



CHANGING LIVES
Employee Giving Campaign



2019 Community Report

Primerica Community & Foundation Relations



PRIMERICA

| The Primerica Foundation

Together, We Are Changing Lives

Pictured on the Cover:

Help is on the way! CEO Glenn Williams and Primerica employees dedicate a new bio-med van donated through funding from The Primerica Foundation.

Primerica has supported the great work of the Metro Atlanta American Red Cross for many years through charitable funding and most importantly, through annual blood drives. Over the years, thousands of lives have been saved by blood donations made by Primerica employees.

Thank you to all our employees who have generously donated blood - now your donation will get to where it needs to go!

"We support The Primerica Foundation as a way to give back to our community and also to have a voice (through the Employee Choice Vote) in which organizations may benefit from gifts provided from the Foundation."

-Jim & Kathy Jordan, Primerica Home Office Employees

Inside the Issue

- A Message from Kathryn Kieser, President and Chair of The Primerica Foundation
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- The Power of People - Employee Community Engagement
- Ways We Shine - Honors and Awards



A Message from Kathryn Kieser

President and Chairman of The Primerica Foundation



Over the past four decades, Primerica has helped change the lives of hundreds of thousands of people in our community. Giving back and assisting those in need is core to who we are as a company and as individuals.

Every day, we work with local nonprofit organizations to help struggling families become self-sufficient through initiatives that reduce homelessness and food insufficiency, as well as expand educational and life-improvement opportunities for vulnerable populations. In 2019, we supported over 100 nonprofit organizations and positively impacted over half a million people. Some special highlights from the year include:

HomeFirst Gwinnett - Partnered with Gwinnett County and United Way to support an assessment center for the needs of the homeless in Gwinnett County and to open the first homeless shelter in the county;

2019 Champions for the Gwinnett Relay for Life - Raised over \$120,000, leading the American Cancer Society's largest Relay fundraising team in the country;

Junior Achievement (JA) and 3DE (a program of JA) - Supported financial literacy through JA Finance Park and as a founding partner of 3DE, a new immersive educational experience for Georgia high school students;

Red Cross - Held blood drives and donated a much-needed bio-med vehicle to transport blood and help save thousands of lives across Metro Atlanta and beyond.

Primerica employee volunteers touched thousands of lives through many community programs including **Adopt-A-Road, Meals-on-Wheels, the Walk to End Alzheimer's and Great Days of Service.**

I encourage you to consider giving to our Foundation or volunteering your time so we can help more people and continue to improve on the quality of life where we live and work.

As a steward of The Primerica Foundation, I'm committed to assessing the most critical needs in our community and utilizing our funding for maximum impact. I have always taken great pride in being part of an organization whose mission it is to serve others, and I look forward to working with you to change lives and make a lasting impact in our community.

Thank you for your support!

The Primerica Foundation Mission Statement

The Primerica Foundation is committed to supporting community causes, which contribute to the obtainment and preservation of self-sufficiency for the underserved and low- to moderate income families and individuals.

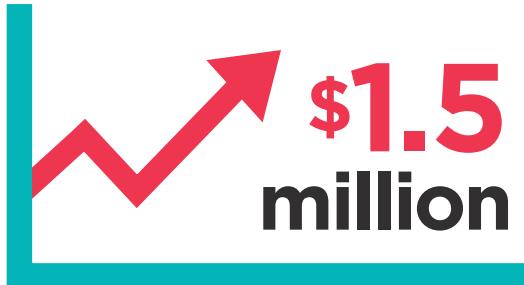
The Board of Trustees for The Primerica Foundation

Kathryn Kieser, President and Chair
 Anne Soutter, Vice President and Vice Chair
 William Nemetz, Treasurer
 Margaret Halbert, Secretary
 Kelly Herndon Patterson, Community Advisor
 Randy Redner, Community Advisor

The Meaning Behind the Money

2019

Projected Foundation Funding:

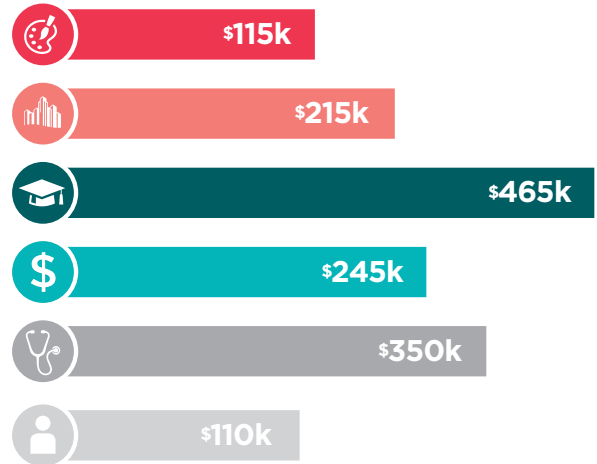


2019

Projected Corporate Charitable Funding:



FOUNDATION FUNDING:



| | |
|---|--------------------|
| ● Arts & Culture | \$115,000 |
| ● Community Development | \$215,000 |
| ● Education & Youth Enrichment | \$465,000 |
| ● Financial Literacy & Self Sufficiency | \$245,000 |
| ● Health & Human Services | \$350,000 |
| ● Employee Choice and Other | \$110,000 |
| Total Projected | \$1,500,000 |

OUR IMPACT:

Arts & Culture - Through arts education programs, multi-cultural programs and arts access for underserved schools and low- to moderate income students.

Community Development - Through Gwinnett County Public Library programs, such as Career Online High School, the Child Well-Being United Way Campaign and community and environmental nonprofits that work with us to provide resources, like clean water, to those who need it most.

Education & Youth Enrichment - Through Gwinnett County Public Schools to improve the high school graduation rate for at-risk students; after-school academic support for LMI/ELI students; three-dimensional learning programs through 3DE; teaching tolerance and respect through the "No Place for Hate" initiative; and early-learning programs like Reach Out And Read.

Financial Literacy & Self-Sufficiency - Through workforce development programs and internships; Junior Achievement's Finance Park initiative; by life skills and

financial literacy courses for foster children aging out of the system; through micro-enterprise and learning about entrepreneurship; by helping returning Veterans find work and resources in the community to transition back to civilian life.

Health & Human Services - Through the Gwinnett Helpline; emergency shelters for victims of domestic abuse; helping the homeless get off the street and into permanent housing; supporting food pantries and weekend food bags for school kids and their families living in extended-stay hotels; through help for substance abuse and addiction; by making sure senior citizens are safe and fed in their homes; by finding transportation solutions for the poor; by protecting our most vulnerable citizens from the devastations of poverty and natural disasters.

MORE THAN 500,000 LIVES CHANGED AND COUNTING...

2019 Nonprofit Funding Recipients

| | | |
|---|--|---|
| ALS/MDA Atlanta | Georgia Center for Nonprofits | Junior Achievement of Southern Nevada |
| Alzheimer's Association of Georgia | Georgia Council on Economic Education | Kits 4 Homeless |
| American Cancer Society (Relay for Life) | Georgia Gwinnett College | Leadership Gwinnett Foundation |
| American Heart Association | Georgia Hispanic Chamber of Commerce | Legacy LIII Foundation (Restoration of inner-city park) |
| American Jewish Committee | Georgia Partnership for Excellence in Education | Leukemia and Lymphoma Society |
| American Red Cross | Georgia River Network | Make-A-Wish Georgia |
| Annandale Village | Girl Scouts of Greater Atlanta | March of Dimes |
| Anti-Defamation League | Gwinnett Ballet Theatre | MOSAIC |
| Asian American Resource Center | Gwinnett Championship - Executive Women's Day | National Center for Civil and Human Rights |
| Atlanta Children's Shelter | Gwinnett Children's Shelter | Nothing but the Truth |
| Aurora Theatre | Gwinnett Clean & Beautiful | Operation Hope |
| Better Business Bureau Education | Gwinnett Coalition for Health and Human Services | Orange Duffel Bag |
| Big Brothers Big Sisters | Gwinnett Council for the Arts | Paint Gwinnett Pink |
| Boys & Girls Clubs of Metro Atlanta | Gwinnett County Police Foundation | Partnership Against Domestic Violence |
| Boy Scouts - Atlanta Area Council | Gwinnett County Public Schools Foundation | PATH Project |
| Boy Scouts - NE Georgia Council | Gwinnett Great Days of Service | Race for the Rescues |
| Button Down Dash 5K & 10K Race (Gwinnett Chamber) | Gwinnett Habitat for Humanity | Rainbow Village |
| Canine Companions for Independence | Gwinnett Medical Center Foundation | Reach Out and Read |
| Care 4 Cops | Gwinnett Re-Entry Intervention Program (GRIP) | Red, Blue and You |
| Centers of Hope/EEI | Gwinnett Rotary | Relay for Life |
| Children's Health Care of Atlanta | Gwinnett Technical College Foundation | Safe America Foundation |
| City of Hope | Helping Mamas | Salvation Army |
| City of Refuge | Helping Others Be Empowered | Shepherd Center |
| Community Foundation for Northeast Georgia | Hi-Hope Service Center | SISU (formerly Challenged Child) |
| Cool Girls | Hispanic Organization Promoting Education | United Way Annual Campaign |
| Corners Outreach | HomeFirst Gwinnett | United Way SPARK Gwinnett Competition |
| Cristo Rey School of Atlanta | Horizons Atlanta | UpLift Transportation |
| Cure Childhood Cancer | Imagination Library | USO Pathfinder |
| Cystic Fibrosis Foundation | Interlocking Communities | Valor Awards Gwinnett County |
| Duluth Fall Festival | Jewish Family & Career Services | Veterans Resource Center |
| Eagle Ranch | Junior Achievement of Atlanta | Wellspring Living |
| Easter Seals North Georgia | Junior Achievement/3DE | Woodruff Arts Center |
| Emory Brain Center (Alzheimer's) | Junior Achievement Finance Park | YMCA of Gwinnett |
| Fernbank Museum of Natural History | Junior Achievement of North Georgia | YMCA of North Carolina |
| Friends of Gwinnett Seniors | | Zoo Atlanta |
| Furkids - Atlanta | | |
| Gateway Center of Atlanta | | |
| Gateway Domestic Violence Shelter | | |

Partnership Spotlight:



HomeFirst
— GWINNETT —

Junior Achievement and 3DE by Junior Achievement

The Primerica Foundation supports Junior Achievement of Georgia by providing grant funding for two of the nonprofit's major programs: JA Finance Park in Gwinnett County and 3DE by Junior Achievement. Primerica has a storefront in a miniature version of the Gwinnett business community called Finance Park.

Every 8th grade student in the Gwinnett Public School System will experience Finance Park through a daylong interactive real-life simulation. Lessons learned include making the connection between education and earnings and understanding how different family dynamics can affect a budget.

3DE by Junior Achievement is designed to make high quality education accessible to all students by offering access to education for every dimension of life. There is an undeniable link between quality education and economic opportunity; 3DE re-engineers high school education to be more relevant, experiential, and authentically-connected to the complexities of the real world in order to more fully prepare today's students for the demands of tomorrow's economy. The Primerica Foundation is a state sponsor for this cutting-edge educational program.

Primerica also participates as a business partner for the program by creating real-life business case studies that high school students must solve. Tenth graders

from Norcross High School form case study teams and present at Primerica where they are judged by Primerica Executives. During the day, students learn about Primerica, tour the building and enjoy lunch in the Primerica café.

HomeFirst Gwinnett

The HomeFirst Gwinnett Initiative was formed through a partnership between the Gwinnett County Board of Commissioners, United Way of Greater Atlanta and The Primerica Foundation, and is focused on developing a coordinated and strategic approach to helping those in Gwinnett County who are homeless, at-risk of becoming homeless, precariously housed, or struggling to consistently obtain basic needs.

HomeFirst Gwinnett has already achieved a great deal in its short existence. In addition to providing a strategic plan, HomeFirst Gwinnett developed the first coordinated entry system in Gwinnett County and established an assessment center which will also serve as a homeless shelter.

The coordinated entry system helps those in need better navigate the services available in the county. Multiple assessment centers will be built in central locations across the county and will include on-site shelters to provide immediate housing assistance to those awaiting longer-term help.



The Primerica Foundation presented a \$149,000 grant to HomeFirst Gwinnett in October of 2018.

The Power of People

Employee Community Engagement

Leading by Example: Primerica Employee Volunteers

Primerica encourages our employees to lead by example. Our volunteers do just that: by supporting our troops, building homes, donating food, delivering home-cooked meals, providing food, clothing and shelter, helping children and helping families grow stronger together. Volunteerism is part of our company culture and Primerica employees get an extra day off each calendar year to volunteer for an approved organization of their choice. In addition, employees who donate at least one hour of pay per month each year to the United Way and/or The Primerica Foundation also earn an Angel Day off, which is a day off with pay.



Primerica: Presenting Sponsor for the Walk to End Alzheimer's

Recognizing that Alzheimer's/dementia affects millions of people in the United States, Primerica is dedicated to helping find a cure. We proudly serve as the presenting sponsor for Gwinnett County's Walk to End Alzheimer's. The Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's disease care, support and research to raise awareness and funds to support The Alzheimer's Association®, the leading voluntary health organization in Alzheimer's care, support and research.

Proudly Supporting Relay for Life – We're #1!

Primerica has proudly supported the world's largest Relay for Life event as Presenting Sponsor in Gwinnett County since 2013 and has been named a National Team of Excellence consistently since 2017. In 2019, Primerica received top honors as the recipient of Gwinnett's Spirit of Giving and Top Fundraising Team Awards, raising nearly \$120,000 for the American Cancer Society. Primerica has contributed more than \$619,000 to the American Cancer Society to benefit cancer research and patient programs, primarily through employee fundraising.



More Employee Engagement Opportunities

Adopt-A-Road

American Red Cross Blood Drives

Button Down Dash 5K & 10K Race

Clean Air Campaign

Dress for Success

Employee Choice Vote

Employee Giving Campaign

Multiple Food Drives

Gwinnett Great Days of Service

Gwinnett Clean & Beautiful

Gwinnett Tech Community Garden

Junior Achievement Academy

Meals on Wheels

Presidential Service Volunteers

Salvation Army Angel Tree

Salvation Army Can-a-thon

“The Primerica Foundation is the shining example of corporate compassion in our community. Their commitment to the HomeFirst Gwinnett Initiative has allowed us to leverage government and the non-profit world to yield a trifecta impact.”



Pat McDonough, Esq.
Chair for HomeFirst Gwinnett

Do You Need Help or Know Someone Who Does?

Community Services

Gwinnett Helpline 770-995-3329
211Online.UnitedWayAtlanta.org
Humana - Work Life Services 1-877-243-6215

Food Insufficiency/Housing Assistance

NeedHelpPayingBills.com
SEGwinnettCoop.org or 770-985-5229
NorcrossCo-Op.org or 770-263-0013
LawrencevilleCo-op.org or 770-339-7887
CrosspointeChurch.com/CarePointe or 678-812-4500

Transitional Housing

RainbowVillage.org or 770-497-1888
FamilyPromiseGwinnett.org or 678-376-8950

Domestic/Sexual Violence

PADV.org or 404-870-9600 (24-Hour Crisis Line 404-873-1766)
MosaicGeorgia.org or 770-497-9122 (24-Hour Crisis Line 1-866-900-6019)

Healthcare

HopeClinicGwinnett.info or 770-685-1300
GoodSamGwinnett.org or 678-280-6630
GNRHealth.com or 770-339-4260
GwinnettCounty.com-HealthandHumanServices or 770-822-8880

Alzheimer's/Dementia/Aging

ALZ.org or 1-800-272-3900
ParkviewChurch.net or 770-279-1929

Cancer Support

Cancer.org or 1-800-227-2345
WhenEveryoneSurvives.org or 770-595-3573

Veterans

GwinnettCoalition.org or 770-995-3339

Disaster Relief

RedCross.org or 1-800-733-2767

Mental Health/Addiction

myviewpointhealth.org or 678-209-2411
AFSP Suicide Crisis line 1-800-715-4225
CETPA.org or 770-449-5259
Gwinnett County Suicide Prevention 770-985-2495
NavigateRecoveryGwinnett.org or 678-743-1808

*This information is provided only as a listing of available resources in our community. Primerica does not endorse any of the above organizations.

Ways We Shine - Honors and Awards



American Cancer Society

Primerica was named the No. 1 Relay Team for Gwinnett County in 2018 and 2019 and Top Corporate Partner Team of the Year every year since 2012. Primerica also received the Spirit of Giving Award and the National Top Performers Award in 2018 and 2019.



Atlanta Business Chronicle Top 25 Georgia-Based Company-Sponsored Foundations

The Primerica Foundation ranked in the *Atlanta Business Chronicle's* Top 25 Georgia-Based Company-Sponsored Foundations for 2015-2018.



Atlanta Journal-Constitution Top Workplace Award

Primerica was named a "Top Workplace" by *The Atlanta Journal-Constitution* from 2014-2019.



Forbes Best Employers for Women 2019

Primerica was ranked among *Forbes America's* Best Employers for Women in 2019.



Gwinnett Magazine's "Best of Gwinnett"

Primerica was named a "Best Employer" for 2014-2017 in Gwinnett County as voted by readers of *Gwinnett Magazine* and the Gwinnett community. The Primerica Foundation has been named a "Best Foundation" consistently since 2017.



Gwinnett Technical College & Technical College Foundation Association of Georgia

The Primerica Foundation received the 2018 Benefactor of the Year Award by Gwinnett Technical College and the Technical College Foundation Association of Georgia.



Junior Achievement of Georgia and 3DE

Primerica was honored with 3DE's Volunteer Partnership Award in 2017-2018.



United Way of Greater Atlanta

Primerica was recognized as a Champion for Child Well-Being by the United Way of Greater Atlanta in 2018.