

Week Ten History (May 18, 2016)

COMMUNITY INVOLVEMENT:

Throughout the world, Crawford & Company has always supported a number of community initiatives with our time, our talents and our corporate dollars. Crawford's talented employees pursue a wide range of interests, often taking time to give back to their communities in a multitude of unique ways. From serving as directors of non-profit organizations, to initiating fundraising drives, to running marathons, mountain climbing and participating in cross-continent, off-road cycling adventures to raise money for charities, we are visible in our communities and passionate about improving them. Giving back to the communities in which we live and operate is one of Crawford's core values and is demonstrated in the actions of our employees every day in our work, but also in the way we spend much of our free time.

Since 2009, we have united our individual efforts for a broader, more coordinated expression of philanthropy and began the **Crawford Global Day of Service**. On this day, Crawford employees throughout the world are asked to volunteer to serve our local communities.

This annual initiative has grown larger every year since its inception. In 2015, for the 7th consecutive year of its Global Day of Service, Crawford service ambassadors around the world coordinated more than 3,000 Crawford employees, family members, partners, and friends around the world to conduct 198 service projects in 25 countries, helping a wide range of charities including orphanages, homeless shelters, retirement homes, animal rescue facilities, blood drives, food banks, nature parks, and fundraising for disease research. [View a photo gallery of the global activities undertaken.](#)

In 2013 we initiated the **Crawford Employee Giving Program** which allows individuals in the U.S. the opportunity to contribute directly to four non-profit organizations that are important to them, selected via a U.S. employee survey. The four organizations that received the most votes and were designated as our Employee Giving Partners are the:

- **American Cancer Society (ACS)**
- **American Heart Association (AHA)**
- **American Red Cross (ARC)**
- **American Society for the Prevention of Cruelty to Animals (ASPCA)**

Around the world, Crawford employees often go above and beyond their normal work responsibilities to help others in need. Just a few examples of our global dedication include the following:

- In 2016, when devastating wildfires consumed much of the Fort McMurray/Wood Buffalo area of Northern Alberta, **Canada**, causing an entire town of close to 90,000 people to be completely evacuated, it was reportedly the worst, costliest disaster in the history of Canada. At a professional level, Crawford supports those affected, by helping them get their claims resolved quickly and effectively; however, in partnership with the Canadian Red Cross, Crawford Canada made a \$10 donation on behalf of each and every one of the more than 1,000 employees across Canada. Crawford & Company also matched dollar for dollar global employees' donations to the cause for a certain time period. Through **Crawford Cares**, a long-standing initiative in Canada and elsewhere, global Crawford employees are making a difference in the communities across Canada, through personal donations and Company-matching funds. Additionally, the **U.S. Catastrophe Services** team is supporting Canada's CAT response to clients.
- **Crawford & Company (Canada) Inc.** recognizes the importance of supporting its community and its employees organize and participate in fundraisers such as silent auctions, charity barbecues, casual Fridays and optional payroll deductions, all benefitting Crawford Cares. Each year the employees choose one or two charities to benefit from the funds they raise. Since 2004, The Women in Insurance Cancer Crusade (WICC) has been chosen as the charity of choice. Since then, Crawford Cares has raised over \$325,000 for WICC. In 2010, SickKids hospital was also selected as a charity of choice for Crawford Cares. Waterloo's (Canada) Crawford team was recognized in 2014 by *GREENSHIFT* as "Most Active Green Team" for its advancements toward sustainable strategies in reducing negative environmental impacts.
- **Crawford & Company UK** has partnered up for the last few years with the Macmillan's Cancer Support Trust, raising money to support cancer victims and their families. There are coffee mornings held each year, with donations made by employees to the Trust. Employees also spend their time baking homemade cakes and biscuits to sell.

Additionally in 2015, a raffle was held and money in lieu of Christmas cards was donated to the Cumbria (England) Flood Appeal, helping people affected by the floods which hit the region.

- Even after huge areas of **Thailand** were affected by the worst floods that country had seen in decades, Crawford employees went to work responding to the more than \$10 billion of insured damage caused by the floods in 2011. As with the Japan earthquake, adjusters from around the worldwide Crawford family traveled to Thailand to help with claims, even though slow receding flood waters made it difficult reaching affected areas, causing many of our adjusters to travel to loss locations by boat. Adding to the complexity, they even had to deal with snakes and crocodiles lurking in the floodwaters.
- **Garden City Group, LLC (GCGSM)**, another Crawford company and one of the nation's largest claims administration firms, has donated more than \$50,000 to the Jackson Gabriel Silver Foundation, whose mission is to find treatments and cures for epidermolysis bullosa (EB), a group of incurable and devastating blistering skin disorders that affect children from birth.

GCG employees took part in a variety of in-office fundraisers, including jeans days, books and bake sales and raffles to show their support.

- Crawford believes in contributing to the academic pursuits of young people. Annually since 2007 a rising junior or senior at Kentucky's Morehead State University is selected as recipient of the **Greg Threet Memorial Scholarship**, established to honor the memory of Greg Threet, who was an assistant branch manager in Crawford's U.S. Property & Casualty office in Lexington, Ky.

The **Crawford Scholarship Program** was established to assist the children of global employees in pursuit of higher education. Crawford maintains scholarships annually to the sons and daughters of full-time employees which are awarded on the basis of academic achievement, education and career goals, participation in school and community activities, a 500-word essay and completion of an application.

- Throughout the world, the holiday season is a particularly special time to see Crawford generosity in action. In lieu of mailing printed holiday cards to clients in the U.S., for several years a donation has been made to Children's Healthcare of Atlanta, the largest healthcare provider for children in **Georgia** and one of the largest pediatric clinical care providers in the country. Similarly, instead of mailing cards, **Crawford Italy** made a donation to "MIA Milano in azione," a not-for-profit association that cares for Milan's homeless. Crawford's team in **Poland** collected items for dogs in animal shelters. Employees in many of our U.S. offices including **Atlanta, GA; Minneapolis, Minnesota; Lake Zurich, IL; Jacksonville and Sunrise FL**; and other cities helped make the holidays a little brighter for underprivileged children and seniors by contributing to efforts like the Atlanta Mission Christmas project, The Salvation Army's Angel Tree and The U.S. Marine Corps Toys for Tots programs. **Crawford UK** employees supported Save the Children's Christmas Jumper Day, and some offices donated food for the Trussell Trust Food Banks.
- Crawford is proud of its collaboration within the enterprise as well as with our business partners. An example of this corporate value in action is shown by **Broadspire**, a Crawford company, which during the past five years has raised a cumulative total of more than \$600,000 for SOS Children's Village – Florida during its annual charity golf tournament. The fundraising tournament, a collaboration of sponsorship with many of Broadspire's vendor partners, every year boasts record attendance. SOS Children's Villages - Florida is a foster care neighborhood in Coconut Creek, Florida, with 12 houses that are home to up to 75 boys and girls who have been removed from their homes due to abuse, neglect, or abandonment.
- **Crawford Contractor Connection** coordinated the **partnership of some 150 companies from their contractor network around the U.S.** to join forces for our 2015 Global Day of Service initiative. Their efforts ranged from home repairs and park clean-ups, to Habitat for Humanity builds, hosting a golf tournament fundraiser for law enforcement, coordinating a clothing drive for veterans, and providing free dry cleaning for a retirement facility. Some

contractors also worked alongside Crawford employee volunteer groups in their projects. Contractor Connection also launched a “Hiring our Veteran’s” initiative, part of the U.S. Chamber of Commerce Foundation’s “Hiring our Heroes” campaign to hire military veterans.

Additionally, **Crawford Cares, Inc.** (also known as Crawford Cares), referenced above, is a non-profit entity that provides financial assistance to eligible Crawford & Company employees who are in need due to situations such as loss or major damage to primary residence, forced evacuation from residence, death of employee or family member or life-threatening illness or injury. The goal of Crawford Cares is to lend a helping hand to provide short-term assistance for food, clothing, shelter or other unforeseen expenses that may arise. Crawford Cares, Inc. is funded solely through contributions from Crawford employees.

Crawford employees are innovative, dedicated, hardworking, and reliable. We are resilient, collaborative, and share a passion to succeed, specialists who possess unmatched experience in difficult situations when our clients need us most. Globally, Crawford employees are involved collectively and individually in a number of charitable causes that are important to them, including support for the arts, environmental restoration and sustainment, healthy living, disease research and eradication, and improving the emotional, educational and nutritional well-being of people from all walks of life. After all, **at the end of the day we are in business to help people. Through our efforts, we believe that we can make a difference and in fact, be the difference in the communities where we live and work.**