



Ⓜ **MAPFRE** | USA™

REFLECTIONS

— 2023 COMMUNITY REPORT —

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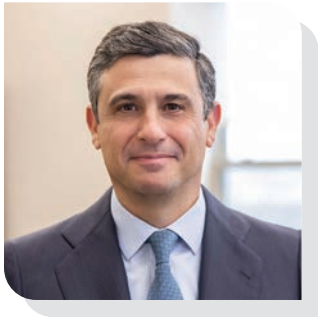
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Jaime Tamayo



Dear friends,

MAPFRE USA is a proud contributor to our community. Many of our employees dedicate their time and donate resources to support those in need through our corporate volunteering program. Year after year, I am moved by the enthusiasm our employees have for giving back, with many involving family and friends in their efforts.

Throughout 2023, MAPFRE USA employees participated in over 75 volunteering events and accumulated over 1,600 hours of volunteering time. We are continuously looking to grow our corporate volunteering program by adding more opportunities for employees to get involved and to allow for as much participation as possible.

Our goal is to return to the spot we held before as #1 Volunteering Country in MAPFRE Group's annual global ranking. I am confident that we will reclaim that position due to the sheer passion that MAPFRE USA's employees have for improving our communities and the lives of its residents.

I want to thank those employees who continually devote themselves to the multiple causes and initiatives MAPFRE USA supports. I look forward to working with you to expand the reach and impact that our corporate volunteering program provides throughout 2024 and beyond.

Sincerely,

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

Jaime Tamayo
President & CEO
MAPFRE USA

At MAPFRE, We Care About What Matters to You



VISION

Your trusted insurance company.



 **MAPFRE**
We care about what matters to you




PURPOSE

We are by your side every step of the way, accompanying you to move forward with peace of mind, contributing to the development of a more sustainable and supportive society.

We care about what matters to you

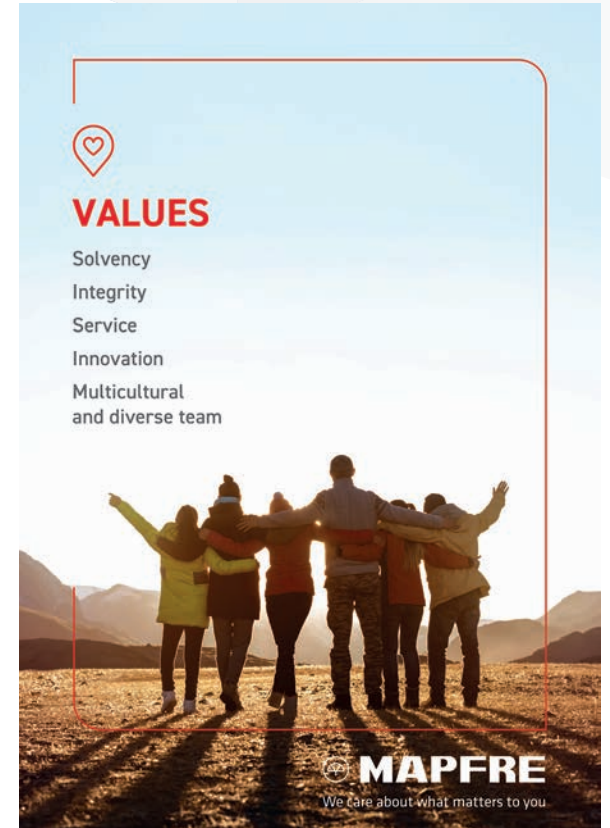



 **MAPFRE**
We care about what matters to you



VALUES

- Solvency
- Integrity
- Service
- Innovation
- Multicultural and diverse team



 **MAPFRE**
We care about what matters to you

Pepe Velasquez



Dear colleagues,

When reflecting on the impact of our corporate volunteer program over the years, it brings me great joy to know that MAPFRE USA has made a difference in our community. Through the generosity of our employees, we have provided food, clothing, toys and other necessities to a number of charitable organizations. We have helped clean up beaches and parks, planted trees and gardened at local farms. Through our Together We Give program we have donated thousands to support important initiatives. The list goes on.

Our employees are what make MAPFRE USA a great neighbor in the towns where we live and work. Their compassion, positivity and eagerness to lend a helping hand are what make me proud to be part of MAPFRE.

Whether you are an employee, an agent or a friend, I urge you to consider volunteering with us in 2024. Be part of something bigger than yourself and feel the sense of pride that comes with giving back. I look forward to seeing just how much we accomplish together this year.

Jose Velasquez
EVP, Chief People Officer

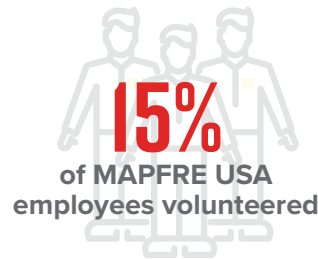
2023 Corporate Volunteer Program Numbers



volunteers

Fundación **MAPFRE**

CORPORATE VOLUNTEER PROGRAM INDIVIDUAL VOLUNTEERS



	2018	2019	2020	2021	2022	2023
EMPLOYEES	661	941	883	320	327	304
% OF EMPLOYEES	25%	39%	39%	15%	15%	15%
RELATIVES / FRIENDS	299	432	59	48	41	43
AGENTS AND COLLABORATORS	0	13	2	9	9	20
ACTIVITIES	117	252	74	82	127	76
GLOBAL VOLUNTEER AWARD RANKING	#1	#2	#1	#2	#3	

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 the actions are geared toward fulfilling the goals of a specific line of action or campaign.



Scan to visit the
MAPFRE Insurance in
the Community website.



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



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



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



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.)



We act in the face of disasters or humanitarian emergencies through collections and deliveries of essential goods.

CORPORATE VOLUNTEER PROGRAM



- 73 employees and family members volunteered their time at the Community Harvest Project on four different occasions in 2023 helping to plant, harvest and prepare their gardens. 100% of crops harvested are donated to local food pantries and organizations that aid those facing food insecurity.
- 17 employees, family members and friends packed 325 Thanksgiving Food Boxes, with items donated by employees, as part of the annual Thanksgiving Family and Friends Give Back Event. The boxes were donated to the Webster-Dudley Food Share to help families in need.
- 18 employees and family members volunteered their time at the Webster-Dudley Food Share throughout 2023, where they helped to unload trucks, stock shelves and pack food boxes for families in need.





- 18 employees volunteered at three different local schools (Worcester Community Action Council, Park Ave Elementary and Mason Road Elementary), reading to the students in different classrooms, in celebration of Read Across America Day in 2023. This day, recognized annually in the United States, celebrates the power of literacy to expand our minds and our understanding of the world around us.



- 52 employees and family members along with independent agents volunteered to support MAPFRE USA's second annual Pan-Mass Challenge (PMC) Kids Ride. This ride empowers children to give back and make a difference, as 100% of rider-raised dollars go directly to the Dana-Farber Cancer Institute. In addition, 41 employees, family members and friends volunteered for the Pan-Mass Challenge Winter Cycle in Unpaved Rides throughout the year.

- As part of MAPFRE USA's first Community Give Back event in 2023, 146 employees, family members and MAPFRE Alumni volunteered their time supporting 12 different organizations through both in-person and remote opportunities.

- In partnership with the United Way of South Central Massachusetts, 14 employees volunteered their time to pack 150 Boxes of Hope, providing three local organizations (Open Sky Community Services, New Hope, Inc. and Catholic Charities Worcester County) with necessities, donated by MAPFRE employees, to support local families in need during the winter months.



CORPORATE VOLUNTEER PROGRAM

- 21 employees and family members volunteered as part of the Annual United Way Day of Action with three local organizations (Central Care VNA, Guild of St. Agnes and Webster Middle School), helping each with clean-up and restoration efforts at each location.
- MAPFRE Insurance representatives attended the OneGoal Stole Ceremony at Bartlett High School where nine graduating students, all members of a One Goal Cohort, were presented their graduation stole from Foundation Partner One Goal.
- MAPFRE employees volunteered their time to attend new Fundación MAPFRE partner Academy of Pacific Rim (APR)'s new student and family celebration. This event offered employees the opportunity to meet and engage with new students attending the school.





- 28 employees from the MAPFRE Insurance Market Pricing team volunteered their time to assist the Boys & Girls Club of Webster-Dudley with landscaping, necessary repairs and clean-up of the club's outdoor space.





- 44 employees and family members volunteered their time to support Operation Gratitude, making over 250 paracord lanyards to be donated to military members and first responders.



2023 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.

MAPFRE USA's 2023 Community Champion is Lauren Berthiaume. Lauren exemplifies what it means to be a "community champion." She volunteers whenever she can, encouraging her co-workers to participate in volunteer activities and even involves her family to join.

Lauren always goes above and beyond to demonstrate the importance of giving back. She is typically the first person to arrive for events and often the last to leave when the event wraps up. She is quick to take the lead and isn't shy about doing whatever it takes to ensure a successful volunteering event.

Lauren has worked at MAPFRE Insurance for 10 years and is currently an Insurance Operations Quality Specialist. In 2023, Lauren volunteered for 10 different activities supporting 13 different organizations.



Lauren Berthiaume
Io Quality Specialist
2023 Community Champion Award Recipient



Together We Give Program

At MAPFRE USA, we believe in working together to make a difference in the lives of our employees, customers, agents and communities. That is why we are so proud of our Together We Give Program, which gives employees an opportunity to support their favorite nonprofit organizations through a company-wide nomination and voting process.

Employees are given the option to donate \$1 or more per paycheck to the organization that receives the most votes. MAPFRE USA then matches each dollar contributed, up to \$70,000, to achieve twice the impact.



THE TREVOR PROJECT

The Trevor Project is the world's largest suicide prevention and mental health organization for lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people. The Trevor Project aims to achieve their mission of ending suicide among LGBTQ young people through five core programs: Crisis Services, Peer Support, Research, Public Education and Advocacy.



**BOYS & GIRLS CLUBS
OF AMERICA**

Boys & Girls Club of America supports all youth and teens — of every race, ethnicity, gender, gender expression, sexual orientation, ability, socio-economic status, and religion — in reaching their full potential as productive, caring and responsible citizens. BGCA provides a world-class Club Experience that assures success is within reach of every young person who enters their doors.

Donation Campaigns

By the Numbers

# of Direct Beneficiaries	961
# of Indirect Beneficiaries	375
# of Non-Profit Organizations	12



Arizona Adopt a Family

Eight families were “adopted” by MAPFRE employees in Arizona, providing **toys, clothes and other essential items** to families in need during the holiday season, supporting the AZ CEND Organization.



Thanksgiving Food Drive

Employees donated **325 Thanksgiving meals** to the Webster-Dudley Food Share, ensuring that families in the local community have something to enjoy on the Thanksgiving holiday.



Curt D. Heath Memorial Sock Drive

Employees donated **1,500 pairs of socks** to support the Curt D. Health Memorial Sock Fund, providing new socks to children in Connecticut’s Department of Children and Families network.



Coat Drive

Employees donated **199 new coats** ahead of winter, providing one coat to each of the children in the Worcester Community Action Council Head Start Program.



Box of Hope Collection Drive

150 boxes containing toiletries, activities and clothing were donated by employees to support Catholic Charities Worcester County, New Hope and Open Sky Community Services during the holiday season.



Century Automotive Collection Drive

Employees from the Century Automotive office in New Mexico donated **672 items of clothing, toiletries and food** to the Veteran's Integration Center to support local veterans.



Toy Drive

Employees donated over **\$11,000 to purchase new toys** to support Massachusetts Wonderfund, Park Ave Elementary School and the Webster Police Department, all of which provided new toys to families in need during the holiday season.

In 2023, MAPFRE Insurance hosted 4 blood drives

133

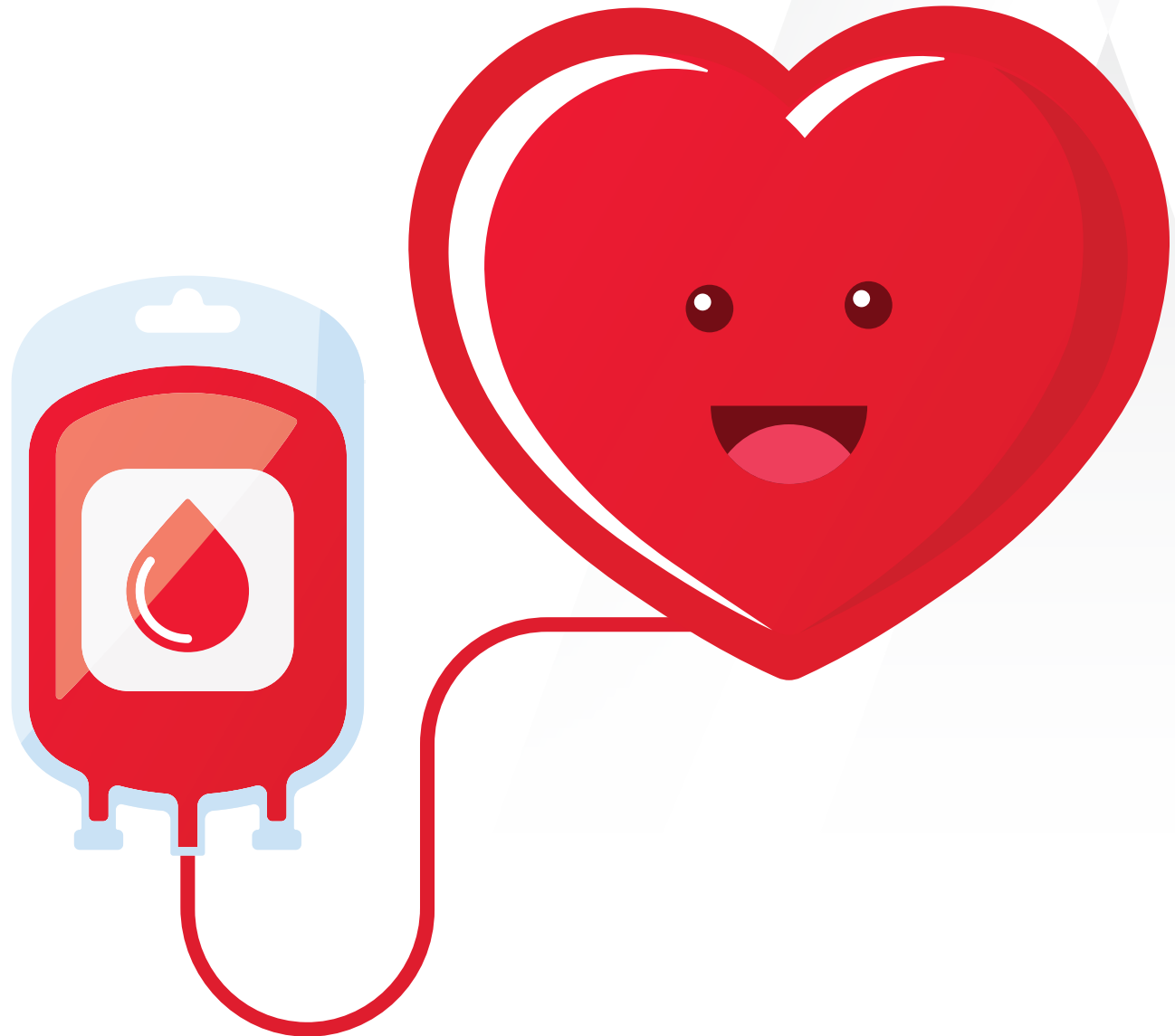
employees and six
family members
donated approximately

128

pints of blood,
which will save up to

384

lives!



MAPFRE Summer Internship

In the summer of 2023, MAPFRE USA welcomed a talented group of eight interns from universities including the University of Connecticut, Bentley University, Worcester Polytechnic Institute, Assumption University, Boston University, Quinnipiac University and Roger Williams University. Interns were assigned to various key business areas within the company including Actuary, Information Security, Information Technology, Business Intelligence, Software Integration, Software Engineering and Compliance.

The internship included workshops, trainings and other learning opportunities including participation in BMAP, an interactive learning simulation that helps develop an understanding of various management areas within an insurance company.



Best Buddies Internship – Inaugural Year

The Best Buddies internship program is an extension of the classroom-based Pre-Employment Transitions Services (pre-ETS) program that offers employment training and corporate mentorship to help develop students' career ambitions. After completing the pre-ETS workshop, the internship program provides work opportunities and helps to build critical job skills. Together, these experiences increase the likelihood of long-term successful employment for people with Intellectual and Developmental Disabilities (IDD).

The internship program aims to increase the overall employee experience by matching employees with interns who provide value to the business and strengthen the culture at MAPFRE.

In 2023, nine students participated in our Best Buddies internship program: six from Bartlett High School and three from Oxford High School. Throughout the 12-week internship, these students worked closely with various business areas, including Physical Security, Facilities, Support Services and Mail.



College Program



In 2023, MAPFRE USA engaged in three collaborative projects with Babson University. The first two projects involved five students each working alongside the commercial lines and digital teams. The third project included six students collaborating with the employee experience team.

Throughout these projects, there was a strong emphasis on knowledge sharing between MAPFRE USA and the students, fostering a mutually beneficial exchange of insights and expertise. This collaboration provided valuable opportunities for students to engage with company employees, enhancing their learning experience and creating a platform for authentic interactions.

The culmination of each project involved presentations highlighting the students' research findings, market analysis, recommendations and unique perspectives, highlighting the impactful outcomes of their joint efforts.

Alumni Program

The MAPFRE USA Alumni Program was established in 2023 to encourage MAPFRE Insurance retirees to stay connected with MAPFRE USA, as well as engage with MAPFRE employees and the local community through shared events and programs.





Fundación **MAPFRE**

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Linda Johnson



Fundación MAPFRE is a global non-profit organization dedicated to the betterment of society. In the United States, we are proud to partner with a number of extraordinary organizations making a difference through education, outreach and funding of important community programs. In 2023, we provided over \$1.4 million in funding, impacting approximately 57,000 beneficiaries who use these programs.

2023 was an exciting year of firsts for Fundación MAPFRE in the U.S. We participated in the global Fundación MAPFRE Social Innovation Awards for the first time with U.S. finalist Ryan Frankel and his project 'This App Saves Lives' winning the sustainable mobility category. We partnered with the Massachusetts Department of Transportation (MassDOT) to launch our first Road Safety PSA contest to Massachusetts high schoolers. We expanded our support of Mothers Against Drunk Driving to create the new "Power of ME" program, which now reaches students in the fourth and fifth grades. We also unveiled Safety Quest, a mobile classroom created in partnership with UMass Memorial Medical Center to educate children on injury prevention.

These are only a few of the initiatives Fundación MAPFRE supports. Globally, over 4.6 million people were impacted by the foundation's support and volunteer efforts in 2023. We are proud to play our small part in the U.S. to make the world safer, healthier and brighter for all.

A handwritten signature in black ink that reads "Linda Johnson". The script is fluid and cursive.

Linda Johnson,
AVP, Corporate Social Responsibility

2023 Fundación MAPFRE Global Numbers

224
projects and programs

Presence in
29 COUNTRIES

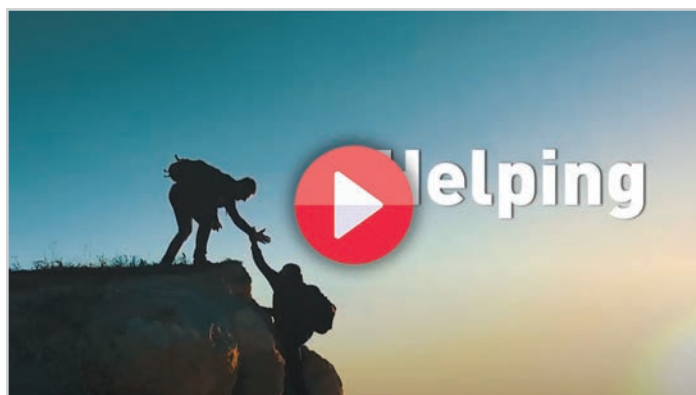
4,610,100
direct beneficiaries

Global Volunteer Program Numbers

7,217
individual volunteers
(employees and relatives)

1,997
volunteer activities

127,281
direct beneficiaries



Emotional Reward Video

Fundación MAPFRE is a non-profit organization created by MAPFRE in 1975, which performs its activity in 29 countries, whose main objective is to contribute to the improvement of people's quality of life and to the progress of society through multinational programs and activities. It is the insurance company's majority shareholder, thus helping to ensure the firm's independence and shareholding stability.



Scan to visit the
MAPFRE Global
Sustainability Page.

Fundación MAPFRE in the United States



In the United States in 2023, Fundación MAPFRE funded over \$1.4 million in programs for the following nonprofit organizations.

By the Numbers				
Social Action		FM Partner Since	Direct Beneficiaries	
Academy of the Pacific Rim Charter School		2023	546	
Best Buddies Massachusetts		2019	177	
Bottom Line		2019	2,146	
OneGoal		2021	1,601	
The Real Madrid Foundation		2019	142	
United Way South Central Massachusetts		2009	3,199	
Worcester Community Action Council		2018	264	
Total Social Action Beneficiaries			8,075	
Educational Programs & Awareness		FM Partner Since	Direct Beneficiaries	Indirect Beneficiaries
BMAP Business Simulation			116	
Boston Children’s Hospital		2017	46,536	69,140
Look Both Ways		2019		
Mothers Against Drunk Driving		2019		
UMass Memorial Medical Center		2023	2,686	
Total Injury Prevention & Road Safety Beneficiaries			49,338	69,140
Total Beneficiaries			57,413	69,140

In 2023, MAPFRE USA was honored to host Project Director of Fundación MAPFRE Her Royal Highness Infanta Elena of Spain and General Director of Fundación MAPFRE Julio Domingo. Their visit provided an opportunity to explore and engage with Fundación MAPFRE partner organizations and programs in the United States.



Scan to visit the
Fundación MAPFRE
in the United States.



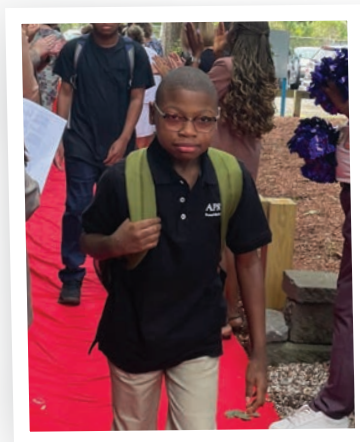
Academy of the Pacific Rim Charter School

Academy of the Pacific Rim Charter School (APR) is a charter public school whose mission is to empower students of all racial and ethnic backgrounds to achieve their full intellectual and social potential. Students in fifth through twelfth grade engage in intentional learning progression to ensure they are fully prepared to pursue their passions, engage in their communities and excel in their post-secondary education.

Fundación MAPFRE has partnered with APR to foster their transformational instructional leadership as well as strengthen teaching and learning at APR to ensure that students have access to rigorous curricular experiences that will lead to lives of opportunity and global impact.



Scan to visit the
Academy of Pacific
Rim website.



Best Buddies

Best Buddies International is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people and families living with intellectual and developmental disabilities (IDD). The organization provides support to individuals with IDD through educational and empowerment actions so that people with disabilities become leaders in their schools, communities and workplaces.

Fundación MAPFRE partnered with Best Buddies to create the Pre-Employment Transitions Services (pre-ETS) Program which prepares young adults with IDD for independence and inclusion in their communities as they move from school into adulthood. The pre-ETS program combines classroom-based training, experiential learning opportunities, and corporate mentorship to help students identify and develop career ambitions, explore postsecondary options and prepare for independent living.

Since the program launched in Massachusetts in 2019, it has expanded to 15 states.



Scan to visit the Best Buddies International website.



Best Buddies video

Bottom Line

Bottom Line partners with degree-aspiring, first-generation-to-college students from low-income backgrounds, to help them get into college, graduate and go far in life. Bottom Line provides evidence-based, 1:1 college Access and Success Program coaching and Career Connections guidance to more than 2,700 Massachusetts college students (partnering with 19 Massachusetts target colleges and universities).

Fundación MAPFRE partnered with Bottom Line to support their College Access and College Success Programs. In 2022, the partnership was expanded to provide additional funding to support Bottom Line's Young Men of Color (YMOC) initiative designed to create greater educational equity and workforce inclusion by increasing the number of young men of color they serve, while also growing their overall college-to-career program.



Scan to visit the
Bottom Line website.



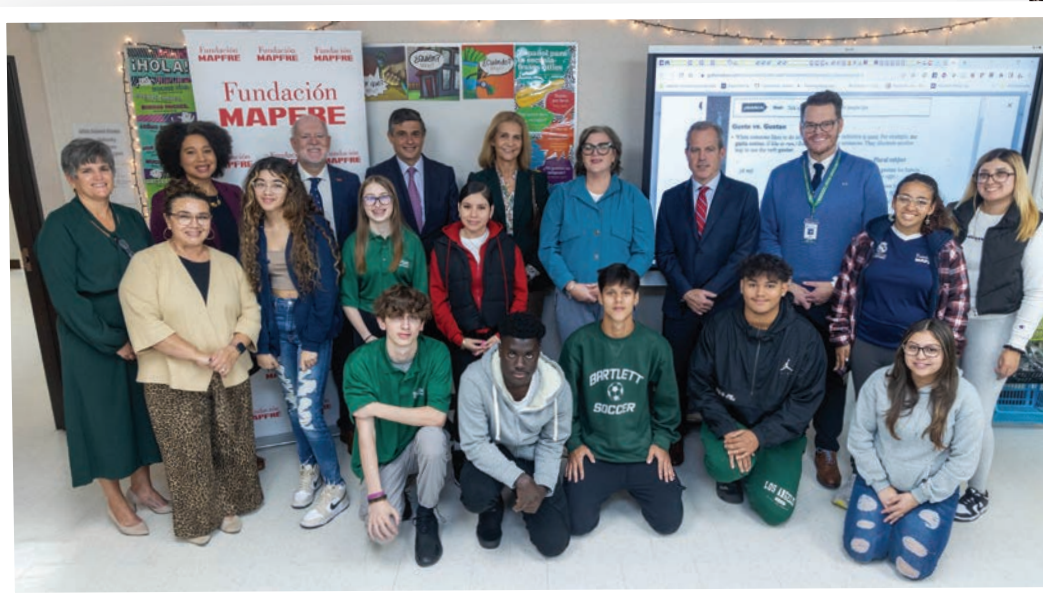
OneGoal

OneGoal works with schools and districts to transform postsecondary support through their classroom-based model and OneGoal Leadership Network so that all students can define their futures. By training and supporting excellent teachers already working in low-income public high schools, they can assist in guiding their students to achieve their greatest postsecondary aspirations. These teachers, known as Program Directors, work to ensure their students have a real chance at reaching graduation at the end of their college or technical education.

Fundación MAPFRE partners with OneGoal to support the cohorts of juniors, seniors and students in their first year of postsecondary education from Bartlett High School, Webster and Southbridge High School, Southbridge, Massachusetts.



Scan to visit the
OneGoal website.



The Real Madrid Foundation

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.

Fundación MAPFRE partnered with the Real Madrid Foundation to bring their Youth Social Sports program to ENLACE Academy in Lawrence, Massachusetts and Bartlett Middle School in Webster, Massachusetts. This sports program fosters physical, intellectual, emotional and social development for mainly underserved children and youth and is a means of social inclusion.



Scan to visit The Real Madrid Foundation website.



United Way of South Central Massachusetts



United Way of South Central Massachusetts 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 your hearts, lend your muscle and find your voice.

Through their partnership with Fundación MAPFRE, United Way of South Central in turn



Scan to visit the United Way of South Central Massachusetts website.



United Way
of South Central MA



Worcester Community Action Council

Founded in 1965 as part of the War on Poverty, Worcester Community Action Council (WCAC) is one of 1,000 community action agencies across the U.S. and 23 in Massachusetts created to address disparities throughout the nation. WCAC embodies service to the community through their mission of helping people move to economic self-sufficiency through programs, partnerships, and advocacy.

WCAC's Head Start program seeks to ensure the healthy development and proper growth of these children living in vulnerable situations.

Fundación MAPFRE partnered with WCAC's Head Start Program to support their nutritional program, which benefits all of the children within WCAC's Head Start Program, providing them with breakfast, lunch and snacks throughout the day, in addition to classes and advice to help them develop healthy habits.



Scan to visit the
Worcester Community
Action Council website.



6th Edition Social Innovation Awards

The sixth edition of the Fundación MAPFRE Social Innovation Awards launched in 2023, with the collaboration of IE University as an academic partner. The awards recognize innovative projects with the potential for strong social impact in three categories: e-Health, sustainable mobility and the silver economy.

More than 365 projects were submitted to the competition from around the world, with 12 finalists advancing to the finale in Madrid, Spain. The competition included finalists from the United States, Spain, Germany, Brazil, Chile and Guatemala.

2023 marked the first year the United States participated in the awards. Ryan Frankel with This App Saves Lives (TASL) was named the winner of the Sustainable Mobility Category.

Fundación **MAPFRE**
A W A R D S
FOR SOCIAL
INNOVATION



From the U.S., the three finalists were:



Dr. Jennifer Arnold

e-Health category finalist:

Dr. Jennifer Arnold with Boston Children's Hospital – Ready.Sim.Go. The project includes a prototype for a mannequin that can be used to train parents and caregivers of children with complex medical conditions as part of the patient discharge education process.



Dr. Shea Gregg

Silver economy category finalist:

Dr. Shea Gregg with FallCall Solutions – FallCall Detect. FallCall Detect is an app built on Apple Watch intended for seniors and caregivers that deploys patented fall detection to determine severity of falls.



Ryan Frankel

Sustainable mobility category finalist:

Ryan Frankel with This App Saves Lives (TASL). TASL is a mobile app-based solution addressing dangerous distracted driving behavior.

Boston Children's Hospital (BCH)

Boston Children's Hospital (BCH) is dedicated to improving and advancing the health and well-being of children around the world through its life-changing work in clinical care, biomedical research, medical education and community engagement.

BCH's Injury Prevention Program, part of their Trauma Center, is dedicated to dramatically decreasing the number of preventable injuries through research and public education.

Fundación MAPFRE has partnered with BCH's Injury Prevention Program, building the "Safe Play Starts Here" program with the goal of educating the community to take measures to prevent injuries, especially injuries sustained by children, in their homes. Health educators travel in the Injury Prevention van, holding workshops throughout Massachusetts and educating communities on how to avoid unintentional injuries.

Thanks to Fundación MAPFRE support, BCH Injury Prevention team expanded their community education across the state.



Scan to visit the
Injury Prevention
Program website.



Boston Children's Hospital

Where the world comes for answers



Look Both Ways

Look Both Ways, funded by Fundación MAPFRE since 2019, takes an interactive approach to change behaviors on the road. A key component of 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.

In 2023, Fundación MAPFRE and the Massachusetts Department of Transportation (MassDOT) partnered to launch a Road Safety PSA contest to Massachusetts high school students. The contest encouraged teens to produce a script that highlights the importance of safe habits behind the wheel.

The winning team came from Northbridge High School, who's students turned their zombie-themed script into a professionally produced PSA that was aired online and on TV stations across the state. Northbridge High School also received \$3,000 to put towards road safety education.



Scan to visit the
Look Both Ways website.

LOOK BOTH WAYS



Northbridge High School 2023 winners of the PSA Road Safety Contest



2023 winning PSA video - "Zombies"

Mothers Against Drunk Driving (MADD)



Mothers Against Drunk Driving (MADD) knows 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 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 kids and endangers entire communities, now and down the road. MADD is also committed to serving victims of drug-impaired driving and to help advocate for evidence-based approaches to solving this problem.

Fundación MAPFRE partners with MADD to support their community and school-based educational programs for children, families and the general public. With Fundación MAPFRE's support, MADD travels to community events such as health fairs, expos, school events and community days throughout Massachusetts and Connecticut.

In 2023, this partnership expanded to include the new Power of ME Program which focuses on alcohol use prevention and vehicle safety for fourth and fifth grade school students.



Scan to visit the
MADD website.

UMass Memorial Medical Center

UMass Memorial Medical Center is committed to improving the health of people in Central Massachusetts through excellence in care, comprehensive health services, teaching and research.

The Injury Prevention Center at UMass Memorial Medical Center is leading a coordinated effort to reduce injuries, guided by the belief that everyone should have access to accurate and up-to-date information and resources to live a healthier, safer life.

Fundación MAPFRE partnered with the UMass Memorial Injury Prevention Center to create Safety Quest, an innovative mobile classroom delivered to schools and community events in Massachusetts.

Safety Quest teaches middle school students how to be safe. The students learn how to ensure their own safety while becoming injury prevention advocates with their peers and family. Fundación MAPFRE's collaboration with UMass Memorial Medical Center is expected to reach more than 3,000 children in central Massachusetts during the 2023–2024 school year.



Scan to visit the
UMass Memorial Medical
Center website.



Scan to visit
the Safety
Quest website.



UMass Memorial Health UMASS MEMORIAL MEDICAL CENTER



Business MAPFRE Simulation (BMAP)



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 projects. Fundación MAPFRE also encourages the implementation of initiatives that, through insurance and finances, offer solutions to the major problems that our society faces today.

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 must 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 like what they might encounter at an insurance company.

Massachusetts Collegiate Challenge

Students from three universities competed in the second Massachusetts BMAP Collegiate Challenge.

Actuarial, math, business, and data analytics majors from Worcester Polytechnic Institute (WPI), Clark University, and Nichols College made up the student teams. Participants engaged in a competition where they made strategic business decisions based on financial and market information as well as analyzed data to make strategic decisions that maximize business value.

The winner of the 2023 Massachusetts BMAP Collegiate Challenge was Clark University.





Fundación
MAPFRE