
Chief Underwriting Officer
American Family Insurance



Todd Fancher
Enterprise Transformation Officer
American Family Insurance



Chris Listau
CEO
Main Street America



Tony DeSantis
President & CEO
The General



Heidi Sjoberg
State Product Management VP
Homesite



Shirley Knowles
Diversity & Inclusion Officer
Homesite



Brad Burke
Enterprise Chief Data Officer
American Family Insurance



Asya Alexandrovich
Chief Legal Officer
American Family Insurance



Nishant Upadhyay
Info & Data Management VP
American Family Insurance



SECTION 02

WHERE WE ARE TODAY



OUR COMMITMENT

We are committed to fostering a diverse workforce that reflects the communities we live in and conduct business. We are committed to cultivating a workplace that feels inclusive and rewarding to all. As part of that commitment, we publish data on the composition of our staff and provide updates on the steps we are taking to build on our progress. Measuring our progress each year is critical to examining our evolution and developing a path forward. This gives us the opportunity to identify areas of strength, as well as areas for improvement.

Building a diverse workplace and nurturing an inclusive workplace takes years. Our data helps inform where we should take action. Each of the levels presented represent the progression at the American Family Insurance Enterprise. We know we have more work to do to be an Enterprise that is representative of the evolving US population and we are committed to the strategies and plans we have designed to get us there.

*Workforce Representation



People Leaders



**this is the CY 2020 data from Workday (12/31/2020)*

OUR ROADMAP TO SUCCESS

BY 2024, WE WILL

INCREASE THE RACIAL/ETHNIC DIVERSITY OF OUR TEAM BY **50%**

DOUBLE THE INDUSTRY PREMIUM GROWTH

ACHIEVE AND SUSTAIN A **98%** COMBINED RATIO

INCLUSIVE EXCELLENCE STRATEGIC FRAMEWORK

OUR VISION

Empower people to do work that will change the world

OUR MISSION

Bring people together and empower them to unleash their capabilities to create life-changing solutions for our customers and communities

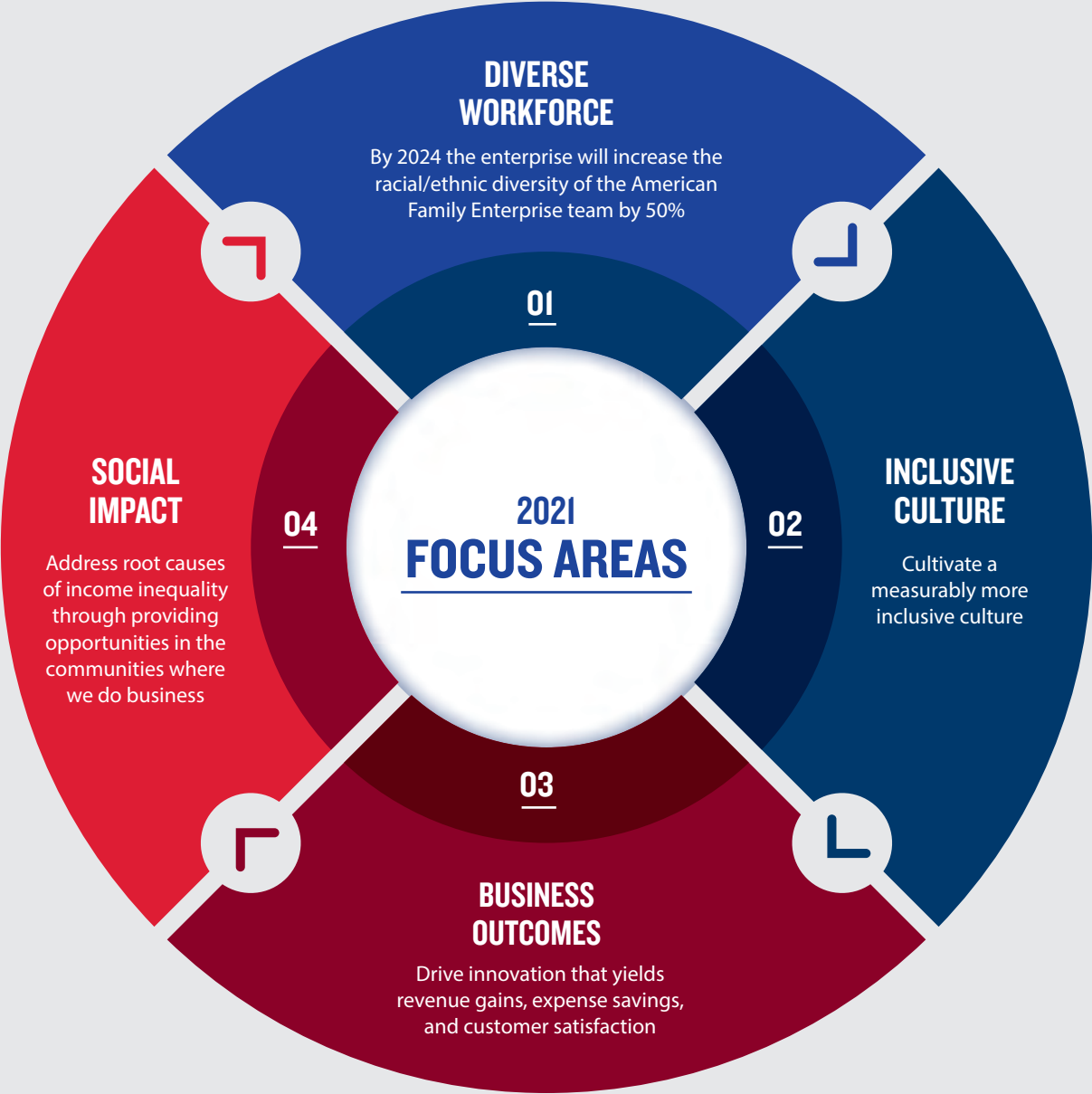
STRATEGY

Cultivate a diverse workspace that reflects the demographic of our customers and an inclusive culture that empowers people to drive business results and social impact as a recognized DEI influencer

VALUES

Leverage data and research insights to drive strategies that fuel our competitive advantage

Execute on strategies to embed diversity, equity and inclusion into the lives of our people, our customers and our communities



01 DIVERSE WORKFORCE



Justin Cruz @justin_jcruz

Ha! Honored to be coordinated with @JimStVincent in both attire and vision for #DiversityandInclusion at @amfam! Proud of our company for again achieving this result from @HRC!



Telisa Yancy @telisayancy

Awesome comments on the statement on "diverse talent is hard to find"—@AmFamJack says, "I don't buy that!" You've got to recruit differently—there is incredible talent that can help move business forward. Clapping hands signClapping hands sign yes sir!!!!

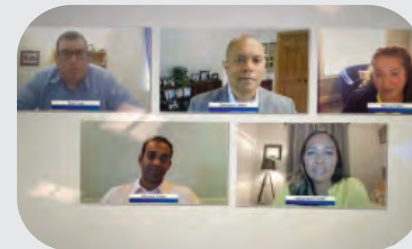


03 BUSINESS OUTCOMES



Justin Cruz @justin_jcruz

What a great step forward for #inclusiveexcellence and @amfam work in the @cityofmilwaukee! Well done, @TyWhipple and @AmFamJack! Thanks @MMAC_Chamber for leading the way with this opportunity!



Bill Westrate @WWestrate

Fantastic panel demonstrating courage, vulnerability and authenticity to create awareness of inequities, micro aggressions and obstacles faced by our diverse colleagues. We must do better. We will do more! #LeadershipMatters @amfam

02 INCLUSIVE CULTURE



THE HISPANIC PROMISE
Signed on Dec 7, 2020

The signing of the MMAC pledge further affirms our commitment to increase the overall employment of Black and Hispanic/Latino by 15%, and management-level representation by 25% in the Milwaukee Region by 2025.

04 SOCIAL IMPACT



You and 27 others

5

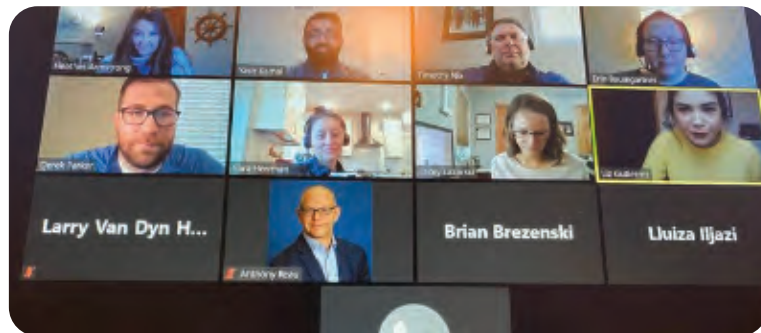
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Yasir Kamal @YasirAmFam - Mar 19, 2020

WIW Leadership and Support Team collaborating on how we are supporting our agency owners and how we continue to build on our learnings. Top priority of keeping everyone safe and healthy. #COVID #Social Distancing #Zoom #WIW #LearningTogether #BusinessContinuity #iWork4AmFam



You and 55 others

8

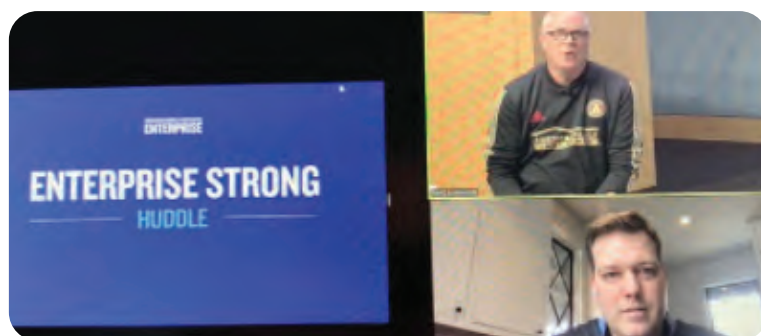
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Justin Cruz @justin_jcruz - Mar 24, 2020

Thanks, @amfam leaders @AmFamJack and @WWestrate for pushing through these tough times to bring us all together! #enterprisestrong #iWork4AmFam #OneAmFam



You and 63 others

10

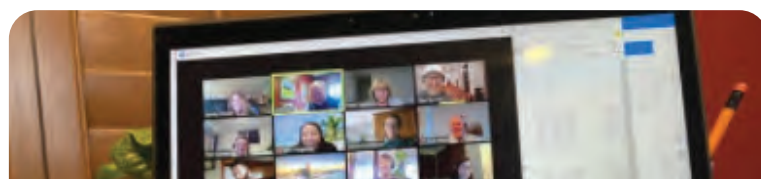
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Jessie Ambrozevitch @Ambrozevitch - Mar 30, 2020

During this crisis, @AmfamJack says innovative culture and mindset are vital for organizations and leaders. Both will help them during and after the #COVID19 pandemic. bit.ly/39p70tz #iWork4AmFam



OUR BELIEFS

This moment is defined by an unprecedented combination of crises: health, economic, race and leadership -- requiring companies to re-imagine how they operate and compete. At American Family Insurance, we embrace the uncertainty. We see the opportunity to build upon our strategy and clear actions of the past decade. We choose now, in this moment, to accelerate innovation and be recognized by our customers as leaders in our industry and in our communities with bold, disciplined actions aligned to our beliefs.

OUR PEOPLE FUEL OUR SUCCESS

We view diversity, equity, and inclusion as a strength, drawing on unique perspectives to help drive innovation. Here are some of our highlights from 2020.



Partnerships

Formed partnerships with grassroots organizations to further elevate our cultural dexterity.



Cultural Dexterity

5 participants in Black History for a New Day Course.



Webinars

3,404 employees reached in Zoom conversation with Dr. Alex Gee Jr. President and Founder of the Nehemiah Center for Urban Leadership Development on why inclusivity matters.



Development

Professional development for our staff through certifications and memberships to the Society of Diversity, Diversity Best Practices, and Diversity Inc.



Certifications

8 Certified Diversity Professionals. 25 employees completed the Certified Diversity Executives course.



Employee Benefits

Raised the minimum wage to \$20 per hour.

LEADING PEOPLE INCLUSIVELY

For greater insights on how employees experience our efforts to strengthen our culture of inclusion, we launched a measure on inclusion through the inclusion index and employee engagement in addition to other measures. We learned that employees who are involved in our Business Resource Groups are more engaged than those who are not. At the American Family Insurance Enterprise, we recognize the power of Business Resource Groups as an enabler to impact our talent, engagement, brand, business growths, and social impact initiatives. 2020 was a year of transformation for our employee groups. We added four additional BRGs and aligned their strategy to Inclusive Excellence.

1. SOUTHEAST/EAST ASIAN
2. SOUTH ASIAN
3. BLACK/AFRICAN AMERICAN
4. HISPANIC/LATINX



“ Last fall, I eagerly accepted the invitation to serve as an executive sponsor for the newly established Southeast Asian / East Asian (SEEA) BRG. As a sponsor, I’m here to offer any support and guidance that may be needed, but I’ve been truly inspired by the leadership group that has really taken the reins, generated a prodigious roster of members, and begun to move forward with the group’s first official programming in late March.

The SEEA BRG draws its membership from among individuals who identify as being of Southeast Asian or East Asian descent, as well as those who wish to further their allyship with those individuals. Although members share this in common, the Southeast / East Asian region encompasses an extraordinarily rich and extremely varied tapestry of cultures, heritages, political climates, geographies, and traditions. Exploring the ways in which these attributes help to shape the individual members, and how members can utilize those experiences to mutually enrich and support one another, their careers, American Family, and the community at large will be a significant focus of this year’s planned activities. ”

– GREG GISI
President, B&A Solutions
Executive Sponsor, Southeast Asian/East Asian BRG



“ It is our great honor to serve as the co-executive sponsors of this group. We’re learning a tremendous amount from the members and leadership of this BRG. Developing people in an inclusive environment that gives everyone the freedom to bring their whole selves to work is one of the most important roles of being a leader and one of the biggest driver of growth we have. The team continues to stand tall and strong through a pandemic and race crisis and has been a source of comfort and thought leadership not only for the members but its influence touches all corners of the enterprise.

Our vision for making an impact is to foster an environment that helps unleash the power of this membership for everyone to walk in their highest and best selves as members of the American Family community. ”

– SHERINA SMITH
Vice President Marketing, American Family Insurance
Co-Executive Sponsor of Black/African American BRG

– BRYCE TOLEFREE
Vice President Litigation, American Family Insurance
Co-Executive Sponsor of Black/African American BRG



“ We can focus on as much as we want singularly on diversity and representation. And if we’re not inclusive and we don’t have deep appreciation for one another and on different perspectives, we’re not going to get the value out of that diversity. Those are the elements that we know are extremely important and we have an executive and leadership team who believes in that. ”

– BILL WESTRATE
President and CEO Elect, American Family Insurance

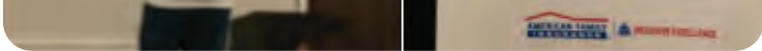
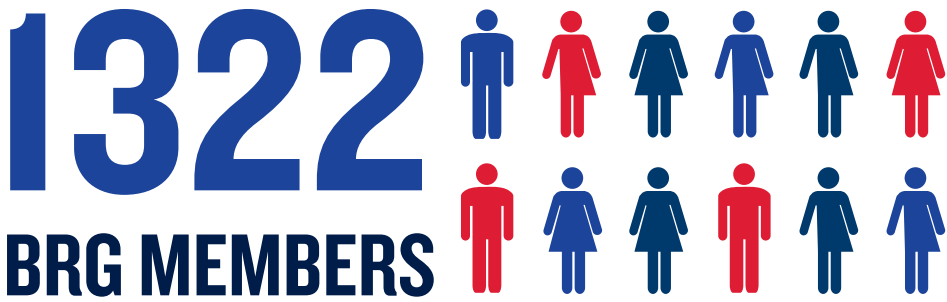
LEADING WITH EMPATHY

In June, our CEO Jack Salzwedel outlined our commitments to increase the diversity representation and strengthen the communities in which we live and work. Empathy for one another has been essential as we navigate the tumultuous year and work-life balance.

In Q3, we introduced and shared our Inclusion Index, a measure of employee sentiment such as belonging and psychological safety. As part of our bi-annual employee engagement survey, we ask our employees to rate with the following statements which are combined to provide an overall Inclusion Index:

- “I feel like diverse perspectives are considered in decision making.”*
- “I feel like I belong at my company.”*
- “My unique skills and abilities are leveraged at my company.”*
- “I feel free to speak my mind without fear of negative consequences.”*

Our survey results indicated that 75.9% of employees reported positive sentiments. We are uncovering the insights about how we advance inclusive behaviors through the Enterprise-wide employee competencies – Lead People Inclusively. By integrating the competencies and associated behaviors as part of our development and performance approach, we hope to foster and encourage dialogues for both employees and leaders in contributing to the inclusive workplace and thereby making inclusion a daily part of our being.



You and 11 others
6 1 12



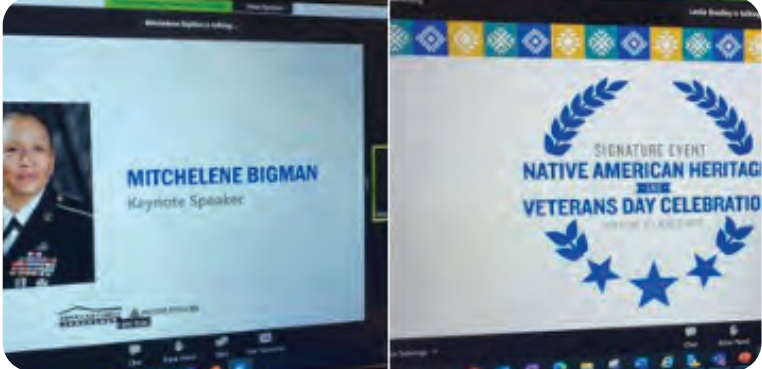
Angela Jenkins @angelacjenkins - May 14, 2020
From art to immigration and everything else in between - such a dynamic group of #AAPI artists sharing their unique experiences and stories. Celebrating #AAPIHeritageMonth @amfam #inclusiveexcellence



You and 23 others
3 0 24



Yasir Kamal @YasirAmFam - Nov 11, 2020
D&I Director Leslie Bradley kicking off our IE signature event. Still time to join and listen to our keynote speaker @MitcheleneB. Happy Veterans Day and Thank you for your service. #iWork4AmFam @amfam



You and 23 others
3 0 24



Art Castro @AmFamArtchurro - Aug 25, 2020
BRG Kickoff here in Phoenix. Have a seat at the table & join us because you're valued @amfam #iWork4AmFam



CULTURAL HERITAGE MONTHS

When the COVID-19 pandemic shifted how we live and work, it amplified differences in our lived experiences, revealing many social inequities and brought forward the voices and challenges that were previously hidden from the workplace. We shifted our efforts by integrating inclusive excellence into our employee pandemic response, further affirmed our commitment to addressing racial injustices, and continued investments in our workforce while encouraging inclusive conversations on polarizing topics.

Our Continued Efforts

We are still early in our journey and continuing to make strides on all fronts. We are continuing the cultural celebrations and acknowledgments through our BRGs. We leveraged the technology and virtual workspaces and expanded our reach by offering events across various time zones and across the entire enterprise.



BLACK HISTORY MONTH

Celebrating the Strength and Perseverance of Black Men

One of few in-person events in 2020

Black History Month encompasses joy, representation, and achievements of Black and African-American men and women. Throughout the month of February, we celebrated Black History Month with activities and events highlighting Black Culture: History, Arts, and Cuisine.

These photos are from our Signature Event: Strength and Perseverance - A Celebration of Black Men that took place on February 20, 2020 in Madison, Wisconsin. The 2020 Signature Event theme was to highlight and acknowledge black men and their achievements across time.



Lt. Governor Barnes spoke to his experience as the first Black man elected as the Lieutenant Governor in the state of Wisconsin.



Pictured from left to right:
Breyon Sommerville,
Specialized Mentor from
Mentoring Positives.

Dr Floyd Rose,
Board of Directors President from
100 Black Men of Madison.

Kaleem Caire,
Founder and CEO from One City
Schools.

**All three organizations were
awarded with \$10,000 donation at
the event.*



Pictured Above: Black History Month event planning team.
Top Left to Right: Jeanne Barham, Dan Beltran, Terra McKinney, Jamie Henderson, Brian Jones, Angela Jenkins, Jihan Bekiri, Tyler Whipple
Bottom Left to Right: Delisa Claude, Grace Fernando, Mikayla Krueger, Nikki Weisensel, Marta Prah



“I’m proud to work for a company that understands the significance and impact of our society’s history and legacy. We will continue to stand together today to create a better tomorrow.”

—TERRA MCKINNEY
Inclusive Excellence Manager

Kwabena Antoine Nixon (Pictured Right), a spoken word artist working to tackle the issues of trauma and change the conversation about black boys and men becoming negative statistics in Milwaukee.



CULTURAL HERITAGE MONTHS' KEYNOTE SPEAKERS

It is important to have a variety of perspectives and backgrounds in order to foster more inclusivity and pave way for our employees to pursue success. Our Cultural Heritage Months keynote speakers have used their backgrounds to create content and stories that are influenced by their experiences, further opening the dialogue for others to discuss the impact of their heritage and identities. Our diverse keynote speakers bring awareness to how their rich heritage has informed their success, reminding us of the importance of diversity and inclusion in order to achieve equity.



Mandela Barnes
Black History Month



Sandy Eichel
Women's History Month



Jenie Gao
AAPI Month



Leslie Iwai
AAPI Month



Maeve Leslie
AAPI Month



Helen Lee
AAPI Month



Noah Laroia-Nguyen
AAPI Month



Suzi Wadlund
Pride Month



Denise Soler Cox
Hispanic Heritage Month



Damian Buchman
National Disability Employment Awareness Month



Mitchelene Bigman
Native American and Veterans Month

PHILANTHROPY IN ACTION

Inclusive Excellence invested a total of \$181,000 into the community.

BRG members are empowered to expand their reach in the community through charitable giving. The ultimate selection of organizations for charitable gifts are made through a combination of charitable match - thus multiplies the overall impact. This complementary effort amplifies the work of the Dreams Foundation and expands our overall investment portfolio.



Mentoring Positives, Inc.



One City Schools



100 Black Men
of Madison, Inc.



Chinese Mutual Aid
Association



Bayview Foundation, Inc.



Raksha, Inc.



onen.ten



Center on Halsted



OutReach



Chicanos Por La Causa



Centro Hispano



Casa Central



The Ability Center



Wisconsin Veterans
Museum



Wise Women
Gathering Place



SECTION 03

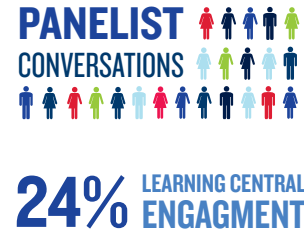
OUR CONTINUING COMMITMENT



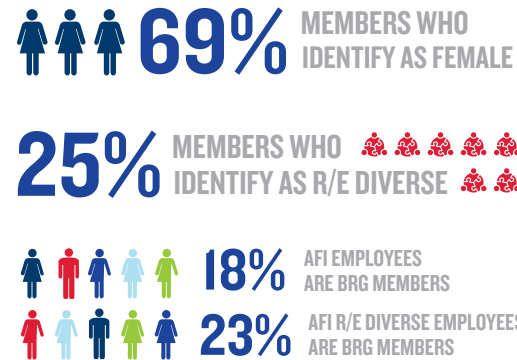
OUR PANDEMIC RESPONSE



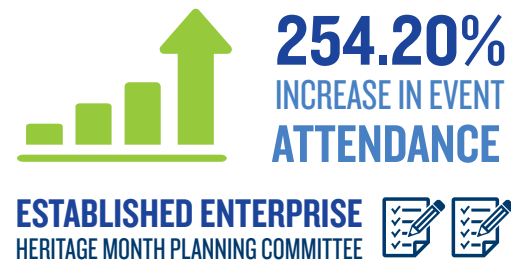
Inclusive Learning



*Business Resource Groups



Cultural Heritage Months



*AFI BRG roster; Workday (12/31/2020)



OUR NEW NORMAL

Through perseverance in the most challenging time, our teams formed stronger bonds by gathering virtually for purpose driven meetings, day-to-day strategy and program initiatives and community engagements.



Jihan Bekiri @aj_bekiri - March 17, 2020

IE hosting a team virtual lunch! Making the most of things.
@bcjones219 @Nikkivandy2 @mikayla_frick_ @danbeltran09
@MadisonAngela15 @CarolMorris11 @TerraSquadd @BarhamJeanne
@goodgriefelina plus Lauren and Marta!



You and 11 others

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Tyler Whipple @TyWhipple - Mar 27, 2020

Proud the @amfam Inclusive Excellence team passed their Certified Diversity Professional exams today! Virtual happy hour to celebrate!



You and 23 others

7 0 24



Terra McKinney @TerraSquadd - Apr 2, 2020

The #InclusiveExcellence team has a love of learning & resilience that is essential 4 great accomplishment! Check out in our Microaggressions workshop! Thx @bcjones219 for leading an engaging virtual session! @amfam #GrowthMindset #IWork4AmFam #culturalcompetence



Bill Westrate @WWestrate - Apr 8, 2020

Who would've thought a laundry room would get so much attention? Glad you're staying proximate as a team and sharing a few laughs...in my laundry room!



Kate Lamont @KateLamont7 - Apr 8, 2020

Tammy's Totally Tubular Team meeting in Bill's Laundry Room.
@AmFamJack @WWestrate



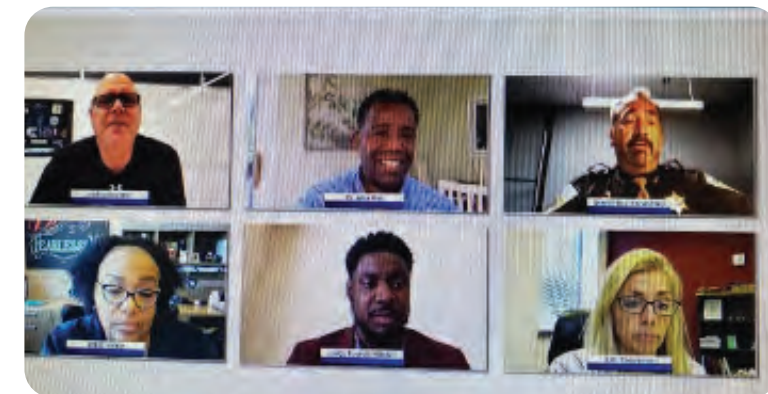
You and 13 others

8 2 14



Chad Christianson @Christianson75 - Jun 16, 2020

Racial Inequity Panel this morning with @AmFamJack, @telisayancy, Dr. Alex Gee, Sheriff Mahoney, Judge Everett Mitchell, and Kelli Thompson. Great discussion and learnings! #iWork4AmFam #OneAmFam #LeadershipMatters



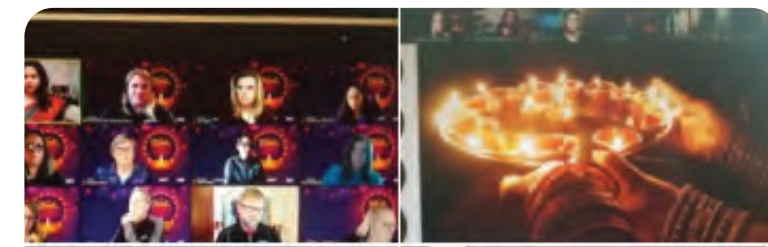
You and 11 others

6 1 12



Jamie Suchomel (She/Her/Hers) @JamieSuchomel - Nov 17, 2020

Thanks @mridupai for sharing part of your culture in celebration of #Diwali Clay Lanterns, flowers, Rangoli's, food and more it's a celebration that brings families together! #OneAmFam #Allyship @KrisRoessler @klauritis @woodszyQ @jkhende @JillWipfli @rosesmas @AmFamEricL



SOCIALLY UNJUST

In a time when others would shy away from speaking out publicly about the social injustices in our country, our senior executives encouraged conversations by sharing their perspectives.



Jack Salzwedel
@AmFamJack

I'm privileged. I have a voice. I want to use it for good. What's happened (again!) in places like MPS, NYC, GA is simply wrong. I hear the concern, anger, disillusionment from leaders of all colors. Q: Shouldn't we all be angry? [#icantbreathe](#)

5:52 PM - May 27, 2020 - Twitter for iPad



Bill Westrate @WWestrate - Jun 2, 2020

Today provided vivid reminders that we must do so much more to address injustice and inequities. I'm proud to be a part of the @AmFam team with diverse colleagues who demonstrated courage, vulnerability and strength to inspire us to be more than allies.



Turning anger into action
"If you're not angry, you're not paying attention, don't care, think it's OK, or have been desensitized." That's how Tyler Whipple, my colleague....
[linkedin.com](#)

You and 51 others

14 6 50



Tyler Whipple @TyWhipple - Jun 17, 2020

This is who we are. This is who we've been. This is who we'll continue to be. Diversity, equity and inclusion are part of [@amfam](#) DNA. [#iWork4AmFam](#)



Jack Salzwedel @AmFamJack - Jun 17, 2020
We're in a critical moment for social justice in our country. At @AmFam, we are thrilled with this week's Supreme Court ruling providing LGBTQ employees with basic workplace protections that ALL people deserve. [newsroom.amfam.com/american-family...#iwork4amfam](#)



On May 31, 2020 the day after violence first broke out on State Street in Madison during demonstrations in response to the death of George Floyd at the hands of Minneapolis police, an art activism movement began. The plywood sheets covered windows of businesses up and down Madison's business corridor. These are a few of the murals painted by artists of color. For some, it was a way to be involved in the movement expressed through these murals.

Community leaders asked us to 'preserve the art'. We responded and produced a high-resolution 250-page photo book "Let's Talk About It" and distributed more than 15,000 copies for free to individuals, schools and non-profits around the country.

1. Photo by Nithin Charly 2. Photo by Hedi LaMarr Rudd 3. Photo by Amadou Kromah
4. Photo by Amadou Kromah 5. Photo by Shanice Grimsled



WE ALL HAVE A VOICE

Inclusive Excellence hosted a special intern event, entitled “Our Call to Action.” On July 16th, Tyler Whipple, Inclusive Excellence VP, facilitated a panel with the American Family Insurance Enterprise senior leaders, Jack Salzwedel, Bill Westrate, and Telisa Yancy. They spoke about our commitments to diversity, equity, inclusion, and social justice.



“ The feeling of hopelessness is balanced with hopefulness and encouragement every time I saw someone choose to lead rather than to follow. ”

–TELISA YANCY

Chief Operating Officer, American Family Insurance

WALK FOR EQUITY

We celebrated our first Juneteenth recognition event with The Walk 4 Equity. This inclusive event invited employees, agents, agency staff and contingent workers to participate at their own pace in a walk, run, stroll, hike – or any outdoor activity of their choosing – in recognition of the racial injustice in our country. In further recognition of the inequities, including the unique experience of Black and African American communities in the U.S., we introduced the observance of two additional paid holidays: Voting Day and MLK Remembrance Day. #TheWalk4Equity

American Family condemns social injustice and discrimination. We want to be part of the solution and invested in these organizations that support social justice. Each organization received a \$25,000 donation.

eji Equal Justice Initiative

THE SENTENCING PROJECT

INNOCENCE PROJECT

JUNETEENTH: THE WALK 4 EQUITY

06 / 19



AMERICAN FAMILY INSURANCE | **INCLUSIVE EXCELLENCE**

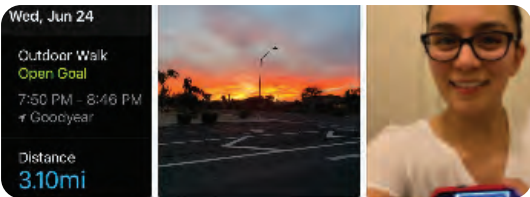
#TheWalk4Equity #iWork4AmFam

Kevin Bligh @KGBligh - Jun 25, 2020
Just finished up my run and completed #TheWalk4Equity! For each employee who runs or walks a 5k in recognition of #Juneteenth @amfam is donating \$25 to #BlackLivesMatter. Proud to do my part and be a part of an organization that cares.
#iWork4AmFam #TeamHomesite



You and 7 others
2 0 35

Delgadillo, Aracely - Jun 25, 2020
Completed #TheWalk4Equity last night. #iWork4AmFam #blacklivesmatter



You and 5 others
3 0 21

Veronica Bentley @VBentlyWI - Jun 24, 2020
#iWork4AmFam #TheWalk4Equity



You and 8 others
2 0 9

Joel Underwood - Jun 24, 2020
#togetherwestand #thewalk4equity
I am proud to have walked today in the walk 4 equity. I appreciated the playlist that I will listen to at some point but instead listened to "White Fragility" by Robin Diangelo on audible.com in preparation for a book club next month. I appreciate working for a company that supports all of our communities.



You and 5 others
5 2 6

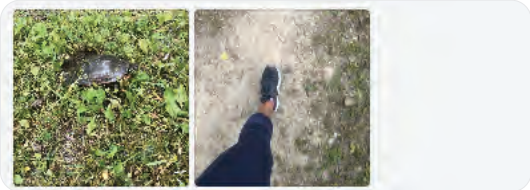
Melissa Donlin @melissa_donlin - Jun 19, 2020
Should've taken the photo before the walk... #TheWalk4Equity #iWork4AmFam #JuneteenthDay #BlackLivesMatter

Melissa Donlin @melissa_donlin - Jun 19, 2020
Should've taken the photo before the walk... #TheWalk4Equity #iWork4AmFam #JuneteenthDay #BlackLivesMatter



You and 33 others
8 0 34

Mikayla Krueger - Jun 22, 2020
It was a warm one, even early in the morning. But this is one of the many reasons I love the trails near the dog park - ran into a few cool animals on the way. #iWalk4Equality



You and 3 others
2 0 4

Stephanie Jones-Osbourne - Jun 22, 2020
I finished my 5k this weekend walking around my daughters school track. It felt great walking for such a great cause and of course keeping healthy. Killing two birds with one stone. #TheWalk4Equity

You and 1 other
0 0 2

Kristy Rogers - Jun 24, 2020
Beautiful day yesterday to celebrate Juneteenth! #TheWalk4Equity



You and 19 others
3 2 20

Heather Francisco - Jul 4
A little late, but here is a picture from my #TheWalk4Equity and #iWork4AmFam hike.



You and 14 others
0 1 15

AWARDS AND RECOGNITION

We are reimagining everything that is possible – laying the foundation for an even brighter future. American Family Insurance is proud to have been recognized as a leader across the industries in which we operate. These awards affirm our commitment to our people and our communities.



Forbes Best Employer for Diversity recognition



Wisconsin LGBTQ Chamber of Commerce Corporate Partner of the Year



DiversityInc Top 50 Noteworthy recognition



Deloitte 75 Distinguished Performer Award for Inclusion



Scored 100 on the Corporate Equality Index Survey



MMAC Region of Choice Pledge

OUR STRATEGIC PARTNERS



Leslie Bradley
Diversity & Inclusion Director

CLOSING REMARKS FROM LESLIE,

I had the pleasure of joining the organization in the midst of a pandemic; having not set foot into the building nor the opportunity to meet the teams face to face. Needless to say, it has been an exciting journey. Through transformation, our team created a sustainable diversity, equity and inclusion strategy that not only ladders up to our enterprise strategy but is aligned to and owned by the organization, measured to track overall progress over time and embedded into the existing talent and business process. While we are proud of the progress we have made, as our VP mentioned in his message, we as an enterprise, have more work to do. We are at our best and win in the marketplace when we work together, embracing and leveraging our differences to achieve better business results, creating an environment where all people know they are seen, heard, valued and respected. We believe that when differences are celebrated, talented people from all backgrounds have the chance to develop, advance and make more meaningful contributions to our culture and our company.

As we transition into 2021, I look forward to continuing to harness the power of the collective in launching new, best in class, initiatives and resources that encourage learning and creates space to move the inclusion conversation forward together, as we create meaningful and sustainable change.

I would like to thank our Board of Directors, President, CEO, Senior Leaders, Operating Companies, IE team and the amazing partners across the enterprise for your crucial role in continued support and championing change through a challenging yet extraordinary 2020.

We hope you enjoyed this reflection of the past year and see that our commitment to diversity and inclusion is not just a business imperative, but a truth we strive to live by every day.

Thank you!

