

Ameritas Fulfills Lives in Our Communities

Ameritas mobilized quickly to react to our customers' business needs when the COVID crisis began. But we couldn't help but think of their personal needs too. So we took action.

Ameritas provided a pizza lunch for the employees of Black River Memorial Hospital in Black River Falls, Wisconsin. The hospital's HR director described it as, "...pizza, smiles, and a much needed break for three shifts of medical professionals (254 employees). You gave them a chance to be celebrated, which is exactly what they needed during such a stressful time."

Employees said the gesture meant a lot since it's tough for them to get away for a lunch break. One employee said, "During these stressful times for all of us, the smallest gesture of kindness can have the biggest impact, and that one thing might be what helps one person get through a particularly rough day."

Here are a few other things we've done to help support our communities:

Donated toothbrushes and toothpaste through our broker partners to a number of care-based organizations, including retirement communities, nursing homes, and facilities that provide child guidance services and assistance to adults with disabilities.

Donated over 1,200 Ameritas-branded bags to public school students so they could take home laptops and other materials as schools closed.

Donated over 1,800 E95 masks from our janitorial supplies to our medical facility partners.

Approved a grant to local Big Brothers and Big Sisters to support sustaining mentoring relationships with at-risk youth virtually during this challenging time.

Partnered with local businesses and nonprofit organizations for two community outreach initiatives:

- "*Grab & Go Books*," which will provide more than 3,000 students educational materials, hand sanitizer bottles, toothbrushes and toothpaste to students and families in need in three Ameritas locations.
- "*You're Not Alone*," which provides reassuring letters collected online through a social media campaign, along with activity books and games, to as many as 2,000 senior citizens in retirement, assisted living and senior homes in five Ameritas communities.

As this crisis evolves, we will continue to reach out to organizations that can benefit from food or supply donations. We believe in fulfilling lives however we can.

