Insurance Industry Charitable Foundation Releases Millennial Ideas Summit White Paper at its annual IICF Key Partner Company Media Day in New York

Hosts 13 leading insurance companies as a forum for exchange of philanthropic ideas and initiatives

New York, NY (April 8, 2019) – The Insurance Industry Charitable Foundation (IICF), a nonprofit organization working with the insurance industry to help communities and enrich lives, last week held its Key Partner Company Media Day and Philanthropic Forum in New York, an annual gathering of representatives of IICF’s Key Partner Companies and national media. Each year, senior industry executives, insurance industry partners such as the Insurance Information Institute, and the charitable foundation leaders and corporate social responsibility specialists of the IICF Key Partners meet to present to colleagues and media on the significant and varied ways the insurance industry is giving back to the communities where we live and work. This includes hundreds of thousands of hours of global employee volunteerism, pro bono and skills-sharing support to nonprofit organizations, disaster response, relief and recovery, employee-driven outreach in local communities and many other creative corporate social responsibility initiatives.

IICF Key Partner Companies are those with Board of Directors representation across three or more of IICF’s five divisions, along with serving on the IICF International Board of Governors. The following Key Partners were represented at this year’s IICF event: AIG, Aon, AXA XL, Assurant, Chubb, CNA, EY, Farmers Insurance, HUB International, Munich Re, The Hartford, Swiss Re and Zurich. The 2019 IICF Key Partner Company Media Day was hosted by Chubb in their Manhattan office.

“It was a privilege to observe each of these companies presenting on their significant philanthropic initiatives,” said Barbara Bufkin, Chair, IICF International Board of Governors and Assurant, Executive Head of Business Development. “And while individually impressive, what is truly unique is their collaboration in leveraging their own corporate social responsibility campaigns for scale and scope within the IICF, our industry’s philanthropic foundation.”

IICF’s Media Day also featured the release of a new white paper that documents the findings of IICF’s Millennial Ideas Summit. Convened in late 2018 with more than 50 young leaders and emerging talent from across the insurance industry, the Millennial Ideas Summit provided a platform to discuss several key topics and challenges facing the industry. These included talent and recruitment of millennials in the insurance industry; technology, innovation and change; and social responsibility, particularly the industry’s philanthropic response following natural disasters.

MarshBerry documented the insight gleaned at the IICF Millennial Ideas Summit in a new white paper: What Millennials Want, How are we engaging the millennial workforce and showing what it means to work in the insurance business. This distinctive white paper explores many timely themes and ideas expressed by representatives of the millennial workforce, one of the most diverse workforces ever, including:

- As the insurance workforce ages, the industry needs to actively engage more young people in what it means to develop and enjoy an insurance career – and how does the industry connect with millennials to show the pathway to insurance positions that offer the qualities they’re looking for: flexibility, empowerment, career advancement, social responsibility and independence;
- How businesses gear up and develop a culture that welcomes and drives change, helping the industry work smarter through innovation – an area where younger people can contribute greatly;
How should the industry be perceived to attract millennials - diverse, genuine, versatile, modern, caring, tech-savvy, recession-proof, empathetic and purpose-driven were just some of the ideas;

Communicating to the younger workforce that insurance is a business of service and one that helps people in their times of need - corporate social responsibility is critically important to millennials, who want opportunities to give back and make a difference through experiences and grassroots ways to get involved in helping.

MarshBerry concludes the white paper by reminding us that the insurance industry is on the cusp of a grand evolution. The industry can change and embrace the fresh, inspired next generation and become better organizations for it. Learn more in What Millennials Want, How are we engaging the millennial workforce and showing what it means to work in the insurance business for further insight and analysis.

IICF will host its next industry exchange on community outreach and corporate social responsibility at its biannual Philanthropic Roundtable on September 18 in New York City.

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**About the Insurance Industry Charitable Foundation (IICF)**
The Insurance Industry Charitable Foundation (IICF) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF has served as the philanthropic foundation of the insurance industry for more than twenty-five years, contributing over $31 million in community grants along with 300,000 volunteer hours by more than 110,000 industry professionals. IICF reinvests locally where funds are raised, serving hundreds of charities and nonprofit organizations, for maximum community impact. IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at [www.iicf.org](http://www.iicf.org) or follow us on Twitter @doubleicf.

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