



Insurance Industry to Unite in Volunteer Service for IICF's Annual Week of Giving
*Thousands of Insurance Professionals to Participate in Volunteer Projects
across U.S. and UK the week of October 14*

Los Angeles – September 28, 2017 – The Insurance Industry Charitable Foundation (IICF), a nonprofit organization that unites the insurance industry in helping communities and enriching lives through grants, volunteer service and leadership, is hosting its annual Week of Giving during October 14 – 21. IICF is inviting volunteers to participate in one of the hundreds of service projects that will be held in cities throughout the United States and United Kingdom.

IICF Week of Giving is an annual, eight-day international and industry-wide initiative during which IICF brings together insurance professionals – individuals and teams – to complete volunteer projects in support of community nonprofit organizations. These include projects and service with hundreds of nonprofits and charities, focused in the areas of early childhood literacy; homeless and veterans causes; support of women, children and families; food insecurity; child abuse prevention; beach, river and community park clean ups; disaster preparedness and safety; and other important programs.

Thousands of insurance industry colleagues have been joining together for more than twenty years in what is the largest, ongoing volunteer initiative in the insurance industry. Volunteers form teams representing their own companies, as well as many others working together with business competitors, in the spirit of industry camaraderie and service to community. Projects are designed to allow volunteers the opportunity to give back to the local communities where they live and work.

Volunteer registration remains underway and there is still plenty of time to plan your Week of Giving participation, and support IICF's mission of helping communities and enriching lives. Volunteers can sign up at www.weekofgiving.iicf.org or by contacting the IICF offices at (424) 253-1107.

Last year, a record-setting total of 8,500 industry volunteers, in 115 cities, participated in the IICF Week of Giving. More than 21,700 hours of service, dedicated to 400 projects, were completed with nonprofits and community organizations across the United States and United Kingdom.

“Following the success of last year, with our highest number of volunteers and expansion of projects in our UK Division, we look forward to another large contingent of industry supporters answering the call to service during Week of Giving again this year,” said Bill Ross, CEO of the Insurance Industry Charitable Foundation. “We’ve just witnessed the incredible collective impact of the insurance industry with their generous support of the IICF hurricane disaster relief funds, and we have no doubt that when thousands of these volunteers unite in community service projects in a few weeks, we will see the same dedication to community and helping those in need.”

In addition to organized volunteer projects, the IICF Week of Giving also promotes a personal giving campaign in support of its IICF Early Literacy Initiative. Donations directly benefit the IICF Early Literacy Initiative, which aims to help close the literacy gap by delivering research-based literacy resources to children in underserved communities. Each IICF division will host a literacy event with a local nonprofit, where industry volunteers will utilize materials from IICF's *Every Day is a Reading and Writing Day* – a free, multimedia and bilingual early literacy program developed in partnership with Sesame Workshop,



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and including recently announced program components such as the new *Book Buddies* storybook, featuring beloved Sesame characters, which will be distributed free through schools, libraries and children's organizations and through IICF volunteer-organized events.

For more information about the IICF and the Week of Giving program, please visit www.weekofgiving.iicf.org.

About the Insurance Industry Charitable Foundation (IICF)

The Insurance Industry Charitable Foundation (IICF) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF has contributed \$28.7 million in community grants, along with more than 240,500 volunteer hours, to hundreds of charities and nonprofit organizations, reinvesting in local communities where funds are raised for maximum impact. IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at www.iicf.org.

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