

REFLECTIONS

2021 COMMUNITY REPORT



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MESSAGE FROM JAIME TAMAYO



Dear friends,

MAPFRE USA is committed to making a meaningful difference in our society by helping to build stronger and more vibrant communities in which we live and work. Our employees embody this commitment every year by enthusiastically participating in the company's many volunteer activities and charitable programs.

In 2021, as the pandemic continued to affect our daily lives, hundreds of employees volunteered for over 80 MAPFRE-supported community activities, both in person and virtually. We are seeing the same excitement this year, and I could not be prouder. As we develop our Corporate Volunteer Program in the coming years by exploring new opportunities to deliver positive change, we will continue to support the activities that are significant to our employees, including MAPFRE Global Volunteering Day, United Way Day of Caring, Making Strides Breast Cancer Walk and our Together We Give Thanksgiving food drive.

As you read our 2021 Community Report, you will quickly learn that commitment is at the heart of our culture, and is driven by the most passionate people in the world – MAPFRE USA employees.

I am grateful for our employees' contributions to our volunteering and giveback programs and inspired by their unwavering dedication.

Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Jaime Tamayo'.

Jaime Tamayo
President & CEO
MAPFRE USA

SUSTAINABILITY

#MAPFRE Sustainable #PlayingOurPart



The **Corporate Sustainability policy** of the MAPFRE group defines the action principles in this field, as well as operating practices and relationships with its main stakeholders. The policy is applicable to every MAPFRE company in every country where it operates.

At MAPFRE, **Corporate Social Responsibility** is a “voluntary and strategic commitment that entails attempting to achieve business objectives while strictly complying with legal and contractual obligations, applying principles of equity and stability in relationships with stakeholders, thereby contributing to satisfying current and emerging needs of society.”

MAPFRE USA 2019 – 2021 Sustainability Plan

The MAPFRE USA Sustainability Plan allows us to make progress in our social commitment and strengthen our relationship with employees and stakeholders. The overall objective is to improve our company’s performance and MAPFRE’s image as a trusted global insurance company.

SUMMARY OF MAPFRE USA 2019 – 2021 SUSTAINABILITY PLAN

Environmental

CLIMATE CHANGE

- Obtained ISO 14001 Certification
- Eliminated the use of electric shredders
- Installed energy efficient lighting throughout MA & AZ offices
- Analyzed five initiatives for reducing CO2 emissions:
 - Hybrid/electric fleet
 - EV car charging stations
 - Purchase and use of fuel cells
 - Purchase of renewable energy certificates
 - Use of solar panels

CIRCULAR ECONOMY

- Implemented cell phone/battery recycling program in MA offices
- Reduced paper usage by reducing the number of individual printers
- Repurposed obsolete inventory, as opposed to discarding it
- Replaced dual-stream recycling with single-stream (all item) recycling

Social

INCLUSION AND TALENT

- Increased percentage of women in position of responsibility from 39.4 to 49
- 2019 – 2021 Women's Leadership Network (WLN) cohort
- WLN restructured in 2020, to be more inclusive of all female employees
- Upgraded equipment for all employees with remote working capabilities
- Working Smarter @ MAPFRE Training Program launched via SuccessFactors to all employees
- Percentage of disabled employees increased from 10 to 13.8%
- MAPFRE USA has six Employee Affinity Networks
- Communication plans developed around Diversity & Disability
- Volunteer opportunities identified to support disabled and underserved populations

PRODUCT RESPONSIBILITY AND TRANSPARENCY

- Defined the ESG approval process for MA providers
- 297 MA Auto and Home providers with ESG approval
- Provided Human Rights and 2030 Agenda awareness to providers included in ESG approval process

Governance

UN 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

- Actions deployed to disseminate the 2030 Agenda and SDGs internally and externally
- Published MAPFRE USA's contribution report to Sustainability Development Goals through Corporate Integrated Reporting

ETHICS

- Code of Ethics and Conduct learning course assigned to all employees through SuccessFactors

SOCIAL FOOTPRINT

- Ensured awareness and accessibility to information and support for employees with disabilities
- Health and wellness resources available through internal and external sites and benefits fairs
- Annual corporate volunteer reporting published annually

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

MAPFRE is committed to the protection of human rights and compliance with Sustainable Development Goals (SDGs), which are included in our Corporate Sustainability Policy.

This commitment to important social, environmental and governance challenges involves a specific contribution to the Sustainable Development Goals of the United Nations 2030 Agenda.

Sustainability Development Goals aligned with MAPFRE USA Plan:



MESSAGE FROM PEPE VELASQUEZ



MAPFRE employees continue to shine despite the difficult landscape created by the pandemic. Our Corporate Volunteer Program was well-supported in 2021, with many employees, family and friends donating their time and energy to our communities through clean-up efforts, donation drives, charitable walks and more.

The dedication I see year after year, regardless of the circumstances, is a testament to culture we embrace at MAPFRE; one of compassion, determination and strength. I am pleased we have returned to in-person volunteering, which has reinvigorated our employees and allowed us to deepen our local connections.

I can't help but feel immense pride for my colleagues who continue to display what the human spirit is capable of accomplishing. I have no doubt that our volunteers will continue taking every opportunity to support those less-fortunate, beautify our towns and help make the world a little brighter.

Sincerely,

A handwritten signature in black ink, appearing to read "Jose Velasquez".

Jose Velasquez
EVP, Human Resources
MAPFRE USA
#mapfreproud

2021 U.S. VOLUNTEER PROGRAM NUMBERS

#MAPFRE Proud #MAPFREVolunteers



15%
of MAPFRE USA
employees volunteered

1,784
volunteer hours
were logged

MAPFRE USA collaborated with
35
non-profit organizations

FUNDACIÓN MAPFRE VOLUNTEER PROGRAM INDIVIDUAL VOLUNTEERS

	2017	2018	2019	2020	2021
EMPLOYEES	375	661	941	883	320
% OF EMPLOYEES	14%	25%	39%	39%	15%
RELATIVES / FRIENDS	76	299	432	59	48
AGENTS AND COLLABORATORS	6	0	13	2	9
ACTIVITIES	35	117	252	74	82
VOLUNTEER AWARD RANKING	-	#1	#2	#1	#2

VOLUNTEER CATEGORIES

The projects developed by the Corporate Volunteer Program embrace several lines of action that aim to improve the quality of life for groups at risk of social exclusion. All of the actions are geared toward fulfilling the goals of a specific line of action or campaign.



NUTRITION

Providing food for the purpose of fighting hunger and malnutrition through several initiatives, such as food collection campaigns.



EDUCATION

Supporting the education of children through supply donations and activities intended to strengthen schools.



HEALTH

Providing support to disadvantaged groups such as the elderly, the sick and people with disabilities, and promoting the donation of blood and bone marrow.



ENVIRONMENT

Participating in environmental care activities such as reforestation, cleaning of woodlands, forests, and beaches as well as carrying out recycling donation campaigns (batteries, mobile phones etc.)



SHARING SOLIDARITY

Participating in altruistic and solidarity actions to help the many people who need us. The beneficiaries of our volunteer actions receive solidarity, companionship and affection.



NUTRITION

Providing food for the purpose of fighting hunger and malnutrition through several initiatives, such as food collection campaigns.





- Arizona office held a PB & J Collection Drive to support the United Food Bank, collecting a total of 532 containers of peanut butter and jelly.

- For the 2021 Global Volunteer Day, employees volunteered their time with the Community Harvest Project, a farm that solely provides food to those in need within local communities. Volunteers hand-packed 3,100 lbs of butternut squash which is the equivalent of 12,480 servings.



- At MAPFRE's 2nd Annual Thanksgiving Give Back event, employees, agents and family members volunteered their time to pack approximately 300 meal boxes for the Webster-Dudley Food Share.



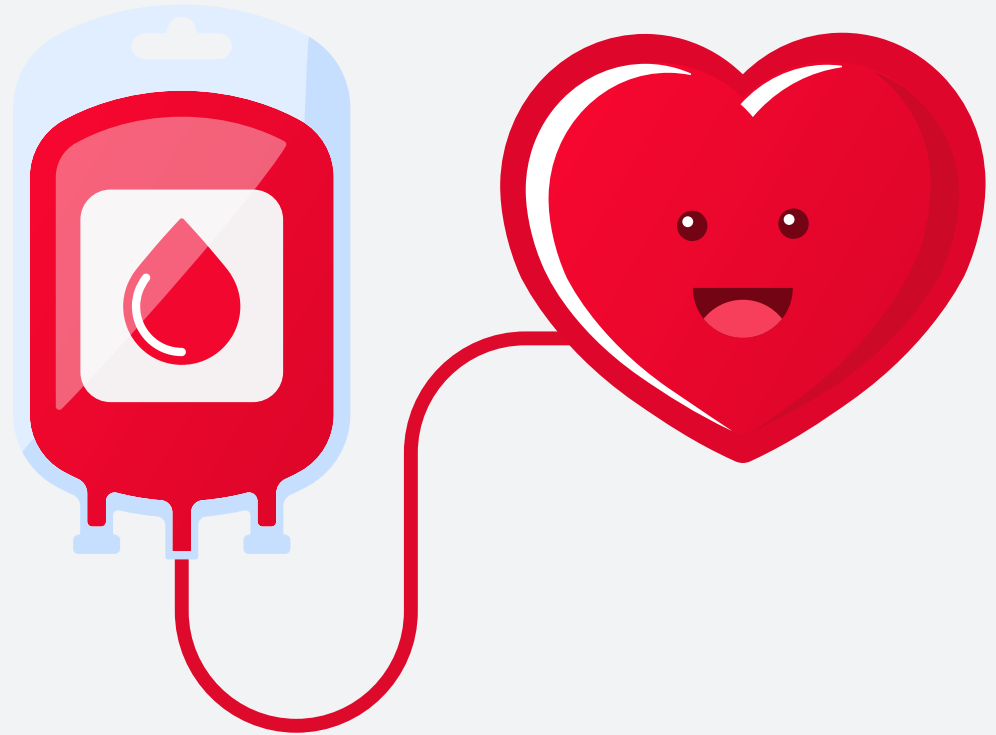


HEALTH

Providing support to disadvantaged groups such as the elderly, the sick and people with disabilities, and promoting the donation of blood and bone marrow.



IN 2021, MAPFRE INSURANCE HOSTED



2

blood drives
during which

97

employees donated
approximately

181

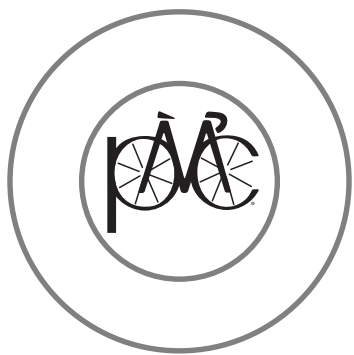
pints of blood
which will save up to

243

lives!

- Throughout the year, approximately 200 employees filled out virtual holiday cards for the patients and families of Boston Children's and St. Jude's Hospitals.
- MAPFRE employees, participated in the Curt D. Heath Memorial Sock Drive, donating 319 pairs of socks for children in the CT Department of Child Services.
- Employees from our CA and MA offices teamed up in support of the Boston Children's Hospital Eversource Walk.





PAN-MASS CHALLENGE

- Team MAPFRE once again participated in the Pan-Mass Challenge, raising over \$480,000, supporting the Dana-Farber Cancer Institute, cancer research and the search for a cure.
- Employees and family volunteered their time to assist with packing rider packets, pre-ride set-up and ride-day water stops.





- Employees volunteered their time at Boston Medical Center who partners with Cradles to Crayons to provide donated items to children receiving counseling for having witnessed violence directly or indirectly.



- As part of the Annual Thanksgiving Give Back event, employees, agents and family members volunteered their time to pack approximately 150 hygiene kits for local schools and children's support organizations in partnership with It Starts at Home.

MAPFRE Insurance holds annual collection drives

- In Massachusetts, employees supported the Worcester Community Action Council (WCAC) through a Coat Drive (**214 coats donated**), the Webster-Dudley Food Share through a Thanksgiving Food Drive (**300 meals donated**) and multiple organizations to include Toys for Tots and local police and fire for their annual Toy Collection Drive (**559 toys donated**).

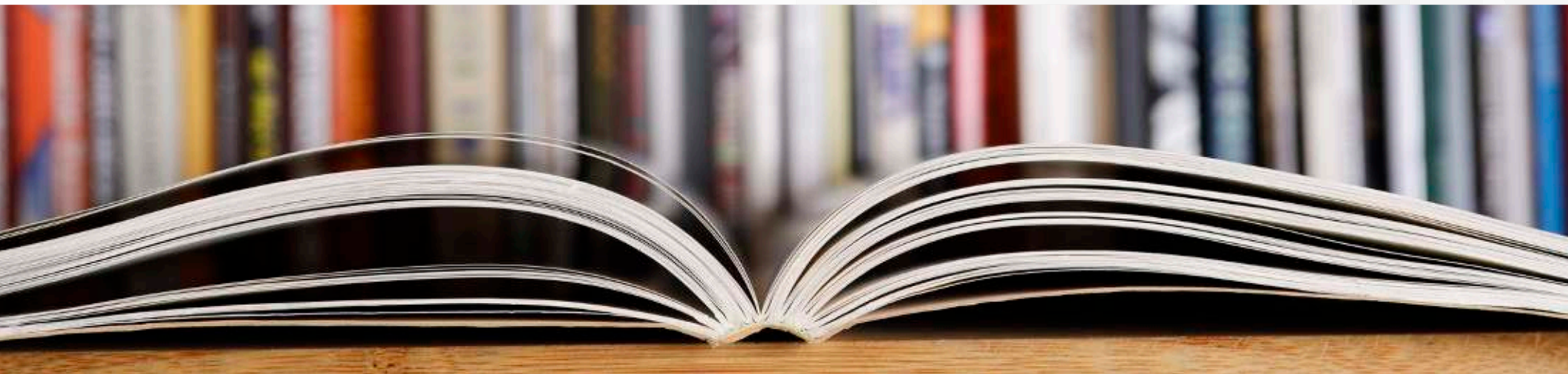


- In Arizona, employees participated in their annual Adopt-a-Family program supporting 12 families.
- Office furniture and equipment were donated to the Sojourner Center, a shelter providing support for women and their children who have experience domestic violence, and Hospice of the Valley, a hospice care facility.



EDUCATION

Supporting the education of children through supply donations and activities intended to strengthen schools.

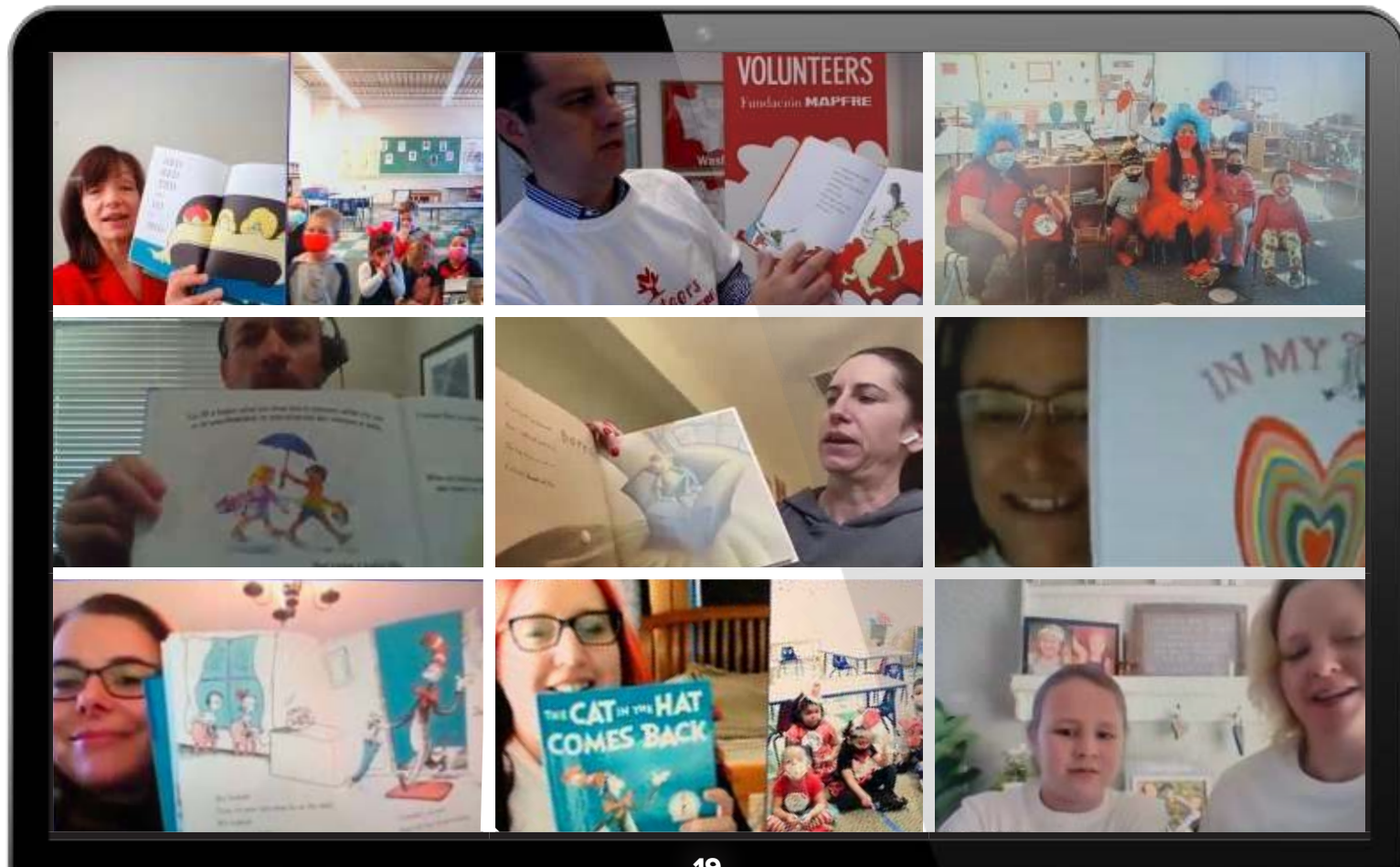


PROFESSIONAL VOLUNTEERING

- Throughout the year, volunteers participated in many professional volunteer activities including job shadows, career panels, mock interviews, informational interviews, networking events and topic-specific learning with Best Buddies, Bottom Line, Blackstone Valley Education Foundation, Center of Hope, Teach for America and WPI.



- Volunteers participated in Read Across America Day with Park Ave Elementary and Worcester Community Action Council in MA and the Eisenhower Center for Innovation in through TFA AZ.
- Volunteers were able to participate in Read for the Record Day and support the Book Buddies program with Worcester Community Action Council.



- MAPFRE Insurance hosted the annual Best Buddies Friendship Walk, our first in-person volunteering event in over a year, at our Webster Campus. Approximately 40 MAPFRE volunteers and family members participated in the event and were joined by some special guests to cheer on Best Buddies students and their families.



- In Arizona, office furniture and equipment were donated to Guerrero Elementary School, Guthrie Mainstream Services, Keller Elementary School and Salk Elementary School.
- Volunteers spent the day enhancing the playground at the WCAC Headstart in Webster, applying stencils for a fun activity track and hop scotch.
- As part of the Annual Thanksgiving Give Back event, employees, agents and family members volunteered their time to pack approximately 500 educational kits for local schools in partnership with It Starts at Home.



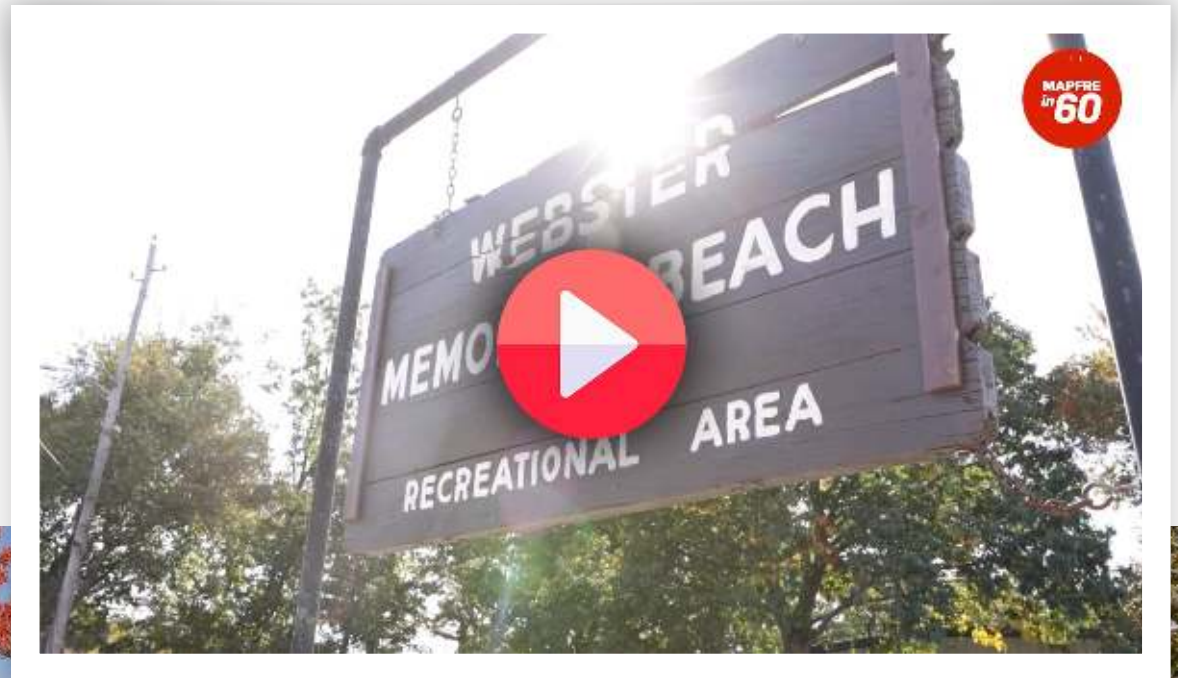


ENVIRONMENT

Participating in environmental care activities such as reforestation, cleaning of woodlands, forests, and beaches as well as carrying out recycling donation campaigns (batteries, mobile phones etc.)



- In 2021, we started a new ongoing volunteer opportunity at the Memorial Beach in Webster, MA. Volunteers assist with the clean-up of the beach and surrounding natural areas.





SHARING SOLIDARITY

Participating in altruistic and solidarity actions to help the many people who need us. The beneficiaries of our volunteer actions receive solidarity, companionship and affection.



■ Ahead of Memorial Day, volunteers partnered with the Webster-Dudley Veteran's Council to assist with the placement of flags at the grave markers of service members.

■ In October, volunteers participated in the United Way Day of Caring, volunteering their time at the Dudley-Webster Boys and Girls Club – helping to clear their grounds ahead of winter.

■ Volunteers assisted with logistics at other local events supporting a Boy Scout Troop at their annual yard sale and Music Worcester at one of their performances at Indian Ranch.

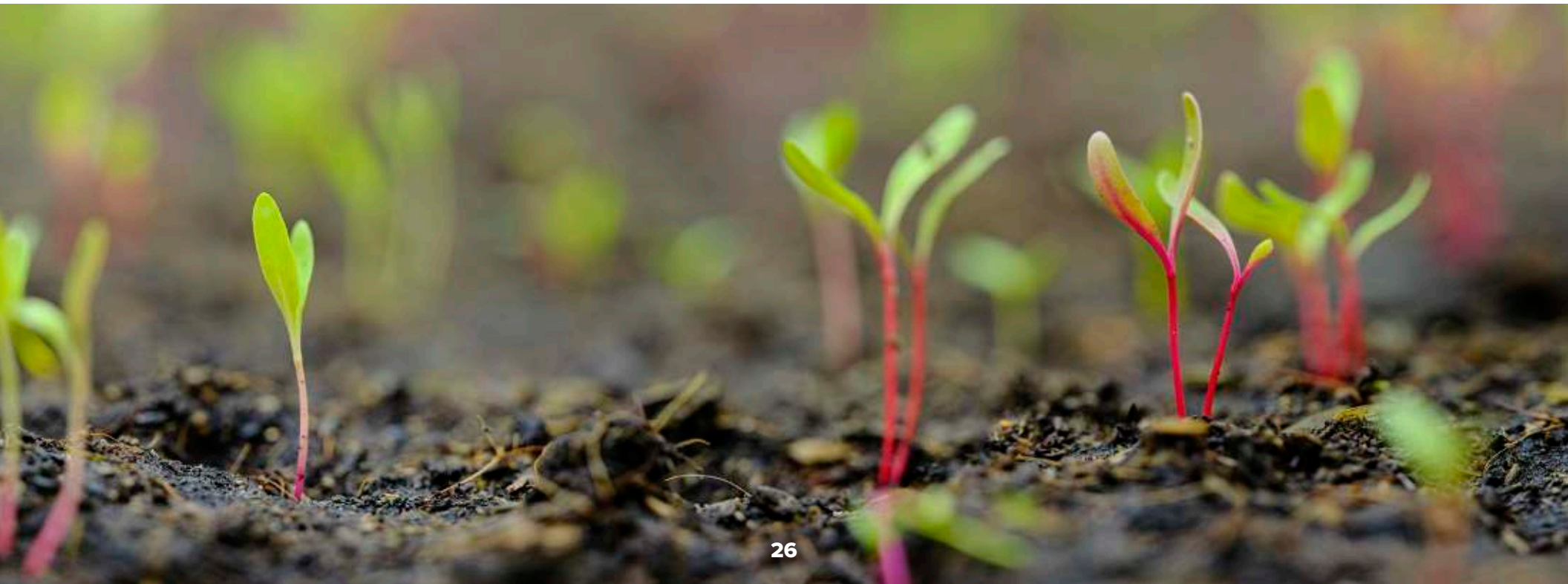


United Way
of South Central MA

CELEBRATING THE 2021 VOLUNTEERS



In honor of this year's volunteers, two rows of sweet potatoes have been adopted through the Community Harvest Project. This symbolic adoption allows Community Harvest to care for the rows of crops on their farm for the season, so that all of the harvested produce can be donated to local hunger relief. These two rows will provide over 3,000 individual servings to neighborhoods in our communities experiencing hunger.



2021 COMMUNITY CHAMPION AWARD

The Community Champion Award is presented to employees who demonstrate volunteerism as part of their lifestyle, inspire others to volunteer by example and participate in MAPFRE USA volunteer activities throughout the year. Congratulations to the 2021 winners!



David Smith

Senior Manager, Regional Claims – Arizona

In 2021, David went above and beyond, volunteering with Teach for America and participating in a virtual career panel for the California Bay Area Program Read Across America Day

During Read Across America Day, colleagues of David's were unable to connect to the sessions so David stepped up and read to three different classrooms of children, clearly demonstrating his passion for volunteering and willingness to jump in wherever he is needed.

Additional volunteering efforts included helping to organize volunteer events for AZ staff at Feeding My Starving Children and participating in mock interviews with Best Buddies.



Carol Watroba

Statistical Report Analyst Sr., Compliance – Massachusetts

Carol Watroba is a shining example of what the MAPFRE USA Volunteer Program embodies – volunteering her personal time for multiple events throughout the year.

In 2021, Carol supported multiple organizations including the Webster/Dudley Veterans Council, Best Buddies and a local Boy Scouts Troop.

Carol not only demonstrates volunteerism as part of her lifestyle, but also encourages and inspires her family and co-workers to volunteer as well. In fact, one of Carol's sons was awarded the Community Service Champion for his school!



\$82,930.40

500 MAPFRE employees participated in the 2021 Together We Give Program, contributing **\$41,465.20**. With MAPFRE USA's 100% match, a total of **\$82,930.40** will be donated to Feeding America.

[The Feeding America network](#) is the nation's largest domestic hunger-relief organization, working to connect people with food and end hunger – providing over 4.3 billion meals annually and helping one in seven Americans facing hunger live more secure and stable lives.



MESSAGE FROM LINDA JOHNSON



Congratulations to our employees for once again achieving recognition from MAPFRE as the #2 Volunteering Country; an amazing accomplishment in a year that still saw a world dealing with a pandemic and many of the volunteering opportunities remote.

2021 key community and corporate social responsibility accomplishments:

- Over 500 employees participated in the 2021 Together We Give Program, contributing \$41,465.20 with MAPFRE USA's match a total of \$82,930.40 to Feeding America
- 14.7% of our employees volunteered
- 32.9% of our activities were focused on providing Professional volunteering. Our employees sharing their talent, knowledge and experience with students
- Collaborated with 35 nonprofit organizations
- Family, friends and independent agents joined MAPFRE employees for the annual Thanksgiving food drive, packing meal boxes that fed over 300 families

This award is a testament to the passion our employees have for giving back, especially during times of exceptional need.

MAPFRE employees prove time and again their passion for giving back, especially during times of exceptional need. I cannot thank our volunteers enough for their kindness and compassion. Your efforts truly make a difference.

I look forward to working together in 2022 to getting back to in person volunteering activities and hope that if you have not already taken time to volunteer, whether in-person or virtually, you will consider supporting MAPFRE on its mission to make our communities stronger, healthier and happier.

Sincerely,

A handwritten signature in black ink that reads "Linda Johnson". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Linda Johnson
AVP, Corporate Social Responsibility
#mapfreproud

Fundación **MAPFRE**

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FUNDACIÓN MAPFRE

2021 FUNDACIÓN MAPFRE GLOBAL NUMBERS

4,725
Individual volunteers
(employees & relatives)

1,488
Volunteer Activities

Presence in
27 COUNTRIES

175,674
Direct Beneficiaries

Fundación MAPFRE is a nonprofit organization created by MAPFRE in 1975 to promote the well-being of society and citizens across the company's footprint. Active in 27 countries, Fundación MAPFRE focused on five areas.
<https://www.mapfreinsurance.com/fundacion-mapfre/>

VIDEOS

Fundación MAPFRE at Your Side

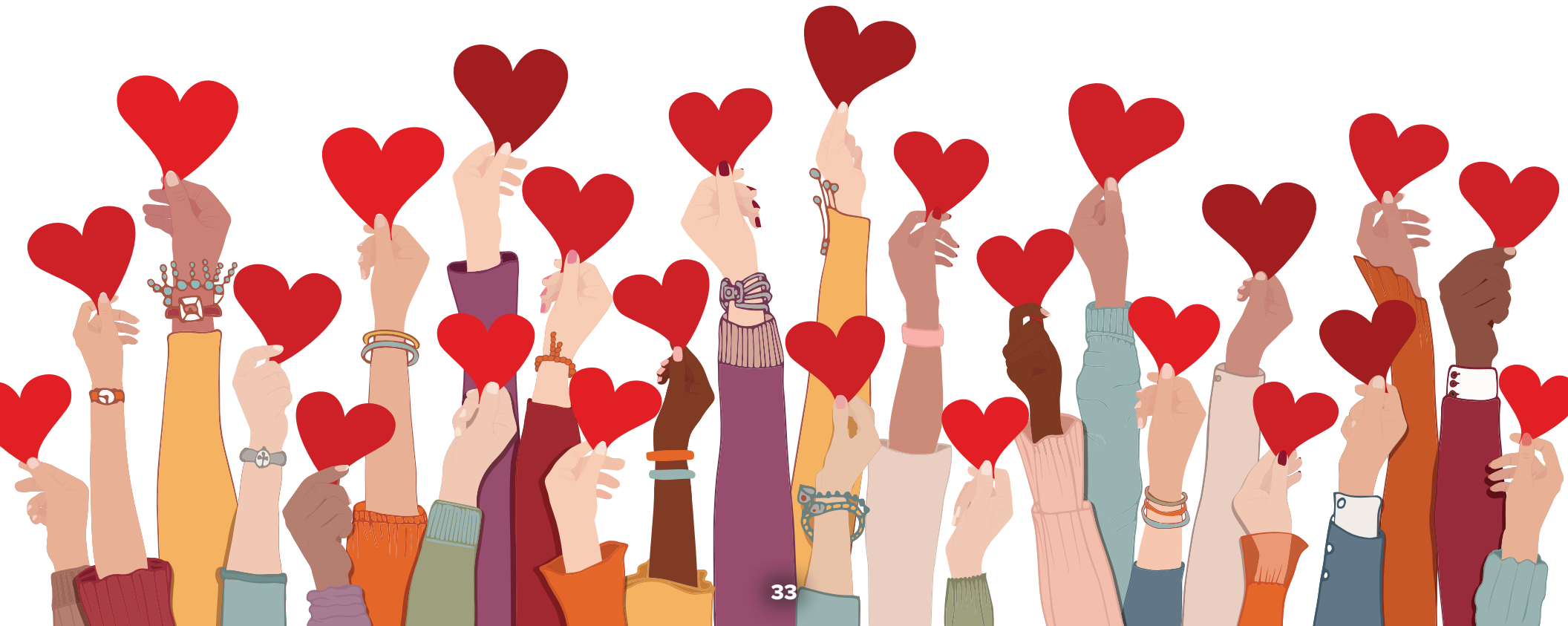
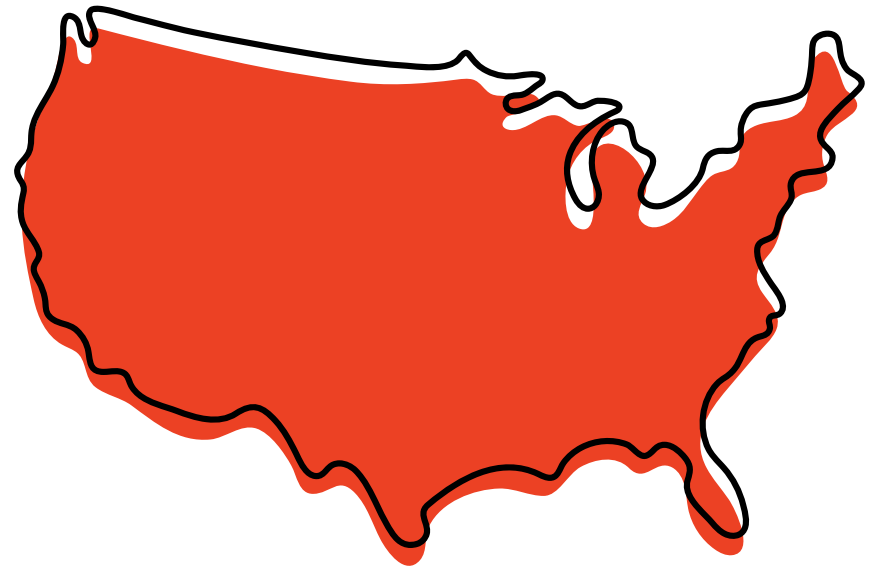


Building a More Humane Future at Fundación MAPFRE



FUNDACIÓN MAPFRE IN THE UNITED STATES

In the United States, Fundación MAPFRE funded over \$1.4 million in programs through the following non-profit organizations, directly benefiting over 62,000 individuals.





SOCIAL ACTION

Contribute towards improving the living conditions of the most disadvantaged people and social groups.





Best Buddies is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development and inclusive living for individuals with intellectual and developmental disabilities (IDD). The IDD community that Best Buddies serves includes, but is not limited to,

people with Down syndrome, autism, Fragile X, Williams syndrome, cerebral palsy, traumatic brain injury and other undiagnosed disabilities.

- Thanks to an exclusive collaboration with Best Buddies International, Fundación MAPFRE has launched a job preparatory training program for students with IDD in the United States. The project, entitled “Pre-Employment Training Program”, offers assistance and mentorship to students before entering the job market.
- The goal is to offer support and the necessary resources for people with IDD so that they can continue to develop by means of educational tools and collaboration with companies.
- The Best Buddies Pre-Employment Training Program was designed to prepare Best Buddies Friendship program participants ages 14-22 with IDD to transition into the Best Buddies Jobs program, providing critical services and resources for employment success.
- In 2021, 275 Best Buddies participants benefited from the Pre-Employment Training Program.

For more information about Best Buddies, visit <https://www.bestbuddies.org/mari/>.



Bottom Line partners with degree-aspiring, first-generation-to-college students from low-income backgrounds (97% identify as people of color) to help them get into college, graduate, and go far in life. In 2021, 2,764 college students in Massachusetts received 1:1, individualized college advising and career guidance through this program.

- Going to college is a dream that the Bottom Line organization helps to fulfill. The aim is to have the first generation of well-educated young people who can break the cycle of poverty and set an example for future generations.
- The problem of a student without resources is not only the lack of financial means, the difficulty in adapting to the academic demands and the social rejection they sometimes encounter, it also results in many young people deciding not to continue their studies. That is why Bottom Line, in addition to supporting them financially, accompanies them from their university application to their graduation; so that they can overcome difficulties along the way and finish their studies successfully. The organization also offers advice on how to get a job.
- The Massachusetts Success Program and the Fundación MAPFRE partnership helps students navigate the systemic barriers in place that make access to higher education for first generation students from low-income backgrounds significantly more challenging.

For more information about Bottom Line, visit

<https://www.bottomline.org/>.





The Center of Hope Foundation, Inc. provides people with disabilities and their families the resources, services and opportunities to be contributing members of their communities, and to achieve the most fulfilling lives possible.

- Through their partnership with Fundación MAPFRE, the Center of Hope was able to continue creating meaningful educational and employment opportunities for individuals with intellectual and developmental disabilities through learning horticultural, culinary and retail skills.
- In 2021, over 40 individuals at the Center of Hope Foundation were able to acquire real-world job skills. For many, working in the greenhouse happened daily, making sure that every plant was cared for properly and harvested when time.

For more information about The Center of Hope Foundation, Inc. visit <https://www.thecenterofhope.org/>.



It Starts at Home is an organization that believes a strong community starts with every person within that community. Their goal is to foster change and be a helping hand at home. Together they coordinate events designed to help others by bringing people together. Their primary focus is betterment of our community's children.

- A new Fundación MAPFRE partner in 2021, through Fundación MAPFRE's funding, It Starts at Home assembled and delivered 500 educational and hygiene care packages to local schools and children's organizations.

For more information about It Starts at Home, visit <https://www.itstartshome.org/>.



One Goal finds, trains and supports excellent teachers already working in low-income public high schools to guide their students to achieve their greatest post-secondary aspirations. These teachers, known as Program Directors, work for three years with conviction, tenacity and a fierce determination to ensure their students have a real chance at reaching graduation at the end of their college or technical education.

■ Webster

- Total # cohorts: two cohorts
(One Y1 Cohort and One Y2 Cohort)
- Total Fellow count: 21
(13 Y1 Fellows and 8 Y2 Fellows)

■ Southbridge

- Total # cohorts: two cohorts
(One Y1 Cohort and One Y2 Cohort)
- Total Fellow count: 60
(15 Y1 Fellows, 25 Y2 Fellows, 20 Y3 Fellows)

For more information about One Goal, visit
<https://www.onegoalgraduation.org/>.



The belief that all children have great potential and the right to an excellent education, regardless of their origin or socioeconomic status, is what led to the creation of this organization over 28 years ago. Today, the **Teach for America** network includes more than 60,000 professionals that are able to confirm that education changes lives. The goal is to have a short-term impact on students, but also to convert young professionals into leaders committed to achieving equality in education.

- The focus of their work consists of three parts. The first is finding leaders. In the second part, TFA develops and cultivates the leadership skills needed to bring about change through education. And the third part deals with supporting individual and collective leadership, relationships and learning from each other.
- Through Fundación MAPFRE's partnership with TFA, schools are supported in California and Massachusetts.
- California:
 - 7 TFA Teachers and leaders
 - 270 students
- Massachusetts:
 - 20 TFA teachers and leaders
 - 550 students
- Estimated number of K-12 students: 550

For more information about Teach for America, visit
<https://www.teachforamerica.org/>.



The Real Madrid Foundation seeks to build enthusiasm and passion for sports among all children and youth around the world, providing social sports programs at schools for children ages 6 – 17.

- The Real Madrid Foundation uses a flexible and dynamic approach that easily adapts at each school and promotes the integrated development of children through sports.
- In 2021, through Fundación MAPFRE's funding, the Real Madrid Foundation partnered with ENLACE Academy and Bartlett High School to support basketball programs at both schools.



**United Way
of South Central MA**

The United Way of South Central MA is a volunteer-driven organization that supports local agencies that provide health, education and financial stability services that profoundly affect the lives of those who live and work in the communities we serve. Their motto “Live United” provides us all the opportunity to join hands, open our hearts, lend our muscle and find our voice.

- Through their partnership with Fundación MAPFRE, United Way of South Central MA partners with the Boys & Girls Club of Webster-Dudley and YMCA of Central MA.
 - 225 children benefited through the Boys & Girls Club's licensed after-school program (ASP), which provides year-round care for kids ages 5-13 in a safe, caring, supportive environment.
 - 207 individuals and 702 families benefited through YMCA's Child Care For ALL, Growing Stronger Together and Mind, Body, Spirit for Teens programs.

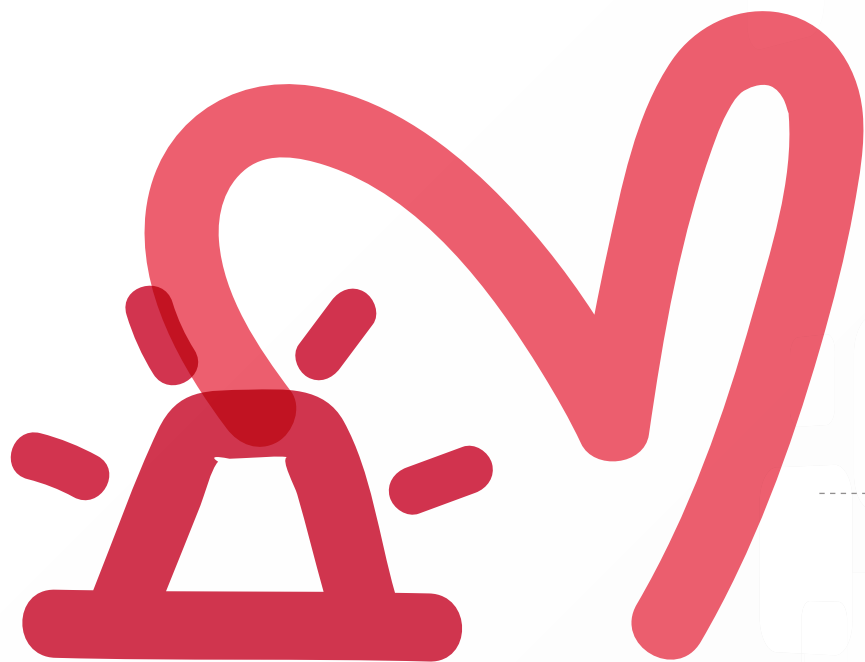
For more information about The United Way of South Central MA, visit <https://www.uwscm.org/>.



The Worcester Community Action Council's Head Start program seeks to ensure the healthy development and proper growth of these children living in vulnerable situations. With a balanced diet, they can develop properly and boost their intellectual potential. This nutritional program, which benefits more than 200 children in the state of Massachusetts, provides them with breakfast, lunch and snacks throughout the day, in addition to classes and advice to help them develop healthy habits.

- The program encourages parents to take part in workshops and training that help them to convey the importance of a balanced diet to their children. Parents provide the basis for their children's education and their involvement in their health and nutrition helps children pick up healthy habits.
- Through their partnership with Fundación MAPFRE, WCAC was able to provide a healthy breakfast, lunch and snack daily to all 203 children enrolled in their Head Start Program.

For more information about The Worcester Community Action Council, visit <https://www.wcac.net/youth-and-family-services/head-start/>.



INJURY PREVENTION AND ROAD SAFETY

To prevent all kinds of unintentional injuries, with particular emphasis on road safety.



LOOK BOTH WAYS

Look Both Ways, which was funded entirely by Fundación MAPFRE, takes an interactive approach to change behaviors on the road. A key component to the program is the React Challenge, a digital gaming experience that tests a user's reaction time when faced with obstacles on the road, including those they may not expect.

- The Look Both Ways Campaign was expanded in 2021, supporting Fundación MAPFRE's commitment to education and engaging citizens to improve road safety behaviors and ultimately reduce and eliminate road injuries and fatalities.
- A new PSA was created in partnership with the Massachusetts Department of Transportation (MA DOT), getting people's attention and challenging the negative stereotype of a Massachusetts driver by encouraging people to literally look left and right regardless of how you're getting around town. Look Both Ways also means look out for not just yourself but for the people with whom you share the road.

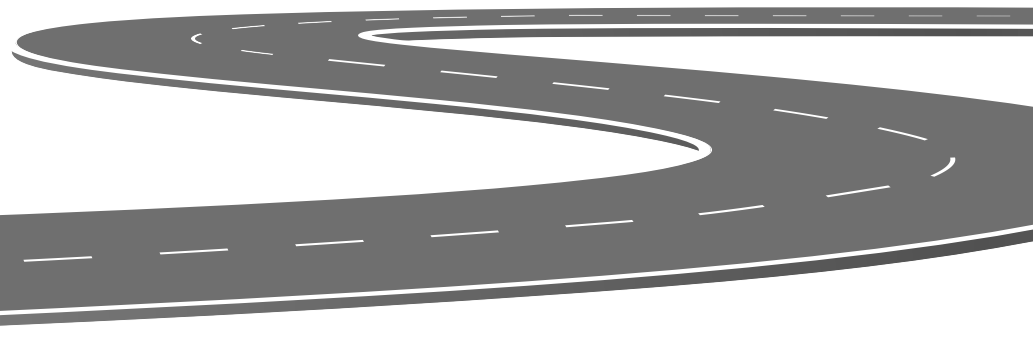


- Additionally, as schools reopened and public events resumed, a new and improved 'Look Both Ways' Road Tour moved into the community — visiting several campuses and events, and directly engaging with thousands of young people across Massachusetts

■ Total Beneficiaries: 17,000

■ Funding: €121,500

We all know to "look both ways" when entering the street, but in our current distracted environment, it is no longer second nature.





Boston Children's Hospital

Until every child is well™

Fundación MAPFRE partnered with Boston Children's Hospital to enhance its injury prevention program. The program now includes a dedicated van which will expand the program's outreach capabilities.

The "Safe Play Starts Here" program's goal is educating the community so that all homes take measures to prevent injuries, especially injuries sustained by children. Prevention experts travel in the Injury Prevention Van throughout Massachusetts to hold workshops with the aim of raising awareness about the importance of prevention in avoiding unintentional injuries.

- Through lectures at schools and during extracurricular activities in community centers and at prevention fairs, the goal is for everyone, especially children and their parents, to learn how to incorporate safe behavior into their daily lives.

- In 2021, the Boston Children's Hospital Injury Prevention Van engaged with over 17,000 individuals, benefiting almost 66,000 individuals at 123 events.
- Over 3,000 bicycle helmets and over 700 car seats were distributed.
- 69 educational workshops were held:
 - ThinkFirst (schools)
 - ThinkFirst Baby (stronger generations)
 - Child Passenger Safety Classes (BCH and community classes)
 - Conference Presentations (CPS, Home Safety, Concussion)
- The BCH Injury Prevention Van attended the Topsfield Fair, BCH's National Injury Prevention Day and two community-wide Halloween Trunk or Treat events.





Drunk driving is the number one cause of death on the road ways of the US. Every crash has a devastating impact not only on victims, but on their friends and family. This program helps parents to keep their kids safe through ongoing, critical conversations with their children about alcohol and other drugs.

- MADD and Fundación MAPFRE committed to serving victims of drunk and drug-impaired driving and helping advocate for evidence-based approaches to solving this problem.
- At MADD, they know that the hopes for a safer future are riding on tomorrow's drivers. By getting today's youth off to a good start, they are taking a giant step toward fulfilling their vision of a nation without drunk driving.
- MADD is focused on tackling underage drinking, a problem that threatens the safety of our kids and endangers entire communities, now and down the road.
- MADD is committed to serving victims of drug impaired driving and to help advocate for evidence based approaches to solving this problem.
- 48 events were held in 2021, directly benefiting over 7,000 individuals.





INSURANCE AND SOCIAL PROTECTION

Push, promote and spread knowledge about the culture of insurance and social protection.



- Fundación MAPFRE promotes the presence of insurance and prevention in educational centers in the United States by providing access to information to help consumers better understand insurance products. Fundación MAPFRE also encourages the implementation of initiatives that, through insurance and finances, offer solutions to the major problems that our society faces today.



— THE — INSURANCE COLLEGIATE CHALLENGE

- bMAP College Insurance Competition: In the USA, as in other countries, gamification is now included in educational programs. Each year, 1,200 students pursue a degree related to insurance sciences, and where the bMAP gamification program has become a student competition at the state level. The teams have to make strategic decisions to improve their company's results. Consensual decisions and the ability to analyze the economic variables of the company will be the keys to success.
 - The competition has a dual objective. It seeks to ensure that the participants acquire a comprehensive view of the different management areas in an insurance company, and it provides students with “work” experience on a team similar to what they might encounter at an insurance company.



CULTURE

To foster the access citizens have to culture, the arts and literature.





- Fundación MAPFRE believes in the value of culture for learning, experimenting, expanding one's mind and learning about different forms of expression. Fundación MAPFRE thinks of culture as a cohesive tool for different realities, a place where people can meet and share, uniting regions, countries and continents. The goal is to help spread and share knowledge.
- Years ago, Fundación MAPFRE's passion for art led them to pursue collecting, with the aim of sharing their acquisitions with the public. Today, Fundación MAPFRE's collections are a reality that consists of both drawings and photography. In the photography collection, the great American masters such as Paul Strand, Walker Evans, Lee Friedlander, Harry Callahan and Garry Winogrand stand out. All of them offer a particular vision of the transformation of the United States that took place early in the 20th century. The evolution of this country and its people is also reflected in their collection through the lens of other known photographers such as Nicholas Nixon, Emmet Gowin, Helen Lewitt, and Robert Adams.

