



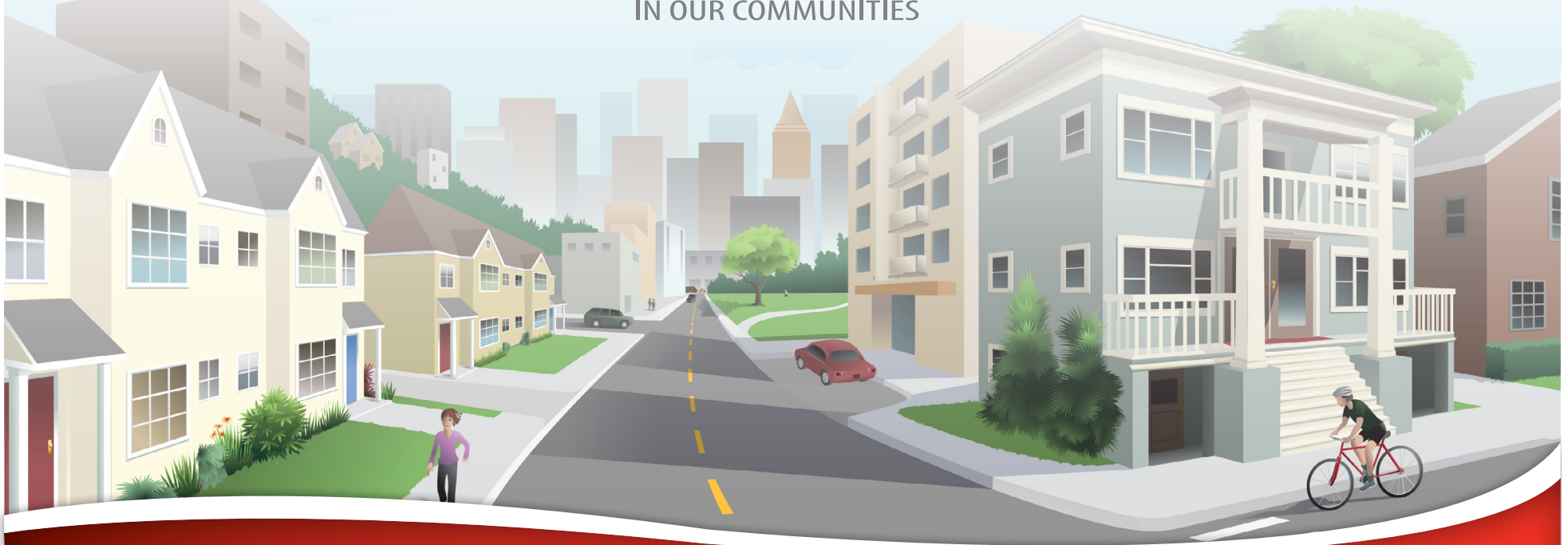
**MAPFRE | INSURANCE®**



Making a  Difference  
IN OUR COMMUNITIES

# Making a Difference

IN OUR COMMUNITIES



## *Employees Making a Difference*

At MAPFRE Insurance, we understand the importance of working together to accomplish greater goals and recognize how combining our small acts can truly have a positive impact within our local community. The philosophy that great things often start out with one small idea, hope, or dream perfectly captures the essence of the creation and establishment of the Community Partners Program. Our social responsibility is to the communities in which each of our 2,410 employees live and work. With our community-based partners, we make our hometowns better places for everybody by contributing:

- To the improvement of the economy, and social and cultural conditions of the more disadvantaged people and sectors;
- To support food banks, schools, and non-profit organizations with volunteer hours and donations;

Our company and employees come together through the Community Partners Program to make meaningful and significant contributions to where we live.

 **MAPFRE | INSURANCE®**





# Community Champion

## David O'Connor, Webster, MA – 2013 Recipient

The 2013 Community Champion Award recipient is Dave O'Connor for his creation of the Webster Ca\$h Mob. In Spring 2012, Dave was searching for a way to give back to the community and the local businesses, when he was inspired by a television segment on a "cash mob" that would descend upon local businesses at a designated time to provide a financial boost and generate awareness.

Dave knew this was the effort he was searching for and in August 2012 a group of 25 people "mobbed" their first business. Each month a new local business was chosen to be the beneficiary of a three-hour invasion of happy customers, and each month the number of participants grew. In December of that year, the Mobsters organized a food drive which resulted in enough food to fill two box trucks and \$3,000 in cash donations for the local food pantry.

The Webster Ca\$h Mob, now with nearly 400 members, has become an established local organization supporting good work in their surrounding communities.



David O'Connor accepting his award.



Executive Committee with David O'Connor.

The Annual Community Champion Award is presented to an employee who gives back to the community with outstanding volunteer contributions. The award honors the individual's dedication of time and energy in the service of helping others.

## A Decade of Partnership



HIGHWAY  
ASSISTANCE  
CALL 911



This year, MAPFRE | Commerce Insurance and the MassDOT celebrated ten years together assisting Massachusetts motorists through the Highway Assistance Patrol. Focusing on customer service and safety, the mission of the program is to assist motorists with car trouble and quickly clear incidents that impede traffic.



### 2003 to 2013 Sponsorship Landmarks

- More than **13 million** miles patrolled
- More than **280,000** incidents/assists performed
- **35** fleet vehicles
- **72** highway signs
- **31,000** annual assists

"The highway assistance had come to my rescue twice now. Thank you!!"

– Anonymous Recipient of MassDOT Highway Assistance



FUNDACIÓN MAPFRE - Madrid, Spain



Antonio Huertas, Chairman and CEO of MAPFRE S.A., presents the donation to Brian Ravenelle, President of United Way of Webster and Dudley as well as President of the Oxford Insurance Agency, Inc.



Jaime Tamayo, MAPFRE U.S.A. President & CEO, visits the Soccer and Achievement Academy at Elm Park School.

# FUNDACIÓN MAPFRE

FUNDACIÓN MAPFRE, located in Madrid, Spain, is a non-profit organization created in 1976 to contribute to the betterment of society's welfare and to people through Social Action, Safety, and Culture. Sponsored by MAPFRE S.A., FUNDACIÓN MAPFRE operates as an independent entity whose good work currently spans 29 countries and benefited more than 15 million people in 2012 alone.

The activities the institution engages in are directed at a broad cross-section of the public through art exhibitions, campaigns aimed at accident prevention, promotion of healthy lifestyles or protecting the environment; other activities target professionals through education and training courses; and the most beloved by the foundation's governing bodies are designed to help society's most disadvantaged population, such as the disabled and children from areas of extreme poverty.

Within the United States, FUNDACIÓN MAPFRE established the first Soccer and Achievement Academy at Elm Park School in Worcester, Massachusetts in conjunction with Real Madrid and The International Studies Foundation. Now in its second year, The Academy's goal is to offer youth with limited economic and social resources the opportunity to further their education, life skills, and health and wellness opportunities, while enhancing their athletic abilities.

During a visit to the United States in September, MAPFRE S.A. Chairman and CEO Antonio Huertas, participated in a press conference during which he presented a check to the United Way of Webster and Dudley for \$75,000 on behalf of FUNDACIÓN MAPFRE.

To learn more about FUNDACIÓN MAPFRE visit [www.fundacionmapfre.org](http://www.fundacionmapfre.org)



## LIVE UNITED



## Using Some Elbow Grease

The United Way sets out to advance the common good and mobilize the caring power of communities around the world. During the annual Day of Caring, local volunteers band together to tackle single day improvements community-wide.

Every year, MAPFRE Insurance employees take action to support this great community effort. In September, 75 MAPFRE Insurance employees rolled up their sleeves to help in any way they could. Employees took part in painting, landscaping and yard work at the area group, Veterans' homes, middle and high schools as well as collating educational materials about domestic violence. Nearly 600 employees donated funds to the United Way totaling \$60,000.

### Did you Know?

Employees raised \$60,000



The Need is Constant, To Help is Simple



Tim Fowler, Assistant Vice President, Claims making a donation at our Arizona office.

### *Blood Drives*

Every two seconds, every single day, someone is in need of a blood donation. In the United States alone, nearly 4.5 million Americans need blood transfusions every year. The need is astounding, and how to help is so simple. By taking out only a few minutes from your day, the one pint of blood you donate can save up to three lives.

This year, nearly 400 MAPFRE Insurance employees gave the “gift of life” by donating blood to nearly 1,200 people in need. Additionally, 35 employees graciously volunteered their time to staff the blood drive in conjunction with the American Red Cross.

#### **FACT:**

Over 400  
employees  
donated blood



United We Stand



### *One Fund Boston*

For over 100 years, New York and Boston have been known for one of the fiercest rivalries in all of sports history. This spring, differences were put aside when New York employees rallied together to raise money for the One Fund Boston. The money raised will benefit the people most effected by the Boston Marathon bombing that occurred on April 15th.







## Food Drives

While many of us come home to full pantries of food and an abundant dinner every night, nearly 1 in 6 Americans go hungry. These difficult economic times have effected many across the nation, leaving nearly 49 million Americans with an insecure food supply. To help those in need, MAPFRE Insurance employees collected donations to help end hunger.



**Through food drive and diversity lunches, our employees raised:**

- \$274 & 500 lbs. of food for the Island Harvest Food Bank
- 4 large boxes of food for the Mid-Ohio Food Bank
- 138 turkeys & 204 boxed meals for Webster, MA food share & St. Vincent dePaul Society



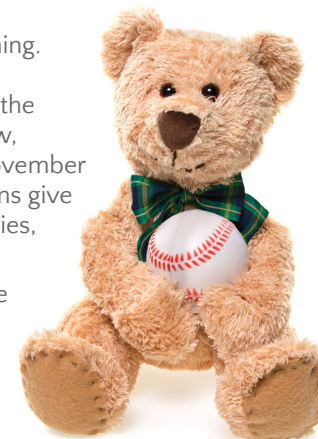
**FACT:**

Over 1,000 toys donated

## The Joy of a Christmas Toy

No child should go without a toy on Christmas morning. However, many less fortunate families do not have the funds to purchase gifts for their children. Across the country, MAPFRE Insurance employees donated new, unwrapped toys through the months of October, November and December. Not only do these generous donations give the gift of Christmas joy to children in our communities, they also provide a message of hope for the future.

Through basket raffles, bake sales, breakfast with the Marines, and toy collections, employees' unselfish effort made an outstanding contribution to this worthy cause. Collectively, MAPFRE Insurance donated \$350 and over 1,000 toys!





# Walk This Way



Across the nation MAPFRE Insurance employees hit the pavement to support cancer research and specialized pediatric care.

TEAM MAPFREs countrywide banded together for the Make Strides Against Breast Cancer Walk. Over 80 employees took part and raised over \$4,000 to benefit breast cancer research. Our team in Florida ran in the Breast Cancer Run in Miami in memory of colleague, Caridad Leon, who passed in June of this year.

In the fall, the second annual Making Our Mark 5k took place in remembrance of MAPFRE Insurance employee Dorothy Orsini. In a growing effort, nearly 150 people participated and raised over \$2,500 to benefit leading cancer research.

A team of MAPFRE Insurance employees also ran in the Miami Children's Hospital 5K to help make a difference in the lives of children that are in need of care.

## Did you Know?

\$7,500 was raised for all charity walks



## Bravery & Honor

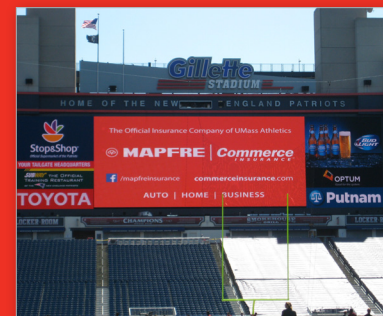
### SUPPORTING OUR TROOPS



The holidays can be tough for those men and women deployed and away from their loved ones. Our employees wanted them to know they are not forgotten and to send some holiday cheer. In conjunction with the American Red Cross, MAPFRE Insurance employees created 50 cards to be sent to deployed servicemen and women.

### Heroes in Action Day

In November, MAPFRE Insurance employees made personal contributions of over \$2,700 enabling over 200 military families to attend the UMass Athletics' "Heroes in Action Day" at Gillette Stadium featuring a game versus nationally ranked Northern Illinois.





## Superstorm Sandy Relief



(Pictured from left to right) Michael Naglieri, Alia Creegan & Lana Vinokurov

In late 2012, Superstorm Sandy tore through the East Coast, and completely devastated the coastal communities of New York and New Jersey.

Through a Beach Party, a Coat Drive, and an “I Love My Parks” Day MAPFRE Insurance was able to raise \$350 for Sandy Relief efforts, 50 coat donations to the New York survivors displaced from their homes, and helped clean up Jones Beach in New York which was severely impacted by the storm.

**FACT:**

Employees raised  
\$350 and donated  
50 coats



## Prom Drive



(Pictured from left to right) Denise Mack, Doreen Gannon, Joyce Lacombe & Jeannine Sferrazza

Every high school student dreams of what their prom night will be like, yet the high cost of formal wear prevent many teens from taking part in their special night. MAPFRE Insurance employees wanted to help make those dreams come true and collected prom dresses, bags, suits, ties and accessories for teens in need within their local school district.





## The Reason for the Season



Sponsored families from the Chandler/Gilbert Community Center



### Adopt-a-Family

This year, MAPFRE Insurance employees came together to adopt six families with the Adopt-a-Family program through the Salvation Army of Central Ohio, United Way of Webster & Dudley and Chandler/Gilbert Community Center organization. The program helps struggling families enjoy a special holiday through the support of family sponsors. Employees purchased and donated items based on the wish list of the children and families they adopted, which ranged from clothing, toys, shoes, books, food and basic toiletries. Through the generous sponsorship, families in need experience the true meaning of the season.



## Back to School Drive

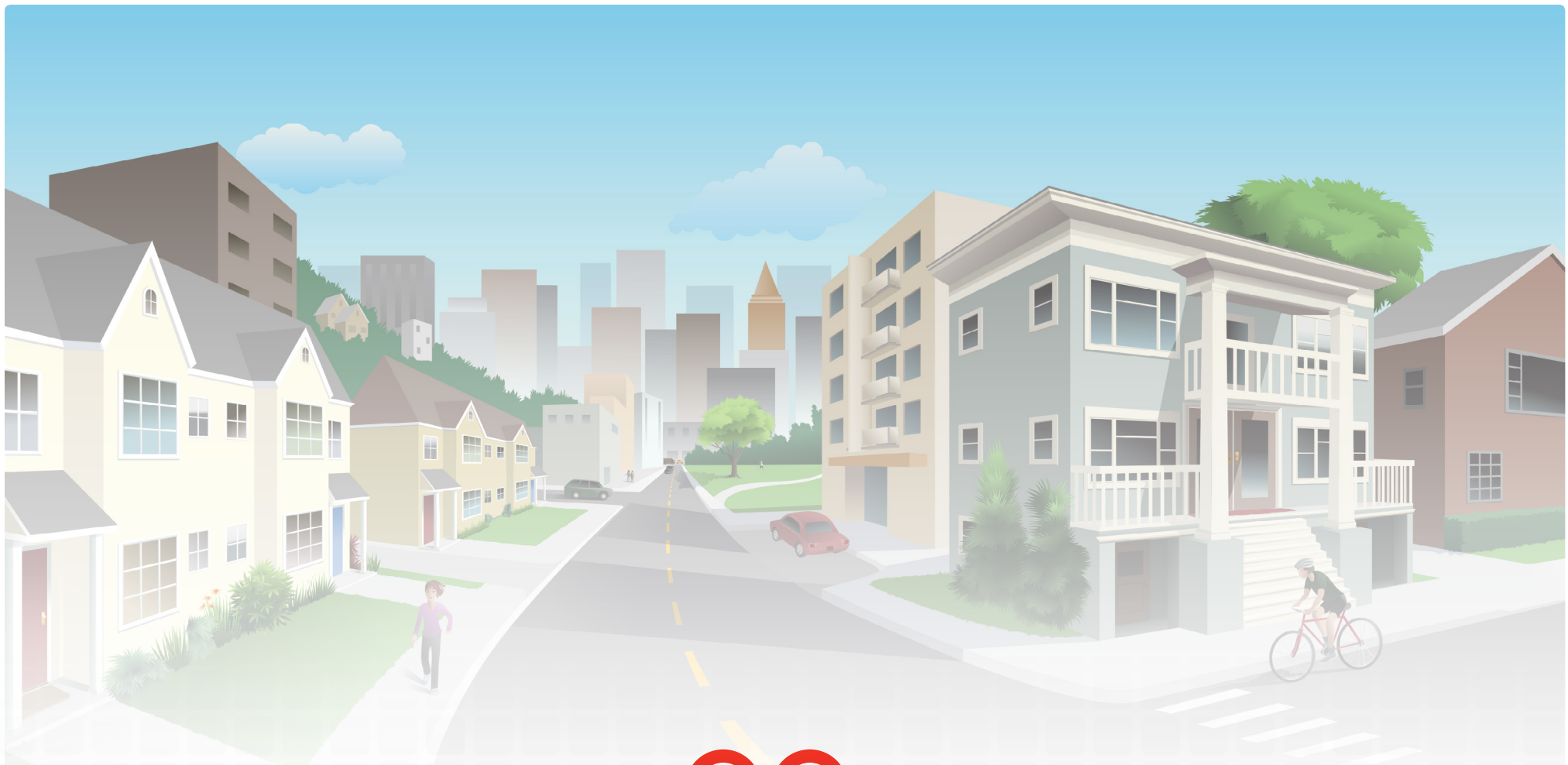
August is a time when families prepare to send children back off to the classroom, along with their arsenal of folders, notebooks, and pens in every color of the rainbow.

For underprivileged families, the cost of school supplies can add up quickly. To help those in need within their local school district, MAPFRE Insurance employees held an ice cream social and Back to School Drive to raise funds and collect supplies. Nearly \$300 was donated and the group filled up 30 backpacks with notebooks, folders, crayons, pens, pencils and other supplies.



### Did you Know?

\$300 was donated along with 30 backpacks filled with school supplies.



# Making a Difference

IN OUR COMMUNITIES



Scan the QR code to  
visit the Community  
Partners Program  
web page.



**MAPFRE** | **INSURANCE**<sup>®</sup>

That's MAPFRE... People who take care of people.<sup>®</sup>

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